

The Florida Senate  
**COMMITTEE MEETING EXPANDED AGENDA**

**COMMERCE AND TOURISM**  
**Senator Detert, Chair**  
**Senator Thompson, Vice Chair**

**MEETING DATE:** Monday, January 5, 2015

**TIME:** 4:00 —6:00 p.m.

**PLACE:** *Toni Jennings Committee Room*, 110 Senate Office Building

**MEMBERS:** Senator Detert, Chair; Senator Thompson, Vice Chair; Senators Bean, Latvala, Richter, and Ring

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	Introduction of committee members and staff by the Committee Chair		Discussed
2	Overview of the committee's jurisdiction by the committee staff		Discussed
3	Presentation by Chris Hart, President of CareerSource Florida, on the unified brand name for Florida's workforce system, and Florida's implementation of the Workforce Innovation and Opportunity Act of 2014		Presented
Consideration of proposed bill:			
4	<b>SPB 7002</b>	Renaming Workforce Florida, Inc.; Renaming Workforce Florida, Inc., as CareerSource Florida, Inc.	Submitted as Committee Bill Yeas 6 Nays 0
5	Presentation by committee staff on the history of the Florida Enterprise Zone Act		Presented
6	Discussion by committee members on Enterprise Zones		Discussed
Other Related Meeting Documents			

There are no documents under this tab

# Senate Commerce & Tourism Committee Jurisdiction

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*Revised 12/31/14*

The jurisdiction of the Senate Commerce & Tourism Committee includes five general subject areas:

- Workforce Development / Reemployment Assistance;
- Economic Development;
- Business Organizations;
- Commercial Activity; and
- Consumer Protection.

In addition, the committee may be second reference for selected issues relating to banking and insurance; education; military affairs and space; regulated industries; taxation; telecommunications; tort reform; and transportation.

**Workforce Development** includes programs overseen by CareerSource Florida, Inc., the Department of Economic Opportunity (DEO), and the 24 Regional Workforce Boards (RWBs). These agencies work together to provide services to both individuals and businesses, such as assistance finding a job and workforce training and education. Additionally, the DEO administers the **Reemployment Assistance Program** (formerly the unemployment compensation program). The committee may also consider matters related to the state minimum wage, employee leasing, conditions of employment, migrant and contract labor, and “preference” for Florida workers and contractors in public contracts.

**Economic Development** is a broad category of issues that the committee routinely considers, and that overlaps with workforce development. The Department of Economic Opportunity (DEO) and Enterprise Florida, Inc. (EFI), work together on business recruitment and job creation, and to administer programs related to incentives for businesses relocating or expanding in Florida. The state also has programs that focus on trade, biotech research, technology, space, seaports, film and entertainment, sports, minority businesses, enterprise zones, small businesses, and access to capital. Economic development also encompasses activities related to tourism. Other entities with related programs include Visit Florida, Space Florida, the Florida Sports Foundation, the Office of Film and Entertainment in the DEO, Black Business Investment Corporations, the Institute for the Commercialization of Public Research, and the Florida Opportunity Fund.

A **Business Organization**, or business legal structure, governs the formation, operation, merger, conversion, and dissolution of businesses. For example, options include corporations, limited liability companies, not-for-profit corporations, and limited partnerships. Generally in Florida such organizations are required to annually file documents with the Division of Corporations in the Department of State (DOS). In addition to required filings, other **Commercial Activity** under the jurisdiction of the committee includes meeting the requirements of the Uniform Commercial Code and the protection of proprietary information, like trade secrets. The DOS also commissions notary publics.

**Consumer Protection** issues cover a broad range of topics, including advertising, sales of goods, sale of services, event tickets, service contracts, secondary metal recyclers, civil rights, and the Florida Deceptive and Unfair Trade Practices Act (FDUTPA). The committee may also be referenced legislation related to liability (relating to employees or public safety), lending and credit (relating to consumer finance), and trespassing (relating to unauthorized commercial activity).

The Department of Agriculture and Consumer Services (DACS) administers non-agricultural programs over which the committee has jurisdiction. The Division of Consumer Services acts as the state's clearinghouse for consumer complaints and information. This division regulates the "Do-Not-Call" registry, pawnbrokers, sellers of travel, game promotions, movers, telemarketers, motor vehicle repair shops, business opportunities, charitable organizations, dance studios, and health studios. In 2012, the former Division of Standards was merged into the Division of Consumer Services. Currently, the Division of Consumer Services administers liquid petroleum gas and petroleum inspections, amusement ride inspections, weights and measures, and the Motor Fuel Marketing Practices Act.

Also under the DACS, the Division of Licensing regulates the private security, private investigation, and recovery (repossession) industries (businesses and agents); and the concealed weapons license program.

## **Division of Consumer Services**

The Division of Consumer Services is the state's clearinghouse for consumer complaints and information. The division has responsibility for regulating 18 business industries operating in Florida and maintains a call center with a toll free consumer hotline 1-800-HELPFLA (1-800-435-7352). The call center is staffed with trained analysts who answer approximately 30,000 telephone calls and approximately 600 online chat inquiries each month. In addition, the consumer assistance center provides nearly 20,000 assists to consumers and businesses each month in the form of email responses, and electronic and printed information.

Consumer education is a main focus of the division. The division includes the Communications and Consumer Outreach section which promotes educational outreach programs aimed at increasing public awareness of consumer protection issues among Florida citizens. This section assists consumers and businesses statewide through a variety of avenues including newspaper articles, newsletters, educational brochures and public presentations. The division offers speakers and representatives to participate at community or civic group meetings, senior centers, conferences, schools, planned events and other various meetings statewide. Along with the information provided through the consumer assistance center, thousands of educational brochures are distributed each year to individuals who attend these meetings and events.

In addition, the division maintains a website at [www.800helpfla.com](http://www.800helpfla.com) which helps educate Florida consumers and businesses and provides online complaint filing, business/complaint lookup, as well as the ability to register a business online. Also on the website is our A-Z Resource Guide which will help you quickly find information on a wide variety of issues. This guide is an alphabetical listing that provides general information, the regulatory agency and the specific statute when applicable

The division consists of five bureaus:

### **Bureau of Compliance**

The Bureau of Compliance has regulatory responsibility for registering and licensing the following types of business entities:

Sweepstakes/Game Promoters: Promoters are required to register with the department at least seven days prior to the commencement of their game promotion.

Health Studios: Health studios are required to register with the department annually and in some cases post a \$50,000 security. The purpose of this security is to reimburse members if the studio fails to meet its contractual obligations to its members.

Household Moving Services: Moving companies of household goods within the state of Florida are required to annually register with the department and maintain insurance.

Florida Motor Vehicle Repair Shops: Each motor vehicle repair shop is required to register with the department prior to doing business in the state.

“Do Not Call”: Residents can list their telephone numbers with the division to help relieve them of unwanted and unsolicited telephone solicitation calls.

Pawnbroking: Pawnshops are required to annually register with the department and obtain a license. Each pawnshop must maintain a net worth of at least \$50,000 or file security in the amount of \$10,000.

Sellers of Travel: Any seller or promoter of travel-related services is required to register annually with the department, unless exempt. Sellers of travel are required to submit a security in an amount not to exceed \$25,000 or \$50,000 if they sell vacation certificates.

Solicitation of Contributions: Charitable organizations, sponsors, professional solicitors, and fundraising consultants are required to register with the department before soliciting contributions.

Telemarketing: Non-exempt businesses that engage in the sale of consumer goods or services by telephone are required to be licensed and post security of \$50,000 prior to soliciting in the state. Salespersons for these businesses are also required to be licensed.

Weights and Measures: All weighing and measuring devices used in commerce within the state require calibrating and permitting.

Agricultural Dealer’s Licenses: Dealers in agricultural products must be licensed and bonded to facilitate the marketing of Florida agricultural products and ensure that the producers of products covered by the law receive proper accounting and payment for their products.

## **Bureau of Mediation and Enforcement**

The Bureau of Mediation and Enforcement is responsible for operating the state’s Consumer Complaint Clearinghouse. Analysts provide informal mediation services for thousands of consumers each year complaining about unregulated issues in addition to working complaints against entities within the department’s jurisdiction. The bureau actively refers complaints to federal, state and local regulatory agencies when appropriate. Mediation and Enforcement processes well over 46,000 complaints each year, of which approximately 20 percent relate to Florida’s Do Not Call law. The bureau analyzes all regulated complaints for statutory violations and refers such violations to the Office of Agricultural Law Enforcement or prepares administrative actions and agency orders in addition to preparing all actions related to licensing, registration and non-compliance for the division’s other operating bureaus.

## **Bureau of Standards**

The Bureau of Standards is responsible for conducting inspections at more than 25,000 retail and wholesale facilities inspecting more than 260,000 commercial measuring devices. Inspections of measuring devices include calibration verification tests; proper installation, operation and maintenance; and labeling. Types of measuring devices include scales of multiple capacities

(from jewelry to industrial and livestock to vehicle), distance measuring devices and liquid measuring devices such as gas pumps. Inspectors and lab staff check for the presence of water and debris in motor fuels while other key operational fuel quality parameters are tested for in the lab. Lab staff also ensures vehicular fluid products such as antifreeze and brake fluid meet quality standards to ensure safe operation in consumer vehicles. Additionally, inspectors test the accuracy of retail price scanners, as well as the accuracy of labels and net contents of packaged food items, packaged goods such as dry goods, household items, building and construction materials, gardening products and hundreds of other product types purchased daily by consumers and businesses. The bureau also houses the state's primary measurement standards of mass, length, and volume, directly traceable to National Institute of Standards and Technology located in Gaithersburg, MD.

### **Bureau of Liquefied Petroleum Gas Inspection**

The Bureau of LP Gas Inspection is charged with the safety regulation of liquefied petroleum gas in Florida wherever this product is stored, distributed, transported, and utilized. Its mission is to ensure the safe sale, use, storage, handling, and transportation of propane gas, whether contained in a small cylinder used to power a barbecue grill, or as a source of fuel in a bus or police car, or stored in a 120,000 gallon container for delivery to customers. The bureau's public responsibility for LP gas safety begins when the product enters the state's border and continues until the product is safely consumed by the public.

### **Bureau of Fair Rides Inspection**

The Bureau of Fair Rides Inspection inspects and permits all amusement rides in Florida, except those at certain exempt facilities. The bureau investigates all accidents, incidents, and consumer complaints involving amusement rides. Inspection specialists inspect mechanical, structural, electrical, and operational characteristics of each amusement ride and determine whether the ride meets the requirements of Florida law before it is allowed to operate in Florida.

### **Board of Professional Surveyors and Mappers**

The Board of Professional Surveyors and Mappers consists of nine members: seven professional surveyors and mappers, one of whom must be a photogrammetrist, as well as two consumer members. The board has been charged by the Florida Legislature with protecting the public interest and encouraging the entry of qualified individuals into the profession. Individuals who apply for licensure must meet certain education, experience, and testing criteria prior to licensure. The board also provides protection by disciplining those licensees who violate the professional practice act.

### **Florida Laws**

Chapter 472, F.S.  
Chapter 496, F.S.  
Chapter 501, F.S.  
Chapter 507, F.S.

Chapter 525, F.S.  
Chapter 526, F.S.  
Chapter 527, F.S.  
Chapter 531, F.S.  
Chapter 539, F.S.  
Chapter 559, F.S.  
Chapter 570, F.S.  
Section 610.108, F.S.  
Section 616.242, F.S.  
Section 849.094, F.S.



## **Division of Licensing**

The Division of Licensing administers two distinct licensing programs. While these two programs are oriented in different directions -- one involves the regulation of a group of specialized professionals and businesses, the other licenses qualified individuals to carry concealed weapons -- they do share one common goal: to enhance the safety and welfare of Florida citizens by providing reasonable assurances that applicants are law-abiding individuals who are trained, qualified, and knowledgeable and do not pose a threat to society.

### **Private Security, Private Investigation, and Recovery**

The division licenses and regulates more than 180,000 individuals and agencies in the private security, private investigation, and recovery (repossession) industries. The division's regulatory powers are broad and comprehensive, encompassing all aspects of the operation of the regulated industries. The division's oversight begins with the establishment of education and training curricula and minimum licensure requirements for new licensees. The licensure process involves subjecting each application to careful scrutiny to ensure that the applicant meets all statutory requirements and does not have a disqualifying criminal record. Then, by conducting routine inspections and investigations, the division monitors licensed individuals and agencies for compliance with regulatory requirements to ensure that each licensee provides services in accordance with the public interest.

### **Concealed Weapon or Firearm Licenses**

The division issues concealed weapon or firearm licenses to qualified individuals who wish to carry a concealed weapon for lawful self-defense. Florida made history in 1987 when it became the first state to issue a statewide concealed weapon license. Currently, more than 1.3 million individuals hold such a license. The division's objective is to ensure that the issuance of licenses to qualified individuals and the continued eligibility of those licensees are consistent with the public good. The division reviews each license application to confirm that an applicant is qualified and competent to carry a firearm. Applicants are subjected to criminal history background checks and are screened for disqualifying conditions (mental incapacities, drug or alcohol abuse, felony convictions, domestic violence conviction, etc.). The division also works closely with law enforcement authorities in the name of public safety.

The Division of Licensing is organizationally structured as follows:

#### **Bureau of License Issuance (BLI)**

The Bureau of License Issuance is responsible for the issuance and denial of licenses. This bureau receives and examines applications for statutory compliance and verifies each applicant's eligibility for licensure. This verification process involves a review and evaluation of the applicant's prior work history, educational background, and any relevant information revealed by the criminal history background check. During fiscal year 2013-2014, BLI processed 276,083 license applications and received 221,557 phone calls.

## **Bureau of Regulation and Enforcement (BRE)**

The Bureau of Regulation and Enforcement conducts investigations and inspections of licensed individuals and agencies in the private security, private investigation, and recovery (repossession) industries. During fiscal year 2013-2014, BRE's investigators performed 2,391 investigations and 6,458 inspections. Working in conjunction with the Compliance Section, BRE also recommends and carries out disciplinary actions and conducts informal hearings. This bureau provides services to applicants, licensees, and the public at eight regional offices located in Miami, West Palm Beach, Jacksonville, Orlando, Punta Gorda, Tampa, Fort Walton Beach, and Tallahassee. During fiscal year 2011-2012, staff in the eight regional offices processed 81,347 "fast track" concealed weapon or firearm license applications.

