

Innovation and Economic Development Pillar



Strategy Statements from Existing Plans

Developing Florida's Strategic 5-Year Direction, 29 November 2011

Key Themes		
Focus/align resources around key industry clusters – foundation, expanding, emerging		
Position Florida as global trade/logistics hub (marketing, exports, trade policies, partnerships, etc.)		
Adapt incentives for 21 st century economy – flexible, responsive, targeted to industry clusters, competitive, fiscally responsible		
Market Florida as location for domestic/international business		
Expand research & development activity		
Accelerate technology commercialization/business startup		
Expand access to capital (angel, seed, venture, etc.)		
Expand manufacturing activity in Florida		
Improve business support and outreach services		
Market Florida as destination for personal/business travel		
Targeted programs for rural areas		
Industry specific strategies:		
<ul style="list-style-type: none"> • Aviation/aerospace/space • Emergency management • Global trade & logistics • Life sciences • Research 	<ul style="list-style-type: none"> • Clean energy/green economy • Film & entertainment • Homeland security & defense • Marine • Sports 	<ul style="list-style-type: none"> • Creative industries • Financial & professional services • Information technology • Nanotechnology • Transportation technology

Detailed Strategy Statements

State Entities

<i>Strategies</i>
Florida Department of Economic Opportunity: State of Florida Job Creation Plan
<ul style="list-style-type: none">• Implement a business incentive policy that is flexible, targeted, competitive, and fiscally responsible• Promote Florida as the best choice for international and domestic businesses• Protect and grow Florida's share of destination travel through integrated sales and marketing programs that drive visitation to and within Florida• Create a seamless, customer-focused environment for business development support• Expand Florida's ability to compete in international markets
Enterprise Florida, Inc.: 2015 Roadmap to Florida's Future
<ul style="list-style-type: none">• Maintain and expand Florida's leadership in international commerce• Enhance the competitiveness of Florida's 'Hard' and 'Soft' Infrastructure for International commerce• Expand R&D base as foundation of innovation economy• Accelerate commercialization process and support start-up activity• Improve access to venture capital-especially seed and early stage capital• Expand outreach and support structures to help companies be more innovative• Strengthen Florida's incentive toolkit for the 21st century• Pursue expansion & transformation in foundational clusters• Expand leadership in industry clusters• Anticipate the emergence of new clusters
Enterprise Florida, Inc: Statewide Strategic Plan for Economic Development-Rural Priority Strategic Plan of Work
<ul style="list-style-type: none">• Keep existing incentives (e.g., Rural Job Tax Credit)• Marketing and research partnership with Enterprise Florida to promote the RACECs
Workforce Florida, Inc.: Creating the Strategy for Today's Needs and Tomorrow's Talent
<ul style="list-style-type: none">• Pursue expansion in foundational and high-impact industry clusters identified by Enterprise Florida Inc. in the state's economic development plan, the Roadmap to Florida's Future, while anticipating the emergence of new clusters

