

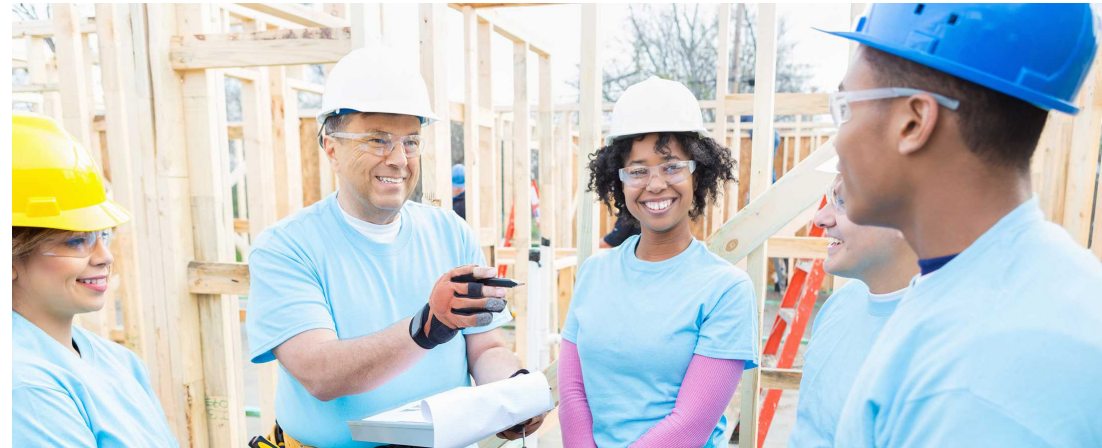
FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY

ANNUAL REPORT

2021/2022



FLORIDA DEPARTMENT of
ECONOMIC OPPORTUNITY





LETTER FROM
THE SECRETARY

DANE EAGLE

.....
The Honorable Ron DeSantis,
Governor of Florida
Plaza Level 05, The Capitol
400 South Monroe Street
Tallahassee, Florida 32399-0001

The Honorable Wilton Simpson,
President, Florida Senate
Room 409, The Capitol
404 South Monroe Street
Tallahassee, Florida 32399-1100

The Honorable Chris Sprowls,
Speaker, Florida House of
Representatives
Room 420, The Capitol
402 South Monroe Street
Tallahassee, Florida 32399-1300

.....

Dear Governor DeSantis, President Simpson, and Speaker Sprowls:

Florida’s economy is strong, resilient, and positioned for continued success. As of September 2022, Florida’s unemployment rate decreased by 1.4 percentage points over the year to 2.5 percent, continuing a 26-month trend. Florida’s over-the-year private sector job growth has exceeded the nation’s for 18 consecutive months since April 2021, and the state’s total private sector employment increased by 461,500 jobs (+5.8 percent) over the year in September 2022, 1.4 percentage points faster than the national growth rate of 4.4 percent.

Florida economic success is not luck; rather, it is the direct result of our Governor and Legislature’s decisive leadership and sound policy. Instead of locking people down during the pandemic, Governor DeSantis lifted people up, and we are seeing the impacts of this direction bear out nationally. Florida’s revenues have exceeded pre-pandemic estimates by more than \$8 billion, and the state continues to make investments in education, infrastructure, and other programs while having a record \$20 billion in reserves, which do not include federal dollars.

The Florida Department of Economic Opportunity (DEO) and its economic development partners are committed to advancing the mission of economic momentum by prioritizing strategic investments in a diversified economy through the promotion of public infrastructure and workforce training; services, resources, and opportunities for Florida’s job seekers; and programs that help employers find, develop, and retain a qualified workforce talent. Together with our partners, we are also committed to tackling issues such as workforce and affordable housing and programs that support our underserved and rural communities.

The DEO Annual Report for Fiscal Year 2021-2022, contained herein, further demonstrates the successful outcomes of the collaborative work of our economic development partnerships. As required by Florida Statutes, this report includes updates on key economic development programs, including the Black Business Loan Program, the Rural Economic Development Initiative, and the Florida Unique Abilities Partner Program, as well as annual updates from our partners: CareerSource Florida, Enterprise Florida, Inc., Space Florida, and Visit Florida.

Thank you for the opportunity to carry Florida’s economic development mission forward and to share these key updates. DEO and its partners remain dedicated to expediting economic development projects, fueling job creation, and strengthening Florida communities. Please do not hesitate to contact me if you have any questions.

Sincerely,

Dane Eagle
Secretary

TABLE OF CONTENTS

BUSINESS CLIMATE AND ECONOMIC DEVELOPMENT.....05

- Economic Momentum Resulting from Strategic Investments.....05
- Promoting Economic Self-Sufficiency.....06
- Investing in Infrastructure and Workforce Development.....06
- Strengthening Community Resiliency.....07
- Opportunities and Recommendations.....07

THE FLORIDA DEPARTMENT OF ECONOMIC

OPPORTUNITY’S PARTNERS.....08

- Enterprise Florida.....08
- Business Development.....08
- International Trade and Development.....09
- International Offices and Foreign Direct Investment.....10
- Florida Sports Foundation.....11
- Florida Development Finance Corporation.....12
- CareerSource Florida.....13
- VISIT FLORIDA.....14
- Space Florida.....16

REQUIRED REPORTS.....17

- Black Business Loan Program.....17
- Florida Unique Abilities Partner Program.....18
- Rural Economic Development Initiative.....19



BUSINESS CLIMATE AND ECONOMIC DEVELOPMENT



The Florida Department of Economic Opportunity (DEO) is an executive branch agency established through the consolidation of the Agency for Workforce Innovation, the Department of Community Affairs, and the Governor’s Office of Tourism, Trade and Economic Development on October 1, 2011. The purpose of the consolidation was to expedite economic development projects, fuel job creation, and strengthen Florida communities.