## **Bureau of Support Services (BSS)**

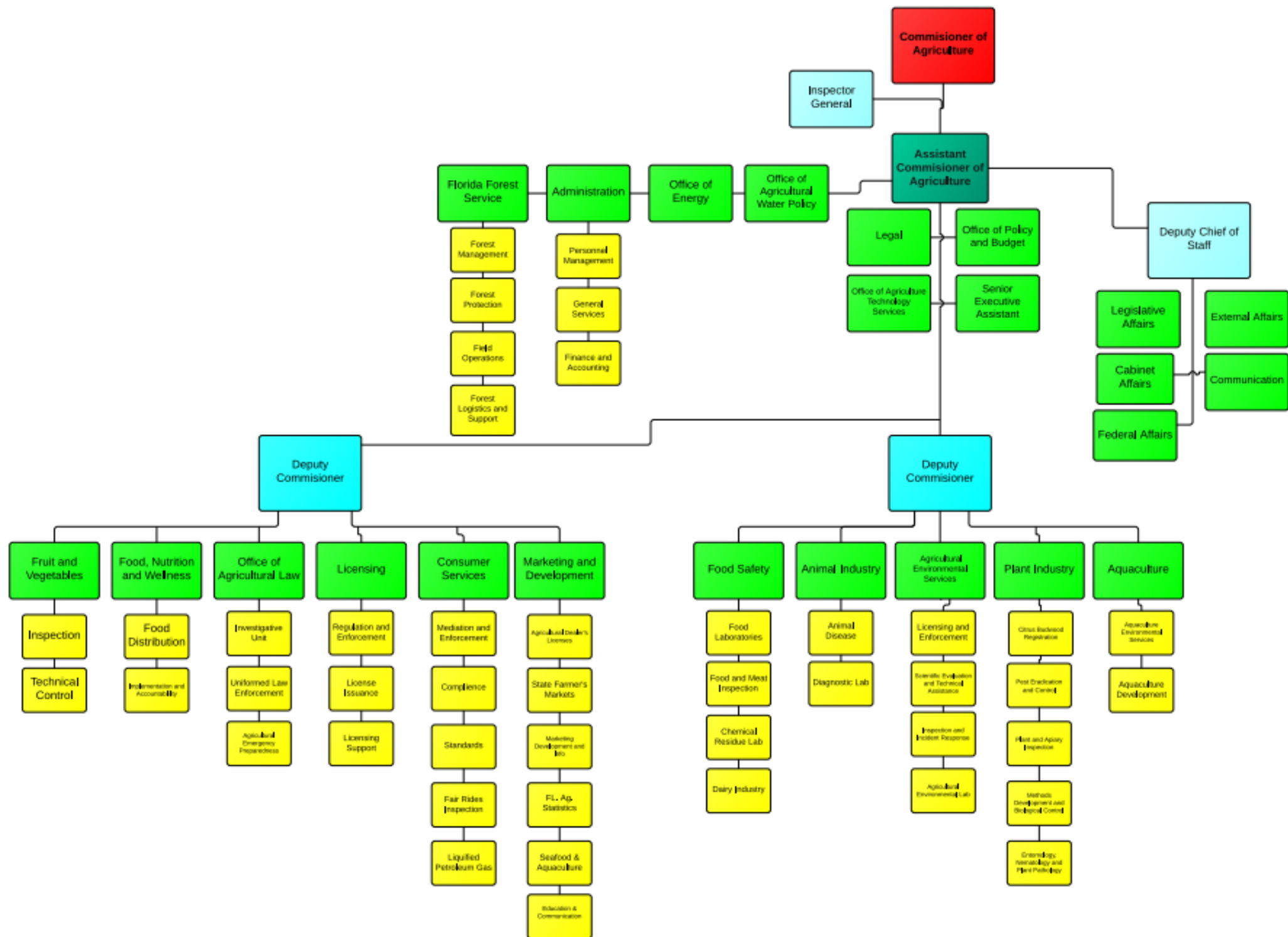
The Bureau of Support Services coordinates and performs the division's administrative and support operations. This bureau is responsible for the operation of the division's electronic document management system and other data processing functions (including systems development, implementation, and maintenance). This bureau also operates the mailroom and oversees all accounting functions. During fiscal year 2013-2014, BSS mailroom staff processed 306,974 pieces of incoming mail.

## **Compliance Section**

The Compliance Section takes administrative action against licensees who violate the law and processes denials of applications of individuals who fail to qualify for licensure. The attorneys in this section routinely perform legal research and render legal opinions on matters pertaining to the activities of the regulated industries and on weapons possession and/or ownership. They also represent the division in administrative hearings and other civil and appellate proceedings.

## **Florida Laws**

Chapter 493, F.S.  
Section 790.06, F.S.

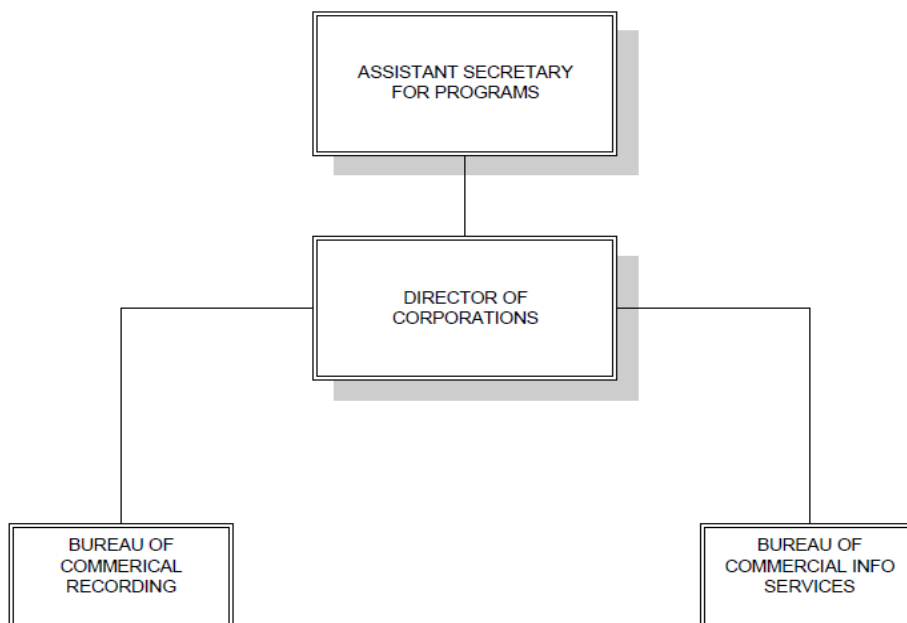


## **Florida Department of State Overview of the Division of Corporations**

The Department of State's Division of Corporations' mission is to support Florida's economic and commercial growth through the maintenance of a single central registry for recording and retrieving commercial information. To accomplish this mission, the Division of Corporations renders two broad functional services: (1) formalizing the legal standing of a business or activity by accepting and indexing the filing or registration; and (2) supplying information and certification regarding the filings and activities of record.

The Division is one of the most active corporate filing agencies in the country. The Division handles several commercial activities that include a variety of business entity filings, trade and service mark registrations, federal lien recordings, judgment lien filings, uniform commercial code financing statements, fictitious name registrations, and cable and video service franchises. In the performance of its duties, the Division is strictly ministerial and has no regulatory responsibilities.

The Division employs 103 full time employees and is comprised of the Director's office and two bureaus. They are the Bureau of Commercial Recording and Bureau of Commercial Information Services.



The Bureau of Commercial Recording is tasked with recording all new, renewed and updated filing activities for the various business entities, lien registrations, and cable franchises. The Bureau ensures that each filing activity is filed according to statute; and formally indexed on the Division's records.

The Bureau of Commercial Information Services' primary duties include: 1.) furnishing certified copies and certificates of status for the various business organization filings; 2.) issuing certificates of apostilles; 3.) accepting substitute service of process; 4.) opening and processing non-electronic payments; and 5.) scanning documents on behalf of the Division.

The Division is also responsible for Florida's Uniform Commercial Code, which allows creditors to file liens on property held as collateral for financial obligations. This function has been outsourced to a private vendor on contract through 2017.

### **Statistical Information**

- The Division of Corporations has a current total operating budget of \$7.4M. In 2013, the Division of Corporations' programs and services generated \$304M, which was deposited to General Revenue.
- The Division of Corporations maintains in excess of eight million records. The Division's staff performs approximately five million activities annually, including filing more than two million commercial documents and providing over a half million certification, authentication and copy services.
- Florida continues to be one of the country's leaders in new business formations.
- As of October 2014, the Division's statistics reflected 1,894,261 active business entities; 659,578 active fictitious name registrations; 19,650 active trade and service mark registrations.
- The Division's user-friendly electronic filing and certification services now account for 75% of the filing activities and 55% of the certification activities.
- The Division's website, [www.sunbiz.org](http://www.sunbiz.org), handled in excess of 254 million web accesses during the 2013-2014 fiscal year.



## ***2014 Department Overview***

December 2014

**Jesse Panuccio, Executive Director**

Chad Poppell, Chief of Staff

Theresa “Cissy” Proctor, Director, Division of Strategic Business Development

Bill Killingsworth, Director, Division of Community Development

Tom Clendenning, Director, Division of Workforce Services

Robert Sechen, General Counsel

Dean Izzo, Chief Financial Officer

James Landsberg, Inspector General

David Gilmore, Chief Information Officer

Jennifer Diaz, Director, Office of Communications and External Affairs

William “Bill” Wilson, Director, Office of Legislative and Cabinet Affairs

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## DEO At-A-Glance

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DEO is a multidimensional department that touches many facets of life in Florida. It has a focus that combines economic development, workforce support and training, and community development. DEO operates with transparency, efficiency, and accountability. In addition to meeting its statutory charges, the work of DEO aligns with and supports the Governor's three priorities for building a better Florida:

- Promoting Economic Development and Job Creation
- Improving Education
- Maintaining an Affordable Cost of Living

### Agency Vision

Florida will have the nation's top performing economy and be recognized as the world's best place to live, learn, play, work, and do business.

### Agency Mission

In collaboration with our partners, assist the Governor in advancing Florida's economy by championing the state's economic development vision and by administering state and federal programs and initiatives to help citizens, businesses, communities, and visitors.

### Agency Goals and Objectives

**Goal 1.** Further Florida's economic vision by providing support that enhances the economy and develops vibrant, safe, and healthy communities.

**Objective 1.1.** Provide financial assistance and support (e.g., grant awards, incentives, loans, emergency services, self-sufficiency programs, and weatherization activities) to businesses, communities and local governments, and people eligible for Reemployment Assistance.

**Objective 1.2.** Provide technical assistance and information (e.g., community and competitiveness planning, public awareness, film and entertainment production) that help businesses and communities improve their local economies and quality of life.

**Objective 1.3.** Provide workforce development, training, and placement services that meet the needs of Florida businesses and job seekers.

**Goal 2.** Optimize the effectiveness of DEO's available resources and tools.

**Objective 2.1.** Ensure accountability and quality of DEO programs, services, and partnerships through prioritization, planning, performance measurement and support, reporting, and auditing.

**Objective 2.2.** Improve collaboration and alignment among state, regional, and local entities toward the state's economic development vision.

## DEO's Statutory Charge

Formed in 2011, DEO combines the state's economic, workforce, and community development efforts to help expedite economic development projects to fuel job creation and create competitive communities. DEO's executive mandate is to "facilitate the direct involvement of the Governor and the Lieutenant Governor in economic development and workforce development projects" [s. 20.60.4(a), Fla. Stat.]. DEO's five statutorily mandated agency responsibilities are:

**s. 20.60(4)(b), Fla. Stat.** Recruit new businesses to this state and promote the expansion of existing businesses by expediting permitting and location decisions, worker placement and training, and incentive awards.

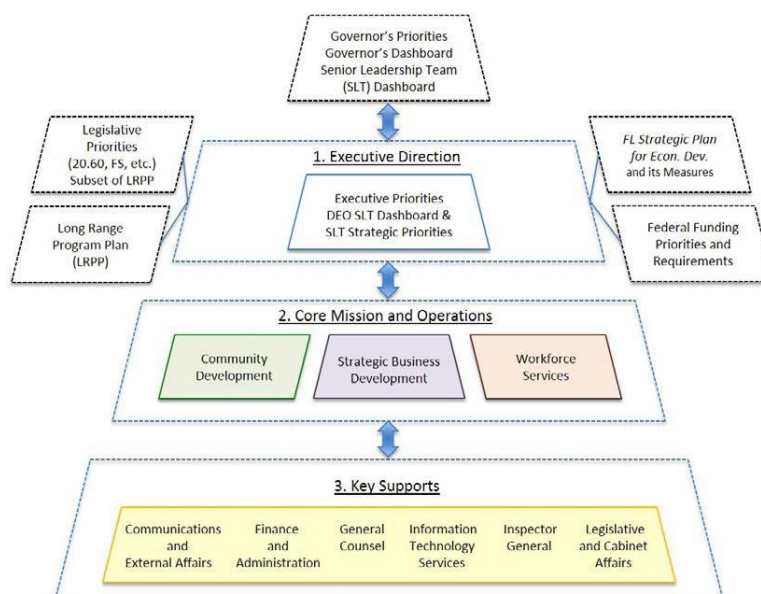
**s. 20.60(4)(c), Fla. Stat.** Promote viable, sustainable communities by providing technical assistance and guidance on growth and development issues, grants, and other assistance to local communities.

**s. 20.60(4)(d), Fla. Stat.** Ensure that the state's goals and policies relating to economic development, workforce development, community planning and development, and affordable housing are fully integrated with appropriate implementation strategies.

**s. 20.60(4)(e), Fla. Stat.** Manage the activities of public-private partnerships and state agencies in order to avoid duplication and promote coordinated and consistent implementation of programs in areas including, but not limited to, tourism; international trade and investment; business recruitment, creation, retention, and expansion; minority and small business development; rural community development; commercialization of products, services, or ideas developed in public universities or other public institutions; and the development and promotion of professional and amateur sporting events.

**s. 20.60(4)(f), Fla. Stat.** Coordinate with state agencies on the processing of state development approvals or permits to minimize the duplication of information provided by the applicant and the time before approval or disapproval.

### DEO's Organizational Framework





## DEO's Divisions and their Functions

DEO implements goals, objectives, and metrics aligned with the Department's commitment to its statutory charge. For example, within the Division of Strategic Business Development, policies and procedures have been developed to bolster Florida's competitiveness with other states while ensuring transparency and accountability for Florida's taxpayers. Within the Division of Workforce Services, efforts further the availability of a skilled workforce to meet the current and future needs of Florida's employers. Within the Division of Community Development, efforts provide targeted technical assistance and support to small and rural communities and small businesses

### Division of Workforce Services

The Division of Workforce Services partners with CareerSource Florida and the state's 24 Regional Workforce Boards to strengthen Florida's business climate by supporting employers and helping Floridians gain employment, remain employed, and advance in their careers. The primary initiatives and activities of the Division are carried out in the Bureaus of Labor Market Statistics, One-Stop and Program Support, and Reemployment Assistance. The Division of Workforce Services' initiatives and activities include:

- Provide development, guidance, oversight, and technical assistance, as well as federal performance reporting for the state's workforce programs.
- Produce, analyze, and deliver timely and reliable labor statistics to improve economic decision-making.
- Promote employment for Florida's jobseekers including veterans with barriers to employment.
- Provide Florida's Reemployment Assistance services.

### Division of Community Development

The Division of Community Development fosters economic development and planning in the state's rural and urban communities. It assists local governments with their planning efforts that balance local, state, and federal growth management needs. The division provides opportunities, assistance, and partnerships with entities such as the Florida Housing Finance Corporation. The primary initiatives and activities of the Division are carried out in the Bureaus of Community Assistance, Community Planning, Community Revitalization, and Economic Development. The Division of Community Development's initiatives and activities include:

- Award grants, loans, and credits for infrastructure, housing rehabilitation, and community revitalization.
- Administer state and federal grant, loan, technical assistance, tax incentive funding, and capital access programs.
- Coordinate and facilitate multi-agency efforts for rural community development, issues, and concerns.
- Provide technical assistance and support to rural and urban local governments, economic development representatives, and small or minority business technical assistance providers.
- Support community planning and development initiatives while protecting resources of state significance.
- Provide technical assistance and work closely with state-level entities, Florida's Regional Planning Councils, and local governments.
- Contract with local agencies who provide assistance programs for low-income Floridians.

