



ECONOMIC DEVELOPMENT & TOURISM SUBCOMMITTEE

MEETING PACKET

**Wednesday, January 7, 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 07, 2015 10:00 am
End Date and Time: Wednesday, January 07, 2015 12:00 pm
Location: 12 HOB
Duration: 2.00 hrs

Presentations by:

Department of Economic Opportunity
Enterprise Florida, Inc.

NOTICE FINALIZED on 12/19/2014 11:09 by Lawhon.Amanda



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

Department Overview

Jesse Panuccio, DEO Executive Director
House Economic Development & Tourism Subcommittee
January 7th, 2015



DEO Overview

- The Department was created in 2011
- Vision of Governor Scott and the Legislature to combine 3 Agencies
- Streamline Economic Development Policies and Procedures



FLORIDA DEPARTMENT *of* ECONOMIC OPPORTUNITY



FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY STRUCTURE

PARTNERS



DIVISION of COMMUNITY DEVELOPMENT

*Community Assistance
Community Revitalization
Community Planning
Community Economic Development*

PARTNERS



DIVISION of STRATEGIC BUSINESS DEVELOPMENT

*Business & Economic Incentives
Compliance & Accountability
Planning & Partnerships
Film & Entertainment*

PARTNERS



DIVISION of WORKFORCE SERVICES

*Labor Market Statistics
One Stop Program Support
Reemployment Assistance*



FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY



DIVISION *of* STRATEGIC BUSINESS DEVELOPMENT

*Business & Economic Incentives
Compliance & Accountability
Planning & Partnerships
Film & Entertainment*



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DIVISION *of* WORKFORCE SERVICES



*Labor Market Statistics
One Stop Program Support
Reemployment Assistance*

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DIVISION *of* COMMUNITY DEVELOPMENT



*Community Assistance
Community Revitalization
Community Planning
Community Economic Development*

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Q&A

The letters 'Q&A' are rendered in a bold, dark blue, sans-serif font. The final 'A' is replaced by a circular graphic. The top half of the circle is light green with a white grid pattern, resembling a globe. The bottom half is dark blue and contains a white silhouette of the state of Florida.

FLORIDA DEPARTMENT *of* ECONOMIC OPPORTUNITY





Enterprise Florida, Inc.

Annual Report

**House Economic Development and Tourism
Policy Subcommittee**

Melissa Medley, CMO, SVP
January 7, 2014



Leverage Points for Job Creation

Competitive Projects

These are the types of projects EFI works daily

- New Business
- Expansions
- Retention

Facilitated Growth

- Tourism
- International Trade
- Small Business Development Programs
- University Entrepreneurial Programs
- Commercialization Programs

