

FLORIDA | THE FUTURE IS HERE.



# 2021-22

ANNUAL REPORT

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# Gov. Ron DeSantis



Dear Floridians,

Throughout my administration, it has been my mission to fight for Florida and to fight for what is right. Over the past few years, as our country has faced great hardship, I have continued standing up for Floridians and our communities. When met with demands for shutdowns, we followed the data, kept our state and economy open, and protected the freedom of Floridians. As a result of bold policies, Florida's economy is growing at a rapid rate. Enterprise Florida's annual report serves as a testament to the success being spread across our state.

More than ever before, we hear from business owners across the country who want to run their businesses in a place where the government supports their efforts instead of hindering them. We are proud to stand alongside Florida businesses and invite those from around the country and world to expand their business in the Sunshine State.

Over the past year, we have seen companies of all shapes and sizes either expand their footprint or completely relocate to our state as the next step in their company's success. In Fiscal Year 2021-2022, EFI and its statewide partners established 61 economic development projects representing 12,564 new and retained jobs and more than \$2.5 billion in capital investment - an increase of 2,100+ jobs and \$1.1 billion in capital investment as compared to Fiscal Year 2020-2021.

Additionally, EFI continued to showcase Florida companies on an international stage, resulting in \$1.5 billion in actual and expected export sales in Fiscal Year 2021-2022. EFI's International Trade and Development team established 39 projects with \$153 million in total capital investment. Those investments represent nearly 3,000 jobs for Floridians, adding to Florida's tax and employment base.

As we look to the next year, Florida's future has never been brighter. We will continue to put Floridians first, make sound policy decisions, and keep freedom first in the great State of Florida.

A handwritten signature in black ink, appearing to read 'Ron DeSantis'.

Sincerely,  
Ron DeSantis  
Governor of Florida  
Chairman, Enterprise Florida



# Holly Borgmann



As Vice Chairman of EFI, I am proud to say that Florida remains the very best place to start or expand a business. Over the past year, as much of the country still struggled to recover from the pandemic, Florida stood out boldly as a beacon of freedom. Under Governor DeSantis' leadership, Florida remained focused on maintaining an economic environment where individuals and businesses have the freedom to achieve their highest potential.

As a result, Florida-based businesses have thrived, and business owners from around the world have relocated to Florida seeking regulatory certainty and a business-friendly regulatory climate. In fact, Florida led the nation in total business formations in 2021, the third consecutive year, even exceeding 2019 pre-pandemic numbers by 60 percent.

Demand for skilled workers has never been higher, and Florida continues to lead the nation with its diverse and talented workforce of more than 10.6 million. As of July 2022, Florida employers added jobs for 30 consecutive months and the state unemployment rate has remained below the national rate for 23 consecutive months.

Investing in workforce education is critical to our state's long term economic resiliency. Since 2019, Governor DeSantis has invested more than \$5 billion in workforce education, which ensures that Florida businesses can fill critical jobs needed to power our economy for decades to come.

I am happy to share the message that not only does Florida have the talent pool to support its continued growth, but the logistical resources needed to help businesses access markets near and far, domestic and abroad.

As our nation continues to recover from the economic impacts of the pandemic, I am grateful for the certainty our governor provides, allowing businesses to plan for the future without fear of lockdowns. EFI remains dedicated to its mission of expanding and diversifying the state's economy through job creation and promoting Florida as the number one place for business. I am honored to continue working alongside our incredible board to serve our fellow Floridians.

Sincerely,

A handwritten signature in black ink that reads "Holly Borgmann". The signature is fluid and cursive.

Holly Borgmann  
Vice-Chairman  
Enterprise Florida



# OPERATIONS



As the principal economic development organization for Florida, EFI collaborates with statewide partners to facilitate private-sector job growth through business recruitment and retention, international trade, promotion of sporting events, capital funding programs to assist small and minority businesses, and support of the state's military bases and personnel.

EFI advances economic welfare and business opportunities by offering a wide range of services and information to assist new and relocating domestic and international businesses. Additionally, the organization provides the tools, resources and support needed to ensure existing companies are growing and thriving.

This is achieved by the collaboration of the eight-divisions that comprise EFI. These divisions include:

- Business Development
- Marketing and Communications
- International Trade & Development
- Florida Sports Foundation (Sports Development)
- Florida Defense Alliance (Military and Defense)
- Minority and Small Business Development
- Florida Opportunity Fund
- Administration

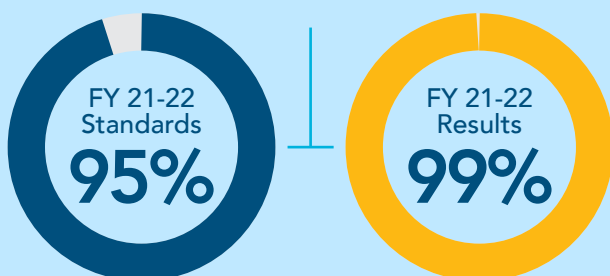
VISIT Florida, whose annual report is included as addenda, serves as the Tourism Marketing entity for the state.

EFI has three offices statewide. The International Trade & Development team is led from the Miami Office with Trade Managers co-located within partner organizations across the state. The Chief Executive Officer, Legislative Affairs, Florida Sports Foundation, Military and Defense and EFI Communications personnel are based in the Tallahassee office. The Orlando Headquarters serves as the home base for EFI's leaders in Business Development, Marketing and Administration.

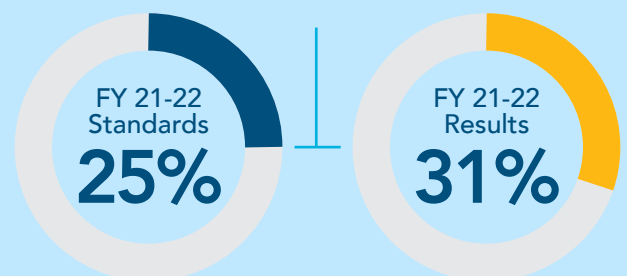
To achieve global recognition and strengthen Florida's competitiveness internationally, EFI collaborates contractually with twelve foreign offices. These offices are strategically located for trade development and/or the attraction of inward foreign direct investment.

By way of this report, EFI proudly presents an overview of the activities and operations of each division for fiscal year ending June 30, 2022.

Satisfaction of businesses served with investment or trade assistance provided by EFI



Response rate for Business Development/International Trade Development customer satisfaction survey



\*Response rate is calculated based on client participation in the annual survey.

# EFI HIGHLIGHTS YEAR OF ACCOMPLISHMENTS UNDER LEADERSHIP OF GOVERNOR DESANTIS

## TALLAHASSEE, FL

Enterprise Florida, Inc. (EFI) released the following summary of accomplishments during Fiscal Year 2021-2022:

### REACHING INTERNATIONAL MARKETS

- EFI's International Trade & Development (IT&D) team conducted more than 4,600 export consultations with more than 2,300 Florida companies in 62 counties.
- In total, Florida companies reported nearly \$1.5 billion in actual and expected export sales due to IT&D's programs including trade shows, trade missions, Certificates of Free Sale, foreign office support, and more.
- The IT&D staff conducted 14 overseas trade shows, participated in a Florida Seaports Mission to Mexico, two virtual trade missions, and two in-person trade missions.
- Another 11 educational events were held virtually to help Florida companies better understand doing business in select markets, export compliance, and general export assistance.
- Through the state's Export Diversification and Expansion program, more than \$1.5 million was awarded for 300 trade grants to companies who participated in overseas trade shows; in-person and virtual business matchmaking; export marketing plans; international website development, and obtaining international certifications required to do business in some foreign markets.
- IT&D's International Office network and foreign direct investment (FDI) team conducted more than 400 consultations with Florida companies interested in doing business overseas.
- Another 1,300 consultations took place with foreign companies interested in learning more about investing in the State of Florida.
- Florida companies reported that the international offices assisted them in generating \$275 million worth of export sales.
- 37 projects with \$148 million in total capital investment were established creating more than 3,000 Florida jobs due to the combined efforts of the international offices and the Florida-based FDI team.

## PROMOTING FLORIDA AS “#1 JOB CREATION DESTINATION”

- In Fiscal Year 2021-2022, EFI and its statewide partners established 61 economic development projects representing 12,564 new and retained jobs and more than \$2.5 billion in capital investment. One noticeable trend pertains to the size of the projects, with fewer, yet larger projects than have been completed historically. Comparing Fiscal Years 2020-21 and 2021-22, there is an increase in the average jobs of over 100, with 2.5 times larger capital investment. Projects included relocations or expansions from Santander Consumer Finance, City Furniture, and Lockheed Martin Corporation to name a few.
- In an effort to generate leads and foster relationships with site consultants and industry professionals, EFI sponsored, attended, and exhibited at specific events, including visiting consultants in their home markets, site selection conferences, and business development missions to industry trade shows. As a result of these activities, the division opened 220 new projects during the year.
- In an effort to engage with economic development partners and stakeholders throughout the state, EFI’s Business Development team conducted virtual presentations, attended market familiarization tours around the state, attended partner events, and met quarterly with its Partner and Stakeholders Council.

## SHARING FLORIDA’S STORY WITH THE NATION

- In Fiscal Year 2021-2022, the EFI marketing team promoted Florida as a premier business state to business decision-makers around the world. The team promoted the state through its “Florida – The Future is Here” campaign along with a refreshed brand, “Break Through.” “Break Through” leverages the positive associations people have with Florida as a place for their personal future and reshapes them to show that Florida is also the place for their business future. The messaging will continue to highlight the state’s significant advantages for businesses, with a pro-business approach to taxes and regulation, and a robust talent pipeline in the IT, finance, advanced manufacturing, aviation, aerospace, defense, and fintech industries to support their future growth. The campaign generated more than 154 million impressions worldwide in Fiscal Year 2021-2022 and was featured on digital, social, and print media platforms around the state, across the country and internationally. The marketing team identified new publications and platforms to feature the campaign, targeting the financial, aviation/aerospace, IT and manufacturing sectors, as well as leading business publications. Below are a few of the titles and sites the campaign appeared in:

**Wall Street Journal**  
**Global Finance**  
**Financial Times**  
**The Business Journals**  
**Chief Executive**  
**Florida Trend**  
**Inc.**  
**LinkedIn**  
**CoreNet**  
**FORBES and Entrepreneur**

- On September 9, 2021, EFI launched the ‘Built for Opportunity’ Awareness Campaign. The campaign was launched to generate awareness of Florida’s business-friendly environment through testimonials of Florida business owners. The campaign ran across Florida and throughout the country and concluded on April 30, 2022. In total, the ‘Built for Opportunity’ Awareness Campaign generated more than 290 million impressions.

## SUPPORTING MINORITY & SMALL BUSINESSES

- EFI hosted the Access to Capital: Lender Speed Dating workshop, an all-day in-person event designed to educate minority and small business owners throughout the state regarding gaining access to capital. For this event, EFI partnered with 16 lending institutions.
- This year, EFI's Minority and Small Business, Entrepreneurship and Capital division successfully hosted its Minority & Small Business Boot Camp 2.0., which provided minority and small business owners with resources to continue to grow their companies. Over the course of the series, 2,005 participants registered for the Boot Camp.

## PROVIDING OPPORTUNITIES TO FLORIDA'S RURAL COMMUNITIES

- In Fiscal Year 2021-2022, EFI awarded 46 grants totaling \$462,995 to organizations across rural Florida through the Rural Development Toolkit. This toolkit includes an expanded offering of grant opportunities in marketing & training, consulting services and site preparedness to local rural communities across Florida.

## SUPPORTING MILITARY BASES, FAMILIES & MISSIONS

- Using Fiscal Year 2021-2022 funds, the Florida Defense Support Task Force (FDSTF) awarded \$1,200,000 through the Task Force Grant Program to support three defense projects across three counties.
  - City of Jacksonville Military Affairs and Veterans Department (\$500,000) – For encroachment protection/compatible land use for Naval Station Mayport, Naval Air Station Jacksonville and Outlying Field Whitehouse.
  - Clay County Development Authority (\$500,000) – To buffer Camp Blanding from incompatible land development.
  - Economic Development Commission of Florida's Space Coast (\$200,000) – For a feasibility study for Cape Canaveral Space Force Station Regional Wastewater Treatment.
- In addition, the FDSTF funded three projects to further enhance Florida's capabilities to support our installations' future and viability including:
  - Florida Installation Resiliency Review (\$150,000) – This project surveyed all Florida installations and defense communities to determine a list of actionable projects and highlights, federal grant programs, or other federal funding sources to help solve the resiliency issues around the installations.
  - Florida Military Education Scorecard Enhancement (\$117,000) – This project assesses the US Air Force system of scoring and ranking military installations based on school districts for future basing considerations. The outcome of the project will influence future Department of Defense scoring systems to assess the quality of our schools more accurately.
  - The Continuing Services Contract (CSC) (\$135,000) – This multi-vendor contract vehicle allows for more nimble support to our installations and defense communities via Task Work Orders to help the state and the Task Force tackle emerging or short-term projects with experienced defense contractors to preserve, protect and/or enhance the Military and Defense installations, communities, and industries in Florida.

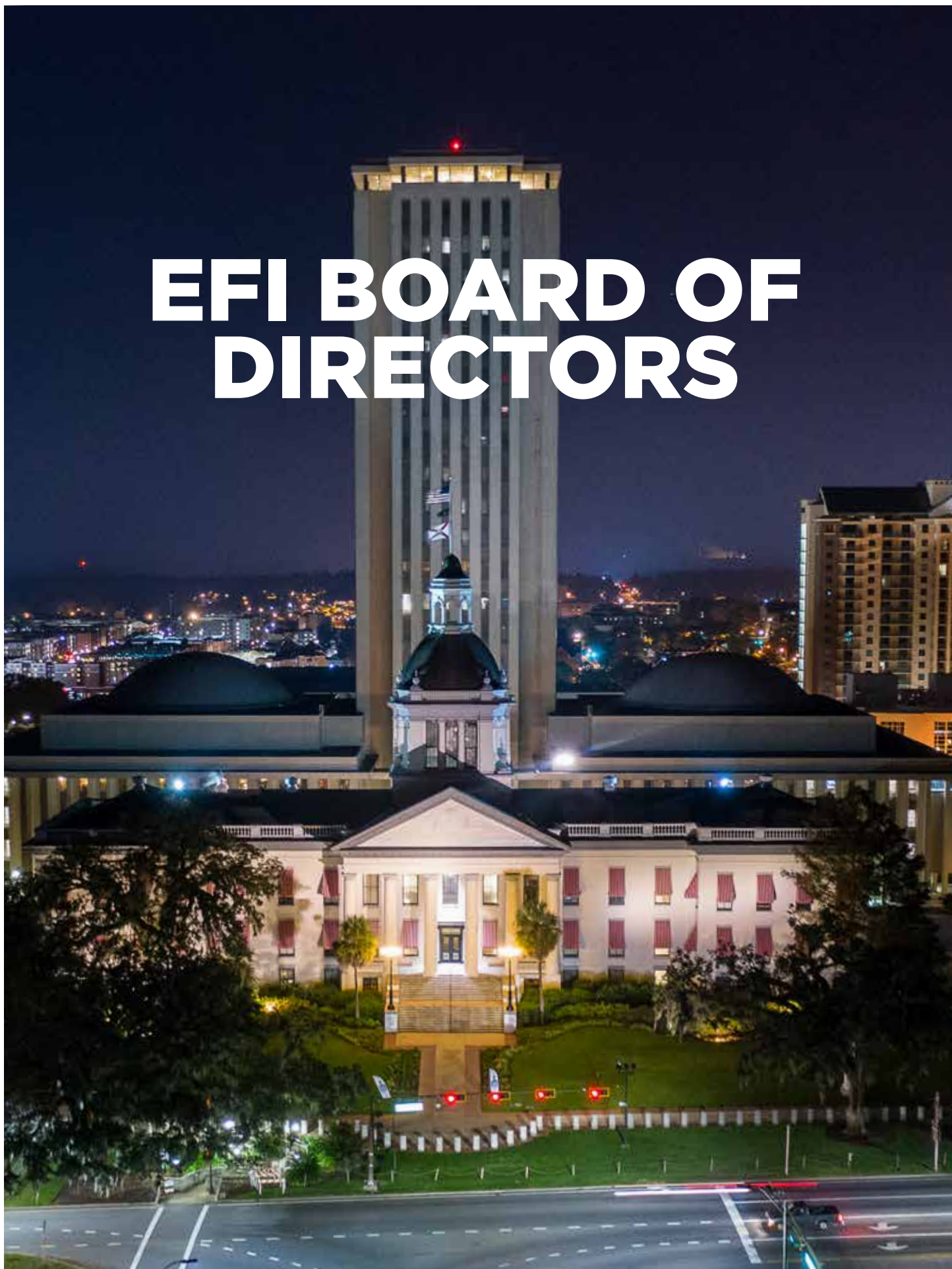
- During Fiscal Year 2021-2022, the FDSTF conducted nine meetings: four virtually and five in-person meetings: three in the defense-dependent communities of Jacksonville, Orlando, St. Augustine and two in Tallahassee. Additionally, it has continued implementation of its long-range strategic plan for actions to protect, preserve and enhance Florida's military installations.
- Updated the bi-annual military and defense economic impact study showing the economic impact of military and defense in Florida to be more than \$96.6 billion and accounting for more than 860,221 direct and indirect jobs.
- EFI published a rebranded 2022 Florida Military Benefits Guide, formerly called the Florida Military Friendly Guide, that provides a comprehensive summary of the laws and programs that benefit service members and families stationed in Florida.

## SHOWCASING FLORIDA AS THE PREMIER DESTINATION FOR SPORTING EVENTS

- The Florida Sports Foundation (FSF) conducted the 2021 Florida Senior Games in December 2021. The Florida Senior Games qualifiers were held in more than 20 Florida communities with 9,990 attendees participating in Fiscal Year 2021-2022. The 2021 Florida Senior Games were held in the Greater Fort Lauderdale Area with 4,814 attendees and generated \$1,245,000 of fiscal impact. Athletes came from throughout Florida, 42 states, and Canada.
- Following the 2021 Florida Senior Games, in the Greater Fort Lauderdale Area, the 2022 National Senior Games were held in the same area. More than 1,600 Florida Senior athletes represented the Sunshine State as ambassadors and won over 1,100 medals.
- Florida also hosted the Sunshine State Games which attracted 16,782 attendees from throughout the State of Florida and had an economic impact of over \$4.6 million. The 2022 Sunshine State Games, presented by Amazon, had multiple-sport festivals in Alachua, Broward, Clay, and Polk counties.
- The FSF hosted the Florida Sports Summit, an exclusive occasion for industry and service partners to connect with event rights holders and sports planners. 37 partners attended to showcase their destinations to over 30 stakeholders looking to bring events to the state.



