



ECONOMIC DEVELOPMENT & TOURISM SUBCOMMITTEE

MEETING PACKET

**Wednesday, January 21, 2015
10:00 AM – 12:00 PM
12 HOB**

**Steve Crisafulli
Speaker**

**Frank Artiles
Chair**

Committee Meeting Notice
HOUSE OF REPRESENTATIVES

Economic Development & Tourism Subcommittee

Start Date and Time: Wednesday, January 21, 2015 10:00 am
End Date and Time: Wednesday, January 21, 2015 12:00 pm
Location: 12 HOB
Duration: 2.00 hrs

Presentations by:

Space Florida
VISIT Florida
CareerSource Florida

NOTICE FINALIZED on 01/14/2015 14:12 by Lawhon.Amanda

SPACE FLORIDA

Presentation to House Subcommittee on Economic Development and Tourism

Frank DiBello

President and CEO

January 21, 2015





www.spaceflorida.gov



Today's Objectives

What does Space Florida do?

- *Spaceport Authority*
- *Business Development*

Where are we going?

- *Commercial Cargo/Crew*
- *Promoting Florida for commercial space*



What is Space Florida

- **An Independent Special District of the State**
- **Florida's Spaceport Authority:**
 - *Space Processing Facilities / Hangars*
 - *Horizontal and Vertical Launch Complexes*
 - *SLSL/Exploration Park*
- **An Economic Development Entity:**
 - *Unique / Creative Funding Tools*
 - *Conduit Lease and Bond Finance Authority*



The Space Industry is Transitioning- Private Sector Role Increasing

- **Global Space Industry Revenues from Commercial Sources far exceed Government**
- **Even without Sequestration, Federal Budgets for Space will be severely constrained.**
- **Government Reliance on commercial sector will Increase**



RECENT INDUSTRY HAPPENINGS

- ***Cape Canaveral Spaceport***

2014 23 US Orbital Launches

18 Orbital Launches from Florida

- ***Falcon 9 – 6***
- ***Atlas V – 6***
- ***Delta IV – 4***

- ***First Commercial Sub-Orbital Vehicle Flight tests***

- ***First Flight of Orion Space Spacecraft***

- ***Next-Gen X-37 Ops begin***

SpaceX Falcon 9



ULA Atlas V



ULA Delta IV



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SPACE FLORIDA:

Powers Under Florida Law

- **Space Florida's Enabling Statute - Chapter 331 Part II ...
Spaceport Authority / Aerospace**
- **Empowered to exercise certain powers statewide (e.g.,
financing, owning/leasing real estate, machinery &
equipment)**
- **May hold rights to intellectual property**
- **Create and update a statewide Spaceport Master Plan**



Major FY-14 Accomplishments

- **Met all State Performance Goals for FY-14, and last five years**
- **Closed 11 Economic Development Transactions**
- **Broadened Financing Network of Banking partners to support statewide financings**
- **Focused On:**
 - **Securing Key Leases for Infrastructure Assets**
 - **Fulfillment work on Redline and C3PF (Boeing)**
 - **Sponsored several Innovation Grant Competitions, Space Education/Research Events**



Key Project Example - *Orion Capsule Launch*

- NASA's Orion Capsules processed in facility refurbished by Florida in 2008
- 300+ direct jobs
- Established capsule assembly and checkout in Florida
- 5 December launch from Complex supported by SF Financing



Key Project Example

Strategic Weapon System Ashore Progress

- Navy Program for Land Based Testing of Submarine Missile Systems
- Reactivates old Navy complex
- Consolidates multiple locations to Florida
- 80-year program life
- Multiple contractors and vendors to Navy for long-term program



PROJECT SYROS – Cape Canaveral Spaceport COMMERCIAL CREW & CARGO PROCESSING FACILITY (C3PF)

- Repurpose former Shuttle facility
- Boeing chose Florida to build Next Generation Space Capsule for Human Spaceflight
- \$20M+ Private funds to be invested in facility
- Brings 200M+ program to Florida



