Florida Department Of Economic Opportunity

2019 2020 ANNUAL REPORT

FloridaJobs.org





NOVEMBER 1, 2020

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

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

The Honorable Jose Oliva,
Speaker, Florida House of
Representatives
Room 420, The Capitol
402 South Monroe Street
Tallahassee. Florida 32399-1300

Dear Governor DeSantis, President Galvano, and Speaker Oliva:

In September 2020, Governor DeSantis invited me to serve as the Executive Director of the Florida Department of Economic Opportunity. While the Department has faced significant challenges in 2020, much like the entire state, in my short time as Executive Director I have discovered a group of dedicated, talented public servants who are working hard to serve Floridians.

As Executive Director, I am submitting the Florida Department of Economic Opportunity's annual report for fiscal year 2019-2020. By statute, this report includes strategic updates on key economic development programs, including the Black Business Loan Program and the Rural Economic Development Initiative, as well as annual updates from our partners CareerSource Florida, Enterprise Florida, Inc., Space Florida, and VISIT Florida. This report will provide an update on the health of Florida's economy and opportunities to assist in economic recovery.

In the coming year, under Governor DeSantis' leadership, the Department will prioritize opportunities to rebuild Florida's economy by making strategic investments in Florida communities, with an emphasis on communities impacted by recent hurricanes and utilizing the multiple sources of Community Development Block Grant – Disaster Recovery funds to help jumpstart the economy. As part of the Governor's focus on workforce initiatives, the Department will continue its efforts to enhance the development of our workforce and offer ways for Floridians to improve and grow their skills, providing them the opportunity to weather any future economic setbacks. At the same time, the Department will continue to prioritize the administration of state and federal programs for Reemployment Assistance, so that all eligible Floridians receive the benefits they are owed as quickly as possible.

I am humbled Governor DeSantis entrusted me to lead the Department, allowing me to continue serving the people of Florida. It is a pleasure to share this report and highlight the great work of the Florida Department of Economic Opportunity and our partners. If you have any questions or would like to receive additional information, please contact me at any time.

Sincerely,

Dane Eagle



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BUSINESS CLIMATE AND ECONOMIC DEVELOPMENT



Governor DeSantis' prioritization of enhancing workforce development initiatives, supporting a business-friendly environment, and creating a diverse economy have proved to be an important foundation for Florida's economic recovery. Throughout 2019, Florida experienced economic growth and low unemployment in both rural and urban areas of the state. In February 2020, Florida's unemployment rate tied the record low of 2.8 percent.

With the onset of COVID-19 in early 2020, the Department of Economic Opportunity prioritized the administration of state and federal programs to assist Floridians impacted by the pandemic. As Florida navigated the impacts of COVID-19, Governor DeSantis provided a measured approach with a focus on strengthening the economy. Through a phased reopening and implementation of public health measures, Florida was able to begin the process of economic recovery.

Governor DeSantis' directive on making Florida a national leader in workforce training allowed Florida to be among the first in the nation to support economic recovery. Many Floridians are looking to find employment in jobs where their skills match the demand from employers. The Department, along with its partners, continues to help Floridians obtain the training and support necessary to find employment, as well as providing investments in communities and opportunities for small businesses to access capital.

FLORIDA'S ECONOMIC REPORT UNEMPLOYMENT
— RATE
—
7.6%

NATIONAL
- UNEMPLOYMENT RATE
—
7.9%

LABOR FORCE
— DECLINE
—
-2.5%

NATIONAL LABOR
— FORCE DECLINE
—
-2.4%

ANNUAL PRIVATE-SECTOR

— JOB DECLINE

— 5.3%

NATIONAL PRIVATE-SECTOR

— JOB DECLINE

— 6.8%

As of September 2020

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, the Department is implementing the recommendations below:

- Continue to focus on prioritizing the administration of state and federal programs for Reemployment Assistance, so that all eligible Floridians receive the benefits they are owed as quickly as possible.
- 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.
- Improve job opportunities and quality of life in communities by utilizing Competitive Florida Partnership, the Office of Broadband, and other state and federal resources.

