

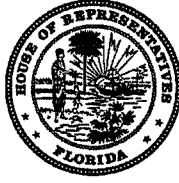


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# **ECONOMIC AFFAIRS COMMITTEE**

## **MEETING PACKET**

**Tuesday, February 5, 2013  
8:00 AM – 10:00 AM  
Reed Hall (102 HOB)**



# **The Florida House of Representatives**

## **Economic Affairs Committee**

**Will Weatherford**  
Speaker

**Jimmy Patronis**  
Chair

**Meeting Agenda**  
**Tuesday, February 5, 2013**  
**Reed Hall (102 HOB)**  
**8:00 AM – 10:00 AM**

**I. Call to Order**

**II. Roll Call**

**III. Welcome and Opening Remarks**

**IV. Presentations:**

**Discussion on Governor's Economy and Jobs Proposals,  
presented by Governor's Staff**

**Viva Florida 500 and the expectations for impacts on Florida  
tourism and economic development by the Department of  
State and Visit Florida**

**BioFlorida report on Florida Economic Impact and Job Growth**

**V. Adjournment**

**Governor's Staff  
Presentation**

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# GOVERNOR RICK SCOTT

## Economic Policy Discussion



Education

Creating Jobs

Supporting Florida's Families

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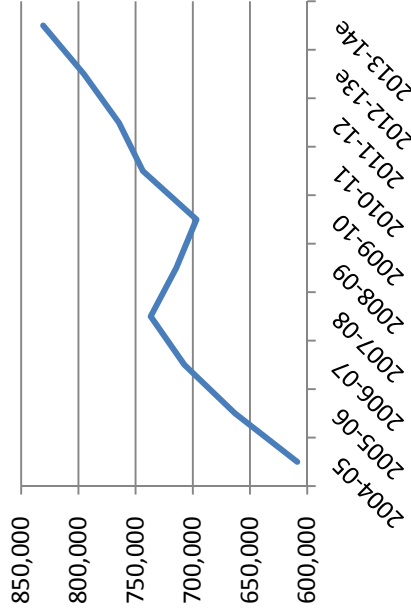
# GOVERNOR SCOTT'S ECONOMIC DEVELOPMENT GOALS

- Reducing business taxes
- Lower unemployment rate
- Creating an environment to encourage job creation
- Reward for performance

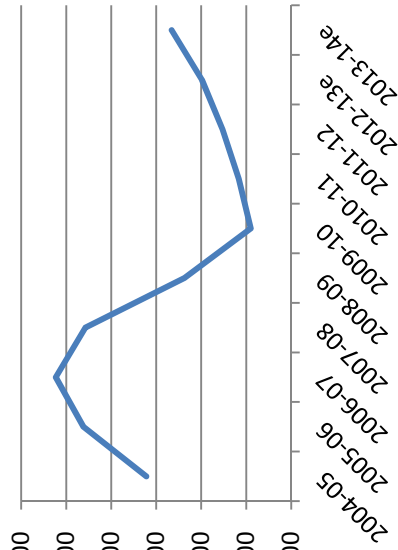


# Economic Indicators – FY 2005-14

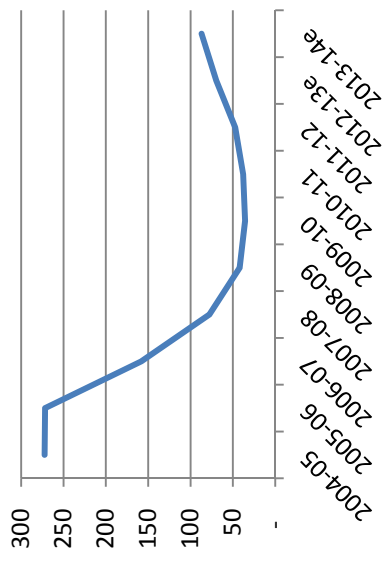
**Personal Income**



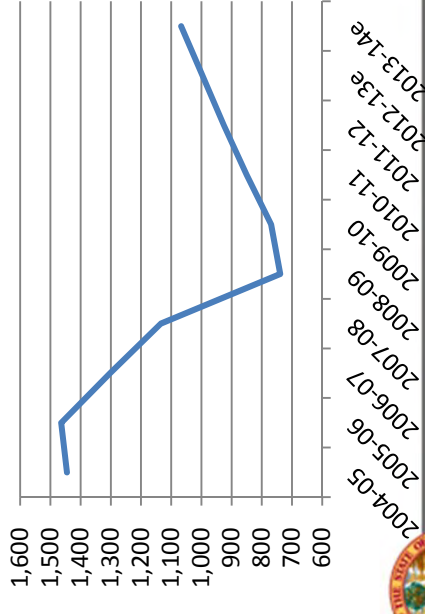
**Employment**



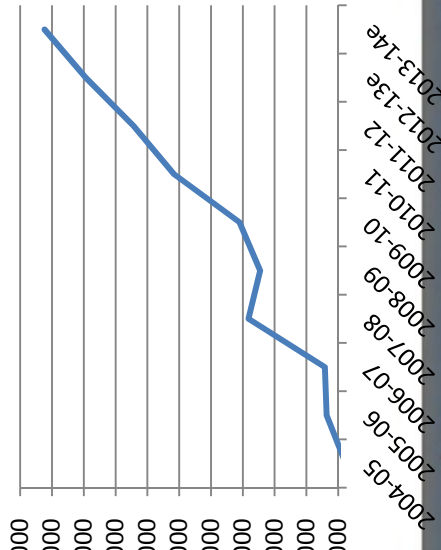
**Housing Starts**



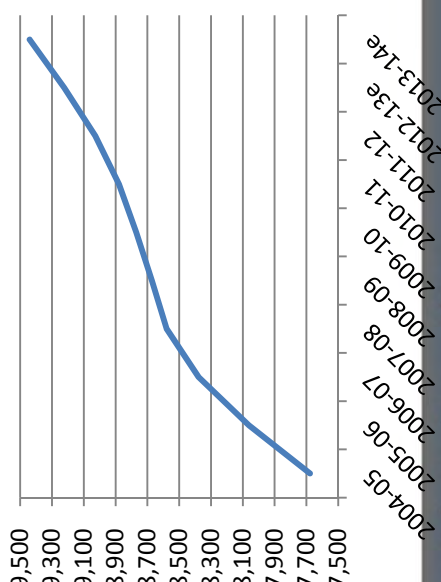
**Car Registrations**



**Visitors**



**Population**



## Reducing Business Taxes

- Lower tax environment
  - Increased corporate income exemption
  - Machinery & equipment sales tax exemption
- Encourages business growth and expansion, from outside, as well as from within the state
- Businesses will make significant investment decisions, both in capital and people
- Must be competitive with other states



# Increased Corporate Income Tax Exemption

Exemption Change	Taxpayers fully Exempted	Percent	Effective Date	Tax Savings
\$5,000 to \$25,000	13,642	48%	1/1/2012	\$30.9
\$25,000 to \$50,000	4,213	15%	1/1/2013	\$27.5
\$50,000 to \$75,000	1,996	7%	1/1/2014	\$8.4/ \$18.4
<b>Total</b>	<b>19,851</b>	<b>70%</b>		





# Sales Tax Exemption on Manufacturing Equipment

General Revenue		Local Governments		Manufacturers' Savings	
13-14	Recurring	13-14	Recurring	13-14	Recurring
(\$57.7)	(\$115.3)	(\$13.0)	(\$26.0)	(\$70.7)	(\$141.3)

