

# FLORIDA HOUSE OF REPRESENTATIVES

## BILL ANALYSIS

*This bill analysis was prepared by nonpartisan committee staff and does not constitute an official statement of legislative intent.*

**BILL #:** [CS/CS/HB 561](#)

**TITLE:** Manufacturing

**SPONSOR(S):** Cobb, Redondo

**COMPANION BILL:** [CS/SB 600](#) (Truenow)

**LINKED BILLS:** [CS/HB 563](#) Cobb

**RELATED BILLS:** None

### Committee References

[Housing, Agriculture & Tourism](#)

14 Y, 0 N, As CS



[Transportation & Economic  
Development Budget](#)

10 Y, 0 N, As CS



[Commerce](#)

23 Y, 0 N

## SUMMARY

### Effect of the Bill:

The bill:

- Designates the Chief Manufacturing Officer among the Department of Commerce senior leadership to support, promote, and coordinate manufacturing statewide; and
- Creates the voluntary Florida Manufacturing Promotional Campaign to increase consumer awareness of manufacturing activities in Florida and expand market exposure for products and goods manufactured in Florida.

### Fiscal or Economic Impact:

The bill appears to have an indeterminate impact on state expenditures. However, the Department of Commerce should be able to manage these new responsibilities within existing resources.

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## ANALYSIS

### EFFECT OF THE BILL:

The bill expands the Department of Commerce's (Department) responsibilities to encourage and oversee manufacturing in the state in coordination with the Chief Manufacturing Officer (CMO). The CMO serves at the pleasure of the Secretary of the Department. Duties of the CMO include:

- Serving as the subject-matter expert on manufacturing;
- Promoting and coordinating manufacturing efforts in the state and identifying gaps across state-supported activities;
- Provide strategic direction for interagency and cross-disciplinary activities to support manufacturing;
- Working with federal, state, regional, and local governmental entities and nongovernmental entities to align manufacturing priorities; and
- Engaging with state agencies and water management districts to innovate processes, programs, decision frameworks, and reporting mechanisms intended to support manufacturing in the state. (Section [1](#)).

The bill requires all state and local governmental entities to assist the CMO to the extent is consistent with law and with budgetary constraints. (Section [1](#)).

The bill requires that the Department must prepare a report on manufacturing efforts in the state, and submit the report to the Governor, the President of the Senate, and the Speaker of the House of Representatives by December 15, 2026, and every two years thereafter. (Section [1](#)).

Florida Manufacturing Promotional Campaign (Campaign)

The Legislature finds that there is a need for the Campaign to:

- Increase consumer awareness of manufacturing;

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- Expand market exposure for manufactured products and goods; and
- Inspire future generations of entrepreneurs, fabricators, and skilled workers to build and grow domestic businesses and manufacturing operations. (Section [3](#)).

The Legislature also finds that the Campaign is a partnership between industry and the state to promote and advertise such products efficiently. (Section [3](#)).

The bill defines the following terms:

- Campaign;
- Department;
- Manufactured product; and
- Person. (Section [4](#)).

The bill establishes the Campaign within the Department, under the Officer's supervision and in coordination with the state Manufacturing Extension Partnership. The Campaign serves as a voluntary marketing program to promote manufacturing products and businesses in Florida, including:

- Developing logos for the campaign and authorize the use of such logos as provided by rule;
- Registering campaign participants;
- Collecting rental receipts for industry promotions;
- Developing in-kind advertising programs; and
- Contracting with media representatives to disperse promotional materials. (Section [5](#)).

The bill establishes that the Campaign's participants must register annually with the Department in a form and manner as prescribed by the Department. (Section [6](#)).

The bill authorizes the Department to adopt rules to adopt any other necessary rules to ensure compliance with the provision, including, but not limited to, logos, rules governing participant registration, registration renewal, membership classes, application forms, and other forms and enforcement measures. (Section [7](#)).

The bill provides an effective date of July 1, 2025. (Section [8](#)).

#### **RULEMAKING:**

The bill provides the Department of Commerce with rulemaking authority to implement and administer the Florida Manufacturing Promotional Campaign.

