

By Senator Truenow

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1 A bill to be entitled
2 An act relating to manufacturing; amending s. 20.60,
3 F.S.; revising the duties of the Department of
4 Commerce; creating s. 20.602, F.S.; establishing the
5 Chief Manufacturing Officer among the senior
6 leadership of the department for a specified purpose;
7 providing that the Chief Manufacturing Officer is
8 appointed by and serves at the pleasure of the
9 Secretary of Commerce; providing the duties of the
10 Chief Manufacturing Officer; requiring all state and
11 local governmental entities to assist the Chief
12 Manufacturing Officer within certain constraints;
13 requiring the department to prepare a specified report
14 and submit it to the Governor and the Legislature by a
15 specified date, and every 2 years thereafter; creating
16 s. 288.103, F.S.; creating the Florida Manufacturers'
17 Workforce Development Grant Program within the
18 department; providing that the grant program is under
19 the direction of the Chief Manufacturing Officer in
20 consultation with the National Institute of Standards
21 and Technology Manufacturing Extension Partnership
22 organization in this state; providing a purpose for
23 the grant program; requiring the department, in
24 coordination with the Chief Manufacturing Officer and
25 the National Institute of Standards and Technology
26 Manufacturing Extension Partnership organization in
27 this state, to review submitted applications and to
28 select specified projects; providing that the
29 department has sole discretion in final grant awards;

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30 requiring the department, in coordination with the
31 Chief Manufacturing Officer and the National Institute
32 of Standards and Technology Manufacturing Extension
33 Partnership organization in this state, to establish
34 and publish ranking metrics for reviewing and awarding
35 grants; providing guidelines for such metrics;
36 requiring that priority be given to projects that meet
37 certain criteria; authorizing applicants to seek
38 funding for a specified purpose; prohibiting such
39 funding from being used for certain expenses;
40 requiring the department to administer the grant
41 awards from the Economic Development Trust Fund;
42 requiring the department to annually provide a list to
43 the public of specific information regarding the grant
44 program; requiring the department to include certain
45 information in its annual incentives report;
46 authorizing the department to adopt rules; creating s.
47 288.1031, F.S.; providing legislative findings;
48 defining terms; creating the Florida Manufacturing
49 Promotional Campaign within the department; requiring
50 the Chief Manufacturing Officer to administer the
51 campaign in coordination with the National Institute
52 of Standards and Technology Manufacturing Extension
53 Partnership organization in this state; providing the
54 purpose of the campaign; requiring the department to
55 take certain actions to promote the campaign;
56 requiring persons who participate in the campaign to
57 register annually with the department; requiring the
58 department to establish by rule the form and manner of

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59 registration; requiring the department to adopt rules
60 to implement and administer the campaign; requiring
61 the department annually to create a specified report
62 and submit it to the Governor and the Legislature as
63 part of its annual report; providing an effective
64 date.

65

66 Be It Enacted by the Legislature of the State of Florida:

67

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

70 20.60 Department of Commerce; creation; powers and duties.—

71 (4) The purpose of the department is to assist the Governor
72 in working with the Legislature, state agencies, business
73 leaders, and economic development professionals to formulate and
74 implement coherent and consistent policies and strategies
75 designed to promote economic opportunities for all Floridians.
76 The department is the state's chief agency for business
77 recruitment and expansion and economic development. To
78 accomplish such purposes, the department shall:

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

81 Section 2. Section 20.602, Florida Statutes, is created to
82 read:

83 20.602 Chief Manufacturing Officer.—

84 (1) There is designated among the senior leadership of the
85 Department of Commerce a Chief Manufacturing Officer for the
86 purpose of supporting the manufacturing ecosystem statewide. The
87 Chief Manufacturing Officer is appointed by and serves at the

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88 pleasure of the Secretary of Commerce.

89 (2) The Chief Manufacturing Officer shall do all of the
90 following:

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

93 (b) Promote and coordinate manufacturing efforts in this
94 state and identify gaps across state-supported activities.

95 (c) Provide strategic direction for interagency and cross-
96 disciplinary initiatives to promote and support manufacturing in
97 this state.

98 (d) Work with federal, state, regional, and local
99 governmental entities and nongovernmental entities to align
100 manufacturing priorities.

101 (e) Engage with state agencies and water management
102 districts to create processes, programs, decision frameworks,
103 and reporting mechanisms intended to support manufacturing in
104 this state.

105 (f) Collaborate with the Department of Education, school
106 districts, charter schools, technical colleges, state colleges,
107 and regional workforce development boards to promote
108 manufacturing as a career path. Such collaboration must include
109 all of the following:

110 1. Supporting curriculum development and career awareness
111 initiatives in elementary and middle schools, including
112 classroom resources, career fairs, and outreach activities
113 designed to inspire interest in manufacturing.

114 2. Establishing technology demonstration centers, work-
115 based learning opportunities, and exposure to manufacturing
116 careers through partnerships with guidance counselors and

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117 recognized career exploration programs, including Project Lead
118 The Way.

119 3. Preserving and expanding manufacturing programs in high
120 schools, promoting dual enrollment and industry certifications,
121 and ensuring that course selection and grade point average
122 weighting policies encourage students to pursue, rather than
123 discourage them from pursuing, manufacturing tracks.

124 4. Funding and supporting regional manufacturing training
125 centers to provide multiple entry points for careers in
126 manufacturing, including awareness initiatives for
127 underrepresented populations and individuals reentering the
128 workforce.

