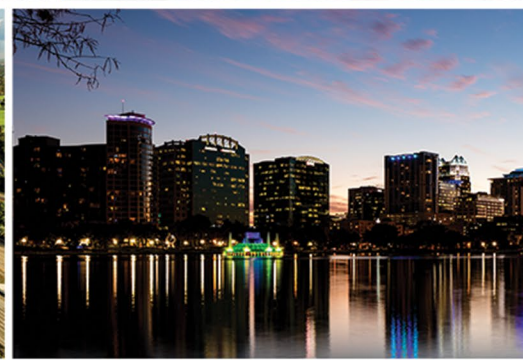


# ANNUAL REPORT 2019-20



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# RON DESANTIS

*Governor of Florida  
Chairman, Enterprise Florida, Inc.*



Dear Floridians,

Enterprise Florida, Inc.'s annual report reflects gains made before and even during the unprecedented challenges COVID-19 created for our state's economy. Notably, home building and the real estate market remain strong, and businesses from around the country continue to head our way. But there are always ways to improve.

From the beginning of the pandemic, my administration has been focused on smart, preventative measures intended to maximize Floridian's safety and prevent long-lasting economic damage. A secure and stable supply chain is a cornerstone in that effort. That is why I have asked Enterprise Florida to begin shepherding a strategy to ensure long-term supply chain resiliency and continue to link Florida-based producers, packagers and distributors with consumers.

I also asked Enterprise Florida to aggressively tout the advantages to U.S. manufacturers of re-shoring operations to Florida. We have all seen the drawbacks of dependence on overseas production of vital production lines, including pharmaceuticals and medical devices, and our talented workforce is ready and equipped to provide high-tech know-how right here at home.

The response to the pandemic has underscored the importance of economic freedom. High-tax, high-regulation states are now doubling down on those very misguided strategies to backfill state coffers—the last thing the business community needs in these uncertain times. That is exactly why Enterprise Florida and I are hearing regularly from job creators from New York to New Jersey, and from Illinois to California, simply looking for a place they can do business without unnecessary government intervention. We have a lot of opportunities to capitalize on that interest.

Floridians' capacity to build, innovate and compete in the world marketplace is unmatched. It is time to reclaim good-paying jobs for our citizens. Our state has shown that we can handle the challenges of this pandemic and continue to bring back the economy.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ron DeSantis'. The signature is fluid and stylized, with a long horizontal stroke at the end.

Ron DeSantis  
Governor of Florida  
Chairman, Enterprise Florida, Inc.

# HOLLY BORGMANN

*Vice-Chairman  
Enterprise Florida, Inc.*



In September, I had the privilege of receiving the vice-chairman's gavel from my friend and fellow Enterprise Florida board member, Joe York. Joe has been a tremendous leader for the Enterprise Florida board over the past several years. I look forward to continuing his focus on making Florida the best place to start or grow a business.

As I begin my term as vice-chairman, I look forward to marshaling the expertise and resources of our board to identify and deliver 21st century skills to our workforce of today and tomorrow, which will enhance our shared prosperity as Floridians now and in the years to come. When our chairman, Governor Ron DeSantis, took office, he immediately set about pursuing a bold goal of becoming the nation's leading state for workforce development by 2030. Enterprise Florida has a leading role to play in this effort, and the challenges of the past year make our task even more essential. Every day, businesses and individuals are voting with their feet and are choosing to call Florida home. It's clear that Florida is the future.

As you will note in your review of this annual report, Enterprise Florida remains laser-focused on its mission to expand and diversify the state's economy through job creation. It gives businesses of all sizes the tools they need to thrive. I look forward to serving as vice-chairman, working with our illustrious board, and partnering with communities around the state. Together, we can achieve the kind of success that is measured in jobs created, businesses started, people empowered, and dreams fulfilled.

Sincerely,

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

Holly Borgmann  
Vice-Chairman  
Enterprise Florida, Inc.



# EFI HIGHLIGHTS ACCOMPLISHMENTS UNDER GOVERNOR DeSANTIS DURING FIRST YEAR IN OFFICE

## TALLAHASSEE, FL (DECEMBER 23, 2019)

Today, Enterprise Florida, Inc. (EFI) released the following summary of accomplishments under Governor Ron DeSantis during his first year in office:

“Florida should be proud of the economic growth we have experienced over the last year,” said Governor DeSantis. “As Chairman of Enterprise Florida’s Board of Directors, I want to thank EFI for keeping Florida top of mind for investors and job creators, assisting existing Florida companies expand globally and maintaining programs that help all Florida businesses succeed. I am excited to build on this momentum and continue to work with EFI to create more opportunities so that all Floridians experience economic prosperity.”

“Under Governor DeSantis’ leadership, Florida is experiencing steady job growth and low unemployment,” said Jamal Sowell, Florida Secretary of Commerce and President & CEO of EFI. “Florida has many strengths that make it a top business destination, and EFI will continue to market Florida’s talent pipeline, world class education and pro-business environment.”

