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# Economic Development & Tourism Subcommittee

## Orientation Packet

**Will Weatherford**  
Speaker

**Carlos Trujillo**  
Chair

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## **Economic Development & Tourism Subcommittee Members**

Chair: Carlos Trujillo, (R)

Vice Chair: Elizabeth Porter, (R)

Ben Albritton, (R)

Neil Combee, (R)

Dane Eagle, (R)

Matt Hudson, (R)

Travis Hutson, (R)

Jimmie Smith, (R)

Bruce Antone, (D)

Karen Castor Dentel, (D)

Betty Reed, (D)

Hazelle Rogers, (D)

Clovis Watson, Jr. (D)

## **Economic Development & Tourism Subcommittee Jurisdictional Overview**

The Economic Development and Tourism Subcommittee considers matters related to economic and community development, workforce development, unemployment compensation, tourism, affordable housing, growth management and emergency management. The subcommittee's oversight responsibilities cover the Department of Economic Opportunity, Enterprise Florida, Inc., (statewide economic development), Workforce Florida, Inc. (statewide workforce training and 24 Regional Workforce Boards), Visit Florida, Inc. (tourism), Space Florida (space and aerospace), the Florida Sports Foundation (pro and amateur sports), the Florida Housing Finance Corporation (affordable housing), and the Division of Emergency Management in the Executive Office of the Governor. The subcommittee also has oversight over the historical, cultural and library activities of the Department of State and the department's Division of Corporations for various corporate filings.

# Department of Economic Opportunity

Total Budget = \$930.0 million

FTE = 1,625.00

## **MISSION**

The mission of the Department of Economic Opportunity is to assist the Governor in working with legislative leaders, state agencies, business leaders, and economic development professionals to formulate and implement clear and consistent policies and strategies to promote economic opportunities for all Floridians.

## **PURPOSE**

The Department of Economic Opportunity is charged with the creation, expansion, and retention of businesses in the state, the recruitment of business from around the world, and the facilitation of other job-creating efforts. The Department is also charged with promoting viable, sustainable communities by providing technical assistance and guidance on growth and development issues, administration of housing and community development programs, managing workforce and unemployment/reemployment efforts, and economic development assistance to local communities.

## **PROGRAM DESCRIPTION**

The Department of Economic Opportunity is structured into four separate divisions. The Department also has direct contract links and oversight over the state's public/private partnerships.

### **Division of Strategic Business Development**

This Division provides a single point of entry for businesses interested in relocating to or expanding in Florida. The Division works in concert with the public/private partners Enterprise Florida, Inc., the state's principal economic development entity, and Space Florida, a special district of the state charged with the promotion of the space and aerospace industries.

- The Division supports business owners in making informed, critical economic decisions and offers Florida's new and expanding businesses a comprehensive package of financial incentives and technical assistance to support job creation and retention.
- The Division is also responsible for developing a 5-year statewide strategic plan that shall include strategies for the promotion of business formation, expansion, recruitment, and retention through aggressive marketing, international development and export assistance.

This plan focuses increasing higher-wage jobs for all geographic regions; with specific focus on disadvantaged communities, including rural areas, minority business and urban core areas.

### **Division of Community Development**

The Division of Community Development is composed of two former divisions of the Department of Community Affairs - the Division of Housing and Community Development and the Division of Community Planning. The Division manages the state's land planning and community development responsibilities, ensuring that new growth fosters economic development while protecting resources of state significance and providing low-income Floridians with the skills and programs they need to better themselves and their communities. The Division is also responsible for the implementation of a number of grant programs designed to strengthen communities through redevelopment and increased economic capacity.

On the community planning side of this Division, primary responsibilities include working with and providing technical assistance to local governments, state agencies, and the private sector to ensure high quality growth and sustainable patterns of development across the state relating to:

- Local Government Comprehensive Plan Review
- Areas of Critical State Concern
- Developments of Regional Impact
- Hazard Mitigation Planning
- Post-disaster Redevelopment Planning
- Homeowners Association Covenant Revitalization

The housing and community development side of the Division provides grants to local governments for infrastructure, revitalization, disaster recovery, housing rehabilitation and economic development, as well as assisting citizens in meeting critical housing and utilities needs through the following programs:

- Community Development Block Grants
- Community Services Block Grants
- Low-Income Home Energy Assistance
- Weatherization Assistance
- Special District Information Program

## **Division of Workforce Services**

The Division of Workforce Services is composed of two former divisions of the Agency for Workforce Innovation—the Division of Workforce Services and the Division of Unemployment Compensation. This Division serves a vital role in the "Employ Florida Network," working with Workforce Florida and Florida's 24 Regional Workforce Boards to focus on strengthening the state's business climate by helping Floridians gain employment, remain employed, and advance in their careers by improving their skills.