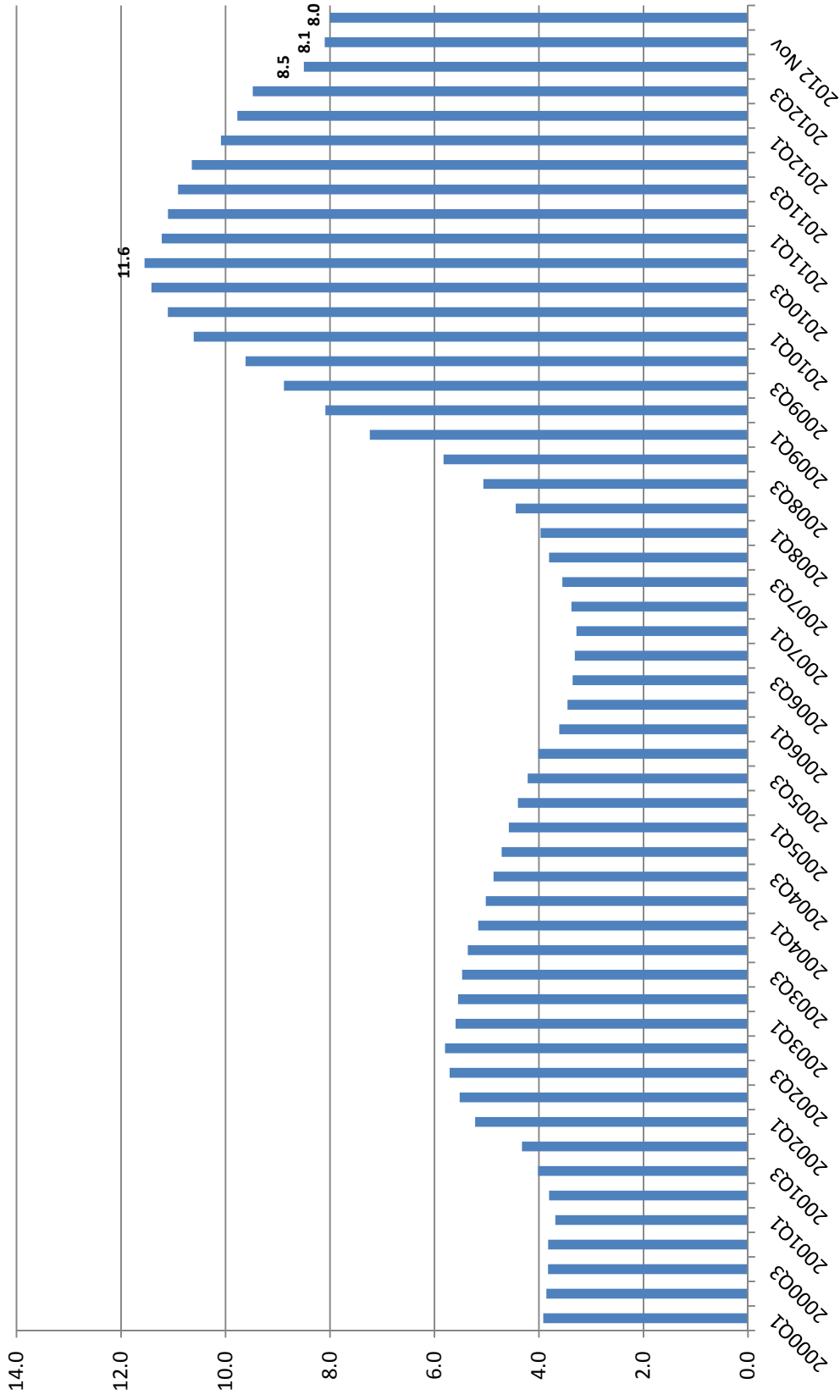


## Lower Unemployment Rate

- Florida's total employment of 8.5 million workers ranked 4th in the nation and 1st in the Southeast in 2012.
- Continued job growth is one of the top priorities of this administration
- Focus on getting those who desire a job reemployed



### Florida Unemployment Rate December 2012



## Key Partners

- Enterprise Florida, Inc., and their economic development partners
- Workforce Florida, Inc., with the 24 Regional Workforce Boards and One-Stop Centers
- Department of Economic Opportunity
- Work together to expand business opportunities for growth which leads to job creation and job placement



# Workforce Boards Assisting in Employment

- What is a Placement?
  - An individual who receives employment and training assistance through a One-Stop Career Center and finds a job within 180 days is deemed a placement and may be reported by a regional workforce board.
- December 2012: 24 Regional Workforce Boards reported more than 42,000 Floridians placed in jobs. Of these individuals, 12,372 previously received Reemployment Assistance.
- More than 426,000 Floridians were placed in jobs in 2012, with 111,173 former claimants finding employment.



# How to be the #1 Business-friendly

## Environment

- Businesses desire certainty
- Encourage policies that provide consistency where the state has a direct role
- Local governments play a role in the perception of the business environment
- Economic regions are forming
- Consistent policies at the local and regional level will raise our competitive profile



## Business-friendly Environment cont.

- State's Colleges and Universities
  - Many partner with Small Business Development Centers and local Economic Development Organizations
  - Helping small business/entrepreneurs get off the ground



## Rewards for Performance **Business-Friendly Environment**

- Florida Is The Place For Business Award
  - If state becomes #1 business-friendly environment, by end of 2013 or 2014, \$10 million award to EFI and its Economic Development Organization Partners.





# Business Friendly Environment

- Local Government is Business-Friendly Award
  - The first 10 local governments to be awarded the Community of Economic Profitability designation receive a financial award, minimum of \$250,000 and maximum of \$500,000, to be used for small business assistance through its local Small Business Development Center or Economic Development Council. (\$5m)
- The Community of Economic Profitability designation will be made by the Governor, through an application process administered by the Department of Economic Opportunity.



## Rewards for Performance

### Reducing Unemployment

- Reemployment For Florida's Families Award
  - If, by the end of 2014, the state's unemployment rate is two percentage points below the national average, each of the 24 Regional Workforce Boards receives a funding award, minimum of \$250,000 and maximum of \$500,000. (\$15m)



## **Entrepreneurship & Small Business**

- Florida Believes In Entrepreneurship Award
  - \$1 million a year in award funding available to the 11 state universities and 28 state colleges.
  - To recognize entrepreneurs, utilizing an existing program within the college or university that works with entrepreneurs in their community.
  - At the end of 5 years, a statewide competition for \$1 million in awards.



## FOCUS

- Florida should be in a class by itself
  - Business-friendly environment
  - Low unemployment rate
  - Robust entrepreneurship and small business development
- Awards emphasize these important goals



# Office of Policy and Budget

- Christian Weiss, Policy Coordinator-Finance & Economic Analysis
- Mark Kruse, Policy Coordinator-Transportation & Economic Development





# Viva Florida 500

## Viva Florida 500

1513 - 2013

*Florida's 500<sup>th</sup> Anniversary*

Kerri Post, Deputy Secretary of State  
Florida Department of State



Florida Secretary of State  
Ken Detzner

VivaFlorida.org

# What is Viva Florida 500?

- Statewide initiative led by Florida Dept. of State
- Viva Florida 500 in 2013 – 500<sup>th</sup> anniversary of Juan Ponce de León’s arrival in 1513.
- A “teachable moment” and marketing opportunity to highlight 500 years of history and cultural diversity – no other state can claim that.
- Series of important anniversaries marking the genesis of who we have become in Florida and the United States.
- Platform for Cultural, Heritage and Nature Activities/Tourism/Events.



Florida Secretary of State  
Ken Detzner

[VivaFlorida.org](http://VivaFlorida.org)



# Viva Florida 500

## Department of State Strategic Goals

- Provide Leadership and facilitate collaboration
- Create and grow productive public and private Partnerships
- Expand outreach and Education
- VF500 events in all 67 counties
- Stimulate Cultural Heritage Tourism



VivaFlorida.org



Florida Secretary of State  
Ken Detzner

# Viva Florida 500 The Partnership

- VF500 is a grassroots initiative
- In 2011 = 5 Partners; 2013 = more than 1400 Partners (Many DMOs)
- More than 200 Events/Activities Planned Statewide



[VivaFlorida.org](http://VivaFlorida.org)



Florida Secretary of State  
Ken Detzner

# Viva Florida 500 Highlighted Events

- The Big Orange “La Gran Naranja” - Miami
- Expedition Florida 500 – Panhandle/statewide
- Broward Navy Days/Nao Galleon
- Ponce De Leon Landing Re-enactment – Melbourne
- Prima Vera Festival – Gainesville Area
- Fort Cooper Days - Inverness
- Feast of Flowers - Jacksonville
- 500 Years of Florida Maps – Tampa



[VivaFlorida.org](http://VivaFlorida.org)



Florida Secretary of State  
Ken Detzner

# Leveraging State Partnerships

- VISIT FLORIDA
  - PSA's, advertising, content, public relations, social
- Florida Lottery
  - New scratch-off game and second-chance interactive
- Florida Department of Transportation
  - Welcome to Florida, historic sites, rest areas
- Florida Dept. Business Professional Regulation
  - VF500 logo on licenses, website and e-newsletter
- Florida Department of Agriculture
  - Traveling exhibits, State Fair, University forums



VivaFlorida.org



Florida Secretary of State  
Ken Detzner


# Florida Lottery



**IT'S HERE.**

Celebrate Florida's 500 years of rich history with the Florida Treasure Hunt Scratch-Off Game.