DEO PARTNERS

Performance reports included in this report, pursuant to Florida Statutes, include CareerSource Florida, Inc.; Enterprise Florida, Inc.; the Florida Sports Foundation; the Florida Tourism Industry Marketing Corporation (VISIT FLORIDA) and Space Florida.



Enterprise Florida, Inc. (EFI) is the principal economic development organization for the state of Florida. Its role is to expand and diversify the state's economy through private-sector job creation. EFI collaborates with DEO and its statewide partners to facilitate private-sector job growth through business recruitment, international trade, promotion of sporting events, capital funding programs to assist small and minority businesses, and through support of the state's military bases and personnel.

Business Development

In fiscal year 2019-20, EFI and its statewide partners established more than 115 economic development projects representing nearly 19,028 new and retained jobs and more than \$3.3 billion in capital investment. Projects included relocations or expansions from Aerion Corporation, SoFi, ST Engineering, Cantor Fitzgerald, and Peace River Citrus Products to name a few. EFI markets Florida as the premier business location in the U.S., focusing on Florida's workforce, innovation, infrastructure, and pro-business climate. The campaign targets business leaders and site-selection professionals around the world.

International Trade & Development (IT&D)

EFI's international trade and development division provides a variety of programs to help Florida's small and midsized enterprises (SMEs) grow through international trade. The division's statewide network of professional trade managers conducted export consultations with 2,595 companies last fiscal year to assess market readiness; select target markets for products or services; market research; information on channels of distribution in target markets, and introductions to our International Offices. Staff also organized and executed 22 international business development events statewide and globally with more than 400 Florida participants, bringing companies in direct contact with buyers and partners all around the world. Through the state's Export Diversification and Expansion program, 276 trade grants were awarded to help companies do business overseas with five different grant options. By year-end, Florida companies reported nearly \$1.8 billion in actual and expected sales due to IT&D's export development programs.

The last quarter of the fiscal year saw the trade team successfully pivot from traditional trade development to COVID-19 response, identifying manufacturers of personal protective equipment to support the state's efforts to source these critical supplies. With overseas travel severely restricted, the division launched two new trade grant programs to directly support SMEs' participation in virtual trade shows and virtual business matchmaking. EFI was among the first state economic development organizations nationally to develop new programs to address the quickly changing business environment.



The Florida Sports Foundation (FSF), 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. During fiscal year 2019-20, FSF awarded 92 sporting event grants for a total of \$2,044,269 in awards to 37 industry partners throughout the state of Florida. The grants awarded this fiscal year are projected to bring 466,120 out-of-state visitors and a projected total impact of \$655,398,357 to the state of Florida. During this fiscal year, FSF paid out a total of 59 grants for a total of \$1,552,058 which includes any carry over grants from the prior fiscal year. The grants paid out this fiscal year brought 237,650 visitors and an economic impact of \$239,987,759 to the state of Florida.

ENTERPRISE FLORIDA, INC. PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2019-20