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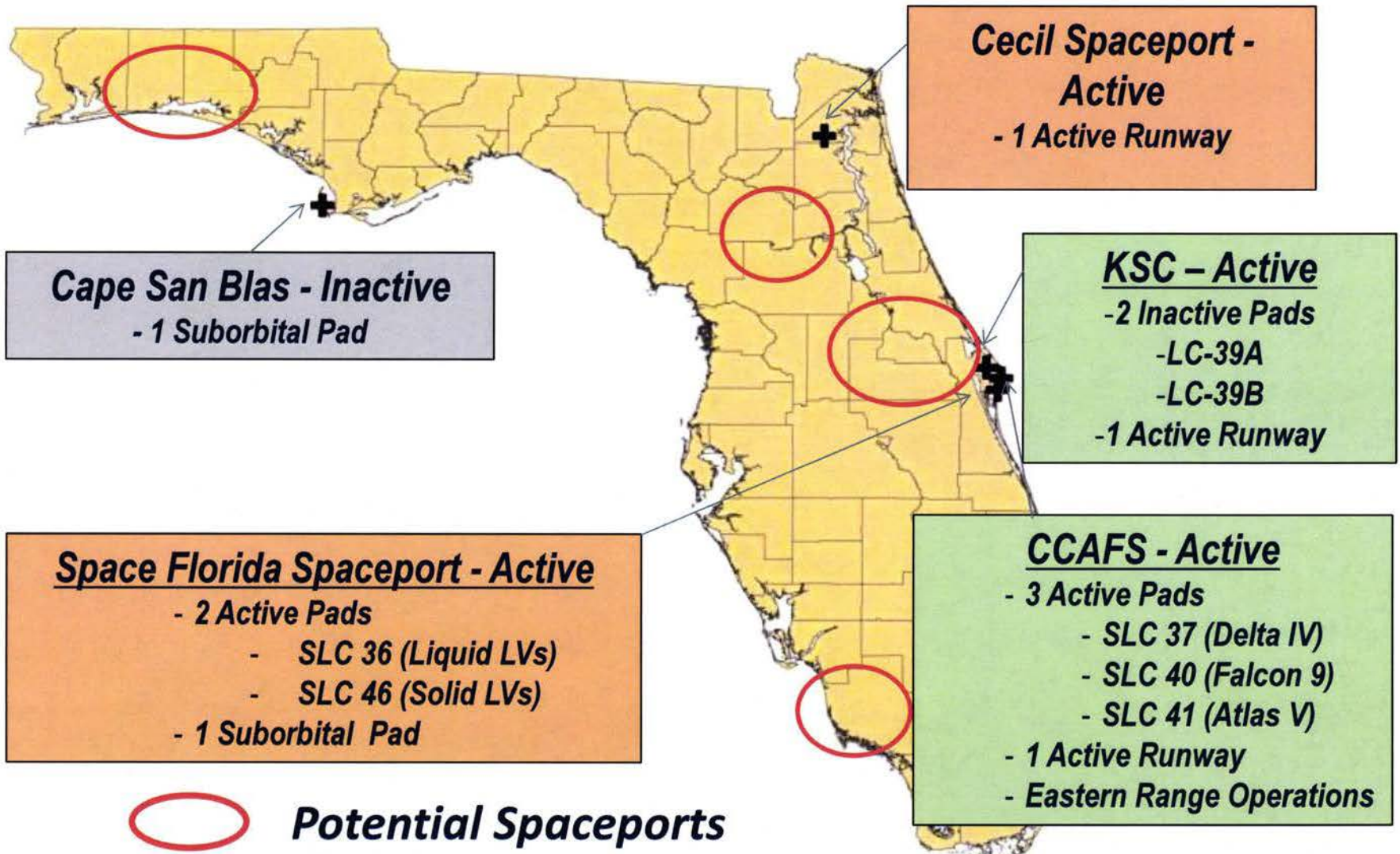
Project Magellan (Northrop Grumman)



- **Announced March 7, 2014**
- **To be Located at Melbourne International Airport**
- **1800 Jobs Potentially @ \$100K**
- **\$500m+ Capital Investment in 8 Advanced Manufacturing Facilities**
- **Construction has commenced**