**TOP PRIZE OF \$50,000!**

Enter the Viva Florida 500 Second Chance Promotion for a chance to win a Florida Vacation Package!



**¡YA LLEGÓ!**

Celebra los 500 años de la riqueza histórica de la Florida con el raspabillito Florida Treasure Hunt.

**PREMIO MAYOR DE \$50,000!**

Participa en la Promoción de segundo chance Viva Florida 500 para la oportunidad de ganar un Paquete de Vacaciones en la Florida!








Florida Secretary of State  
Ken Detzner

VivaFlorida.org

# Department of Transportation



Florida Secretary of State  
Ken Detzner

VivaFlorida.org

# Viva Florida 500

## Statewide Resources / Partners

- The Florida Humanities Council
- España – Florida Foundation 500 Years
- Florida State Parks
- Florida Association of Museums
- FAAHPN, Arts/Cultural Councils, Historical Resources/FPAN and Libraries

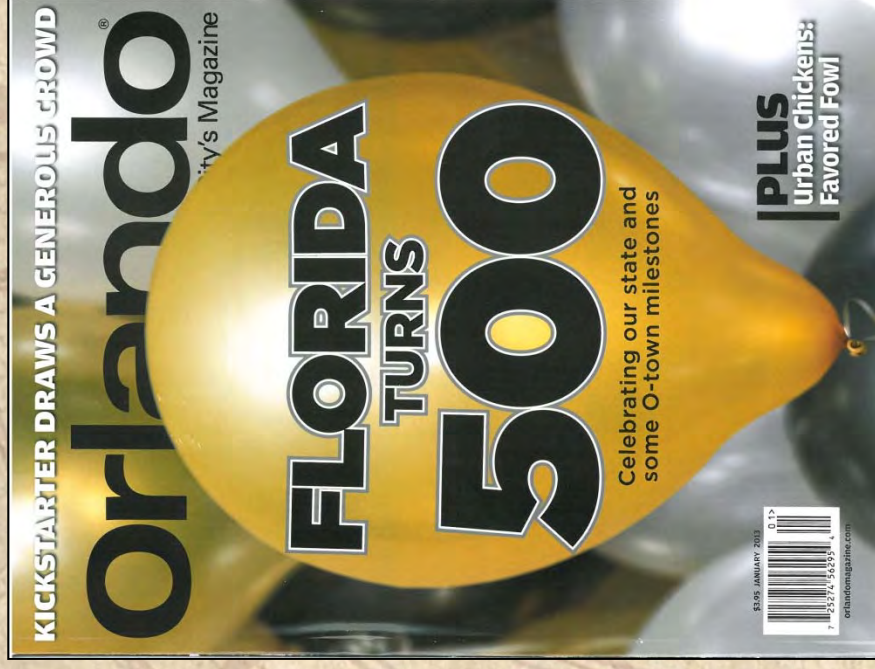
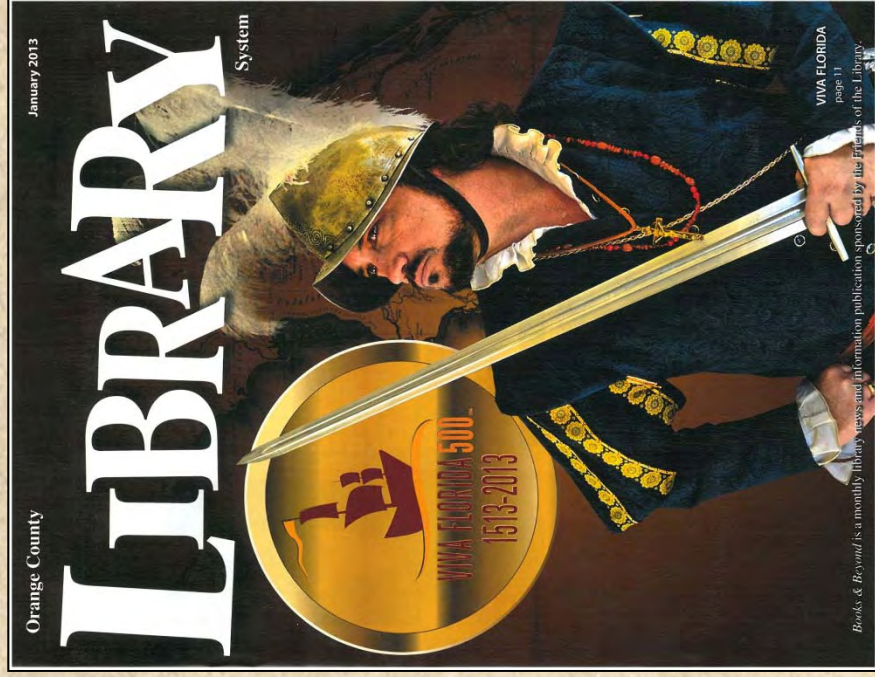


[VivaFlorida.org](http://VivaFlorida.org)



Florida Secretary of State  
Ken Detzner

# Central Florida Involvement



Florida Secretary of State  
Ken Detzner

VivaFlorida.org



# VivaFlorida.org

## What is Viva Florida 500?

In 2013, Florida reached a significant milestone, the 500th anniversary of Juan Ponce de León's arrival on Florida's east coast. What makes this anniversary so unique is that Ponce de León's convoy of explorers was the first group of Europeans to document such a landing and give a name to Florida—La Florida.

## FEATURED STORY

**New Florida Lottery "Treasure Hunt" Scratch-Off Game**  
To commemorate the 500th anniversary, the Lottery is launching a new \$3 Scratch-Off game, FLORIDA TREASURE HUNT, which will go on sale on January 6, 2013.

[READ MORE](#)

## FEATURED EVENT

**Picasso, Art & Arena Exhibition - Feb 1 - 11**  
An exhibition featuring dozens of Picasso originals, including many that have never been seen previously in the United States.

[READ MORE](#)

## VISIT FLORIDA®

**Plan Your Trip With VISITFLORIDA.com**  
Ponce de León didn't have a guide to Florida when he first visited the state. You do.

[SEE MORE](#)

## A MESSAGE FROM GOVERNOR RICK SCOTT

### Multimedia

### Twitter

1/21/13 12:46pm  
Come all 29 stops of the Lighthouse Circle tour. #VivaFlorida @VivaFlorida for an unforgettable experience! #Rebrandable

1/21/13 12:20pm  
Don't see your event listed? Make sure to head over and submit your event here: <http://t.co/10q9n403>

1/21/13 12:19pm  
Check out the Viva Florida 500 calendar on our website for all the events this year!  
<http://t.co/10q9n403>

[SEE MORE ON TWITTER](#)

### Facebook

1/21/13 12:46pm  
Come all 29 stops of the Lighthouse Circle tour. #VivaFlorida @VivaFlorida for an unforgettable experience! #Rebrandable

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<http://t.co/10q9n403>

[SEE MORE EVENTS](#)

## Strategic Partners

[SEE MORE](#)

### EVENTS

Submit an Event

### EXPLORE

Historical and Archaeological Sites  
Maritime Heritage  
Museums  
Gardens and Parks

### LEARN

Students Grades K-5  
Students Grades 6-20  
Lifelong Learners  
Educators

### MEDIA

Press Brief  
Fact Sheet  
Timeline History of Florida  
EDOS Fact Sheet  
Media Resources  
Request Logo

### PARTNERS

Who We're Getting Involved  
Request Logo  
Resources  
Meetings & Events

**NEXT EXIT HISTORY**

This website received financial assistance from VISIT FLORIDA.

**VISITFLORIDA**

Florida Department of State - R. A. Gray Building  
500 South Bronough Street Tallahassee, FL 32399-0250  
Phone: (850) 245-4500

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VivaFlorida.org

Florida Secretary of State  
Ken Detzner





**VIVA Florida**

1513-2013

500 years of visitors and they keep coming back. **Must be the sunshine.**

**VISITFLORIDA®**





# 500 years of visitors picking us.

Must be the sunshine.