PERFORMANCE MEASURES	FY 2019-20 ACTUALS	PERFORMANCE STANDARDS
BUSINESS DEVELOPMENT – PROPOSED JOB CREATION		
Total number of proposed jobs to be created by businesses assisted by EFI*	19,028	18,000
In rural communities	352	300
By international businesses	1,487	700
With incentives	15,824	8,000
INTERNATIONAL TRADE		
Number of Florida based businesses assisted by EFI for international trade	2,595	2,250
Number of companies with export sales attributable to activities conducted by EFI	804	260
Amount (US dollar value in millions) of projected export sales attributable to the activities conducted by EFI	\$1.8 billion	\$625 million
MARKETING FLORIDA		
Web traffic to EFI's website (overall traffic in visits)	498,793	250,000
Positive media hits	889	700
Total social media channel followers	48,518	21,000
Total media impressions (print, digital, broadcast, out of home)	115,052,316	33,000,000
MINORITY AND/OR SMALL BUSINESS, ENTREPRENEURSHIP AND CAPITAL		
Number of businesses that received financial assistance**	35	6
GENERAL		
Satisfaction of businesses served with investment or trade assistance provided by EFI	98.40%	95%
Response rate for Business Development/International Trade Development customer satisfaction survey	38%	25%
FLORIDA SPORTS FOUNDATION		
Economic contributions to communities as a result of hosting Florida's Senior State Games and Sunshine State Games Championships***	\$4,822,839*	\$7,000,000
Number of participants (athletes and families) competing in and attending Florida's Senior State Games and Sunshine State Games Championships***	24,417	40,000
Economic contributions from Florida Sports Foundation sponsored sporting event grants	\$655,398,357	\$200,000,000
Number of attendees at the sponsored grant events	466,120	300,000

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

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/Reports-Resources.

^{**}The number given represents the number of individual transactions throughout the fiscal year.

^{***}Q3 and Q4 events postponed due to COVID-19 and rescheduled for fiscal year 2020-21.



CareerSource Florida Inc. 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 of Florida. Created as a not-for-profit corporation, the state workforce investment 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 in their careers. Across the state, 59,355 businesses were served by their local workforce development board last year, receiving help with recruiting, hiring and training new and existing employees.

Local Workforce Development Boards 1. CareerSource Escarosa 13. Career Source Brevard 2. CareerSource Okaloosa Walton 14. Career Source Pinellas 3. CareerSource Chipola 15. Career Source Tampa Bay 4. CareerSource Gulf Coast 16. Career Source Pasco Hernando 5. CareerSource Capital Region 17. CareerSource Polk 6. CareerSource North Florida 18. Career Source Suncoast 7. CareerSource Florida Crown 19. Career Source Heartland 8. CareerSource Northeast Florida 20. Career Source 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. Career Source South Florida 24. CareerSource Southwest Florida 12. Career Source Central Florida

CAREERSOURCE FLORIDA PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2019-20

PERFORMANCE MEASURES	FY 2019-20 ACTUALS
INCUMBENT WORKER TRAINING (IWT) GRANT PROGRAM	
Number of projected IWT trainees	4,507
Number of IWT grants awarded to businesses	95
QUICK RESPONSE TRAINING (QRT) GRANT PROGRAM	
Number of projected QRT trainees	4,029
Number of QRT grants awarded to businesses	27

More information about CareerSource Florida may be found at CareerSourceFlorida.com.

A copy of CareerSource Florida's most recent state annual report may be found at CareerSourceFlorida.com/About-Us/Reports-and-Publication/



VISIT FLORIDA facilitates the tourism industry's 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 four Official Welcome Centers. According to surveys conducted during fiscal year 2019-20, 59.5 percent of visitors were significantly influenced by VISIT FLORIDA marketing efforts.

Last year, Florida set a record by welcoming 131.4 million visitors. Nearly 116.9 million were out-of-state domestic travelers and 14.5 million came to the Sunshine State from 196 countries. On any given day, Florida has 2.1 million visitors, more than the number of people who live in 15 different states and the District of Columbia.

In the latest economic impact study conducted on 2018 visitation, visitors added \$91.3 billion to Florida's GDP. Their spending contributed \$12.0 billion in state and local tax revenue and supported over 1.5 million Florida jobs. For every \$1 the state invests in VISIT FLORIDA, \$2.15 in tax revenue is generated.

Currently, VISIT FLORIDA is working to aid in the recovery of Florida's tourism industry from COVID-19. At the beginning of the year, when the threat of COVID-19 first emerged, VISIT FLORIDA acted swiftly to save taxpayer money by pausing all marketing efforts. As travel restrictions continue to ease, VISIT FLORIDA is using that funding to boost tourism by launching a first-of-its-kind in-state marketing campaign as well as a domestic marketing campaign and targeted international marketing. The marketing campaigns will garner hundreds of millions of impressions in an effort to bring visitors back to Florida to generate much needed economic activity for local communities and businesses.