DEO champions the Governor’s economic development vision through robust communication with its statewide and local economic development partners, active outreach to Florida’s business community, and active collaboration with other state agencies, such as CareerSource, Enterprise Florida, Inc., The Florida Housing Finance Corporation, VISIT FLORIDA, Space Florida, the Florida Development Finance Corporation (FDFC), the Florida Department of Education (DOE), the State University System Board of Governors (BOG), the Florida Department of Children and Families (DCF), the Florida Department of Transportation (FDOT), the Florida Department of Environmental Protection (DEP), the Florida Division of Emergency Management (DEM), and Florida’s Small Business Development Centers (SBDC). Through its economic development programs, DEO supports business development and assists communities throughout the state by providing the tools and resources those communities need to be successful. To ensure all Floridians have meaningful opportunities, DEO administers several programs targeted specifically to our state’s veterans, Floridians living in low-to-moderate-income communities, and individuals who have fallen on financial hardships.

ECONOMIC MOMENTUM RESULTING FROM STRATEGIC INVESTMENTS

Under Governor Ron DeSantis’ leadership, Florida continues to excel as the nation’s leader in economic recovery and outperform the nation in economic success by virtually every measure. Due to Florida’s strong economy, Florida continues to make investments in education, infrastructure, and other programs while having a record \$20 billion in reserves. No money from the Federal Government is included in Florida’s record \$20 billion in reserves and Florida’s revenues have exceeded pre-pandemic estimates by more than \$8 billion.

- As of September 2022, Florida’s unemployment rate decreased by 1.4 percentage points over the year to 2.5 percent and continues to remain below the national rate, which is currently 3.5 percent.
- Florida’s statewide unemployment rate has been lower than the national rate for 22 consecutive months since December 2020, and over-the-year private sector job growth has also exceeded the nations for 18 consecutive months since April 2021.
- The state’s total private sector employment increased by 461,500 jobs (+5.8 percent) over the year as of September 2022, 1.4 percentage points faster than the national growth rate of 4.4 percent.
- Florida has seen 1,979,147 new business formations since January of 2019, more than any other state over this period, and as of September 2022, Florida employers have added jobs for 29 consecutive months.
- Florida’s gross domestic product (GDP) grew at an annualized rate of 1.6 percent in the 2nd quarter of 2022, the 2nd fastest growth rate among all states. This increase comes as the same time that the nation experienced two consecutive quarters of GDP declines.

DEO will continue to support this economic momentum by prioritizing strategic investments in a diversified economy through the promotion of public infrastructure and workforce training through programs such as the Governor’s Job Growth Grant Fund and Rural Infrastructure Fund; programs, services, resources, and opportunities for Florida’s job seekers, including veterans, individuals with unique abilities, recipients of government assistance, and other Floridians with barriers to employment; and programs that help employers find, develop, and retain qualified workforce talent. DEO will also continue to distribute disaster recovery and mitigation funds for long-term recovery efforts to assist Florida job seekers, businesses, and communities impacted by recent disasters.



Finally, DEO looks forward to promoting programs that recognize and incentivize professions that keep our communities safe, including first responders and sworn law enforcement officers, while seeking to improve job opportunities and quality of life in communities for all Floridians by utilizing programs such as the Competitive Florida Partnership, the Office of Broadband, and other state, and federal resources.

PROMOTING ECONOMIC SELF-SUFFICIENCY

DEO contributed to this goal in Fiscal Year (FY) 2021-2022 by distributing more than \$1.8 billion in reemployment assistance payments to more than 800,000 Florida job seekers and awarding more than \$136 million in mortgage and utility relief to 5,134 of the state's most vulnerable homeowners through the Homeowner Assistance Fund (Note: at the time of completing this report, DEO awarded more than \$434 million in relief to 19,919 homeowners through the Homeowner Assistance Fund, the fastest in the nation). To date, DEO has also prevented more than \$23.2 billion in reemployment assistance fraud.

INVESTING IN INFRASTRUCTURE AND WORKFORCE DEVELOPMENT

DEO awards millions of dollars in grant funding annually to local governments and communities to enhance their resiliency and bolster their local economies. In FY 2021-2022, more than \$74 million was awarded to 18 communities through the Governor's Job Growth Grant Fund to develop public infrastructure and workforce training across the state. Through the Rural Infrastructure Fund, nearly \$15 million was awarded to encourage job creation, capital investment, and economic diversification in rural economies.

JOB GROWTH STORY: HERNANDO COUNTY

In October 2021, Governor DeSantis awarded \$6.1 million to Hernando County for infrastructure improvements to accommodate the Hernando County Citizens Center for Success. These funds will develop and prepare the 18-acre site for collaborative use by Pasco Hernando State College (PHSC), the Hernando County School Board (HCSB), and Hernando County local government. PHSC's Corporate College and HCSB's Wilton Simpson Technical College will expand programming to offer workforce training in manufacturing, flight training, medical and diagnostic laboratories, and other career and technical education pathways that will lead to an estimated 4,000 students receiving the training necessary to enter the workforce.