## Division of Strategic Business Development

The Division of Strategic Business Development provides support for attracting out-of-state businesses to Florida, promoting the creation and expansion of Florida businesses, furthering economic development across the state, and facilitating the state's economic development partnerships. The primary initiatives and activities of the Division of Strategic Business Development are carried out in the Bureaus of Business and Economic Incentives, Compliance and Accountability, and Planning and Partnerships, and in the Office of Film and Entertainment. The Division of Strategic Business Development's initiatives and activities include:

- Coordinate intergovernmental and statewide planning for economic development strategies.
- Facilitate and support economic development projects.
- Ensure compliance of economic development incentives and grant performance.
- Work closely with Enterprise Florida, Inc., the Florida Institute Commercialization of Public Research, the Florida Ports Council, Florida Sports Foundation, Space Florida, and VISIT FLORIDA.
- Develop, market, and provide services to Florida's film and entertainment industry. The Office of Film and Entertainment annual report is located at <http://www.floridajobs.org/news-center/reports-and-legislative-presentations>.

### Strategic Business Development Partners and their Affiliations



## The Florida Strategic Plan for Economic Development

Pursuant to s. 20.60(4), Fla. Stat., the *Florida Strategic Plan for Economic Development* was developed by the Florida Department of Economic Opportunity in partnership with CareerSource Florida, Enterprise Florida, Inc., and the Executive Office of the Governor, along with input from thousands of Floridians and business owners. The *Strategic Plan* establishes the framework for coordinated action by agencies and organizations statewide to improve Florida's economic competitiveness and to facilitate job creation for Floridians. The *Strategic Plan* supports the Governor's three economic development priorities of: promoting economic development and job creation, improving education, and maintaining an affordable cost of living in Florida.

### Release and Statewide Implementation

On July 18, 2013, the *Strategic Plan* was formally delivered to the Governor, the Senate President, and the Speaker of the House. DEO has provided support throughout FY 2013-2014 to develop, release, and implement the *Strategic Plan* with assistance from its partners, other state agencies, and other organizations. Economic Development Liaisons provided support in bringing their statewide agencies and organizations to the table to develop the *Strategic Plan* and create specific implementation performance tactics and metrics. Implementation of strategies in support of its goals and objectives and the Governor's priorities began before the release of the plan. Implementation efforts expanded during 2013 and 2014. Finally, executive agencies' annual budget development requests now include consideration and alignment with *Strategic Plan* strategies.

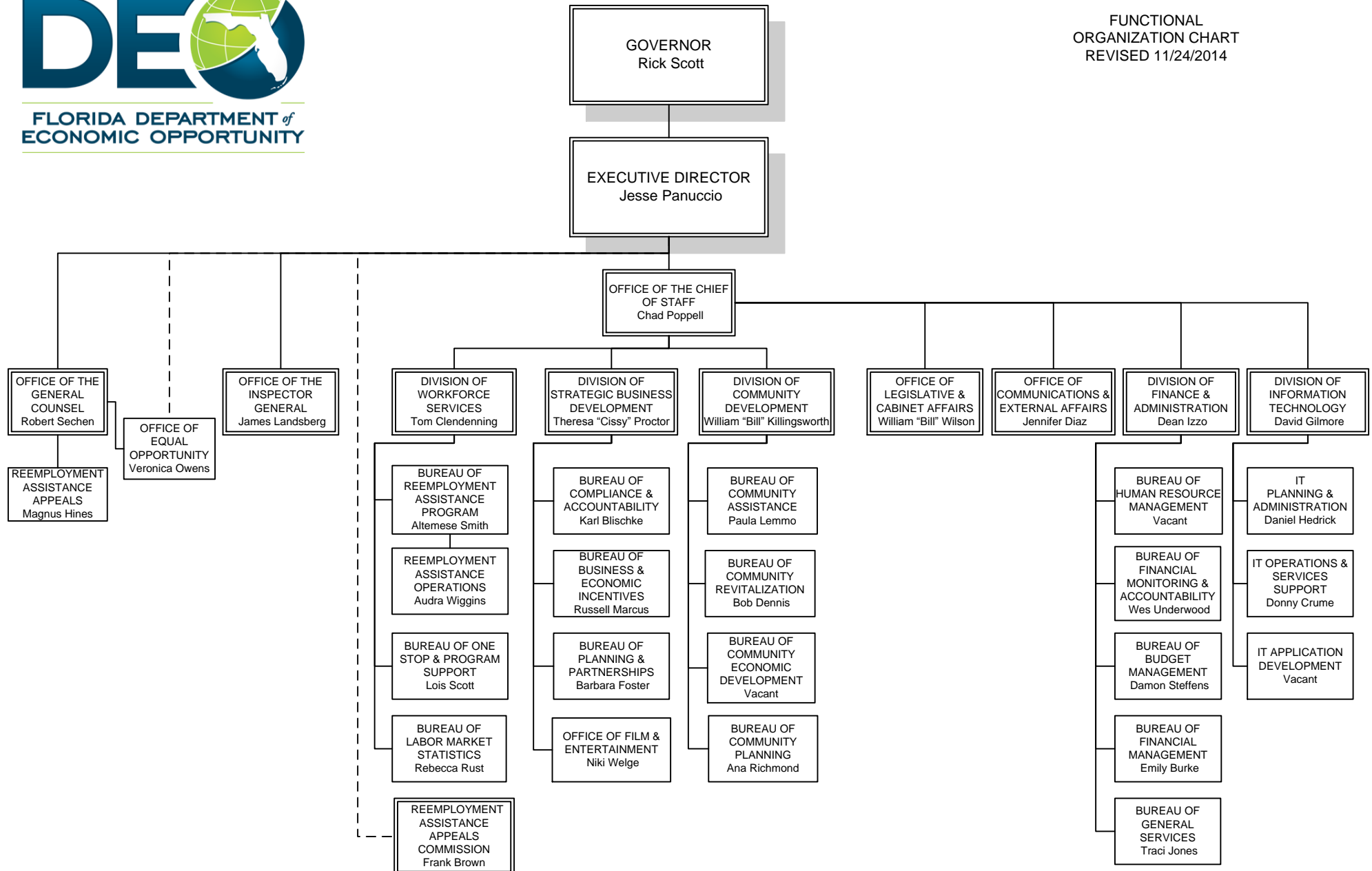
DEO's mission, goals, and objectives align with those of the statewide *Strategic Plan*. DEO activities support implementation of 27 of the 29 *Strategic Plan* strategies, and each program division is supporting at least 19 strategies. Table 25 provides a summary of the number of recorded DEO activities currently implementing each strategy or groups of strategies. Some activities implement multiple strategies, and are counted more than once.

**Number of DEO Activities in Support of Implementation of the *Strategic Plan***

<i>Strategic Plan</i> Strategies	Community Development	Strategic Business Development	Workforce Services	Total # Activities
Strategy 1: Collaboration and Alignment	8	5	3	16
Strategy 2: Talent and Innovation Clusters	0	8	2	10
Strategy 3: Globally Competitive Megaregions	3	2	4	9
Strategy 4: Global Hub	1	6	1	8
Strategies 5 - 8: Talent Supply and Education*	5	5	14	24
Strategies 9 – 12: Innovation & Economic Development *	5	10	2	17
Strategies 13 – 17: Infrastructure & Growth Leadership *	13	3	3	19
Strategies 18 – 23: Business Climate & Competitiveness *	9	11	7	27
Strategies 24 – 26: Civic and Governance Systems *	19	5	11	35
Strategies 27 – 29: Quality of Life & Quality Places *	16	3	5	24

\* Totals include sum of all tactics for the included strategies

Working collaboratively, DEO's three program divisions (i.e., Community Development, Strategic Business Development, and Workforce Services), and seven public-private partners (i.e., CareerSource Florida, Enterprise Florida, Inc., the Florida Housing Finance Corporation, the Florida Institute for Commercialization of Public Research, the Florida Sports Foundation, Space Florida, and VISIT FLORIDA) have the best opportunity for positioning Florida for future growth and prosperity.



# FLORIDA'S WORKFORCE SYSTEM

*Adapted from Workforce Investment Act 101: A Toolkit for Elected Officials*

Florida's workforce system is a major contributor to national, state and local economic growth and sustainability efforts. The system includes Workforce Florida Inc., now doing business as CareerSource Florida, which is the statewide board of business and government leaders charged with setting state workforce policy; the Department of Economic Opportunity, the state agency responsible for administrative and fiscal affairs and policy implementation; and 24 regional workforce boards, which oversee the local design and delivery of workforce services to businesses, job seekers and workers at nearly 100 career centers throughout the state.

Created by the Florida Workforce Innovation Act of 2000, the system is designed to foster public-private partnership and leadership in responding — through demand-driven, market-relevant strategies and services — to the employment and training needs of businesses, job seekers and workers.

The legislative cornerstones for the publicly funded state system — the federal Workforce Investment Act (WIA) of 1998 and the Florida Workforce Innovation Act, Chapter 445 Florida Statutes — provide for state and local flexibility in addressing workforce development demands and priorities.

## ***Workforce Innovation and Opportunity Act (WIOA)***

On July 22, 2014, President Obama signed bipartisan, bicameral legislation enacting the new Workforce Innovation and Opportunity Act (WIOA) that reauthorizes WIA and takes effect on July 1, 2015. The new federal legislation is designed to help job seekers access employment, education, training and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy.

WIOA is the first major federal legislative reform of the public workforce system in more than 15 years. Florida is considered a national model state for workforce investment and WIOA reflects many of the leading strategies already undertaken by Florida, while also providing a roadmap for further innovation.

## ***Unified Brand***

On February 10, 2014, Florida's workforce system rebranded to unify its myriad workforce boards and career centers through a single, statewide identity to enhance access to employment and training services available to job seekers, workers and employers. In doing so, Florida became the first state in the nation to develop a unified brand for *all* workforce boards (state and local) and career centers. These nearly 125 entities now share a common logo created with the use of three arrows converging and the name "CareerSource" followed by a geographic locator. The branding initiative resulted in a historic change that represented far more than a change in names and logos; it also unified the workforce system through a shared vision, mission, values, pillars and promise to customers, stakeholders and the public at-large. This branding change was supported through the Regional Workforce Boards Accountability Act of 2012, which was overwhelmingly approved by the Florida Legislature and signed into law by Governor Rick Scott.

Now the CareerSource Florida network shares a vision to ensure "Florida will be the global leader for talent."



## **WHO WE ARE**

The CareerSource Florida network connects employers with qualified, skilled talent and Floridians with employment and career development opportunities.

We do this through customized recruitment, hiring services and training solutions to meet the needs of business today **and** tomorrow.

[careersourceflorida.com](http://careersourceflorida.com)



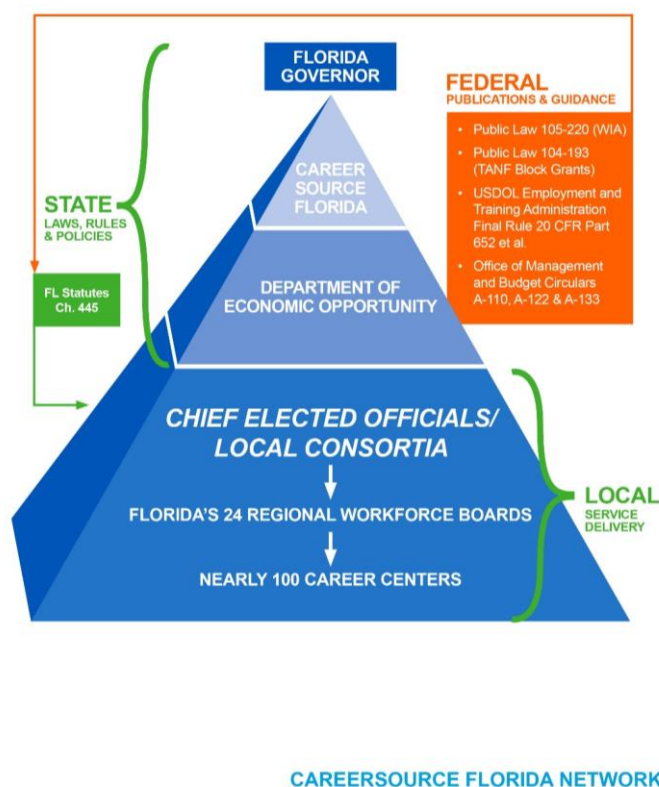
Florida's workforce mission is to connect "employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity." The system strives to meet this mission daily through its core values — business-driven, continuous improvement, integrity, talent focus and purpose-driven — and its pillars — collaborate, innovate and lead. It also works to ensure these principles guide workforce investments.

While CareerSource Florida provides systemwide oversight and leadership, the contributions of every entity, local and state, are integral to overall effectiveness in promoting an environment that aligns the talent development needs of businesses and job seekers, cultivates a world-class talent base for every business (particularly those in targeted sectors and infrastructure industries, such as energy, healthcare and transportation, that underpin the economy); and makes relevant training and education as well as employment and career advancement opportunities available to Floridians.

The Florida Legislature serves an essential role, as legislators must approve the receipt and distribution of federal funding. The Senate President and House Speaker also appoint two legislators from each chamber to serve of the CareerSource Florida Board of Directors.

At the local level, chief elected officials have a fiduciary responsibility and an essential role in appointing regional workforce board members and local workforce investment in strategies and services.

On the front lines, CareerSource Florida regional workforce boards direct local investment, design local strategies and deploy local services such as career counseling, job search and placement assistance and training for job seekers and recruitment and assessment services and training for employers. Workforce services also are accessible online statewide through the Employ Florida Marketplace at [www.EmployFlorida.com](http://www.EmployFlorida.com).



**Figure 1. The graphic above illustrates the flow of federal laws, publications and guidance, which inform state and local laws, rules and policies. It also reflects the distribution of federal workforce funds, with the majority of workforce funds being passed on to the local level, where service delivery occurs.**

*Portions of this chapter have been adapted from Workforce 101: A Toolkit for Elected Officials, a publication produced by the National Association of Workforce Boards in collaboration with the National Association of Counties, the National Governors Association, the National League of Cities and the United States Conference of Mayors.*



## WORKFORCE FUNDING, ROLES AND RESPONSIBILITIES

### **Workforce Funding**

The federal Workforce Investment Act of 1998 aims “to consolidate, coordinate, and improve employment, training, literacy and vocational rehabilitation programs in the United States.” The Act has five titles, the first of which authorizes the nation’s public workforce development system. “Title 1 – Workforce Investment Systems” authorizes state and local Workforce Investment Boards to establish a formula by which funds for youth, adult and dislocated workers programs flow from the federal level, through the states and to the local level; establishes performance metrics; and authorizes the nation’s youth workforce development and one-stop career center systems.