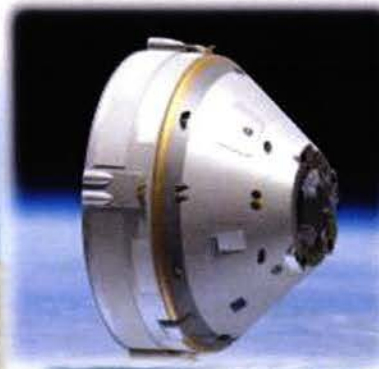
Florida's Spaceport Network



Spaceport Master Plan Objectives/Goals



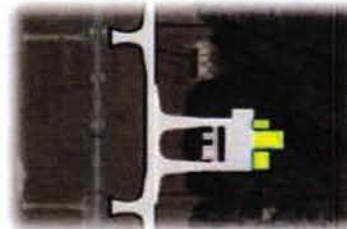
Advance Commercial Heavy Lift



Support Commercial Crew and Cargo



Expand Horizontal Launch and Landing



Expand Statewide Space Capacity



Attract New Emerging Space Systems



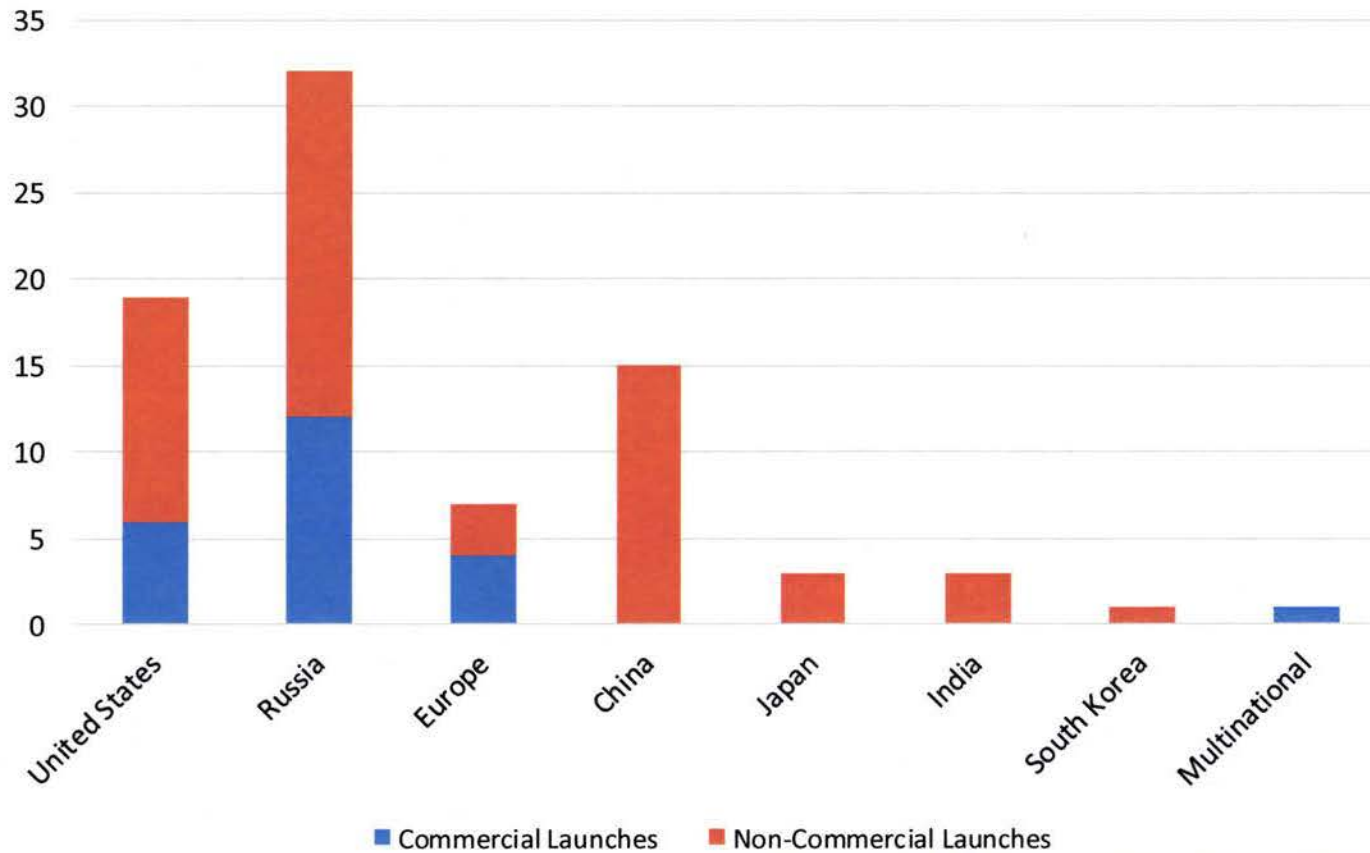
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Future of Space