RURAL INFRASTRUCTURE FUND STORY: CITY OF MOORE HAVEN

In February 2022, Governor DeSantis awarded more than \$1 million to City of Moore Haven through two Rural Infrastructure Fund grants to improve and enhance the downtown area and attract new development, creating new jobs and improving the local economy. The City of Moore Haven will use the funds to complete roadway and stormwater improvements that will mitigate recurrent flooding and prevent pollutants from entering the Caloosahatchee River Basin Estuary.



STRENGTHENING COMMUNITY RESILIENCY

Additionally, through its community development programs, DEO provides assistance to Floridians impacted by disasters to secure decent, safe, and sanitary housing and funding to enhance community recovery and resiliency efforts and mitigate the impacts of future disasters. The Rebuild Florida Program within the Office of Long-Term Resiliency awarded more than \$1.2 billion to communities impacted by hurricanes and natural disasters to address long-term recovery needs for housing, infrastructure, and economic development in FY 2021-2022. Awards included more than \$642.7 million for infrastructure repair and \$543 million to mitigate the impacts of future disasters. As Florida's economy continues to thrive and new industries emerge, DEO is working to identify opportunities to prioritize the availability of affordable and workforce housing and further improve existing infrastructure in both rural and urban communities.

As Governor DeSantis maintains Florida's position as a nationwide leader in economic development, DEO will collaborate with stakeholders to develop programs that offer meaningful opportunities for growth and enhance the economic resiliency of the Sunshine State and provide Floridians with a path to economic self-sufficiency.

OPPORTUNITIES AND RECOMMENDATIONS

The vision, goals, and objectives for economic development in Florida are defined in the Florida Strategic Plan for Economic Development 2018-2023. In addition, DEO is implementing the recommendations below:

- Efficient, timely, and effective administration of reemployment assistance, while modernizing the Reemployment Assistance Claims and Benefits Information System (System) to ensure the System is secure, scalable, and sustainable, and to enable continuous modernization to improve the customer experience.
- Implementation of the FL WINS program through collaboration among the Governor's Reimagining Education And Career Help (REACH) Office, DEO, CareerSource Florida, DCF, and DOE. The program's goals are to integrate existing departmental systems of record by creating a data hub and public facing consumer portal that allows interoperability among multiple workforce partner agencies and to create an enhanced "no wrong door" user experience for Floridians.
- Promote accountability and improved service delivery of employment services, resources, and opportunities for Florida's job seekers and other Floridians experiencing barriers to economic self-sufficiency through implementation of the REACH Act.
- Assist Florida's employers in finding, developing, and retaining qualified workforce talent.
- Distribute disaster recovery and mitigation funds for long-term recovery efforts to assist Florida job seekers, businesses, and communities that were impacted by recent hurricanes.
- Partner with education and business stakeholders to ensure alignment between credentials and the demand from employers.
- Provide technical assistance and work closely with state and federal entities to support rural and urban local governments, economic development representatives, planning councils, and small or minority businesses.
- Improve job opportunities and quality of life in communities by utilizing Competitive Florida Partnership, the Office of Broadband, and other state and federal resources.
- Promote public infrastructure, workforce training, and economic development across the state through the Florida Job Growth Grant Fund and the Rural Infrastructure Fund.

THE FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY'S PARTNERS



Performance reports in this report, pursuant to Florida Statutes, include: Enterprise Florida, Inc., The Florida Development Finance Corporation, CareerSource Florida, VISIT FLORIDA, and Space Florida.



ENTERPRISE FLORIDA, INC.

Enterprise Florida, Inc., (EFI) is the principal economic development organization for the state of Florida. EFI works to expand and diversify the state’s economy by stimulating private-sector job creation by promoting and marketing the state as the premier business location in the United States, focusing on Florida’s workforce, innovation, infrastructure, and pro-business climate. EFI collaborates with DEO and its statewide partners to facilitate private-sector job growth through business recruitment, international trade support, sporting event promotion, small and minority businesses assistance through capital funding programs, and state military installations and personnel support.

BUSINESS DEVELOPMENT

EFI and its statewide partners established 61 economic development projects representing a projected 12,564 new and retained jobs and more than \$2.5 billion in capital investment in FY 2021-2022. Projects included relocations or expansions from City Furniture, Amazon.com, Inc., and Lockheed Martin Corporation, to name a few. EFI’s business development team collaborates with DEO to utilize all the tools in Florida’s economic development toolkit to attract businesses to Florida and to assist local governments, state colleges, and state technical centers in strengthening Florida’s economy. Cooperative and creative efforts to use tools such as the Job Growth Grant Fund have enabled strong projects with positive prospective job creation and workforce training goals.



JOB GROWTH STORY: OSCEOLA COUNTY AND VALENCIA COLLEGE

Demonstrating his continued support for workforce training, Governor DeSantis awarded nearly \$10 million from the Job Growth Grant Fund to Osceola County and Valencia College to support semiconductor and other advanced technology manufacturing. Included in this award is \$6 million to assist with developing infrastructure connecting the county’s emerging NeoCity technology district with the county’s workforce, and \$3.7 million to Valencia College to develop a new program that will train students in utilizing robotics technology for semiconductor manufacturing. These two awards will combine to create manufacturing jobs while developing a talent pipeline that supports industry growth.