In 1513, Ponce de Leon made his first visit to Florida. For 500 years since, visitors from around the world have been making history of their own, right here in our sunshine.

Enter for a chance to win your own Florida adventure every week at [www.win.VISITFLORIDA.com](http://www.win.VISITFLORIDA.com)

[VISITFLORIDA.COM](http://VISITFLORIDA.COM)

THE OFFICIAL SOURCE FOR TRAVEL PLANNING

# VISIT FLORIDA

Follow us on  

500 Years of  
**Exploring  
Florida**

+ Your Perfect  
Family Vacation



[VISITFLORIDA.COM](http://VISITFLORIDA.COM)

SPECIAL VISITFLORIDA. EDITION

# FLORIDA

TRAVEL+LIFE

# 500

YEARS IN THE SUNSHINE STATE

1513 - 2013

Celebrate Florida's **anniversary** and explore its hidden treasures, pristine beaches & more

UNTOUCHED NATURE  
WHERE TO  
FIND IT TODAY

MIAMI & THE KEYS  
THEN  
& NOW

12 THINGS  
THAT MAKE  
US SHINE

floridatravelife.com  
SPECIAL EDITION 2013 U.S. \$4.97  
DISPLAY UNTIL MAY 21, 2013



VISITFLORIDA.COM

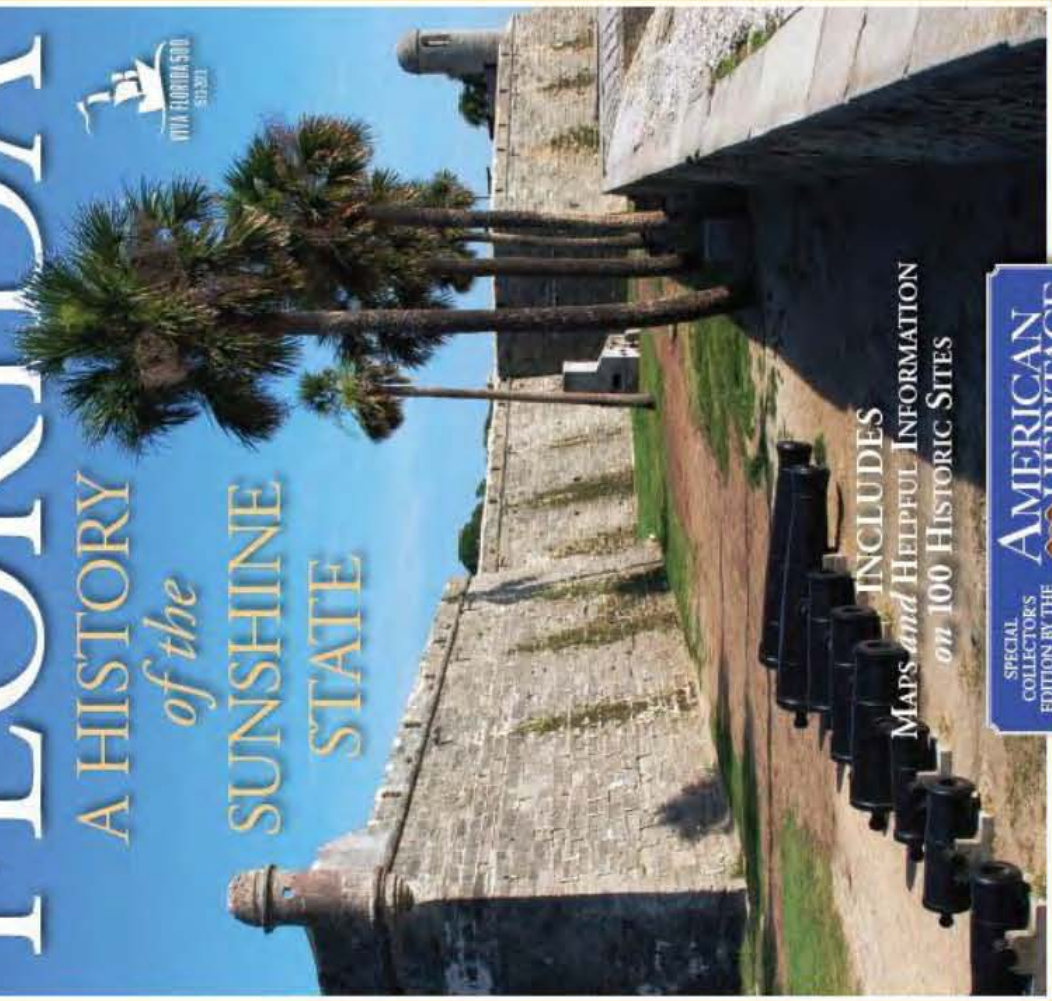
# DISCOVERING FLORIDA

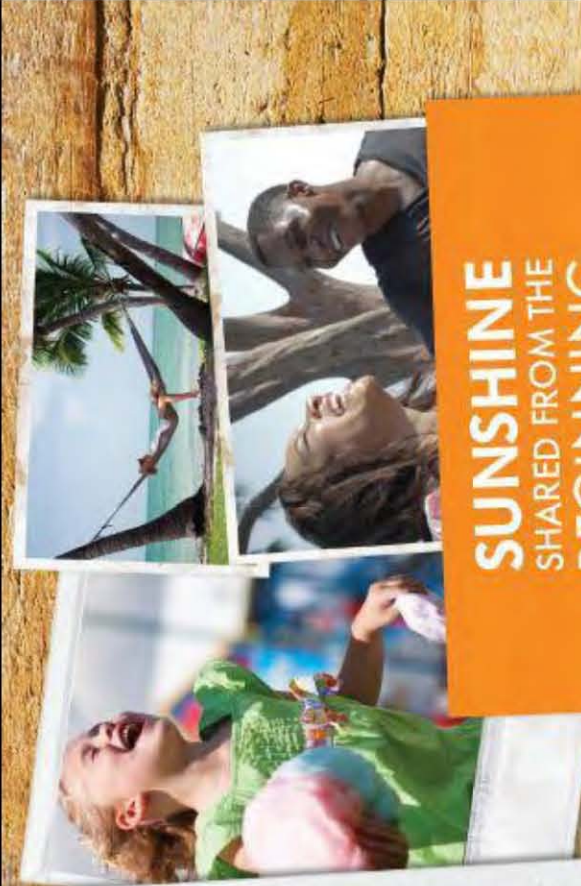
A HISTORY  
*of the*  
SUNSHINE  
STATE



INCLUDES  
MAPS *and* HELPFUL INFORMATION  
on 100 HISTORIC SITES

SPECIAL  
COLLECTOR'S  
EDITION BY THE  
PUBLISHERS OF  
**AMERICAN  
HERITAGE**





# SUNSHINE SHARED FROM THE BEGINNING

2013 marks 500 years since Ponce de León first shared a little sunshine. Now it's your turn.

Ponce de León was moved by Florida's surroundings—much like we are today. Our natural beauty has inspired for centuries and it's served as the backdrop for amazing memories shared by so many people.

Share Florida's beauty with your friends and family by inviting them to visit. You'll make new memories and help create Florida jobs.



Send an invitation today at [ShareALittleSunshine.org](http://ShareALittleSunshine.org) or share your Florida: [Facebook](https://www.facebook.com/ShareALittleSunshine) [Instagram](https://www.instagram.com/ShareALittleSunshine)



0408157136

**500 YEARS AGO** Juan Ponce de León was the first European visitor to set foot in Florida. Inspired, he spread word about its uncommon beauty.

Tourism is the heart of Florida's economy. In 2011, visitors spent more than \$67 billion—almost a quarter of the state's sales tax revenue. Every 85 visitors = 1 job.



# Viva Florida: commemorating our 500<sup>th</sup> anniversary

See what 500 years of sunshine has done for our history.

Search for events, articles, museums and more

CITIES

Go

NATIVE AMERICAN

SPANISH COLONIAL

FRENCH HERITAGE

BLACK HERITAGE

CIVIL WAR

WORLD WAR II

JEWISH HERITAGE

CUBAN HERITAGE



CASTILLO DE  
SAN MARCOS

TELL ME MORE



# Share Your Florida Story

We're commemorating 500 years of visitors, and want your photos, videos & stories to be a part of the Sunshine State's Timeline.