Total Worldwide Launch Activity
81 Launches

Total:
23 Commercial Launches



Source: 2013 FAA Commercial Space Transportation: 2013 Year in Review

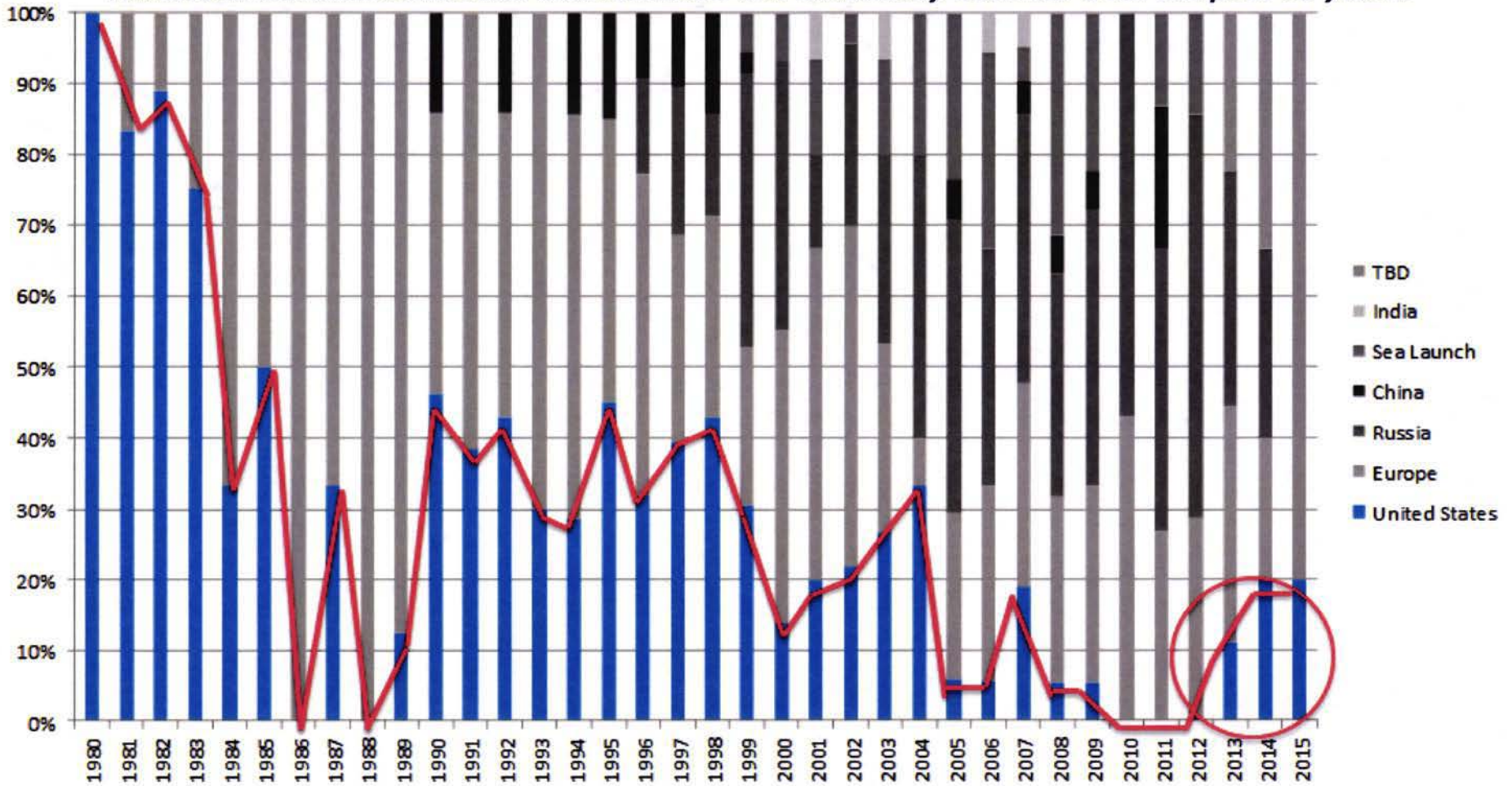


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Why is This Important?

