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LEGISLATIVE ACTION

Senate	.	House
Comm: RCS	.	
03/13/2025	.	
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The Appropriations Committee on Transportation, Tourism, and Economic Development (Truenow) recommended the following:

Senate Amendment (with title amendment)

Delete everything after the enacting clause
and insert:

Section 1. Paragraph (m) is added to subsection (4) of
section 20.60, Florida Statutes, to read:

20.60 Department of Commerce; creation; powers and duties.—

(4) The purpose of the department is to assist the Governor
in working with the Legislature, state agencies, business
leaders, and economic development professionals to formulate and



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11 implement coherent and consistent policies and strategies
12 designed to promote economic opportunities for all Floridians.
13 The department is the state's chief agency for business
14 recruitment and expansion and economic development. To
15 accomplish such purposes, the department shall:

16 (m) Encourage and oversee manufacturing in this state in
17 coordination with the Chief Manufacturing Officer.

18 Section 2. Section 20.601, Florida Statutes, is created to
19 read:

20 20.601 Chief Manufacturing Officer.—

21 (1) There shall be designated among the senior leadership
22 of the Department of Commerce a Chief Manufacturing Officer for
23 the purpose of supporting the manufacturing ecosystem statewide.
24 The Chief Manufacturing Officer is appointed by and serves at
25 the pleasure of the Secretary of Commerce.

26 (2) The Chief Manufacturing Officer shall:

27 (a) Serve as a subject-matter expert for the state on
28 issues related to manufacturing.

29 (b) Be responsible for promoting and coordinating
30 manufacturing efforts in this state and identifying gaps across
31 state-supported activities.

32 (c) Provide strategic direction for interagency and cross-
33 disciplinary initiatives to promote and support manufacturing in
34 this state.

35 (d) Work with federal, state, regional, and local
36 governmental entities and nongovernmental entities to align
37 manufacturing priorities.

38 (e) Engage with state agencies and water management
39 districts to innovate processes, programs, decision frameworks,



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and reporting mechanisms intended to support manufacturing in this state.

(3) All state and local governmental entities shall assist the Chief Manufacturing Officer to the extent such assistance is consistent with law and with budgetary constraints.

(4) The department shall prepare a report, in consultation with the Chief Manufacturing Officer and the state Manufacturing Extension Partnership, regarding manufacturing efforts in this state. The department shall 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 2 years thereafter. The report must include information regarding the strength and economic importance of the manufacturing industry in this state.

Section 3. Section 288.103, Florida Statutes, is created to read:

288.103 Florida Manufacturers' Workforce Development Grant Program.—

(1) The Florida Manufacturers' Workforce Development Grant Program is created within the Department of Commerce, under the direction of the Chief Manufacturing Officer and in consultation with the state Manufacturing Extension Partnership, to fund proposed projects, subject to appropriation by the Legislature, which support small manufacturers in this state with the deployment of new technologies or cybersecurity infrastructure and to provide training support to the workforce.

(2) The department, in coordination with the Chief Manufacturing Officer and the state Manufacturing Extension Partnership, shall review applications submitted and select



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projects for awards which create strategic investments in
workforce training to facilitate the deployment of new
technologies or cybersecurity infrastructure. Final grant awards
are made at the sole discretion of the department.

(3) Priority must be given to projects with innovative
plans, advanced technologies, and development strategies that
focus on workforce development for small manufacturers across
this state.

(4) Applicants may seek funding for workforce development
and operations, but grant funding awarded under this section may
not be used to pay salary and benefits or general business or
office expenses. Grants awarded under the program shall be
administered by the department from the Economic Development
Trust Fund established in s. 288.095.

(5) The department shall annually provide a list available
to the public of each project awarded a grant, the benefit of
each project in meeting the goals and objectives of the program,
and the current status of each project. The department shall
include such information in its annual incentives report
required under s. 288.0065.

(6) The department may adopt rules to implement this
section.

Section 4. Section 288.1031, Florida Statutes, is created
to read:

288.1031 Legislative findings.—The Legislature finds that
there is a need for the Florida Manufacturing Promotional
Campaign, as established in s. 288.1033, to increase consumer
awareness of manufacturing activities in this state, to expand
market exposure for manufactured products and goods in this



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state, and to inspire future generations of entrepreneurs, fabricators, and skilled workers to build and grow domestic businesses and manufacturing operations in this state. The Legislature further finds that a campaign that creates a partnership between industry and the state is necessary to promote and advertise such products efficiently.