## INTERNATIONAL TRADE & DEVELOPMENT

- In November 2019, Lieutenant Governor Jeanette Nuñez led a trade mission to Colombia. The mission delegation included **over 50 representatives from small and medium-sized businesses across Florida**. The export sales mission, organized by EFI, featured **19 Florida manufacturers and exporters** that were matched with Colombian importers through the U.S. Embassy’s Gold Key Program. **Seventeen of those companies were new to the Colombian market**. During the mission, the Lieutenant Governor also met with several government officials to discuss various economic issues and promote future opportunities for collaboration and trade between Florida and Colombia.

## BUSINESS DEVELOPMENT

- With a focus on bringing additional investment from the financial services and aviation industries to Florida, Governor DeSantis has led **three business development missions** to cities in high-tax and overly regulated cities such as New York, NY and Chicago, IL to discuss Florida’s advantageous business climate, world-class education system and talent pipeline.
- In October, Governor DeSantis announced the relaunch and expansion of **Find it Florida!**, EFI’s commercial property search tool. Find it Florida! is a robust, public database for viewing and uploading available commercial building and site properties across the state. The relaunch includes updates to the functionality of the site and a new layer featuring Opportunity Zones.

## MARKETING

- Fintech content appeared in domestic and international business publications like Chief Executive, Forbes, Global Finance, and Inc., as well as national trade publications like Site Selection, Area Development and Business Facilities. Aviation and aerospace content appeared in AviationWeek, Expansion Solutions, Florida Trend and Trade and Industry Development, and was featured at major international events like the Paris, Dubai and Singapore air shows.
- EFI partnered with the Wall Street Journal to create a microsite to promote Florida as a premier business state. The site – The Power of Place – hosts videos featuring business leaders who relocated their companies to Florida. The site also features articles and infographics from four additional companies that have also relocated to Florida. Those videos and photos will be promoted in digital ads that redirect to EFI's industry pages and marketing campaign website.

## MILITARY & DEFENSE

- In August, Governor DeSantis announced that **\$725,000 was awarded through the Florida Defense Support Task Force (FDSTF) Grant Program to five projects** to protect military installations across the state. Awards were given to the Clay County Development Authority, Economic Development Commission of Florida's Space Coast in Brevard County and the Military Child Education Coalition in Duval, Hillsborough, and Okaloosa Counties.
- This year, Enterprise Florida and the Florida Defense Support Task Force released the **2019 Florida Military-Friendly Guide** which offers a summary of Florida's laws, programs and benefits for military service members and their families. The guide is distributed annually to Florida's military bases and defense communities.

## SPORTS PROMOTION & DEVELOPMENT

- The Sunshine State Games, an Olympic-style festival for Floridians of all ages organized by the Florida Sports Foundation (FSF) registered over **10,500 participants** for the 2019 games. The 2019 Sunshine State Games featured **31 events** from February to November, including soccer, figure skating, karate and more.

## OPERATIONS

As the principal economic development organization for Florida, Enterprise Florida, Inc. (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 growth 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 through the collaboration of the eight divisions that comprise EFI. These divisions include:

- International Trade & Development
- Marketing & Communications
- Business Development
- Florida Sports Foundation (Sports Development)
- Military and Defense
- Capital Programs
- Administration
- External Affairs

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 11 foreign offices. These offices are strategically located for trade development and/or the attraction of 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, 2020.

### Satisfaction of Businesses Served with Investment or Trade Assistance Provided by EFI

FY 19-20 Standards  
**95%**

FY 19-20 Results  
**98%**

### Response Rate for Business Development/ International Trade Development Customer Satisfaction Survey

FY 19-20 Standards  
**25%**

FY 19-20 Results  
**38%**



## RESPONDING TO COVID-19

As our state and communities continue to deal with the COVID-19 pandemic and work to recover from its effects, we are reminded of the need for economic development and the importance of diversifying and expanding the state's economy. In the wake of the pandemic and even now, EFI has pivoted operations to a keen focus on assisting manufacturers supplying PPE, medical devices and research to aid the response and recovery effort. Secretary Sowell participated in Governor DeSantis' Reopening Task Force and has engaged dozens of Florida businesses to gauge needs, challenges and opportunities. Additionally, EFI has continued to develop innovations to assist businesses and economic development agencies in all 67 Florida counties in a number of ways:

- Launched a Virtual Trade Show Grants Program to allow companies to identify international clients and generate new export opportunities. Traditional international trade shows are being temporarily replaced by virtual events to promote safe worldwide business opportunities.
- Created the Virtual Business Matchmaking Service to help Florida companies do business overseas as international travel is restricted.
- Conducted regional calls with stakeholders across the state to identify ideas for long-range economic recovery and continues to map these opportunities with follow-up conversations.
- Suspended initial fees for its Microfinance Loan Guarantee Program to support Florida's small business community impacted by COVID-19.
- Announced Florida would be the first state in the nation to host a virtual international trade show, scheduled for March 2021.