UPLOAD »



Photo Credit: Florida Memory Project

[VISITFLORIDA.COM](http://VISITFLORIDA.COM)

# FLORIDA'S 500 YEARS OF ADVENTURE SWEEPSTAKES

It's been 500 years since Ponce de Leon explored La Florida.  
Now it's time for you to make your own Florida history.  
Enter to win a new adventure every week.

[ENTER NOW](#)







# VIVA FLORIDA

VIVA Episode premieres Sunday, January 20



*Chef Emeril visits St. Augustine's famed restaurant "The Tasting Room"*



*Chef Emeril at Florida's oldest restaurant, The Columbia, in Ybor City*

PR

FY12-13 YTD

187M+  
impressions

The screenshot shows a Yahoo! Finance news article. At the top, there's a navigation bar with 'USA TODAY NEWS' and 'YAHOO! FINANCE'. The article title is 'VISIT FLORIDA Invites Visitors Past & Present To Share in the State's Quincentennial'. Below the title is a sub-headline: 'Year-long commemoration begins online with free vacations & public timeline'. The article text starts with 'TALLAHASSEE, Fla., Jan. 17, 2013 / PRNewswire/ -- Today, Florida commemorates the monumental moment in history when Juan Ponce de Leon's explorations led him to discover the...'. There are social media sharing buttons for Email, Recommend, Tweet, Share, and Print. A 'STOCK WATCH' banner is visible above the article title, listing 'MAPP, NOK, COH, RIMM Top Most Traded Stocks (See List)'. The article is categorized under 'BURMA'.

[Click here for the social media version of this release, with downloadable digital assets.]



# VIVA FLORIDA CONTENT

**12** Videos (5 in Spanish)

**6** Photo Slideshows

**38** articles (13 in Spanish)  
*Already published*

~

**7** articles

**15** videos

**2** half-hour shows to air on Infomas  
(Spanish language channel for Bright House)

**16** Photo Slideshows

**1** informational graphic (VIVA Timeline)

*Planned for current year*



# The Galleon

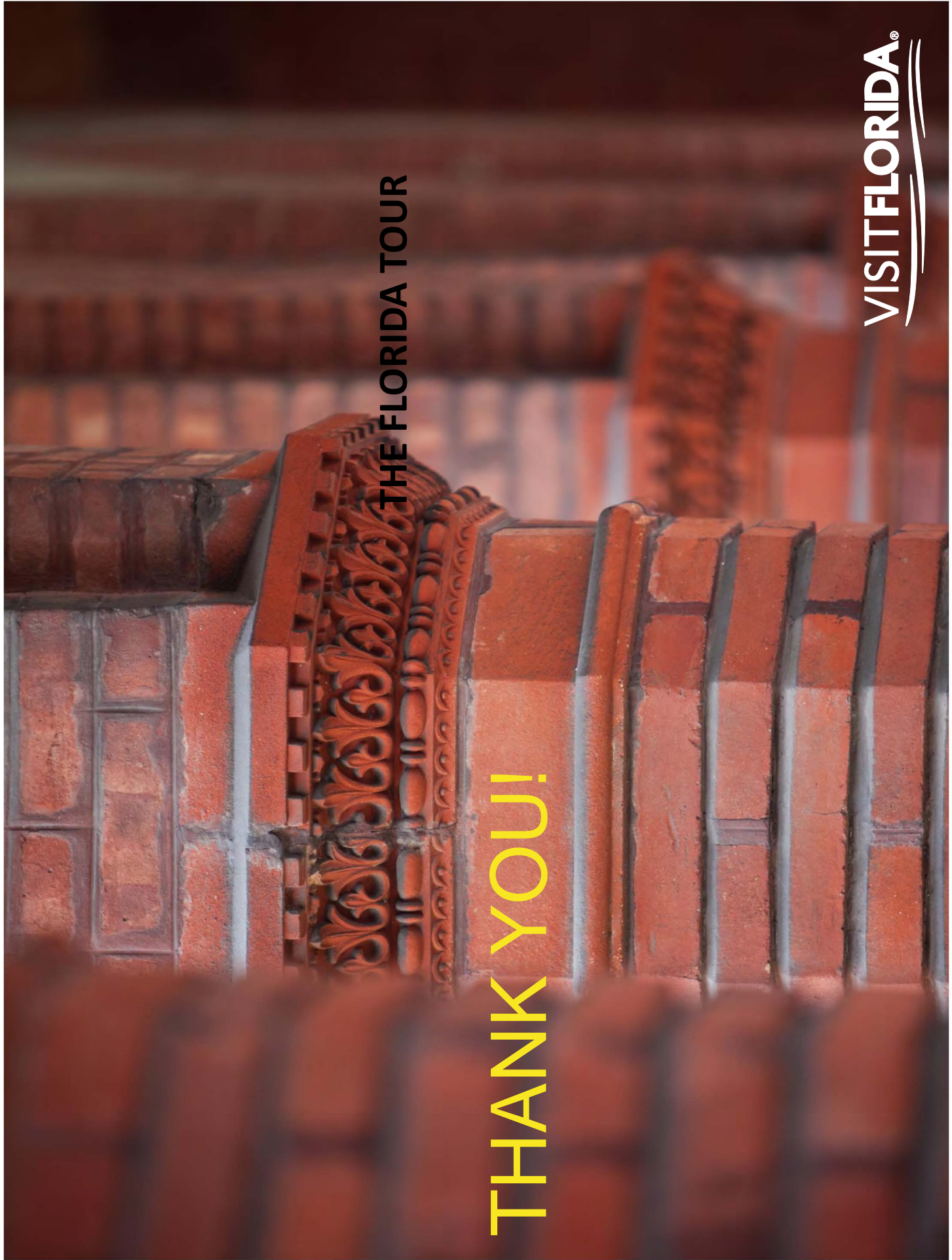
- Facts and Figures

- Types of events and activities on board  
Miami, Fort Lauderdale,  
Cape Canaveral, St. Augustine

## THE FLORIDA TOUR

- Galleon: 180ft / Pedro Menendez de Aviles / 250 pax
- Depart Spain January 2013
- Florida: May 2013
- Follow up media receptions in New York City





THE FLORIDA TOUR

THANK YOU!