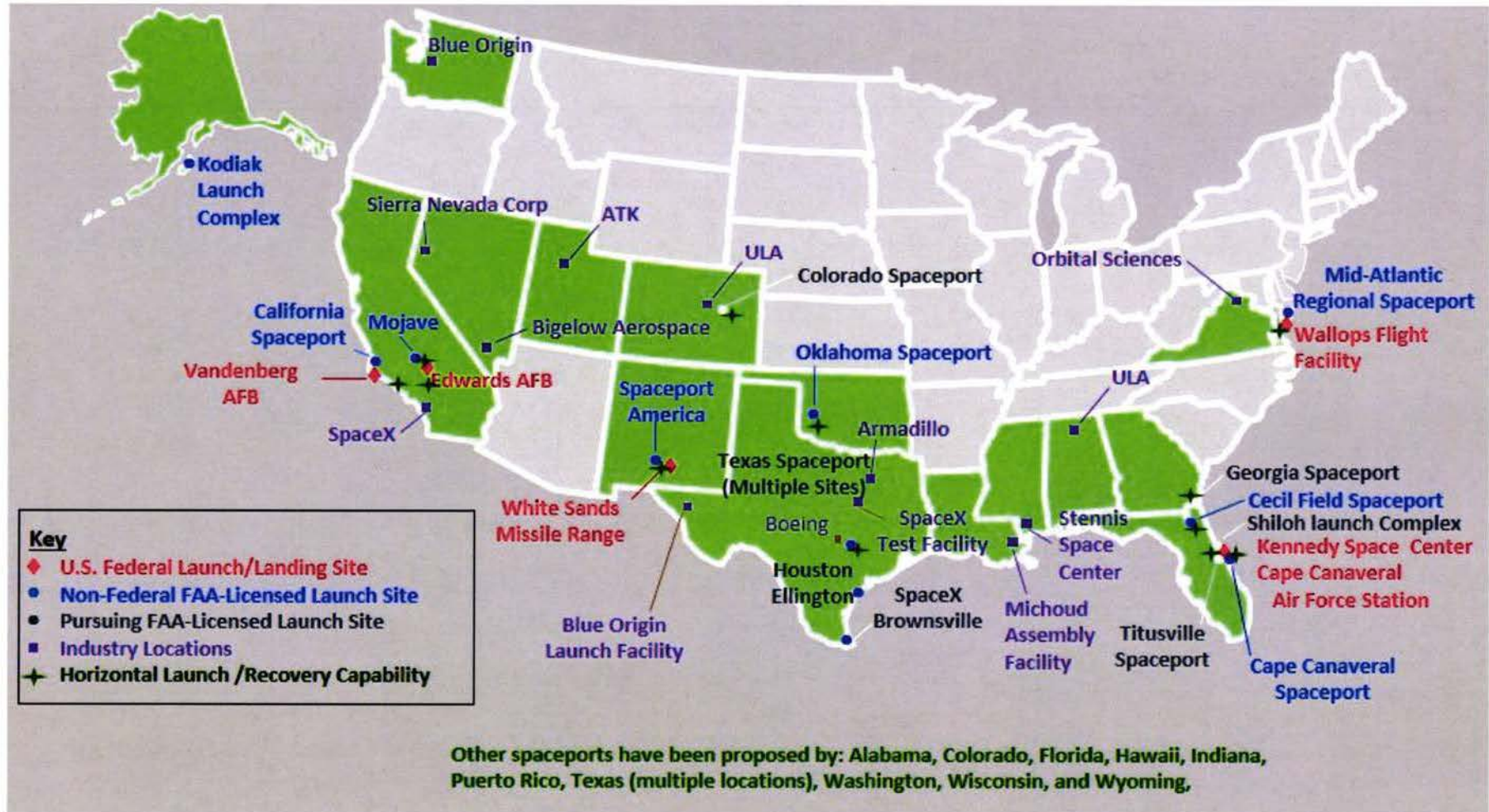
... .. American Space Competitiveness

American commercial launch market share has drastically declined over the past 30 years.



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Space Industry Competition



Commercial operators have multiple options outside of Florida.



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Space Florida Contacts

Frank DiBello

President and CEO

321-730-5301 ext. 240

fdibello@SpaceFlorida.gov

Sharon Spratt

Senior Director of Government Affairs

850-921-1128

sspratt@SpaceFlorida.gov





Florida Tourism by the numbers

Will Seccombe
President & CEO



VISITFLORIDA.

VISIT FLORIDA

2012-2016 STRATEGIC PLAN

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

All VISIT FLORIDA programs support the Governor's priorities of job creation and making sure Florida is a great place to live, work and visit.



VISITFLORIDA

100 Million Visitors & Beyond

- ❖ Visionary public sector leadership
- ❖ Passionate private sector leadership
- ❖ Best tourism product in the world
- ❖ Sunshine State Hospitality
- ❖ Marketing from VISIT FLORIDA and our industry partners



Florida Tourism Has Momentum

- ❖ Tourism-related employment has seen **56** consecutive months of job growth

- ❖ **Three** consecutive years of record visitation
 - **93.7** million visitors in 2013
 - **91.5** million visitors in 2012
 - **87.3** million visitors in 2011

- ❖ Record high visitation for Q1, Q2 & Q3 2014
 - **26.3** million visitors in Q1
 - **24.0** million visitors in Q2
 - **23.7** million visitors in Q3



Florida Tourism by the Numbers

(Year-to-Date 2014 Indicators)

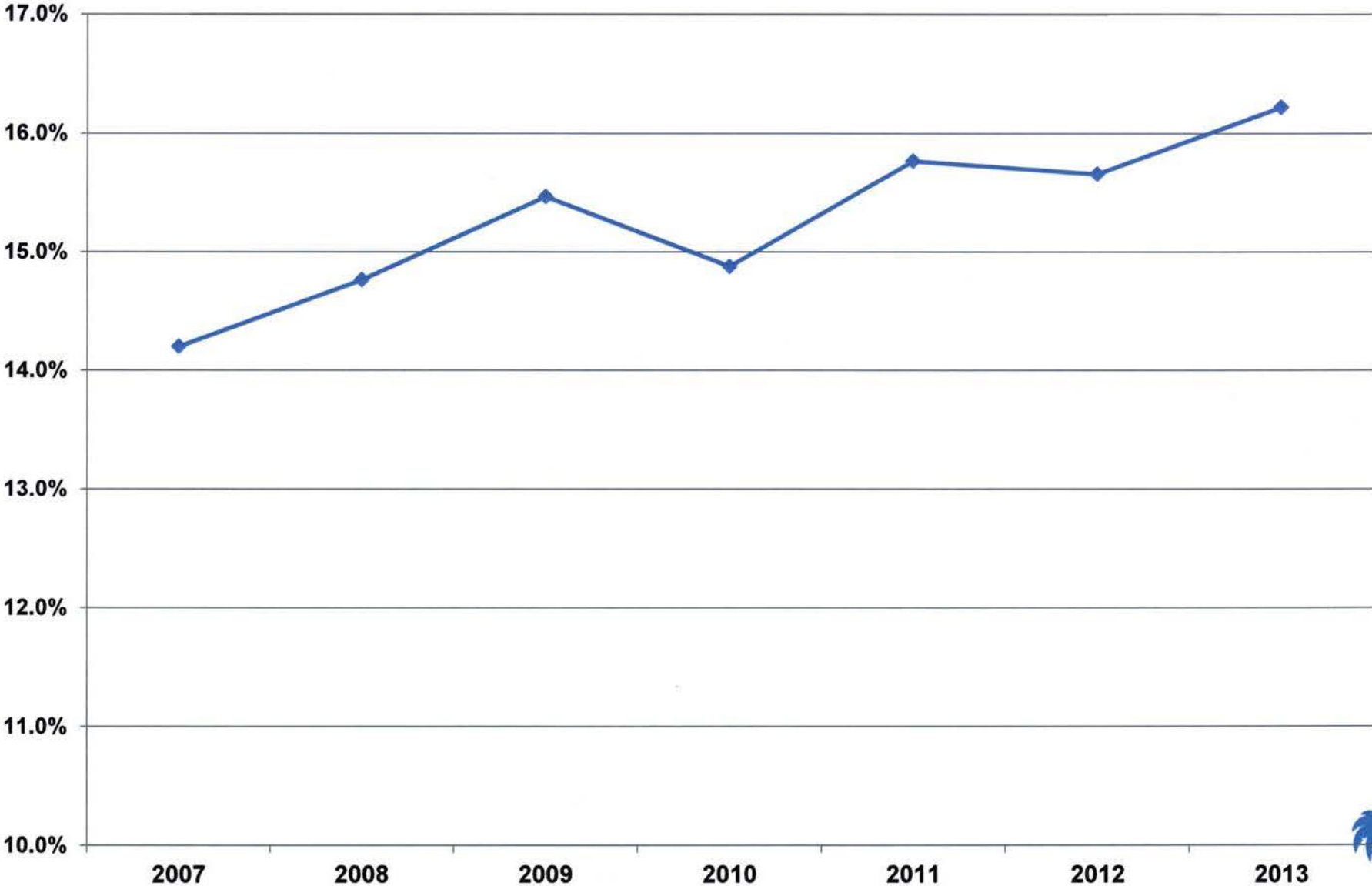
- ❖ \$55.6 B in travel spending YTD August* - **up 7.3%**
- ❖ \$3.3 B in sales tax collections YTD August* - **up 7.3%**
 - 23% of all sales tax generated from travel spending in YTD August* 2014
- ❖ 1,134,100 Floridians employed YTD November* - **up 3.5%**
 - Tourism related employment grew **56** straight months as of November 2014
- ❖ Hotel average daily rate YTD October - **up 5.6%**
- ❖ Hotel occupancy YTD October - **up 4.5%**
- ❖ Rooms sold YTD October – **up 5.4%**

