

Economic Development & Tourism Subcommittee

Wednesday, January 23, 2013
3:00 PM – 5:00 PM
12 HOB

Meeting Packet

Will Weatherford
Speaker

Carlos Trujillo
Chair



The Florida House of Representatives

Economic Development and Tourism Subcommittee

Will Weatherford
Speaker

Carlos Trujillo
Chair

Meeting Agenda
Wednesday, January 23, 2013
Room 12, House Office Building
3:00 p.m. – 5:00 p.m.

- I. Call to Order**

- II. Roll Call**

- III. Welcome and Opening Remarks**

- IV. Presentations**
 - a. Pat Juneau**
 - b. Enterprise Florida, Inc.**
 - c. Department of Economic Opportunity**
 - d. VISIT Florida**

- V. Adjournment**



**DEEPWATER HORIZON
CLAIMS CENTER**
ECONOMIC & PROPERTY DAMAGE CLAIMS



Deepwater Horizon Claims Update

Total Submitted Claims – **106,103**

Eligibility Notices – **\$1,731,342,248**

Payments – **\$1,256,500,761**

As of 1-18-13





**DEEPWATER HORIZON
CLAIMS CENTER**
ECONOMIC & PROPERTY DAMAGE CLAIMS



State of Florida Claims

Total Submitted Claims – **34,185**

Eligibility Notices – **\$332,668,159**

Payments – **\$245,895,323**

As of 1-18-13





**DEEPWATER HORIZON
CLAIMS CENTER**
ECONOMIC & PROPERTY DAMAGE CLAIMS



Total Payments

Deepwater Horizon Claims Administration –	\$1,256,500,761
Gulf Coast Claims Facility –	\$405,046,946
Total Payments –	\$1,661,547,707

As of 1-18-13

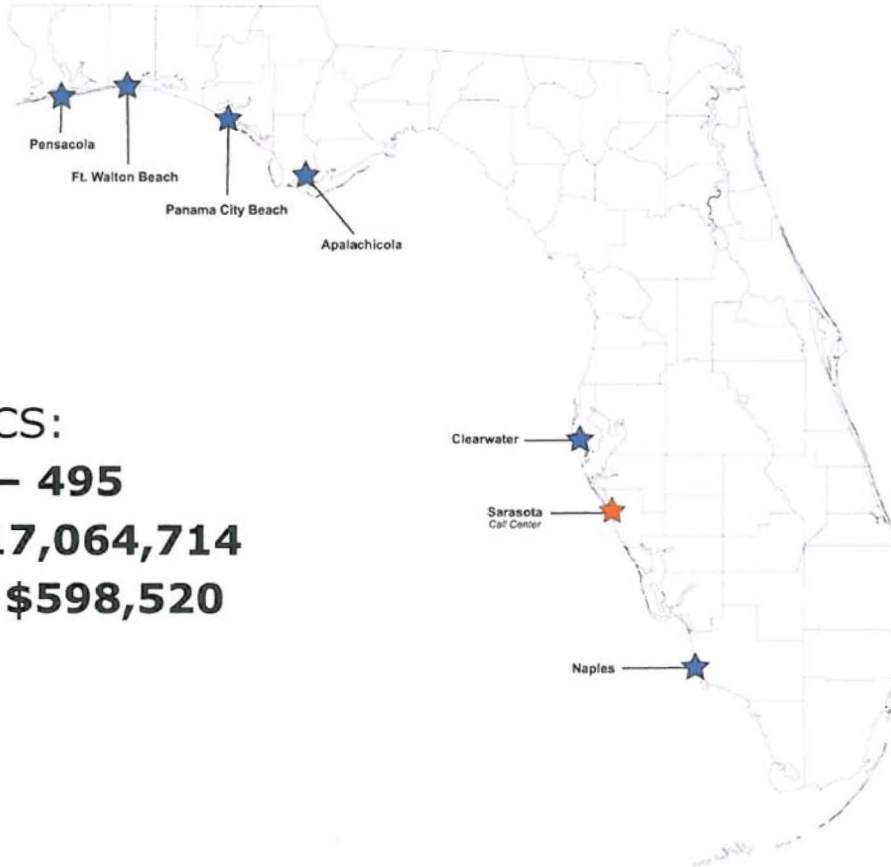




**DEEPWATER HORIZON
CLAIMS CENTER**
ECONOMIC & PROPERTY DAMAGE CLAIMS



Florida Claimant Assistance Centers and Call Center



FLORIDA STATISTICS:

2012 Employees – 495

2012 Payroll – \$17,064,714

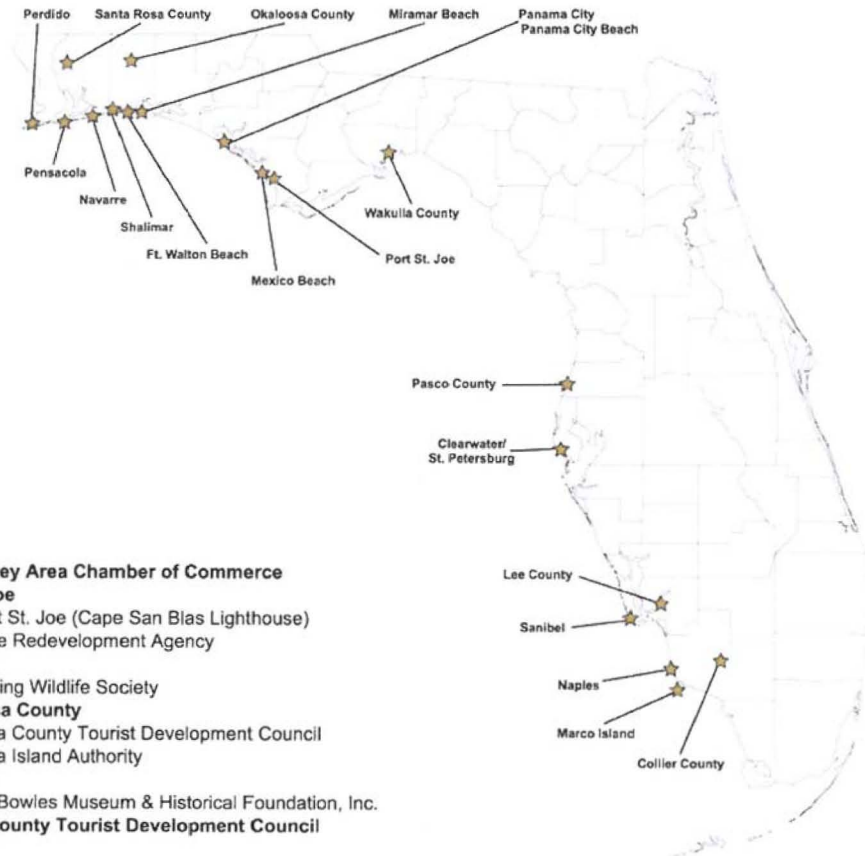
2012 Expenses – \$598,520



Florida Recipients of the Gulf Tourism and Seafood Promotional Fund

Total Grant Awards – 34 Grants :
\$13,361,061

- City of Marco Island
- City of Naples, Florida
- Clearwater/St. Petersburg Tourism
- Collier County - Natural Resource Department
- Fort Walton Beach
 - Horizons of Okaloosa County, Inc.
- Lee County Visitor and Convention Bureau
- Mexico Beach Community Development Council, Inc.
- Miramar Beach
 - Baytowne Wharf Neighborhood Association dba Sandestin Wine Festival
- Okaloosa Board of County Commissioners
- Navarre Beach Area Chamber of Commerce
- Panama City Downtown Improvement Board
- Panama City Beach
 - Gulf Coast Marine Life Center
 - Panama City Beach Chamber of Commerce
- Pasco County Florida Office of Tourism Development
- Pensacola Area
 - Basilica of St. Michael the Archangel
 - City of Pensacola (Pensacola Veterans Memorial Park Foundation)
 - Friends of St. John's Cemetery Foundation
 - Latino Media Gulf Coast Inc.
 - National Flight Academy
 - Naval Aviation Museum Foundation
 - Pensacola Beach Chamber of Commerce
 - Pensacola State College
 - Sacred Heart Health System
 - The Pensacola MESS Hall, Inc.
 - Visit Pensacola
 - West Florida Historic Preservation, Inc.