## A GLIMPSE OF FISCAL YEAR 2020-21 GOALS AND INITIATIVES

### EFI CAMPAIGN DESIGN

Launched in January 2016, the Florida | The Future is Here brand promotes Florida as the best business state in the nation. The state's competitive costs, large talent pool, comprehensive infrastructure, global connectivity, and huge market have supported the growth of a robust economy and an environment conducive to business success. To date, the campaign has won numerous awards and earned hundreds of millions of impressions worldwide.

Through an RFP selection process in late summer 2020, EFI selected a creative agency we will partner with to develop a new campaign that evolves the Boundless campaign. The new campaign will be revealed late spring 2021.

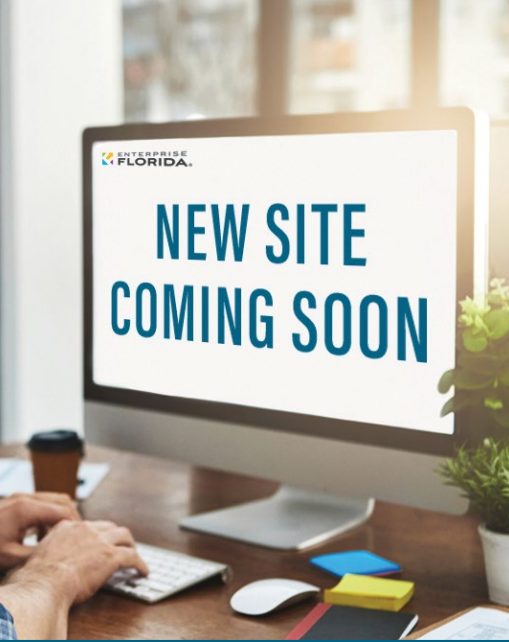
## COVID-19 BUSINESS RESOURCES

Resources are available to help Florida businesses recover from the effects of COVID-19. Below are a few of the ways you can start the recovery process.



Enterprise Florida is working with the Executive Office of the Governor, Florida Department of Health, Florida Division of Emergency Management, and other state and local officials to provide business and public safety information related to COVID-19. Visit [EnterpriseFlorida.com](http://EnterpriseFlorida.com) for more information.





## EFI WEBSITE REDESIGN

To effectively promote the state of Florida as a top business destination, the ability to market the state's strengths and key assets through a website is critical. The website is a key resource that helps determine whether a Florida location remains on a prospect list of possible sites to locate/expand their business. Ensuring the website provides valuable information that can easily be found is vital. It is one of our key marketing competitive tools.

In fiscal year 2019-20, EFI launched a competitive selection process to identify a firm to redesign the current Enterprise Florida website. The new website will include an improved look and feel, navigation, and offer simplified access to the information that each of our distinct target audiences require.

The new site is scheduled to launch spring 2021.

## FLORIDA OPPORTUNITY ZONE PROGRAM

The Opportunity Zone Program presents a unique opportunity to bring investment to areas that have historically struggled to attract investment and resulting development. To maximize this opportunity, EFI secured consulting services to create a strategic business and marketing plan in connection with the Florida Opportunity Zone Program.

### *What we know:*

There are 427 Qualified Opportunity Zones designated in Florida, located in every county in the state, stretching from the Panhandle through the Keys. The nomination process in Florida included reviewing over 1,200 recommendations submitted by local governments, regional planning councils, nonprofits, developers, investors and others. Final nominations were based on a review and detailed statistical analysis of relevant population, poverty and unemployment rates and other economic indicators.

### *What we want to do:*

The objective of this project includes defining a vision and mission for EFI's involvement in Opportunity Zones, identifying best practices for local government involvement, a look at current program development activities, long-term management strategies and much more.

While the project launched in fiscal year 2019-20, reporting and results from this program will be made available in fiscal year 2021.

*Visit [EnterpriseFlorida.com](http://EnterpriseFlorida.com) for the latest economic development news and success stories.*

**427**  
**Qualified**  
**Opportunity**  
**Zones**



## 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 2019-20 that requirement was \$16,000,000.

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
- Co-payments, stock, warrants, royalties, or other private resources dedicated to EFI or its divisions

Additionally, VISIT FLORIDA's cooperative advertising dollars, raised through private/corporate contributions, are accepted as match to the state's investment.





## MATCHING FUNDS FOR FISCAL YEAR 2019-20 THROUGH JUNE 30, 2020

**FYE 2019-20 Cash Amount**

<b>1. Corporate Contributions</b>	
a) EFI Corporate Contributions	\$1,000,000
b) Team Florida Corporate Contributions	\$255,000
c) Florida Sports Foundation Corporate Contributions	\$194,938
<b>2. Sponsorships &amp; Event Revenue</b>	
a) EFI Sponsorships & Event Revenue	\$756,953
b) FSF Event Revenue/Entry Fees	\$121,085
<b>3. Jointly Raised Funds–Local Eco Develop/Statewide Business</b>	<b>\$-</b>
<b>4. Programs, Publications, Misc.</b>	
a) State Small Business Credit Initiative Program Fees & Interest	\$865,355
b) Microfinance Program Fees & Interest	\$36,863
c) Florida Sports Foundation Miscellaneous Revenue	\$48,704
d) EFI Administrative Services & Miscellaneous Revenue	\$355,951
e) Florida Opportunity Fund Interest	\$528,388
f) Florida Opportunity Fund Distributions	\$3,515,569
<b>5. Private Resources</b>	<b>\$-</b>
<b>6. Advertising–Raised Private/Corporate–VISIT FLORIDA</b>	<b>\$11,188,978</b>
<b>Total Match</b>	<b>\$18,867,783</b>