VISITFLORIDA®



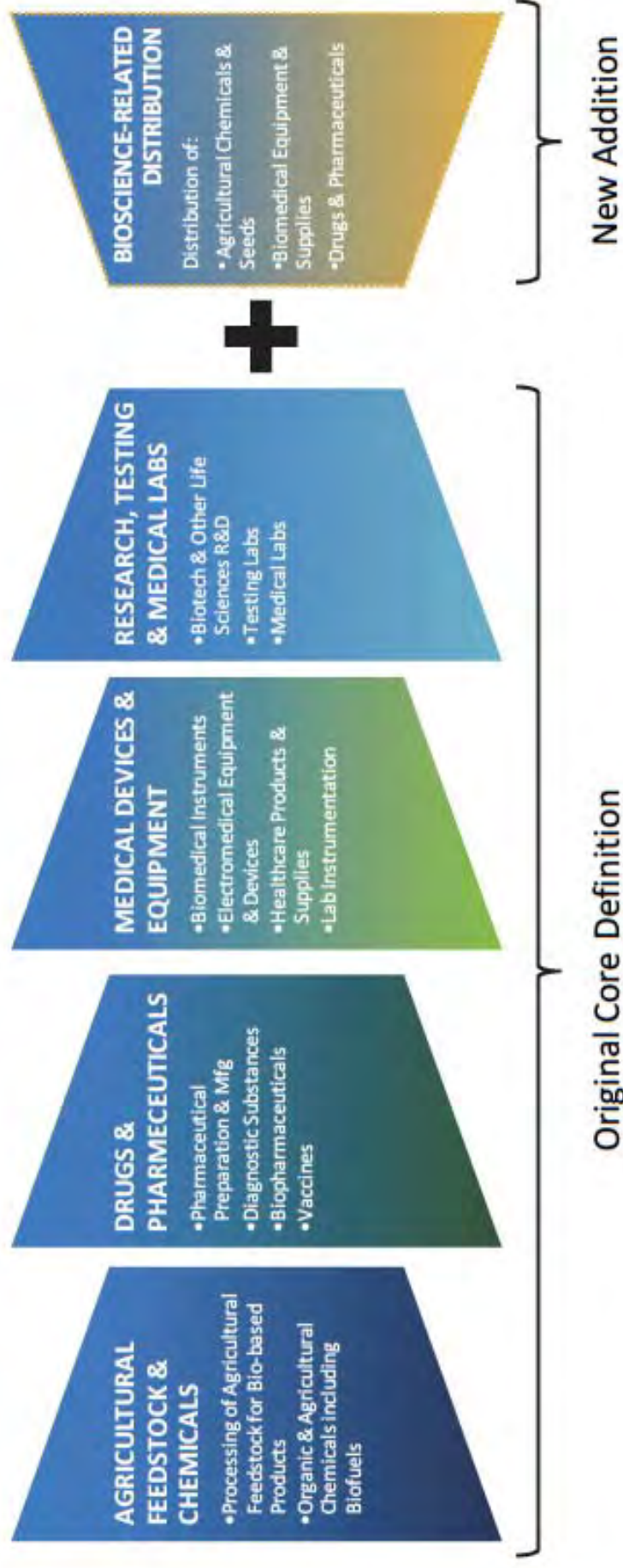


# **Florida's Bioscience Industry**

**February 5, 2013  
Economic Affairs Committee  
Tallahassee, Florida**

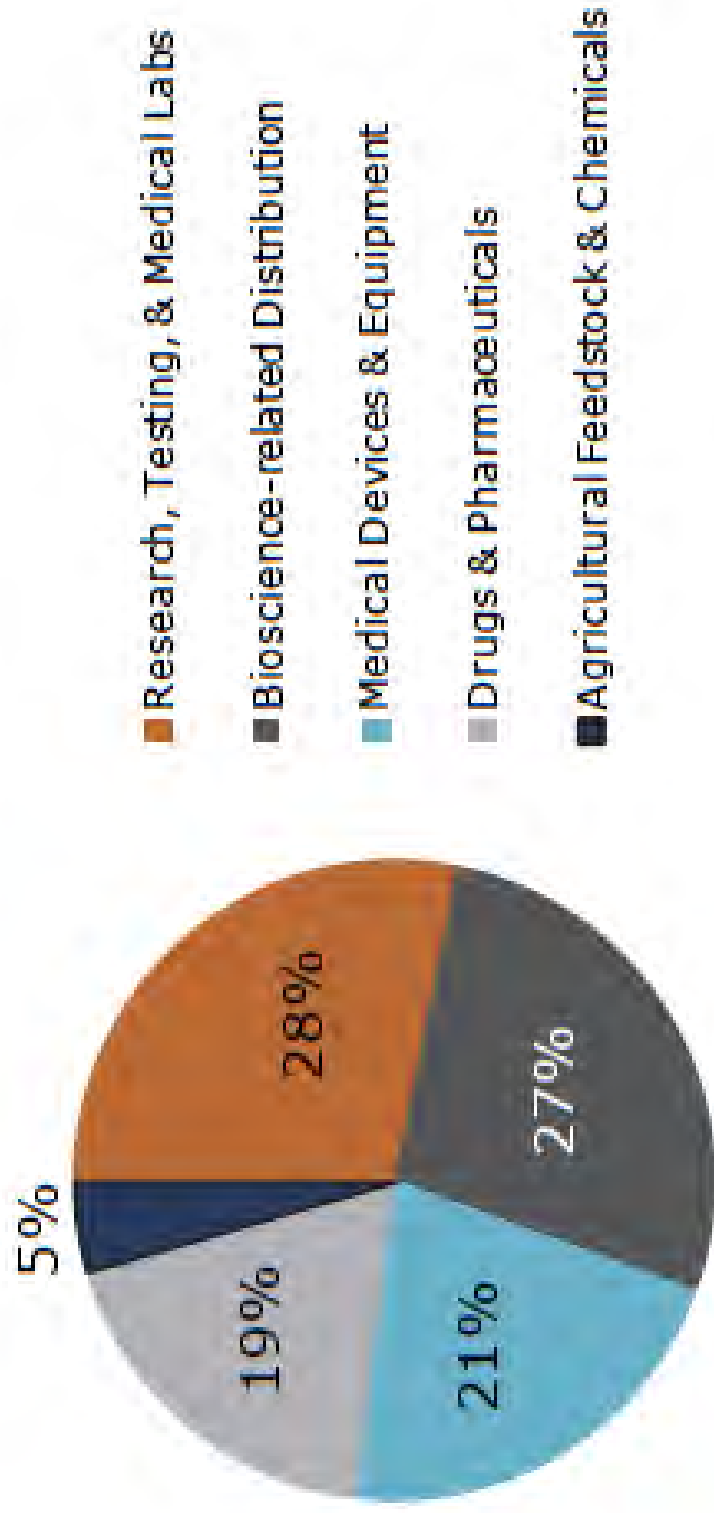
**Tom McLain, CEO Claro Scientific**

# Bioscience Industry



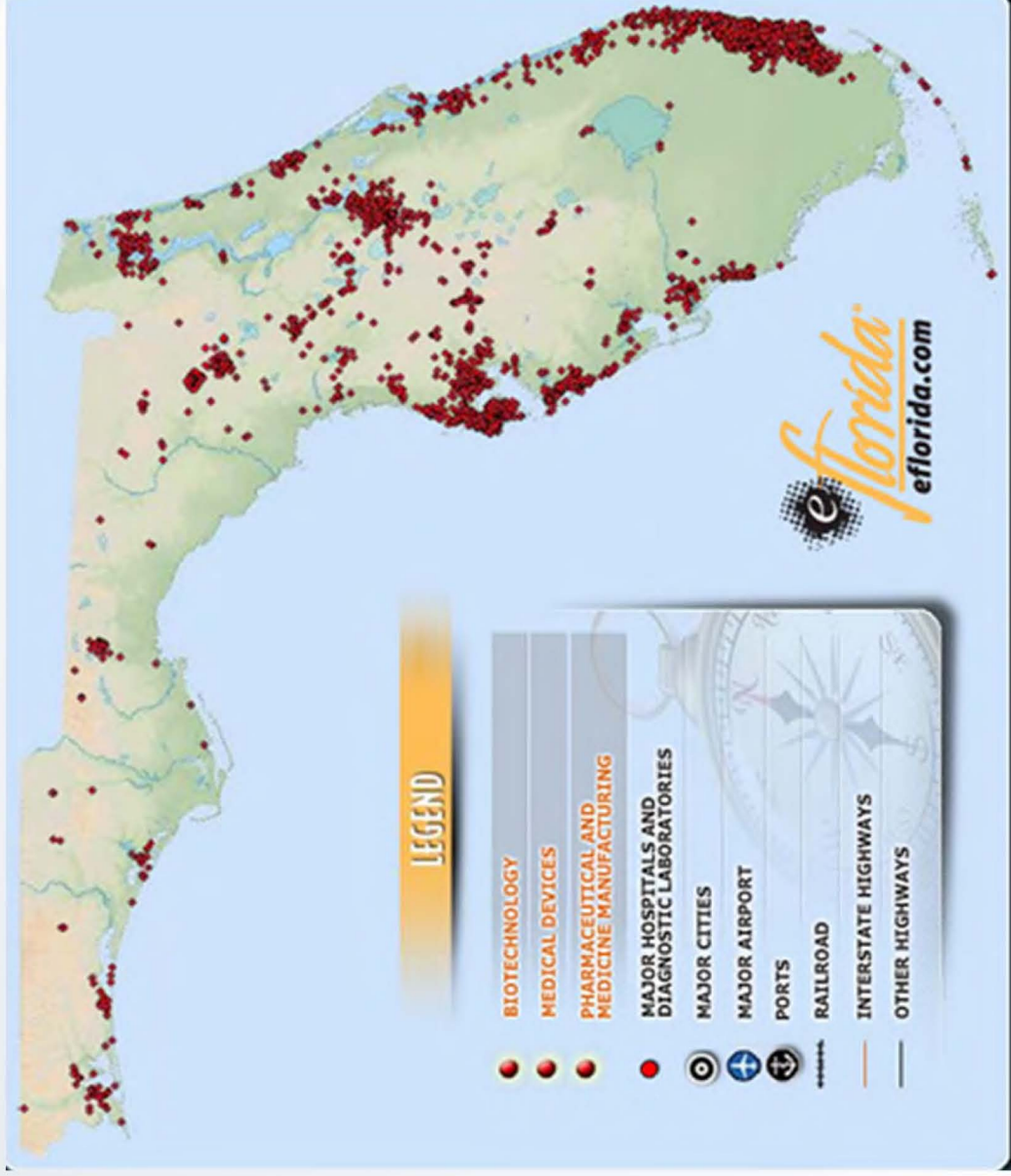
Source: Battelle/BIO State Bioscience Industry Development 2012