SANTANDER CONSUMER USA TO BRING 875 JOBS TO PASCO COUNTY

EFI's business development team partnered with the Pasco County Economic Development Commission to recruit Santander Consumer USA. Santander Consumer is a full-service finance company focused on vehicle finance, third-party servicing while delivering superior service to more than 3.1 million customers. The new Florida office, located in northwest Pasco County, will bring approximately 850 jobs to the area, covering a variety of automotive financing, funding, account servicing functions, as well as a number of back-office jobs.

Once the new Florida facility, is completed, it will feature a state-of-the art call center, as well as a modern office and training space to allow Santander Consumer to expand operations coverage in the Eastern Time Zone of the United States, as well as additional capacity to service future growth.



INTERNATIONAL TRADE AND DEVELOPMENT

INTERNATIONAL TRADE

EFI's International Trade and Development Division (IT&D) delivers programs and services to help Florida's small and mid-sized enterprises grow through international trade. Business participation in the global markets through exports and trade creates a resilient economy that is more resistant to economic downturns and natural disasters and enabling businesses to grow and thrive.

IT&D's statewide network of professional trade managers covers every county in the state and conducted more than 4,600 consultations with more than 2,300 companies in FY 2021-2022 to assess market readiness, select target markets for products or services, provide market research and information on channels of distribution in target markets, and to make introductions to EFI's International Offices.

Responding to the tremendous demand for companies to attend overseas events in person, IT&D's staff conducted export sales missions to Ecuador and Egypt and organized Florida's participation in another 14 global trade shows and exhibitions. IT&D facilitated 11 webinars to provide companies around the state with timely, important information about topics on international trade and to highlight the services of EFI's International Offices.

In total, Florida companies reported \$1.5 billion in actual and expected export sales due to IT&D's export development programs – twice as much as the previous fiscal year. Through EFI's Export Diversification and Expansion program, more than \$1.5 million in trade grants were awarded to more than 220 companies to participate in trade shows and business matchmaking along with export marketing plans and international website development. These businesses are growing and adding jobs thanks to our efforts.

INTERNATIONAL OFFICES AND FOREIGN DIRECT INVESTMENT

IT&D's International Office network and foreign direct investment team conducted 400 consultations with Florida companies interested in doing business overseas and more than 1,400 consultations with foreign companies interested in learning more about investing and doing business in the state. Adding to the state's tax and employment base, 39 foreign direct investment projects with \$153 million in total capital investment were established due to their efforts. Those investments represent nearly 3,000 jobs for Floridians.

ENTERPRISE FLORIDA, INC. PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2021-2022

PERFORMANCE MEASURES	FY 2020-2022 ACTUALS	PERFORMANCE STANDARDS
BUSINESS DEVELOPMENT – PROPOSED JOB CREATION		
Total number of proposed jobs to be created by businesses assisted by EFI*	12,564	13,000
In rural communities	0	300
By international businesses	2,037	700
With incentives: QTI, CLOSE, HIPI, IIF, CITC, BROWN and RIF	3,305	3,000
INTERNATIONAL TRADE		
Number of Florida based businesses assisted by EFI for international trade	2,315	2,250
Number of companies with export sales attributable to activities conducted by EFI	863	260
Percentage of companies assisted by Enterprise Florida that report "Objectives Met"	93%	85%
Number of international trade events sponsored by Enterprise Florida scheduled and completed.	38	25
MARKETING FLORIDA		
Web traffic to EFI's website (overall traffic in visits)	516,688	350,000
Positive media hits	915	550
Total social media channel followers	54,063	30,000
Total media impressions (print, digital, broadcast, out of home)	154,000,000	65,000,000
MINORITY AND/OR SMALL BUSINESS, ENTREPRENEURSHIP AND CAPITAL		
Number of businesses that received financial assistance**	4	6
GENERAL		
Satisfaction of businesses served with investment or trade assistance provided by EFI	99%	95%
Number of strategies in the Florida Statewide Strategic Plan for Economic Development being implemented by EFI.		11
Response rate for Business Development/International Trade Development customer satisfaction survey	31%	25%

More information about EFI may be found at [EnterpriseFlorida.com](https://www.EnterpriseFlorida.com). A copy of the most recent EFI annual report may be found at [EnterpriseFlorida.com/About/Transparency/](https://www.EnterpriseFlorida.com/About/Transparency/)

FLORIDA SPORTS FOUNDATION

The Florida Sports Foundation (FSF), a division within EFI, assists Florida communities with securing, hosting, and retaining sporting events and sports-related businesses that generate significant economic impact and sports tourism for the state through grant programs, legislative initiatives, and industry partner services, recognition, and development.

During FY 2021-2022, FSF awarded 216 sporting event grants totaling over \$4.5million to 35 industry partners throughout the state of Florida. These grants are projected to bring over 1.2million out-of-state visitors and a projected economic impact of over \$878million to the state of Florida. FSF paid nearly \$1.8million across 145 grants, bringing over one million visitors and an economic impact of over \$777million to the state of Florida.