VISIT FLORIDA PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2019-20

PERFORMANCE MEASURES	FY 2019-20 ACTUALS	PERFORMANCE STANDARDS
Annual percentage of domestic visitors to Florida influenced by VISIT FLORIDA's primary marketing programs	59.50%	40%
Industry rating of VISIT FLORIDA's performance in promoting tourism to Florida	8.4/10	8.0/10
Annual share of domestic vacation trips	18.20%	15%
Annual share of international visitor spending	19.30%	20%
Maintain annual market share in traditional feeder markets	22.74%	20%
Growth in annual market share in emerging markets	21.04%	17%
Number of strategies in the <i>Florida Strategic Plan for Economic Development 2018-2023</i> being implemented by VISIT FLORIDA	4	4
VISIT FLORIDA MARKETING ACTIVITIES		
Total number of individual businesses actively participating in VISIT FLORIDA marketing activities	13,581	12,000
Total 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	714 / 94%	600 / 90%

^{*}Unless otherwise noted all information provided is the most recent data available for the report period.

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



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 programs, and space-related infrastructure development 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 recruited, retained, and expanded 15 space and aerospace-related companies and more than 4,500 jobs.

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.

SPACE FLORIDA PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2019-20

PERFORMANCE MEASURES	FY 2019-20 ACTUALS	PERFORMANCE Standards
Annual number of jobs created, recruited, and/ or retained	4,518	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	32/\$6.2M	30/\$2M
Number of strategies in the Florida Strategic Plan for Economic Development 2018-2023 being implemented	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 (F.S. 288.7102). 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 are seeking help to start a business. The current loan administrators are Miami Bayside Foundation and FAMU Federal Credit Union.

BLACK BUSINESS LOAN PROGRAM PERFORMANCE MEASURES FOR STATE FISCAL YEAR 2019-20

FISCAL YEAR	LOAN ADMINISTRATORS	ANNUAL APPROPRIATION	NUMBER OF LOANS/ LOAN GUARANTEES	AMOUNT OF LOANS/ LOAN GUARANTEES
2019-2020	2	\$2,225,000	18	\$809,700.00
2018-2019	2	\$2,225,000	17	\$990,011.80
2017-2018	2	\$2,225,000	25	\$1,005,288
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
2013-2014	6	\$2,224,999.98	24	\$660,679

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

FLORIDA UNIQUE ABILITIES PARTNER PROGRAM

A robust workforce includes people of all abilities. The Florida Unique Abilities Partner Program was created in 2016 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 2019, DEO continued to increase the number of certified Unique Abilities Partners.

FLORIDA UNIQUE ABILITIES PARTNER PROGRAM PERFORMANCE MEASURES FOR CALENDAR YEAR 2019

PERFORMANCE MEASURES	2019 ACTUALS				
BUSINESS DESIGNATION APPLICATIONS, AWARDS AND ANNUAL CERTIFICATIONS					
Number of applications and nominations received	58				
Number of designations awarded	50				
Number of annual certifications	174				
PROGRAM TOTALS					
Number of applications and nominations received to date	228				
Number of current Unique Abilities Partners	174				
Number of Employers that are listed in the Employ Florida system as Unique Abilities Partners	79				

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 more than 17 state and regional agencies and organizations 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.