Market Driven Growth

- New Business Start-Ups
- Companies Choosing Markets

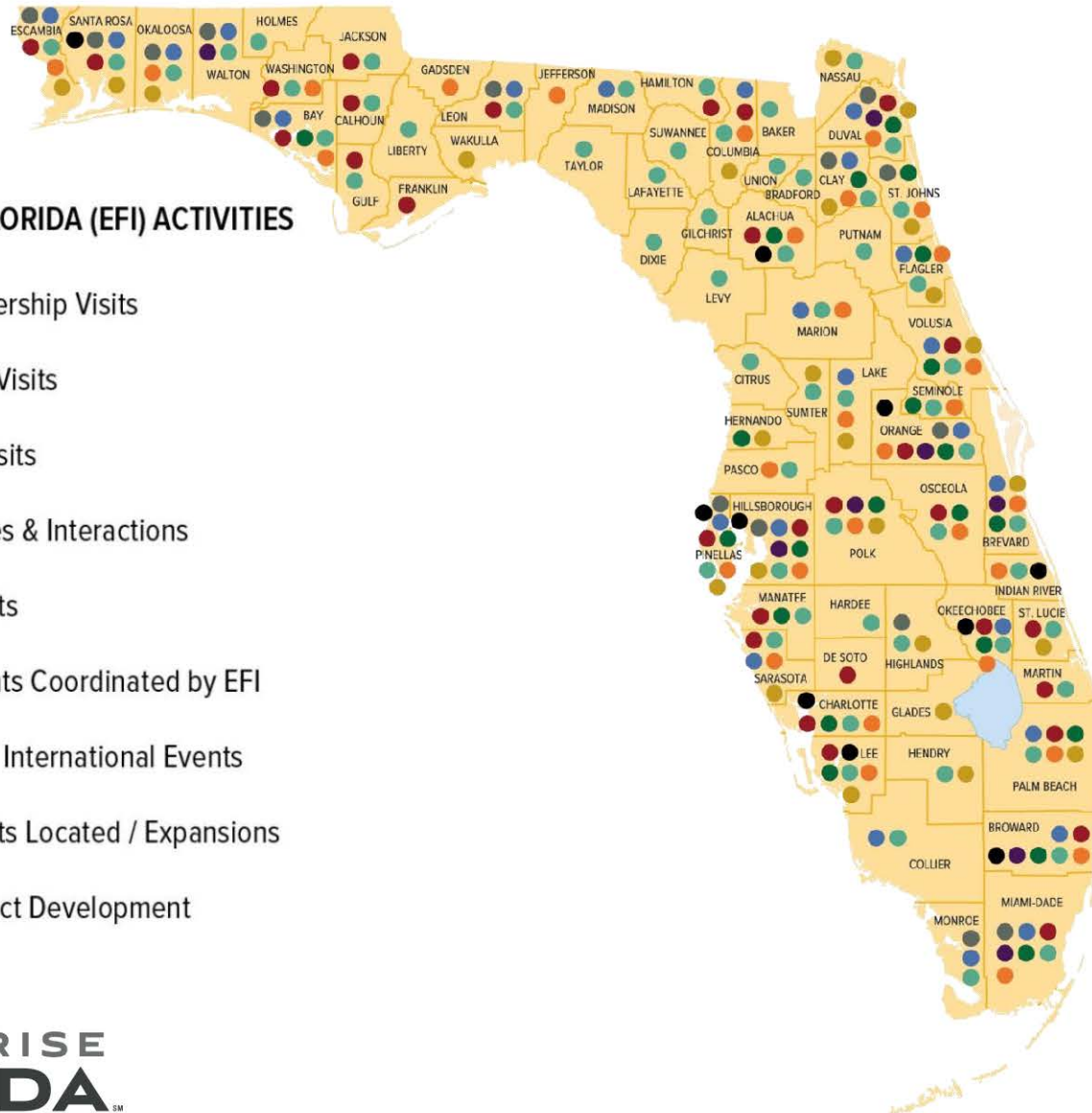
Governor Scott's Goal: 700,000 jobs in 7 years

715,700 Jobs in just under 4 years!

Record-Breaking year for EFI

- **715,700 jobs** created in less than four years.
- **\$2.7 billion** in **capital investment** (up 41%)
- **36,207 total** established jobs (up 44%)
- **23,864 new jobs** established (up 18%)
- Competitive projects **average wage** is \$63,327, **48% higher** than the state average wage
- Record setting year in partnerships – largest number of new investors and investment

