

# ANNUAL REPORT 2016-2017



FLORIDA DEPARTMENT *of*  
ECONOMIC OPPORTUNITY



## Florida Power and Light Invests in Solar

This year, Florida Power and Light Company (FPL), the third-largest electric utility company in the United States, installed the first new solar panel at its future Blue Cypress Solar Energy Center in Indian River County. This site is one of eight new solar power plants across Florida for FPL. The Florida Department of Economic Opportunity was on hand for this significant occasion and commended FPL for investing in solar energy, which helps ensure that Florida continues to be the best state to visit, grow your company and raise your family.

**Rick Scott**  
GOVERNOR



**Cissy Proctor**  
EXECUTIVE DIRECTOR

November 1, 2017

The Honorable Rick Scott  
Governor of Florida  
Plaza Level 05, The Capitol  
400 South Monroe Street  
Tallahassee, Florida 32399-0001

The Honorable Joe Negron, President  
Room 409, The Capitol  
404 South Monroe Street  
Tallahassee, Florida 32399-1100

The Honorable Richard Corcoran, Speaker  
Room 420, The Capitol  
402 South Monroe Street  
Tallahassee, Florida 32399-1300

Dear Governor Scott, President Negron and Speaker Corcoran:

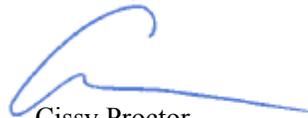
Since the Florida Department of Economic Opportunity was created in 2011, we have championed the policies our Governor and Legislature have put in place to ensure that Florida is the best state in the nation to live, learn, play, work and do business. With our public-private partners, our agency has continued to promote a business-friendly environment in this state that helps grow the number of jobs, businesses and tourists coming to Florida.

Over the past six years, Florida's private sector businesses have added more than 1.3 million new jobs – an incredible achievement – and Floridians are more confident than ever in their ability to find a good job and provide for their families. Unemployment has been cut dramatically, and visitors are coming to Florida in record numbers. In short, Florida is flourishing.

Over the next year, we plan to continue our focus on diversifying and growing the state's workforce, businesses and communities. This will continue to advance Florida's economy as we provide new programs and initiatives to keep our state growing, including the new Florida Job Growth Grant Fund.

I am pleased to submit to you the Florida Department of Economic Opportunity's annual report for fiscal year 2016-2017. If you have any questions about this report or would like to receive any additional information, please contact me at any time.

Sincerely,



Cissy Proctor

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850.245.7105 | [www.Floridajobs.org](http://www.Floridajobs.org)  
[www.twitter.com/FLDEO](http://www.twitter.com/FLDEO) | [www.facebook.com/FLDEO](http://www.facebook.com/FLDEO)

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# BUSINESS CLIMATE AND ECONOMIC DEVELOPMENT

Since 2010, Florida’s pro-business climate has resulted in a low unemployment rate, 1.3 million new job opportunities for Floridians, improved consumer confidence in Florida’s future and strong, healthy communities across the state. Gov. Rick Scott and the Florida Legislature have been committed to Florida’s growth and prosperity, and thanks to these investments, Florida families are flourishing.

Florida’s private sector employment continues to grow faster than its peer states of California, Texas and New York. The state’s job growth rate, labor force growth rate and GDP growth rate all continue to beat the national average.

The number of businesses in Florida increased by 20,000 over the past year. New residents stream into Florida every single day to take advantage of the economic security the state offers. Florida is truly the best state in the nation to get a job, start a company or grow a business.

The state’s economy continues to diversify. The fastest-growing employment sectors over the past year include: professional and business services; education and health services; and trade, transportation and utilities. The state’s GDP at \$815 billion make it the fourth-largest economy in the U.S., while its low cost of living attracts new residents and visitors alike. Florida welcomed a record 112 million tourists in 2016, continuing its pace of record-setting tourism since 2010.

Investments in Florida’s workforce, businesses and communities have made this dramatic turnaround possible so that Florida workers are able to better provide for themselves and their families. With more than 220,000 job openings across the state and skills-based training available for a wide variety of jobs, Florida jobseekers also have the opportunity to gain expanded knowledge and further their careers.

At the Florida Department of Economic Opportunity (DEO), we recognize that ensuring a strong, competitive business environment is the best way to allow our private sector to thrive. That means cutting unnecessary and burdensome red tape, reducing taxes, promoting business growth, and sometimes, just getting out of the way. When Florida businesses across the state thrive, our communities also thrive.

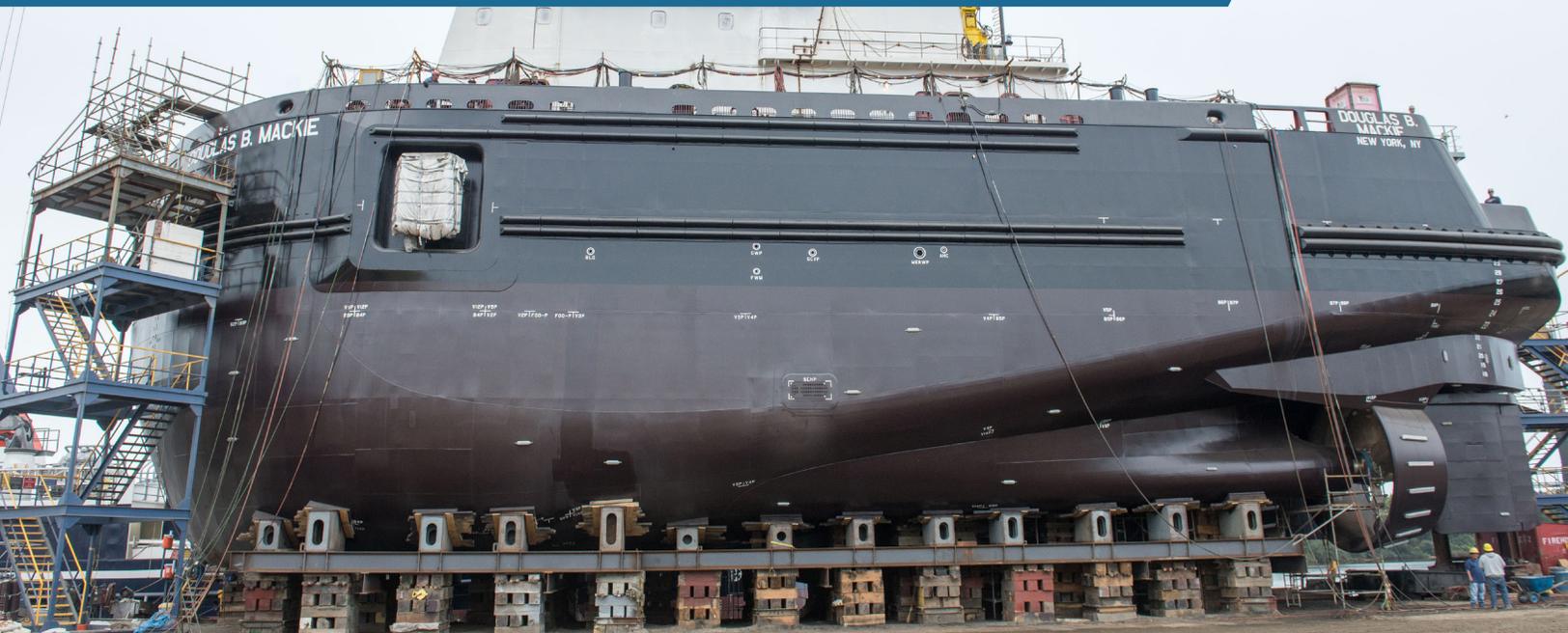
Our mission at DEO is to make Florida the best state in the nation to live, learn, work, play and do business, and we are committed to doing just that.