Strategies
<ul style="list-style-type: none"> • Grow Florida's green economy
Florida Department of Transportation: 2060 Florida Transportation Plan (FTP)
<ul style="list-style-type: none"> • Be a worldwide leader in development and implementation of innovative transportation technologies and systems.
Florida Seaport Transportation and Economic Development Council: 2010/11-2014/15 Seaport Mission Plan
<ul style="list-style-type: none"> • Continue individual as well as regional promotional efforts in establishing markets. • Provide leadership through the Florida Seaport Transportation and Economic Development Council, the Florida Ports Council, and other agencies to develop competitive trade policies, including educational efforts at state and national levels. • Capitalize on opportunities presented by the North American Free Trade Agreement, the Dominican Republic-Central America Free Trade Agreement, and other such agreements with Florida's major trading partners • Ensure that Florida's seaports are positioned to capture a sizable share of trade generated by an open Cuban market • Implement the findings of the Florida Chamber Foundation's December 2010 Florida Trade and Logistics Study that confirms the job-creating impact of maximizing trade flows through Florida's seaports
Space Florida: Vision 2020¹
<ul style="list-style-type: none"> • Ensure leadership in suborbital operations for academic and commercial researchers • Ensure leadership in commercial supply/resupply services to less than earth orbit as well as the placement of commercial satellites into all but polar orbit • Grow highly regarded satellite processing and launch cluster in terms of business environment and workforce Ensure leadership in ground support operations (GSO) for suborbital rockets and payloads for commercial and academic research investigations, and for commercial resupply service providers • Florida becomes the lead space-related agriculture business and research state: • Florida becomes the global center for space industry activities in civil protection and emergency management: • Florida becomes a hub for emergency management industry innovations in technology and processes: • Florida becomes the recognized gateway to the International Space Station (ISS) for launch, payload processing and packaging; exploration Research Park becomes a hub for pre-and post-flight business • Increase in global market share of communications satellite development, launch and operations for commercial, civil and defense markets • Florida becomes the leading space tourism region in the world

¹ The source document for Space Florida has additional language regarding strategies.

Strategies

- Florida becomes a recognized hub for the development and implementation of alternative, clean, renewable energy technologies and systems
- Florida becomes a recognized focus point for the development and use of advanced materials and technologies for space applications which also have broader application potential for other disciplines and markets (such as energy, agriculture, life science, etc.)

VISIT FLORIDA: Marketing Plan

- **RELEVANCE:** Increase relevance of the organization, our corporate identity and the Florida brand.
- **ROI:** Prioritize expenditures and efforts on audiences and markets most likely to produce short term results.
- **TARGET:** Deliver the right messages to the right audiences with the right messages to inspire them to plan travel to Florida.
- **INTEGRATION:** Leverage integrated campaigns to distinguish the Florida brand in an increasingly competitive environment.
- **CONTENT:** Identify, acquire and create content that will inspire travel to Florida.
- **DISTRIBUTION:** Create distribution partnerships to reach shared audiences.
- **CO-OP:** Create co-op opportunities with added value and benefits to partners.
- **ELECTRONIC PLATFORM:** Improve the flexibility and capability of our technology platforms, including untethered web content, electronic marketing, mobile and social media.
- **INNOVATION:** Strengthen a corporate culture that recognizes and rewards performance.
- **AWARENESS:** Improve stakeholder recognition of the value VISIT FLORIDA delivers to government, Florida residents and industry Partners.
- **SUSTAINABILITY:** Continue to focus on longer term market development.
- **SOCIAL MARKETING:** Develop an integrated social media marketing platform for all VISIT FLORIDA initiatives. Visit Florida: Marketing Plan

Non-governmental Entities

<i>Strategies</i>
Florida Chamber Foundation: Six Pillars of FL Future Economy
<ul style="list-style-type: none"> • Enable a systematic approach to staff and legislator education • Develop and support university and industry collaborations focused on technology transfer and commercialization • Support and develop an entrepreneurial ecosystem such as university technology transfer offices, venture labs and incubators, by increasing private investments in innovation companies through angel, seed and early-stage venture capital • Market Florida globally as an international trade hub
Florida Chamber Foundation and FDOT: Florida Trade and Logistics Study
<ul style="list-style-type: none"> • Support the Governor’s leadership as the state’s chief economic development officer and trade ambassador globally and nationally. • Market Florida’s advantages as a trade gateway and logistics hub. • Identify global trade and logistics as a statewide targeted industry. • Attract international distribution centers to reinforce Florida’s location and cost advantage. • Provide support for export oriented manufacturing businesses. • Enhance incentive programs for Florida-based distribution, manufacturing, and other export-oriented businesses. • Promote trade policies to support Florida’s role in the global marketplace.
TaxWatch
<ul style="list-style-type: none"> • Incentivize capital investment by modifying the current Florida QTI and CITC programs to allow for smaller companies to invest their capital in Florida.