*preliminary, subject to change



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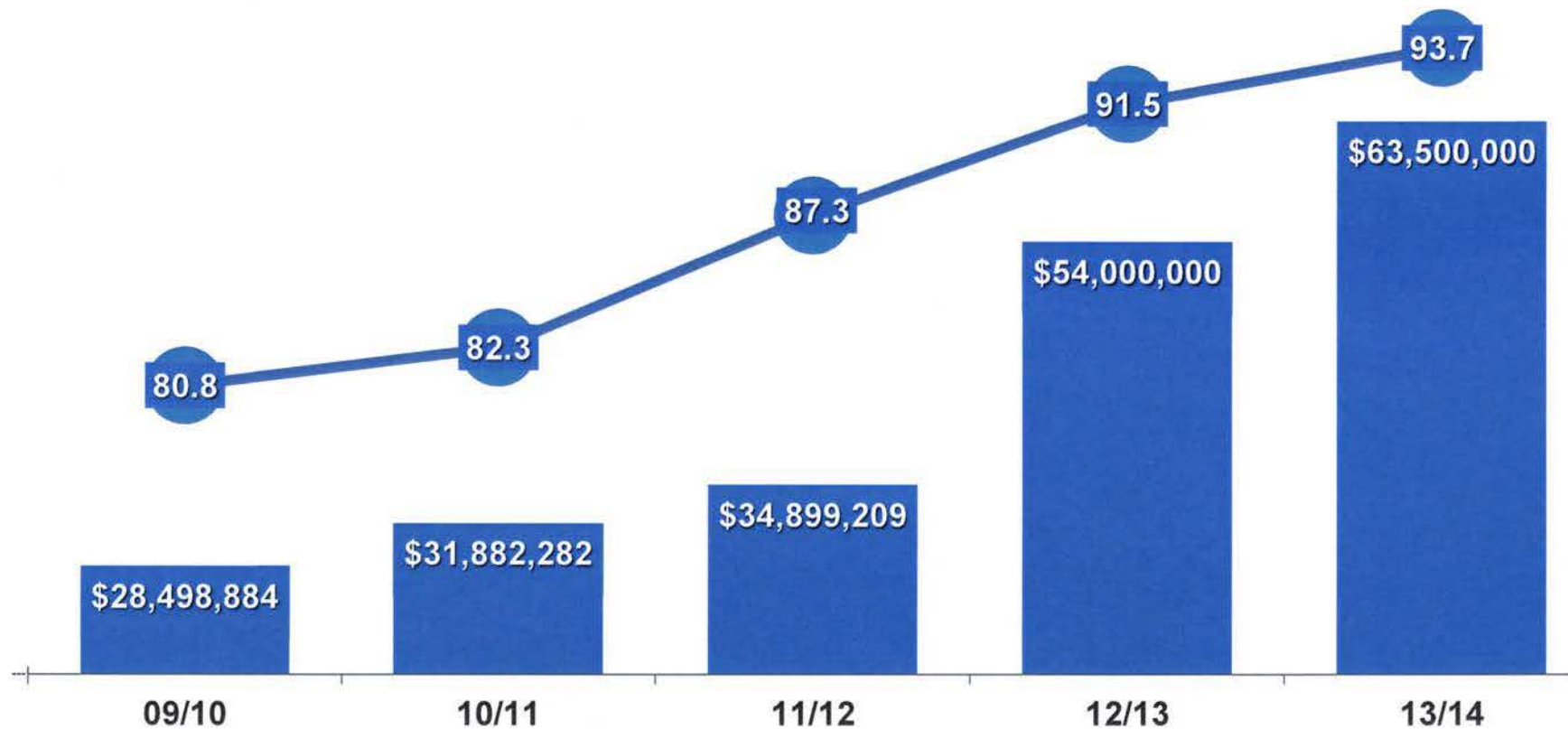
Market Share in Vacations