## Eastern Shipbuilding Group Expands

Eastern Shipbuilding Group, Inc. was awarded a \$10 billion contract to build nine offshore patrol vessels for the U.S. Coast Guard, the largest vessel procurement contract of its kind. Eastern Shipbuilding, a family owned shipbuilding company headquartered in Bay County, provides jobs for more than 1,000 employees.



## DEO ACCOMPLISHMENTS 2016-17

DEO's role is to focus on the state's workforce, economic and community development holistically, with connections between workforce investments, economic development and strong communities. Over the last six years, DEO's efforts have supported Florida workers, businesses and communities from the Panhandle to the Florida Keys.

Some of the past year's accomplishments include:

- ▶ Keeping unemployment taxes low for Florida businesses. Reducing these unemployment taxes has saved Florida businesses \$5 billion since 2012. These low taxes allow companies to reinvest the savings in their business, their employees and their communities.
- ▶ Coordinating Governor Rick Scott's 2017 Jobs Summit, which brought together business, economic development, government and education leaders from around the state to discuss how to continue bringing new jobs to Florida and how to ensure positive economic development across the state for years to come.
- ▶ Providing on-the-ground assistance after multiple disasters, including Hurricanes Hermine and Matthew, which caused damage to counties across Florida's Panhandle and east coast. Long-term recovery efforts for these disasters are continuing.
- ▶ Fighting fraud in Florida's Reemployment Assistance program. Legislation passed in 2017 allowed DEO to access the driver's license database to ensure that criminals using fraudulent identities are identified and caught before any payments are made.
- ▶ Launching the Florida Unique Abilities Partnership Program, which recognizes businesses that are committed to providing career and financial opportunities to individuals with disabilities and to assisting organizations that support them. The program, passed in 2016 legislation with the support of Senate President Andy Gardiner, currently has more than 125 partners across the state, including AT&T, Walgreens, Northrop Grumman and SeaWorld.
- ▶ Welcoming more than 450 students and parents to the 2017 Take Our Daughters and Sons to Work Day event at the Florida Capitol, where children learned from more than two dozen exhibits about the many careers available across Florida.



### // Take Our Daughters And Sons To Work Day

In April, DEO welcomed more than 450 children, parents and mentors to the 2017 Take Our Daughters and Sons to Work Day career exploration event at the Florida Capitol. Children joined their mentors and parents to tour 24 exhibits from a wide variety of organizations. Throughout the day, attendees participated in interactive, hands-on activities at exhibits from educational institutions, organizations and state agencies highlighting the importance of education and growing employment fields in the Sunshine State. Students were able to not only shadow their parents, but gain exposure to a diverse range of career options. Florida's talented and trained workforce is critical to our state's strong economic growth.



## OPPORTUNITIES AND RECOMMENDATIONS

The vision, goals and objectives for economic development in Florida are defined in the *Florida Strategic Plan for Economic Development* and are published in detail in the DEO Agency Review for 2011-2016. In addition, DEO is implementing the recommendations below to ensure every Floridian has the chance to live the American Dream:

- ▶ Providing increased employment and training opportunities for individuals with barriers to employment – including veterans, individuals with disabilities and individuals receiving Temporary Assistance for Needy Families – to provide them with a path to self-sufficiency.
- ▶ Reducing unemployment rates in 12 specific Florida counties by fueling job creation and job opportunities. DEO plans to meet with each of these counties over the next year to discuss challenges and opportunities to increase economic development.
- ▶ Partnering with colleges and universities to increase connections with businesses to ensure that every individual in Florida who graduates has the knowledge, training and soft skills to be prepared for a career on day one.
- ▶ Preventing fraudulent Reemployment Assistance claims to safeguard taxpayer dollars and protect Floridians from identity theft.
- ▶ Increasing return on investment for DEO programs to improve job opportunities and quality of life in local communities.
- ▶ Implementing the Florida Job Growth Grant Fund, a new program provided through 2017 legislation. The Job Growth Grant Fund will promote economic opportunity by improving public infrastructure and enhancing workforce training across the state.
- ▶ Collaborating with state agencies and federal partners to implement emergency disaster recovery and long-term recovery efforts to assist Florida jobseekers, businesses and communities that were impacted by Hurricane Irma.



### // Florida Ports Drive Economic Growth

Florida's 15 public seaports continue to drive our economy and provide unique advantages to our state's businesses. Currently, Florida seaport activities support about 900,000 direct and indirect jobs and produce an overall economic value of nearly \$118 billion. Florida maritime activities account for approximately 13 percent of Florida's Gross Domestic Product, while generating \$4.2 billion in state and local tax revenue. The state of Florida continues to invest in infrastructure, improve the business climate and above all, seize the opportunity to become a global hub, capturing an even larger share of international trade and related commercial activities.

# DEO PARTNERS

DEO works with innovative public-private partners who are united with us in our effort to continue Florida's impressive economic turnaround. Performance reports included in this report, pursuant to Florida Statutes, include Enterprise Florida, Inc. and the Florida Sports Foundation, CareerSource Florida, Inc., the Florida Tourism Industry Marketing Corporation (VISIT FLORIDA) and Space Florida.

## ENTERPRISE FLORIDA, INC.

Enterprise Florida (EFI) serves as the principal economic development organization for the state. Its role is to provide leadership for business development in Florida by aggressively marketing the state as the world's prime location for business creation, expansion and retention. EFI was established in 1996 as a partnership between Florida's business and government leaders. EFI collaborates with DEO and other partners to facilitate private-sector job growth through recruitment and retention, international trade and exporting, promotion of sporting events and capital funding programs to assist small and minority businesses.

The goal of EFI is to promote Florida as a premier business destination to a targeted audience of corporate decision makers and site selectors and encourage them to select the state for their next location, relocation or expansion project. EFI is the state's primary entity for trade and export development, supporting more than 60,000 Florida exporting businesses. The organization also supports small and minority businesses through its capital programs in partnership with DEO.

The Florida Sports Foundation, part of 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.



### // GKN Aerospace Grows in Bay County

GKN Aerospace, the world's leading multi-technology tier 1 aerospace supplier, is opening its first Florida-based manufacturing facility in Bay County. This new facility will create 170 new jobs and invest more than \$50 million in the local community. Governor Scott and Enterprise Florida met with GKN Aerospace officials during a trade mission in London, where they were able to encourage the company to continue its expansion in Florida. GKN Aerospace develops, builds and supplies an extensive range of advanced aerospace systems and technologies for use in a diverse variety of aircraft worldwide. The opening of this new facility in Northwest Florida highlights our state's growing aerospace and manufacturing workforce, supported by Florida universities being among the top producers in the nation of STEM graduates. This project was made possible through strong partnerships among Enterprise Florida, the Bay County Economic Development Alliance, the Bay County Board of County Commissioners, CareerSource Florida and DEO.

**Enterprise Florida, Inc. Performance Measures for State Fiscal Year 2016-2017**

PERFORMANCE MEASURES STATE FY 2016-2017	TOTAL	PERFORMANCE STANDARDS
<b>1. Business Development: Proposed Job Creation</b>		
Total number of proposed jobs to be created by businesses assisted by Enterprise Florida.	22,232*	20,000*
In rural communities.	1,557	500
By international businesses.	1,913	1,400
With incentives.	13,467	10,000
<b>2. International Trade</b>		
Number of Florida based businesses assisted by Enterprise Florida for international trade.	2,614	2,250
Number of companies with export sales attributable to activities conducted by Enterprise Florida.	287	215
Amount (US dollar value) of projected export sales attributable to the activities conducted by Enterprise Florida.	\$738,015,971	\$675,000,000
<b>3. Marketing Florida</b>		
Web traffic to EFI's website (overall traffic in visits).	1,318,541	250,000
Positive media hits.	7,554	700
Total social media channel followers.	43,952	21,000
Total media impressions (print, digital, broadcast, out of home).	439,354,241	150,000,000
<b>4. Minority and/or Small Business, Entrepreneurship and Capital</b>		
Number of businesses that received financial assistance.**	20	6
<b>5. General</b>		
Satisfaction of businesses served with investment or trade assistance provided by Enterprise Florida.	98%	90%
Number of strategies in the <i>Florida Strategic Plan for Economic Development</i> being implemented by Enterprise Florida.	11	11
Response rate for Business Development/International Trade Development customer satisfaction survey.	17%***	35%
<b>6. Florida Sports</b>		
Economic contributions to communities as a result of hosting Florida's Senior State Games and Sunshine State Games Championships.	\$8,663,024	\$7,000,000
Number of participants (athletes and families) competing in and attending Florida's Senior State Games and Sunshine State Games Championships.	52,147	40,000
Economic contributions from Florida Sports Foundation sponsored sporting event grants.	\$712,372,402	\$200,000,000
Number of attendees at the sponsored grant events.	762,611	300,000

\*The job creation numbers below comprise duplicated accounts and represent selected subsets of this total. They will not add up to this total.