NATIONAL SENIOR GAMES

National Senior Games athletes were greeted by a “Come Play In Florida” sand sculpture at the Fort Lauderdale Convention Center Athletes Village at the 2022 National Senior Games. The sand sculpture was prominent in the Athletes Village, located by the main entrance, for the duration of the Games from May 10 through May 23. More than 10,000 athletes competed in the 2022 National Senior Games, including more than 1,600 from Florida. The sculpture was a very popular photo opportunity for 14 days in the Convention Center.



2022 SUNSHINE STATE GAMES

The Florida Sports Foundation partnered with Amazon as the presenting sponsor of the 2022 Sunshine State Games. With a large presence in Broward County, athletes and Amazon staff members were greeted with a 20 foot long “Welcome to the 2022 Sunshine State Games, presented by Amazon” banner on the front facade of the Coral Springs Aquatic Center. Over the weekend of June 24-26, a total of 50 teams and more than 1,000 athletes and friends were greeted with the banner as they entered the facility for each of the three days.

PERFORMANCE MEASURES	FY 2020-2022 ACTUALS	PERFORMANCE STANDARDS
FLORIDA SPORTS FOUNDATION		
Economic contributions to communities as a result of hosting Florida’s Senior State Games and Sunshine State Games Championships	\$9,715,694	\$5,000,000
Number of participants (athletes and families) competing in and attending Florida’s Senior State Games and Sunshine State Games Championships	25,493	10,000
Economic contributions from Florida Sports Foundation sponsored sporting event grants	\$535,088,650	\$100,000,000
Number of attendees at the sponsored grant events	1,288,168	150,000

More information about EFI may be found at EnterpriseFlorida.com. A copy of the most recent EFI annual report may be found at EnterpriseFlorida.com/About/Transparency/

FLORIDA DEVELOPMENT FINANCE CORPORATION

The Florida Development Finance Corporation (FDFC) is a self-sustaining, statewide special development financing authority created to advance economic development in Florida.

FDFC promotes Florida's economic development by assisting new and existing businesses and organizations with access to capital to promote business activity, job creation, and improving the quality of life for citizens throughout the state. In pursuit of those goals, FDFC assists for-profit and not-for-profit businesses with access to capital for project financing through issuance of taxable and tax-exempt bonds. As a self-sustaining entity, FDFC promotes economic development in Florida **without state financial support**.

FDFC is authorized to issue industrial revenue bonds in all of Florida's 67 counties through interlocal agreements. Working in partnership with the financial services industry and local development organizations, FDFC provides cost-effective financing options for creditworthy small manufacturers and other firms critical to the economic base of Florida.

FDFC saw an increase in revenues as it facilitated the authorization and issuance of over \$2.1 million through 25 new money bonds in FY 2021-2022. The types of borrowers served by the FDFC bond process in FY 2021-2022 were two not-for-profits, four health care facilities, four senior living facilities, two transportation projects, 12 charter schools, and one private school. FDFC also issued \$37.5million in Commercial Property Assessed Clean Energy (CPACE) financing across seven projects in FY 2021-2022, including multifamily and senior housing and hospitality projects.



CAREERSOURCE FLORIDA

CareerSource Florida is the Governor’s principal workforce policy organization, directed by a board of business and government leaders charged with guiding workforce development for the state. The state workforce development board provides oversight and policy direction for talent development programs administered by DEO, Florida’s 24 local workforce development boards, and more than 100 career centers across the state.

DEO partners with CareerSource Florida and the state’s local workforce development boards to strengthen Florida’s business climate by supporting employers and helping Floridians gain employment, remain employed, and advance their careers. Across the state, 50,770 businesses were served by their local workforce development board in FY 2021-2022, receiving help with recruiting, hiring, and training new and existing employees.



REIMAGINING EDUCATION AND CAREER HELP OFFICE

In June 2022, CareerSource Florida approved approximately \$20 million in discretionary job training funding to target upskilling for veterans, support aviation, aerospace, and defense industries, and provide pathways to prosperity to low-income, single and pregnant women through paid work-based learning, among other things. The funding is part of the \$230.4 million state workforce system budget for FY 2022-2023. This budget comes as a result of the Governor’s leadership and vision and represents the work of the Executive Office of the Governor’s REACH Office, DEO, the Florida Department of Education, the Florida Department of Children and Families, Space Florida, and Enterprise Florida to support life-changing, high-value job training efforts across the state.

CAREERSOURCE FLORIDA PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2020-21

PERFORMANCE MEASURES	FY 2021-2022 ACTUALS
INCUMBENT WORKER TRAINING (IWT) GRANT PROGRAM	
Number of projected IWT trainees	2,148
Number of IWT grants awarded to businesses	68
QUICK RESPONSE TRAINING (QRT) GRANT PROGRAM	
Number of projected QRT trainees	2,599
Number of QRT grants awarded to businesses	15

More information about CareerSource Florida may be found at [CareerSourceFlorida.com](https://www.careersourceflorida.com).

A copy of CareerSource Florida’s most recent state annual report may be found at [CareerSourceFlorida.com/About-Us/Reports-and-Publications/](https://www.careersourceflorida.com/About-Us/Reports-and-Publications/).

VISIT FLORIDA

In FY 2021-2022, Florida welcomed 133.7 million visitors, demonstrating that Florida is a global destination for tourism, relaxation, and fun. Nearly 126.4 million were out-of-state domestic visitors and 7.3 million were international travelers.