EFI's Presence in Florida

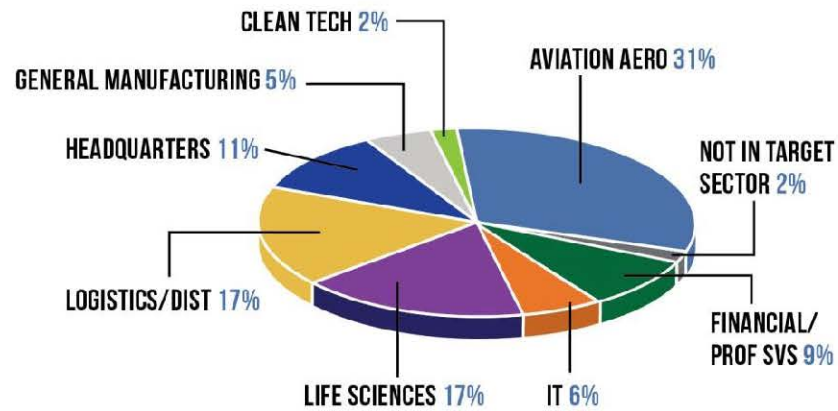


LEGEND: ENTERPRISE FLORIDA (EFI) ACTIVITIES

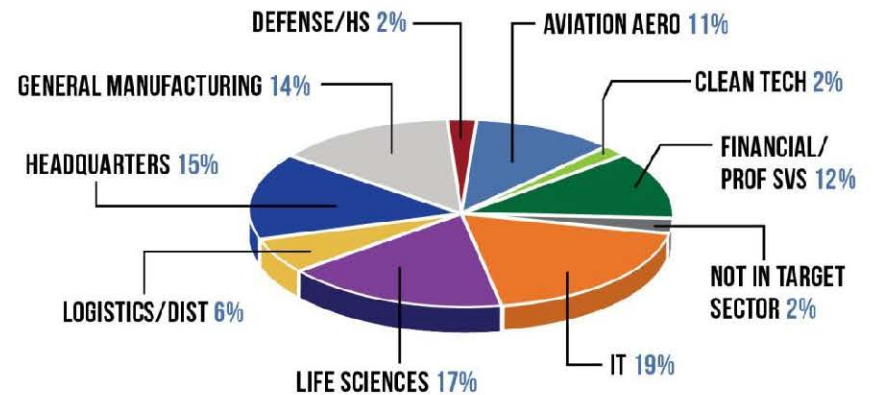
- 10** Team Florida Partnership Visits
- 15** Military & Defense Visits
- 72** President & CEO Visits
- 59** EFI Partner Activities & Interactions
- 19** Board Member Visits
- 40** EOG Announcements Coordinated by EFI
- 60** Export Assistance / International Events
- 148** Competitive Projects Located / Expansions
- 25** Asset Tours / Product Development

Competitive Projects – Business Development

Percentage of Capital Investment by Industry (FY 2013-14)



Established Projects by Industry (FY 2013-14)



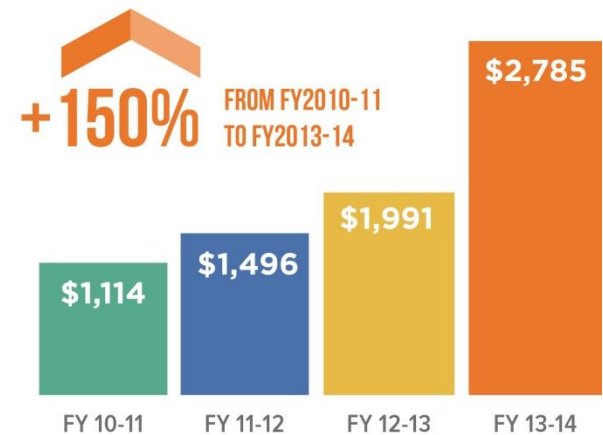
Competitive Projects – Business Development

- Business Development Performance

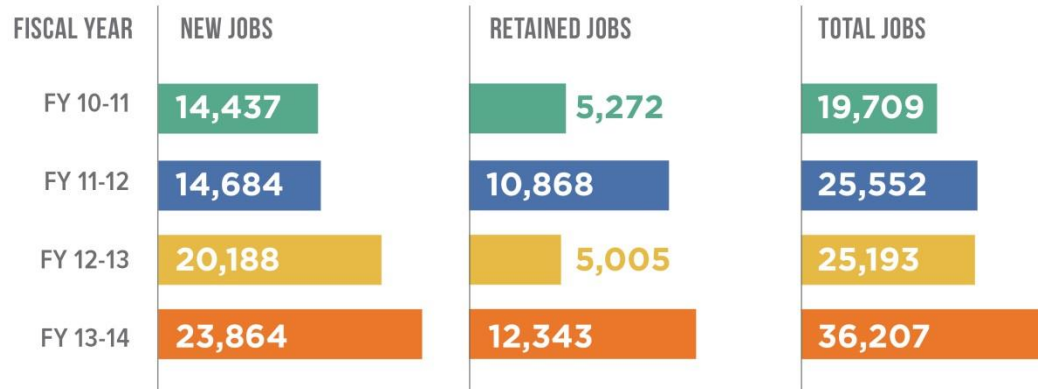
Competitive Projects Average Wage (4 Year Comparison)