***Lawmaking is a legislative power; however, the Legislature may delegate a portion of such power to executive branch agencies to create rules that have the force of law. To exercise this delegated power, an agency must have a grant of rulemaking authority and a law to implement.***

#### **FISCAL OR ECONOMIC IMPACT:**

##### **STATE GOVERNMENT:**

The bill designates a Chief Manufacturing Officer among the Department senior leadership to promote manufacturing statewide. According to the Department, they would require two full-time equivalent positions to administer the responsibilities under the bill. However, the Department currently has approximately 237 vacant positions and should be able to manage this workload within existing resources.

The Campaign created by this bill is funded by a fee authorized in CS/SB 602, a linked bill.

##### **PRIVATE SECTOR:**

The fiscal impact to the private sector is indeterminate. Manufacturing businesses may benefit from participating in the Manufacturing Promotional Campaign.

## RELEVANT INFORMATION

### SUBJECT OVERVIEW:

#### Manufacturing

Florida has over 422,000 manufacturing jobs and ranks as the nation's 10<sup>th</sup> largest manufacturing employer.<sup>1</sup> Since 2014, Florida has increased manufacturing employment by 23.3 percent, which outpaced the other 11 states in the top 12 for manufacturing.<sup>2</sup> Manufacturing jobs generally pay higher wages than those in other industries. In 2022, the average annual wage for manufacturing jobs was over \$74,000, a 6.6 percent increase from 2021.<sup>3</sup>

The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies to classify businesses by industry type for the purpose of statistical data collection and analysis related to the U.S. economy.<sup>4</sup> NAICS Sector Codes 311-339 include unique manufacturing industries in Florida that have outpaced the nation in job growth, which include, but are not limited to, the following:<sup>5</sup>

- Food manufacturing
- Beverage and tobacco product manufacturing
- Textile mills and textile product mills
- Apparel manufacturing
- Leather and allied product manufacturing
- Wood product and paper manufacturing
- Printing and related support activities
- Petroleum and coal products manufacturing
- Chemical manufacturing
- Plastics and rubber products manufacturing
- Nonmetallic mineral product manufacturing
- Primary metal manufacturing
- Fabricated metal product manufacturing
- Machinery manufacturing
- Computer and electronic product manufacturing
- Electrical equipment and appliances
- Transportation equipment manufacturing
- Furniture and related product manufacturing
- Miscellaneous manufacturing

Additionally, manufacturing sectors with a high value-added component, such as aviation and aerospace, defense, microelectronics, medical devices and equipment, marine, fabricated metal products, and industrial machinery, have helped Florida's small and mid-size manufacturers grow quickly.<sup>6</sup>

Under the Local Manufacturing Development Program, a local government may adopt an ordinance establishing a local manufacturing development program through which the local government may grant master development approval for developing or expanding sites operated by manufacturers.<sup>7</sup> Local governments may establish procedures for a manufacturing development program that allows manufacturers to submit and, upon approval of a master development plan, proceed with development without requiring additional local approvals, except for

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<sup>1</sup> Department of Commerce, *2023 Florida Manufacturing*, <https://www.floridajobs.org/docs/default-source/communicationsfiles/2023-florida-manufacturing-report.pdf> (last visited Apr. 22, 2025).

<sup>2</sup> *Id.* at 2.

<sup>3</sup> *Id.* at 10.

<sup>4</sup> United States Census Bureau, *North American Industry Classification System (NAICS)*, <https://www.census.gov/naics/> (last visited Apr. 22, 2025).

<sup>5</sup> Department of Commerce, *2023 Florida Manufacturing*, <https://www.floridajobs.org/docs/default-source/communicationsfiles/2023-florida-manufacturing-report.pdf> (last visited Apr. 22, 2025).

<sup>6</sup> *Id.* at 47.

<sup>7</sup> S. [163.3252, F.S.](#)

building permits.<sup>8</sup> The approval process must be coordinated with the Department.<sup>9</sup> Additionally, the Department has developed a model local manufacturing development program ordinance to guide local governments that intend to establish a local manufacturing development program.<sup>10</sup> Currently, only Manatee and Volusia County have adopted an ordinance.<sup>11</sup>

**Workforce Training Programs**

CareerSource Florida, a not-for-profit corporation administratively housed within the Department,<sup>12</sup> is the statewide workforce policy and investment board comprised of business and government leaders that helps Floridians enter, remain in, and advance in the workplace so that they may become more highly skilled and successful. The program also connects employers with qualified and skilled employees.<sup>13</sup> Workforce training is administered through the 21 local workforce development boards.<sup>14</sup>