# EFI BOARD OF DIRECTORS





**Bryan Avila**  
Florida House  
of Representatives



**Gordon Bailey**  
Florida Blue



**Anthony Barbar**  
Barbar and Associates



**David Bevirt**  
Strategic Property Partners, LLC



**Brewster Bevis**  
Associated Industries of  
Florida



**Holly Borgmann**  
ADT US Holdings, Inc.



**Jim Boyd**  
Florida Senate



**Cord Byrd**  
Florida Department of State



**Dominic Calabro**  
Florida Tax Watch



**Suzanne Christman**  
Florida Economic  
Development Council



**Jose Cil**  
Restaurant Brands  
International



**Jason Clement**  
Sports Facilities Advisory,  
Sports Facilities Management



**Archie Collins**  
TECO Energy



**Ray Rodrigues**  
State University System of  
Florida



**Rodney Cruise**  
Embry-Riddle Aeronautical  
University



**Brian Curtin**  
BRPH Architects-Engineers





**Honorable Ron DeSantis**  
State of Florida Governor's  
Office



**Sonya Deen Hartley**  
J.M. Family Enterprises



**David Denor**  
Florida Trend



**Manny Diaz, Jr.**  
Commissioner, Florida  
Department of Education



**Dane Eagle**  
Department of Economic  
Opportunity



**Freddie Figgers**  
Figgers Communication  
Corporation



**Nikki Fried**  
Florida Department of  
Agriculture



**Danny Gaekwad**  
NDS USA



**Ron Goncalves**  
Nomi Health



**Leo Govoni**  
Boston Holding Company LLC



**Margy Grant**  
Florida Realtors



**Jeff Hendry**  
Northern Florida Economic  
Development Partnership



**Mori Hosseini**  
ICI Holmes



**Yolanda Cash Jackson**  
Becker, P.A.



**Marva Johnson**  
Charter Communications



**Belinda Keiser**  
Keiser University



**David H. Melvin**  
Melvin Engineering



**Nick Miceli**  
TD Bank



**Sonya Montgomery**  
The Desoto Group



**Ashley Moody**  
Florida Office of the Attorney  
General



**William A. Newsom, Jr.**  
Mitsubishi Power Americas



**Christopher Nocco**  
Pasco Sherriff's Office



**Jimmy Patronis**  
Florida Department of  
Financial Services



**Tom Pennekamp**  
Truist Bank



**Brian Phillippi**  
Trademark Metals Recycling



**Win Phillips**  
University of Florida



**John Provenzano**  
Publix Super Markets, Inc.



**Cary Putrino**  
Fifth Third Bank



**Bob Ritchie**  
American Integrity Insurance



**Scott Ross**  
Capital City Consulting



**Stephen Rossiter**  
Stephen Rossiter & Cummaro  
Enterprise, My Doctor's Live



**Katherine San Pedro**  
Ballard Partners



**Jonathan Satter**  
White Wolf Capital Group, Inc.



**Gene Schaefer**  
JAX Bank of America, N.A.



**Melissa Seixas**  
Duke Energy



**Stephanie Smith**  
CareerSource Florida



**Gary Spulak**  
Embraer Aircraft Holding, Inc.



**Crystal Stiles**  
Florida Power & Light  
Company



**Erick Strati**  
Wells Fargo Bank, N.A.



**S. Reeves Valentine**  
Lockheed Martin Training &  
Logistics Solutions



**Bob Ward**  
Florida Council of 100



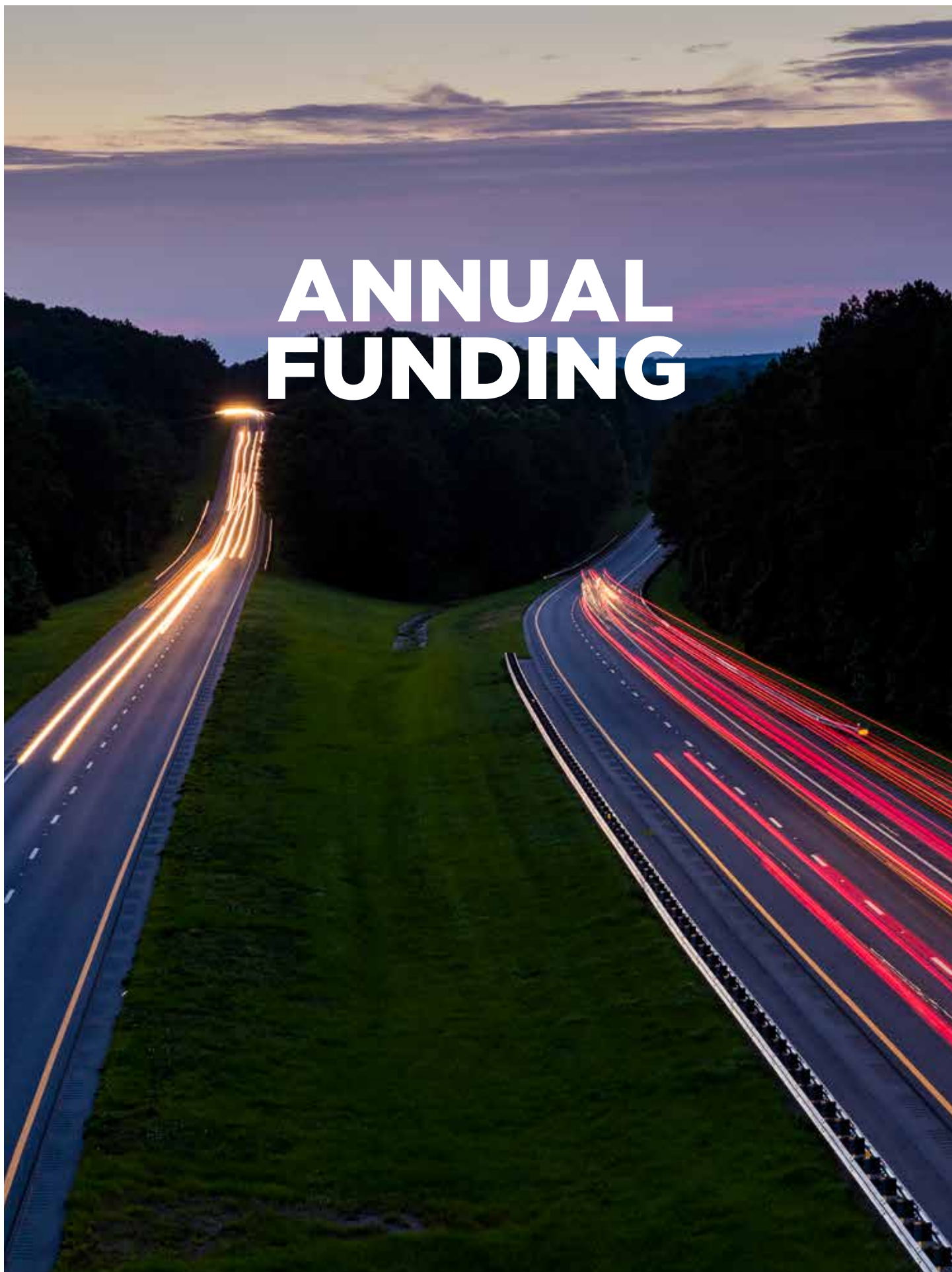
**Mark Wilson**  
Florida Chamber of Commerce



**Joe York**  
AT&T in Florida, Puerto Rico  
and the U.S. Virgin Islands



# ANNUAL FUNDING



As a public-private partnership, EFI receives funding from private corporations as well as the State of Florida. Through a contractual relationship with the Florida Department of Economic Opportunity, EFI must report on its quarterly activities and meet the minimum performance levels to secure the state's operating investment.

The private sector augments the state's efforts through contributions from a variety of Florida's businesses. EFI's investors contribute to the match requirement identified in Florida Statute section 288.904(2)(a). EFI is required to raise no less than 100 percent of the state's operating investment. For Fiscal Year 2021-2022, that requirement was \$14,400,000.

Private sector support in operating EFI and its divisions includes:

- Cash donations from organizations assisted by the divisions;
- Cash jointly raised by EFI, and a private local economic development organization, a group of such organizations, or a statewide private business organization that supports collaborative projects;
- Cash generated by fees charged for products or services of EFI, and its divisions by sponsorship of events, missions, programs, and publications; and
- Copayments, stock, warrants, royalties, or other private resources dedicated to EFI, or its divisions.

Matching Funds for Fiscal Year 2021-2022  
Through June 30, 2022

	<b>FYE 21-22 Cash Amount</b>
Corporate Contributions	
a) EFI Corporate Contributions	\$1,575,000
b) TMFL Corporate Contributions	\$290,000
c) FSF Corporate Contributions	\$82,250
Sponsorships & Event Revenue	
a) EFI Sponsorships & Event Revenue	\$1,188,063
b) FSF Event Revenue/Entry Fees	\$516,567
Programs, Publications, Misc.	
a) State Small Business credit Initiative Program Fees & Interest	\$162,921
b) Microfinance Program Fees & Interest	\$6,221
c) Florida Sports Foundation Miscellaneous Revenue	\$76,917
d) EFI Administrative Services & Miscellaneous Revenue	\$292,754
e) Florida Opportunity Fund Interest	\$197,185
f) Florida Opportunity Fund Distributions	\$3,132,054
Advertising – Raised Private/Corporate – Visit Florida	\$14,395,701
<b>Total Match</b>	<b>\$21,915,633</b>

# BUSINESS DEVELOPMENT



BY THE NUMBERS	JOBS CREATED BY INDUSTRY
Prospecting Events: 22	Aviation & Aerospace: 3,365
Unique Leads Generated: 220	Logistics & Distribution: 1,013
Successful Company Expansion/Relocation: 61	Corporate/Regional Headquarters: 2,958
Total Committed New Jobs: 12,564	Financial & Professional Services: 1,441
Total Committed Capital Investment: \$2,543,084,800	Manufacturing: 464
	Information Technology: 486
	Life Sciences: 1,399
	Other: 1,438

## BUSINESS DEVELOPMENT OVERVIEW

EFI's Business Development Division is responsible for assisting businesses with site selection to facilitate job creation and retention within the State. The division provides site selection services including workforce and demographic information, utility data, community profiles, site visit coordination, and much more. EFI works with business leaders and economic development partners from Florida's 67 counties to attract high quality jobs within the state's nine targeted industries.

Encouraging the growth of existing Florida companies is also a key focus for the division. Retaining and expanding local businesses is central to the mission of economic development and creates a community where business can thrive, and high-wage jobs stay in the Florida, which helps to diversify our state economy.

In Fiscal Year 2021-2022, EFI and its statewide partners established 61 economic development projects representing 12,564 new and retained jobs and more than \$2.5 billion in capital investment. One noticeable trend pertains to the size of the projects, with fewer, yet larger projects than have been completed historically. Comparing Fiscal Years 2020-21 and 2021-22, there is an increase in projects that created over 100 new jobs, along with a 2.5 times larger capital investment.

Projects included relocations or expansions from Santander Consumer Finance, City Furniture, Amazon.com, Inc., and Lockheed Martin Corporation to name a few.

Number of Proposed Jobs to be Created by  
Businesses Assisted by  
EFI by International Businesses  
(partial subset of first)

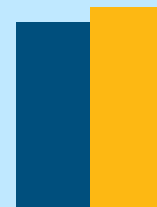
FY 21-22  
Standards  
**700**



FY 21-22  
Results  
**2,037**

Number of Proposed Jobs to be Created by  
Businesses Assisted by EFI with Incentives\*  
(partial subset of first)  
QTI, CLOSE, HIPI, IIF, CITC, BROWN, RIF

FY 21-22  
Standards  
**3,000**



FY 21-22  
Results  
**3,305**



## PROJECT HIGHLIGHTS

### SANTANDER CONSUMER USA TO ADD NEW OFFICE LOCATION IN GREATER TAMPA BAY NEW FLORIDA OFFICE IS TARGETED TO OPEN BY MID-2021, BRINGING APPROXIMATELY 850 JOBS TO THE AREA

Santander Consumer USA Holdings Inc. (NYSE: SC) ("SC" and "the Company"), announced today that it plans to open a new location in the Suncoast Crossings area of Odessa, FL, in 2021. Located in northwest Pasco County, the facility will bring approximately 850 jobs to the area, covering a variety of automotive finance, funding and account servicing functions, as well as a smaller number of backoffice roles.



The new Florida location gives SC expanded operations coverage in the Eastern Time Zone of the U.S., as well as additional capacity to service future growth of SC's own and serviced portfolios. The Company also operates mainland U.S. offices in north Texas; Mesa, Arizona; and Centennial, Colorado.

"We are excited to expand our presence in Florida – a state with a favorable business environment where people are familiar with the Santander brand," said Mahesh Aditya, Santander Consumer President and CEO. "The Tampa Bay area is rich in talent, particularly in the customer service sector, and we look forward to offering future employees a dynamic and progressive place to grow their careers."

The facility that will serve as SC's Florida office will undergo extensive renovation and is expected to open for business by mid-2021. When complete, it will feature a state-of-the-art call center, as well as modern office, training, conferencing and break room spaces for employees.

Aditya added, "In addition to becoming a part of the Tampa Bay business community, we also look forward to getting to know the community leaders and government officials in the area, and giving back to local charitable causes and organizations whose missions align with ours."

#### About Santander Consumer USA Holdings Inc.

Santander Consumer USA Holdings Inc. (NYSE: SC) ("SC") is a full-service consumer finance company focused on vehicle finance, third-party servicing and delivering superior service to our more than 3.1 million customers across the full credit spectrum. SC, which began originating retail installment contracts in 1997, had an average managed asset portfolio of approximately \$61 billion (for the second quarter ended June 30, 2020), and is headquartered in Dallas.

[www.santanderconsumerusa.com](http://www.santanderconsumerusa.com)



## PROJECT HIGHLIGHTS

### CITY FURNITURE OPENING 1.3 MILLION SQUARE FOOT DISTRIBUTION CENTER IN PLANT CITY

CITY Furniture operates showrooms across the Sunshine State. The huge concept is currently building out a 1 million square foot distribution center and showroom in Plant City. The massive new complex is a \$125-million+ project that will include a showroom with a café that will serve craft beer, wine and flavored coffees, according to a release. It will also include a warehouse and corporate offices.

CITY Furniture settled on the space more than a year ago. Once complete, the new facility is expected to bring more than 500 jobs to the area. Salaries will range from \$40,000 a year for warehouse workers, to \$58,000 a year for service technicians.

Initial plans called for a late summer 2022 debut in the area. This part of a larger expansion in the Tampa Bay region for the furniture giant. Here's a breakdown of what the Plant City space will consist of:

- 800,000 square feet of distribution space
- 208,521 square feet of retail space for a showroom
- 45,429 square feet of corporate office space
- 5,000 square feet of cafe space

City Furniture is a Florida-based retailer "on a mission to change the way people live with beautiful home furnishings at incredible values," write the owners in the company's mission statement. The concept itself dates back to the 1970s when they opened as Waterbed City, and over the years have evolved into a leading "furniture and home accents destination." City Furniture now operates roughly 20 showrooms across the state, along with an expansive website that offers shipping across the country. The official location of the Plant City facility is 3397 S Frontage Road.



## PROJECT HIGHLIGHTS

### PINELLAS COUNTY BREAKS GROUND ON SITE OF FUTURE REGIONAL BUSINESS INCUBATOR

The Pinellas County Commission, along with dozens of business and community partners, on Tuesday, Feb. 15, 2022, held a groundbreaking ceremony for a new, 45,000-square-foot state-of-the-art business incubator. The facility, slated for completion in 2023, will drive economic impact by catalyzing future startups and technology companies in the Tampa Bay region. The groundbreaking ceremony was held at the site of the future ARK Innovation Center (1101 Fourth Street South, St. Petersburg), which will house the Tampa Bay Innovation Center, an incubator already operating and located in Pinellas County.

Pinellas County, in partnership with the U.S. Economic Development Administration, the City of St. Petersburg, the Tampa Bay Innovation Center, and ARK Invest, will design, construct, and equip the new facility. The County will contribute approximately \$2.6 million in design and construction costs, the U.S. Economic Development Administration has awarded an approximately \$11.3 million grant for the project design and construction costs, and ARK Invest will contribute funds to cover \$2 million in construction. The City of St. Petersburg generously donated the 2.5 acres of land within the Innovation District to bring the project together. Overall, the incubator project cost will total \$16 million.

# ARK INNOVATION CENTER

Future home of the Tampa Bay Innovation Center.



## OPENING 2023

U.S. Economic  
Development  
Administration  
@economicdev.usda



Right in the heart of St. Petersburg's Innovation District, the property is located south of downtown within a census tract that is a federal Opportunity Zone and is within the South St. Petersburg Community Redevelopment Area at the southwest corner of Fourth Street South and 11th Avenue South.

The County's partner and operator, the Tampa Bay Innovation Center, was selected through a competitive process to operate the incubator with a well-established team of board members, advisors and mentors with a track record of generating successful graduates in target industry sectors. Startups and entrepreneurs participating in the Tampa Bay Innovation Center's programs will have the opportunity to receive dedicated coaching and technical assistance and participate in entrepreneurial programs—all in a modern facility offering affordable leased space and flexible collaborative workspaces.

"Since the launch of our partnership with Pinellas County for an Innovation Center, we have made great progress. This groundbreaking marks the next phase of our long and successful partnership. Our recent collaboration with ARK Investment Management, LLC provides even greater potential to shape our region as an innovation-led economy that will serve to attract talent, wealth, and the most innovative startups. We are excited about the journey ahead," said Tonya Elmore, President & CEO of the Tampa Bay Innovation Center.

ARK Invest has been a crucial partner in elevating the incubator and the blossoming startup scene in St. Petersburg within the tech community.

"We chose St. Pete among all other cities because of the innovative spirit in the DNA of St. Petersburg," said ARK Invest CEO and CIO Cathie Wood.

Sitework for the construction of the incubator began in July 2021 and the new building will be finalized by end of Summer 2023. The ceremonial groundbreaking was attended by the Pinellas County Board of County Commissioners, County administrators and other staff, Mayor Ken Welch of St. Petersburg and other City of St. Petersburg leaders, local business leaders from the Tampa Bay region and Cathie Wood, CEO and CIO of ARK Invest.