Capital Investment (\$millions)



FY 2010-14 New Jobs + Retained Jobs = Total Jobs



Sampling of Key Competitive Projects FY13-14

ESCAMBIA

Global Business Solutions, Inc.
 Industry: Information Technology
 Project type: Expansion
 New Jobs: 120
 Capital Investment: \$5,000,000

DUVAL

Bank of America Corporation
 Industry: Financial/Professional Services
 Project type: Recruitment
 New Jobs: 1,500
 Capital Investment: \$30,000,000

SEMINOLE

Verizon Corporate Resources Group LLC - HQ
 Industry: Financial/Professional Services
 Project type: Expansion
 New Jobs: 350
 Capital Investment: \$50,000,000

HILLSBOROUGH

USAA Southeast Regional Office
 Industry: Financial/Professional Services
 Project type: Recruitment
 New Jobs: 1,215
 Capital Investment: \$162,770,000

ORANGE

United States Tennis Association (USTA)
 Industry: Headquarters
 Project type: Recruitment
 New Jobs: 154
 Capital Investment: \$60,000,000

Healthplan Holdings

Industry: Headquarters
 Project type: Expansion
 New Jobs: 1,025
 Capital Investment: \$38,593,000

ALACHUA

Optym
 Industry: Logistics/Distribution
 Project type: Expansion
 New Jobs: 100
 Capital Investment: \$4,800,000

BREVARD

Northrop Grumman Melbourne
 Industry: Aviation/Aerospace
 Project type: Recruitment
 New Jobs: 1,800
 Capital Investment: \$500,000,000

PINELLAS

Stonegate Mortgage
 Industry: Financial/Professional Services
 Project type: Expansion
 New Jobs: 139
 Retained Jobs: 58
 Capital Investment: \$2,100,000

POLK

Amazon.com
 Industry: Logistics/Distribution
 Project type: Recruitment
 New Jobs: 385
 Capital Investment: \$102,200,000

LEE

Gartner Group, Inc.
 Industry: Information Technology
 Project type: Expansion
 New Jobs: 400
 Capital Investment: \$28,000,000

Embraer Aircraft Holding, Inc.

Industry: Aviation/Aerospace
 Project type: Expansion
 New Jobs: 600
 Capital Investment: \$15,000,000

PALM BEACH

Office Depot
 Industry: Headquarters
 Project type: Retention/Expansion
 New Jobs: 378, Retained Jobs: 2,100
 Capital Investment: \$3,000,000

MIAMI-DADE

Brink's
 Industry: Headquarters
 Project type: Expansion
 New Jobs: 105
 Capital Investment: \$1,600,000

Global Outreach - International Trade

- Trade Results FY 2013 – 2014

FLORIDA	is the largest user of the U.S. Department of Commerce's Gold Key Program
5,234	Consultations with 2,653 Florida companies, nearly all of which are small to medium enterprises (SMEs)
1,523	New-to-program companies working with EFI in the area of international trade
40	Domestic and overseas events were conducted
724	Companies participated in EFI international events
\$820.4M	Total projected export sales as a result of EFI's export assistance and export development programs

Global Outreach - International Trade

- EFI International Activities FY 2013 – 2014
- 40 domestic and international events (~3 events/month)