VISIT FLORIDA Total Budget & Visitation:

(in millions)

■ Public Investment ● Visitation



VISITFLORIDA

Return on investment

For every \$1 invested in tourism advertising, VISIT FLORIDA generates **\$300 in tourism spending** and more than **\$18 in new sales tax collections** – paid by visitors, not residents

38% of Florida visitors from domestic markets were significantly influenced by VISIT FLORIDA marketing efforts

Every **85 visitors** to the Sunshine State supports **one Florida job**

Florida tourism industry invests **\$2** in marketing programs for every \$1 the state of Florida invests



VISITFLORIDA®

Expanded Efforts in 2012/13

- ❖ **\$108.6M** private contribution
- ❖ **\$54M** public funding
 - **\$19.1M** public funding increase over 2011/12
 - Increased media buys of **\$13.5M**
 - New VISITFLORIDA.com consumer website
 - Increased international marketing
 - Added representation in India
 - Increased funding for AirTeam Florida
 - Integrated VIVA Florida marketing efforts
 - New CRM system - partnership/consumer direct marketing
 - Created Small Business Destination marketing grant program



Expanded Efforts in 2013/14

- ❖ **\$111.9M** budgeted private contribution
- ❖ **\$63.5M** public funding
 - **\$9.5M** public funding increase over 2012/13
 - Additional **\$6.5M** in domestic marketing
 - Four major campaigns (Summer, Fall, Winter & Spring)
 - Geographic expansion
 - Additional **\$2M** in International marketing
 - Additional **\$750K** for Air Lift grants to increase lift to FL
 - 2020 Plan Research – **\$250K**



Expanded Efforts in 2014/15

- ❖ **\$138.5M** budgeted private contribution
- ❖ **\$74M** public funding
 - **\$10.5M** public funding increase over 2014/15
 - **\$5M** for Medical Tourism marketing
 - **\$1.3M** for Florida is for Veterans marketing and research
 - Additional **\$2.2M** in domestic marketing
 - Four major campaigns (Summer, Fall, Winter & Spring)
 - Geographic expansion (21 markets)
 - Additional **\$2M** in International marketing
 - Foundation Five (Brazil, Canada, Germany, Mexico, United Kingdom)
 - AirTeam Florida Grant





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In Florida, we don't have winter. |



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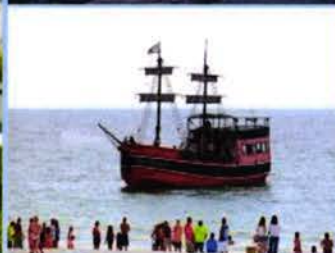
VISITFLORIDA®



Florida Beach Finder

Use the sliders below to find your beach

60M+ Virtual Beach Views



ADVENTUROUS

FAMILY FRIENDLY

ACTION-PACKED

MANICURED



LAI D BACK

ROMANTIC

SECLUDED

AU NATUREL

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**NATIONAL
GEOGRAPHIC™**

DIGITAL EDITORIAL HUB

3D FILM: EVERGLADES ADVENTURES

EDITORIAL PROMOTIONS

SOCIAL MEDIA

PRINT

PUBLIC RELATIONS



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CareerSource Florida Network Overview

**Chris Hart IV, President/CEO
January 21, 2015**



Who We Are & What We Do

CareerSource Florida is the business-led policy and investment board for workforce development.

We design and invest in strategies to address critical statewide workforce needs.

We oversee a statewide network of career development professionals who work directly with Florida employers to help them find, develop and keep good employees.



Jobs! Jobs! Jobs!

9,661,000

Florida Labor Force

5.8%

Unemployment Rate

715,700

Private-Sector Job Creation
Since December 2010

269,810

Available Jobs In Florida*

\$51,103

Average Annual Salary for
Top 20 In-Demand Occupations*



* December 2014, Online Ads, Help Wanted OnLine ® Data Series,
prepared by the Florida Department of Economic Opportunity