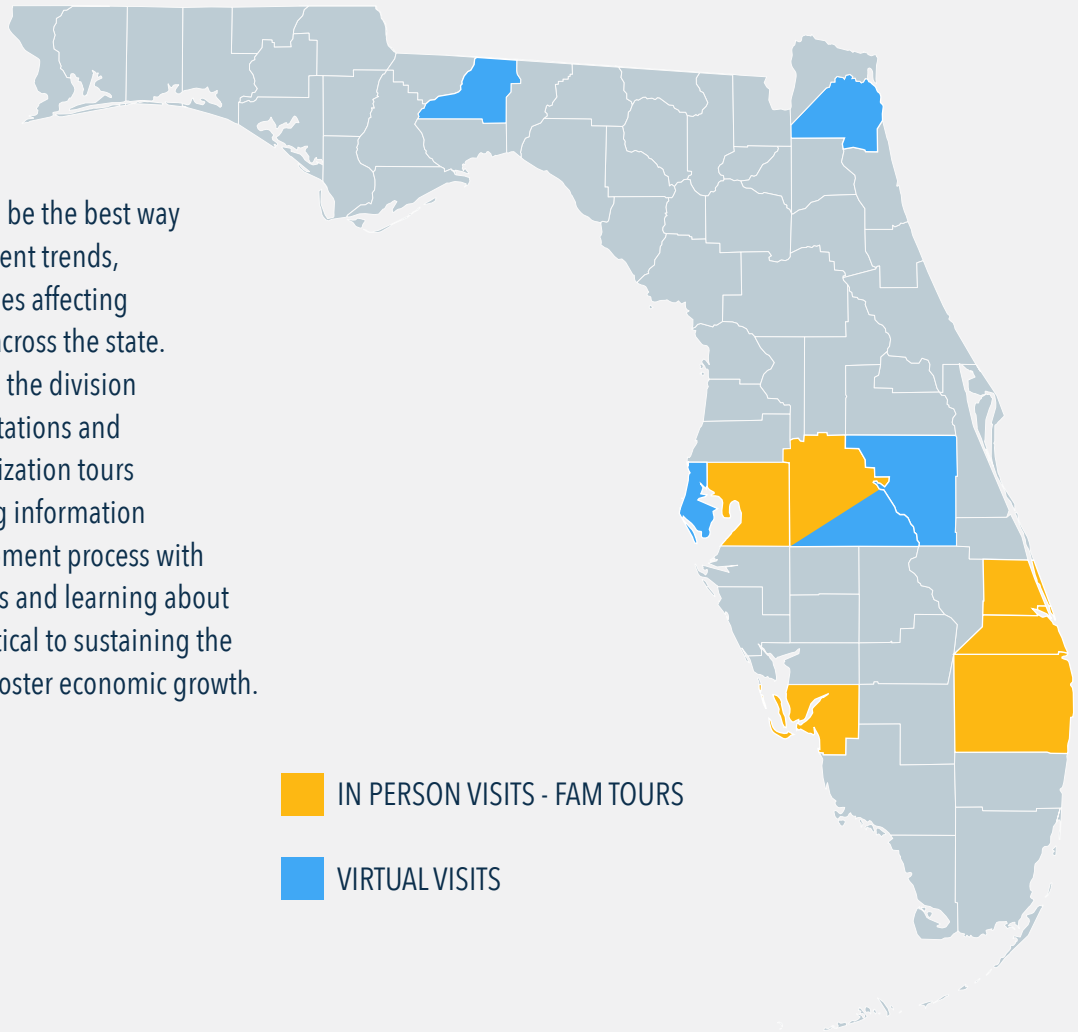
"Fostering continual economic growth, vitality, and a strong workforce is a priority for Pinellas County Economic Development, and it is because of the commitment of our partners and a host of community collaborators that we can celebrate the ARK Innovation Center as a new regional economic asset in St. Petersburg, the next epicenter for innovation," said Dr. Cynthia Johnson, Director of Pinellas County Economic Development.

# PARTNER ENGAGEMENT

## EDO PARTNER ENGAGEMENTS

At the heart of each community, there is an economic development office (EDO) that has a wealth of knowledge of the local assets including utilities, infrastructure and workforce availability. EFi recognizes the significant impact jobs and investment has on these communities. For this reason, EFi collaborates with the local EDOs across the state's 67 counties to carry out their shared mission to make Florida the best state in which to live and conduct business. These strong and productive collaborations allow EFi to respond rapidly and resourcefully to inquiries for potential projects.

Continued interaction with the local EDOs, utility providers and site consultants proves to be the best way to stay abreast of the current trends, asset availability and issues affecting economic development across the state. In Fiscal Year 2021-2022, the division conducted virtual presentations and attended market familiarization tours around the state. Sharing information on the economic development process with partners and stakeholders and learning about community assets are critical to sustaining the relationships needed to foster economic growth.



Total number of proposed jobs to be created by businesses assisted by Enterprise Florida

FY 21-22 Standards  
**13K**



FY 21-22 Results  
**12,564**

Fostering relationships with business leaders, statewide partners and site selection consultants is a critical element of the economic development process. These relationships generate competitive project leads which in turn facilitate job creation and investment. Florida's opportunity to compete for economic development projects is often the result of existing relationships with industry professionals. Those professionals rely on a central organization to provide the data and assistance they need to make an informed decision and, in some cases, allow Florida to be under consideration when it otherwise would not have been at the table.

The Business Development division has had to pivot to become increasingly nimble and creative in order to execute upon our mission to diversify the state's economy through high-wage job creation and capital investment. Engaging our key partners like the State University System, Career Source Florida, Florida Economic Development Council (FEDC), utility partners and local economic development organizations in order to maintain a competitive edge with the lack of certain tools to compete against peer states such as Georgia, South Carolina, North Carolina and Texas. This partnership fosters a strong intelligence network across all 67 counties that allows business development to deliver pertinent and timely information pertaining to workforce, education, infrastructure and local support that may otherwise not be known to the site selection community and companies at large. This in turn has proven successful in keeping Florida communities competitive and in the hunt.

## PARTNER ENGAGEMENT EVENTS

- FEDC Conference
- Duke Energy Breakfast
- FPL NWFL Symposium in Miramar
- Duke Energy Saltwater Summit
- Quarterly Meetings w/ Space Coast & CareerSource
- Weekly Meetings w/ DEO
- Duke Energy Rays Game
- Regional Economic Development Summit Panel in Stuart

## STAKEHOLDERS COUNCIL MEETINGS

Collaboration and diversification are at the heart of what we do. EFI's mission to expand Florida's economy is achieved through a broad spectrum of economic development efforts and partner relationships. These efforts range from assisting businesses with location and expansion decisions, to facilitating international trade and exports, to supporting small businesses and entrepreneurs.

In order to maximize these efforts, EFI has forged strong partnership linkages not only between businesses but between leaders at the federal, state, and local levels as well. These stakeholder relationships provide the basis for achieving better coordination and outcomes for Florida's overall economic development.

EFI's Partner and Stakeholders Council is comprised of the 67 statewide economic development offices, community leaders, utility partners and other local affiliates. The Council meets quarterly in person in conjunction with the EFI Board of Directors meetings and virtually in between the in-person meetings.

In Fiscal Year 2021-2022, these committee meetings consisted of topics such as the Project Referral Process, Partner Portals, Rural Initiatives, and community programs.



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## LEAD GENERATION

In an effort to generate leads and foster relationships with site consultants and industry professionals, EFI sponsored, attended, and exhibited at specific events, including visiting consultants in their home markets, site selection conferences, and business development missions to industry trade shows. As a result of these activities, the division opened 220 new projects during the year.

**Art|Basel**



**SPIE. PHOTONICS WEST**

### EVENTS

#### Attended

- Detroit Consultants Forum
- Art Basel
- Photonics West
- CES
- Supply Chain Summit
- National Puerto Rican Summit
- Make More Manufacturing Summit
- Powering Florida Illuminations
- AFA Warfare Symposium Orlando
- Poly Tech College Fam Tour



#### Exhibited

- Shotshow
- MRO Americas

#### Sponsored

- Grow FL 50 Companies to Watch
- Synapse Summit
- Edison Awards
- Startup of the Year



Established in 2015, the Team Florida Marketing Partnership program provides a flexible, customizable framework for economic development entities and utility partners to work together to promote and market Florida on the country's biggest stages. The joint efforts help facilitate job creation, the promotion of project opportunities, and increased investment in our state.



Through events, networking, lead generation, co-op advertisement/editorial funding and more, partners of Team Florida enjoy exclusive access while also multiplying the impact of their marketing initiatives.

In Fiscal Year 2021-2022, the partnership was rebranded, revamped, and reinvigorated. Partners from across the state met with site consultants on their turf, participated in ecosystem building and trade show co-exhibitor opportunities.



### FISCAL YEAR 2021-2022 HIGHLIGHTS:

- 20 Participating Members
- 4 In-Market Events
- New York, San Francisco, Chicago, Atlanta
- 2 IAMC Receptions
- 25+ Participating Consultants
- 1 Trade Show Co-Exhibitor Opportunity
- 1 Eco System Sponsorship
- 11 Co-Op Grants Awarded



## RURAL AND DISTRESSED URBAN COMMUNITIES

Rural Areas of Opportunity (RAO) are defined as rural communities, or a region composed of rural communities, that have been adversely affected by extraordinary economic events or natural disasters. Governor DeSantis, by executive order, designated three RAOs, which established each region as a priority assignment for Rural and Economic Development Initiative (REDI) agencies. A “community” not located in a designated rural county, but meets certain state criteria for economic distress, may also receive designation through the Department of Economic Opportunity. The designation allows the Governor to waive criteria of any economic development incentive including, but not limited to, the following:

- Quick Response Training Program
- Transportation Projects
- Brownfield Redevelopment Bonus Refund
- Rural Job Tax Credit Program

Each region is represented by a REDI agency whose activities champion not only the individual regions, but also the State of Florida as the premier location for business.

### OPERATIONS & ACCOMPLISHMENTS

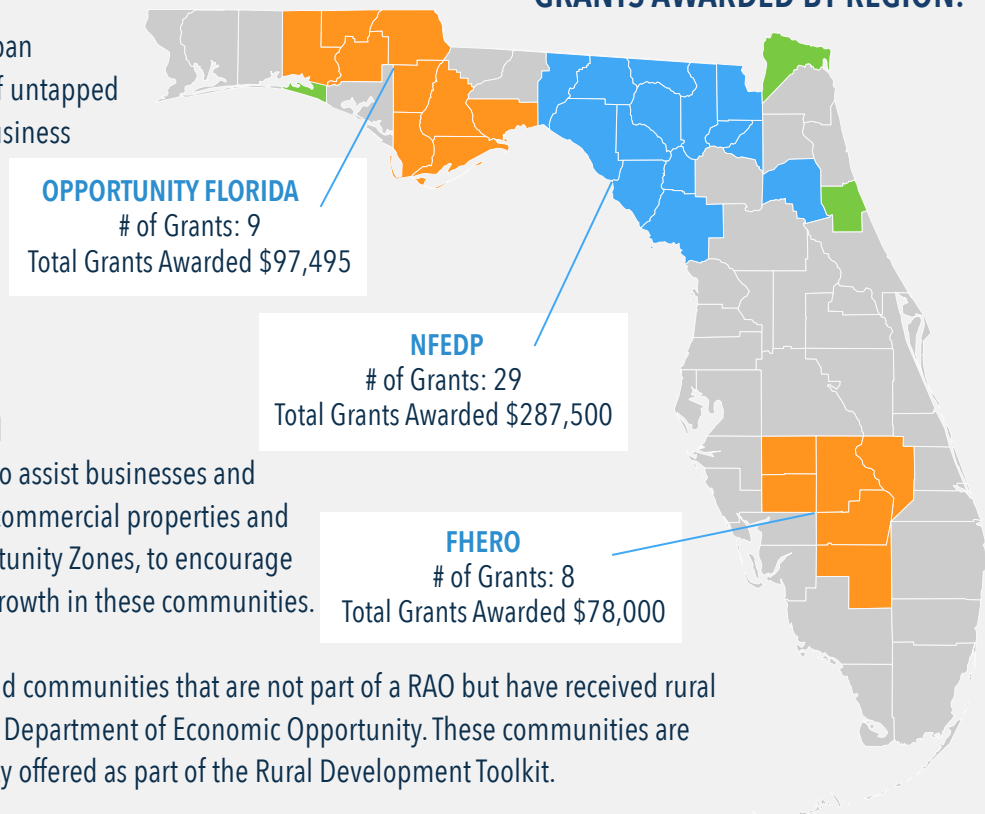
Florida’s rural and distressed urban communities possess an array of untapped resources which are crucial to business relocation and expansion. These communities are primed for development with affordable land, infrastructure availability, and quality of life.

Find It Florida!, EFI’s commercial property search tool, continues to assist businesses and investors in their search to find commercial properties and sites in Florida, as well as Opportunity Zones, to encourage long-term investment and job growth in these communities.

EFI recognizes those counties and communities that are not part of a RAO but have received rural designation through the Florida Department of Economic Opportunity. These communities are eligible for any grant opportunity offered as part of the Rural Development Toolkit.

In Fiscal Year 2021-2022, EFI awarded 46 grants totaling \$462,995 to organizations across rural Florida.

### GRANTS AWARDED BY REGION:





FLORIDA'S RURAL COMMUNITIES



## A Focus on Rural Florida: The Sunshine State's Best-Kept Secret

By Heidi Tyline King

In 2022, Florida is predicted to post 4.8% economic growth, with a 4.3% increase in employment. While it's no secret that the Sunshine State offers an attractive climate for businesses, what has flown under the radar is the opportunity that exists in rural Florida areas. There are several reasons to consider rural Florida for your next business venture. Land for expansion and shovel-ready sites abound. These counties have anticipated and prepared for inevitable growth. Likewise, transport access is easy. State and interstate highways, rail-

roads, airports, and waterway channels — simplify national and global logistics and distribution. Workforce resources are plentiful. Talent and a strong labor pool to power your business are abundant. Plus, incentives and tax breaks await. In addition to no state taxes, local, county, and state incentives entice businesses to invest in these communities. Rural Florida also offers a lower cost of living, and a stress-free lifestyle offers work-life balance. The pandemic has shifted priorities and lifestyle choices,

making the slower pace and easy living of rural life more attractive than ever. Finally, it's not that rural Florida counties with the least population density are located in the north and south central part of the state, but all are within 50 miles of major cities. **RURAL AREAS OF OPPORTUNITY** Anticipating rural growth and understanding that Florida's rural communities are great places to locate and grow business, the state created three

To support RAO projects with the potential to attract business development, government assistance for Rural Areas of Opportunity through RED (Rural Economic Development Initiative) includes:

- Preferential awards of grants and other financial assistance.
- Reduction or waiver of permit fees or match requirements.
- Assistance with preclearance reviews.
- Training and technical assistance.
- Loan programs and tax incentives.

RED Catalyst Sites take assistance a step further by targeting areas of regional significance for the growth of a regional industry cluster. Currently, four identified catalyst sites are located in Collier County in the Opportunity Florida region, Columbia and Suwannee counties in the North Florida Economic Development Partnership, and Highlands County in the Florida Heartland Economic Region of Opportunity.

## There are three distinct Rural Areas of Opportunity (RAO):

### Northwest:

All communities in the **Opportunity Florida** region are designated as Rural Areas of Opportunity, including Calhoun, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Wakulla, and Washington counties, the area within the city limits of Freeport, and Walton County north of the Choctawhatchee Bay and the Intracoastal Waterway.



### North Central:

The **North Florida Economic Development Partnership (NFEDP)** comprises the North Central Rural Area of Opportunity. This includes all communities in Baker, Bradford, Columbia, DeSoto, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Putnam, Suwannee, Taylor, and Union counties.



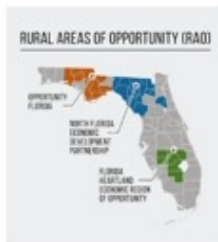
### South Central:

The **Florida Heartland Economic Region of Opportunity (FHERO)** includes all communities within DeSoto, Glades, Hardee, Hendry, Highlands, and Cheechobee counties, and the cities of Babcock, Belle Glade, and South Bay in Palm Beach County, and Immokalee in Collier County.



Enterprise Florida, Florida's official State Economic Development entity, provided significant support to rural regional organizations in individual counties and communities enabling their participation. For more information, visit [enterpriseffl.com](http://enterpriseffl.com).

distinct Rural Areas of Opportunity (RAOs) encompassing 30 counties. These areas are officially designated through Executive Order of the Governor and must be re-certified every five years. Florida has provided and focused infrastructure and other resources in RAO communities to stimulate private capital investment and business growth. Recent business and company activity have demonstrated the success of these investments and indicate that these regions are primed for increased economic growth. The result will be measured in high value-added jobs, capital investments, and a significant economic ripple throughout each area.



"We have experienced a significant increase in project inquiries over the past two to three years in our region," says Jeff Hendry, executive director of the North Florida Economic Development Partnership. "Many see the opportunities to take advantage of the vast amount of affordable land prime for development, the unique access to a skilled workforce within the rural communities, and major assets within 45 minutes, transportation assets connecting our entire region, and local governments and communities committed to targeted economic growth. The future economic growth of our rural communities is certainly bright, and the continued investment from the state of Florida has been a key in our efforts."

As a result of the funding available through the Rural Expansion Toolkit, 24 entities were able to participate in the Florida Trend edition highlighting Florida's Rural Communities.

<http://digital.floridatrend.com/articles/florida-s-rural-communities>

## SITE DEVELOPMENT

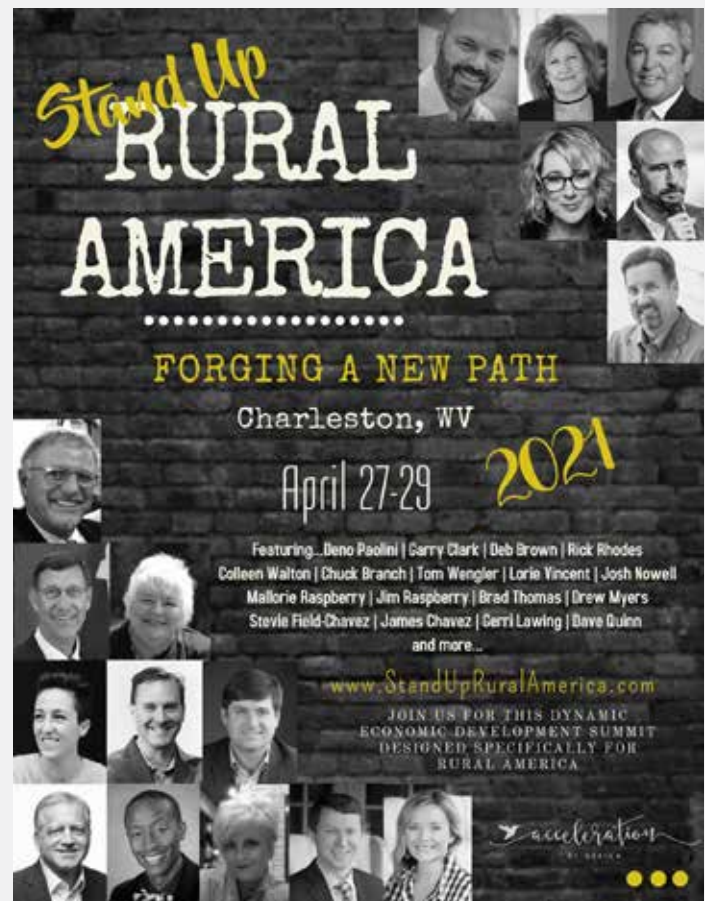
Additional funds to support site development within these communities were expended through the Rural Expansion Toolkit.

In effort to identify quality sites that will attract quality projects and result in quality jobs, EFI provided each community with continued access to the Strategic Sites Inventory (SSI) portal. Within the portal are sites that have been evaluated as part of the SSI Program. This program is conducted in dedicated phases to maintain a management perspective on the expenditure of resources through the site advancement process. Rigorous standards are applied throughout the lifecycle of SSI inventory development from site discovery to marketing and promotion. Each SSI Program phase prescribes a specific set of objectives, a political property and location criteria that define nationally competitive site requirements. Sites are advanced through the SSI Program only if the rigorous competitive standards of each phase are met.

Portal access trainings were conducted regionally, and communities had the opportunity to examine sites that were previously identified as part of the SSI Program which was initiated in 2014.

## EVENT SPONSORSHIP & PARTICIPATION

EFI was a proud sponsor of the following events in Fiscal Year 2021-2022:



## A GLIMPSE INTO FISCAL YEAR 2022-2023

EFI will also continue in its efforts to bring sites to a shovel ready status. Through contractual engagements, communities will have the opportunity to submit sites for evaluation and potential escalation to a Phase I assessment as a continuation of the Strategic Sites Inventory (SSI) Program .

Team Florida will host 5 In-Market Events, targeting consultants in New York, Washington D.C., Dallas and more. The partnership will Co-Exhibit alongside EFI at 5 industry-specific tradeshows including, MRO Americas, IMTS, Paris Airshow, Select USA, and CES.