MaSBEC / Capital Programs Results FY13 - 14

25

Number of SSBCI Lenders Participating

\$12.2M

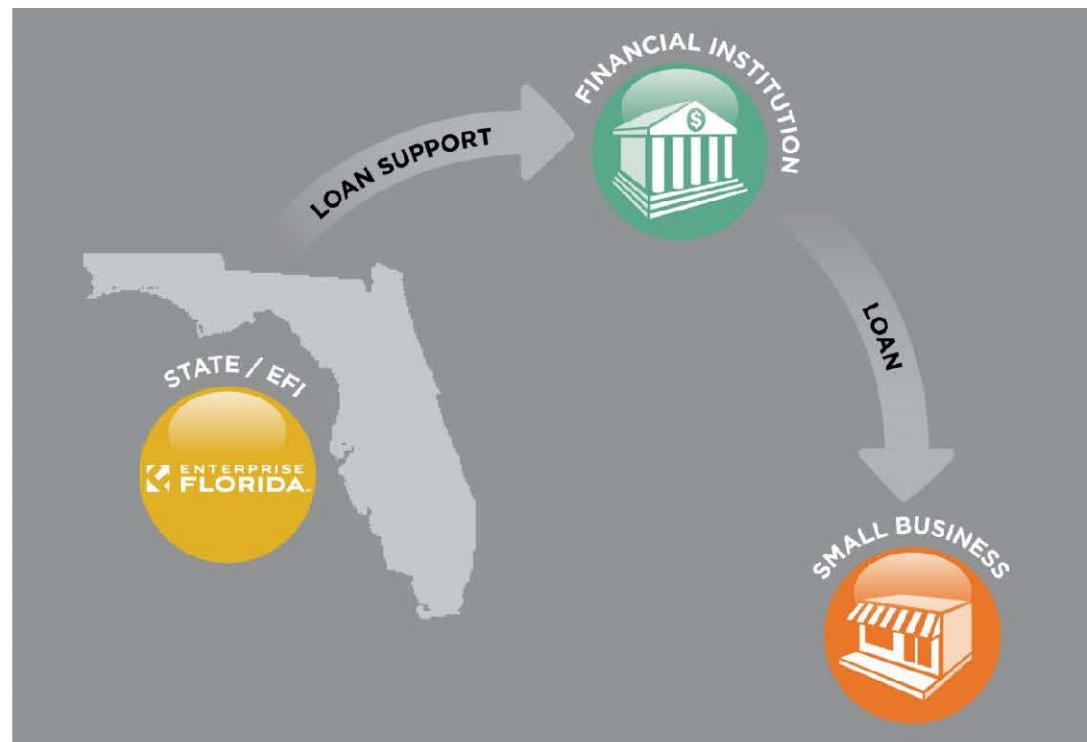
Loan Guarantees (Leveraged Amount)