\*\*The number given represents the number of individual transactions throughout the fiscal year.

\*\*\*The response rate is low due to lack of follow-up phone surveys by a third-party vendor.

More information about EFI may be found at [www.enterpriseflorida.com](http://www.enterpriseflorida.com). A copy of the most recent EFI annual report may be found at: [www.enterpriseflorida.com/wp-content/uploads/2015-16-EFI-Annual-Report.pdf](http://www.enterpriseflorida.com/wp-content/uploads/2015-16-EFI-Annual-Report.pdf).



### // Florida Sports Foundation Supports Communities

Through its 125 completed grants, the Florida Sports Foundation brought more than 750,000 new visitors to Florida with more than \$700 million in out-of-state economic impact. Additionally, the foundation supported communities by partnering with local sports commissions to host four NCAA championships in the state during the fiscal year: Basketball, Golf, Tennis and Track & Field and the SEC Gymnastics Championship. The College Football National Championship, the Winter Equestrian Festival, Wrestlemania, the 44th AAU Girls Jr. National Volleyball Championships, the NIRSA Flag Football National Championships and the Hits Ocala Winter Circuit are just a sampling of the events the Florida Sports Foundation assisted in bringing to the state during the year. The RussMatt Central Florida Invitational, one of the foundation's partners, hosts more than 200 college baseball teams in Polk County. Approximately 1,000 games are played during the RussMatt Invitational annually with 6,000 players. According to its post-event report, the 2017 RussMatt Central Florida Invitational brought 15,605 visitors to the state for an economic impact of \$18.1 million to the Polk County area. It resulted in a return on investment of \$866 for every dollar given to the event in a Florida Sports Foundation grant.



### // Klausner Lumber One Brings Jobs to Live Oak

Klausner Lumber One is a state-of-the-art Southern Yellow Pine sawmill located in Live Oak, Florida. Klausner Lumber looked at sites all over the world before choosing Live Oak to create its high-tech facility that will add 350 permanent jobs and inject \$130 million in capital investment into this rural community.

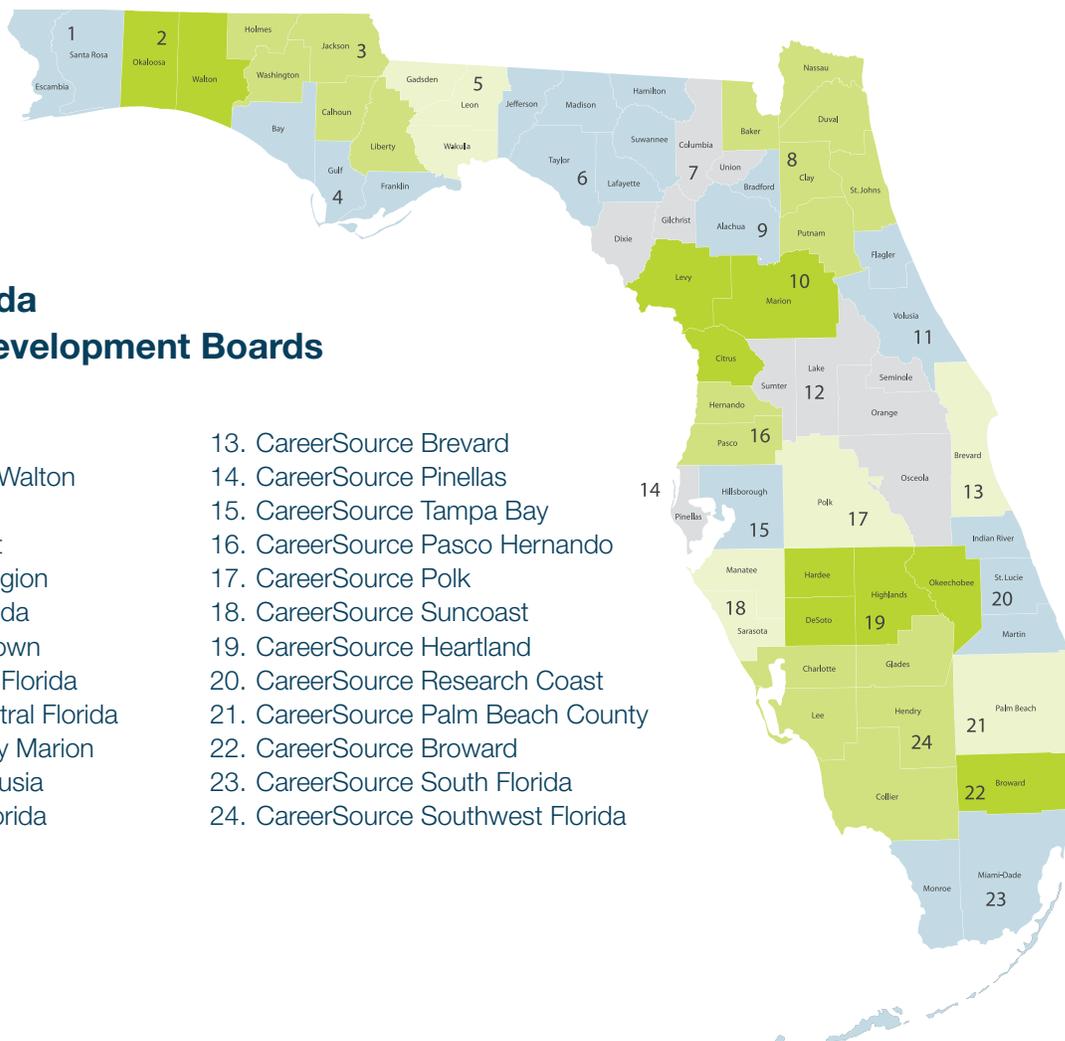
## CAREERSOURCE FLORIDA, INC.

CareerSource Florida, Inc. is the statewide board of business and government leaders charged with guiding workforce development for the state of Florida. Created as a not-for-profit corporation, it provides oversight and policy direction for talent development programs administered by DEO, Florida’s 24 local workforce development boards and career centers across the state.

CareerSource Florida’s board of directors includes the Governor, members of the Florida Legislature and leaders in business and industry, government, labor, economic development, education and youth and community-based organizations, including the following Florida agencies: the Department of Children and Families, DEO, the Department of Education, the Department of Elder Affairs and the Department of Juvenile Justice.

DEO partners with CareerSource Florida and the state’s 24 local workforce development boards to strengthen Florida’s business climate by supporting employers and helping Floridians gain employment, remain employed and advance in their careers. The network assisted almost 400,000 Floridians who were reported last year to have gained employment.

The network is continuing its strong focus on Florida businesses by remaining firmly committed to expanding business engagement at both the state and local levels. Across the state, more than 80,000 businesses were served last year, receiving help with recruiting, screening and hiring.