The majority of Florida’s workforce funding is federal and received annually by the state, in several streams with specific purposes supporting job search, job placement and training needs of job seekers as well as business services such as talent matching and human resources support. Most of these funds – 92 percent in Fiscal Year 2013-2014 – are passed on to the 24 CareerSource Florida regional workforce boards for local service delivery. The remaining funds are retained at the state level for use by the Governor to address statewide workforce needs. The largest funding streams – Workforce Investment Act, Wagner-Peyser and Temporary Assistance for Needy Families – support the majority of state workforce services.

- **Workforce Investment Act (WIA)** funds provide core, intensive and training services to adults, youth, laid-off workers and people facing employment barriers or who have low income. Core services may include activities such as job search assistance and planning or resume help, while intensive services may include more targeted career guidance and planning as well as individual or group counseling. Training services may include programs to help workforce customers upgrade skills to better their chances of getting a job or advancing in their current position. Training services also may include customized training to help businesses provide incumbent employees or new hires with the training needed for the business to remain competitive.
- **Wagner-Peyser** funds support labor exchange services at local career centers to place people in employment by providing a variety of placement-related services at no cost to job seekers and employers seeking qualified workers to fill vacancies.
- **Temporary Assistance for Needy Families (TANF)** funds serve low-income families with children. TANF strongly emphasizes “work first,” combining time limits for participation and sanctions with added assistance in obtaining needed training, starting work, receiving childcare, transportation and transitional supports to retain employment, advance and become self-sufficient.

Other funding streams support dedicated veterans employment assistance programs and assist agencies with costs associated with operating the Food Stamp program and administering Reemployment Assistance services.

## ***Roles and Responsibilities***

Opportunities to set the policy direction for the federal workforce funds that flow into states exist at multiple levels of government. Florida workforce roles and responsibilities are designated by both federal and state law. Roles of state and local elected officials include the following:

### **Florida's Governor:**

- Is liable for workforce funds received by the state. To manage those funds, the Governor designates a state agency – the Department of Economic Opportunity – to receive and disperse the money.
- May align a wide range of funding streams with Workforce Investment Act funds, creating a core workforce development and delivery system and supporting related programs. For instance, the Governor has the option under Title 5 of the federal Workforce Investment Act to develop a unified plan covering multiple funding streams within his/her purview. Governors also may go beyond joint planning and require career centers to be the only delivery point for workforce programs under direct state control.
- Is responsible for appointing members and serving on the Board of Directors for CareerSource Florida, the state workforce investment board. CareerSource Florida must produce a State Plan outlining the state's workforce delivery system and submit it to the U.S. Department of Labor Employment & Training Administration for approval.
- Must approve a Chief Elected Official's request to appoint additional members to the Board of Directors of regional workforce boards above the minimum required membership established by the Workforce Investment Act. The Governor also may remove a regional workforce board member or executive director for cause.
- Has discretion over funding for statewide employment and training activities and for statewide response to layoffs, called Rapid Response.

### **Each Workforce Region's Chief Elected Official (CEO):**

- Is designated in an interlocal operating agreement covering each of Florida's 24 workforce regions. The CEO's role is critical, as the vast majority of the funds flow to the local level to be invested in alignment with a local plan.
- Is liable for workforce funds, which can be administered either by local government or by a fiscal agent designated by the CEO. Regional workforce boards must receive CEO approval of annual budgets and must submit them to CareerSource Florida for review.
- Appoints regional workforce board members, who are accountable to the CEO for planning and oversight of public workforce services delivered in the region.
- Has control over local resource alignment as well as the opportunity to facilitate the connection of Workforce Investment Act programs with high schools, post-secondary institutions, public housing agencies, human service agencies and other people-serving entities or organizations.
- Collaborates with regional workforce boards to develop the local plan and also approves the plan. This plan should be based on the local labor market and workforce needs and aligned with local priorities, which would be defined by the CEO or board of local elected officials. Typically, the local workforce board also develops a strategy, documented in the local plan, for connecting employers with services available through the public workforce system.

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- Has many opportunities to leverage resources to achieve economic development goals. Since most Florida workforce regions cover areas governed by multiple elected officials, elected officials are encouraged to collaborate to create a comprehensive economic development plan for their communities. Additionally, regional workforce boards are able to inform economic development plans for their communities and invest in workforce development strategies aligned with economic development goals.

#### **The Florida Legislature:**

- Must approve the receipt and distribution of federal funding. The Legislature also should be aware of the State Plan (or the unified plan, if one is developed), which is the operating blueprint for the state's workforce investment system. The plan also may include discretionary talent development programs that would be part of the Governor's overall budget request.
- Has four representatives – two from the Florida Senate and two from the Florida House of Representatives – who serve on the CareerSource Florida Board of Directors. They are appointed by the Senate President and House Speaker.

## **FLORIDA'S WORKFORCE SYSTEM PARTNERS**

### ***CareerSource Florida***

The Workforce Investment Act requires each state to have a statewide workforce investment board. CareerSource Florida fulfills this role. The Board of Directors is composed of a majority of private sector business leaders who are volunteers and appointed by the Governor – at least one-half must be representative of small businesses and at least five members must have economic development experience. The board also includes two members from each legislative chamber, the directors of the Department of Economic Opportunity and the Agency for Persons with Disabilities, the Florida Commissioner of Education and secretaries of Elder Affairs, Children and Families and Juvenile Justice. All members serve voluntarily and are eligible to serve no more than two, three-year terms. CareerSource Florida's governing board and councils meet quarterly. In addition to the Board of Directors, the current governance structure includes an Executive Committee and two councils, Finance and Strategic Policy.

The board is led by Chairman Dwayne Ingram of IT Capital Services. Supporting the board is a professional team led by President/CEO Chris Hart IV. Through demand-driven, business-led strategies and investment, CareerSource Florida focuses on statewide strategies for addressing today's and tomorrow's talent needs for Florida. Examples of statewide initiatives funded and advanced by CareerSource Florida include:

- **Quick Response Training (QRT) Grants:** Through partial reimbursement, this nationally recognized program provides customized training for new or expanding businesses. CareerSource Florida receives \$12 million in state funding annually for the grant program. For the fiscal year ending June 30, 2014, CareerSource Florida awarded all of its funding to support training for 13,205 Floridians in newly created and retained jobs. On average, trainees' wages increased by more than 36 percent within a year of completing QRT-supported training, based on the latest available data.

- **Incumbent Worker Training (IWT) Grants:** Incumbent Worker Training grants help established businesses maintain a competitive workforce by partially reimbursing training to upgrade employees' skills. Businesses need only one full-time employee to potentially qualify. From July 2013 through June 2014, CareerSource Florida awarded 165 Incumbent Worker Training grants totaling more than \$3.16 million to help companies train and retain 7,970 full-time workers. Trainees' wages have increased more than 9 percent on average within 15 months of completing IWT-supported training, based on the latest available data.
- **The Employ Florida Marketplace:** The Employ Florida Marketplace at [www.EmployFlorida.com](http://www.EmployFlorida.com) is the state's comprehensive online employment resource and virtual gateway to Florida workforce services and resources, providing access 24 hours a day, seven days a week at no cost. The Marketplace received nearly 125,000 visits daily and provides businesses access to more than 2 million resumes; job seekers can access more than 275,000 job listings as well as resume-building assistance, skills assessment tools and more.
- **Paychecks for Patriots:** The CareerSource Florida network, with leadership from the Department of Economic Opportunity and the 24 regional workforce boards working with the Florida Department of Veterans Affairs, the Florida National Guard and Florida businesses, have held two annual (2013 and 2014) Paychecks for Patriots events focused on connecting Florida veterans and their families with immediate career opportunities from businesses ready to hire individuals from among this valuable and dedicated talent pool. In July 2014, 500 employers participated in 17 regional hiring fairs attended by more than 1,500 veterans and family members. In 2013, nine hiring events were held with more than 200 participating employers resulting in nearly 500 job placements statewide. CareerSource Florida's regional partners provide local specialists year-round to connect veterans to employment and training opportunities and also administer the Military Family Employment and Advocacy Program to provide priority services to active duty military spouses and family members near Florida's major military installations. Additionally, the network offers a specialized portal, Employ Florida Vets, for veterans to search for jobs. In 2013-2014, nearly 30,000 veterans served by the state workforce system were reported to have secured employment.

At both the state and local levels, working collaboratively with education partners is critical to improving Florida's talent pipeline and talent supply. Systemwide performance and accountability also are paramount. Through its evaluation of outcomes and financial resources, CareerSource Florida measures performance by regional workforce boards, identifies best practices, rewards high performance and, through the leadership of the Department of Economic Opportunity, identifies and addresses performance problems that may require technical assistance. Examples of performance measures consistently examined include job placements, employment retention, earnings and occupational credentials.

While there are many tools used to track performance, the Daily and Monthly Job Placement Reports were created to provide better, real-time measurement of job placement performance by CareerSource Florida regional boards and career centers. It provides local and state workforce partners with a performance overview of the number of reported job placements by each regional board as well as a statewide total. The goal of the report is to highlight and share job placement successes so that workforce system partners can identify and replicate best practices and strategies to help job seekers gain

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employment. The monthly reports are available online through the Department of Economic Opportunity's website at [www.floridajobs.org/MonthlyRWBJobPlacementReport](http://www.floridajobs.org/MonthlyRWBJobPlacementReport).

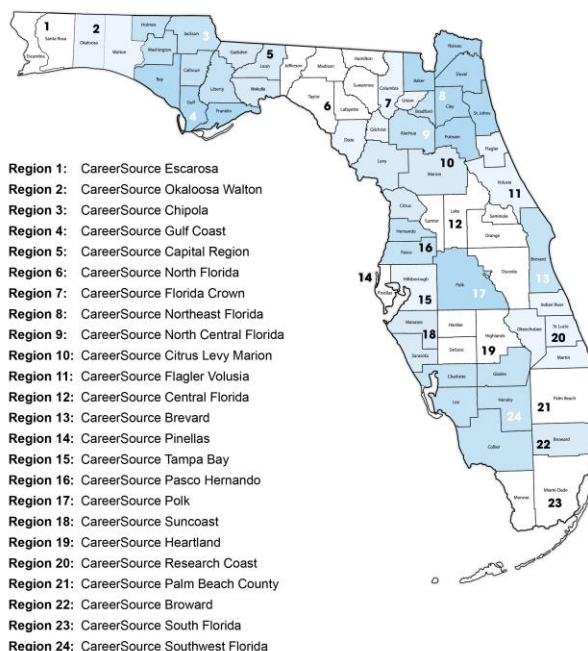
### ***The Department of Economic Opportunity***

The Department of Economic Opportunity (DEO), led by Executive Director Jesse Panuccio, is responsible for receiving Florida's federal workforce funds. It houses Florida's Labor Market Statistics Center and administers the state's Reemployment Assistance program, which provides unemployment compensation to eligible unemployed Floridians seeking new jobs. Through a performance-based contract with CareerSource Florida, as required by state law, DEO performs fiscal and administrative duties affecting regional workforce boards including financial and programmatic monitoring and implementation of new policies set by the CareerSource Florida Board of Directors.

DEO was created in October 2011 to streamline state community planning and development as well as workforce and economic development functions and promote economic opportunities for all Floridians. DEO replaced the former Agency for Workforce Innovation and also absorbed responsibilities of the Department of Community Affairs and the Office of Tourism, Trade and Economic Development formerly housed within the Executive Office of the Governor.

### ***Regional Workforce Boards***

Florida has 24 regional workforce boards responsible for overseeing the local delivery of workforce services to job seekers and businesses through nearly 100 bricks-and-mortar career centers statewide (See Fig. 2). Available services include job placement and recruitment assistance as well as funding for skills training. Regional boards' efforts often are geared toward specific industries as targets due to demand and wage potential. The flexibility built into the system allows each region to collaboratively determine with its local leadership – including Chief Elected Officials among others – what employment and training services are most needed in their communities, and to support economic development priorities that are most likely to lead to job placement and advancement while bolstering business competitiveness. Regional boards are essential to the state's efforts to strengthen the economy through business attraction and retention.



**Figure 2. Map of the 24 CareerSource Florida regional workforce boards**

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Like CareerSource Florida, each of the 24 local boards is led by a public-private volunteer Board of Directors with majority representation from the business community along with leaders from education, economic development, government, labor and community-based organizations. Each regional board has performance measures and contracts to strengthen accountability.

Contact information for regional workforce board leaders can be found by visiting [www.careersourceflorida.com](http://www.careersourceflorida.com) and clicking “Your Local Team.”

## STATE LAW CHANGES AT-A-GLANCE

Governor Rick Scott’s continuing focus on jobs and growing Florida’s economy – as well as his recognition of the workforce system as a critical partner in achieving state economic development goals – has cultivated new opportunities to foster greater collaboration among state and local leaders and enhance accountability and transparency. Among major policy changes is the Regional Workforce Boards Accountability Act, which was signed into law by Governor Scott on March 28, 2012.

The Regional Workforce Boards Accountability Act, which took effect July 1, 2012, strengthens the oversight, accountability, efficiency and transparency of regional boards while preserving existing local authority to appoint and remove board members and chief executives. The new law also maintains important local flexibility to develop workforce strategies and programs that best serve each region’s needs.

Key provisions included: a reduction of the number of members appointed to regional workforce boards to streamline membership in accordance with federal and new state law, while allowing communities the option of increasing the board size with approval from the Governor; additional reviews of regional board budgets and expenditures; a mechanism for the Governor — who, as noted above, is liable for public workforce funds along with local elected officials — to remove regional board members and chief executives for cause, when warranted; and the call for a single, statewide brand identity for the workforce system to improve awareness, access and use of services by job seekers and businesses, which led to the CareerSource Florida brand development.

Among the entities that worked with the Governor’s Office and House and Senate legislative leaders who advanced the legislation were CareerSource Florida (then known as Workforce Florida), the Department of Economic Opportunity, the Florida Association of Counties, the Florida Chamber of Commerce, the Florida Workforce Chairs’ Alliance and the Florida Workforce Development Association.

## STRATEGIC VISION

As outlined in the State Plan, guiding Florida’s workforce development efforts is the five-year statewide strategic plan for workforce development, *Creating the Strategy for Today’s Needs and Tomorrow’s Talent*. Additionally, state and local workforce leaders are among 3,000 stakeholders who participated in the development of a new, five-year Florida Strategic Plan for Economic Development. Created by the

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Department of Economic Opportunity, the economic development plan addresses strategies for business retention, formation, recruitment and expansion. It also addresses urban, rural and international markets as well as businesses of all sizes. Among its strategies are strengthening collaboration and alignment among state, regional and local entities toward the state's economic vision to have a top performing economy and the alignment of education and workforce development programs to foster employment opportunities and develop and retain talented workers. CareerSource Florida also works closely with Enterprise Florida Inc. to support state economic development priorities and its chairman, by statute, is a member of Enterprise Florida's Board of Directors.

This vision can only be achieved through the collective efforts of local *and* state leaders working together to make Florida a global leader for talent, education and business.

## ***ADDITIONAL RESOURCES***

### **Monthly regional workforce board job placement reports:**

[www.floridajobs.org/MonthlyRWBJobPlacementReport](http://www.floridajobs.org/MonthlyRWBJobPlacementReport)

**Online employment & training assistance:** [www.EmployFlorida.com](http://www.EmployFlorida.com)

### **CareerSource Florida regional workforce board contact information:**

<http://careersourceflorida.com/regional-team/>

### **Training grants**

- Quick Response Training and Incumbent Worker Training:  
<http://www.floridatrainingolutions.com> or contact Debbie McMullian or Carmen Mims at 850.921.1119.
- Local Training & Employment Resources: Visit <http://careersourceflorida.com/regional-team/> and select the area of interest for contact information.