# EFI BOARD OF DIRECTORS



**Bryan Avila \*\*\***  
Florida House of Representatives



**Gordon Bailey \***  
Florida Blue



**David Bevirt \***  
Strategic Property Partners, LLC



**Jay Beyrouti \*\*\***  
Monicarla, L.T.D.



**Maribeth Bisienere \***  
Walt Disney Parks & Resorts, U.S.



**Jesse Biter \*\*\***  
Biter Enterprises, LLC.



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



**Paul F. Browning \***  
Mitsubishi Power Americas, Inc.



**Dominic Calabro \*\*\***  
Florida Tax Watch



**Dean Cannon \*\*\***  
GrayRobinson, P.A.



**Gregory Celestan \*\*\***  
Celestar Corporation



**Richard Corcoran \*\*\***  
Florida Dept. of Education



**Marshall Criser, III \*\***  
Florida Board of Governors  
Foundation, Inc.



**Brian Curtin \***  
BRPH Company



**Daniel Davis \*\*\***  
JAX Chamber



**Governor Ron DeSantis \*\*\***  
State of Florida





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



**David Denor \***  
Florida Trend



**Kevin Doyle \*\*\***  
CareerSource Florida



**Barbara Essenwine \*\*\***  
The Above & Beyond Group



**Tom Feeny \*\***  
Associated Industries of Florida



**Nicole Fried \*\*\***  
Florida Dept. of Agriculture  
& Consumer Services



**Danny Gaekwad \***  
NDS USA



**Leo Govoni \***  
Boston Holding Co. LLC



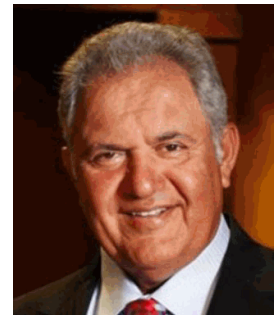
**Margy Grant \***  
Florida Realtors



**Jeff Hendry \*\***  
North Florida Economic  
Development Partnership



**Marc Hoenstine CEcD \*\*\***  
Florida Economic  
Development Council



**Mori Hosseini \*\*\***  
ICI Homes



**Marva Johnson \***  
Charter Communications



**Kenneth Kahn \*\*\***  
LRP Publications, Inc.



**Belinda Keiser \*\*\***  
Keiser University



**Secretary Laurel Lee \*\*\***  
Florida Department of State





**Kelly Madden \***  
Wells Fargo Bank, N.A.



**David H. Melvin \***  
Melvin Engineering



**Nick Miceli \***  
TD Bank



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



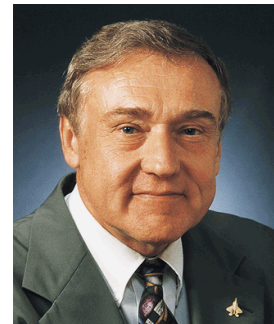
**Melanie Parrish Bonanno**  
Publix Super Markets, Inc.



**Jimmy Patronis \*\*\***  
Florida Dept. of Financial Services



**Thomas Pennekamp \***  
Truist Financial



**Winfred Phillips \*\***  
University of Florida



**Cary Putrino \***  
Fifth Third Bank



**Bob Ritchie \***  
American Integrity Insurance



**Gary Rosen \***  
Becker, P.A.



**Katherine San Pedro \*\*\***  
Ballard Partners



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



**Jeffrey Senese, Ph.D. \***  
Saint Leo University



**Eric Silagy \***  
Florida Power & Light Co.



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



**Kelli Stargel \*\*\***  
Florida Senate



**Catherine Stempien \***  
Duke Energy



**Nancy Tower \***  
TECO Energy



**S. Reeves Valentine \***  
Lockheed Martin Training and  
Logistics Solutions



**Dan Velazquez \***  
The St. Joe Company



**Bob Ward \*\*\***  
Florida Council of 100



**Andy Wike \***  
Fleetwing Corp.



**Mark Wilson \*\***  
Florida Chamber of Commerce



**Joe York \***  
AT&T



# ECONOMIC DEVELOPMENT PARTNERS

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 do 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. EFI was honored to welcome these partners to their Orlando headquarters for various informative activities over the course of the fiscal year. These activities included lunch and learns hosted by the participating partner and regional trainings presented by utility providers. Representation from EFI has also attended community tours, site consultant events and frequently participated in teleconferences with organization leaders.