Section 5. Section 288.1032, Florida Statutes, is created to read:

288.1032 Definitions.—As used in ss. 288.1031-288.1036, the term:

(1) "Campaign" means the Florida Manufacturing Promotional Campaign.

(2) "Department" means the Department of Commerce.

(3) "Manufactured product" means any tangible personal property that has been fabricated or produced, often through industrial or mechanical processes. The term includes items sold or leased to consumers.

(4) "Person" means an individual, a firm, a partnership, a corporation, an association, a business, a trust, a legal representative, or any other business unit.

Section 6. Section 288.1033, Florida Statutes, is created to read:

288.1033 Florida Manufacturing Promotional Campaign; purpose; duties of the department.—There is created within the department, under the supervision of the Chief Manufacturing Officer and in coordination with the state Manufacturing Extension Partnership, the Florida Manufacturing Promotional Campaign. The purpose of the campaign is to serve as a voluntary marketing program to promote manufacturing products and



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businesses in this state. In promoting the campaign, the department shall do all of the following:

(1) Develop logos for the campaign and authorize the use of such logos as provided by rule.

(2) Register campaign participants.

(3) Collect rental receipts for industry promotions.

(4) Develop in-kind advertising programs.

(5) Contract with media representatives for the purpose of dispersing promotional materials.

Section 7. Section 288.1034, Florida Statutes, is created to read:

288.1034 Registration.—A person that participates in the Florida Manufacturing Promotional Campaign must register annually with the department in a form and manner as prescribed by the department.

Section 8. Section 288.1036, Florida Statutes, is created to read:

288.1036 Rulemaking authority.—The department may adopt rules to implement and administer the Florida Manufacturing Promotional Campaign. By rule, the department may establish the logos or product identifiers to be depicted for use in the campaign for advertising, publicizing, and promoting the sale of manufactured products in this state. The department may also adopt any other rules as deemed necessary to ensure compliance with the Florida Manufacturing Promotional Campaign, including, but not limited to, rules governing participant registration, renewal of registration, classes of membership, application forms, and other forms and enforcement measures.

Section 9. This act shall take effect July 1, 2025.



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===== T I T L E A M E N D M E N T =====

And the title is amended as follows:

Delete everything before the enacting clause
and insert:

A bill to be entitled

An act relating to manufacturing; amending s. 20.60,
F.S.; revising the duties of the Department of
Commerce; creating s. 20.601, F.S.; establishing the
Chief Manufacturing Officer among the senior
leadership of the department; providing that the Chief
Manufacturing Officer is appointed by and serves at
the pleasure of the Secretary of Commerce; providing
responsibilities for the Chief Manufacturing Officer;
directing all state and local governmental entities to
assist the Chief Manufacturing Officer; requiring the
department biennially to prepare a report regarding
manufacturing efforts in this state; requiring the
department to submit its report on a specified date
and biennially thereafter to the Governor and the
Legislature; requiring that the report include certain
information; creating s. 288.103, F.S.; creating the
Florida Manufacturers' Workforce Development Grant
Program; providing that the grant program is created
within the department and under the direction of the
Chief Manufacturing Officer; providing a specified
purpose for the grant program; requiring the
department, the Chief Manufacturing Officer, and the
state Manufacturing Extension Partnership to review



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185 applications submitted and to select specified
186 projects; providing that the department has sole
187 discretion in final grant awards; requiring that
188 priority be given to projects that meet certain
189 criteria; authorizing applicants to seek funding for a
190 specified purpose; requiring the department to
191 administer the grant awards from the Economic
192 Development Trust Fund; requiring the department to
193 include certain information in its annual incentives
194 report; authorizing the department to adopt rules;
195 creating s. 288.1031, F.S.; providing legislative
196 findings; creating s. 288.1032, F.S.; defining terms;
197 creating s. 288.1033, F.S.; creating the Florida
198 Manufacturing Promotional Campaign within the
199 department; providing the purpose of the campaign;
200 requiring the department to take certain actions in
201 promoting the campaign; creating s. 288.1034, F.S.;
202 requiring persons that participate in the campaign to
203 register annually with the department; creating s.
204 288.1036, F.S.; authorizing the department to adopt
205 rules; authorizing the department to establish, by
206 rule, the logos or product identifiers to be depicted
207 for use in the campaign; providing an effective date.