The Florida Job Growth Grant Fund is an economic development program that improves public infrastructure and workforce training across the state.<sup>15</sup> Proposals are reviewed by the Department and chosen by the Governor to meet the demand for workforce or infrastructure needs in the communities they are awarded to.<sup>16</sup>

**Manufacturing Extension Partnership (MEP)**

The MEP National Network is a public-private partnership that delivers comprehensive solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.<sup>17</sup> MEP is part of the U.S. Department of Commerce’s National Institute of Standards and Technology (NIST).<sup>18</sup> The MEP National Network, the mission of which is to strengthen and empower U.S. manufacturers, is comprised of NIST’s Manufacturing Extension Partnership (NIST MEP), the 51 MEP Centers located in all 50 states and Puerto Rico, the MEP Advisory Board, MEP Center boards, and the Foundation for Manufacturing Excellence, as well as over 1,440 trusted advisors and experts at approximately 460 MEP service locations, providing any U.S. manufacturer with access to resources they need to succeed.<sup>19</sup> FloridaMakes is the official representative of the MEP National Network and NIST MEP in the state of Florida.<sup>20</sup>

The Department collaborates with FloridaMakes to promote and support the growth of Florida's manufacturing sector by providing resources, data, and partnership opportunities to manufacturers, often highlighting the industry’s economic impact through initiatives like the "Florida Manufacturing Report" which is developed jointly by both entities.<sup>21</sup>

<sup>8</sup> S. [163.3252\(3\), F.S.](#)

<sup>9</sup> S. [163.3253, F.S.](#)

<sup>10</sup> S. [163.3252, F.S.](#)

<sup>11</sup> Department of Commerce, *Manufacturing Competitiveness Act Development Approval Program*, available at <https://floridajobs.org/community-planning-and-development/programs/community-planning-table-of-contents/manufacturing-competitiveness-act-development-approval-program> (last visited Apr. 22, 2025).

<sup>12</sup> S. [445.004\(1\), F.S.](#)

<sup>13</sup> See CareerSource Florida, *About Us*, available at <https://careersourceflorida.com/> (last visited Apr. 22, 2025).

<sup>14</sup> Florida Commerce, *Local Workforce Development Boards*, <https://www.floridajobs.org/local-workforce-development-board-resources/workforce-development-boards/local-workforce-development-boards> (last visited Apr. 22, 2025).

<sup>15</sup> S. [288.101\(1\), F.S.](#)

<sup>16</sup> See [s. 288.101\(2\), F.S.](#)

<sup>17</sup> National Institute of Standards and Technology (NIST), *MEP National Network*, <https://www.nist.gov/mep/mep-national-network> (last visited Apr. 22, 2025).

<sup>18</sup> *Id.*

<sup>19</sup> *Id.*

<sup>20</sup> FloridaMakes, *About us*, <https://www.floridamakes.com/about-us/how-we-help> (last visited Apr. 22, 2025).

<sup>21</sup> FloridaMakes, *News, Blogs & Events*, <https://www.floridamakes.com/blogs/frances-nevill/2024/06/04/spotlight-on-floridas-inaugural-manufacturing-repor> (last visited Apr. 22, 2025).

## BILL HISTORY

COMMITTEE REFERENCE	ACTION	DATE	STAFF DIRECTOR/ POLICY CHIEF	ANALYSIS PREPARED BY
<a href="#">Housing, Agriculture &amp; Tourism Subcommittee</a>	14 Y, 0 N, As CS	4/1/2025	Curtin	Rodriguez
THE CHANGES ADOPTED BY THE COMMITTEE:	The PCS: <ul style="list-style-type: none"><li>Removed the provision that created the Statewide Office of Manufacturing.</li><li>Clarified that participation in the Florida Manufacturing Promotional Campaign is voluntary.</li></ul>			
<a href="#">Transportation &amp; Economic Development Budget Subcommittee</a>	10 Y, 0 N, As CS	4/10/2025	Davis	McAuliffe
THE CHANGES ADOPTED BY THE COMMITTEE:	The amendment removed the Florida Manufacturer's Workforce Development Grant Program from the bill.			
<a href="#">Commerce Committee</a>	23 Y, 0 N	4/22/2025	Hamon	Rodriguez

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**THIS BILL ANALYSIS HAS BEEN UPDATED TO INCORPORATE ALL OF THE CHANGES DESCRIBED ABOVE.**  
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