### **Workforce roles and responsibilities**

- Workforce 101: A guide for elected officials:  
<http://www.nawb.org/documents/Publications/WIA%20101%20with%20discussion%20sections.pdf>
- National Association of Workforce Boards publications: <http://www.nawb.org/publications.asp>

**Veterans employment:** [veterans.employflorida.com](http://veterans.employflorida.com) or 866.352.2345

### **Workforce news and perspectives**

- **Connect to CareerSource Florida:**
  - on Twitter @CareerSourceFL
  - on Facebook at <https://www.facebook.com/CareerSourceFlorida>

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Enterprise Florida, Inc. (EFI) is a public-private partnership between Florida's business and government leaders and is the principal economic development organization for the state of Florida. EFI's mission is to expand and diversify the state's economy through job creation. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and private-sector businesses.

Enterprise Florida recruits new business to the state, and works to retain and expand existing industry and business. EFI focuses its economic development efforts on a wide range of industry sectors, including aviation & aerospace, life sciences, information technology, defense & homeland security, energy, financial, manufacturing and beyond. 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 business through its capital programs. Another key aspect of EFI's responsibilities is the marketing and promotion of Florida as a premier business destination.

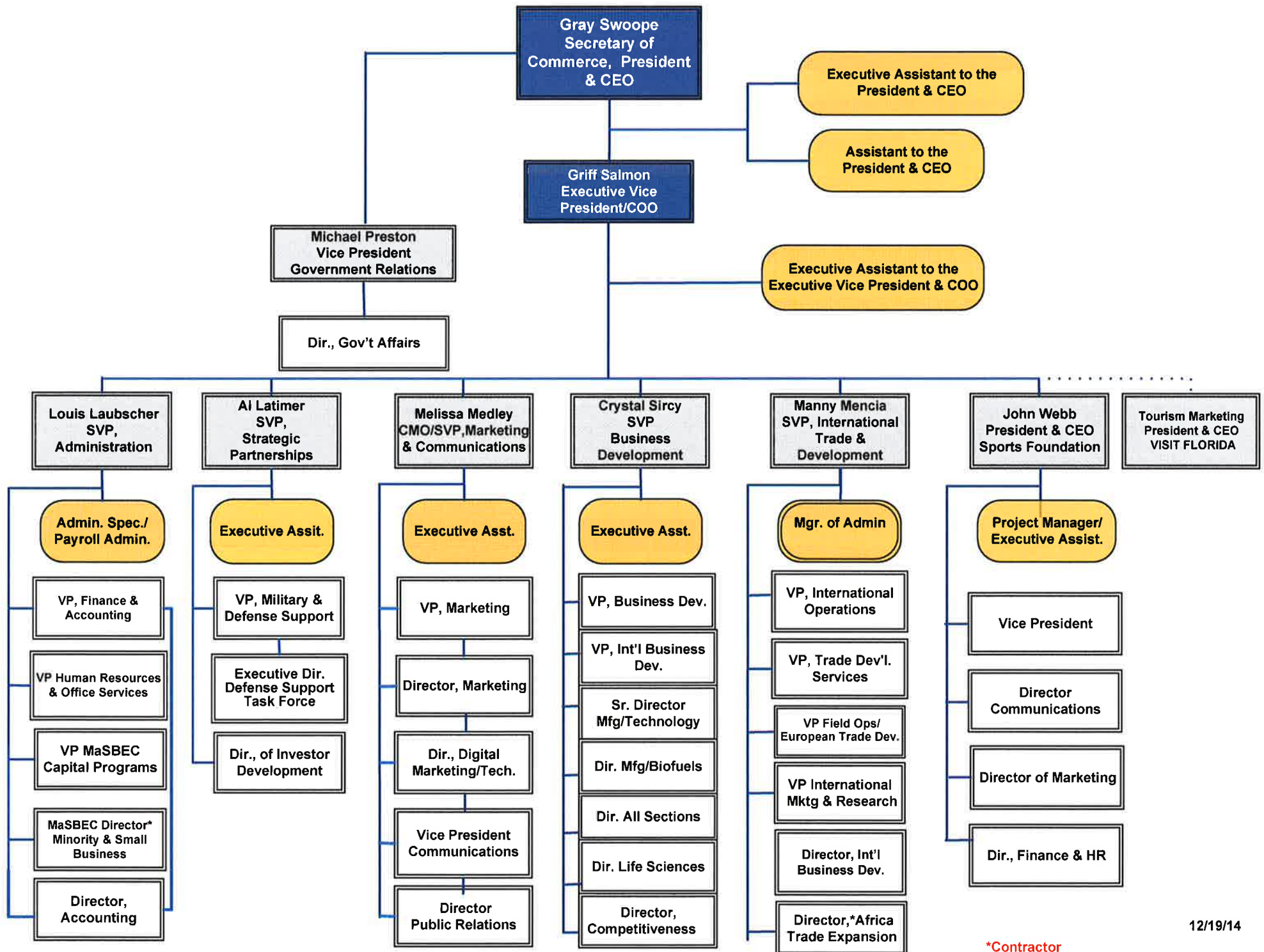
Oversight of Enterprise Florida occurs through a board of directors, chaired by Florida's governor, comprising top business, economic development and government leaders. Integrated into the corporation as an outcome of the 2011 legislative session are the Florida Sports Foundation and the Minority & Small Business, Entrepreneurship and Capital division (MaSBEC). Based in Tallahassee, Florida Sports is the state's corporation operating as an Enterprise Florida division. MaSBEC develops strategic partnerships to expand Florida's business support services and streamline the regulatory environment to spur growth for small companies. MaSBEC works directly with firms that also are committed to providing small businesses with access to resources that can stimulate job creation.

## Fast Facts...

- Funded by a combination of state appropriations and private sector contributions. State funding for the 2013-2014 fiscal year (FY): \$19.9 million.
- Private businesses contributed \$1,787,500 during FY 13-14, which was used for economic diversification initiatives.
- Responsible for facilitating the creation and retention of 36,210 jobs statewide in FY 13-14 and \$2,787,300,870 in capital investment.
- Helped Florida companies produce more than \$820 million in actual and expected sales through export development programs. More than \$801 million of that total fell within the targeted industries.
- Florida's sports and recreation spending is responsible for \$44.4 billion in total economic impact, which is roughly 3.5% of Florida's gross state product. Sports and recreation activities throughout the state Florida support over 432,000 jobs.



# ENTERPRISE FLORIDA ORGANIZATIONAL CHART



\*Contractor

# ECONOMIC ANALYSIS OF AEROSPACE IN FLORIDA<sup>1</sup> - 2013



*Space Florida's Market Horizon's or "Vision 2020", is Space Florida's strategy to target 10 commercial markets in the coming years that will fully utilize Florida's space launch and processing capabilities, existing skilled workforce, and infrastructure assets. These markets are expanding their use of space-based technologies everyday, and Florida plans to become a critical part of the launch, processing, integration and supply chain opportunities that will result.*

	Total # of Aerospace-Related Companies (reported)	Total # of Aerospace Industries Employees (reported)	Total Aerospace Industries Sales/ Revenues* (reported)		Total # of Aerospace-Related Companies (reported)	Total # of Aerospace Industries Employees (reported)	Total Aerospace Industries Sales/ Revenues* (reported)
FLORIDA TOTAL	11,638	132,140	\$17,722,439,967	FLORIDA TOTAL	11,638	132,140	\$17,722,439,967
FL COUNTY				FL COUNTY			
Alachua	151	1,083	\$96,812,570	Lee	361	2,561	\$436,249,420
Baker	3	14	\$2,001,226	Leon	162	1,818	\$185,259,151
Bay	104	1,300	\$132,342,130	Levy	10	39	\$2,636,900
Bradford	6	37	\$2,551,066	Liberty	1	2	\$118,210
Brevard	495	36,233	\$3,361,353,829	Madison	3	9	\$892,045
Broward	1,594	12,988	\$2,443,362,511	Manatee	163	1,367	\$221,321,659
Calhoun	3	5	\$347,556	Marion	140	808	\$86,458,367
Charlotte	97	391	\$47,867,504	Martin	171	1,053	\$133,484,808
Citrus	56	200	\$19,876,433	Miami-Dade	1,823	11,755	\$1,725,090,983
Clay	72	435	\$42,702,214	Monroe	76	521	\$61,786,913
Collier	208	1,041	\$117,972,919	Nassau	28	100	\$10,639,174
Columbia	18	124	\$14,003,983	Okaloosa	147	2,976	\$204,551,737
DeSoto	11	279	\$66,914,715	Okeechobee	15	57	\$4,702,329
Dixie	3	9	\$704,184	Orange	692	10,624	\$1,657,415,431
Duval	477	4,933	\$493,035,685	Osceola	85	419	\$39,264,818
Escambia	153	2,151	\$266,960,285	Palm Beach	980	9,260	\$1,473,677,590
Flagler	42	221	\$23,534,966	Pasco	170	866	\$122,215,093
Franklin	6	14	\$1,119,232	Pinellas	559	6,041	\$1,224,682,936
Gadsden	8	64	\$6,018,447	Polk	223	1,345	\$145,377,073
Gilchrist	5	16	\$950,376	Putnam	20	93	\$9,129,772
Glades	2	5	\$311,360	Santa Rosa	119	1,025	\$121,966,135
Gulf	4	24	\$1,981,259	Sarasota	123	558	\$57,520,995
Hamilton	3	5	\$300,229	Seminole	77	557	\$37,164,882
Hardee	3	15	\$683,573	Saint Johns	239	1,739	\$222,110,381
Hendry	11	340	\$35,252,451	Saint Lucie	317	3,299	\$363,758,651
Hernando	71	334	\$39,019,680	Sumter	27	126	\$15,465,982
Highlands	33	172	\$17,142,496	Suwannee	13	126	\$13,476,647
Hillsborough	694	7,480	\$1,572,509,205	Taylor	6	15	\$1,347,492
Holmes	6	19	\$1,407,015	Union	5	18	\$1,185,729
Indian River	93	500	\$53,983,774	Volusia	253	1,439	\$166,967,589
Jackson	15	121	\$9,642,783	Wakulla	14	58	\$6,993,336
Jefferson	5	17	\$1,213,280	Walton	37	222	\$21,278,171
Lafayette	1	4	\$184,055	Washington	15	211	\$22,041,963
Lake	113	460	\$52,144,618				

<sup>1</sup>: The Preliminary 2013 Economic Analysis Results based on 2011 NETS data (at 8 digit SIC/NAICS level of detail) and compiled by The Florida State University Center for Economic Forecasting and Analysis (FSU CEFA)

\*The total aerospace industries sales and revenues for Florida counties are displayed in \$2011.





The Official Tourism Marketing Corporation for the State of Florida



### **VISIT FLORIDA's Mission**

To promote travel and drive visitation to and within Florida

### **VISIT FLORIDA's Vision**

VISIT FLORIDA establishes Florida as the No. 1 travel destination in the world

### **VISIT FLORIDA's Values**

• Integrity • Excellence • Innovation • Inclusiveness • Welcoming • Fun • Teamwork

### **VISIT FLORIDA's Purpose**

To brighten the lives of all

VISIT FLORIDA, the state's official tourism marketing corporation, serves as Florida's official source for travel planning to visitors across the globe. VISIT FLORIDA is not a government agency, but rather a not-for-profit corporation created as a public/private partnership by the Florida Legislature in 1996.

As the state's number one industry, tourism was responsible for welcoming 93.7 million visitors in 2013 who spent \$76.1 billion, generating 23 percent of the state's sales tax revenue and employing over 1.1 million Floridians. For every \$1 spent on tourism marketing, VISIT FLORIDA generates more than \$390 in tourism spending and \$23 in new sales tax collections, paid by visitors, not residents.

Additional funding is secured from the private sector to expand VISIT FLORIDA's marketing dollars. Last fiscal year, VISIT FLORIDA raised more than \$120 million in private sector matching funds. This is done by actively recruiting the state's tourism industry to invest as Partners through cooperative advertising campaigns, promotional programs and many other pay-to-play ventures. Through this public/private partnership, VISIT FLORIDA serves more than 12,000 tourism industry businesses, including major strategic alliance partnerships with Disney Destinations, The Hertz Corporation, LEGOLAND Florida, SeaWorld Parks & Entertainment and Universal Orlando.

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.

VISIT FLORIDA has 131.5 employees in Florida and an international team of contracted staff covering Canada, China, India, Germany, Latin America and the United Kingdom. VISIT FLORIDA's corporate office is located at 2540 W. Executive Center Circle, Suite 200, Tallahassee, Florida 32301. The office can be reached at (850) 488-5607.

To learn more about VISIT FLORIDA, follow our corporate blog at [SunshineMatters.org](http://SunshineMatters.org).

# AEROSPACE MANUFACTURING IN FLORIDA: ON THE RISE

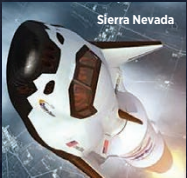


## SPACECRAFT AND SATELLITE MANUFACTURING

operations are growing significantly in Florida. NASA is working on next-generation spacecraft to ferry astronauts to and from Low Earth

Orbit and Florida is quickly becoming a national hub for small-to-large satellite manufacturing operations as well.

- **The Boeing Company**, one of NASA's three Commercial Crew finalists, will manufacture and process their CST-100 spacecraft in Space Florida's newly modernized Commercial Crew and Cargo Processing Facility, located at the Kennedy Space Center. This program will result in hundreds of aerospace manufacturing jobs for the state.



- **Sierra Nevada**, another Commercial Crew finalist, will also host manufacturing/assembly and integration of its Dream Chaser vehicle at KSC.

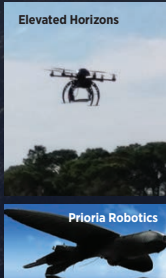
- **Lockheed Martin** is currently manufacturing and testing its Orion crew capsule at the KSC Operations and Checkout facility refurbished by Space Florida.

- **Harris Corporation, Honeywell and Raytheon** – all with satellite manufacturing operations in Florida, are rapidly becoming preferred providers of leading-edge satellite technology for government and commercial customers.



The manufacture and use of **UNMANNED AERIAL SYSTEMS (UAS)** is growing significantly and Florida is already serving as an epicenter for demonstration launches. These innovative vehicles have a wide variety of applications, including crop monitoring, disaster relief, brush fire detection, and academic research.

- **Altavian** builds commercial and government-centric drone technology in Gainesville to provide fast, accurate data collection for its customers.
- Growing Naples-based **Angel Eyes UAV** provides batteries, motors, cameras and consulting services to non-military unmanned systems companies.
- Orlando-based **Elevated Horizons** designs and manufactures long endurance, long range, multi rotor UAS technology for agricultural monitoring.
- Also located in Gainesville, **Priora Robotics** manufactures a family of lightweight, portable unmanned aircraft systems providing cost-effective government intelligence solutions.