## Primary Partners

### **Alachua**

Gainesville Council for Economic Outreach

### **Baker**

Baker County Development Commission

### **Bay**

Bay Economic Development Alliance

### **Bradford**

North Florida Regional Chamber of Commerce

### **Brevard**

Economic Development Commission of Florida's Space Coast

### **Broward**

Greater Fort Lauderdale Alliance

### **Calhoun**

Calhoun County Chamber of Commerce

### **Charlotte**

Charlotte County Economic Development Office

### **Citrus**

Economic Development Authority for Citrus County

### **Clay**

Clay County Economic Development Corporation

### **Collier**

Collier County Growth Management

### **Columbia**

Columbia County Economic Development Department

### **DeSoto**

DeSoto County Economic Development Corporation

### **Dixie**

Dixie County Chamber of Commerce

### **Duval County & Regional**

JAXUSA Partnership

### **Escambia**

FloridaWest Economic Development Alliance

### **Flagler**

Flagler County Department of Economic Opportunity

### **Franklin**

Franklin County Board of County Commissioners

### **Gadsden**

Gadsden County Development Council

### **Gilchrist**

Gilchrist County

### **Glades**

Glades County Economic Development Council

### **Gulf**

Gulf County Economic Development Coalition

### **Hamilton**

Hamilton County Development Authority

### **Hardee**

Hardee County Economic Development Council/Industrial Development Authority

### **Hendry**

Hendry County Economic Development Council



## PRIMARY PARTNERS

### **Hernando**

Hernando County Office of Economic Development

### **Highlands**

Highlands County Economic Development

### **Hillsborough**

Tampa Hillsborough Economic Development Council

### **Holmes**

Holmes County Development Commission

### **Indian River**

Indian River Chamber of Commerce

### **Jackson**

Jackson County Economic Development Council

### **Jefferson**

Jefferson County Economic Development Council

### **Lafayette**

Lafayette County Development Authority

### **Lake**

Elevate Lake Economic Development

### **Lee**

Lee County Office of Economic Development

### **Leon**

Tallahassee-Leon County Office of Economic Vitality

### **Levy**

Levy County Nature Coast Business Development Council

### **Liberty**

Liberty County Chamber of Commerce

### **Madison**

Madison County Development Council

### **Manatee**

Manatee County Development Council

### **Marion**

Ocala-Marion County Chamber & Economic Partnership

### **Martin**

Business Development Board of Martin County

### **Miami-Dade**

The Beacon Council

### **Monroe**

Greater Marathon Chamber of Commerce

### **Nassau**

Nassau County Economic Development Board

### **Okaloosa**

Economic Development Council of Okaloosa County

### **Okeechobee**

Business Development Board of Okeechobee

### **Orange County & Regional**

Orlando Economic Partnership

### **Osceola**

Osceola County Economic Development Department

### **Palm Beach**

Business Development Board of Palm Beach County

### **Pasco**

Pasco Economic Development Council

### **Pinellas**

Pinellas County Economic Development

### **Polk**

Central Florida Development Council of Polk County

### **Putnam**

Putnam County Chamber of Commerce

### **Santa Rosa**

Santa Rosa Economic Development Office

### **Sarasota**

Economic Development Corporation of Sarasota County

### **Seminole**

Seminole County Government

### **St. Johns**

St. Johns County Board of County Commissioners

### **St. Lucie**

Economic Development Council of St. Lucie County

### **Sumter**

Sumter County Economic Development

### **Suwannee**

Suwannee County Economic Development Office

### **Taylor**

Taylor County Development Authority

### **Union**

Union County

### **Volusia**

Volusia County Economic Development

### **Wakulla**

Wakulla County Economic Development Council

### **Walton**

Walton County Economic Development Alliance

### **Washington**

Washington County Chamber of Commerce

## REGIONAL PARTNERS

### **Florida's Great Northwest**

100 College Boulevard, Building K  
Niceville, FL 32578  
(850) 337-3404

### **Florida's Heartland Economic Region of Opportunity**

304 NW 2nd Street, Room 123  
Okeechobee, FL 34972  
(863) 697-6325

### **JAXUSA Partnership**

3 Independent Drive  
Jacksonville, FL 32202  
(904) 349-1224

### **Opportunity Florida**

4636 HWY 90, Suite K  
Marianna, FL 32446  
(850) 718-0453

### **Orlando Economic Partnership**

301 E. Pine Street, Suite 900  
Orlando, FL 32801  
(407) 422-7159

### **North Florida Economic Development**

3200 Commonwealth Boulevard, Suite 7  
Tallahassee, FL 32303  
(850) 487-1870

### **Southwest Florida Economic Development Alliance**

4984 Royal Gulf Circle  
Fort Myers, FL 33966  
(239) 208-7627

## UTILITY PARTNERS

### **Duke Energy**

450 East Crown Point Road, WG-13  
Winter Garden, FL 34787  
(407) 905-3443

### **Florida Power & Light Company**

700 Universe Boulevard  
Juno Beach, FL 33408  
(561) 691-2365

### **Gulf Power Company**

One Energy Place  
Pensacola, FL 32520  
(850) 444-6057

### **PowerSouth Energy Cooperative**

495 Grand Boulevard, Suite 206  
Miramar Beach, FL 32550  
(850) 269-7190

### **TECO Energy**

702 North Franklin Street  
Tampa, FL 33602  
(813) 228-4497

**Total Number of Proposed Jobs  
to be Created by Businesses  
Assisted by EFI**

**FY 19-20 Standards**

**18,000**

**FY 19-20 Results**

**19,028**

**Number of Proposed Jobs to be  
Created by Businesses  
Assisted by EFI in Rural  
Communities (partial subset of first)**