Through the Rural Expansion Toolkit, EFI will host a virtual Bootcamp series conducted by industry professionals to address topics including Local Economic Development Roles & Responsibilities, Response to a Request for Information (RFI) and Site Visit Etiquette.



# MINORITY & SMALL BUSINESS, ENTREPRENEURSHIP AND CAPITAL PROGRAMS



In 2012, the Capital Programs unit within EFI's Administration division was integrated with the Minority Business Development division and renamed the Minority & Small Business, Entrepreneurship and Capital Programs (MaSBEC). MaSBEC was created to provide support for growth and prosperity for minority, small and entrepreneurial development in Florida.

Fiscal Year 2021-2022 presented ongoing opportunities for outreach and collaboration with like organizations across the State. The outreach campaign launched in Fiscal Year 2020-2021 provided the perfect foundation for an even more robust outreach campaign during Fiscal Year 2021-2022. MaSBEC continued to develop partnerships with approximately 30 minority Chamber of Commerce Presidents (including African American, Asian American, Hispanic, Haitian American, Indian American, Jamaican and Puerto Rican) throughout the State of Florida. EFI's connectivity with chambers throughout the state resulted in a stronger Minority and Small Business Boot Camp 2.0.

MaSBEC sponsored the Inaugural Black Chamber Day at the Capital. This two-day event allowed EFI to strengthen its connectivity with Black chambers throughout the state.

In addition, MaSBEC served as a VIP Reception sponsor for the 2022 National Puerto Rican Summit. The summit's overall mission focused on equipping Florida minority and small businesses with the tools needed for success and growth. This event allowed EFI to collaborate with the Florida Hispanic Chamber of Commerce, the Puerto Rican Chamber of Commerce of Central Florida, the Puerto Rican Chamber of Commerce of San Juan, Puerto Rico and the Puerto Rican Chamber of Commerce of South Florida.

In addition, MaSBEC strengthened strategic partnerships with organizations focused on supporting both women and veteran-owned businesses.

Outreach continued and the goal to conduct 100 Conversations in 100 Days with Small Business Owners/Leaders was achieved. This informal campaign included in-person/virtual meetings with approximately 50 influential small business owners and leaders throughout the state. The meetings were designed to introduce MaSBEC one person, one business leader, one business owner at a time. Although many were familiar with EFI and MaSBEC, all participants were encouraged by the revamped presence of the MaSBEC Division.

The Vice-President of MaSBEC made appearances across the State at various events including the Black Chamber Day at the Capital, the National Puerto Rican Summit, Synapse Summit, Annual Galleon Awards Breakfast, the SBDC Small Business Conference and the Black Business Town Hall.

MaSBEC's capital programs continue to serve minority and small businesses by providing capital support in the form of loan participations, guarantees and venture capital. The capital programs were funded through State Small Business Credit Initiative (SSBCI) and the state of Florida's Microfinance Loan Guarantee Program through DEO.





## CAPITAL PROGRAMS ARE DIVIDED INTO THE FOLLOWING CATEGORIES:

- Credit support (SSBCI Loan Participations and Microfinance Loan Guarantees)
- Venture Capital (through Florida Opportunity Fund)
- Florida Small Business and Technology Growth Fund



## PERFORMANCE (MASBEC EVENTS):

- Minority and Small Business Boot Camp 2.0 (May 2022-June 2022) Virtual
- Access to Capital: Lender Speed Dating (July 12, 2022) In-Person/Orlando

## 2022 MINORITY & SMALL BUSINESS BOOT CAMP RECAP

MaSBEC has partnered with the Florida SBDC Network, the Office of Supplier Diversity, FAMU School of Business and Industry and FPL to provide small business owners throughout the State of Florida with the Minority & Small Business Boot Camp 2.0. The boot camp is a 4-session series designed to educate minority and small businesses regarding information integral to growth and success. Along with providing resources to small business owners, MaSBEC also enjoyed the opportunity to allow small business owners to showcase some of their talents and product offerings. In addition, small business owners were given the opportunity to network with EFI, SBDC, OSD, DMS, FAMU, FPL and, most importantly, one another.

2,005 registered for the Boot Camp 2.0 over the course of the series. Most of the registrants participated in one or more of the 4 virtual sessions.

## DEMOGRAPHIC BREAKDOWN OF ATTENDEES FOR EACH SESSION.

	Registrants	Minority-owned	Woman-owned	Veteran-owned
TOTAL	2,005	1,654	1,314	194
Session 1	257	196	161	17
Session 2	531	439	349	52
Session 3	603	505	398	62
Session 4	614	514	406	63

## REGISTRANTS REPRESENTED A CROSS SECTION OF THE STATE.

The diverse roster of 20 speakers allowed for a series of deep-dive discussions designed to appeal to attendees irrespective of race, gender, ethnicity or socioeconomic status. Such a rare opportunity to showcase the robust subject matter talent which exists in Florida was equally impactful and beneficial.

Counties Represented	# of Registrants
Orange	323
Broward	202
Hillsborough	184
Miami-Dade	176
Leon	169
Palm Beach	109
Alachua	86

## ACCESS TO CAPITAL RECAP

The Access to Capital: Lender Speed Dating workshop is an all day, in-person workshop designed to educate 80 minority and small business owners throughout the state regarding gaining access to capital. MaSBEC partnered with 16 lending institutions.

Along with receiving information during the morning classroom sessions, each registrant was required to interact with each lender in a small group setting to allow for up close and personal engagement. Not only did each registrant walk away with invaluable knowledge regarding each lender's product offerings, but, more importantly, with an overall better understanding of the process of attempting to gain capital. This empowerment is integral to the success and growth of minority and small businesses and squarely aligns with MaSBEC's mission.



	Registrants	Minority-owned	MBE-Certified
Access to Capital	80	65	21

## REGISTRANTS REPRESENTED A CROSS SECTION OF THE STATE.



Counties Represented	# of Registrants
Orange	18
Hillsborough	11
Osceola	9
Miami-Dade	7
Lake	7
Polk	5
Palm Beach	4
Broward	4
Sarasota	3

# CAPITAL PROGRAMS PERFORMANCE

## RACE

Support	Caucasian	African American	Hispanic American	Asian American	Indian American	TOTAL
SSBCI 504 Bridge Loan	7	1	0	2	3	13
Microfinance Guarantee	4	0	0	0	0	4
<b>TOTAL</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>19</b>

## JOB

	Jobs Created	Jobs Retained
SSBCI 504 Bridge Loan	100	71
Microfinance Guarantee	23	14
<b>TOTAL</b>	<b>210</b>	<b>180</b>

## FUNDING

Support	TOTAL
SSBCI 504 Bridge Loan	\$20,937,336
Microfinance Guarantee	\$311,949
<b>TOTAL</b>	<b>\$21,249,285</b>

### ORLANDO, FL






MINORITY & SMALL BUSINESS

## ACCESS TO CAPITAL:

*Lender Speed Dating*



*Wednesday*  
**JULY 13**  
9am - 3pm



SCAN FOR REGISTRATION

**\$25**

**NATIONAL ENTREPRENEUR CENTER**  
3201 E COLONIAL DRIVE  
ORLANDO, FL 32803

**BREAKFAST & LUNCH INCLUDED**

FOR REGISTRATION [CLICK HERE](#)




















FOR MORE INFO CONTACT: [EREYES@ENTERPRISEFLORIDA.COM](mailto:EREYES@ENTERPRISEFLORIDA.COM)

Host Chambers




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# INTERNATIONAL TRADE & DEVELOPMENT





**EFI's International Trade & Development** division (IT&D) oversees two important commercial functions for Florida: 1) export assistance and promotion for Florida's small and medium-sized businesses (International Trade) and 2) the attraction and retention of foreign direct investment for the state (FDI). Both programs are critical to the economic development and economic diversification of Florida as they ultimately support the growth of higher paying jobs for Floridians.

For export promotion and assistance, IT&D provides a range of programs and services to grow Florida's small and medium-sized enterprises (SMEs) through international trade. The division's statewide network of professional trade managers conducts export consultations to assess market readiness; selects target markets for products or services; provides market research; information on channels of distribution in target markets, and introductions to our international offices. Exports are essential for Florida's economy as "Florida made" products and services become more resilient and add jobs.

The IT&D team is proud of the results our trade and FDI programs generate for Florida companies and for Florida's economy. Our trade program is very well regarded internationally and around America and is seen as a model for other states to emulate. According to EFI's most recent client satisfaction survey, our trade program had a 99% satisfaction rate for our clients. Our FDI program, anchored by our international offices, boasts the highest return on taxpayer investment according to the Florida Legislature's Office of Economic and Demographic Research. These measures prove to our team that our work is valuable and essential to both Florida companies and the state's economy.



*International Trade & Development Division Staff Meeting (08/22)*

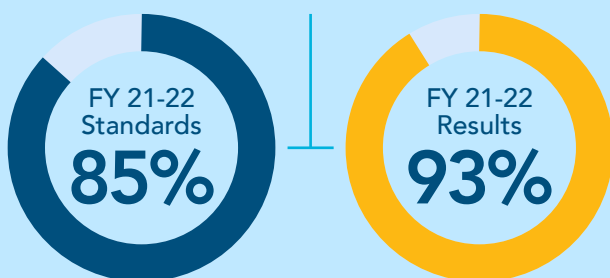
Equally important is our international network of performance-based contractors who promote the state to foreign companies interested in doing business in and from Florida, further supporting EFI's job creation initiatives and generating new capital investment into Florida's economy. The international office network also educates Florida companies about doing business in their respective markets and provides services directly to the state's small and medium-sized companies. IT&D's Florida-based FDI team manages foreign investment leads and projects in concert with our Business Development division and maintains relationships with economic development organizations, consulates, bi-national chambers and other such entities statewide who are critical to attracting foreign companies to Florida.

Lastly, IT&D is proud to serve as international relations advisors to state agencies, elected officials, and other important business and community leaders in and around Florida. While both our trade and FDI programs can be accurately measured and quantified, our role as advisors is more qualitative in nature. These services act as "externality benefits" where the true economic impact and return on investment goes beyond what is measured. IT&D's role as advisors is as equally important as the above noted trade and FDI services and directly aligns with the stated aims and goals of both the Florida Department of Economic Opportunity (DEO) and private sector (Florida Chamber's 2030 Plan) economic development strategies.

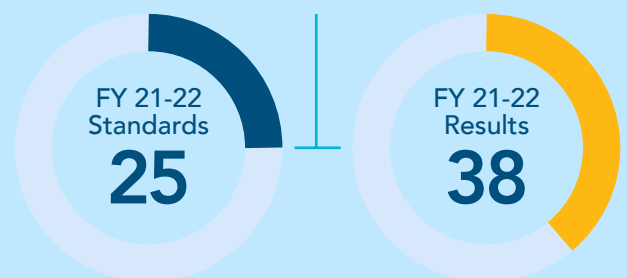
## TRADE DEVELOPMENT HIGHLIGHTS

- EFI's regional trade managers conducted more than 4,600 export consultations with more than 2,300 Florida companies in 62 counties.
- In total, Florida companies reported nearly \$1.5 billion in actual and expected export sales due to IT&D's programs including trade shows, trade missions, Certificates of Free Sale, foreign office support, and more.
- As the world moved from virtual back to in-person events, the IT&D staff conducted two virtual trade missions; two in-person trade missions; 14 overseas trade shows and participated in a Florida Seaports Mission to Mexico.
- Another 11 educational events were held virtually to help Florida companies better understand doing business in select markets; export compliance, and general export assistance.

Percentage of companies assisted by EFI that report "Objectives Met"



Number of international trade events sponsored by EFI scheduled and completed.



\* Response rate is calculated based on client participation in the annual survey.

- Through the state's Export Diversification and Expansion program, more than \$1.5 million was awarded for more than 300 trade grants to companies who participated in overseas trade shows; in-person and virtual business matchmaking; export marketing plans; international website development, and obtaining international certifications required to do business in some foreign markets.

## INTERNATIONAL OFFICE AND FOREIGN DIRECT INVESTMENT HIGHLIGHTS

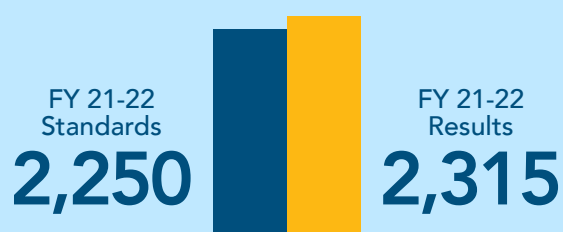
- IT&D's international office network and FDI team conducted more than 400 consultations with Florida companies interested in doing business overseas.
- Another 1,300 consultations took place with foreign companies interested in learning more about investing in the State of Florida.
- Florida companies reported that the international offices assisted them in generating \$275 million worth of export sales.
- 37 projects with \$148 million in total capital investment were established creating more than 3,000 Florida jobs due to the combined efforts of the international offices and the Florida-based FDI team.

## YEAR IN REVIEW

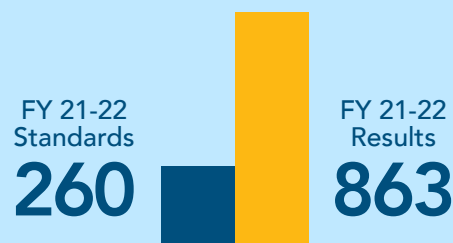
International business is best done in person. Most cultures around the world prefer to do business in person as it is the best way to build trust with potential clients and get to know their products and services. IT&D understands this well on behalf of our Florida based companies and our international partners. As Florida opened commercially first, the rest of the world was slower to follow. This was our biggest challenge during the fiscal year, but our team met this challenge head on.

By January 2021, IT&D's team was ready to travel to in-person events and support our Florida companies in their growth abroad. This was achieved through the following initiatives:

Number of Florida based businesses assisted by EFI for international trade



Number of companies with export sales attributable to activities conducted by EFI (partial subset of 2.a.)



## TRADE SHOWS

The State of Florida is represented at some of the world's leading trade shows in target sectors important to the state's economy, such as aviation/aerospace, life sciences, and information technology. IT&D staff manage a "Florida Pavilion" or "Florida Section" at many such events and is recognized by other U.S. states as a leader in the design and execution of these Pavilions. Florida also has some of the largest contingents of participants compared to other U.S. states and even countries at shows such as Medica in Germany; Farnborough Airshow in the U.K.; Arab Health in Dubai, and the Paris Air Show.

The trade shows below generated 46 percent of all reported export sales last fiscal year – the highest among all our programs outside of Certificates of Free Sale – and are an essential component of our export development program to help Florida's SMEs (the majority of which are manufacturers).

While 16 overseas trade shows were on the schedule, 4 were cancelled in the first half of the fiscal year. All remaining events took place with great success, and all were in person with nearly \$700 million in export sales reported by almost 160 participating Florida based companies.



TRADE SHOW/EXHIBITION	COUNTRY	DATE	TOTAL EXPORT SALES REPORTED
GITEX 2021	United Arab Emirates	10/17/2021	\$17,525,000
MRO Europe 2021: Amsterdam	Netherlands	10/20/2021	\$48,968,572
Dubai Airshow 2021	United Arab Emirates	11/14/2021	\$30,355,000
Medica 2021	Germany	11/15/2021	\$117,709,968
METS 2021	Netherlands	11/16/2021	\$103,210,000
Arab Health 2022	United Arab Emirates	1/24/2022	\$117,049,600
Singapore Airshow 2022	Singapore	2/15/2022	\$48,571,000
Mobile World Congress 2022	Spain	2/28/2022	\$2,295,000
2022 Dubai International Boat Show	United Arab Emirates	3/9/2022	\$161,324,350
FIDAE 2022	Chile	4/5/2022	\$5,600,000
Laser World of Photonics 2022	Germany	4/26/2022	\$12,620,000
EXPO PACK Mexico City 2022	Mexico	6/14/2022	\$7,408,000
<b>TOTAL</b>			<b>\$672,636,490</b>





## EXPORT SALES MISSIONS

EFI's IT&D team historically plans 4 to 6 trade missions (Export Sales Missions) to key markets each year, with one-on-one business matchmaking as the primary focus. They are particularly useful for companies who may be new or infrequent exporters as meetings are scheduled through a proven in-country partner with pre-screened companies, removing much of the uncertainty that the company might face otherwise.

**Virtual Trade Missions to the Dominican Republic and Brazil** – Rather than waiting for the rest of the world to lift pandemic-induced restrictions, EFI conducted two virtual trade missions in the fall of 2021 – to the Dominican Republic (DR) and Brazil – with a total of 15 Florida companies participating. The DR mission utilized the services of the U.S. Commercial Service (USCS) for the overseas matchmaking while EFI's representative in Brazil managed the matchmaking for those participants. Both events proceeded similar to an in-person event with Country Briefings, pre-screened matchmaking appointments, and networking forums. These virtual missions proved to be a highly effective way for the participants to engage with potential buyers and distributors of their products until in-person events could resume in 2022.

**Export Sales Mission to Ecuador** – EFI's first in-person Export Sales Mission since February 2020 took place 2 years later in April 2022 with a contingent of 13 Florida companies, a public university and a seaport, all seeking to make connections in a new market. More than \$85 million in actual and expected sales were reported for that mission with 100% of the participants reporting that their objectives were met.

*"Of the eight companies that I met with, three companies were competing to distribute my products. My hardest decision was to decide which company to partner with. In the end I was very happy with my choice of distribution.*

*This additional business will take my company to the next level of growth. I will be adding over 15 new jobs to maintain and grow this segment of the business. I could not be any happier with the result from this mission."*

*Radical Cosmetics, LLC., Fort Pierce, Florida*

**Export Sales Mission to Egypt** – The Mission to Ecuador was followed by an Export Sales Mission to Egypt the very next month (May 2022) with 12 representatives from 11 companies participating. EFI partnered with the USCS in Cairo to organize the export sales mission including the one-on-one business matchmaking meetings allowing the participants to position their business to enter or expand their presence in Egypt, and nearby markets throughout the Middle East and North Africa region.

The Florida companies were all very pleased with the mission, including their business matchmaking meetings, sales results, and overall mission organization. The matchmaking meetings resulted in just under \$38 million in actual and expected export sales.



## FLORIDA EXPORT DIVERSIFICATION & EXPANSION PROGRAM (TRADE GRANTS)

EFI offers an indispensable trade grants program to Florida small and medium-sized manufacturers and services providers through the Florida Export Diversification & Expansion Program. The grants are designed to help new-to-export companies engage in business overseas and support experienced exporters with diversifying their sales into new markets. Qualified Florida companies can take advantage of 6 trade grant programs that cover varying costs of the companies' export promotion and development activities. Last fiscal year, 300 such grants were awarded for companies to participate in trade shows, trade missions, virtual business matchmaking, development of customized Export Marketing Plans, website localization, and obtaining certifications required in some foreign markets.

### TRADE GRANT HIGHLIGHTS

- While some grant programs were slowly returning to business-as-usual in Fiscal Year 2021-2022, others saw results that rivaled previous years. Results from trade show grants and Gold Key/Business Matchmaker grants in particular equaled results from Fiscal Years 2018-2019 and 2019-2020, returning to pre-pandemic levels with most of the activity taking place in just the last half of the fiscal year.
- Meeting the goal to diversify into new markets is found in the sheer number of new countries that these companies are now exporting to or expect to. Of the 300 grants awarded, 102 companies reported export sales to new markets where they had never done business before.
- Export sales reported by companies receiving trade grants topped \$850 million last fiscal year with sales from trade shows alone reaching \$711 million or 83 percent of the total. Another \$125.6 million is attributed to in-person, business matchmaking, typically conducted during Export Sales Missions.
- Expanding on an existing program, the Virtual Business Matchmaking grant was extended to Brazil in November 2021 and is now offered in 20 countries through our international office network.