# Employment Composition 2010



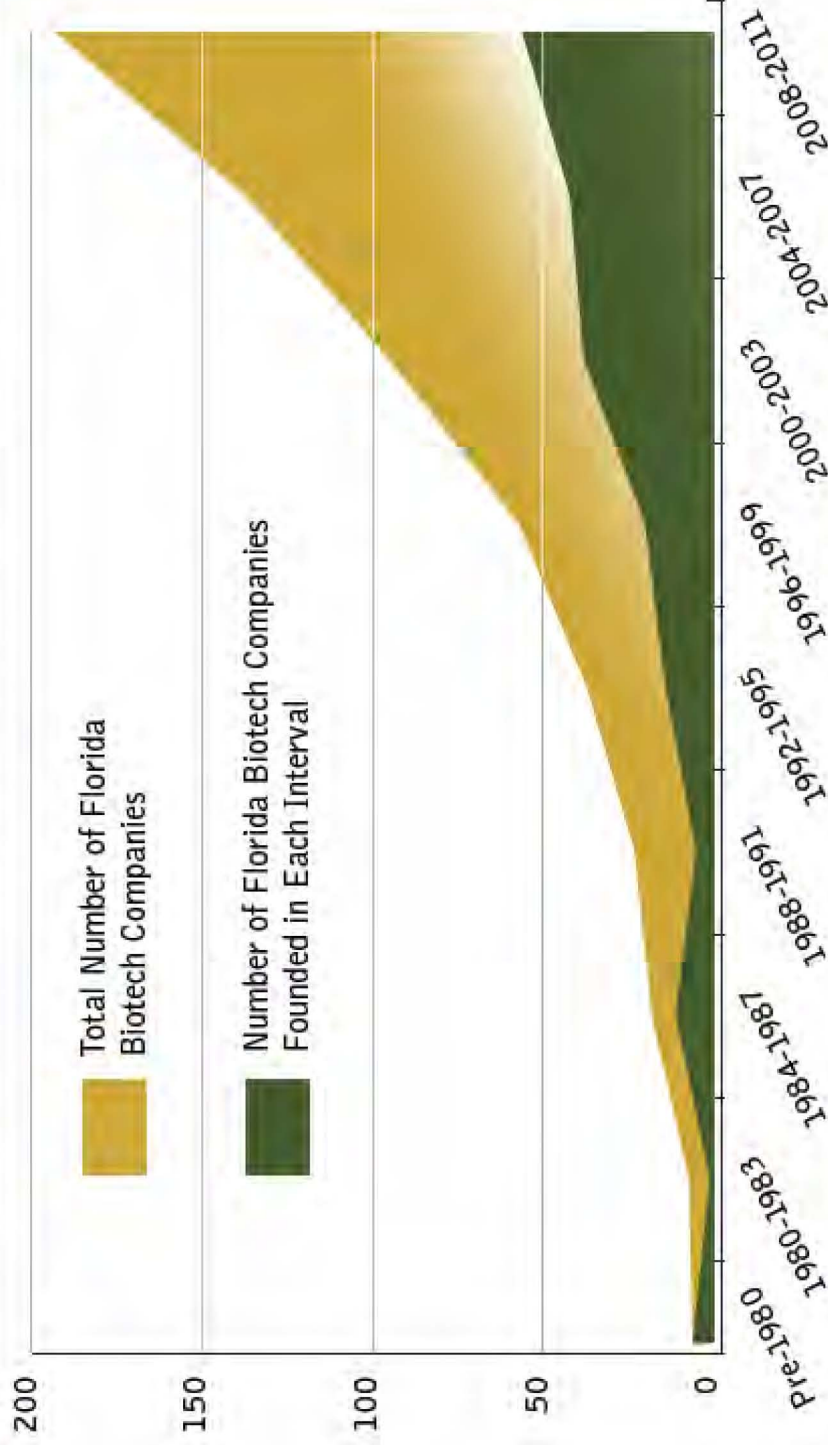
Source: Battelle/BIO State Bioscience Industry Development 2012

# Where is Florida's "Cluster"?



# Florida's Growth

Growth of Florida Biotechnology Companies by Founding Date





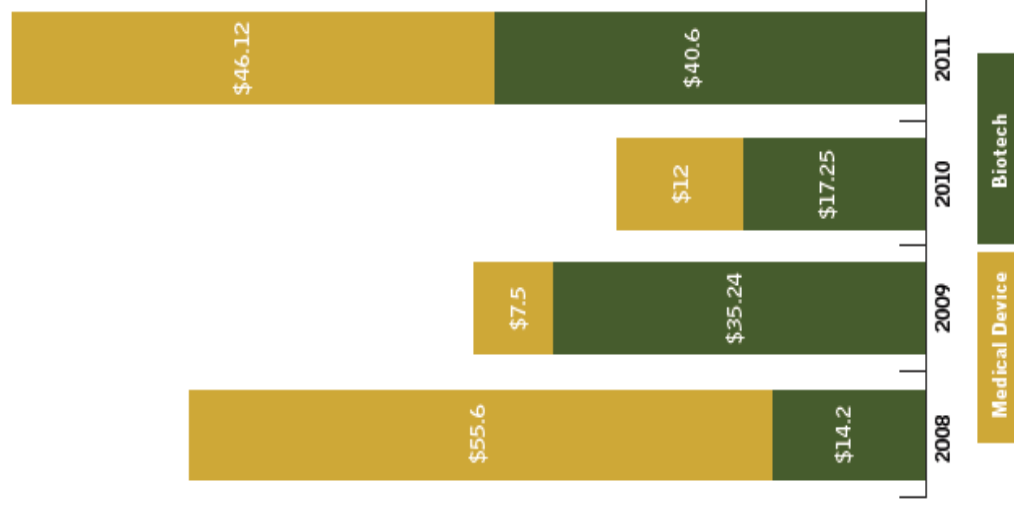
# Florida's Growth

Venture Capital still relatively small, but is trending in a positive direction well ahead of national trends.

Significant exits now leading to entrepreneurial environment in Florida and throughout the Southeast U.S.

NIH funding increasing but still small in comparison to size of industry

Florida Life Science  
Venture Funding (\$M)



# Florida's Growth

## *NIH, CDC, NSF and AHRQ Funding by State, 2011*

### Florida

Agency	Funding (in thousands)	State Rank
National Institutes of Health	\$492,556	13
Centers for Disease Control and Prevention	\$305,262	4
National Science Foundation	\$149,587	13
Agency for Healthcare Research and Quality	\$1,321	25
<b>Total</b>	<b>\$948,725</b>	<b>12</b>

Residents	State Rank
18,801,310	4

Population, June 1, 2011

Source: [ResearchAmerica.org](http://ResearchAmerica.org)



# Florida's Growth

---

## Company ranking among Top 10 Bioscience Employment States

#2 total number of bioscience companies (5,102)

#1 bioscience distribution companies (2,982)

#2 medical device companies (498)

#2 research, testing & medical laboratories (1,357)