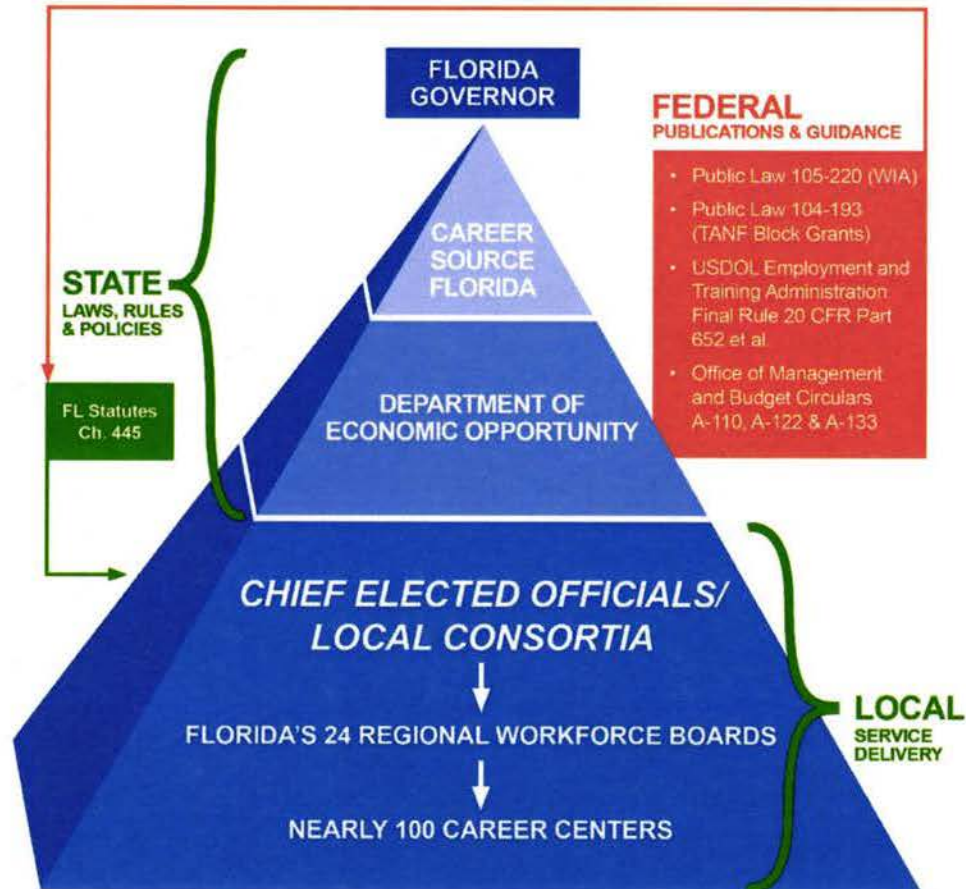
Helping Floridians Get to Work and Businesses Thrive

Florida Employers Assisted

- **FY 2014-15 through December: 49,151** employers reached
- **FY 2013-14: 101,300** employers reached, up from 43,000 in 2012

Florida Job Seeker Placements

- **FY 2014-15 through December: 234,302** job seekers placed
- **FY 2013-14: 489,684** job seekers placed, up from 472,676 in 2012





The CareerSource Florida Network

CareerSource Florida

*State Policy and
Investment Board*

- Workforce Development
 - ✓ Market-Driven Strategies
 - ✓ Competitive Projects
 - ✓ Training Grants
- Data and Analytics
- Strategic Planning
 - ✓ RWB Local Strategic Plan Approval
- Policy Development
- Funding Allocations
- Chartering Regional Boards

Department of Economic Opportunity

*State Administrative and
Fiscal Agency*

- Program Administration and Guidance
- Program Compliance and Financial Monitoring
- Federal Program Performance and Financial Reporting
- Technical Assistance and Support
- Workforce Staff Training and Development
- Labor Market Information (BLS)

Regional Workforce Boards

*Employer and Job Seeker
Service Providers*

- Workforce Service Delivery to Job Seekers and Employers
 - ✓ Career Centers Operations/Oversight
 - ✓ Business Services Representatives
- RWB Local Strategic Plan Development and Implementation
- Local Compliance, Financial Oversight and Accountability
- Local Workforce Performance and Financial Tracking and Reporting

New Unified Brand





Workforce Innovation and Opportunity Act (WIOA)

- Replaces the Workforce Investment Act (WIA) of 1998
- WIOA is designed to help job seekers access employment, education, training and support services to succeed in the labor market and to match employers with skilled workers they need to compete in the global economy.
- Key Dates:
 - Spring 2015 – Federal Proposed Implementation Rules
 - July 1, 2015 – WIOA Main Provisions Take Effect
 - January 16, 2016** – WIOA Final Rules
 - January to March 2016** – Florida Legislative Session



Workforce Innovation and Opportunity Act (WIOA)

- Requires states to strategically align workforce development programs
- Promotes accountability and transparency
- Improves the One-Stop Career Center System
- Promotes work-based training; helps job seekers acquire industry-recognized credentials for in-demand jobs
- Improves services to individuals with disabilities
- Makes key investments in serving vulnerable populations
- Reinforces connections with Registered Apprenticeship programs
- Streamlines and strengthens the strategic roles of workforce development boards



Quick Response Training (QRT)



FY 2014-15 Contracts To Date: **23**

- Awards to Date: **\$5.05 million**
- Projected Trainees: **3,367**

FY 2013-14 Contracts: **51 (99 businesses)**

- Awards: **\$12 million under contract**
- Projected Trainees: **13,205**



<https://www.youtube.com/watch?v=5mVROZDHM68>



Questions?

Chris Hart IV

850-410-2315

chart@careersourceflorida.com