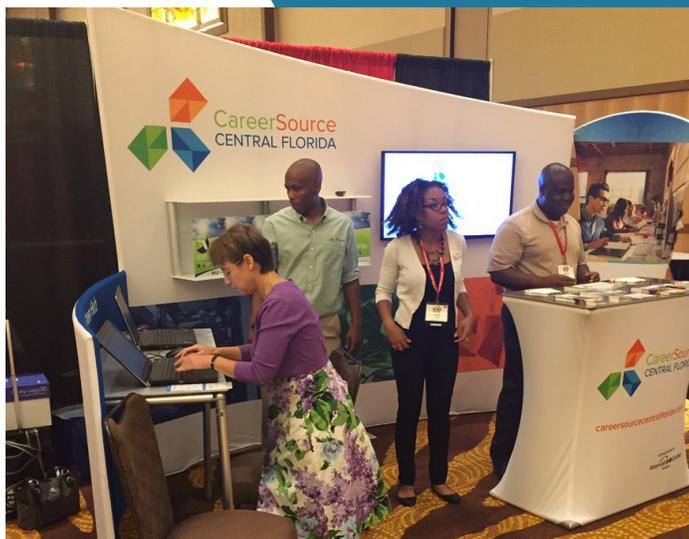
### CareerSource Florida Local Workforce Development Boards

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| 1. CareerSource Escarosa              | 13. CareerSource Brevard           |
| 2. CareerSource Okaloosa Walton       | 14. CareerSource Pinellas          |
| 3. CareerSource Chipola               | 15. CareerSource Tampa Bay         |
| 4. CareerSource Gulf Coast            | 16. CareerSource Pasco Hernando    |
| 5. CareerSource Capital Region        | 17. CareerSource Polk              |
| 6. CareerSource North Florida         | 18. CareerSource Suncoast          |
| 7. CareerSource Florida Crown         | 19. CareerSource Heartland         |
| 8. CareerSource Northeast Florida     | 20. CareerSource Research Coast    |
| 9. CareerSource North Central Florida | 21. CareerSource Palm Beach County |
| 10. CareerSource Citrus Levy Marion   | 22. CareerSource Broward           |
| 11. CareerSource Flagler Volusia      | 23. CareerSource South Florida     |
| 12. CareerSource Central Florida      | 24. CareerSource Southwest Florida |

## CareerSource Florida: Focus On Healthcare And Manufacturing

CareerSource Florida and DEO were awarded a two-year Sector Partnership National Emergency Grant in June 2015 to build on Florida's sector strategies for healthcare and advanced manufacturing – two sectors important for Florida's future economic growth. Sector strategies are regional, industry-focused approaches to building a skilled workforce and are an effective way to align public and private resources to address the talent needs of employers. Ten local workforce boards are convening industry-specific councils of business, education and other leaders to identify current and future workforce needs for both the healthcare and advanced manufacturing sectors. The goal of the initiative is to build regional talent pipelines, address skills gaps and create meaningful career pathways for a range of workers.

The CareerSource Florida executive committee has recommended helping local workforce development boards move forward in implementation of this transformative approach. To further promote sector strategy implementation, a monthly newsletter was sent out to interested parties about the approach, spotlighting industry focuses and providing the status of the grant's progress toward the training goal of enrolling 1,431 individuals. As of the end of June, 1,050 persons were enrolled in training.



### // Family Café Helps Individuals with Disabilities

The Family Café, an expo-style annual event held over several days each summer in Orlando, has been connecting Floridians with disabilities and their families with information, training and networking opportunities since 1998. CareerSource Florida is a primary sponsor of the Family Café and helps connect job seekers with disabilities and their families with employment resources and employers at the event each year. This effort has provided a great opportunity to raise awareness of the employment and training resources available through the CareerSource Florida network. The 2017 Family Café drew more than 10,000 attendees. CareerSource Florida, DEO and several local workforce development boards provided on-site employment assistance and guidance.

## Expanding Apprenticeship Programs

In the fall of 2016, DEO, the Florida Department of Education (DOE) and CareerSource Florida were awarded a federal State Apprenticeship Expansion grant. The focus of the grant is to expand existing apprenticeship programs, engage existing and new businesses in the approach, engage new apprentices and create more apprenticeship programs.

Building on the success of the state's sector strategy implementation, and the knowledge that career pathways are a critical component of sector strategies, the state's key partners recognized the opportunity to promote apprenticeships as a proven work-based learning model for job seekers and a pathway for businesses to find skilled talent.

The grant's work will increase business and business association awareness of apprenticeships for talent recruitment and retention, build on the sector strategy solution in four key sectors of focus—healthcare, advanced manufacturing, construction/trade, and information technology—and increase connections between local apprenticeship training representatives and the local workforce development board.

## Enhancing Performance Measurement

CareerSource Florida’s Performance Funding Model is designed to help drive stronger performance by measuring local workforce development boards on customized, agreed-upon goals, reflecting Florida-emphasized workforce development priorities. The model is designed to help the CareerSource Florida network identify, measure, reward and replicate success to better anticipate and address the employment and training needs of businesses, job seekers and workers statewide.

The model and its web application are a first-of-its-kind for measuring and rewarding the performance of local workforce development boards. The model and website enable data-driven decision-making at the state and local levels to improve the services provided by the entire CareerSource Florida network.

For more information about the Performance Funding Model and its implementation, visit <https://pfm.careersourceflorida.com>.

## Cooperative Outreach Program Expansion

This past year, CareerSource Florida also expanded upon its inaugural Cooperative Outreach Program to support and enhance outreach to business and job seekers by local workforce development boards statewide. Through traditional and digital outreach efforts customized to address local needs and programs, the second year of the CareerSource Florida Cooperative Outreach Program achieved full participation of local boards and resulted in more than 2,300 business and job seeker leads generated statewide.

**CareerSource Florida, Inc., Performance for State Fiscal Year 2016-2017**

PERFORMANCE MEASURES	STATE FY 2016-2017 RESULTS
<b>Incumbent Worker Training Program</b>	
Number of incumbent workers receiving training as a result of IWT Program Training.	4,005
Number of IWT Grant Awards to Businesses.	134
<b>Quick Response Training Grant Program</b>	
Number of individuals receiving customized training for new high-skill/ high-wage jobs as a result of QRT Program Training.	4,851
Number of QRT Grant Awards to Businesses.	32
<b>Florida Strategic Plan for Economic Development Implementation</b>	
Number of <i>Florida Strategic Plan for Economic Development</i> strategies implemented.	12

More information about CareerSource Florida may be found at <http://careersourceflorida.com>. A copy of CareerSource Florida’s most recent state annual report may be found at: <http://careersourceflorida.com/about-us/reports-and-publication/>.

## VISIT FLORIDA

The Florida Tourism Industry Marketing Corporation, VISIT FLORIDA, serves as the state’s official tourism marketing corporation and the official source for travel planning to visitors across the globe. VISIT FLORIDA is a not-for-profit corporation created as a public-private partnership by the Florida Legislature in 1996.

Through this public-private partnership, VISIT FLORIDA serves more than 12,000 tourism industry businesses, including major strategic alliance partnerships with Busch Gardens Tampa, Disney Destinations, The Hertz Corporation, LEGOLAND Florida Resort, SeaWorld Parks & Resorts Orlando, Simon Shopping Destinations and Universal Orlando Resort. VISIT FLORIDA facilitates tourism industry participation in domestic and international travel trade and consumer shows, as well as media missions to the top global visitor markets. VISIT FLORIDA also works closely with travel agents, tour operators, meeting and event planners, and is responsible for operating Florida’s five Official Welcome Centers. According to a 2016 survey, 54.2 percent of visitors were significantly influenced by VISIT FLORIDA marketing efforts.