By working with the U. S. Department of Labor, the Division implements the state's responsibilities under the federal unemployment insurance program, disburses federal workforce funds, and provides guidance to Regional Workforce Boards. Specifically, the Division:

- Provides temporary wage replacement benefits to qualified individuals who are out of work through no fault of their own;
- Processes Disaster Unemployment Assistance following a disaster declared by the President;
- Conducts hearings and issues decisions to resolve disputes related to unemployment compensation eligibility and the payment and collection of unemployment compensation taxes;
- Oversees the Department of Revenue's assessment, payment, and collection of employer taxes that fund unemployment compensation benefits;
- Provides program support to the 24 Regional Workforce Boards that operate the state's nearly 100 One-Stop Career Centers;
- Provides grant opportunities to promote local and state partnerships;
- Administers the Work Opportunity Tax Credit;
- Administers Alien Labor Certification;
- Administers Health Coverage Tax Credits;
- Produces, analyzes, and distributes labor market statistics through employer surveys, economic modeling, and administrative records;
- Serves as the Census Data Center for Florida; and
- Manages the contract with Workforce Florida to ensure performance requirements and deliverables for the administration and coordination of workforce services are met.

## **Division of Finance and Administration**

The Division of Finance and Administration will provide and promote integrated management, productivity, and accountability to help the Department achieve its mission, goals and objectives. This Division is composed of the similar divisions within the Agency for Workforce Innovation and the positions from the Department of Community Affairs necessary to ensure that all programs will be adequately served.

## **AGENCY PARTNERS**

Enterprise Florida, Inc., through the Secretary of Commerce, is the central point of contact for the state's economic development initiatives. In 2011, the Florida Sports Foundation, the Black Business Investment Board, Space Florida, and VISIT FLORIDA were merged or strategically aligned under the managing control of Enterprise Florida, Inc. These entities were previously separate public/private partners of the state and each was managed by a separate board of directors.

### **Enterprise Florida, Inc.**

Enterprise Florida, Inc., is responsible for coordinating economic development for the State of Florida. The corporation is a public/private partnership and its mission is to diversify the state's economy and create better-paying jobs for its citizens by supporting, attracting, and helping to create and sustain Florida businesses.

### **Secretary of Commerce**

The President of Enterprise Florida, Inc. is designated as Florida's Secretary of Commerce. It is the responsibility of the Secretary of Commerce to seek new trade opportunities for the state and lead the job creation and economic development mission in Florida. The Secretary also promotes sustainable development and improved standards of living for Floridians by working in partnership with businesses, universities, and community leaders.

### **Florida Sports Foundation**

The Florida Sports Foundation promotes Florida's sports industry for both amateur and professional sporting competitions, including large sporting events such as the Super Bowl and amateur events like the Sunshine State games. The Florida Sports Foundation is an incorporated division of EFI.

### **Black Business Investment Board**

The Florida Black Business Investment Board provides assistance to encourage the growth of black-owned businesses in Florida. Through a network of regional Black Business Investment Corporations (BBICs), the BBICs provide technical assistance, loan guarantees, and direct lending products to Florida's black-owned businesses in all 67 counties. Black Business Investment Board is an incorporated division of EFI.

### **VISIT FLORIDA**

VISIT FLORIDA is a wholly owned direct support organization with a contractual relationship with the EFI's board of directors. VISIT FLORIDA promotes our numerous and diverse tourist destinations through collaborative marketing efforts and earned media in order to maintain the State's reputation as the premier tourist destination. VISIT FLORIDA creates and implements advertising, sales, promotional, and public relations activities to increase vacation, business,



conference, and incentive travel to Florida. The entity also assists in the development of nature-based, historical, and cultural tourism.

### **Space Florida**

Space Florida implements strategies to bring space and aerospace industry economic activity and research to the State through recruitment, business development, financing assistance and launch coordination. In addition, Space Florida promotes space and aerospace business development by facilitating space related research and development, workforce development, and innovative education programs. Space Florida is also the single point of contact for state aerospace-related activities with federal agencies, the military, state agencies, businesses, and the private sector. In order to preserve its status as a special district, Space Florida remains a separate entity. However, members of EFI's board serve as Space Florida's board of directors.