The importance of the grants program to our clients is seen in the numerous testimonials, emails and letters from participants expressing their thanks for the chance to take part in events that they may not have been able to engage in otherwise.

FLORIDA EXPORT DIVERSIFICATION AND EXPANSION PROGRAM TRADE GRANTS AWARDED DURING FY 2021-22		
GRANT PROGRAM	# AWARDED	EXPORT SALES REPORTED
Target Sector Trade Show Grants	213	\$711,466,178
Gold Key/Matchmaker Grants	27	\$125,658,000
Virtual Business Matchmaking	41	\$16,101,518
Export Marketing Plans	12	N/A
Website Localization Grants	5	N/A
International Registration Grants	2	\$668,436
<b>TOTAL</b>	<b>300</b>	<b>\$853,894,132</b>



*"Metstrade (METS) represents a sizeable investment with the exhibitor space, booth assembly, travel, meals and hotels. The EFI grant is greatly appreciated to offset these big expenditures and better allocate dollars towards staffing, training and other development opportunities."*

*Quantum Marine Stabilizers, Fort Lauderdale, Florida – METS 2021*

*"The grant we received made it possible for us to attend this event (Medica). We made valuable new relationships with businesses from several countries. We are very proud to be connected with EFI and represent Florida businesses to the rest of the world."*

*Pro Battery Specialist, Hialeah, Florida – Medica 2022*

## EDUCATION AND TRAINING PROGRAMS

The international team conducts education and training programs around the state which are led by regional trade managers in conjunction with trade and economic development partners. These events help further engage companies with our traditional offerings such as trade missions, trade shows, export counseling and trade grants. Collaborating with our partners, we are able to cross-promote all our programs and services and tap into a broader range of potential clients to assist in overseas market development.

Last fiscal year, EFI hosted 11 such events virtually, reaching nearly 600 participants. Topics ranged from doing business in a particular country, export controls, using trade grants for overseas expansion, and previews of upcoming trade missions.

WEBINAR	DATE	PARTICIPANTS
Webinar: The ABCs of Exporting	7/15/2021	99
Florida Commercial Forum 2021	10/20/2021	90
Webinar: Florida Online Global Programs (IBT Online)	10/21/2021	30
Webinar: Your Florida Trade Team	10/26/2021	35
Webinar: Export Assistance & Tips on Export Compliance	11/15/2021	72
Export Sales Mission to Ecuador Promotional Webinar	11/17/2021	27
Business Opportunities in Egypt Webinar	1/20/2022	30
Destination: Brazil Webinar	3/4/2022	60
Destination: Mexico Webinar	4/1/2022	54
Destination: Canada Webinar	5/3/2022	41
Destination: Asia-Pacific Webinar	6/7/2022	46
<b>TOTAL</b>		<b>584</b>

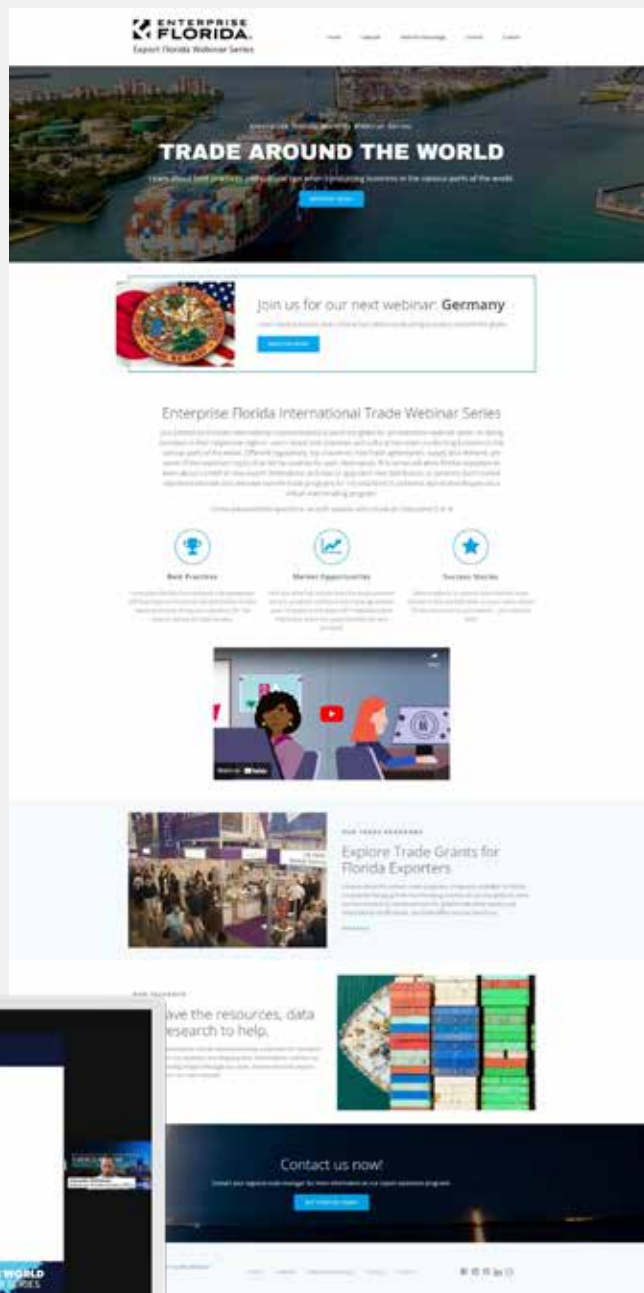
Looking to educate exporters about doing business overseas and showcase the services of our international offices, EFI created and launched "Trade Around the World," a monthly webinar series, in March 2022.



Led by EFI staff, representatives from our international offices share best practices and cultural tips about doing business in their respective countries. The series has already highlighted Brazil, Canada, Mexico and the Asia-Pacific and will continue monthly, showcasing countries from every region of the world. Each webinar presents key facts about the country with an economic overview, trade relationship, top sectors, best market opportunities, advice on market entry, and EFI services that Florida exporters can utilize to access each market.

Launched as a bridge to continue outreach while travel was still somewhat limited, the series has been highly successful, leading to direct engagement between Florida exporters and our international office representatives. A dedicated website houses a calendar of upcoming webinars along with recordings of past events at [www.florida-export.com](http://www.florida-export.com) that can be reviewed at any time.

## TRADE AROUND THE WORLD SERIES NETWORK OF INTERNATIONAL OFFICES



EFI maintains a network of performance-based contractors in leading global markets important to the state's trade and foreign direct investment activities. These offices are managed within the IT&D unit and have their own annual reporting requirements. The latest annual report on the international office network provides in-depth narratives on each office's activities and results over the previous fiscal year, which are summarized below.

*During Fiscal Year 2021-2022, EFI maintained full-service foreign offices in the following cities/countries:*

- **AMERICAS:** Sao Paulo, Brazil; Montreal and Toronto, Canada; Mexico City, Mexico
- **EUROPE:** Paris, France; Frankfurt, Germany; Madrid, Spain; London, United Kingdom
- **MIDDLE EAST:** Tel Aviv, Israel
- **AFRICA:** Durban, South Africa
- **ASIA:** Tokyo, Japan; Singapore (Asia-Pacific Regional Office)

*Through the contracts above, the state is represented in additional markets in satellite offices including:*

- **BRUSSELS, BELGIUM** – covering the Benelux countries of Belgium, the Netherlands, and Luxembourg – under the EFI France contract.
- **MUNICH, GERMANY** – covering Germany, Austria and Switzerland under the EFI Germany contract based in Frankfurt.
- **NAIROBI, KENYA** – covering Kenya and Tanzania – under the EFI Southern Africa contract.
- **HONG KONG AND JAKARTA** – under the EFI Asia-Pacific contract.

Finally, two additional offices in **Prague, Czech Republic and Taipei, Taiwan** represent the state on a pro-bono basis.



## FLORIDA IS THE LARGEST USER OF THE U.S. DEPARTMENT OF COMMERCE'S GOLD KEY PROGRAM

2,300+ UNIQUE CONSULTATIONS WITH FLORIDA COMPANIES

800+ COMPANIES PARTICIPATED IN 34 TRADE EVENTS

\$1.5 BILLION TOTAL PROJECTED EXPORT SALES

300+ GRANTS AWARDED TO 220+ COMPANIES

\$1.5 MILLION IN TRADE GRANTS AWARDED



### EFI INTERNATIONAL ACTIVITIES

#### FLORIDA PORTS MISSION TO MEXICO

Location: Mexico  
Industry: Maritime

#### SELECT FLORIDA EXPO

Location: Miami, Florida USA  
Industry: Multi-Sectoral  
Participants: 820

#### MRO EUROPE 2021: AMSTERDAM

Location: Netherlands  
Industry: Aviation/Aerospace  
Participants: 22  
Total Projected Export Sales: \$49M

#### MEDICA 2021

Location: Germany  
Industry: Life Sciences  
Participants: 25  
Total Projected Export Sales: \$117.7M

#### EXPORT SALES MISSION TO ECUADOR

Location: Ecuador  
Industry: Multi-Sectoral  
Participants: 14  
Total Projected Export Sales: \$85.1M

#### VIRTUAL TRADE MISSION TO THE DOMINICAN REPUBLIC

Location: Dominican Republic  
Industry: Multi-Sectoral  
Participants: 11  
Total Projected Export Sales: \$1.9M

#### 2022 DUBAI INTERNATIONAL BOAT SHOW

Location: United Arab Emirates  
Industry: Marine  
Participants: 18  
Total Projected Export Sales: \$161.3M

#### EXPORT SALES MISSION TO EGYPT

Location: Egypt  
Industry: Multi-Sectoral  
Participants: 11  
Total Projected Export Sales: \$37.8M

#### SINGAPORE AIRSHOW 2022

Location: Singapore  
Industry: Aviation/Aerospace  
Participants: 19  
Total Projected Export Sales: \$48.6M

● ----- EFI Office Locations    ● ----- Trade and Development Event Locations    ● ----- Reported export sales at EFI-hosted events

## SELECT FLORIDA EXPO

A highlight of the year for EFI's IT&D team was the successful launch and conclusion of the first-ever Select Florida Expo – a virtual event focused on attracting FDI to the state. The Expo took place from November 30 to December 2 as a 3 day online interactive event featuring 2-D virtual exhibitor booths/displays and presentations dedicated to topics important to existing or prospective international investors.



With a total of 820 participants from more than 65 countries around the world, the Expo featured 59 exhibitors, comprising Florida economic development organizations; EFI's 19 overseas representatives; other statewide partners such as business membership organizations, research institutions, tech accelerators, airports, seaports, and universities; and our federal partners for attracting FDI – SelectUSA and the USCS.

The Expo hosted 6 interactive panel presentations, each with a live Q&A portion, covering topics about Florida and its economy; general information on Florida as a top global hotspot for international companies; various "how to" aspects of doing business in Florida for foreign companies; 2 back-to-back panels on Florida's 8 diverse economic regions; a panel showcasing Florida's technological innovations and success stories about attracting foreign investment across different industry sectors, and a dedicated Spanish-language panel on Florida's unique role as the gateway to global markets specifically for companies from Latin America and the Caribbean.

The goal of the event was to showcase Florida's business advantages, communities, and resource partners to a global audience in the state's target industries. A grant from the U.S. Economic Development Administration (EDA) helped meet that goal by financing the cost of the virtual platform and allowing EFI to create and launch a new global marketing campaign – "Select Florida: The Americas' Business Address." For the first time, EFI was able to promote the state to audiences around world simultaneously through the Financial Times; The Economist; fDi Intelligence, and Nikkei America, with additional local and regional promotion in our international office locations. Finally, EFI contracted with the USCS for their Single Location Promotion service to promote the Expo in select markets in Asia plus Brazil and Mexico.

In an effort to use the EDA grant as effectively as possible, EFI's animated international video – Florida: A Magnet for International Companies – was translated with voice-overs or subtitles into seven foreign languages, which were accessible throughout the Expo and continue as a promotional tool on our YouTube Channel. Finally, EFI partnered with Florida Trend to create a series of regionally focused stories on foreign companies in innovative sectors which have invested or expanded across the state and enhance the Sunshine State's global business brand.

Ultimately, the Expo gave Florida an excellent opportunity to showcase the many assets that make it attractive for foreign companies to locate and expand in our state.

### Press Release and Promotional Materials

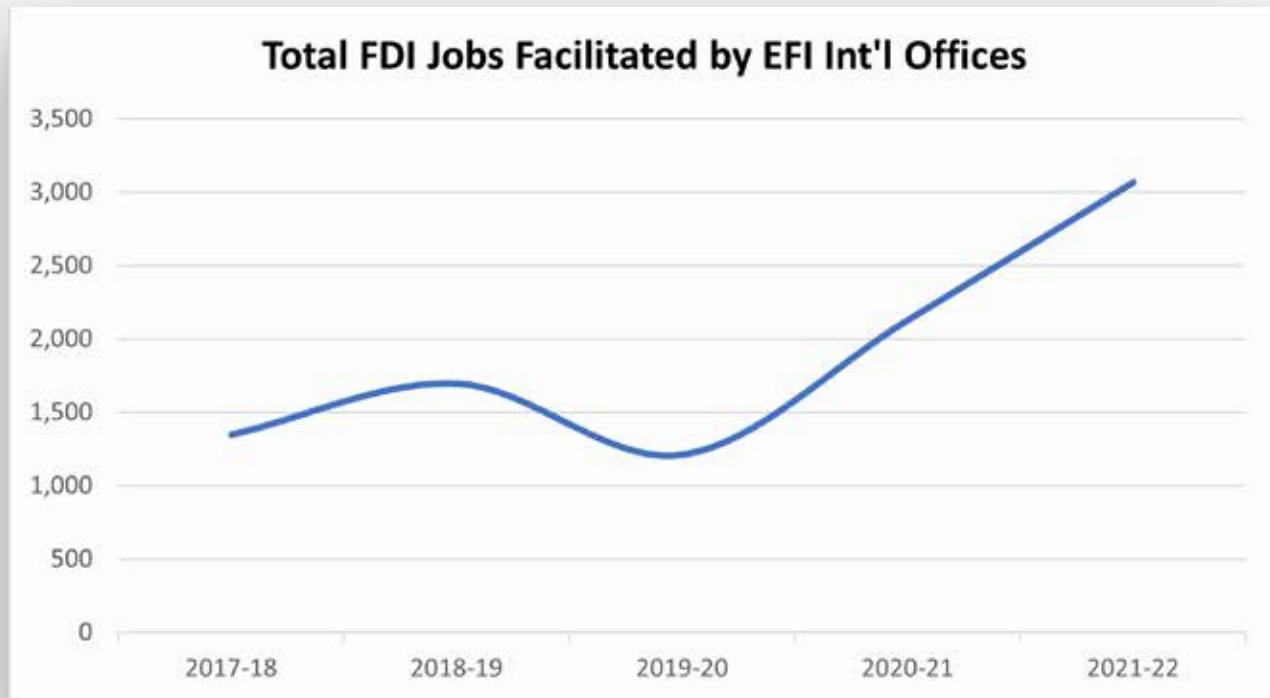
- [EFI Announces Virtual Select Florida Expo](#)
- [Florida: A Magnet for International Companies](#)





## PRELIMINARY OPERATIONAL RESULTS FOR FY 2021-22

- EFI's international offices directly assisted 400 Florida companies.
- Florida companies posted \$275,616,122 in documented export sales (actual and expected) assisted by EFI's international offices.
- EFI's international offices conducted 1,374 consultations with foreign companies.
- Establishment of 37 investment projects by foreign companies in Florida, with a total capital investment of \$148,696,300.
- The creation or retention of 3,067 jobs for Floridians.
- Referral of 105 projects/inquiries to EFI's economic development partners around the state.
- Return on Contract Investment: 210:1



### LEADERSHIP PROJECTS AS INTERNATIONAL RELATIONS ADVISORS FOR FLORIDA

As mentioned in the introduction, IT&D spends a lot of time and effort supporting the commercial internationalization efforts of Florida. IT&D's direct alignment with the stated goals and objectives of both the DEO's and the Florida Chamber's economic development strategies create an outsized return on investment and economic impact of our efforts. While harder to quantify, it is no less important and produces larger positive results for Florida than can be stated or measured.

## ALIGNING WITH ESTABLISHED PUBLIC AND PRIVATE SECTOR GOALS

FOR DEO'S 6 PILLAR FRAMEWORK, IT&D DIRECTLY SUPPORTS:

- 2.1 – Innovation and Economic Development - Transition established clusters to serve new markets and expand emerging talent and innovation clusters.
- 2.3 – Innovation and Economic Development - Encourage export growth and market diversification.
- 2.4 – Innovation and Economic Development - Brand and consistently market Florida as the best state for business.
- 4.2 – Business Climate and Competitiveness - Ensure state, regional and local agencies provide collaborative and timely customer service to businesses and workers.
- 4.5 – Business Climate and Competitiveness - Encourage industry diversification to ensure a sustainable business climate.

FOR THE PRIVATE SECTOR'S OBJECTIVES AS REPRESENTED BY THE FLORIDA CHAMBER'S 2030 PLAN, IT&D DIRECTLY SUPPORTS THEIR "MOVE, MAKE, MULTIPLY" FRAMEWORK IN THE TRADE & LOGISTICS STUDY 3.0 INCLUDING:

- Doubling Florida's origin goods exports to global markets from \$46B in 2019 to \$92B by 2030.
- Tripling Florida's service exports to global markets from \$43B in 2019 to \$129B by 2030.
- Improving Florida's U.S. ranking for manufacturing output in 2020 at 12th to 5th by 2030.
- Creating 300,000 net new jobs in Florida's trade, logistics, and manufacturing industry by 2030 (from 1,000,000 jobs in 2020 to 1,300,000 jobs by 2030).

*Inbound delegation from Galicia*



*Delegation from Japan External Trade Organization. (JETRO)*



## STRATEGIC INITIATIVES TO SUPPORT GOALS

To achieve these stated aims, IT&D's FDI and Trade programs are essential in growing Florida's economy. IT&D also worked on many strategic initiatives outside of our core functions that have and will result in long term benefits to Florida's economy.

### PROJECT GATEWAYS IS IT&D'S EFFORT AND SUPPORT IN MAKING FLORIDA A PREMIER GLOBAL TRADING HUB. A FEW HIGHLIGHTS:

- Division leadership was involved in the release of the Florida Chamber's Trade & Logistics Study 3.0, coordinating efforts across Florida's trade, logistics, and supply chain industry.
- IT&D's leadership has been working on creating a "new NAFTA highway" for a few years now that moves trade routes away from the Mexico/Texas land border and to Florida's seaports from Mexico's seaports. Our involvement with the follow up mission to Mexico with Florida's Ports in June 2022 is one more step in this initiative.
- Nearshoring, Reshoring, and "Friendshoring" have been of utmost importance to Florida as we leverage our natural location in the Hemisphere. IT&D's leadership has been working with partners in Central America, South America, the Caribbean, and Mexico to lure more manufacturing away from China and bring supply chains closer to home and into Florida.
- IT&D is continuously supporting Florida's leadership in luring trade lines away from California to Florida's ports after the Long Beach Port backlog of the Fall of 2021.
- Supporting the growth of Florida's airports (Miami International Airport is the #1 international cargo and #1 international passenger airport in America); and Florida's spaceports as we build out the space industry value chain around Canaveral and other areas in the state.
- IT&D has worked with FDOT, DEO, and partners around the state on attracting Federal dollars and grants to Florida's infrastructure projects through letters of support.