Aerospace programs in Florida that directly serve the **DEPARTMENT OF DEFENSE** and other U.S. Military-based programs are thriving in Florida.



- **Northrop Grumman** announced a \$500 million capital investment and up to 1,800 jobs tied to its new Manned Aircraft Design Centers of Excellence in Melbourne and St. Augustine in 2014. These facilities will handle manufacturing and testing of next-generation USAF long-range B-2 bombers.

- **L-3 Crestview Aerospace** announced a \$7 million expansion of its aircraft manufacturing operations in Okaloosa County, increasing its workforce by 158 FTEs.



Companies developing commercial, military and private **AIRCRAFT** have long viewed Florida as a prime location to base and expand their design, manufacturing and test operations.

- **Embraer** expanded at Melbourne International Airport to manufacture its Legacy 450 and 500 executive planes there. The project will generate 600 jobs and \$28 million in capital investment.



- **Pratt & Whitney** opens its new West Palm Beach Engine Center, producing propulsion solutions for Airbus A320 commercial aircraft and F35 engines for F35 fighters.

- **Pfman**, a high precision parts design and manufacturing company, announced the opening of a 20,000 sq. ft. facility in Hardee County in 2014.

## SPACE FLORIDA: A Valuable Partner in Growing Your Business

Space Florida is an Independent Special District and public corporation of the State of Florida, with significant empowerments to aid growing aerospace companies in Florida. Our toolkit is focused on helping companies to defray and defer both upfront and ongoing costs, utilizing techniques that include:

- **Conduit Financing**
- **Off-Balance Sheet Financing**
- **Tax Efficiencies**
- **Government to Government Conveyance of Federal Real Property and Equipment**



**SMALL BUSINESSES** are the heart of our state's economic growth and Space Florida has formed strategic partnerships with universities, technology-focused organizations and even other countries to facilitate the resources small, Florida-based companies need to grow.

- In 2014, the **University of Central Florida** and **Space Florida** partnered in a capital acceleration program, the CAT5 Awards. This competition matched investors with small Florida-based, high-tech businesses, of which, several are planning to establish manufacturing arms.
- In 2013, the State of Florida formed a \$2 million joint research fund with the **State of Israel** to support research, development and commercialization of aerospace and technology projects that benefit both states. The numerous awards that will come out of this program will directly benefit manufacturing operations based here.
- **Innovation Coast** and **Space Florida** partnered in the 2014 Innovation Awards Business Competition in which 10 small, high-tech companies will present their business case in Pensacola, before investors, financiers and a team of professional judges. The competition will provide an opportunity for manufacturing-focused small businesses to secure critical expansion funding.

SPACE FLORIDA



As Florida's spaceport authority and aerospace development organization, **SPACE FLORIDA** is committed to attracting and expanding the next generation of space industry businesses.

[WWW.SPACEFLORIDA.GOV](http://WWW.SPACEFLORIDA.GOV) | 321-730-5301 | [Twitter](#) [Facebook](#) [LinkedIn](#)





*Provide a seamless, end-to-end funding and support ecosystem for promising innovation companies, which is critical to the development of Florida's future economy and global competitiveness.*

## BACKGROUND

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Formed by the Florida Legislature in 2007, the Florida Institute works with the technology licensing offices of Florida's state universities and research institutions to build investable companies that in turn create clean jobs in innovation industries that are driving the global economy. The Institute delivers both company building and funding programs, ensuring that the most promising startups receive the support and capital they need in order to grow. During the fiscal year which ended June 30, 2014, the Institute met or exceeded all of its contract deliverables and demonstrated a positive return on the state's investment, as evidenced by:

- ✓ Increased company formation – applications for funding exceed available funds by 4:1
- ✓ Capital investment, grants and contracts awarded to Institute-supported companies >\$35MM
- ✓ Product launch and revenue generation
- ✓ Direct and indirect job creation - 200+ direct jobs created; 1000+ indirect jobs
- ✓ Avg. annual salary per direct job = \$74,000
- ✓ Global media and conference visibility for Florida and Florida companies.

**According to an Economic Impact Study completed by the Washington Economics Group in October 2014, between 2011 and 2014 the Institute had an overall economic impact of \$210M.** The Institute helps companies bridge the "Valley of Death" where so many startups fail, and continues to play a leadership role in a state-wide collaborative effort to diversify Florida's economy, create and retain jobs in targeted knowledge-based industries, attract capital to Florida companies, and improve the quality of life for our citizens.

## GROWING NEED FOR COMPANY SUPPORT AND FUNDING

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In 2013, Florida entrepreneurs received less than 1% of venture capital funding nationally placing Florida at 27th in nation for funding by dollar amount (PricewaterhouseCoopers LLP and the National Venture Capital Association, based on data provided by Thomson Reuters). Nearly 40 states have seed and early-stage funds ranging between \$20 million (Washington State) and \$500 million (Texas) for high growth-potential companies, making it increasingly difficult for Florida and Florida-based companies to compete. A state as large (and growing) as Florida, with 25+ research universities and institutions, a \$2+ billion publicly-funded research base, and a growing number of qualified, innovation-based startup companies, must be able to support new company creation and growth activity in order to win the race towards innovation leadership.

## FUNDING HISTORY

**2011** - The Florida Legislature appropriated \$10 million to the Institute for the creation and deployment of a seed capital funding program. The Institute launched the Seed Capital Accelerator Program (SCAP) to provide \$50,000 - \$300,000 in funding to qualified startup companies. All funds have been deployed.

**2013** - Legislature authorized the creation of the Florida Technology Seed Capital Fund (FTSCF) and appropriated \$4.5 million for the Institute to launch the Fund. Modeled after the SCAP program, the FTSCF provides funding for 12-14 companies and will be an evergreen fund.

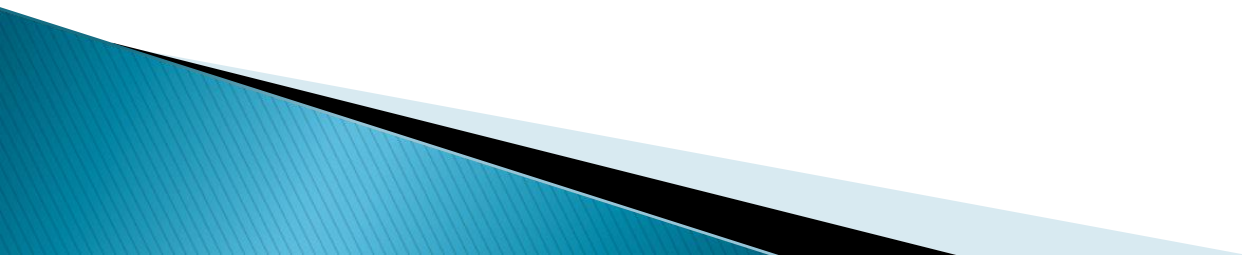
**2014** - Legislature provided \$4 million continued funding of the Florida Technology Seed Capital Fund, provides funding for 12-14 companies.

**2015** – Number of qualified companies seeking funding continues to grow – demand far exceeds available funds.



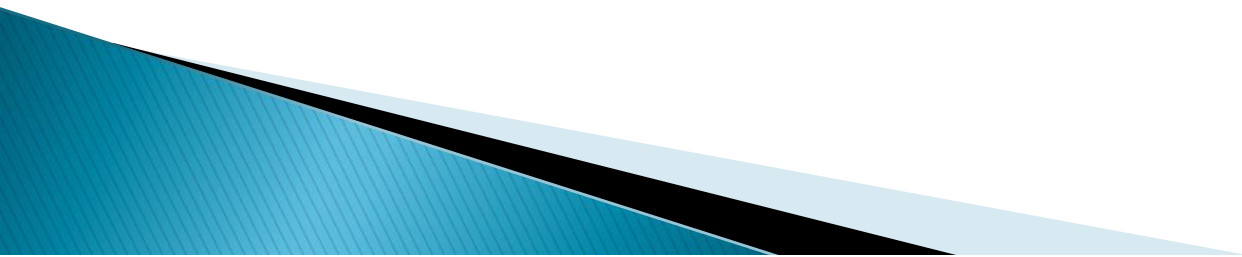
# **Growing Florida's Innovation Economy**

**December 2014**




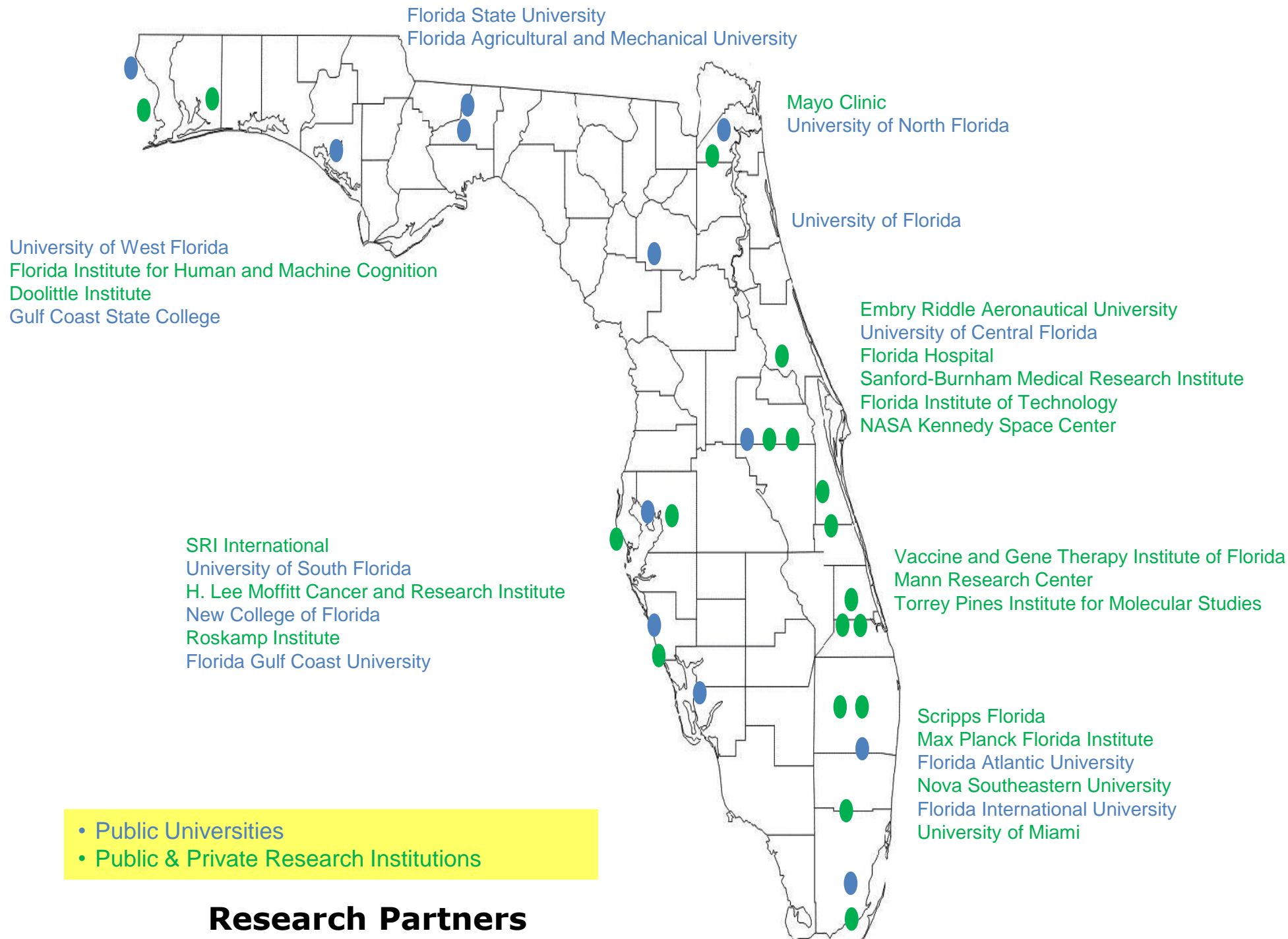
# Opportunity

- ▶ A seamless, end-to-end funding and support ecosystem is critical to the development of Florida's innovation economy.
- ▶ Florida Institute fills ecosystem gaps to start, grow and keep innovation-based companies here.

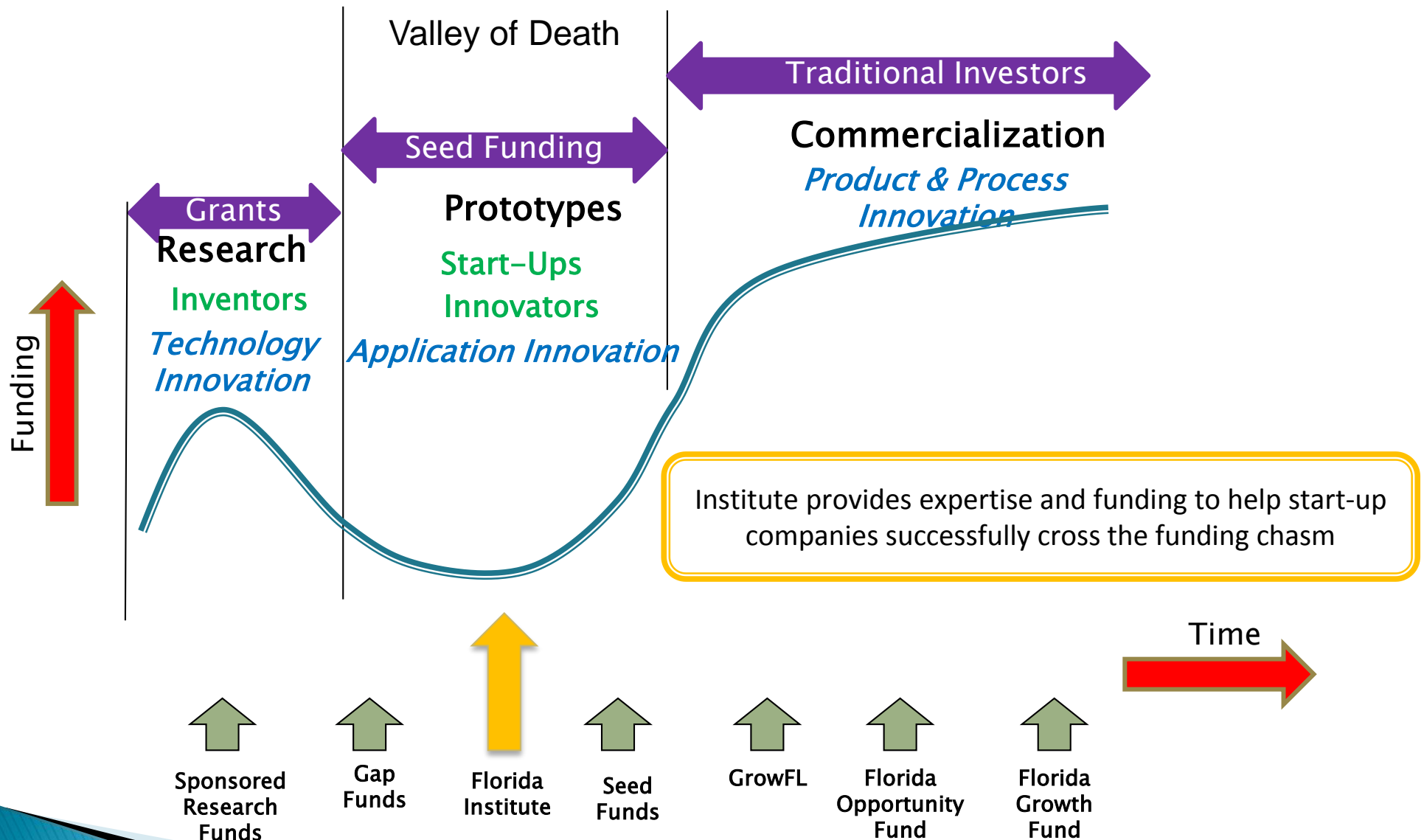


# Florida Institute for Commercialization

- ▶ Supports 25+ universities and institutions
  - ▶ Leverages \$2B statewide research infrastructure to build great companies and products that improve and save lives
  - ▶ Delivers company creation, building and funding programs
    - Mentoring and coaching to prepare for fundraising
    - Comprehensive due diligence process
    - Investor Advisory Board screens and provides feedback
    - CEO Council of individuals looking for “next opportunity”
    - Seed funds that require private investor match
    - Creation of statewide angel investor networks
- 