**FY 19-20 Standards**

**300**

**FY 19-20 Results**

**352**

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

**FY 19-20 Standards**

**700**

**FY 19-20 Results**

**1,487**

**Number of Proposed Jobs to be  
Created by Businesses Assisted  
by EFI with Incentives \*  
(partial subset of first)**

**FY 19-20 Standards**

**8,000**

**FY 19-20 Results**

**15,824**

## **BUSINESS DEVELOPMENT**

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 remain in Florida, which helps diversify our state economy.

The Business Development Division established 115 business expansion and recruitment projects which are projected to create and/or retain 19,028 private sector jobs during one of the most tumultuous and challenging years since the organization's inception. Major project announcements in FY 2019-20 included Aerion Corporation, SoFi, ST Engineering, Cantor Fitzgerald, and Peace River Citrus Products.

Business development is experiencing lower than normal levels of project activity and projects are smaller in both the number of net new jobs and capital investment. What cannot be determined are the projects for which the state is not under consideration, largely in part to the continued elimination of state incentive programs that enable Florida to compete.

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 pivoted, become more nimble and more creative in order to execute upon our mission to diversify the state's economy through high-wage job creation and capital investment. The division engages our key partners like the State University System, CareerSource 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. 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 has proven successful in keeping Florida communities competitive and in the hunt.

\* Incentives include: QTI, CLOSE, HIPI, IIF, CITC, BROWN & RIF





Specific events to generate leads and build these relationships included visiting consultants in their home markets, attending and sponsoring site selection conferences (CoreNet Global, Industrial Asset Management Council), and business development missions to industry trade shows (Singapore Airshow and Semicon West). The division also provided 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. As a result of these activities, the division opened 247 new projects during the year. Additionally, the Executive Office of the Governor may request the business development team to develop an agenda and set appointments for specific cities and states in order for the Governor to meet with C-level executives in the pursuit of inducing the company to consider Florida for its expansion and consolidation strategies.

In recent years, the division has taken a more proactive approach to business retention, which has historically been a function of local economic development organizations. The business development team continues to make headway with this initiative by targeting Florida-based companies along with Fortune 1000 companies headquartered in the Sunshine State. This effort will allow the division to understand what is motivating existing Florida companies to expand or consider a relocation out of state. This approach will allow EFI's project managers to uncover supply chains that affect companies and work to retain or attract these businesses to the state.

## PROJECT HIGHLIGHTS

**Project Simple** was a new fulfillment center established by Amazon in Volusia County that will help to service their Southeast clients. The project created 500 jobs with a capital investment of \$118 million, both of which will significantly impact not only Volusia County, but the surrounding counties as well.

**Project Quail** was the establishment of SoFi Lending Corporation's Southeast Operation Center in Jacksonville. The project created 300 jobs in engineering, fraud mitigation, loan origination and loan review. A capital investment of \$5.5 million was also made at the location.

**Project Magic** was the relocation and expansion of Spirit Airlines' corporate headquarters. EFI was able to retain Spirit Airlines as they were strongly considering leaving the state to relocate to Texas. This equated to 853 retained jobs, 225 new jobs and a capital investment of \$173 million.

**Project Farmer** was the establishment of Dollar Tree's new Southeastern U.S. distribution center. The project created 700 jobs with a capital investment of \$232 million.

**Project Peregrine** was the establishment of Aerion Corporation's AS2 supersonic business jet research and development, manufacturing and corporate headquarters. Six hundred seventy-five jobs paying more than \$100,000 will be created with a capital investment of \$300 million.

## AERION SUPERSONIC WILL MOVE GLOBAL HEADQUARTERS TO FLORIDA

In April 2020, Governor Ron DeSantis announced Aerion Supersonic will construct a new state-of-the-art campus – Aerion Park – in Melbourne, Florida. Aerion Park will form a new global headquarters and integrated campus for research, design, build and maintenance of the company’s supersonic aircraft. The new project involves a multi-year \$300 million investment that is expected to generate at least 675 jobs in Florida by 2026.



“The Space Coast has become a hub for the aviation and aerospace industry, and my administration continues to make it a priority to expand this high-wage and important business sector,” said Governor DeSantis. “We are thrilled that Aerion has selected Melbourne for its new global headquarters and look forward to the company’s success.”