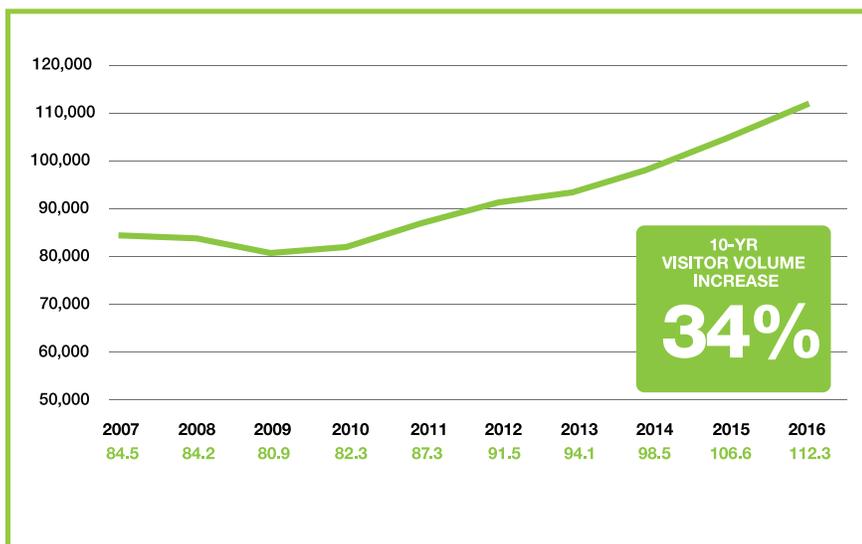
Last year, Florida set a record by welcoming 112 million visitors. Nearly 97.9 million were out-of-state domestic travelers and 14.5 million came to the Sunshine State from 189 countries. Based on these figures, one in every five international visitors to the U.S. came to Florida. On any given day, Florida has 2.2 million visitors, more than the number of people who live in 15 other states.

Tourism-related spending continues to grow as well. In the latest economic impact study conducted in 2015, visitors spent \$108.8 billion in Florida, averaging \$300 million per day. This spending contributes \$11.3 billion in state and local tax revenue and supports 1.4 million Florida jobs. For every \$1 the state invests in VISIT FLORIDA, \$3.20 in tax revenue is generated.

### TOTAL VISITOR VOLUME

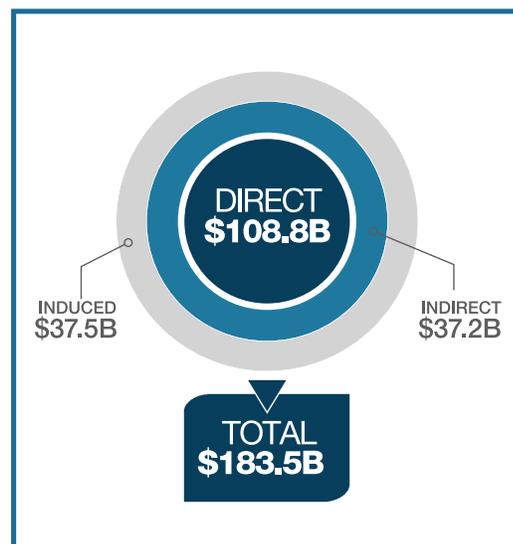
(In Millions)

This chart shows the total visitor volume to the state over the past 10 years.



### TOTAL ECONOMIC IMPACT

(In Billions)



Source: VISIT FLORIDA



**// DEO Assists with Disaster Recovery**

After Hurricane Matthew, Governor Scott activated the Small Business Emergency Bridge Loan Program. The bridge loan program supports businesses impacted by disasters by providing short-term, interest-free loans to help get businesses up and running quickly. The program bridges the gap between the time a major catastrophe hits and when a business has secured longer-term recovery resources, such as payments on insurance claims or federal disaster assistance. Viola's Pizza, Pasta and Seafood in St. Augustine applied for and received a Small Business Emergency Bridge Loan. Viola's was able to use the funds to open the doors again after the storm.





**// VISIT FLORIDA Markets Our State**

In the wake of hurricanes Hermine and Matthew in September and October of 2016, VISIT FLORIDA launched a marketing plan to invite visitors back to the Sunshine State. The plan included a strong “open for business” social media campaign, an aggressive push to energize our Share a Little Sunshine advocates to share timely images of the state with #LoveFL, and customized plans to support the communities that were directly impacted by the storms. As part of the plan, a cavalry of video journalists got to work in Miami and the Keys, Fort Myers and Captiva, St. Petersburg and Tampa, Pensacola and Destin, and the most affected areas—Flagler, St. Johns and Duval counties. The videos focused on the coasts and used drone and helicopter footage to emphasize Florida’s panoramic beauty. The streaming digicasts on Facebook Live celebrated iconic destinations and experiences in real time. A media buy with Facebook and Google exponentially increased the reach of the storytelling. These marketing efforts resulted in Florida’s tourism industry welcoming a record 27.6 million visitors in the three months following the storms, which represented the largest fourth quarter visitation number the state had ever seen and reflected an increase of 6.1 percent over the same period in 2015.

**VISIT FLORIDA Performance Measures for State Fiscal Year 2016-2017**

PERFORMANCE MEASURES	FY 2016-2017 RESULTS	FY 2016-2017 STANDARDS
Annual percentage of domestic visitors to Florida influenced by VISIT FLORIDA’s primary marketing programs.	54%	30%
Annual share of domestic vacation trips.	16%	15%
Annual share of international visitor spending.	20%	20%
Maintain annual market share in traditional feeder markets.	21%	20%
Growth in annual market share in emerging markets.	17%	17%
<b>VISIT FLORIDA Marketing Activities:</b>		
Total number of individual businesses actively participating in VISIT FLORIDA marketing activities.	12,481	12,000
Number of individual businesses, located in RACEC-designated communities, actively participating in VISIT FLORIDA marketing activities and the percentage coverage of the total RACEC-designated communities.	687/97%	600/90%
<b>Total industry investment in VISIT FLORIDA programs.</b>	<b>\$129 million</b>	<b>\$76 million</b>
<b>Number of strategies in the <i>Florida Strategic Plan for Economic Development</i> being implemented by VISIT FLORIDA.</b>	<b>4</b>	<b>4</b>

More information about VISIT FLORIDA may be found at: [www.visitflorida.org/](http://www.visitflorida.org/).  
 A copy of VISIT FLORIDA’s Annual Report may be found at: [www.visitflorida.org/about-us/what-we-do/annual-reports](http://www.visitflorida.org/about-us/what-we-do/annual-reports).

## SPACE FLORIDA

Space Florida was established in 2006 and is responsible for accelerating the growth of space-related industries through targeted space business retention, expansion and diversification efforts. Space Florida also provides leadership in innovative educational, research and development, workforce development and space-related infrastructure development programs and projects.

Florida's aerospace-related entities have shown continued growth in sales since 2010 and are expected to capture more growth in aerospace and aviation industries. This year, Florida is succeeding in an ever-changing space and aerospace market by seeking out new business in historically non-traditional places. In the past year, Space Florida worked with 27 space and aerospace-related companies to bring more than 1,100 jobs through recruitment, retention and expansion.

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



### // Airbus OneWeb and Blue Origin Blast-Off at Cape Canaveral

Airbus OneWeb Satellites is locating its satellite assembly facility in Space Florida's Exploration Park, and Blue Origin is renovating Launch Complex 36 at Kennedy Space Center for launch of its New Glenn rocket. Space Florida retained Hensel Phelps Construction to serve as the designer/builder for the 125,000 square foot Spacecraft Integration Facility to be leased by Airbus OneWeb; the project is supported by \$17.5 million in spaceports infrastructure funding, matched with at least \$17.5 million in private investment. This state-of-the-art facility will house the world's first automated satellite assembly line, which will meet Airbus OneWeb's requirements for rapidly producing several hundred new satellites. Blue Origin is designing and constructing comprehensive launch infrastructure at Launch Complex 36, to include a new launch pad, integration facility and test stand. When complete, Blue Origin's New Glenn rocket will fly from Launch Complex 36, offering a larger payload volume than any other rocket to conduct human exploration and satellite deployment missions.

