

**Business Impact Estimate Form (see F.S. § 125.66(3)(a))**

**For:**

AN ORDINANCE OF THE COUNTY OF PINELLAS, PROVIDING THAT THE PINELLAS COUNTY CODE BE AMENDED BY REVISING CHAPTER 42 OF SAID CODE; PROVIDING FOR REVISIONS TO CHAPTER 42, SECTION 430 UPDATING HUMAN TRAFFICKING AWARENESS SIGNAGE REQUIREMENTS FOR CERTAIN BUSINESS ESTABLISHMENTS; PROVIDING FOR SEVERABILITY; PROVIDING FOR AREAS EMBRACED; PROVIDING FOR INCLUSION IN THE CODE; AND PROVIDING FOR AN EFFECTIVE DATE.

This Ordinance is scheduled to be considered for adoption by the Pinellas County Commission on January 14, 2025 at 9:30AM at Pinellas County Communications – Palm Room, 333 Chestnut Street, Clearwater, Florida 33756

*\* Unless an attachment is expressly referenced, the content in this Form encompasses the entire Business Impact Estimate for the Ordinance.*

**1. Summary of the Ordinance, including a statement of the public purpose to be served by the Ordinance, such as serving the public health, safety, morals, and welfare of the County:** *[This Section does not need to be lengthy. The Recitals (“WHEREAS” Clauses), or the “Purpose” or “Legislative Intent” Sections of the Ordinance, may be helpful to reference.]*

*This ordinance promotes awareness and hotline information to aid in preventing Human Trafficking and reducing victimization from Human Trafficking by requiring informational signage with hotline information for resources. This ordinance was put into effect in 2015 following Florida statutory guidance. This ordinance is being amended to change the hotline reference in alignment with recent statutory changes from HB 7063, amending Florida Statute 787.29.*

**WHEREAS**, human trafficking is a form of modern-day slavery, which involves the exploitation of persons for commercial sex or forced labor and often subjects victims to force, fraud and coercion; and

**WHEREAS**, while many victims of human trafficking are forced to work in prostitution or the sexual entertainment industry, trafficking also occurs in forms of labor exploitation, such as domestic servitude and cosmetology; and

**WHEREAS**, traffickers use various techniques to instill fear in victims to keep them enslaved such as isolation, threats of imprisonment and deportation, confiscation of passports, visas or other identification documents and threats of violence toward victims or their families; and

**WHEREAS**, Florida law, pursuant to Section 787.29, Fla. Stat. authorizes counties to enforce posting of human trafficking public awareness signs in certain establishments; and,

**WHEREAS**, Florida Law previously required certain establishments to display signs raising awareness of human trafficking and providing for the number to the National Human Trafficking Resource Center; and

**WHEREAS**, the Florida Legislature recently made amendments to human trafficking signage requirements changing the designated phone number from the National Human Trafficking Resource Center to the Florida Human Trafficking Hotline.

**2. An estimate of the direct economic impact of the Ordinance on private, for-profit businesses in the County, including the following, if any:**

(a) An estimate of direct compliance costs that businesses may reasonably incur if the Ordinance is enacted; *[Because many ordinances do not require that direct costs be incurred for compliance, this estimate will often be “zero dollars.” Generally speaking, direct costs are clearly connected to a specific objective and readily ascertainable.]*

(b) Identification of any new charge or fee on businesses subject to the Ordinance for which businesses will be financially responsible; *[Because many ordinances do not result in the levy of any new charges or fees on businesses, there will often be nothing to identify here.]* and

(c) An estimate of the County’s regulatory costs, including estimated revenues from any new charges or fees that will be imposed on businesses to cover such costs. *[Because many ordinances entail regulatory costs, an estimate will often be warranted here. For example, the County may incur costs for any number of the following factors: implementation, outreach, construction/maintenance, monitoring, enforcement, and procurement. However, the estimate must only account for direct costs (briefly described above).]*

*This ordinance provides for the structure to implement a non-ad valorem special assessment on hospital properties in alignment with the State Hospital Directed Payment Program guidance. The ordinance requires a resolution to be passed in order to implement the program each year. For 2023 program participation the estimated assessment is \$108,534,798 across 16 hospitals.*

*Pinellas County has received letters of support from 15 of the 16 hospitals with one abstaining due to national policy.*

The program will have no new impact on local businesses. The ordinance is already in place. The change is to the sign and requires no new regulation.

**3. A good faith estimate of the number of businesses likely to be impacted by the Proposed Ordinance:**

*[This Section is self-explanatory: All that is required is a good faith estimate of the number (note: not costs) of businesses likely to be impacted.]*

Approximately 830 licensed adult use, massage, and cosmetology locations are currently required to post signage in Pinellas County under the ordinance.

**4. Any additional information the BCC deems useful:** *[This Section is not legally required.]*

This change provides for an update for the hotline number used on the signage as adopted under HB7063.