- Perdido Key Area Chamber of Commerce
- Port St. Joe
 - City of Port St. Joe (Cape San Blas Lighthouse)
 - Port St. Joe Redevelopment Agency
- Sanibel
 - "Ding" Darling Wildlife Society
- Santa Rosa County
 - Santa Rosa County Tourist Development Council
 - Santa Rosa Island Authority
- Shalimar
 - William A. Bowles Museum & Historical Foundation, Inc.
- Wakulla County Tourist Development Council



***“Becoming the Pre-eminent Global
Hub for International Trade”***

Wednesday, January 23, 2013

**Manny Mencia
Senior Vice President, International Trade & Development
Enterprise Florida, Inc.**



Global Business Effects in Florida

- International trade remains one of Florida's strongest sectors
- International business accounts for 16% of the economy
- In 2012, international business sustained nearly 1 in 6 jobs
- Well over one million jobs depend on international business

Florida's Export Sector

- 55,000 Florida companies export; 19% of U.S. total
- Florida has the second largest export sector in the nation
- The number of Florida exporters has grown by 76% since 2003
- SME companies account for 62% of Florida exports
- Highest rank among states (U.S. average is 31%)

Florida's Export Scorecard

- Florida is one of the nation's largest exporters
- State-origin exports could reach \$65 Billion in 2012
- Florida's services exports add another \$30 Billion
- Florida exports slowed in 2012 but outlook will improve in 2013
- Florida has the highest trade surplus among the U.S. states

Florida's Export Scorecard (cont.)

- Florida is number one in the U.S. in export manufacturing intensity
- 85% of Florida origin exports are manufactured products
- Since 2000, 100% of Florida's manufacturing growth has come from exports
- Florida is the 3rd largest exporter of high-tech goods
- From 2006-2011, high-tech exports value grew by 40%

Key Markets

- 59% of Florida-origin exports go to Western Hemisphere nations
- Key markets: Brazil, Canada, Colombia and Venezuela
- 23% of exports go to Europe
- 15% to Asia and the Middle East
- Africa is an emerging market for Florida products
- Leading import markets: China, Japan, Costa Rica, Colombia, and Brazil

Enterprise Florida Priorities

- Expand market share in Latin America
- Assist small/mid-size producers diversify exports to emerging markets in Asia, Africa and Middle East
- Grow high-tech and knowledge-based services exports worldwide
- Increase exports and FDI market share in Brazil
- Capitalize from Panama Canal expansion
- Market Florida as an ideal investment destination worldwide and identify FDI

Enterprise Florida International Trade Services

Who we serve...

- Small and medium-sized Florida manufacturers, distributors and service companies
- Florida economic development and trade organizations
- International companies interested in Florida's products and services
- Foreign direct investors interested in expanding or relocating to Florida

How we do it...

- **Statewide Trade Offices** provide an array of programs and services to Florida manufacturers, export intermediaries and professional service providers through our network located in Jacksonville, Orlando, Pensacola, Tallahassee, Tampa, West Palm Beach and Miami.
- **Export Counseling** include a *FREE* evaluation of a company's market readiness, selecting target markets for its products or services, trade statistics and research.
- **Educational Events** are conducted throughout the state on export fundamentals, opportunities, developing export strategy and more.
- **Export Finance** in collaboration with the Florida Export Finance Corporation can guide small-to-medium sized companies to state and federal sources.

How we do it...

- **Trade Shows** are exhibitions organized so that companies in a specific industry can showcase and demonstrate their latest products or services, Find new clients and distributors and examine recent trends and opportunities.
- **Trade Missions** are export development trips overseas organized by official agencies designed to help Florida companies to find new clients, generate exports sales, and develop strategic relationships.



Florida company meeting with a Dominican company during EFI's Export Sales Mission to Santo Domingo, February 2011