*Sponsor and exhibitor at eMerge Americas 2022*



*Sponsor of the U.S. Caribbean Business Conference*



**#FLORIDATOTHEWORLD** IS IT&D'S MARKETING, RESEARCH, AND BRANDING INITIATIVE SUPPORTING THE GROWTH OF FLORIDA'S BUSINESS IMAGE BOTH DOMESTICALLY AND ABROAD. LAST FISCAL YEAR, THE DIVISION:

- Increased use of LinkedIn and Twitter in posting images, videos, and other content to better engage partners, clients, and leads.
- Conducted countless presentations to audiences in person and online regarding Florida as a premier destination to do business.
- Was involved as sponsors of many important events in Florida that are a force multiplier of existing efforts. This includes World Strategic Forum, Florida's Supply Chain Summit, the District Export Council's Caribbean Business Conference, among others.
- Created countless briefs of the trade and investment relationship with partner countries. This data and information was used by leaders, partners, and stakeholders around the state and world cementing EFI and Florida as a thought leader in the trade and investment space.



**With trade offices located in Pensacola, Jacksonville, Orlando, Tampa, Palm Beach and Coral Gables, Enterprise Florida helps companies like yours grow through exporting.**

Our nationally-recognized programs include:

- Free Export Counseling**
- Statewide Network of Trade Offices**
- In-State Educational Events**
- Overseas Trade Missions & Trade Shows**
- Export Diversification & Expansion Trade Grants**

To learn more, contact your Regional Trade Manager at [www.enterpriseflorida.com/trade-offices](http://www.enterpriseflorida.com/trade-offices)

#FloridaToTheWorld  





# FLORIDA: CONNECTING THE AMERICAS

#FloridaToTheWorld





**WHEN YOUR BUSINESS CAN BE ANYWHERE,  
There's no limit to how far you can take it.**

Why are so many logistics and distribution companies finding success in Florida? Because we have one of the most extensive multi-modal transportation systems in the world, including 15 deepwater ports, 20 commercial airports, 3,000 miles of freight tracks and 122,000+ miles of highway. So you have the ability to move your product anywhere in the world...fast. But with more than 20 million residents as your local market, you may not need to.

Discover what Florida means for your business at [floridathefutureisere.com/access](http://floridathefutureisere.com/access)

FLORIDA | THE FUTURE IS HERE.

#FloridaToTheWorld 



## FLORIDA'S ACCELERATOR BRIDGE PILOT PROGRAM IS IT&D'S RESPONSE TO THE RISE OF TECHNOLOGY FIRMS AROUND THE WORLD INTERESTED IN GROWING THEIR FIRMS IN FLORIDA.

- This fiscal year, IT&D laid the groundwork to conduct a pilot program with international pitch competitions attracting high growth companies in target industries around the world to Florida's research parks and Florida's technology incubators.
- Working with technology events and partners such as Synapse in Tampa and eMerge Americas in South Florida to attract international technology companies to the state and support the growth of Florida's technology companies abroad.
- Our partnership with the Florida Opportunity Fund (FoF) has given EFI a new economic development tool to support Florida based tech firms in their growth. IT&D has been marketing FoF to stakeholders around the state and world supporting our core efforts.

### LASTLY, IT&D'S TEAM HAS DIRECTLY SUPPORTED FLORIDA'S LEADERSHIP THROUGH SEVERAL DIFFERENT AVENUES.

- The staff began preparations for participation in the Farnborough Airshow, the first VIP-led mission since 2019. Lt. Governor Jeanette Nuñez led Florida's delegation in July of 2021, sending an important signal to the world that Florida is eager and ready to earn their business.
- IT&D's team hosted over a dozen delegations from international partner countries and states within those countries. These include four separate delegations from Brazil (Minas Gerais, Parana, São Paulo, and a general tech delegation to Boca Raton), two separate delegations from the Dominican Republic (a general tech delegation, and one with the Dominican Ambassador to the U.S. during her visit). Other visits were from the United Arab Emirates, Poland, Bahrain, France, Scotland, Belgium, Canada, Israel, and more.
- IT&D's leadership team is mostly based out of Miami next to over 60 consulates and foreign missions that work in Florida. This has led to IT&D serving Florida on an official capacity representing the state to our partner countries. IT&D was involved with and met with over 20 of the consulates based in Miami and attended countless consular corps receptions and luncheons yielding positive commercial results for Florida.
- IT&D's role in international relations is important as many international companies go through official channels when visiting Florida or when interested in Florida. Also, Florida's international partners serve Florida through vetting and due diligence work as well when requested. It is critical in maintaining strong relations abroad for Florida's international business brand.

In conclusion, IT&D is proud to serve Florida with its highly regarded trade and FDI programs that yield positive economic returns for the state. IT&D also serves as international relations advisors for Florida's leadership which multiplies the impact of existing positive commercial results. Through the combined efforts and activities of IT&D, Florida saw a substantial increase in export sales, foreign direct investment, and growth of Florida based jobs in targeted industries (that pay higher than the existing averages). Florida's international business brand continues to grow and strengthen with IT&D's leadership in the arena.

# MARKETING & ADVERTISING



In Fiscal Year 2021-2022, the EFI marketing team promoted Florida as a premier business state to business decision-makers around the world. The team promoted the state through its “Florida – The Future is Here” campaign along with a refreshed brand, “Break Through.”

“Break Through” leverages the positive associations people have with Florida as a place for their personal future and reshapes them to show that Florida is also the place for their business future. The messaging will continue to highlight the state’s significant advantages for businesses, with a pro-business approach to taxes and regulation, and a robust talent pipeline in the IT, finance, advanced manufacturing, aviation, aerospace, defense, and fintech industries to support their future growth.

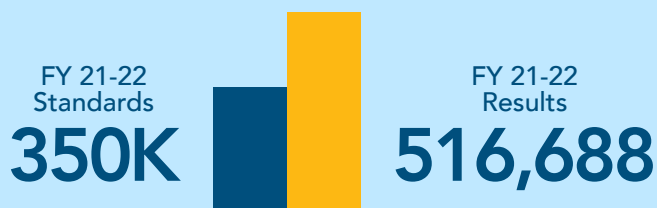
The campaign generated more than 154 million impressions worldwide in Fiscal Year 2021-2022 and was featured on digital, social, and print media platforms around the state, across the country and internationally. The marketing team identified new publications and platforms to feature the campaign, targeting the financial, aviation/aerospace, IT and manufacturing sectors, as well as leading business publications. Below are a few of the titles and sites the campaign appeared in:

- Wall Street Journal
- Global Finance
- Financial Times
- The Business Journals
- Chief Executive
- Florida Trend
- Inc.
- LinkedIn
- CoreNet
- FORBES and Entrepreneur

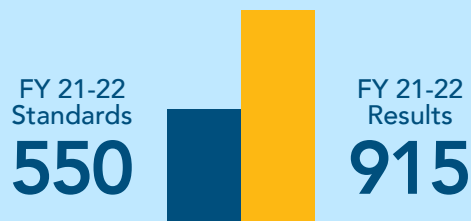
To build on its award-winning library of ads, videos, and campaign resources, the marketing team created new ads featuring Florida companies and highlighting Florida’s workforce and aviation/aerospace, high-tech, and manufacturing industries.



Web Traffic to EFI’s Website [enterpriseflorida.com](http://enterpriseflorida.com)  
Overall Traffic in Visits



POSITIVE MEDIA HITS





# BREAK THROUGH

In the highly competitive environment of economic development, the “Break Through” campaign showcases the tremendous amount of success businesses can have in Florida. The campaign continues to target national and international business decision makers, site selection consultants, and existing Florida business leaders and residents.

Florida is optimistic, innovative, and forward-thinking with a world-class infrastructure, global access, and a highly educated and skilled workforce. This reinforces the state as a place for growth and inspiration, demonstrating again that the future is now, and you can “Break Through” in Florida.

Average low of 88 degrees F.  
4 of the Top 20 beaches in the U.S.  
1,350 miles of coast line.  
#2 Infrastructure in the U.S.  
20 Commercial Service Airports.  
Largest Air Traffic Hub in western hemisphere.

**WITH WONDERFUL WEATHER THAT ATTRACTS TERRIFIC TALENT, FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.**

15 Deepwater Harbors.  
#1 ranked state for higher education.  
2nd largest overall workforce in U.S.  
#6 Manufacturing equipment sales tax.  
28-Year Capital Investment Tax Credit.  
4th ranked US state in foreign-owned firm employment.  
\$150.6 billion in International trade (Export and Import).  
Second largest FTZ network in the country.

2022 SILVER SNOWEL Award Winner  
ENTERPRISE & FLORIDA  
EnterpriseofFlorida.com

MIAMI, FL

FLORIDA | THE FUTURE IS HERE

WHERE MANUFACTURING THRIVES. **FLORIDA** | THE FUTURE IS HERE

WHERE BUSINESS BREAKS THROUGH. **FLORIDA** | THE FUTURE IS HERE

WHERE BUSINESS BREAKS THROUGH. **FLORIDA** | THE FUTURE IS HERE

WITH 6 major medical schools and 12 public universities. **FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.** **FLORIDA** | THE FUTURE IS HERE

WHERE BUSINESS BREAKS THROUGH. **FLORIDA** | THE FUTURE IS HERE

# FLORIDA TREND LEADERSHIP VIDEO SERIES

EFI and Florida Trend partnered together on a video series that introduces, showcases, and highlights influential Florida executives and leaders from economic development. The video series, produced by Florida Trend, shares lessons learned from each of the individuals as they navigated throughout their career. They share passions they have for their industry while highlighting the benefits of doing business in Florida.

Through the video series, EFI and Florida Trend aim to introduce viewers to both the business and personal side of some of Florida’s influential business leaders.

ENTERPRISE & FLORIDA  
**BREAK THROUGH**  
PRODUCED BY Florida Trend

Meet the featured Florida executives and leaders.

**FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.**

FOR SUBSCRIBERS: VIEW THE COMPLETE VIDEO SERIES IN FULL.

FLORIDA TREND LEADERSHIP VIDEO SERIES

They turned for more in their exclusive series:

- 12 YEARS & COUNTING: **FLORIDA**
- 2022 SILVER SNOWEL AWARD WINNER: **FLORIDA**
- 2022 SILVER SNOWEL AWARD WINNER: **FLORIDA**
- 2022 SILVER SNOWEL AWARD WINNER: **FLORIDA**
- 2022 SILVER SNOWEL AWARD WINNER: **FLORIDA**
- 2022 SILVER SNOWEL AWARD WINNER: **FLORIDA**



## WALL STREET JOURNAL POWER OF PLACE

The Wall Street Journal "Power of Place" advertising program highlights and informs viewers on the benefits of growing a business in Florida. The media plan is delivered across a variety of Wall Street Journal Network pages via Content Integration Units (CIUs) taking the viewer to the Custom Hub where they can view the video, read the company articles and infographics.

This fiscal year, EFI continued the program with two rehit media flights, one in September 2021 and one in February/ March 2022. New custom content was created which features Forcura: "Fueling Innovation in Healthcare."

### REHIT MEDIA PLAN PLACEMENTS:

- WSJ DJN Global - Channels include:
  - Global Network & Network Native
  - Run of Business/Run of Markets
  - Apple News – Run of App
  - Target Audiences: C-Suite & Sr. Business Decision Makers
  - Target Content: General Personal Finance/Sector
  - Social Amplification: Twitter and Facebook

The screenshot displays the top section of The Wall Street Journal website. At the top, a black market ticker shows various indices: DJIA Futures at 34979 (0.07% down), S&P 500F at 450175 (0.06% down), S&P 500 at 47537 (1.38% up), U.S. 10Yr at 2/32Yield (1.764% up), Crude Oil at 87.60 (0.42% down), and Euro at 1.1264 (0.27% up). Below the ticker is the main header with "THE WALL STREET JOURNAL" logo, a "Sign in" link, and a "GET MARKETS ALERTS" button. The navigation menu includes Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Books & Arts, Real Estate, Life & Work, WSJ Magazine, and Sports. A search bar is located on the right. The main content area features a large blue banner for "Downtown Jacksonville, FL" with the headline "FUELING INNOVATION IN HEALTHCARE" and a "LEARN MORE" button. Below this is a featured article titled "Google Set to Cap Blockbuster Year With Sales Gains" with a sub-headline "Search giant's profits nearly doubled in 2021, analysts forecast, as regulatory pressure intensified". The article includes social sharing icons and a large image of a Google building. To the right of the article is a Zenith watch advertisement.

## FLORIDA BUSINESS JOURNAL HUB

EFI digital native content hub with the Florida Business Journal campaign ran from July-August 2021 and January-March 2022. It featured EFI content showcasing Florida programs & information – i.e. Florida: The Future is Here videos, Built for Opportunity Campaign video, Florida International Tradeshow Grants, FDI Informational Video, MaSBEC programs, and Rural Areas of Opportunity information.

We drove viewers to the hub with digital media ads that ran across the four Florida Business Journals (South Florida, Tampa, Orlando and Jacksonville) mixed in among their editorial headlines in news, along with social media ads and newsletter exposure.

The campaign delivered 1,636,901 total media impressions with viewer engagement that exceeded the Business Journals average benchmarks for page views and dwell times.

**Florida | The Future Is Here**

Sponsored Content by Enterprise Florida

**Florida | The Future Is Here**

In today's business world, you have to stay relevant. You also have to stay one step ahead. That requires you to continually evolve...in a place that will evolve with you. In Florida, we offer opportunities to grow, innovate, discover and explore. So whatever you can imagine, you can create.

Fueled by a world-class infrastructure, young, educated and diverse workforce, global gateways, a state-of-the-art, high-speed technology backbone, and one of the most business-friendly environments in the country, anything is possible here.

It's why so many companies are realizing their future in Florida. And why yours can too.

**Enterprise Florida unveils "Built for Opportunity" campaign**

The campaign highlights how, across Florida, local manufacturers and small businesses are building stronger economies and communities.

**Florida: A magnet for international companies**

Numerous international firms have selected Florida for its large market, access to Latin, business climate, innovation and top talent.

**International trade is big business in Florida**

Enterprise Florida is here to help small and medium-sized businesses find new customer overseas.

**Enterprise Florida Rural Expansion Toolkit**

Enterprise Florida's Rural Expansion Toolkit offers grant opportunities to help communities grow their economic engagement.

**Why companies are realizing their future in Florida**

In Florida, we offer countless opportunities to grow, innovate, discover and explore. Check out this video to learn more.

**Enterprise Florida's capital programs support small business growth**

Economic development starts at home, and Enterprise Florida's capital programs can help the state's small businesses grow.

JACKSONVILLE BUSINESS JOURNAL | ORLANDO BUSINESS JOURNAL | SOUTH FLORIDA BUSINESS JOURNAL | TAMPA BAY BUSINESS JOURNAL

## BUILT FOR OPPORTUNITY AWARENESS CAMPAIGN

On September 9, 2021, EFI launched the 'Built for Opportunity' Awareness Campaign. The campaign was launched to generate awareness of Florida's business-friendly environment through testimonials of Florida business owners. The campaign ran across Florida and throughout the country and concluded on April 30, 2022. In total, the 'Built for Opportunity' Awareness Campaign generated more than 290 million impressions.



### CAMPAIGN GOAL, TIMELINE, TACTICS

#### Goal:

- Raise awareness of Florida as a national hub for economic development through testimonials of business owners across the state

#### Tactics:

- Display & Native
- Video & Connected TV
- Out-Of-Home
- Paid Social
- Broadcast & Cable Television
- Paid Search

#### Timeline:

- Launched: September 9, 2021
- Concluded: April 30, 2022

#### Florida (focus markets):

- Tallahassee
- Tampa-St. Pete
- Orlando
- Miami Dade
- West Palm Beach
- Jacksonville

#### Out-of-State Markets:

- Philadelphia
- Detroit
- Milwaukee
- New Jersey
- Albany
- Chicago
- Hartford
- Long Island
- Los Angeles
- New York City
- Peoria
- San Diego

### KEY FINDINGS

- 293,235,149 Impressions
- 253.5MM+ completed video views
- 511,526 unique campaign website visitors
- 12,851 campaign website video views



STORIESOFOPPORTUNITY.COM



#### STORIES OF OPPORTUNITY

Florida allows business owners to make the decisions that enable growth and prosperity.

SEE HOW:



SEE MORE STORIES >

#### ABOUT ENTERPRISE FLORIDA

Learn how Enterprise Florida is advancing the forefront of economic development in Florida. Known for its diverse workforce, pro-business climate, gateways to global markets and world-class infrastructure, anything is possible here.

ABOUT ENTERPRISE FLORIDA >

#### WHY FLORIDA

With competitive costs and unparalleled quality of life, Florida is one of the most business-friendly environments in the country.

WHY FLORIDA >

#### FLORIDA'S MAJOR INDUSTRIES

Learn about our nine key sectors – aviation & aerospace; cleantech; defense and homeland security; financial & professional services; headquarters; information technology; life sciences; logistics and distribution; and manufacturing.

FLORIDA'S MAJOR INDUSTRIES >



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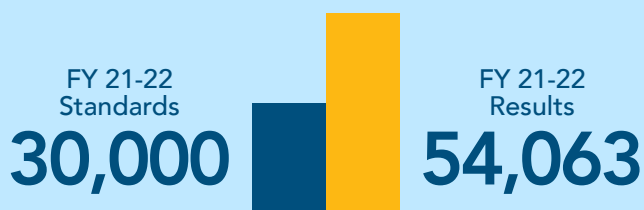


## SOCIAL MEDIA

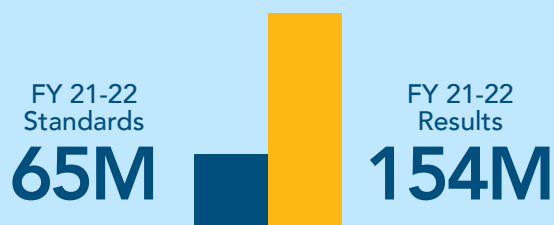
In Fiscal Year 2021-2022, EFI prioritized organic social media efforts. Our team crafted a flexible approach where department team members can submit posts about events, trade shows, team members, and more. A prime example includes the daily coverage of Farnborough International Airshow from the IT&D team, featuring a variety of videos and staff photos. In addition, the Marketing and Communications team developed EFI's Get the Facts on Florida campaign, highlighting the state's greatest advantages with statistics and graphics. As a result, EFI's social media accounts cultivated diverse and engaging posts for our audience and will continue to do so in the next fiscal year.



TOTAL SOCIAL MEDIA CHANNEL FOLLOWERS



TOTAL MEDIA IMPRESSIONS (print, digital, broadcast, out of home)



# MILITARY & DEFENSE



## YEAR IN REVIEW

EFI's Military and Defense division serves as the state's subject matter experts on military and defense issues related to the more than 20 major military installations, the military service members and their families stationed in Florida.

The division coordinates all military and defense issues with the Executive Office of the Governor, the Legislature, state agencies and the Florida Congressional delegation.