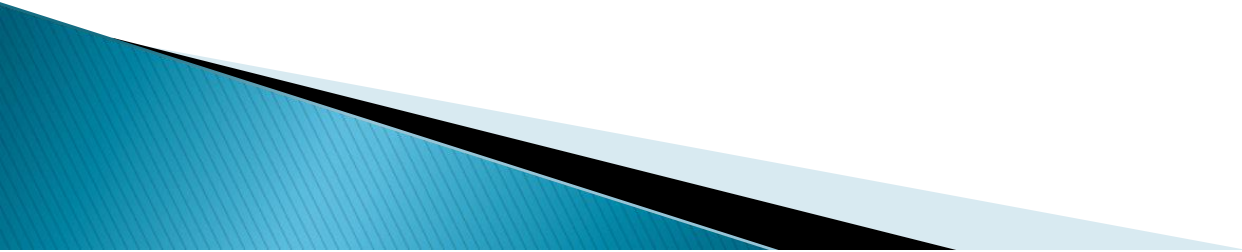


# Funding Continuum – Where We Fit





# Seed Capital Accelerator Program

- ▶ Created in 2011
  - ▶ \$8.5M for loans ranging between \$50,000 and \$300,000
  - ▶ Requires recipients to match 1:1 with private investment dollars
  - ▶ Rigorous due diligence process; 26 member Investor Advisory Board makes funding recommendations
  - ▶ Funds 100% deployed; 30 companies funded
- 

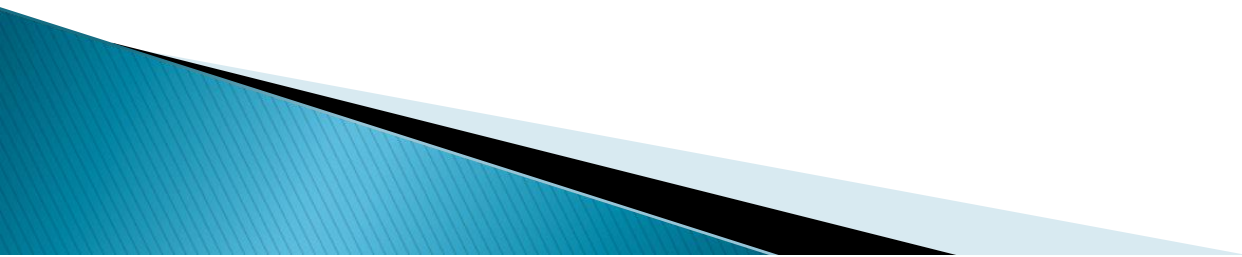
# Florida Technology Seed Capital Fund

- ▶ Launched Fall 2013 with \$4.5M
  - ▶ Additional \$4M appropriated in 2014
  - ▶ First funding up to \$300,000; requires 1:1 private investor match; second funding for select companies up to \$200,000; requires 2:1 private investor match
  - ▶ 11 companies approved for funding; 8 funded; pipeline of companies exceeds available funding 4:1
  - ▶ Fund will be evergreen
- 

# Institute Results 2011–2014

- ▶ Funded companies have raised 3x – 5x private investment (>\$35MM)
- ▶ Avg. salary per direct job created = \$74,000
- ▶ ~40% of companies generating revenue
- ▶ Overall Institute economic impact = \$210MM\*

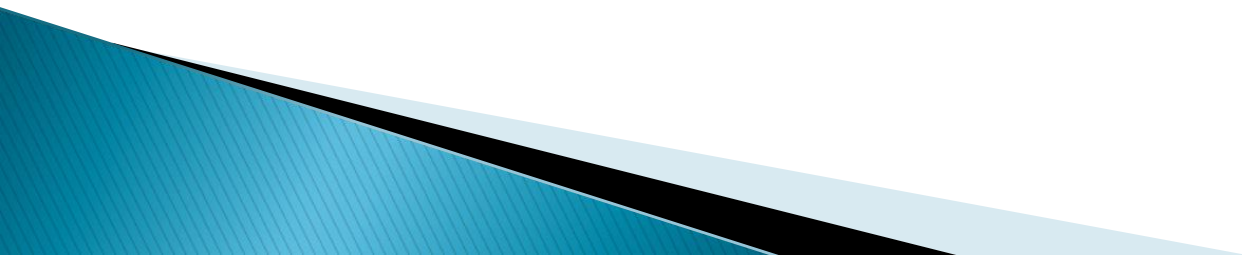
(\*Washington Economics Group October 2014)



# Robust Pipeline Statewide

## 100 New Applications Annually

- ▶ Research partners continue to conduct groundbreaking research & development that results in new patented technologies
- ▶ Institute receives on average 25 new applications per quarter; Applications exceed available funds 4:1
- ▶ Foundation in place to identify promising technologies and
  - build and fund the next generation of great companies and entrepreneurs
  - deliver products that improve and save lives



# Summary

- ▶ Leverage robust research base to develop a pipeline of investible, high growth–potential companies
  - ▶ Develop products and companies that solve today's tough challenges
  - ▶ Create jobs and provide a positive ROI while building Florida's future
  - ▶ Attract and retain top talent in Florida
  - ▶ Facilitate angel investment; attract more VC
  - ▶ Compete nationally and globally in entrepreneurship and innovation
- 

## Commerce and Tourism Committee –

### Some Related Websites

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Department of Economic Opportunity	<a href="http://floridajobs.org/">http://floridajobs.org/</a>
<ul style="list-style-type: none"> <li>- Unemployment Rate</li> <li>- Employment Data</li> <li>- Minimum Wage</li> </ul>	<a href="http://floridajobs.org/labor-market-information/labor-market-information-press-releases/latest-statistics">http://floridajobs.org/labor-market-information/labor-market-information-press-releases/latest-statistics</a>
- Office of Film and Entertainment	<a href="http://www.filminflorida.com/">http://www.filminflorida.com/</a>
CareerSource Florida	<a href="http://www.careersourceflorida.com/">http://www.careersourceflorida.com/</a>
- Regional Workforce Boards and One-Stop Centers	<a href="http://www.workforceflorida.com/ResourcesLinks/RegionalWorkforceBoards/RWBMap.php">http://www.workforceflorida.com/ResourcesLinks/RegionalWorkforceBoards/RWBMap.php</a>
- Employ Florida (state job database)	<a href="https://www.employflorida.com/vosnet/Default.aspx">https://www.employflorida.com/vosnet/Default.aspx</a>
Enterprise Florida, Inc.	<a href="http://www.eflorida.com/">http://www.eflorida.com/</a>
- Visit Florida	<a href="http://www.visitflorida.com/">http://www.visitflorida.com/</a>
- Florida Sports Foundation	<a href="http://www.flasports.com/">http://www.flasports.com/</a>
- Institute for the Commercialization of Public Research	<a href="http://florida-institute.com/">http://florida-institute.com/</a>
- Florida Opportunity Fund	<a href="http://floridaopportunityfund.com/">http://floridaopportunityfund.com/</a>
- Florida Development Finance Corporation	<a href="http://www.eflorida.com/Why_Florida.aspx?id=7116#.ULaA1me3NGQ">http://www.eflorida.com/Why_Florida.aspx?id=7116#.ULaA1me3NGQ</a>
Space Florida	<a href="http://www.spaceflorida.gov/">http://www.spaceflorida.gov/</a>
Department of Agriculture and Consumer Services	
- Division of Consumer Services	<a href="http://www.800helpfla.com/">http://www.800helpfla.com/</a>
- Division of Licensing	<a href="http://licgweb.doacs.state.fl.us/">http://licgweb.doacs.state.fl.us/</a>
Department of State	
- Division of Corporations	<a href="http://sunbiz.org/">http://sunbiz.org/</a>
- Notaries	<a href="http://notaries.dos.state.fl.us/">http://notaries.dos.state.fl.us/</a>
Florida Export Finance Corporation	<a href="http://www.dos.state.fl.us/feffc/">http://www.dos.state.fl.us/feffc/</a>
Florida Small Business Development Center Network	<a href="http://floridasbdc.org/">http://floridasbdc.org/</a>
Florida Growth Fund	<a href="http://floridagrowthfund.com/">http://floridagrowthfund.com/</a>
Florida Ports Council	<a href="http://flaports.org/">http://flaports.org/</a>



# Senate Commerce and Tourism Committee

President/CEO Chris Hart IV  
January 5, 2015



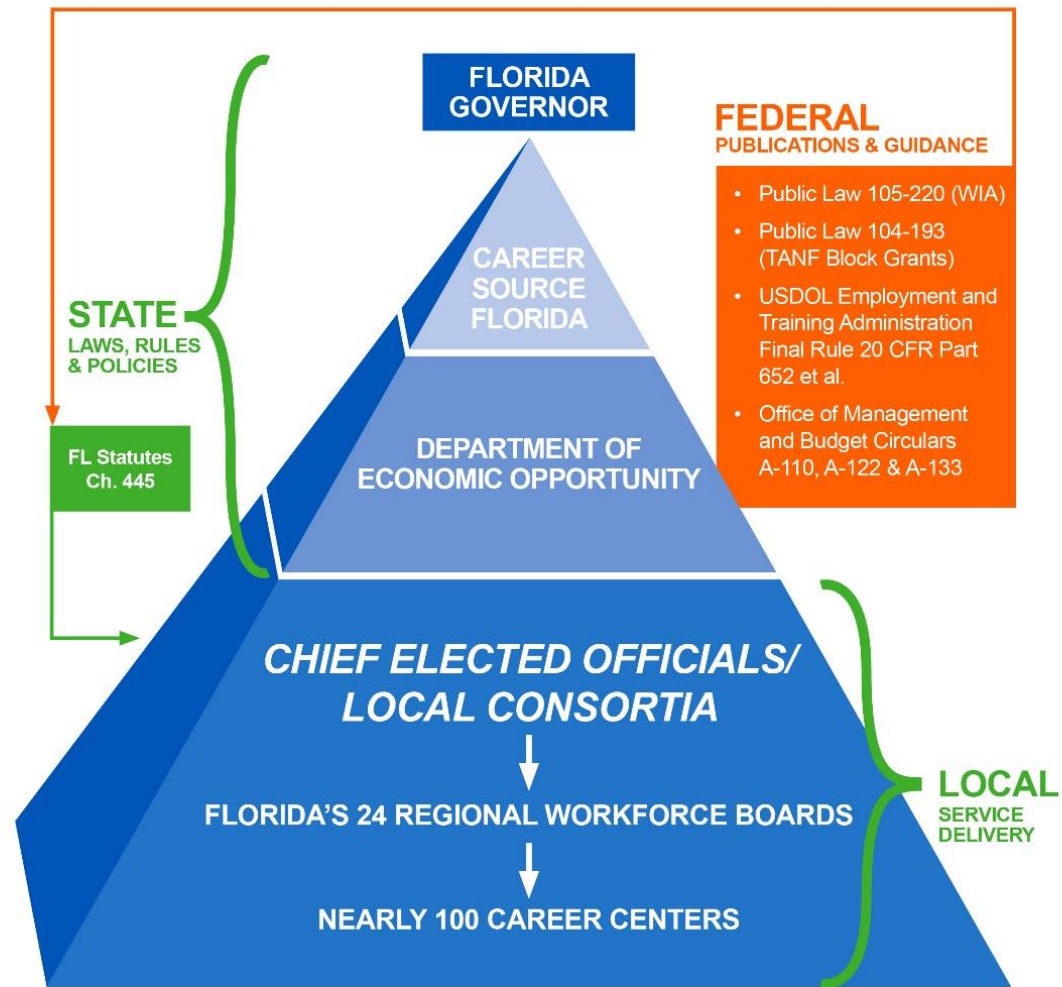
# Who We Are & What We Do

**CareerSource Florida is the state's business-led policy and strategy board.**

**We design and invest in strategies to address critical statewide workforce needs.**

**We oversee a statewide network of career development professionals who work directly with Florida employers to help them find, develop and keep good employees.**





# **Workforce Innovation and Opportunity Act (WIOA)**

- **Replaces the Workforce Investment Act (WIA) of 1998**
- **WIOA is designed to help job seekers access employment, education, training and support services to succeed in the labor market and to match employers with skilled workers they need to compete in the global economy.**

# Workforce Innovation and Opportunity Act Highlights

- Requires states to strategically align workforce development programs
- Promotes accountability and transparency
- Improves the One-Stop Career Center System
- Promotes work-based training; helps job seekers acquire industry-recognized credentials for in-demand jobs
- Improves services to individuals with disabilities
- Makes key investments in serving vulnerable populations
- Reinforces connections with Registered Apprenticeship programs
- Streamlines and strengthens the strategic roles of workforce development boards

# Workforce Innovation and Opportunity Act

Key Implementation Dates	
July 22, 2014	WIOA signed into law
January 18, 2015	Proposed implementation rules published
July 1, 2015	WIOA main provisions take effect
January 22, 2016	Final rules published
March 3, 2016	State Unified Plan submitted
July 1, 2016	State Unified Plan, Local Plans and WIOA performance accountability provisions take effect



## Where we were:



## Where we are:





# Our Vision

**Florida will be the  
global leader for talent.**



## **Our Mission**

**The Florida Workforce System connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity.**

# Our Values

**Business-Driven**  
**Continuous Improvement**  
**Integrity**  
**Talent Focus**  
**Purpose-Driven**





# Our Pillars

**Collaborate**  
**Innovate**  
**Lead**

# CareerSource Florida

## Solutions that work for you



<http://youtu.be/QELe414PWco>

# National Recognition

## 2014 State Excellence Award for Leadership – National Association of State Workforce Agencies (NASWA)

“Nothing increases brand awareness like achieving great results. CareerSource Florida has become a model for other states who want to gain recognition as economic development professionals. CareerSource Florida hasn’t just moved the work of career centers up a notch, it’s been a real game-changer.”

— **NASWA President Ellen Golombek**



# Questions?

**Chris Hart IV**

**850-410-2315**

**[chart@careersourceflorida.com](mailto:chart@careersourceflorida.com)**

**The Florida Senate**  
**BILL ANALYSIS AND FISCAL IMPACT STATEMENT**

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

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Prepared By: The Professional Staff of the Committee on Commerce and Tourism

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BILL: SPB 7002

INTRODUCER: Commerce and Tourism Committee

SUBJECT: Renaming Workforce Florida, Inc.