Space Florida Performance Measures for State Fiscal Year 2016-2017

PERFORMANCE MEASURES	FY 2016-2017 RESULTS	FY 2016-2017 STANDARDS
Annual number of jobs created, recruited or retained by Space Florida.	1,128	1,000
Annual number of companies recruited, retained and expanded by Space Florida.	27	15
Annual growth in investment by aerospace-related entities in Florida.	3.42%	2%
Annual number and amount of funding for research projects, partnerships and grants supported by Space Florida.	36 total projects \$2,121,128 awards expended	30 projects \$2 million awards expended
Number of strategies in the <i>Florida Strategic Plan for Economic Development</i> being implemented by Space Florida.	27	22

More information about Space Florida, including its annual report, may be found at: [www.spaceflorida.gov/about-us](http://www.spaceflorida.gov/about-us).



**// SpaceX Heads to International Space Station**

Space X is one of two contractors selected by NASA to provide Commercial Crew transportation services to the International Space Station. Once operational, the Commercial Crew service will end NASA’s need to purchase seats on the Russian Soyuz spacecraft to transport U.S. astronauts to the International Space Station. Space X will launch its Commercial Crew capsule from the historic Launch Complex (LC) 39A at Kennedy Space Center, which served as a launch site for both the Apollo and Space Shuttle programs. Space Florida provided \$5 million in spaceport improvement program activities to support Space X’s construction of a crew access tower at LC 39A. Space Florida’s investment leveraged \$25 million in private investment by Space X, and supports 130 new jobs that will be created by Space X in Florida in support of Commercial Crew. This investment further solidifies Cape Canaveral’s standing as America’s premier spaceport.

# REQUIRED REPORTS

## BLACK BUSINESS LOAN PROGRAM

In 2007, the Legislature enacted the Florida Black Business Investment Act, establishing the Black Business Loan Program (BBLP). The program provides capital to eligible black business enterprises that cannot obtain capital through conventional lending institutions, but could otherwise compete successfully in the private sector. Eligible recipients may qualify to receive loans, loan guarantees or make investments. Technical assistance is also provided to black enterprises that may not be ready to obtain capital, but are seeking technical assistance on what it takes to start a business.

Certified loan administrators are authorized to make loans, loan guarantees, provide technical assistance and make capital investments in companies. They are required to report quarterly and provide proof of match funds of 20 percent of the award, but are not required to apply the matching funds to the loans or investments. Investments are limited to 40 percent of the appropriation. All loans, loan guarantees, investments and any related income must be used to carry out the public purpose of the Florida Black Business Investment Act. The loans cover lines of credit, equipment purchases and start-up or expansion of operations.

**Black Business Loan Program**

State Fiscal Year	Number of BBICs*	BBIC Contract Amounts	Total Appropriation	Number of Loans/ Loan Guarantees	Amount of Loans/ Loan Guarantees
2016/2017	2	\$1,125,000	\$2,250,000	56	\$1,808,058
2015/2016	2	\$1,125,000	\$2,250,000	66	\$2,663,305
2014/2015	1	\$2,225,000	\$2,225,000	12	\$153,631
2013/2014	6	\$370,833	\$2,224,998	24	\$660,679
2012/2013	7	\$278,125	\$1,946,875	64	\$2,134,111

\*Black Business Investment Corporations

More information about the Black Business Loan Program may be found at: [www.floridajobs.org/bblp](http://www.floridajobs.org/bblp).

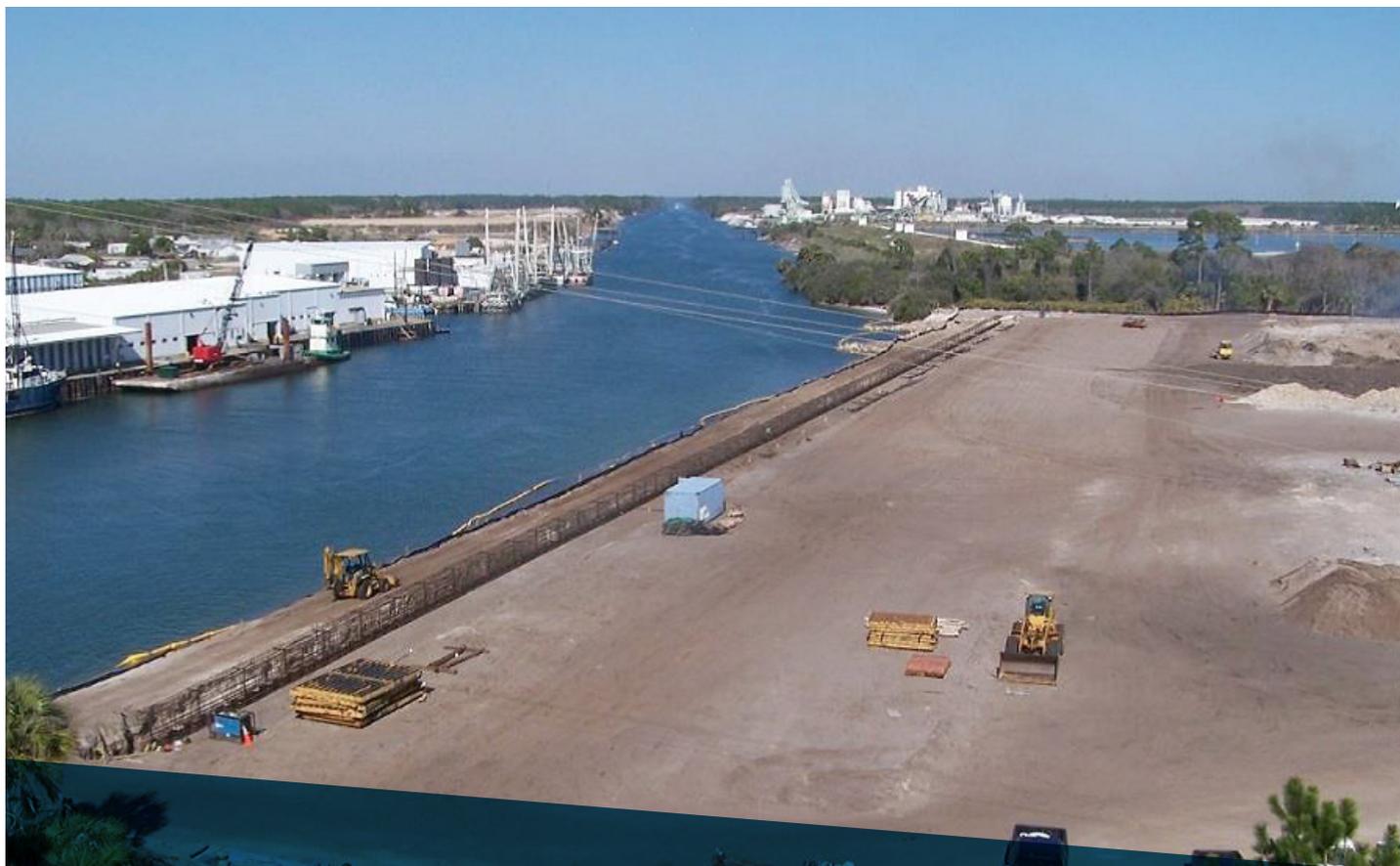


### // DEO Helps Small Businesses Grow

Bunnie Cakes, LLC, a small bakery catering to the growing health-conscious market in South Florida, was founded by Mariana Cortez in September 2009 with the assistance of a \$9,000 microloan funded through the Miami Bayside Foundation. In subsequent years, Bunnie Cakes, received additional loans through MBF and Enterprise Florida, to support business growth. In June 2017, Bunnie Cakes opened Bunnie Cakes Studio, LLC, which handles the growing wholesale side of the business. As of July 2017, the business has produced total revenues of \$1.7 million and created 14 jobs.