REDI is a large-scale collaborative effort of the following agencies and organizations:

- Agency for Health Care Administration
- · CareerSource Florida, Inc.
- Florida Department of Agriculture and Consumer Services
- Florida Department of Children and Families
- . Florida Department of Corrections
- Florida Department of Education
- Florida Department of Environmental Protection
- Florida Department of Health
- Florida Department of Juvenile Justice
- · Florida Department of State

- Florida Department of Transportation
- Enterprise Florida, Inc.
- Florida Fish and Wildlife Conservation Commission
- Florida Regional Planning Councils Association
- · Institute of Food and Agriculture Sciences
- VISIT FLORIDA
- Water Management Districts (Northwest Florida, Suwannee River, St. Johns River, Southwest Florida and South Florida)



The Governor may, by executive order, designate up to three rural areas of opportunity as recommended by REDI, 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 and provide preferential awards to rural or Rural Areas of Opportunity counties and communities or provide other financial or technical assistance. More information about the Rural Economic Development Initiative may be found at FloridaJobs.org/RuralEconomicDevelopmentInitiative.

RURAL ECONOMIC DEVELOPMENT INITIATIVE RURAL AREA OF OPPORTUNITY (RAO) AND RURAL COUNTY STATISTICS

The total number of awards, waivers, funding, and 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 the reporting period of July 1, 2019 through June 30, 2020.

COUNTY	A	MOUNT OR	JOBS CREATED	PREFERENTIAL	WAIVERS	TOTAL # OF FUNDING EVENTS
		VALUE	OR RETAINED	AWARDS	GRANTED	AND/OR TECHNICAL ASSISTANCE
NORTH WEST RAO						
Calhoun	\$	20,806,519	14	4	32	3
Franklin	\$	11,837,870	13	9	82	0
Gadsden	\$	17,824,150	16	10	85	13
Gulf	\$	2,915,655	13	7	44	3
Holmes	\$	9,739,826	18	4	41	5
Jackson	\$	30,841,083	30	6	104	43
Liberty	\$	12,847,524	11	3	32	0
Multi County	\$	2,900,000	0	0	1	0
Wakulla	\$	23,398,329	11	8	81	0
Walton	\$	3,492,481	5	22	50	1
Washington	\$	51,759,976	20	7	60	1
TOTAL	\$	188,363,415	151	80	612	68
NORTH CENTRAL RAO						
Baker	\$	6,267,293	12	8	29	3
Bradford	\$	15,628,341	16	8	43	1
Columbia	\$	12,605,239	25	14	61	96
Dixie	\$	12,006,836	7	4	27	0
Gilchrist	\$	12,494,392	13	5	36	16
Hamilton	\$	15,072,124	13	5	39	6
Jefferson	\$	3,744,463	11	9	39	11
Lafayette	\$	2,521,247	6	4	17	5
	\$	19,530,919		11		7
Levy	э \$	9,198,002	15	4	42	16
Madison Multi-County	э \$	2,800,000	0	0	1	0
Multi County Putnam	\$	10,901,686	13	11	76	5
	\$			10		4
Suwannee	\$	9,124,398	9	6	57 42	1
Taylor		8,574,087				
Union	\$	5,026,672	12	6	24	0
TOTAL	•	145,495,698	181	105	608	171
SOUTH CENTRAL RAO						
Collier	\$	908,943	0	2	6	3
DeSoto	\$	5,696,933	8	9	50	4
Glades	\$	4,519,589	5	4	31	4
Hardee	\$	4,721,204	6	3	49	10
Hendry	\$	17,062,858	8	9	62	11
Highlands	\$	17,398,744	10	26	146	254
Multi County	\$	8,500,000	0	0	1	0
Okeechobee	\$	18,724,104	5	2	74	1
Palm Beach	\$	15,651,336	3	10	25	4
TOTAL		93,183,711			444	291
NON-RAO RURAL COUNTIES & COMMUNITIES						
Flagler	\$	13,535,771	7	11	38	9
Nassau	\$	4,690,605	4	8	47	15
Walton	\$	12,729,874	7	18	32	15
Rural Communities	\$	12,907,511	2	22	103	0
TOTAL		43,863,760	20	59	220	39
FEDERAL PARTNERS		53,428,408	0	0	40	171
GRAND TOTALS		524,334,992	397	309	1,924	740

^{*}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

107 East Madison Street | Caldwell Building | Tallahassee, FL 32399 FloridaJobs.org