“We are building the next generation of high-speed transportation networks that will revolutionize global mobility without leaving a carbon footprint on our world,” said Tom Vice, Aerion Chairman, President & CEO. “Our AS2 business jet – the world’s first privately built supersonic aircraft – is the first stage in that exciting endeavor. Having evaluated a number of potential locations for our new home, we are excited to partner with Florida and the Melbourne community to create a sustainable supersonic future.”

Over the past decade, Florida’s Space Coast executed a successful strategy to diversify its economy to drive high-wage job creation. Brevard County now leads Florida in manufacturing job growth and is increasingly home to headquarters for some of the most innovative companies in aerospace. The announcement of Aerion Supersonic’s integrated campus and long-term investment in Melbourne is a major win for a community looking to emerge from the economic consequences of the COVID-19 crisis.

“Today’s announcement is great news for Brevard County,” said Jamal Sowell, Florida Secretary of Commerce and EFI President & CEO. “Florida’s strong talent pipeline and low tax business climate continue to make it top of mind for businesses looking to relocate. We look forward to Aerion’s success as they start a new chapter in the Sunshine State.”

“This is a truly transformational project for Florida that changes the game both for high speed air transportation as well as for advanced aerospace manufacturing in the state,” said Frank DiBello, President and CEO of Space Florida. “The decision to locate manufacturing of this technologically advanced supersonic flight vehicle here in Florida is a testament to the growing strength and global recognition of the importance of Florida as a world-leading aerospace state. Space Florida is pleased to have provided financing, structure and development assistance to this project.”

“Brevard County is home to the pioneers of space exploration and now the pioneers of sustainable supersonic transportation.” said Economic Development Commission of Florida’s Space Coast President and CEO Lynda Weatherman. “Aerion Park raises the profile of the Space Coast as the premier site for the most innovative aerospace companies in the world and is an example of what can be accomplished, even in the most challenging times, when the EDC and its state and local partners work together.”



“Governor DeSantis, Space Florida, the Economic Development Commission of Florida’s Space Coast, and private industry are actively taking steps to help our community recover from a once-in-a-lifetime pandemic,” said Chair of the Brevard County Board of County Commissioners Bryan A. Lober, Esq. “One of the earliest such steps is the introduction of an estimated 675 high-wage jobs to Brevard County in crafting the Aerion AS2 supersonic business jet, which will help solidify not only our economy, but also our reputation as the world’s preeminent location for the aerospace industry.”

“We are incredibly honored and thrilled to bring this news to our community at a time when it’s needed the most,” said Greg Donovan, A.A.E., executive director at Orlando Melbourne International Airport (MLB). “We are proud to be the location of the future where Aerion will innovate, create and introduce new technologies and products to the aviation industry worldwide.”

“We are overjoyed to be a partner in fostering a new era of aviation by assisting in Aerion’s decision to locate within the City of Melbourne. Aerion’s business venture to manufacture supersonic business jets in Melbourne reinforces the Space Coast’s national reputation as an aerospace industry leader,” said the Mayor of the City of Melbourne Kathy Meehan. “The City of Melbourne is also proud to collaborate with Governor DeSantis, Space Florida, Orlando-Melbourne International Airport, and the Economic Development Commission of Florida’s Space Coast to bring in \$300 million of new investment and more than 600 high paying jobs to our community over the next six years.”

“Dating back to the space race of the 1960s, FPL has a long and proud track record of helping power the innovation and ingenuity synonymous with Florida’s Space Coast,” said FPL President and CEO Eric Silagy. “Even as we all navigate the economic uncertainty surrounding COVID-19, Aerion’s decision to build its headquarters in Melbourne serves as a reassuring reminder that better days are ahead for our state. FPL remains steadfastly committed to helping re-start Florida’s \$1 trillion economy and move it forward once it’s safe to do so.”

Aerion will break ground on the new campus later this year ahead of manufacturing of the AS2 business jet commencing in 2023. In addition to the 675 new jobs Aerion will bring to the state, Aerion Park is expected to attract key aerospace suppliers within the supersonic technology ecosystem to bring business to Florida, creating additional roles for scientists, designers, engineers and aircraft builders.



## GOVERNOR RON DESANTIS ANNOUNCES NEARLY 500 NEW JOBS FOR JACKSONVILLE

In August 2019, Governor Ron DeSantis announced that SoFi Lending Corporation and SS&C Technologies will create nearly 500 jobs in the Jacksonville area. The announcement was made at the Enterprise Florida Board of Directors quarterly meeting in Jacksonville. The Governor, who also serves as Chairman of the Board, outlined his priorities for Enterprise Florida for recruiting businesses in the financial services industry.

“It is my privilege to announce that SoFi and SS&C Technologies, two San Francisco-based firms, will be creating almost 500 jobs for Duval County,” said Governor DeSantis. “Jacksonville has become a hub for the financial services industry and, today, I had the pleasure to meet with EFI’s Board of Directors to discuss how we can continue to ensure Florida is top of mind when these businesses are looking to relocate. My administration continues to make it a priority to recruit businesses in the financial, technology and banking sectors.”