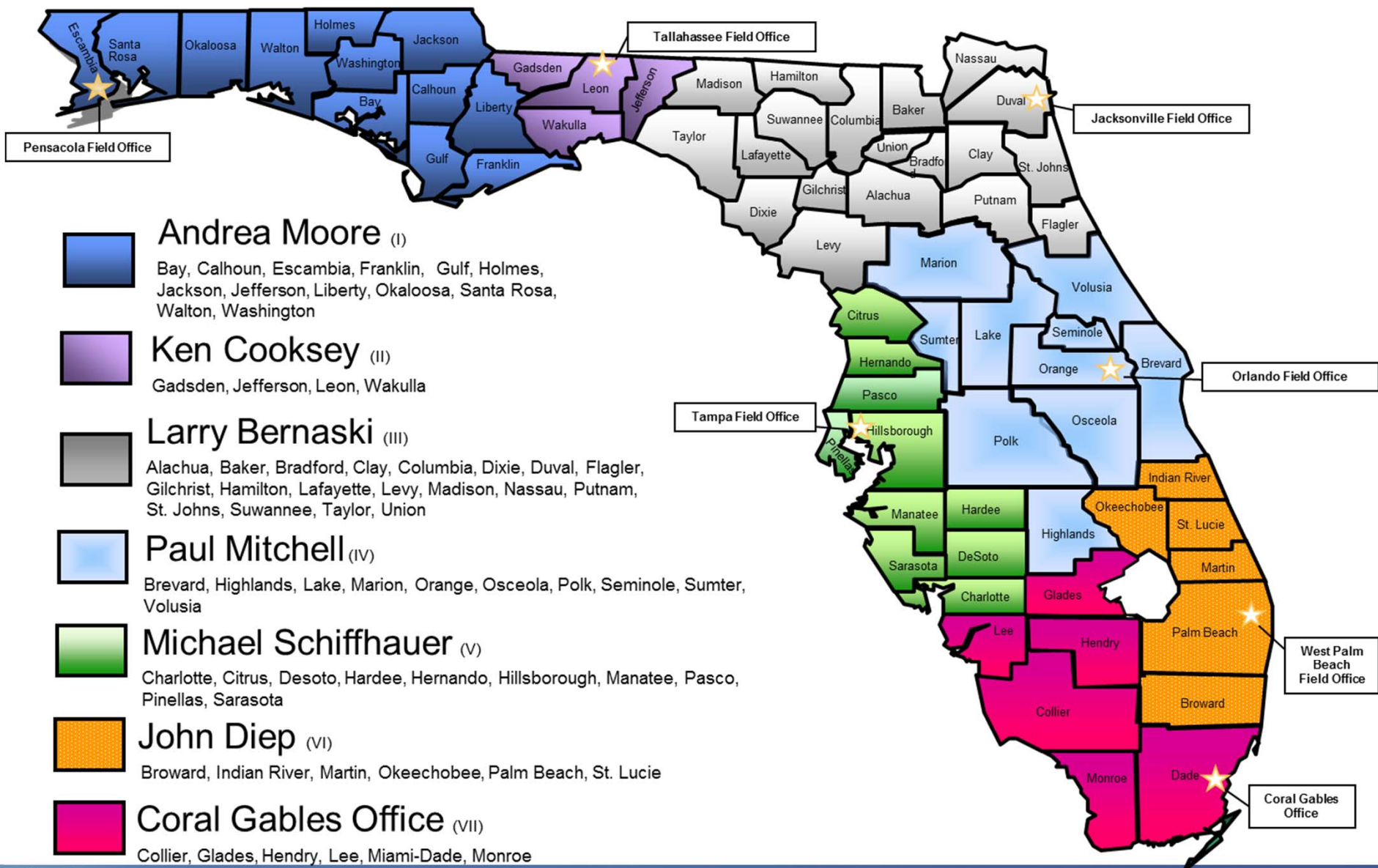
How we do it...

- **The Florida Export Directory:** Register your company for free!
www.FloridaExportDirectory.com
- **Int'l Office Network:** Offices in Brazil, Canada, China, Czech Republic, France, Germany, Israel, Japan, Mexico, South Africa, Spain, Taiwan and the U.K.
- **Target Sector Trade Grants*:** Provides event specific grants on a reimbursable basis to eligible small companies.
- **Export Marketing Plan Program:** Designed to provide a road map to Florida SME manufacturers to enter the export business.



**Funded in part through a grant award with the U.S. Small Business Administration*

FLORIDA FIELD OFFICES





Enterprise Florida International Offices

★ = Full Service Office (10)
○ = Liaison Office (4)



diversifying florida's economy

eflorida.com



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

Helping Floridians Return to Work 2013 Legislative Proposals



Small Cities CDBG

- Annual federal allocations to DEO through the U.S. Department of Housing & Urban Development (HUD) have ranged from \$22.8 to 29.5 million since 2008
 - FFY 2012 allocation was \$22.8 million
- DEO administers grants to “non-entitlement” local governments through a competitive application process
 - Cities/towns with populations of less than 50,000
 - Counties with populations of less than 200,000
- Projects must meet at least one National Objective
 - Benefit low-to-moderate income (LMI) persons
 - Prevent or eliminate slum or blight
 - Address urgent community development needs



FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY

WHAT CDBG DOES

Typical CDBG Grant Projects

- Economic development and job creation activities for low-to-moderate income LMI individuals
- Rehabilitation and preservation of housing
- Water/sewer/drainage improvements (Neighborhood Revitalization)
- Street/park/parking improvements (Commercial Revitalization)



FLORIDA DEPARTMENT *of* ECONOMIC OPPORTUNITY

WHY MAKE CHANGES TO THE ACT?



- Florida Statute is currently more restrictive than Federal Regulations
- Proposed changes to the Act give DEO the ability and latitude to use the funding in ways that could provide more effective economic development outcomes and to remove burdensome and unnecessary requirements



FLORIDA DEPARTMENT *of* ECONOMIC OPPORTUNITY



Small Cities CDBG Proposed Statutory Revisions (Chapter 290)

- The proposed language removes grant categories and competitive CDBG grant scoring criteria from statute and puts the framework of the CDBG program in rule.
- The proposed language streamlines public noticing requirements that are currently more stringent than Federal Law and that sometimes causes the rejection of otherwise worthy grant applications.
- The proposed language reduces the risk to the state and all of the non-entitlement communities regarding the Section 108 Loan Guarantee Program.
- Once statutory restrictions are removed, **DEO intends to explore an expanded economic development toolkit (entrepreneurial training, grants and business incubators) not used before in the Florida's Small Cities CDBG program.**
- DEO plans a major rulemaking for the CDBG program, setting new grant caps and streamlining the application process and developing a framework to use more of the HUD-funded ED toolbox in Florida's rural communities.



Division of Workforce Services

Two federal enactments require Florida to amend state law to remain in conformity with federal requirements

- The Trade Adjustment Assistance Extension Act of 2011 (P.L. 112-40) requires states to impose a penalty of at least 15 percent on the amount of RA benefits that an individual receives fraudulently
- Penalties collected must be deposited in the benefit account of the state's Unemployment Compensation Trust Fund
- Failure to conform to this federal law will result in the state's loss of federal grants provided under the Social Security Act for state RA program administration



Division of Workforce Services

- Extend to the end of fiscal year 2013-2014 the date of the full deployment of the Reemployment Assistance Claims and Benefits Information System
- Correct a “glitch” to s. 443.1715, F.S., relating to the disclosure of confidential reemployment assistance information created by HB 7027 (2012)



Uniform Reporting Periods

Establishment of uniform reporting periods for DEO and partners to coincide with the State Fiscal year

- Partners to provide DEO with critical information by September 30th - prior to the development of the annual DEO report
- Uniform reporting periods, preferably by November 1st, would enable tracking and reporting to be consistent for operational and review purposes



FOR ADDITIONAL INFORMATION
The Department of Economic Opportunity

Bill Wilson, Director
Legislative Affairs

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Thomas J. Clendenning
Division of Workforce Services

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Community Development

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website: <http://www.floridajobs.org/>



FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY



VISIT FLORIDA



**The Road
Ahead**

Will Seccombe
President & Chief Executive Officer

VISITFLORIDA.

BACKGROUND

- Private/public partnership initially created in 1996
- Florida Tourism Industry Marketing Corporation d.b.a. VISIT FLORIDA statutorily created as “The Official Tourism Marketing Corporation for the State of Florida”
- Contracted direct support organization for the state’s destination and tourism marketing through Enterprise Florida, Inc. (EFI)

STRUCTURE

- 31 Member Board of Directors appointed by EFI in conjunction with DEO
- All industries represented and balanced geographically
- 111 employees headquartered in Tallahassee and staffing the five Official Florida Welcome Centers
- 12,000+ statewide tourism industry partners & affiliates
- Statutory required 1-to-1 match



MARKETING PLANNING PROCESS

MARKETING
RETREAT



MARKETING
PLAN



LEGISLATIVE
SESSION



INDUSTRY INPUT

COMMITTEE INPUT

BUDGET SESSION

**BOARD OF
DIRECTORS
INPUT**

Marketing Council

- Advertising/Internet
- Communications
- Cultural/Heritage/Rural/Nature
- Industry Relations
- International
- Meetings & Travel Industry
- Promotions
- Visitor Services