The EFI Military and Defense division's mission is to facilitate, support and manage the work of the Florida Defense Alliance (FDA) and Florida Defense Support Task Force (FDSTF) to preserve, protect and enhance Florida's military installations, communities and missions each fiscal year. Both entities strive to improve the state's continued exceptional support for service members, military dependents, military retirees and businesses that bring military and installation-related jobs to the state. Florida is home to 20 major military installations with an economic impact of \$96.6 billion annually and over 860,000 jobs. Florida is also home to more than 1.7 million military veterans and retirees.

The Florida Model for supporting military installations and missions is nationally recognized as a best practice across the nation. The model includes the FDA, the FDSTF, the state's Defense Grants Program and the Governor's Base Commander Meetings.

In 1998, the Legislature created the FDA, the Military Base Protection Program and the defense grants program under EFI through Florida Statute 288.980. In 2011, the FDSTF was established by Florida Statute 288.987.

## FLORIDA DEFENSE ALLIANCE (FDA)

The FDA, an organization within EFI, is a volunteer grassroots alliance that represents local defense communities around the state and ensures that Florida, its resident military bases and missions and its military host communities are in competitive positions as the United States continues its defense realignment. The FDA works to maintain and enhance the position and reputation as the best place in the country to be assigned.



The defense alliance is made up of representatives of defense-related organizations including federal, state and local government organizations as well as the defense industry, economic development organization and other interested parties.

Currently, there is no direct funding for the FDA. Administrative costs for this entity are underwritten by EFI.

Despite the lack of funding, the FDA continues to raise issues from local defense communities to improve the quality of life for service members and their families serving in Florida. This is reflected in the Advantage Florida Military Benefits Guide summarizing the benefits of military service in Florida.

In addition to holding required in-person and virtual meetings that included working groups for both Mission Sustainment and Family Support, the integrated FDA members engaged from the local planning and economic development and industry level to the national defense community and Department of Defense to ensure awareness of Florida's capacity and issues such as protecting the Eastern Gulf of Mexico test and training range. In addition, due to work of the Family Support Working Group, Florida was able to increase its USAF ranking for spousal support for licensure portability from one of the lowest in the country to leading the nation.

## FLORIDA DEFENSE SUPPORT TASK FORCE (FDSTF)

The legislature created the FDSTF to protect the state's military installations against possible realignment and closure. The FDSTF actively supports the military installations and missions with a particular emphasis on preventing encroachment and supporting initiatives to improve quality of life for military personnel and their families. As the designated representative of the Secretary of the DEO, EFI Military and Defense Programs directly supports the Task Force with two staff positions including the Executive Director of the Task Force.

In accordance with Florida Statute, the Task Force consists of 13 members appointed by the Governor and the Legislature. Task Force members who are not legislators are appointed to four-year terms and members of the Legislature appointed to the Task Force receive a term that corresponds with their term in office.

To strengthen the state's military installations, the FDSTF created a non-statutory grant program shortly after its inception. The funding for this and all Task Force activities and program is appropriated by the Legislature and distributed through a contractual relationship with DEO.

In Fiscal Year 2021-2022, the Legislature appropriated \$2 million to the Task Force to carry out their mission. The Task Force awarded three grants totaling \$1,200,000 to improve the military value of Florida's installations.

As the State of Florida was largely back to normal for the Fiscal Year 2021-2022 year due to the forward leadership of Governor DeSantis, the Task Force conducted nine meetings: four virtually and five in-person meetings: three in the defense dependent communities of Jacksonville, Orlando, St. Augustine and two in Tallahassee. Additionally, it has continued implementation of its long-range strategic plan for actions to protect, preserve and enhance Florida's military installations. This plan was last updated in 2020.





## SUCSESSES

- Since 2012, FDSTF awarded 75 grants worth over \$17.4 million to strengthen military installations and prevent encroachment.
- Updated the bi-annual military and defense economic impact study showing the economic impact of military and defense in Florida to be more than \$96.6 billion and accounting for more than 860,221 direct and indirect jobs. These represent an increase of \$2 billion in economic benefit for the state added by the military and defense sector in the two years since the previous study and based on 2020 data which was in the height of the COVID-19 pandemic. This increase in economic impact even during an unprecedented economic downturn highlights the importance and resiliency of the Military and Defense sector to the state.
- Published an on-line update and rebranded the 2022 Advantage Florida Military Benefits Guide (Formerly called the Florida Military Friendly Guide) that provides a comprehensive summary of the laws and programs that benefit service members and families stationed in Florida. New legislation highlighted in this edition included accommodations for the exemption from public records requirements for information held by Department of Military Affairs, enhanced Educational Opportunities Leading to Employment for servicemembers, new opportunities through Florida Is For Veterans, Inc., to access the United States Department of Defense's SkillBridge program, and servicemember dependent education support through increasing school choice and the creation of the State's Purple Star Campus Program that helps schools respond to the educational and resiliency-related challenges military connected children face during their transition to a new school and keep them on track to be college, workforce, and life-ready.
- Although Congress has not authorized a Base Realignment and Closure (BRAC) Commission since 2005, the services have continued to relocate assets and missions "under the radar". Florida's Military and Defense Programs have been instrumental in several gains for Fiscal Year 2021-2022:



## CAMP BLANDING (FLORIDA NATIONAL GUARD) –

- Boeing began construction of a new Aircraft Repair Complex at Jacksonville, Florida Airport. The project will be a new 370,000-square-foot maintenance, repair and overhaul (MRO) facility at Jacksonville, Florida's Cecil Airport. The construction will build eight new hangars, additional workspace, and offices where Boeing maintainers, engineers and data analysts will support U.S. Navy and Air Force aircraft. (Nov 24, 2021)
- Governor DeSantis announced \$13 million in awards to the Jacksonville Aviation Authority new infrastructure at the Cecil Airport and Spaceport. This funding will support the construction of nearly two miles of roadway and extend the corresponding utilities to provide access to underdeveloped property located on the east side of Cecil Airport and Spaceport. This project will more than double the number of jobs available at the facility, bringing the total number of jobs at the airport and spaceport to 6,251. Of the \$13 million in funding, \$6 million is from the Florida Job Growth Grant Fund, \$4 million from the Florida Department of Transportation, and Space Florida is contributing \$3 million. (Nov 24, 2021)
- Governor Ron DeSantis announced more than \$100 million in funding proposals to support Florida's National Guard and establish the Florida State Guard, a civilian volunteer force that will assist the National Guard in state-specific emergencies.
- North Florida Land Trust has helped to preserve approximately 157 acres in Putnam County located in the Ocala to Osceola, or O2O, wildlife corridor. The property is located adjacent to Etoniah Creek State Forest and within the priority area for conservation for Camp Blanding and the Army Compatible Use Buffer (ACUB) program. (Jan 2022)



## MACDILL AFB -

- MacDill AFB named preferred location for next KC-46A Pegasus. Twenty-four KC-46As will replace active-duty KC-135 Stratotankers at MacDill. The new tankers will bring many enhanced capabilities, such as boom and drogue refueling on the same sortie, worldwide navigations and communication, cargo capacity on the entire main deck floor, receiver air refueling, improved force protection, and multi-point air refueling capability. A final basing decision will be made after an environmental impact analysis, which is expected to take place in fall 2023. (Dec 2021).
- Relocation of all rotary-wing units, helicopters, and previously assigned installation personnel at AASF Clearwater have moved to MacDill AFB. Has brought 23 UH-60L helicopters and two aviation companies to MacDill. (Jan 2022)

## NAVAL STATION (NS) MAYPORT -

- The USS Jason Dunham shifts homeport to NS Mayport. (2021)
- Naval Station Mayport receives new helicopter squadron, Maritime Strike Squadron 50 "Valkyries". The new squadron is outfitted with MH-60R Seahawks to support littoral combat ships and expeditionary independent deployers. A formal ceremony establishing the new squadron is slated for summer 2022. (October 5, 2021)

## NAVAL AIR STATION (NAS) WHITING FIELD -

- The Navy has awarded a third contract to AgustaWestland Philadelphia Corporation for 36 additional TH-73A training helicopters to be based at Naval Air Station Whiting Field, according to a recent announcement from Leonardo, the defense contractor that includes AgustaWestland as a subsidiary. (Jan 2022)

## TYNDALL AFB -

- Tyndall AFB selected to host three F-35 squadrons. The first F-35 squadron is expected to arrive in fiscal year 2023. 72 fighters in total. (2021).
- New military lodging facility named "Sand Dollar Inn" coming to Tyndall in 2024. The 360-room hotel will be used to host military members temporarily staying at Tyndall and people staying long term to complete a mission. Tyndall is expected to break ground on the building early next year and it will be open for business at the end of 2024. (Oct 5, 2021)
- Tyndall AFB kicks off construction for new Commercial Gate project. The \$18.2 million contract for the gate will provide the installation with a 3,525-square-foot commercial vehicle inspection port and over 169,000-square-feet of roadway infrastructure. Anticipated to be complete by October 2023. (Oct 6, 2021).

- NDAA give Tyndall \$276 million in dorm construction funding, a \$144 million drainage project, and \$38 million for a new headquarters for the 325th Fighter Wing. All funding totals \$450 million. Dorms will be two five-story permanent party enlisted dormitories to house 480 E-1 to E-4 military personnel in single occupancy dorms. The facilities will be built to withstand hurricane-force winds of 165 mph. (Dec 2021)
- Tyndall Academy, a pre-k through seventh-grade school on Tyndall Air Force Base is constructing a \$15 million building to house middle school students. Will feature 16 classrooms and a large, collaborative space for STEAM activities. (Jan 2022)
- More housing is on the way to Callaway as the city continues to rebuild and grow from the damage of Hurricane Michael. Callaway City commissioners approved two development orders to bring hundreds of new homes along Highway 22. Ed Cook, Callaway City Manager, said developers have already started construction for the two new subdivisions because of Callaway's need for more housing, given its close proximity to Tyndall Air Force Base. (Feb 2022)
- A new \$32.5 million flightline munitions storage area is on the way for Tyndall. EMR, Inc. of Niceville, Florida was awarded the \$32.5 million contract. The work includes eight buildings to directly support the three F-35 fighter squadrons headed to Tyndall. (April 12, 2022)
- Niceville-based contractor EMR Inc. recently was awarded a \$19 million contract for design and construction of a civil engineer maintenance shop and storage area, according to the DoD. (April 2022)
- Kentucky-based construction contractor Howard W. Pence Inc. has been awarded a \$15.4-million contract for an indoor firing range and combat arms training and maintenance facility. Estimated completion date of Jan. 3, 2024. (April 2022)

#### EGLIN AFB -

- Eglin AFB awards \$100M in electromagnetic work supporting the 350th Spectrum Warfare Wing. The contract is for Radio frequency threat simulators. The contract is scheduled to run through September 30, 2031. (Oct 5, 2021)
- EMR Inc, a Niceville-based environmental, construction, emergency management and response services company has been awarded a \$10 million contract for construction of a munitions research, development, test and evaluation facility at Eglin Air Force Base, according to a recent contract award announcement from the U.S. Department of Defense (DoD). Construction is slated for completion by May 4, 2023. (Nov 2021)
- NDAA gives Eglin nearly \$100 million in military construction. \$40 million for initial planning and engineering of a Weapons Technology Integration Center (WTIC) – essentially an updated weapons research facility. \$35 million allocation for ongoing development of the Advanced Munitions Technology Complex (AMTC). \$14 million for a flight line fire station at Duke Field near Crestview, and \$4 million authorization for construction of a two-bay hangar to serve developmental testing and operational testing needs of F-35's. Funding totals \$93 million. (Dec 2021)



- The Air Force Life Cycle Management Center at Eglin has awarded a \$319 million modification of an existing contract with Lockheed Martin Missiles and Fire Control in Orlando for production of some additional extended-range air-to-surface missiles, the DoD reported. Under the four-year contract modification, Lockheed Martin will produce an additional 308 missiles and associated equipment, with work being done at the company's facilities in Orlando and in Troy. It brings the cumulative value of the missile production contract to nearly \$1 billion (April 2022)
- Eglin opens \$1 million state-of-the-art video gaming center to give airmen "a little bit of home". The center is valued at more than \$1 million dollars. (May 2022)

#### **HURLBURT FIELD -**

- Corvias, a long-term housing partner to the U.S. military, recently reached a milestone in its initial development of 400 new homes at Hurlburt Field. That milestone, demolishing the last outdated home at Hurlburt, is the latest step in a housing transformation on the base as part of the Military Housing Privatization Initiative (MHPI). Corvias is scheduled to deliver 50 more homes, plus a 10,000 square-foot community center featuring a resort-style swimming pool, and other family-friendly amenities by the summer of 2022. The 400 new homes account for 80% of Hurlburt's family housing. (Nov 2021)
- Schneider Electric Begins Large-Scale Infrastructure Modernization Project for the Air Force at Hurlburt Field. The \$22.6M Energy Savings Performance Contract will reduce Hurlburt Field's energy costs by 17.7 percent - resulting in \$1.5M in savings annually over the 22-year contract term for the DOD. (Dec 2021)

#### **PATRICK SPACE FORCE BASE / CAPE CANAVERAL SPACE FORCE STATION -**

- L3 Harris wins \$120 million contract to upgrade Space Force electronic jammers at Cape Canaveral SFS; Peterson Space Force Base, Colorado; Vandenberg Space Force Base, California; and classified locations overseas. (Oct 2021)
- Ceremony kicks off \$126 million NASA Causeway replacement project on State Road 405. By the end of 2025, crews will construct two high-level fixed bridges over the Indian River, providing a revamped State Road 405 gateway to KSC and Cape Canaveral Space Force Station. (Dec 2021)

#### **NAVAL SUPPORT ACTIVITY (NSA) PANAMA CITY -**

- NDAA allocated \$38 million for a pier project at the Naval Undersea Warfare Center. (Dec 2021)

## NAVAL AIR STATION (NAS) PENSACOLA –

- Eastern Shipbuilding Group, Northrop Grumman and their industry partners formally opened a test and integration center for the C5I systems at the heart of the U.S. Coast Guard's new offshore patrol cutter program. (Oct 22, 2021)
- FDOT letter to NAS Pensacola includes plan to give public access to Navy base. The letter asks the Navy to present the idea to its partners in Washington to allow this project to move forward. The plan will essentially join Escambia County's west side and Pensacola by connecting Blue Angel Parkway to Taylor Avenue. (Dec 27, 2021)
- Naval Facilities Engineering Systems Command (NAVFAC) Southeast awarded a \$7.6 firm-fixed-price task order, January 21, to Florida Power and Light (FPL) for implementation of energy improvements at Naval Air Station (NAS) Pensacola. The project is expected to save the Navy over \$501,000 per year in utility costs. Under the contract, 18 facilities onboard NAS Pensacola will receive interior and exterior lighting upgrades. Other upgrades include water efficiency improvements at eight facilities; chiller replacement at Building 3909; heating, ventilation, and air conditioning controls upgrades in four facilities; high efficiency electrical transformer upgrades in six facilities; and medium voltage transformer and switchgear replacement at Building 514. The energy improvement project is expected to be completed by December 2023. (Jan 2022)
- An \$87 million task order for design and construction services was awarded for repair work as the installation continues to rebound from Hurricane Sally. Under the two-year contract, Environmental Chemical Corporation will do interior and exterior storm repair work at 41 facilities on the base, according to a DoD contract award announcement. (April 2022)



## RECENT SUCCESS STORIES AS A RESULT OF TASK FORCE CONTRACTS AND GRANTS

Using Fiscal Year 2021-2022 funds, the Florida Defense Support Task Force awarded \$1,200,000 through the Task Force Grant Program to support three defense projects across three counties. The intent of the grant program is to provide funding to support the mission of the Task Force in preserving, protecting and enhancing Florida's military installations as well as improving the state's military friendly environment for service members, military dependents, military retirees, and businesses that bring military and base-related jobs to the state.

- City of Jacksonville Military Affairs and Veterans Department: \$500,000 – For encroachment protection/compatible land use for Naval Station Mayport, Naval Air Station Jacksonville and Outlying Field Whitehouse.
- Clay County Development Authority: \$500,000 – To buffer Camp Blanding from incompatible land development.
- Economic Development Commission of Florida's Space Coast: \$200,000 – For a Feasibility Study for Cape Canaveral Space Force Station Regional Wastewater Treatment.

In addition to these important grants, the FDSTF funded three projects to further enhance Florida's capabilities to support our installations' future and viability including:

- Florida Installation Resiliency Review: \$150,000 – This project surveyed all Florida installations and defense communities to determine list of actionable projects and highlights federal grant programs or other federal funding sources to help solve the resiliency issues around the installations.
- Florida Military Education Scorecard Enhancement: \$117,000 – This project assesses the US Air Force system of scoring and ranking military installation based on school districts for future basing considerations. The outcome of the project will influence future Department of Defense scoring systems to assess the quality of our schools more accurately.
- The Continuing Services Contract (CSC): \$135,000 – This multi-vendor contract vehicle allows for more nimble support to our installations and defense communities via Task Work Orders to help the state and the Task Force tackle emerging or short-term projects with experienced defense contractors to preserve, protect and/or enhance the Military and Defense installations, communities, and industries in Florida.

### FLORIDA DEFENSE SUPPORT TASK FORCE BOARD 2021-2022

#### GOVERNOR'S PERSONAL REPRESENTATIVE

- Major General James Eifert, U.S. Air Force, the Adjutant General of Florida

#### SENATE PRESIDENT APPOINTEES

- Senator Tom Wright – Chairman
- Mr. Tom Neubauer
- Major General Richard Haddad, U.S. Air Force (Ret)
- Honorable Thomas Bowman

#### GOVERNOR APPOINTEES

- RADM Stan Bozin, U.S. Navy (Ret)
- CAPT Keith Hoskins, U.S. Navy (Ret)

#### HOUSE SPEAKER APPOINTEES

- Representative Thad Altman
- Representative Wyman Dugan
- Brig Gen Arthur F. Diehl, III, U.S Air Force, Retired
- Colonel Jim Heald, U.S. Air Force (Ret)

## SUPPORTING FLORIDA'S MILITARY

Governor DeSantis and the Florida Legislature continue to keep Florida in the forefront as the most military-friendly state in the nation. The Florida model for supporting its more than 20 military installations includes the FDA, the FDSTF, a robust program of Defense Grants and the Governor's Base Commander Meetings. The Governor meets annually with all Base Commanders in Florida, directly addresses their concerns and works with them to resolve any issues.