### **Workforce Florida, Inc.**

Workforce Florida is the statewide business-led workforce policy board. Charged with overseeing the policy governing the state's workforce system, Workforce Florida develops strategies to help Floridians enter and advance in the workforce, thus supporting economic development priorities and strengthening the state's business climate.

Workforce Florida, at the state level, and Regional Workforce Boards at the local level, are where business and the public sector collaborate to influence workforce policy and investment, while bolstering employment, training, and economic development.

### **Florida Housing Finance Corporation**

The Florida Housing Finance Corporation is the state's housing finance agency and administers federal and state resources to finance the development of affordable homeowner and rental housing and to assist homebuyers. The entity's purpose is to access federal housing initiatives, stabilize the flow of funds for affordable housing, promote affordable housing, and boost Florida's construction industry.

## **RECENT HIGH PROFILE LEGISLATIVE ACTION**

### **2012 Session**

#### **CS/HB 7023, Regional Workforce Boards**

- Provided that unless a waiver is granted by Workforce Florida, Inc., certain funds required to be allocated by a board to Individual Training Accounts must also be expended on such accounts;
- Prohibited the regional workforce boards from utilizing state or federal funds for food, beverages, and entertainment, reasonable travel expenses and per diem excepted;

- Limited, unless approved by the Governor, the total membership of each local regional workforce board to the minimum membership required under Federal law;
- Provided that a member of the board and the executive director may be removed by the Governor for cause;
- Required each member and the executive director file a disclosure of financial interest;
- Required that if a public education training provider is on the board, a representative of a private nonprofit and for-profit provider must also be appointed;
- Provided clarification on the choice of training providers that should be offered by a board;
- Provided new requirements for training providers and related party contracts;
- Prohibited the use of multiple payments to avoid contracting thresholds;
- Required the regional workforce board to submit an annual budget, which is approved by the local elected official, to Workforce Florida, Inc. within two weeks;
- Required Workforce Florida, Inc., to evaluate the development of a single, statewide workforce-system brand for Florida and submit a report; and
- Provides that state workforce services participants in an adult or youth work experience activity are considered employees of the state for the purpose of workers' compensation coverage.

#### **CS/HB 7027, Unemployment Compensation**

- Rebranded the state Unemployment Compensation system as the "Reemployment Assistance Program";
- Required the Department of Economic Opportunity to establish a numeric proficiency score on the initial skills review and provided a claimant with the option to undergo workforce skills training if he or she scores below this standard;
- Reduced the taxable wage base for employer UC taxes by \$500 from \$8,500 to \$8,000 for tax years 2012 through 2014;
- Extended the positive adjustment factor recoupment period from three years to five years through 2017;
- Reduced the number of weekly employer contacts from five to three for individuals that reside in a small county; and
- Established a work group to review the program and provide recommendations to the Legislature.

#### **2011 Session**

#### **CS/CS/HB 7005, Unemployment Compensation**

- Reduced the number of available state benefit weeks from 26 to 23;
- Tied the maximum number of available state benefit weeks to the unemployment rate on a sliding scale (For example, if the unemployment rate is 5 percent or lower, the number of available weeks is 12, and if the unemployment rate is 10.5 percent or higher, the number of available weeks is 23);

- Required a claimant to complete an initial skills review through an online education or training program once he or she is found eligible for state benefits;
- Required a claimant to actively seek work through at least 5 work search activities a week or report in person to a One-Stop Career Center on a weekly basis; and
- Revised the legal standard for determining employee misconduct and specifies certain forms of misconduct such as chronic absenteeism or violation of an employer's rules.

### **SB 2156, Governmental Reorganization**

- Reorganized the state economic development effort by consolidated several agencies and transferred many functions of existing agencies to the newly created Department of Economic Opportunity; and
- Merged or strategically aligned the five economic development public/private partnerships under the managing control of the Enterprise Florida board of directors.