## RURAL ECONOMIC DEVELOPMENT INITIATIVE

The Rural Economic Development Initiative (REDI) is an effort involving 17 state and regional agencies and organizations that helps rural communities improve their economies, in terms of personal income, job creation, average wages and 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 program is designed to encourage and facilitate the location and expansion of major economic development projects of significant scale in rural communities.



### // Rural Communities Plan For Growth

DEO's Community Planning Technical Assistance Grant to the Gulf County Economic Development Council enabled Gulf County, with assistance from the Apalachee Regional Planning Council, to coordinate with Franklin, Liberty and Gadsden counties to create a freight logistics zone (FLZ). An FLZ is a grouping of activities and infrastructure associated with freight transportation and related services within an area around an Intermodal Logistics Center. The freight network in the Gulf to Gadsden FLZ is serviced by roughly 35 miles of Strategic Intermodal System (SIS) roadways, more than 120 miles of SIS rail, ports, airports and nearly 95 miles of SIS waterways, including the Gulf Intracoastal Waterway from Panama City Harbor to the city of Carrabelle to the west, and the Gulf Coastal Shipping Lane from the Anclote River to Apalachee Bay at Carrabelle to the east. Under the grant, the four counties identified the zone and created a strategic plan for the attraction of business to the zone that was adopted by the Board of County Commissioners of each county. Projects within the FLZ will be entitled to priority in state funding.

**Rural Economic Development Initiative Rural Area of Opportunity (RAO) and Rural County Statistics**

Area	Amount or Value	Jobs Created or Retained	Preferential Award	Waiver Granted	Total # of Funding Events and/or Technical Assistance
<b>North West RAO</b>					
Calhoun	\$2,682,498	0	5	7	29
Franklin	\$7,611,461	6	10	31	54
Gadsden	\$15,974,070	89	12	23	75
Gulf	\$4,602,570	0	4	10	31
Holmes	\$6,719,671	0	10	30	64
Jackson	\$30,539,834	137	16	39	95
Liberty	\$1,929,577	0	3	10	22
Wakulla	\$35,851,200	51	5	15	54
Washington	\$27,054,414	0	6	21	111
City of Freeport	\$778,737	0	1	1	6
<b>Total</b>	<b>\$133,744,032</b>	<b>283</b>	<b>72</b>	<b>187</b>	<b>541</b>
<b>North Central RAO</b>					
Baker	\$17,724,154	35	4	14	31
Bradford	\$8,741,827	0	2	21	43
Columbia	\$16,900,772	1,136	3	55	79
Dixie	\$5,811,452	0	2	17	36
Gilchrist	\$9,082,000	0	2	11	41
Hamilton	\$23,399,877	129	4	22	38
Jefferson	\$9,782,369	8	4	19	52
Lafayette	\$5,465,652	0	2	11	23
Levy	\$19,349,889	0	6	30	79
Madison	\$5,684,322	15	5	16	34
Putnam	\$19,681,058	1,276	9	58	103
Suwannee	\$8,359,047	0	3	46	63
Taylor	\$8,235,557	8	2	23	43
Union	\$4,261,623	0	5	8	40
<b>Total</b>	<b>\$162,479,598</b>	<b>2,607</b>	<b>53</b>	<b>351</b>	<b>705</b>
<b>South Central RAO</b>					
DeSoto	\$10,264,664	53	3	31	52
Glades	\$2,842,513	43	2	18	32
Hardee	\$25,701,388	8	7	18	51
Hendry	\$81,191,494	101	5	30	62
Highlands	\$20,741,568	21	5	90	127
Okeechobee	\$13,453,701	72	2	38	56
Pahokee	\$568,600	0	0	1	3
Belle Glade	\$954,548	0	0	8	12
South Bay	\$1,891,205	0	0	1	2
Immokalee	\$373,987	108	0	0	2
<b>Total</b>	<b>\$157,983,668</b>	<b>406</b>	<b>24</b>	<b>235</b>	<b>399</b>
<b>Non-RAO Rural Counties</b>					
Flagler	\$6,385,609	250	3	4	47
Nassau	\$33,545,012	50	4	6	38
Walton	\$61,283,750	7	2	11	60
Rural Communities Not Located in a Designated Rural County	\$16,245,289	71	4	1	68
<b>Total</b>	<b>\$117,459,659</b>	<b>378</b>	<b>13</b>	<b>22</b>	<b>213</b>
<b>Grand Totals</b>	<b>\$571,666,958</b>	<b>3,674</b>	<b>162</b>	<b>795</b>	<b>1,858</b>

## FLORIDA MICROFINANCE LOAN PROGRAM

The Florida Microfinance Loan Program is intended to increase the availability of credit and financing for new businesses and small businesses that otherwise would not obtain them through traditional lending institutions. Eligibility for this program is limited to entrepreneurs and small businesses that employ 25 or fewer people and have generated average annual gross revenues of \$1.5 million or less per year for the preceding two years.

Funds for this program provide direct short-term, fixed-rate microloans to entrepreneurs and small businesses for start-up costs, working capital and the acquisition of materials, supplies, furniture, fixtures and equipment. Microloans cannot exceed \$50,000. The amount of state funds used in any microloan may not exceed 50 percent of the total microloan amount.

### Florida Microfinance Loan Program

Loan Administrators	Number Applications	Number Closed Loans	Closed Gross Loan Dollars	Program Share Loan Dollars
Florida Black Business Support Corporation	6	2	\$97,500	\$48,750
OUR MicroLending	103	88	\$1,361,700	\$680,850
<b>Total</b>	<b>109</b>	<b>90</b>	<b>\$1,459,200</b>	<b>\$729,600</b>

More information about the Florida Microfinance Guarantee and Loan Programs may be found at: [www.floridajobs.org/microfinance](http://www.floridajobs.org/microfinance). A copy of DEO's annual report for the program, which provides more detail and performance information, may be viewed and downloaded from: [www.floridajobs.org/news-center/reports-and-legislative-presentations](http://www.floridajobs.org/news-center/reports-and-legislative-presentations).



### // Microfinance Loan Program Supports Small Businesses

Miguel Ferrucho received one of the first Microfinance Loan Program loans in February 2015, in the amount of \$15,000. As of December 2016, he has received and successfully utilized three loans to improve his business, Manhattan High Stylist, through painting, remodeling and other related expenses.

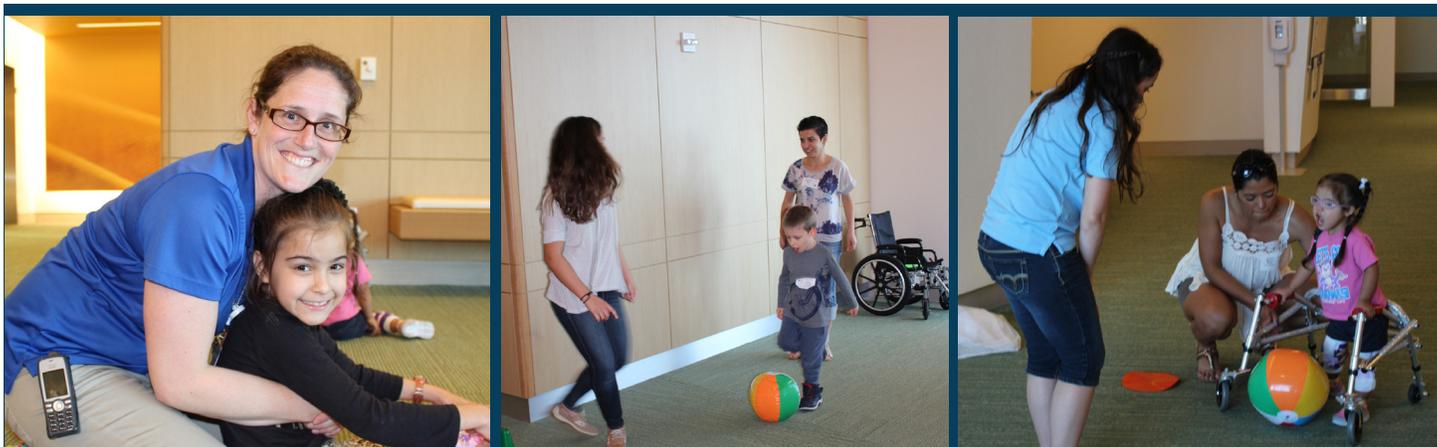
## FLORIDA UNIQUE ABILITIES PARTNER PROGRAM

The Florida Unique Abilities Partner Program was established by the Legislature in 2016 as a way to recognize businesses or organizations that employ individuals with disabilities, that contribute to local or national disability organizations, or that contribute to the establishment of a program that advances the independence of individuals with disabilities.