### ESCAMBIA

Naval Air Station Pensacola,  
Corry Station, Saufley Field

Total County Impact: \$6,626.1 million  
Employment: 53,681 jobs  
Capital Investment: \$974.4 million

### SANTA ROSA

Naval Air Station Whiting Field

Total County Impact: \$1,637.0 million  
Employment: 16,331 jobs  
Capital Investment: \$567.3 million

### DUVAL

Naval Air Station Jacksonville,  
Naval Station Mayport, Marine Corps  
Support Facility Blount Island

Total County Impact: \$12,100.4 million  
Employment: 95,138 jobs  
Capital Investment: \$1,645.2 million

### BRADFORD/CLAY

Camp Blanding Joint Training Center

Total County Impact: \$51.1 million / \$845.6 million  
Employment: 674 jobs / 10,186 jobs  
Capital Investment: \$26.9 million / \$333.1 million

### OKALOOSA

Eglin Air Force Base, Hurlburt Field

Total County Impact: \$9,185.9 million  
Employment: 73,224 jobs  
Capital Investment: \$1,272.2 million

### BAY

Naval Support Activity Panama  
City, Tyndall Air Force Base

Total County Impact: \$3,148.0 million  
Employment: 30,013 jobs  
Capital Investment: \$547.6 million

### ORANGE

Naval Support Activity Orlando, Multi-Service  
Modeling, Simulation and Training Acquisition

Total County Impact: \$10,132.5 million  
Employment: 91,358 jobs  
Capital Investment: \$1,715.1 million

### BREVARD

Patrick Space Force Base, Cape Canaveral Space  
Force Station, Naval Ordnance Test Unit

Total County Impact: \$6,753.4 million  
Employment: 57,247 jobs  
Capital Investment: \$1,264.4 million

### HILLSBOROUGH

MacDill Air Force Base, U.S. Central  
Command, U.S. Special Operations  
Command

Total County Impact: \$11,196.4 million  
Employment: 87,320 jobs  
Capital Investment: \$1,931.8 million

### PINELLAS

United States Coast Guard Air Station  
Clearwater

Total County Impact: \$4,558.6 million  
Employment: 40,212 jobs  
Capital Investment: \$1,010.4 million

### POLK

Eglin Air Force Base, Hurlburt Field

Total County Impact: \$9,185.9 million  
Employment: 73,224 jobs  
Capital Investment: \$1,272.2 million

### HIGHLANDS

Avon Park Air Force Range

Total County Impact: \$130.3 million  
Employment: 1,487 jobs  
Capital Investment: \$45.9 million

### MIAMI-DADE

United States Southern Command,  
Homestead Air Reserve Base,  
7th Coast Guard District Headquarters

Total County Impact: \$6,785.6 million  
Employment: 57,138 jobs  
Capital Investment: \$1,136.3 million

### MONROE

Naval Air Station Key West

Total County Impact: \$885.0 million  
Employment: 5,966 jobs  
Capital Investment: \$120.9 million





# FLORIDA SPORTS FOUNDATION





# FLORIDA SPORTS™

## — FOUNDATION —

### OVERVIEW

Established by the Florida Legislature in 1989, the Florida Sports Foundation (FSF) is a 501(c)3 nonprofit corporation, serving as the Sports Industry Development Division of EFI. It is charged with everything from helping residents and visitors enjoy the natural wonders of the state – such as its lakes, rivers, forests, and coastlines – to recruiting and supporting amateur and professional sporting events across the state.

The FSF helps Florida communities secure, host and retain sporting events and sports-related business through grant programs; legislative initiatives; and Industry Partner service, recognition and development. The Foundation's efforts have resulted in a significant economic impact on the state's economy, plus significant sports-related tourism.

Florida is home to 11 major professional sports franchises in Major League Baseball (MLB), National Basketball Association (NBA), National Football League (NFL), National Hockey League (NHL), and Major League Soccer (MLS). Florida also hosts 15 Major League Baseball teams in the Florida Grapefruit League Spring Training, plus NASCAR, the Daytona 500, the PGA Tour, LPGA and the PGA of America.

The Foundation assists national, and state governing bodies develop amateur sports through the Florida Sunshine State Games and the Florida Senior Games. Since 1980, more than 200,000 Floridians – from Pee Wees (7 and under) to Master Seniors (70-plus) – have participated in the Sunshine State Games, an Olympics-style sports competition. Participation in the annual Florida Senior Games for residents and nonresidents 50 years and older continues to grow, with more than 2,000 amateur athletes competing in the 2021 games.

Whether it's recreational, amateur or professional sports, Florida continues to attract visitors from around the globe to .... Come Play!



## COME PLAY IN FLORIDA

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

## PROGRAMS AND ANNUAL FUNDING

Operating as the Sports Industry Development Division of EFI since 2011, FSF is the official sports promotion and development organization for the State of Florida. It is charged with the promotion and development of professional, amateur, recreational sports, and physical fitness opportunities that produce a thriving sports industry and environment. The mission of FSF is to:

- Provide grants to support sporting events that bring out-of-state visitors to Florida.
- Produce and distribute annual golf, fishing and boating, and baseball spring training guides for both in-state and out-of-state tourists and;
- Organize the annual Sunshine State Games, an Olympic-style festival for Floridians of all ages, and the Florida Senior Games State Championships for senior athletes, age 50 and over.

### ANNUAL FUNDING

The Florida Sports Foundation is one of the state's premiere public-private partnerships, receiving a portion of its funding from the State of Florida and private entities. Through a contractual agreement with the DEO, the Foundation submits monthly, quarterly, and annual reports that demonstrates compliance with established performance standards to secure the State investment.

### THE STATE OF FLORIDA FUNDING SOURCES:

- Professional Sports Development Trust Fund (PSDTF) – Established in 1995, appropriations derive from the sale of nine of Professional Sports Teams license plates (up to \$3 million, in Fiscal Year 2021-2022)
- State Economic Enhancement and Development Trust Fund (SEED) – \$1.7 million appropriation for amateur sports programs and sports development grants.
- Additional appropriations derive from the sale of USOC, NASCAR and USTA license plates. Funds received by FSF vary, based on percentages of sales.

The PSDTF appropriations for Fiscal Year 2021-2022 reached the \$3 million cap in February, 8 months into the fiscal year. The maximum spending authority of the trust fund has been achieved for the fourth consecutive year. The current fiscal year's state appropriated revenue was budgeted at \$4.7 million.



## GRANT PROGRAMS

The FSF grant programs are designed to assist communities and host organizations in attracting sports events, which will result in boosting economic impacts for the State of Florida. The Foundation's Board of Directors awards grants on a quarterly basis, placing emphasis on out-of-state economic impact, return on investment (ROI), community support and image value to the state.

Events considered for grant funding include amateur events, collegiate events, or professional all-star games and championships, or other categories approved by the Foundation's Board of Directors.

The Major and Regional Grant Program (MRGP) is designed to assist communities and host organizations in attracting sports events, which will generate significant out-of-state economic impact for the state of Florida. Grants awarded in this category must generate more than \$500,000 in out-of-state economic impact for the state of Florida.

The Small Market Grant Program (SMG) is designed to reach Florida's rural and small market communities, or communities with low hotel inventory. Grants awarded in this category typically generate less than \$500,000 in out-of-state economic impact for the state of Florida.

The Sport Industry Conference Assistance (SICA) is designed to assist communities in attracting event rights holders to the Florida marketplace and generate viable event sales leads. The SICA goal is to host event business opportunities throughout the State. Events that will be considered for assistance include conferences, tradeshows or association meetings whose attendees include event rights holders seeking to conduct business in Florida.

**Florida Sports Grants FY 2021/2022**

<b>FY 21/22</b>	<b># Awarded</b>	<b>Total Amount Awarded</b>	<b>Total Economic Impact-Projected</b>	<b>Total Out-of-State Visitors-Projected</b>	<b>Estimated Return on Investment</b>
1st Qtr-Major	29	\$ 555,847	\$ 124,514,976	172,057	\$ 224
1st Qtr-SMG	29	\$ 79,003	\$ 22,681,690	40,500	\$ 287
1st Qtr-SICA	1	\$ 5,000	\$ 517,247	680	\$ 103
2nd Qtr-Major	31	\$ 843,196	\$ 223,335,163	524,072	\$ 265
2nd Qtr-SMG	25	\$ 70,844	\$ 12,788,000	70,419	\$ 181
2nd Qtr-SICA	0	\$ -	\$ -	0	\$ -
3rd Qtr-Major	31	\$ 1,245,264	\$ 234,372,149	243,443	\$ 188
3rd Qtr-SMG	22	\$ 65,734	\$ 9,422,311	18,200	\$ 143
3rd Qtr-SICA	1	\$ 4,000	\$ 97,837	142	\$ 24
4th Qtr-Major	37	\$ 572,989	\$ 146,654,340	153,937	\$ 256
4th Qtr-SMG	8	\$ 27,196	\$ 3,240,001	6,606	\$ 119
4th Qtr-SICA	0	\$ -	\$ -	0	\$ -
Grants w/ Installments due FY21/22	2	\$ 1,100,000			
<b>FY21/22 Grants Awarded</b>	<b>216</b>	<b>\$ 4,569,073</b>	<b>\$ 777,623,714</b>	<b>1,230,056</b>	<b>\$ 170</b>



## FISCAL YEAR 2021-2022 GRANT AWARDS

Growing opportunities for sports related economic development remains Foundation's primary mission. During Fiscal Year 2021-2022, the Foundation distributed over \$4.5 million in total grant awards comprised of sporting events completed during this fiscal year and funds allocated for future events. More than 1,230,056 visitors attended the 216 granted events and generated an economic impact nearing \$778 million with an average ROI of \$170:1.

## HIGHLIGHTS OF SPORTS TOURISM EVENTS



*National Senior Games athletes were greeted with a beach sand sculpture which was a popular spot for athlete and visitor photos.*



*Pensacola Double Bridge Run – Escambia County*





Formula 1 Miami Grand Prix - Miami-Dade County



### FLORIDA SPORTS COMMISSIONS/ INDUSTRY PARTNERS

1.	Bradenton Area Sports
2.	Citrus County Sports Development
3.	Clay County Board of County Commissioners
4.	Columbia County Sports Commission
5.	Daytona Beach Area Convention & Visitors Bureau
6.	Destin-Fort Walton Beach
7.	Experience Florida's Sports Coast
8.	Experience Kissimmee Sports Commission
9.	Florida Citrus Sports & Events, Inc.
10.	Gainesville Sports Commission
11.	Greater Fort Lauderdale Sports
12.	Greater Miami Convention and Visitors Bureau
13.	Greater Orlando Sports Commission
14.	Lee County Sports Development
15.	Naples, Marco Island, Everglades Convention & Visitors Bureau
16.	Ocala/Marion County Visitors & Convention Bureau
17.	Orlando North Seminole County Sports
18.	Palm Beach County Sports Commission
19.	Palm Coast and the Flagler Beaches
20.	Panama City Beach Convention & Visitors Bureau
21.	Pensacola Sports
22.	Polk County Sports Marketing
23.	Punta Gorda/Englewood Beach Visitor & Convention Bureau
24.	Putnam County Chamber of Commerce
25.	Santa Rosa County Board of County Commissioners
26.	Sarasota County Sports Commission
27.	Space Coast Office of Tourism
28.	St. Augustine, Ponte Vedra and the Beaches CVB
29.	St. Pete Clearwater Sports & Events
30.	Tampa Bay Sports Commission
31.	Treasure Coast Sports Commission
32.	Visit Jacksonville
33.	Visit Lake
34.	Visit Orlando Sports
35.	Visit Sebring
36.	Visit Tallahassee Sports
<b>SERVICE PARTNERS</b>	
37.	AMI Graphics
38.	Caribe International DMC
39.	Team IP

## SPORTS DEVELOPMENT

The FSF promotes Florida as a sports tourism destination through a coordinated effort with Florida's network of Sports Commissions/Industry Partners and Service Partners. The partner organizations can apply for grant funds to support sports tourism events in the local communities, attend industry trade shows as a Florida delegate and advertise in national and international publications.





## SPORTS DEVELOPMENT HIGHLIGHTS

### TRADE SHOWS

FSF and Industry Partners participated in leading sports trades shows and conferences throughout the U.S. to include: Sports Express Outdoor, International Sports Convention, Florida Association of Counties Annual Conference, Soccerex, Sports ETA, US Sports Congress, Connect Sports Diversity, Esports Travel Summit and the TEAMS Conference. The FSF President/CEO was a featured speaker at the Sportel Americas & Sports Express Outdoor Conferences. The Florida Sport Foundation was a featured speaker at the International Sports Convention and Sportel Americas Conference.

### INDUSTRY PARTNER ROUND TABLE

The quarterly Round Tables resumed in a hybrid format, in-person and virtual options were provided. Round Tables ensure regular communication with partners and provide professional development opportunities. CEOs of National Governing Bodies (NGB) are frequent guests who provide valuable insight on securing sports related business and share industry trends.

### MONTHLY NEWSLETTER

FSF produces a monthly newsletter to share relevant and valuable information with partners. The newsletter includes highlights on event rights holders and partners, the Florida Senior Games and the Sunshine State Games.





## AMATEUR SPORTS PROGRAMS

### FLORIDA SENIOR GAMES (FSG)

In 1992, the first Florida Senior Games was held in Bradenton. Over the years, the Florida Senior Games, presented by Humana, continues to grow. Together with over 20 Local Senior Games Qualifiers, the Games provide fun, fellowship, fitness and competition for Florida's fastest growing age group. The Florida Senior Games encourages and promotes healthy lifestyles for Florida's seniors. The Games provide Florida's seniors with the opportunity to compete at the local, state and national level and providing all potential Florida Senior Games athletes, age 50 and over, with an affordable and quality multi-sport festival they can call their own.

The FSF annually sanctions the FSG Series Qualifiers in Florida, which lead up to the Florida Senior Games in December. FSG qualifiers were held in more than 20 Florida communities with 9,990 attendees participating in the Fiscal Year 2021-2022. The 2021 Florida Senior Games were held in the Greater Fort Lauderdale Area with 4,814 attendees and generated \$1,245,000 of fiscal impact. Athletes came from throughout Florida, 42 other states and Canada.

### FSG HIGHLIGHTS:

In 2021, the Florida Senior Games celebrated its 30th Anniversary. A commemorative logo was designed and featured in the 2021 Games promotion and on the athlete t-shirts. To celebrate and recognize a group of athletes who competed in all four decades of the Games (1990s through 2020s), Lifetime Achievement Awards were presented to nine athletes. These athletes exemplified a sustained commitment to healthy aging habits and provide encouragement, motivation and inspiration for all seniors to continue participation and living an active lifestyle in their Golden years.

Following the 2021 Florida Senior Games, in the Greater Fort Lauderdale Area, the 2022 National Senior Games were held in the same area. Over 1,600 Florida Senior athletes represented the Sunshine State as ambassadors and won over 1,100 medals.



*Male athlete of the year - 90-year old golfer, Dick Cheney*

## SUNSHINE STATE GAMES (SSG)

The State of Florida created the Sunshine State Games to provide Florida's citizens and Olympic Style Sports Festival in 1980. The Sunshine State Games, now in its fourth decade of competition, is the nation's longest continuously running State Games and Florida's largest multi-sport festival. The mission of the Games is to provide quality competition for Florida's amateur athletes of all ages and skill levels.

### SSG HIGHLIGHTS:

The quarterly Round Tables resumed in a hybrid format, in-person and virtual options were provided. Round tables ensure regular communication with partners and provide professional development opportunities. CEOs of National Governing Bodies (NGB) are frequent guests who provide valuable insight on securing sports related business and share industry trends.

*Female athlete of the year group - Miramar Mermaids Athletes w/ Disabilities Artistic Swim Team*





## SIGNATURE EVENTS

### FLORIDA SPORTS SUMMIT

The Florida Sports Summit is an exclusive occasion for Industry and Service Partners to connect with event right holders and sports planners. In Fiscal Year 2021-2022, thirty-seven partners attended to showcase their destinations to over 30 stakeholders looking to bring events to the State. Real connections were made during 1-on-1 meetings and educational sessions. The Summit is a great opportunity to network with industry peers and have meaningful dialogue about the sports tourism industry.



### FLORIDA GRAPEFRUIT LEAGUE

The Florida Sports Foundation promotes the 15 teams that comprise the Florida Grapefruit League. Since 2000, 31 million fans have enjoyed Florida Spring Training Baseball during the month of March. In conjunction with the annual start of spring training, the foundation creates and distributes an annual guide, and maintains a website, dedicated to the events and information related to spring training. These resources provide information on game schedules, venues and interesting facts about each team. Florida spring training is a significant tourism event in Florida. ([www.floridagrapefruitleague.com](http://www.floridagrapefruitleague.com))



# DEPARTMENT OF ECONOMIC OPPORTUNITY - MEASURES AND OUTCOMES

## ANNUAL MEASURES

The chart below summarizes the outcomes of the Fiscal Year 2021-2022.

The granted sporting event held during this fiscal year exceeded the standards.

During this fiscal year, the combined games and granted events brought a total of \$544,804,344 in economic impacts to the State of Florida. These events brought a total of 1,313,661 visitors to the state and created an estimated 15,455 new jobs to the state.

### FLORIDA SUNSHINE STATE GAMES AND FLORIDA SENIOR GAMES STATE CHAMPIONSHIPS

Economic contributions to communities as a result of hosting Florida’s Senior State Games and Sunshine State Games Championships

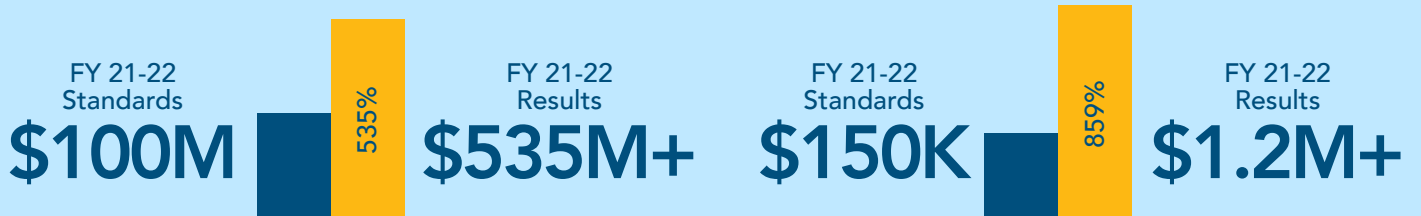
Number of participants, (athletes & families), competing & attending in Florida’s Senior State Games and Sunshine State Games Championships



### REGIONAL AND MAJOR SPORTING EVENT GRANT

Economic contributions from Florida Sports Foundation sponsored sporting event grants

Number of attendees at the sponsored grant events





## **ADDENDA**

### **A. INTERNATIONAL OFFICES REPORT:**

<https://www.enterprise-florida.com/wp-content/uploads/FY-2021-22-International-Offices-Annual-Report.pdf>

### **B. CUSTOMER SATISFACTION SURVEY:**

<https://www.enterprise-florida.com/wp-content/uploads/Transparency-Enterprise-Florida-Client-Satisfaction-2022.pdf>

### **C. AUDIT REPORT:**

<https://www.enterprise-florida.com/wp-content/uploads/EFI-Audited-Financial-Statements-2022.pdf>

### **D. FLORIDA EXPORT FINANCE CORPORATION REPORT:**

<https://www.enterprise-florida.com/wp-content/uploads/FEFC-Annual-Report-2021.pdf>

### **E. VISIT FLORIDA REPORT:**

<https://enterprise-florida.app.box.com/s/78qeicoqlh1p2mn0yjxaoklhuazc346x>

### **F. FLORIDA SPORTS FOUNDATION REPORT:**

- A. 1: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-A.1-report-2022.pdf>
- a. 2: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-A.2-report-2022.pdf>
- a. 3: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-A.3-report-2022.pdf>
- B. 1: <https://www.enterprise-florida.com/wp-content/uploads/B.1-Charities-Fiscal-Distributions.pdf>
- b. 2: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-B.2-report-2022.pdf>
- b. 3: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-B.3-report-2022.pdf>
- C.: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-C-report-2022.pdf>
- D. 1: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-D.1-report-2022.pdf>
- d. 2: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-D.2-report-2022.pdf>
- d. 3: <https://www.enterprise-florida.com/wp-content/uploads/Sports-Foundation-D.3-report-2022.pdf>



ANNUAL REPORT  
FISCAL YEAR 2021-2022



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