CY 2011

- **87.3** Million visitors – **up 6.1%**
 - Domestic **up 4.9%**
 - Overseas **up 16.1%**
 - Canada **up 7.0%**
- **\$67.2** billion in travel spending – **up 7.2%**
- **\$4.0** billion in sales tax collections – **up 7.2%**
- **23%** of all sales tax generated – **up 1%**
- **1,013,000** Floridians employed – **up 2.5%**



YTD 2012 Visitor Estimates & YTD November 2012 Indicators

- **67.6** Million visitors – **up 1.9%**
 - Domestic **up 1.0%**
 - Overseas **up 9.3%**
 - Canada **up 2.7%**
- **1,028,900** Floridians employed – **up 1.6%**
- **85** visitors supports **1** Florida job
 - Tourism-related employment grows for 32nd straight month
- Hotel average daily room rate – **up 4.0%**
- Hotel monthly occupancy – **up 3.1%**



MISSION

To promote travel and drive visitation to and within Florida

VISION

VISIT FLORIDA establishes Florida as the No. 1 travel destination in the world

PURPOSE

To Brighten the Lives of All

VALUES

Integrity • Excellence • Innovation • Inclusiveness • Welcoming • Fun • Teamwork



- Create Value & Add Value
- Everything Is Co-op-able
- With Scarcity Comes Clarity
- Something for Everyone, But Not Everything for Everyone
- Quality vs. Quantity
- If It's Worth Doing, It's Worth Doing Right
- Content is Core
- Innovation
- Best in Class Partnerships





Domestic Platform

- Maintain year-round brand awareness
- Grow market share in traditional feeder markets and expand into emerging markets
- Expand Florida's digital footprint
- Strengthen marketing partnerships
- Increase brand relevance
- Increase Industry alignment and Partner engagement in VISIT FLORIDA marketing programs



Instate Platform

- Increase brand awareness
- Focus on key origin markets and advocate rich audiences
- Expand Florida's digital footprint
- Strengthen marketing partnerships
- Increase brand relevance
- Increase Industry alignment and Partner engagement in VISIT FLORIDA marketing programs



Meetings Platform

- Maintain and expand brand awareness among key decision makers
- Protect share among the most important feeder markets
- Expand Florida's digital footprint specific to the meetings and business industry
- Create opportunities for partners to interact with key decision makers
- Increase brand relevance
- Increase Industry alignment and Partner engagement in VISIT FLORIDA marketing programs
- Strengthen marketing Partnerships



International Platform

- Maintain or grow brand awareness
- Expand Florida's ability to reach consumers in non U.S. markets
- Expand Florida's digital footprint
- Maintain and expand international visitor access to the state
- Increase brand relevance
- Increase Industry alignment and Partner engagement in VISIT FLORIDA marketing programs
- Strengthen trade Partnerships