30

EFI-Assisted companies that have accessed financing

\$9.2M

Loan Participations



Military & Defense Funding FY13-14

\$4M

Florida Defense Support Task Force

\$850,000

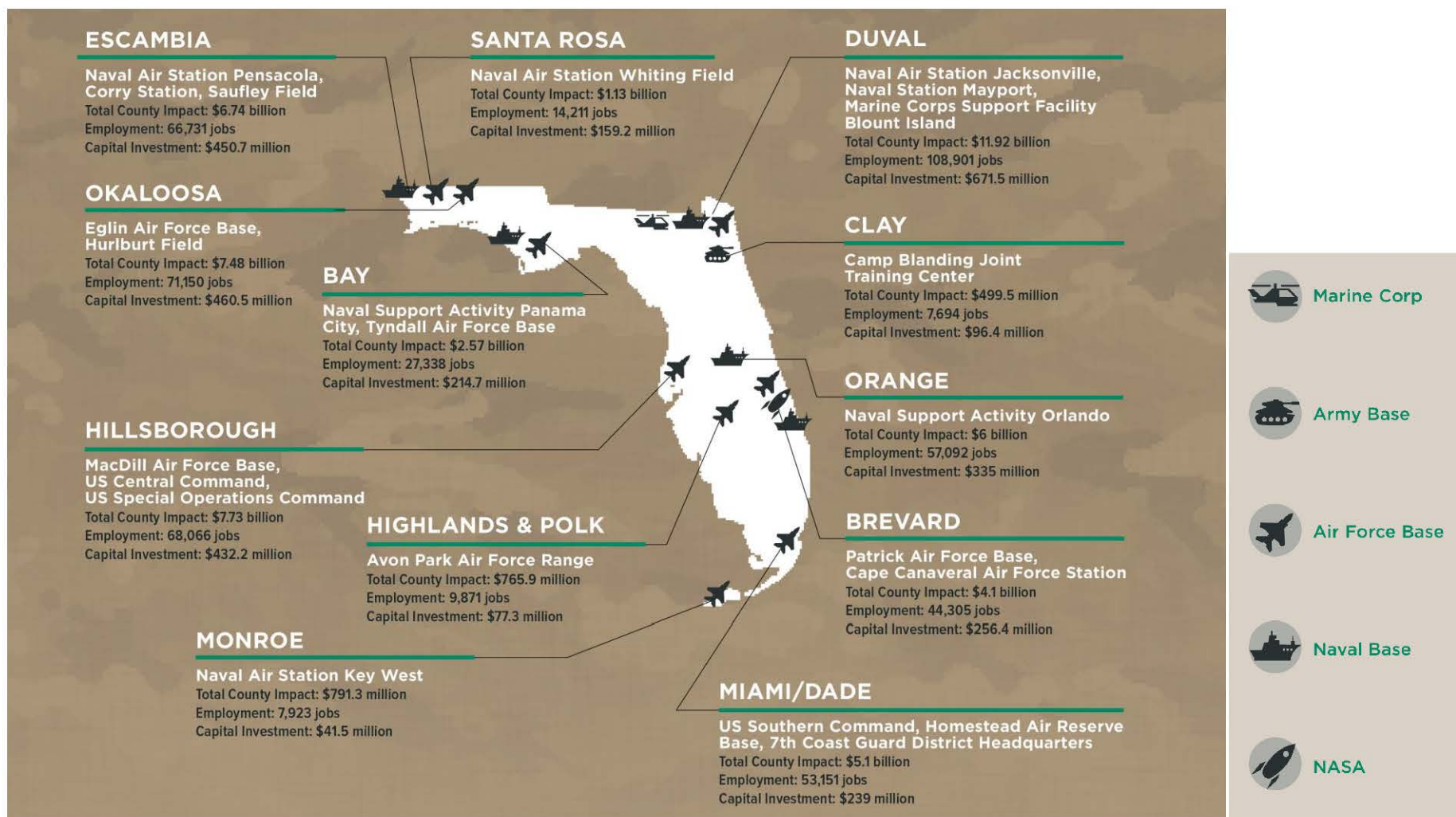
Defense Reinvestment Grant

\$1.6M

Defense Infrastructure Grant

\$150,000

Military Base Protection Grant



Florida Sports Foundation Impact

\$44.4B

Sports industry economic impact to Florida

13.3M

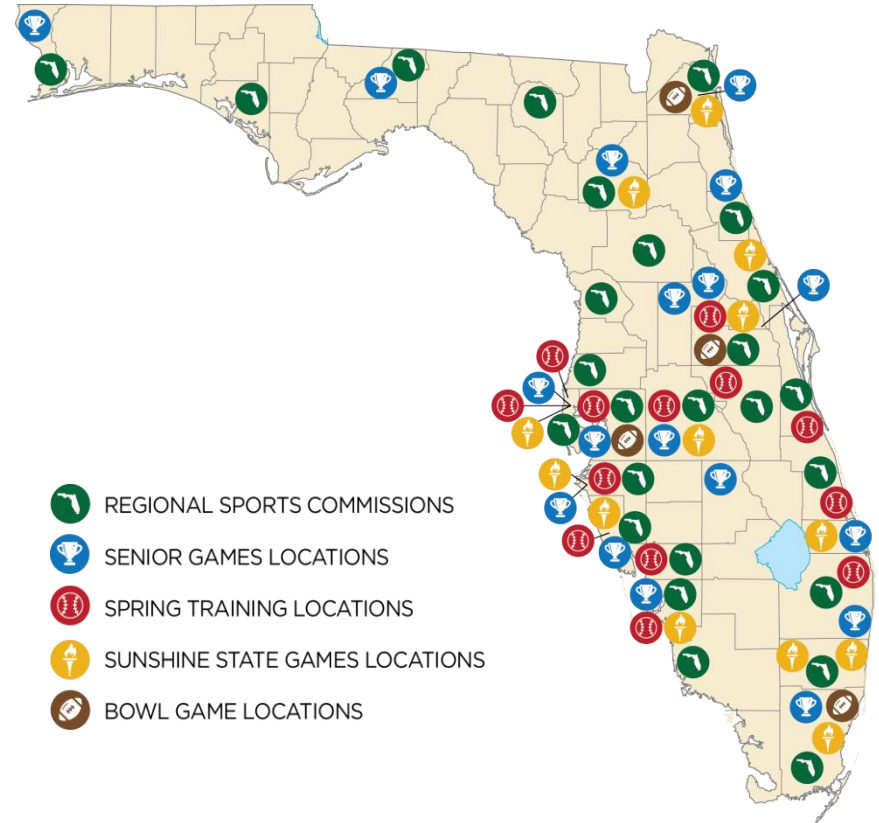
Out-of-state visitors that attended sporting events