## **EMERGING ISSUES**

### **Reemployment Assistance**

The Reemployment Assistance Workgroup was convened on July 12, 2012, to review the tax structure and the long-term solvency of the state's reemployment assistance program. Final recommendations are due to the Legislature by December 31, 2012. Preliminary recommendations from the workgroup may include the following:

- Continue to forward-fund the system;
- Maintain current system structure;
- Maintain the wage base at \$8,000 or let it rise to \$8,500, as provided under current law;
- Keep the maximum rate at 5.4% under current law or increase it to 8.0%; and
- Keep the initial rate at 2.7%, as provided under current law.

### **Florida Housing Finance Corporation**

During the 2012 Legislative Session, the Legislature (Chapter 2012-127, Laws of Florida) directed the Auditor General and the Office of Program Policy Analysis and Government Accountability (OPPAGA) to conduct a joint audit and review of the programs and operations of the Florida Housing Finance Corporation. A written report on the audit and review must be submitted to the President of the Senate and the Speaker of the House of Representatives no later than December 1, 2012.

## **AGENCY CONTACT**

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# Division of Emergency Management

(Executive Office of the Governor)

Total Budget = \$226.4 million

FTE: 153

## **MISSION**

Working together to ensure that Florida is prepared to respond to emergencies, recovers from them, and mitigate against their impacts.

## **PURPOSE**

The Division of Emergency Management (division) plans for and responds to natural and man-made disasters, which range from floods and hurricanes to incidents involving hazardous materials or nuclear power. The division also prepares and implements a statewide Comprehensive Emergency Management Plan, and routinely conducts extensive exercises to test state and county emergency response capabilities.

The division is the state's liaison with federal and local agencies on all kinds of emergencies. The division also provides technical assistance to local governments with emergency plans and procedures, conducts emergency operations training for state and local government agencies, and operates mitigation programs.

After a disaster, the division conducts damage assessment surveys and advises the Governor on whether to declare an emergency and seek federal relief funds. The division maintains a primary Emergency Operations Center (EOC) in Tallahassee, which serves as the communications and command center for reporting emergencies and coordinating state response activities. The division also operates the State Warning Point, an emergency communications center staffed 24 hours every day that maintains statewide communications with county emergency officials.

## **PROGRAM DESCRIPTION**

The division's major programs are divided into sections that mirror the four phases of emergency management. These sections are as follows:

- Preparedness;
- Response;
- Recovery; and
- Mitigation.

### **Preparedness**

This section administers a statewide emergency management all-hazards preparedness program that includes the following responsibilities:

- Natural Hazards;
- Technological Hazards; and
- Training and Exercise Units.

### **Response**

This section coordinates response and emergency planning at the state level and includes the following responsibilities:

- Operations;
- Logistics;
- Infrastructure; and
- Domestic Security.

### **Recovery**

This section works to provide disaster assistance to individuals and families through state and federal disaster assistance programs. When the President signs a disaster declaration that includes individual assistance programs, it is important to inform affected individuals and businesses through press releases and community response team efforts that programs are available to assist them in recovery efforts. These programs not only help to rebuild lives and communities that have been impacted by a major disaster, but also begin the recovery process.

### **Mitigation**

Mitigation refers to activities that reduce or eliminate the chance of the occurrence or effects of a disaster. The goal of mitigation is to lessen the impact of future disasters by minimizing long-term risk to human life and property. To this end, the division administers several federal and state programs designed to reduce or eliminate the impact of hazards that exist within a community and that are a threat to life and property.

The tools and techniques used to implement mitigation include the following:

- Land Use Planning;
- Building Codes and Enforcement;
- Fire Regulations;
- Dam Inspection Ordinances; and
- Public Education.

## **RECENT HIGH PROFILE LEGISLATION**

During the 2011 Legislative Session, SB 2156 (Chapter 2011-142, Laws of Florida), consolidated several agencies and transferred many functions of existing agencies to the newly created Department of Economic Opportunity in an effort to reorganize state economic development. The Department of Community Affairs was included in this agency reorganization. However, the Division of Emergency Management was transferred from the Department of Community Affairs to the Executive Office of the Governor.

## **EMERGING ISSUES**

None at this time

**AGENCY CONTACT**

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# Department of State

Total Budget: \$95.2 million

Total FTE: 407

## **MISSION**

Serves artists, archivists, preservationists, librarians, corporate officers, voters and many more. The Secretary of State serves as Florida's Chief Cultural Officer and Chief Elections Officer, and is custodian of the official state seal. All Florida residents are touched in some way by the programs, services, and activities of the Department of State.