DATE: January 6, 2015

REVISED: \_\_\_\_\_

ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1. Siples	McKay		<b>Submitted as Committee Bill</b>

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**I. Summary:**

SPB 7002 replaces all references in law to Workforce Florida, Inc., with its new name, CareerSource Florida, Inc.

**II. Present Situation:**

**Florida's Workforce System**

The Legislature passed the Workforce Investment Act of 2000 in an effort to better connect the state's economic development strategies with its workforce development system.<sup>1</sup> The act established a three-tier system for the delivery of workforce services.<sup>2</sup>

The Department of Economic Opportunity (DEO) is Florida's lead state workforce agency.<sup>3</sup> However, Workforce Florida, Inc., (WFI) sets the state's workforce development policy and guidance.<sup>4</sup> WFI is a nonprofit corporation that provides state-level policy, planning, performance evaluation, and oversight to the DEO and the 24 regional workforce boards, which directly provide workforce services through nearly 100 One-Stop Career Centers around the state.<sup>5</sup> The DEO manages the performance-based contract with WFI for the statewide administration and coordination of workforce services. The DEO assists WFI in developing and disseminating policies, providing technical assistance, and monitoring a variety of workforce programs.

The DEO is the state agency which receives the federal funds for employment-related programs, such as Temporary Assistance to Needy Families and the Workforce Investment Act, and distributes these funds to the state's 24 RWBs. The DEO is responsible for financial and

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<sup>1</sup> Ch. 2000-165, Laws of Fla.

<sup>2</sup> See ch. 445, F.S.

<sup>3</sup> Primarily through the Division of Workforce Services.

<sup>4</sup> WFI is Florida's state workforce investment board. See 29 U.S.C. 2821.

<sup>5</sup> Section 445.004, F.S.

performance reports which are provided to the U.S. Department of Labor and other federal organizations.

Each RWB develops a local plan for using the funds provided by the DEO and oversees workforce development activities in the region. The boards also select contractors to operate local One-Stop Career Centers. The One-Stop Career Centers deliver employment services to job seekers and employers. Services include job placement and recruitment assistance, as well as funding for skills training.<sup>6</sup>

Each RWB operates under a charter approved by WFI; they also enter into performance-based memorandums of understanding for program support services provided by the DEO.<sup>7</sup> The DEO monitors the RWB and One-Stop Career Center activities to ensure that they comply with federal and state requirements. The DEO provides One-Stop Program Support services (workforce program information, guidance, training, and technical assistance) to the RWBs.

### **Workforce System's Statewide Brand**

In 2012, the Legislature passed the Regional Workforce Boards Accountability Act, which, among other things, directed WFI to evaluate a means to establish a single, statewide brand for the state's workforce system.<sup>8</sup> At the time of passage, each of the 24 RWBs maintained individual names, logos, and branding for each of their respective boards and the nearly 100 One-Stop Centers. The lack of a unified brand contributed to confusion among job seekers and employers who could have benefitted from the services being offered.<sup>9</sup>

WFI, in collaboration with the DEO, began the process of establishing single, statewide brand and identity.<sup>10</sup> Statewide surveys of stakeholders were conducted to assess awareness and perceptions of the workforce system and to test proposed brand names and logos.<sup>11</sup> CareerSource Florida was strongly preferred by those surveyed,<sup>12</sup> and in May 2013, the WFI Board of Directors approved the new brand name, logo, and unified brand charter.<sup>13</sup> Each RWB was allotted funding, based on its size, to assist with the brand transition. The board of directors also approved additional incentive funding for RWBs that met certain branding achievements within specified time frames.<sup>14</sup>

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<sup>6</sup> Sections 445.007 and 445.009, F.S.

<sup>7</sup> Section 445.009(3), F.S.

<sup>8</sup> Ch. 2012-29, s. 2, Laws of Fla.

<sup>9</sup> Florida Dep't of Economic Opportunity, *Brand Implementation Guidelines* (October 31, 2013), available at <http://www.floridajobs.org/PDG/guidancepapers/BrandImplementationGuidelinesFinal.pdf> (last visited Dec. 15, 2014).

<sup>10</sup> CareerSource Florida, Inc., *Statewide Brand Implementation Plan* (October 21, 2013) (on file with the Senate Committee on Commerce and Tourism).

<sup>11</sup> *Id.* at 30. The process engaged more than 1,500 business leaders, workforce professionals, employers, and job seekers.

<sup>12</sup> DEO, *Brand Implementation Guidelines*.

<sup>13</sup> CareerSource Florida, *Statewide Brand Implementation* at 7.

<sup>14</sup> DEO, *Brand Implementation Guidelines* at 6-8.

On February 10, 2014, WFI launched the new statewide brand, CareerSource Florida.<sup>15</sup> With this launch, Florida became the first state to achieve a unified brand and logo for its workforce system. CareerSource Florida, Inc., was officially established with the Department of State on July 10, 2014.<sup>16</sup>

### III. Effect of Proposed Changes:

**Sections 1-3 and sections 5-59** amends ss. 11.45, 20.60., 216.136, 288.047, 288.0656, 288.1252, 288.901, 288.903, 295.22, 320.20, 331.3051, 331.369, 403.973, 409.1451, 413.405, 413.407, 414.045, 414.105, 414.106, 414.295, 414.55, 420.622, 443.091, 443.171, 443.181, 445.003, 445.004, 445.006, 445.007, 445.0071, 445.008, 445.009, 445.011, 445.014, 445.016, 445.021, 445.022, 445.024, 445.026, 445.028, 445.030, 445.033, 445.035, 445.038, 445.045, 445.048, 445.051, 445.055, 446.41, 446.50, 1003.491, 1003.492, 1003.493, 1003.51, 1003.52, 1004.015, 1011.80, and 1011.801, F.S., to replace all references to Workforce Florida, Inc., with its new name, CareerSource Florida, Inc.

**Section 4** amends s. 218.077, F.S., to delete obsolete language.

**Section 60** provides an effective date of July 1, 2015.

### IV. Constitutional Issues:

#### A. Municipality/County Mandates Restrictions:

None.

#### B. Public Records/Open Meetings Issues:

None.

#### C. Trust Funds Restrictions:

None.

### V. Fiscal Impact Statement:

#### A. Tax/Fee Issues:

None.

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<sup>15</sup> Press Release, CareerSource Florida, Inc., *Florida Activates New Unified Workforce Brand* (Feb. 10, 2014), available at <http://careersourceflorida.com/wp-content/uploads/2014/01/CareerSourceFloridaLaunchRelease.pdf> (last visited Dec. 15, 2014).

<sup>16</sup> See <http://search.sunbiz.org/Inquiry/CorporationSearch/SearchResultDetail/EntityName/domnp-n14000006475-9e28c17f-a4d7-4a12-83d9-54bc7f3467c2/careersource%20florida/Page1>

**B. Private Sector Impact:**

To the extent that a private organization refers to Workforce Florida, Inc. (WFI), in any literature it produces, the private organization may incur minimal costs associated with updating the literature with WFI's new name, CareerSource Florida, Inc.

**C. Government Sector Impact:**

Governmental organizations that refer to Workforce Florida, Inc. (WFI), in any literature that they produce, may incur costs associated with updating the literature with WFI's new name, CareerSource Florida, Inc.

**VI. Technical Deficiencies:**

None.

**VII. Related Issues:**

None.

**VIII. Statutes Affected:**

This bill amends the following sections of the Florida Statutes: 11.45, 20.60, 216.136, 218.077, 288.047, 288.0656, 288.1252, 288.901, 288.903, 295.22, 320.20, 331.3051, 331.369, 403.973, 409.1451, 413.405, 413.407, 414.045, 414.105, 414.106, 414.295, 414.55, 420.622, 443.091, 443.171, 443.181, 445.003, 445.004, 445.006, 445.007, 445.0071, 445.008, 445.009, 445.011, 445.014, 445.016, 445.021, 445.022, 445.024, 445.026, 445.028, 445.030, 445.033, 445.035, 445.038, 445.045, 445.048, 445.051, 445.055, 446.41, 446.50, 1003.491, 1003.492, 1003.493, 1003.51, 1003.52, 1004.015, 1011.80, and 1011.801.

**IX. Additional Information:****A. Committee Substitute – Statement of Changes:**

(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

**B. Amendments:**

None.



## Enterprise Zone Background

- The Legislature created the Florida Enterprise Zone Program in 1982 to provide incentives to induce private investments in economically distressed areas of the state. The program targets areas that chronically display extreme and unacceptable levels of unemployment, physical deterioration, and economic disinvestment.
- The program has several goals including revitalizing and rehabilitating distressed areas, stimulating employment among area residents, and enhancing economic and social well-being in the areas.
- The program uses six incentives to spur private investment. The table below includes information relating to incentives approved by the Department of Revenue (DOR) in **Fiscal Year 2013-14**:

<b>State Incentive</b>	<b>Description</b>	<b>\$ Amount Approved</b>	<b># of Approvals</b>
Jobs Tax Credit (Sales and Use Tax)	Businesses located in an EZ that collect and pay Florida sales and use tax are allowed a monthly sales tax credit for wages paid to new employees who have been employed for at least three months and are EZ residents, or residents of a rural county in rural EZs.	6,831,758	203
Jobs Tax Credit (Corporate Income Tax)	Businesses located in an EZ that pay Florida corporate income tax are allowed a corporate income tax credit for wages paid to new employees who have been employed for at least three months and are EZ residents, or residents of a rural county in rural EZs.	4,237,163	47
Business Equipment Sales Tax Refund	A refund is available for sales taxes paid on the purchase of certain business property that is used exclusively in a zone for at least three years.	1,561,339	834
Building Materials Sales Tax Refund	A refund is available for sales taxes paid on the purchase of building materials used to rehabilitate real property located in a zone.	1,194,130	317
Property Tax Credit (Corporate Income Tax)	New or expanded businesses located in a zone are allowed a credit on their Florida corporate income tax equal to 96% of ad valorem taxes paid on new or improved property.	1,191,181	17
Sales Tax Exemption for Electrical Energy	A 50% sales tax exemption on the purchase of electrical energy available to businesses located in an EZ. (Only available if the municipality in which the business is located passed an ordinance to exempt qualified EZ businesses from 50% of the municipal utility tax.	751,485	79
<b>TOTALS</b>		<b>15,767,056</b>	<b>1,497</b>

- Local governments may nominate zones with high poverty (greater than 20%), high unemployment (above state average), and general distress (high crime, abandoned structures). Zone size depends on population, but may not exceed 20 square miles.
- The Department of Economic Opportunity oversees the program and approves zone designation applications; local governments are responsible for zone administration and monitoring. The DOR ensures incentive application requirements are met.

#### **HISTORY:**

- The 1994 Legislature repealed the existing enterprise zones on December 31, 1994, created parameters for designation of new zones, and established a program expiration date of June 30, 2005. The jobs tax credit criteria were revised to require both businesses and employees to reside within an enterprise zone.
- In 1995, 19 new rural and urban enterprise zones were designated.
- The 2005 Legislature extended the program for 10 years, and gave existing enterprise zones an opportunity to have their zones be re-designated. By January 1, 2006, the OTTED had approved 53 re-designation application packages. Subsequently, the Legislature authorized and OTTED approved the designation of enterprise zones in nine additional jurisdictions.
- In 2010, the Legislature amended the definition of real property by excluding condominiums from the building materials sales tax refund incentive.
- In October 2011, management of the Enterprise Zone Program was transferred from OTTED to DEO.
- DEO approved three additional enterprise zone application packages in 2012, bringing the total number of zones to 65.

#### **OPPAGA/EDR Reports of January 2014:**

- OPPAGA found that, in general, the program has not met legislative goals.
  - No strong evidence that residential property values increased more in EZs than in similar non-EZ areas.
  - Only one EZ (of five representative zones) showed an increase in median family income higher than in comparable non-EZ areas.
  - Only one EZ (of five representative zones) had a lower unemployment rate than in comparable non-EZ areas.
  - Only one EZ (of five representative zones) had a lower poverty rate than in comparable non-EZ areas.
- EDR found the program produces a negative return-on-investment to the state:
  - -0.04 (assuming no property appreciation)
  - -0.05 (assuming property appreciation)

## Enterprise Zone Incentive Approvals

<b>State Incentive</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>	<b>FY 2011-12</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>TOTALS</b>
Jobs Tax Credit (Sales and Use Tax)	\$4,568,257	\$5,979,438	\$7,625,993	\$7,035,555	\$6,831,758	<b>\$32,041,001</b>
Jobs Tax Credit (Corporate Income Tax)	3,892,991	5,547,786	3,484,013	4,663,263	4,237,163	<b>21,825,216</b>
Business Equipment Sales Tax Refund	1,035,561	679,440	1,228,480	850,027	1,561,339	<b>5,354,847</b>
Building Materials Sales Tax Refund	53,030,595	13,590,376	2,462,136	632,604	1,194,130	<b>70,909,841</b>
Property Tax Credit (Corporate Income Tax)	1,896,648	1,906,552	992,280	2,275,522	1,191,181	<b>8,262,183</b>
Sales Tax Exemption for Electrical Energy	1,138,054	972,185	900,476	842,710	751,485	<b>4,604,910</b>
<b>TOTALS</b>	<b>65,562,106</b>	<b>28,675,777</b>	<b>16,693,378</b>	<b>16,299,681</b>	<b>15,767,056</b>	<b>\$143 million</b>

There are no documents under this tab

# CourtSmart Tag Report

**Room:** EL 110  
**Caption:** Senate Commerce and Tourism Committee

**Type:**  
**Judge:**

**Started:** 1/5/2015 4:02:10 PM  
**Ends:** 1/5/2015 4:41:22 PM **Length:** 00:39:13

4:02:13 PM	Call to order
4:02:52 PM	Call to order
4:03:24 PM	Senator Thompson
4:03:43 PM	Senator Ring
4:04:04 PM	Senator Latvala
4:04:33 PM	Senator Bean
4:05:19 PM	Staff Director Todd McKay
4:05:48 PM	Tab 2
4:06:38 PM	Tab 2 Commerce and Tourism Committee Duties
4:06:58 PM	Tab 3
4:07:10 PM	Speaker Chris Hart representing CareerSource Florida
4:15:00 PM	CareerSource Florida video
4:17:08 PM	Senator Bean
4:18:13 PM	Senator Detert
4:20:24 PM	Tab 4 SPB 7002
4:20:50 PM	Committee Staff Director
4:20:58 PM	Committee Staff
4:21:11 PM	
4:21:39 PM	SPB 7002 Committee Bill
4:21:48 PM	SPB 7002 Roll Call
4:21:54 PM	Tab 5 Todd McKay presenting history of the Florida Enterprise Zone Act
4:27:48 PM	Tab 6 Discussion by members on Enterprise Zones - Senator Detert
4:32:32 PM	Senator Thompson
4:33:12 PM	Senator Bean
4:35:38 PM	Senator Detert
4:37:06 PM	Senator Latvala
4:41:06 PM	Senator Detert
4:41:11 PM	Adjourned