In the latest economic impact study conducted on 2020 visitation, visitors added \$61.7 billion to Florida's gross domestic product. Visitor spending contributed to \$8.2 billion in state and local tax revenue and supported nearly 1.1 million jobs across the state. For every \$1 the state invests in VISIT FLORIDA, \$3.27 in tax revenue is generated.

Florida's common-sense policies catalyzed the state's tourism industry to an early and swift recovery. Florida welcomed 33.7 million travelers in the second quarter of 2022. This represents a 5.6 percent increase over the same quarter in 2021 and an astounding 4.5 percent increase over the second quarter of 2019 – itself a record-breaking year for Florida tourism and the largest number of visitors that Florida has ever received in the second quarter.

Additionally, in Calendar Year 2021, Florida expanded its market share of overseas travelers to 44.6 percent of the nation's total. This is the highest market share of overseas travelers that any state has ever achieved and is more than 20 percentage points higher than second place New York, which had 22.3 percent of the market share. It also is more than 10 percentage points higher than the previous record of 34.1 percent, which was held by New York.

VISIT FLORIDA PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2021-2022

PERFORMANCE MEASURES	FY 2021-2022 ACTUALS	PERFORMANCE STANDARDS
Annual percentage of domestic visitors to Florida influenced by VISIT FLORIDA's primary marketing programs	65.8%	40%
Percentage increase in likelihood of visiting Florida after exposure to VISIT FLORIDA's digital marketing among domestic audience.	160%	20%
Industry rating of VISIT FLORIDA's performance in promoting tourism to Florida	8.5/10	8.0/10
Annual share of domestic vacation trips*	22.8%*	15%
Annual share of international visitor spending	26.5%	20%
Maintain annual market share in traditional feeder markets*	26.5%*	20%
Growth in annual market share in emerging markets*	25.9%*	17%
Number of strategies in the Florida Strategic Plan for Economic Development 2018-2023 being implemented by VISIT FLORIDA	4	4

VISIT FLORIDA MARKETING ACTIVITIES

Total number of individual businesses actively participating in VISIT FLORIDA marketing activities	13,311	12,000
Total number of individual businesses, located in RAO-designated communities, actively participating in VISIT FLORIDA marketing activities, and the percentage coverage of the total RAO-designated communities.	866/100%	600/90%

* In previous years, these metrics have been calculated based on people whose trip purpose was 'general vacation.' This was also how the standard was determined. Beginning in 2021, the company that provides the data for these metrics changed how the trip purpose question was asked in such a way that results in higher performance than has previously been reported.

More information about VISIT FLORIDA may be found at: [VisitFlorida.org](https://www.VisitFlorida.org). A copy of VISIT FLORIDA's Annual Report may be found at: [VisitFlorida.org/About-Us/What-We-Do/Annual-Reports](https://www.VisitFlorida.org/About-Us/What-We-Do/Annual-Reports).

VISIT FLORIDA QUALITY OF LIFE DASHBOARD

In March 2022, VISIT FLORIDA launched a new data dashboard to measure the tremendous benefit tourism provides to Florida's communities. Compiling key metrics from multiple studies, the data shows that revenue generated from tourist spending saves every Florida family over \$1,600 in taxes every year and bed tax revenues collected by counties have collectively funded nearly \$445 million in critical environmental projects over the past five fiscal years, including coral restoration, wetland mitigation, park maintenance and beautification, natural disaster recovery, and turtle rehabilitation.



SPACE FLORIDA

Space Florida was established in 2006 and continues to accelerate the growth of aerospace and aerospace-related industries across the state through targeted business retention, expansion, and diversification efforts. Space Florida is where leading aerospace companies get assistance on everything they need to see their new ideas take off. As the innovation connector, Space Florida brings unrivaled experience, unmatched financial tools, and an unbeatable location to the aerospace industry. Space Florida provides critical business financing opportunities for the aerospace industry, manages infrastructure investment in the state's spaceport system, and facilitates research and development, workforce, education, and investment programs.

Florida's aerospace-related entities have shown continued growth since 2010 and are expected to capture more growth in aerospace and aviation industries. Space Florida is striving to keep Florida at the forefront of an ever-changing space and aerospace market by seeking out new business and new opportunities for business growth, job creation, and workforce development. In FY 2021-2022, Space Florida recruited, retained, and expanded 15 space and aerospace-related companies along with more than 5,900 jobs across Florida, including six rural counties.

Space Florida's business development opportunities continue to cultivate the state's commercial space industry and other aerospace-related sectors through various innovation accelerators, financing capabilities, and spaceport infrastructure improvement program activities.



JOB GROWTH STORY: \$18 MILLION TO THE JACKSONVILLE AVIATION AUTHORITY (JAA)

In November 2021, Governor DeSantis awarded \$18 million to the Jacksonville Aviation Authority (JAA) to facilitate the buildout of Cecil Spaceport and the east side of Cecil Airport. Funding for the project was made available through close work and collaboration between DEO, FDOT, and Space Florida – each organization contributing \$6 million to the project. This project is expected to bring more than 2,300 jobs to the area by attracting new businesses in the aviation and aerospace sectors.