2,567

Events hosted by Florida's 27 sports commissions

- **Florida Sports Grants program**
 - Awarded 109 grants
 - Grants created \$663M in economic impact
 - Attracted 700,000+ visitors creating more than 8,235 jobs.
 - Record sales for specialty license plate - 144,000+ sold

- **Florida Sports activities Across the State**



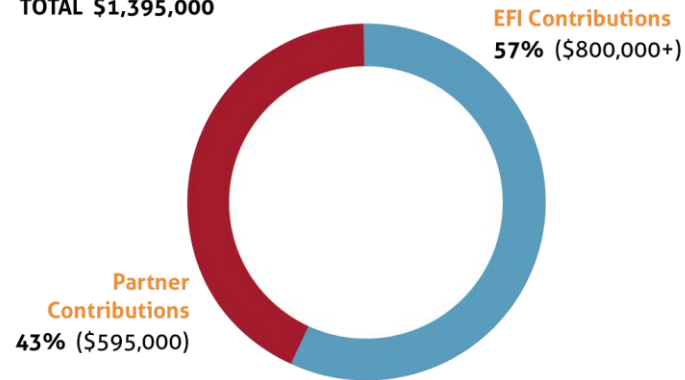
Team Florida Partnership Outreach

Perfect Business Climate Campaign

- In first 18 months, 19 organizations joined EFI to raise \$1.4 million for ongoing marketing campaign
- Campaign results to date:
 - Over 57 million impressions
 - Direct contact with over 2,300 site consultants and business decision – makers
 - 124 consultant / CEO attendees at relationship -building events

CONTRIBUTIONS

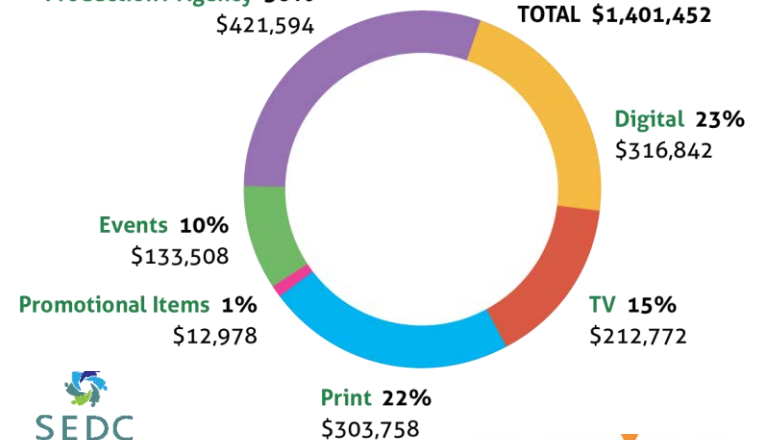
TOTAL \$1,395,000



Production / Agency 30%
\$421,594

BUDGET

TOTAL \$1,401,452



What's on the Horizon?

- Continue to win projects that **diversify** and **transform regional economies**
- Maintaining our momentum
- Continually improving the process and relationships
- Continue to open new markets to Florida small business exporters
- Increase flexibility of financial incentives toolkit
- Dedicated marketing funding to promote Florida for business