## **PURPOSE**

The Department of State (Department) was created pursuant to Section 20.10, Florida Statutes. The DOS is headed by the Secretary of State who is appointed by the Governor and confirmed by the Senate. The Secretary of State performs the functions conferred by the State Constitution upon the custodian of state records.

The Department collects Florida's important public records and preserves Florida's historical and cultural heritage for the benefit of future generations. It is responsible for corporate filings; grant programs, such as cultural, historical and library grants; assistance to public libraries statewide; and support for cultural events and historical sites. The Department also is responsible for the oversight of fair and accurate elections, a function that does not come under the jurisdiction of this committee.

## **PROGRAM DESCRIPTION**

### **Historical Resources**

The Division of the Historical Resources promotes historical, archaeological and folk culture resources in Florida. The Director of the Division of Historical Resources serves as Florida's State Historic Preservation Officer, providing a liaison with the National Park Service's historic preservation program.

The division functions to preserve historic sites and properties that reflect the diversity of Florida's past; help to identify, preserve and interpret the tangible remains of Florida's cultures; manage the Museum of Florida History, which is responsible for creating exhibits, maintaining collections, and educational research and programs; provide publications and resources, which educate and assist the community with artistic, historic and cultural programs; and provide grant services, which provide funds to assist in the continued enjoyment of Florida's historic sites and museums.

Florida Main Street is a technical assistance program with an emphasis on preservation and is a strategy used for achieving goals in Florida's historic retail districts. The Florida Main Street Program supports local activity that builds economic vitality, quality of life, and community pride centered in a city's traditional commercial core. Designated Florida Main Street cities receive up to three years of specialized technical assistance from the Bureau of Historic Preservation, which offers manager training, consultant team visits, design and other historic preservation assistance, and networking opportunities with other cities in the Florida Main Street network. Florida Main Street cities are selected through an annual competitive application process. Since 2007, the Florida Main Street Program has generated 21,530 jobs, over 729,000 total volunteer hours, and over \$2.2 billion in total value of private and public revitalization projects.

### **Library and Information Services**

The Division of Library and Information Services is the designated information resource provider for the Florida Legislature and all state agencies. It also coordinates and helps to fund activities of public libraries, provides a framework for statewide library initiatives provides archival and records management services, and preserves, collects and makes available the published and unpublished documentary history of the state.

Working in partnership with citizens, state employees, librarians, archivists and records managers, the Division seeks to assure access to materials and information that enables local libraries and agencies to provide effective information services to benefit of the people of Florida.

The Division coordinates the activities of the State Library Council. The Council advises and assists the Division on its programs and activities.

### **Cultural Affairs**

The Division of Cultural Affairs is Florida's legislatively-designated state arts agency. The Division promotes arts and culture as essential to the quality of life for all Floridians. The Division operates under a belief that arts and culture: significantly contribute to the economic vitality of communities, enrich the lives of participants, and educate people of all ages.

The role of the division is to connect cultural funding opportunities and services to Florida's citizens and visitors. Division activities include: grant programs for arts and culture projects, including history and science; partnerships with local arts agencies and state service organizations; communication through e-mail updates, website, e-newsletters, web news postings, workshops and webinars; resources, training and professional development for artists, arts administrators, boards and grant writers; guidance and consultation to constituents; public policy analysis and input; the Florida Artist Hall of Fame award program; Capitol Complex Exhibition spaces for Florida visual artists; the Florida's Art in State Buildings, a nationally known public art program; and research, surveys and reports that advance the public value of arts and culture.



The Bureau of Historical Museums is housed in the division. This bureau promotes the knowledge of Florida's history through exhibits, educational programs, research and collections.

### **Corporate Filings**

The Division of Corporations serves as the state's central location for a number of 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, notary commissions, and cable and video service franchises. The Division of Corporations is by statute a ministerial entity. The Division maintains in excess of eight million records and annually performs approximately five million activities, including filing more than two million commercial documents, and providing over a half million certification, authentication and copy services. The Division renders two broad functional services:

- Formalizes the legal standing of a business or activity by accepting and indexing the filing or registration; and
- Supplies information and certification regarding filings and activities of record.

### **Elections**

Elections programs of the Department of State are under the jurisdiction of the Ethics & Elections Subcommittee.

## **RECENT HIGH PROFILE LEGISLATION**

None

## **EMERGING ISSUES**

None at this time

## **AGENCY CONTACT**

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