SPACE FLORIDA PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2021-2022

PERFORMANCE MEASURES	FY 2021-2022 ACTUALS	PERFORMANCE STANDARDS
Annual number of jobs created, recruited, and or retained	5,969	1,000
Annual number of companies recruited, retained, and/or expanded	15	15
Annual number and amount of funding for research projects, partnerships and grants supported	30/\$4.3M	30/\$2.0M
Number of strategies in the <i>Florida Strategic Plan for Economic Development 2018-2023</i>	15	15

More information about Space Florida may be found at SpaceFlorida.gov.

A copy of Space Florida's annual report may be found at SpaceFlorida.gov/About/Annual-Reports.

REQUIRED REPORTS



BLACK BUSINESS LOAN PROGRAM

In 2007, the Florida Legislature enacted the Florida Black Business Investment Act, establishing the Black Business Loan Program. The program provides capital to eligible black business enterprises that are unable to obtain financing through conventional lending institutions but could otherwise compete successfully in the private sector. Eligible borrowers may receive direct investments, loans, and loan guarantees. Technical assistance is also provided to black business enterprises that are seeking access to financing. The loan administrators for FY 2021-2022 are the Miami Bayside Foundation and FAMU Federal Credit Union.



BLACK BUSINESS LOAN PROGRAM PERFORMANCE

FISCAL YEAR	LOAN ADMINISTRATORS	ANNUAL APPROPRIATION	NUMBER OF LOANS/ LOAN GUARANTEES	AMOUNT OF LOANS/ LOAN GUARANTEES
2021-2022	2	\$2,225,000	16	\$977,000
2020-2021	3	\$2,225,000	30	\$1,575,500
2019-2020	2	\$2,225,000	18	\$809,700
2018-2019	2	\$2,225,000	17	\$990,011
2017-2018	2	\$2,225,000	25	\$1,006,288
2016-2017	2	\$2,225,000	56	\$1,808,058
2015-2016	2	\$2,225,000	66	\$2,663,305
2014-2015	1	\$2,224,999.98	12	\$153,631

More information about the Black Business Loan Program may be found at FloridaJobs.org/BBLP.

FLORIDA UNIQUE ABILITIES PARTNER PROGRAM

The Florida Unique Abilities Partner Program was created by the Florida Legislature to recognize businesses and organizations that employ individuals with disabilities, contribute to local or national disability organizations, or contribute to the establishment of a program that advances the independence of individuals with disabilities.

The Florida Unique Abilities Partner Program was designed to raise awareness of the economic and social benefits of employing individuals with unique abilities. Employing people with unique abilities is a direct and cost-effective means to assist them in achieving independence and fulfillment. When a company hires someone with a disability, the employee gains confidence, acceptance, and financial security.

During calendar year 2021, DEO received fewer applications than previous years but re-certified many unique abilities partners.



FLORIDA UNIQUE ABILITIES PARTNER PROGRAM PERFORMANCE MEASURES FOR CALENDAR YEAR 2021

PERFORMANCE MEASURES	2021 ACTUALS
BUSINESS DESIGNATION APPLICATIONS, AWARDS AND ANNUAL CERTIFICATIONS	
Number of applications and nominations received	12
Number of designations awarded	9
Number of annual certifications	171
PROGRAM TOTALS	
Number of applications and nominations received to date	293
Number of current Unique Abilities Partners	188
Number of Employers that are listed in the Employ Florida system as Unique Abilities Partners	15

More information about the Unique Abilities Partner Program may be found at FloridaUniqueAbilities.org.

RURAL ECONOMIC DEVELOPMENT INITIATIVE

The Rural Economic Development Initiative (REDI) is an effort involving state and regional entities that help rural communities improve their economies, specifically in terms of personal income, job creation, average wages, and a strong tax base. Additionally, REDI works with local governments, community-based organizations, and private organizations that have an interest in the growth and development of these communities to balance environmental and growth management issues with local needs.

The Governor may designate up to three rural areas of opportunity as recommended by REDI through executive order, which will establish these areas as priority assignments for REDI. This also allows the Governor, acting through REDI, to waive criteria, requirements, or similar provisions of any economic development incentive. REDI agencies and other REDI organizations may waive or reduce program match requirements to provide preferential awards or provide other financial and technical assistance. More information about the Rural Economic Development Initiative may be found at FloridaJobs.org/RuralEconomicDevelopmentInitiative.



AWARDED RURAL ECONOMIC DEVELOPMENT

Since Regional Rural Development Grants were first awarded in FY 1996-1997, more than \$9.1 million has been awarded to economic and tourism development organizations representing Florida’s rural counties and communities. During FY 2021-2022, DEO awarded \$600,000 in grants to four economic and tourism development organizations to enhance their professional capacity as well as market their respective areas and provide technical assistance to local governments and existing and prospective businesses.



- The North Florida Economic Development Partnership was awarded \$250,000 to provide marketing services, professional enhancement training opportunities and technical assistance to the 14 counties in the North Central RAO.



- Opportunity Florida was awarded \$250,000 to provide professional enhancement opportunities to economic development officials and provide technical assistance to the ten counties in the Northwest RAO.



- The Original Florida Tourism Task Force - representing 13 counties in the North Central and Northwest RAOs - was awarded \$50,000 to promote tourism throughout the region.

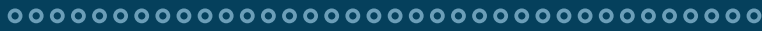


- The RiverWay South Apalachicola Choctawhatchee Organization was awarded \$50,000 to promote their namesake region as a tourism destination, enhance their website and provide for professional enhancement for staff and board members.