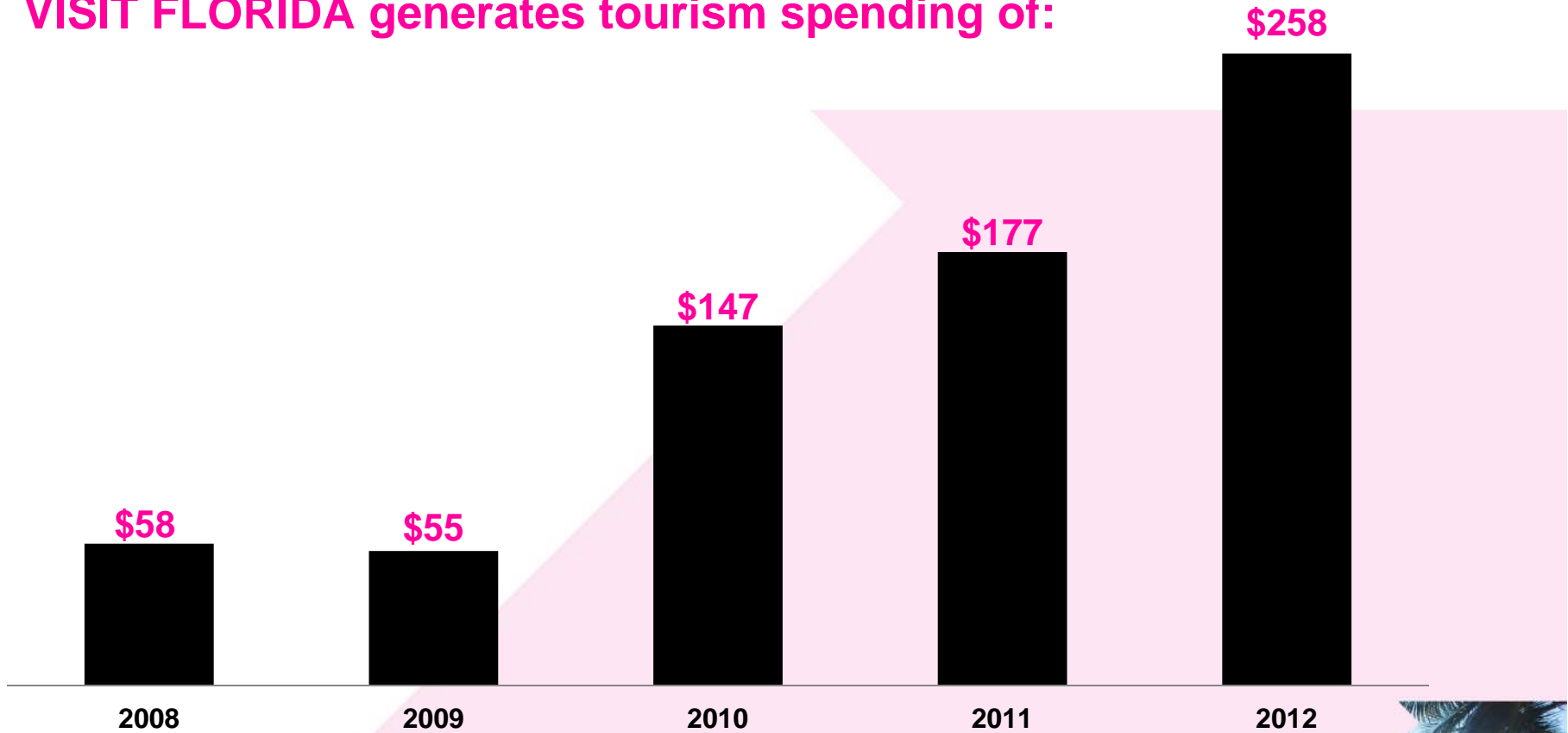
Platform Strategies



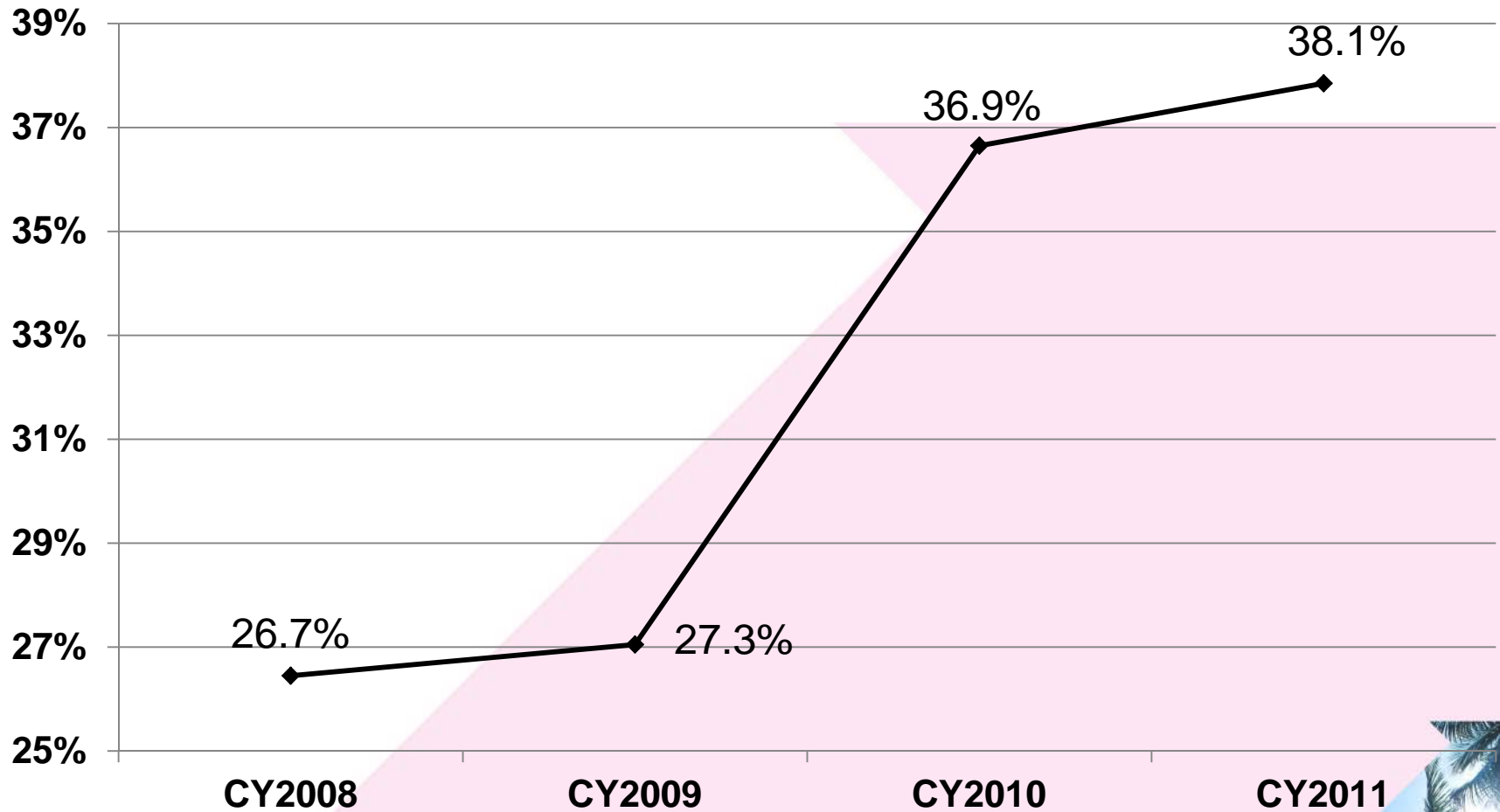
- **4.5** million visitors to VISITFLORIDA.com
- **78%** traveled to the state after visiting the site
- Resulting in **3.5** million visitors to the state
- **\$3,928** per trip spend
- **\$11.5** billion in direct spending



For every \$1 spent on tourism advertising, VISIT FLORIDA generates tourism spending of:



Direct VISIT FLORIDA Influencer ROI: CY2008 - CY2011





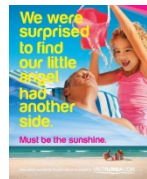
Commemoration of Florida's 500th Anniversary: VIVA Florida 500



New Series on The Cooking Channel: Emeril's Florida



New Website Launch



New Brand Launch



New Customer Relationship Management (CRM) System



Doubled International Funds – expanded representation





VIVA Florida

1513-2013

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

VISITFLORIDA®

The Road Ahead

Emeril's Florida

**AIRS EACH SUNDAY AT
10:30 A.M. ON THE
COOKING CHANNEL**

**13 EPISODES, CLOSE TO
100 LOCATIONS
THROUGHOUT FLORIDA**



VISITFLORIDA.



See what the sunshine can do for you.

Try our travel themes with your search and get inspired by the unexpected.

Search for beaches, restaurants, hotels, and more

CITIES Go

- ACTION-PACKED
- BUDGET MINDED
- CHILLED OUT
- CULTURED
- FLORIDA KITSCHY
- FOR FOODIES
- GO GREEN
- KID FRIENDLY
- LUXURIOUS
- OFF THE BEATEN PATH
- OUTDOORSY
- PARTY MODE
- ROMANCE
- SURPRISE ME



PIGEON KEY
TELL ME MORE

LATEST STORIES



ORLANDO
Evolving Identity of 'Little Vietnam'
[Read more >>](#)



DRY TORTUGAS
Camping Under the Stars at Fort Jefferson
[Read more >>](#)





We don't
get together
to remember
the good
ole days.
We get
together
to top 'em.

Must be the sunshine.

Find your next epic adventure at
VISITFLORIDA.COM



We were surprised to find our little angel had another side.

Must be the sunshine.



What will the sunshine do for you? Find out for yourself at VISITFLORIDA.COM

The Road Ahead

International News

AIR TEAM FLORIDA



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