129 5. Reenergizing the marketing and promotion of
130 manufacturing careers in coordination with the Florida
131 Manufacturing Promotional Campaign created in s. 288.1031, using
132 messaging tailored to the interests and language of today's
133 youth.

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

137 (4) The department shall prepare a report, in consultation
138 with the Chief Manufacturing Officer and the National Institute
139 of Standards and Technology Manufacturing Extension Partnership
140 organization in this state, regarding manufacturing efforts in
141 this state. The department shall submit the report to the
142 Governor, the President of the Senate, and the Speaker of the
143 House of Representatives by December 15, 2027, and every 2 years
144 thereafter. The report must include information regarding the
145 strength and economic importance of the manufacturing industry

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146 in this state.

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

149 288.103 Florida Manufacturers' Workforce Development Grant
150 Program.—

151 (1) The Florida Manufacturers' Workforce Development Grant
152 Program is created within the Department of Commerce, under the
153 direction of the Chief Manufacturing Officer in consultation
154 with the National Institute of Standards and Technology
155 Manufacturing Extension Partnership organization in this state,
156 to fund proposed projects, subject to appropriation by the
157 Legislature, which support small manufacturers in this state
158 with the deployment of new technologies or cybersecurity
159 infrastructure and to strengthen the manufacturing workforce
160 pipeline from elementary education through postsecondary
161 training and workforce reentry.

162 (2) The department, in coordination with the Chief
163 Manufacturing Officer and the National Institute of Standards
164 and Technology Manufacturing Extension Partnership organization
165 in this state, shall review submitted applications and select
166 projects for awards which create strategic investments in
167 workforce training and education partnerships to facilitate the
168 deployment of new technologies or cybersecurity infrastructure
169 and to expand career awareness and preparation for manufacturing
170 occupations across the K-12, postsecondary, and workforce
171 training systems. Final grant awards are made at the sole
172 discretion of the department.

173 (3) The department, in coordination with the Chief
174 Manufacturing Officer and the National Institute of Standards

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175 and Technology Manufacturing Extension Partnership organization
176 in this state, shall establish and publish ranking metrics for
177 reviewing grants and awarding them to applicants on a
178 competitive basis. Metrics may include the number of employees,
179 matching funds pledged by the applicant, and expected benefits
180 from the grant award. Priority must be given to projects with
181 innovative plans, advanced technologies, and development
182 strategies that focus on workforce development for small
183 manufacturers across this state and that include one or more of
184 the following:

185 (a) Establishment or expansion of regional manufacturing
186 training centers.

187 (b) Partnerships with the Department of Education, school
188 districts, charter schools, technical colleges, and state
189 colleges to support manufacturing curricula, dual enrollment,
190 and industry certification programs.

191 (c) Development of elementary and middle school career
192 awareness programs, including technology demonstration centers
193 and guidance counselor resources.

194 (d) Outreach and training programs targeting
195 underrepresented populations, including reentry populations.

196 (e) Marketing and promotion of manufacturing careers
197 consistent with s. 288.1031.

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

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

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

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

214 288.1031 Florida Manufacturing Promotional Campaign.-

215 (1) The Legislature finds that there is a need for a
216 campaign to increase consumer awareness of manufacturing
217 activities in this state, to expand market exposure for
218 manufactured products and goods in this state, and to inspire
219 future generations of entrepreneurs, fabricators, and skilled
220 workers to build and grow domestic businesses and manufacturing
221 operations in this state. The Legislature further finds that a
222 campaign that creates a partnership between the state and
223 manufacturers in this state is necessary to promote and
224 advertise manufactured products efficiently.

225 (2) As used in this section, the term:

226 (a) "Manufactured product" means any tangible personal
227 property or consumer good, whether a durable or nondurable good,
228 that has been processed, fabricated, or produced, often through
229 industrial or mechanical processes. The term includes items sold
230 or leased to consumers.

231 (b) "Person" means an individual, a firm, a partnership, a
232 corporation, an association, a business, a trust, a legal

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233 representative, or any other business unit.

234 (3) The Florida Manufacturing Promotional Campaign is
235 created within the department. The Chief Manufacturing Officer
236 shall administer the campaign in coordination with the National
237 Institute of Standards and Technology Manufacturing Extension
238 Partnership organization in this state. The purpose of the
239 campaign is to serve as a voluntary marketing program to promote
240 manufacturing products and businesses in this state.

241 (4) The department shall do all of the following:

242 (a) Develop logos for the campaign and authorize the use of
243 such logos by rule.

244 (b) Create promotional materials for the campaign.

245 (c) Register campaign participants.

246 (d) Develop in-kind advertising programs.

247 (e) Contract with media representatives for the purpose of
248 dispersing promotional materials.

249 (5) A person who produces manufactured products may
250 participate in the campaign only by registering annually with
251 the department. The department shall establish by rule the form
252 and manner of registration.

253 (6) The department shall adopt rules to implement and
254 administer the campaign. By rule, the department shall establish
255 the logos or product identifiers to be depicted for use in the
256 campaign for advertising, publicizing, and promoting the sale of
257 manufactured products in this state. The department shall also
258 adopt rules necessary to ensure compliance with the campaign and
259 to govern participant registration.

260 (7) The department shall annually create a report on the
261 success of the campaign, including detailed performance measures

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262 and outcomes, sources of in-kind advertising, contracts related
263 to disbursement of promotional materials, the names of persons
264 participating in the campaign, and other information for the
265 campaign. The department shall submit the report as part of the
266 annual report required in s. 20.602(4).

267 Section 5. This act shall take effect July 1, 2026.