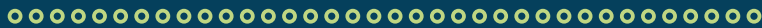


AWARDED RURAL COMMUNITIES DEVELOPMENT

Governor DeSantis believes in strengthening Florida’s rural communities and seeding opportunity throughout the state through strategic investments in public infrastructure, economic diversification, and economic recovery.



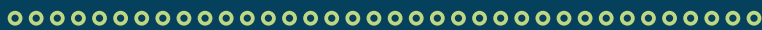
- In September 2021, the Governor strategically invested nearly \$1.9 million through the Job Growth Grant Fund and the Rural Infrastructure Fund to support economic growth in Walton and Wakulla Counties and the Town of Lake Placid.



- In December 2021, the Governor announced awards of \$12 million dollars to Florida’s Panhandle communities that were impacted by Hurricane Michael to increase resiliency and to mitigate against future storms.



- In February 2022, the Governor made an \$11 million investment in Madison, Suwannee, and Putnam counties through the Rural Infrastructure and Community Development Block Grant programs to foster economic development and diversification.



- In May 2022, the Governor provided nearly \$9 million to communities throughout Gadsden County to support infrastructure rehabilitation and expansion.



RURAL ECONOMIC DEVELOPMENT INITIATIVE, RURAL AREA OF OPPORTUNITY, AND RURAL COUNTY STATISTICS

The Rural Economic Development Initiative (REDI) serves Florida's economically distressed rural communities by providing a more focused and coordinated effort among state and regional agencies that provide programs and services for rural areas.

An economically distressed rural community is one that experiences conditions which affect fiscal and economic viability, including factors such as low per capita income, low per capita taxable values, high unemployment, high underemployment, low weekly earned wages compared to the state average, low housing values compared to the state average, high percentages of the population receiving public assistance, high poverty levels compared to the state average, and a lack of year-round stable employment opportunities.

These communities are eligible to request waivers of criteria, requirements, or similar provisions of any economic development incentive, which may include match requirements for jobs or wages, eligible company criterion, inducement requirement, and grants. Each state agency determines which grant programs will allow for a waiver of match based on their annual budget and federal and state guidelines.

A list of the component agencies of REDI can be found on the [Rural Economic Development Initiative](#) website.

The total number of awards, waivers, funding, technical assistance events, and the estimated dollar value of grants and waivers provided by REDI agencies to rural communities and Rural Areas of Opportunity (RAO) during FY 2021-2022 can be found in the table below.



RURAL AREAS OF OPPORTUNITY (RAO) DURING FY 2021-2022

COUNTY	AMOUNT OR VALUE	JOBS CREATED OR RETAINED	WAIVERS GRANTED	TOTAL # OF FUNDING EVENTS AND/OR TECHNICAL ASSISTANCE
NORTH WEST RAO				
Calhoun	\$8,550,722	0	7	21
Franklin	\$17,004,744	0	24	70
Gadsden	\$25,469,679	2	22	60
Gulf	\$29,125,734	0	16	53
Holmes	\$16,978,126	1	10	40
Jackson	\$27,216,706	5	25	95
Liberty	\$6,803,241	0	9	27
Wakulla	\$40,197,004	0	13	60
Walton	\$17,039,689	0	12	45
Washington	\$6,461,630	0	7	105
TOTAL	\$214,847,276	8	145	576
NORTH CENTRAL RAO				
Baker	\$16,708,513	0	6	33
Bradford	\$21,212,151	0	13	43
Columbia	\$30,018,422	0	15	61
Dixie	\$15,622,272	0	6	26
Gilchrist	\$22,266,148	5	5	29
Hamilton	\$12,407,408	0	3	28
Jefferson	\$14,751,847	0	13	41
Lafayette	\$15,675,733	0	6	21
Levy	\$24,892,835	0	16	73
Madison	\$15,330,460	6	5	37
Putnam	\$39,780,761	0	24	54
Suwannee	\$17,619,092	3	12	58
Taylor	\$22,164,275	0	9	43
Union	\$12,821,352	0	9	25
TOTAL	\$281,271,270	14	142	572
SOUTH CENTRAL RAO				
Collier (Immokalee)	\$41,971	0	0	3
DeSoto	\$15,686,421	0	21	53
Glades	\$11,379,870	0	17	43
Hardee	\$11,116,953	1	7	41
Hendry	\$21,836,363	1	13	53
Highlands	\$22,689,515	5	50	98
Okeechobee	\$13,357,679	3	22	69
Palm Beach	\$121,125,267	0	5	19
TOTAL	\$217,234,040	10	135	379
NON-RAO RURAL COUNTIES & COMMUNITIES				
Flagler	\$36,163,109	0	10	36
Nassau	\$41,054,822	0	14	43
Walton	\$12,579,976	0	8	18
Rural Communities	\$30,061,294	10	33	145
TOTAL	\$119,859,201	10	65	242
GRAND TOTALS	\$833,211,787	42	487	1,769

*The job creation and retention figures reported by REDI agencies can vary from fiscal year to year due to various reasons including single-year grant allocations, temporary jobs, low rates of unemployment and high workforce participation.





FLORIDA DEPARTMENT *of*
ECONOMIC OPPORTUNITY

Florida Department of Economic Opportunity

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[FloridaJobs.org](https://www.floridajobs.org)