The Florida Unique Abilities Partner Program was also designed to raise awareness about the economic and social benefits of employing individuals with unique abilities. Florida Unique Abilities Partners strengthen the state's economy and workforce by giving a talented but untapped group of Floridians who want to work, more opportunities to do so.

These partners:

- ▶ Demonstrate socially responsible community leadership. Participating partners send a strong message of social responsibility to their communities and to current and prospective customers.
- ▶ Connect with and support like-minded businesses. Designated businesses are encouraged to connect with other like-minded companies and organizations and to share best practices to businesses that do not employ Floridians with unique abilities. Additionally, participation in the Florida Unique Abilities Partner Program opens the door for businesses to network and partner with fellow designees, fostering new business opportunities and collaborations.
- ▶ Employ a diverse workforce. The unique skill sets that individuals with unique abilities bring to a company often present the company with a strategic advantage. Businesses employing such a diverse workforce have reported higher levels of productivity and better access to new markets.



### // Nemours Children's Health System: Providing Opportunities To Children With Disabilities

Nemours Children's Health System offers specialized pediatric care to children and families from Florida and beyond and provides a wide range of programs for people with unique abilities. One program that was particularly notable was Nemours' partnership with Special Olympics. In 2015, Nemours championed a 12-week Special Olympics Young Athletes program aimed to engage children with disabilities between the ages of two and seven. Through the Young Athletes' Program, children, along with their siblings, are invited to participate in developmentally appropriate play activities designed to foster physical, cognitive and social development. The program also gives participating children the opportunity to learn about sports and what it means to be part of a team. The effort was such a success that Nemours and the Special Olympics hosted a second year of the program in 2016. The partnership with the Florida Unique Abilities Partner Program reinforces Nemours Children's Health System's commitment to the children served through the Special Olympics Young Athletes Program.

DEO created a website at [www.FloridaUniqueAbilities.org](http://www.FloridaUniqueAbilities.org) to highlight the Florida Unique Abilities Partner Program. The website includes information on program guidelines, resources, news and events, application and nomination forms, and a list of entities approved as unique abilities partners. In addition, DEO established a designated toll-free telephone line and email address for the Florida Unique Abilities Partner Program. This helps businesses and organizations that want to apply, learn more about the program or have specific questions easily and quickly reach program staff.

## Program Awareness and Statewide Outreach

DEO initiated a statewide awareness and outreach program to promote and encourage businesses and organizations around the state to apply for designation as a Florida Unique Abilities Partner. In collaboration with CareerSource Florida, DEO engaged the services of a communications firm to assist in developing a strategic roadmap and communications plan for the program.

The firm held three focus groups across the state to gather input from representatives of key target audiences (businesses, advocacy organizations, state agencies and others) about the Florida Unique Abilities Partner Program, including messaging, tagline and logo. Based on the input gathered through research and focus groups, the firm developed marketing and outreach materials, including a business tool kit, assisted in key messaging, reviewed website and content information, and helped coordinate the launch of the program. A social media strategy was also implemented to reach businesses and organizations to further publicize the program. In addition, DEO has conducted its own outreach promoting the program’s benefits to businesses and organizations.

DEO is also partnering with VISIT FLORIDA to promote the Florida Unique Abilities Partner Program. DEO provides VISIT FLORIDA with a quarterly list of all businesses and organizations that are designated as Florida Unique Abilities partners. DEO and VISIT FLORIDA continue to collaborate to highlight this program.

### Florida Unique Abilities Partner Program Performance Measures for State Fiscal Year 2016-2017

Performance Measures	State FY 2016-2017 Results
Number of applications received.	135
Number of businesses nominated by community entities.	3
Number of nominations accepted.*	0
Number of nominations declined.	3
Number of designations awarded.	125
Number of annual certifications.	Annual certifications begin in 2018.
<b>Interagency Collaboration</b>	
Number of Employers that are listed in the Employ Florida Marketplace system as Unique Abilities Partners.	77

\*Nominations were not accepted due to the nominees not meeting the stated requirements for designation or the nominees already being designated as a partner. More information about the Florida Unique Abilities Partner Program may be found at [www.floridauniqueabilities.org](http://www.floridauniqueabilities.org).

## FLORIDA ENTERPRISE ZONE PROGRAM

The Florida Enterprise Zone Program offered corporate and sales tax credits to businesses located in enterprise zones for hiring residents of the zones and sales tax refunds for building materials and business equipment purchased for use in the zone. The Florida Enterprise Zone Program expired on December 31, 2015.

## ECONOMIC GARDENING

The Economic Gardening Business Loan Pilot Program had an objective to stimulate investment in Florida's economy by providing loans to expanding and "second stage" businesses in the state. This program is no longer funded and is no longer lending funds. The Economic Gardening Technical Assistance Pilot Program stimulated investment in Florida's economy by providing technical assistance for expanding businesses in the state. The Economic Gardening Technical Assistance Pilot Program has not been funded since 2013.



### // Competitive Florida Building Strong Communities

The Competitive Florida Partnership connects federal, state and local experts with small communities across the state to build and enhance their economic development plans for the future. The city of Madison hosted the annual meeting for the Competitive Florida program in June 2017. The event featured a variety of speakers representing the University of Florida, the Florida League of Cities, several state agencies and numerous regional planning councils. Discussions covered the shared success between Competitive Florida and several local partners, how and why the Competitive Florida Partnership works and next steps for the program's future. In its second-year partnership with Competitive Florida, the city of Madison completed a conceptual design for outdoor recreation, submitted a proposal to the Department of Juvenile Justice for an afterschool youth program and designed a public restroom facility. The city also created commercial property and outdoor recreation partner databases to continue developing the city's potential for growth and development.



## NewSouth Windows Breaks Ground in Tampa

NewSouth Window Solutions' broke ground on a new manufacturing and distribution facility in Tampa this year. The new 238,000 square-foot facility will allow the company to add 65 new jobs in Florida and is the first of four projects in Marcobay Construction's Crossroads Commerce Center. NewSouth Window Solutions is a leading provider of factory-direct home windows in Central Florida. In 2010, the company opened its first location in Tampa and currently employs 165 Floridians throughout locations in Tampa, Orlando, Sarasota and West Palm Beach. This facility is part of Design-Builder Marcobay Construction's new 73-acre Crossroads Commerce Center in Tampa. Founded in 1974, Marcobay Construction Inc. has grown from a small general contractor in Lakeland to a leader in warehouse/distribution construction in the Southeast. Within the past two years, the company has constructed more than 5 million square feet of distribution and industrial space in Florida.



**FLORIDA DEPARTMENT *of*  
ECONOMIC OPPORTUNITY**

Florida Department of Economic Opportunity | November 2017  
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[www.floridajobs.org](http://www.floridajobs.org)