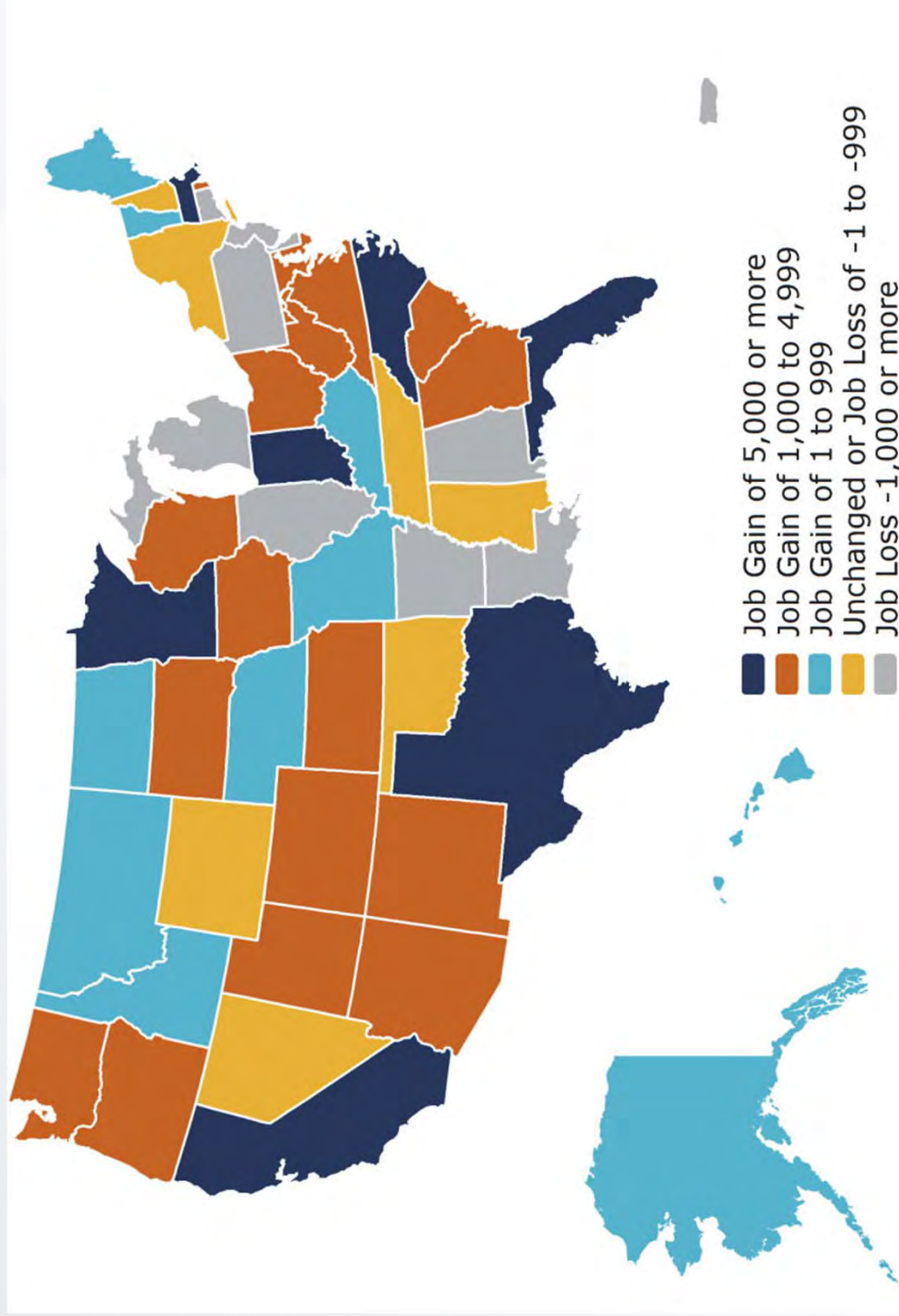
#3 agricultural feedstock & chemicals (110)

#4 drugs & pharmaceuticals companies (155)

## Companies are young – employment still catching up

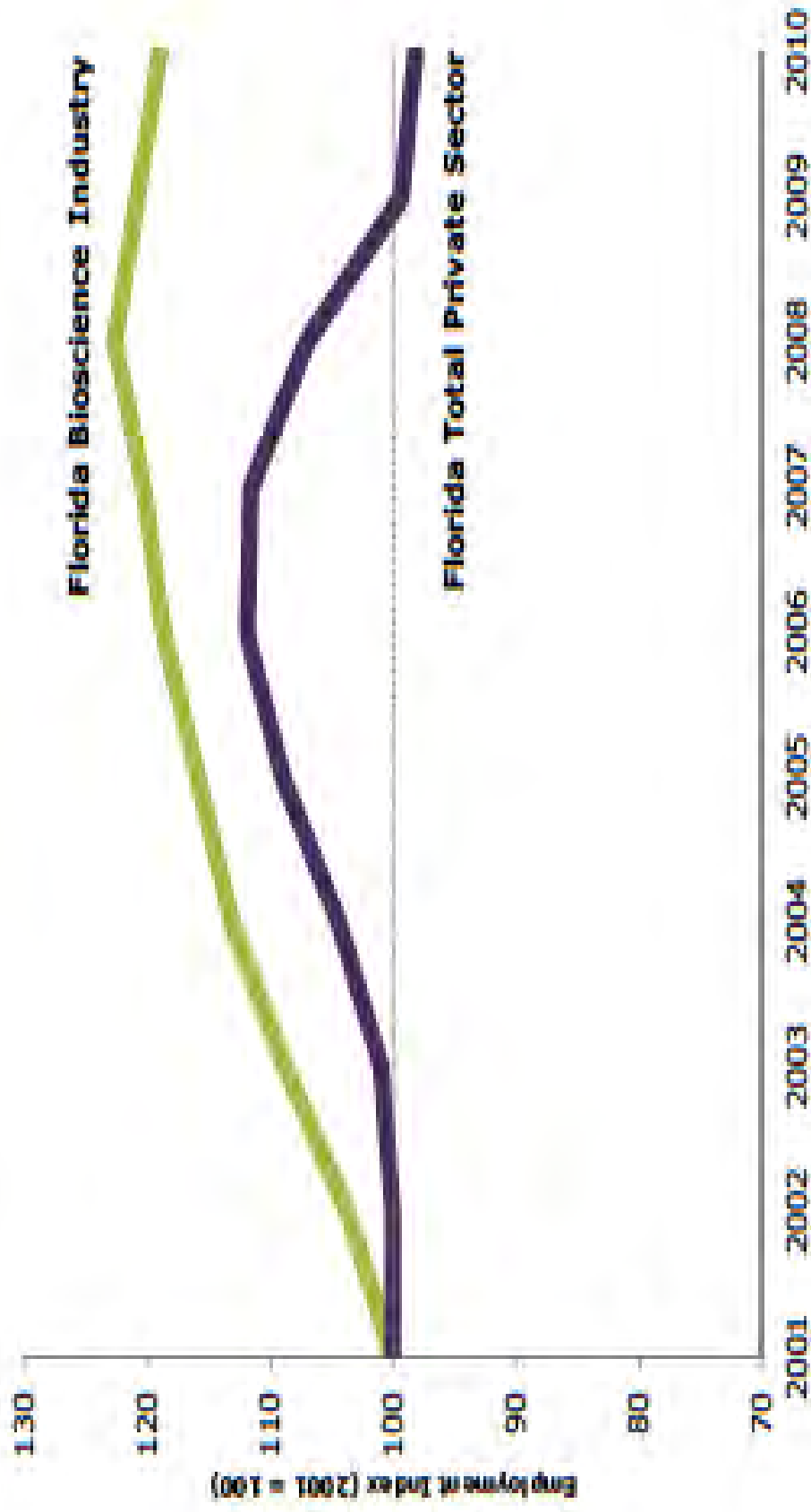
#6 total bioscience employment (78,062)

# Florida's Growth



Bioscience Employment Change by State, 2001–10 Source:  
Battelle/BIO State Bioscience Industry Development 2012

# Employment Trends 2001-2010



Bioscience Employment Index, 2001–10 Source:  
Battelle/BIO State Bioscience Industry Development 2012

# **Florida's Growth Rate**

---

**Growth Rate among Top 10 Bioscience Employment States  
2001-2010**

**#1** medical device companies

**#1** drugs & pharmaceuticals companies & employment

**Growth Rate among Top 10 Bioscience Employment States  
2007-2010 (Recession)**

**#1** medical device companies

**#1** drugs & pharmaceuticals companies



Source: Battelle/BIO State Bioscience Industry  
Development 2012

# BioFlorida Snapshot

---

- >260 member organizations and growing
- 7 active regional chapters & 4 regional offices
- Annual Conference September 13-15, 2013 in Tampa, FL
  - Expect 600+ attendees, 25% from outside Florida
- Produce 35+ member programs throughout the year
- State & federal advocacy to improve business climate
  - Coordinate member visits to bioscience employers
  - “Go-To” resource for industry data – building industry clearinghouse
- Connect members to capital, partners, services, career center