“As SoFi grows, we knew we needed to expand our real estate footprint to maintain our top-tier level of support for all of our members across the country,” said Anthony Noto, CEO of SoFi. “Jacksonville, from the start of our exploration, has been a clear front runner for talent, accessibility, and offering an affordable cost of living. We’re thrilled to expand our SoFi family to Florida.”

“Thank you to Governor DeSantis, the EFI Board and statewide partners for joining us this week in Jacksonville,” said Jamal Sowell, Florida Secretary of Commerce and President & CEO of Enterprise Florida, Inc. “Today’s announcements are proof of Florida’s financial services growth. I will continue to work with the Governor to market Florida’s attractive tax structure and skilled workforce so that Florida maintains its reputation as a global player in the financial service sector.”

“We’re thrilled to continue building our team and supporting commerce in Jacksonville,” said Steve Leivent, Senior Vice President, SS&C Technologies. “This office is a key location for us for sourcing knowledgeable talent and providing strong local support.”



# TESTIMONIALS

“EFI is a leading economic development organization in the country. Working with them has been a pleasure and we continue to leverage their expertise on additional projects.”

“Excellent, hardworking and effective state economic development agency.”

“I found EFI to be one of the best government partnerships that I have dealt with over the 30+ years of doing this. EFI representatives are extremely knowledgeable and helpful. If they don't have the answers, they get the answers and on an expedited basis. It has been one of the most rewarding experiences I have had. I would highly recommend that any business consider looking into opportunities in Florida and then reach out to EFI to start the process.”

“I have had very positive experiences working with EFI over the past ten years. Tim Vanderhoof has always been very responsive, helpful and supportive of our projects. Katie Hogan is also a very competent Project Manager.”

“The experience that I had as a consultant working with EFI was great. We were able to work through the incentive process, identify opportunities, and resolve potential issues efficiently. I want to personally thank Tim Johns for his leadership, and helping my team.”

## RURAL AREAS OF OPPORTUNITY (RAO)

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. The Governor, by executive order, designated three RAOs, which established each region as a priority assignment for Rural and Economic Development Initiative (REDI) agencies. The designation also allows the Governor to waive criteria of any economic development incentive including, but not limited to, the following:

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

### OPERATIONS & ACCOMPLISHMENTS

Rural Florida's regions consist of 32 counties that possess an array of untapped resources that are crucial to business relocation and expansion. These communities are primed for development with a seemingly endless supply of affordable land, infrastructure availability, central location and quality of life.

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.

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

In fiscal year 2019-20, EFI reaffirmed its commitment to the rural communities by taking the feedback received by the Director of Rural and Agriculture Development and creating new programs to provide grant opportunities in fiscal year 2020-21 for marketing and training, consulting services, and site preparedness in Florida's rural communities.

Representation from EFI attended the annual conference of the National Rural Economic Development Association (NREDA) in November 2019. Appearances were also made across the state in all RAO communities and regional Board of Directors Meetings.





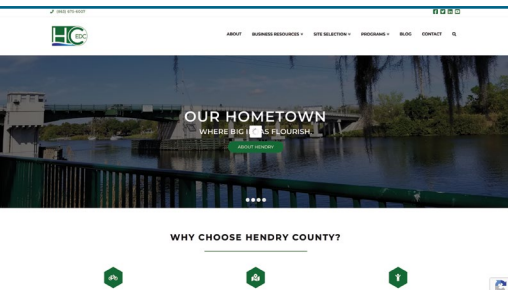
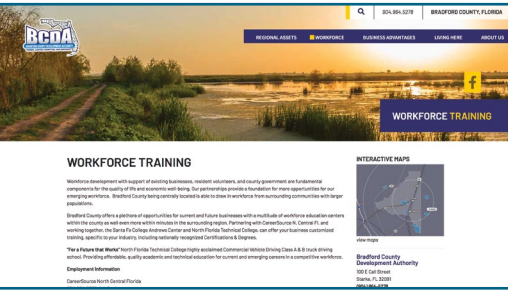
## MARKETING RURAL FLORIDA

In April 2019, EFI launched the Rural Florida Marketing and Education Grant Program. The program was established to support rural communities' efforts to market their counties and provide additional educational, technical, marketing and lead generation opportunities to their employees, elected officials or board members.

Over \$205,000 in grant funds were awarded for use in fiscal year 2019-20. Nineteen of the 32 rural communities utilized the funds for marketing efforts including print, broadcast, digital, social media, out of home, direct mail, brochure production, website development, as well as other related projects.

The grant program also provided the opportunity for these organizations to obtain or renew membership with the International Economic Development Council (IEDC), Florida Economic Development Council (FEDC) and the NREDA.

Additionally, grant funds were used for attendance at any approved economic development-related conference or forum and participation in any training course offered by the IEDC.



## GRANT PROGRAM HIGHLIGHTS

### Bradford County

Revamped Website: <https://choosebradfordcounty.com/?/contacts.php>

### Hendry County

Improved Website Content & Navigation: <https://hendryedc.com/>

### City of Lake Butler

Development of Promotional Video: <https://www.cityoflakebutler.com/bc/page/welcome-lake-butler>

### Levy County

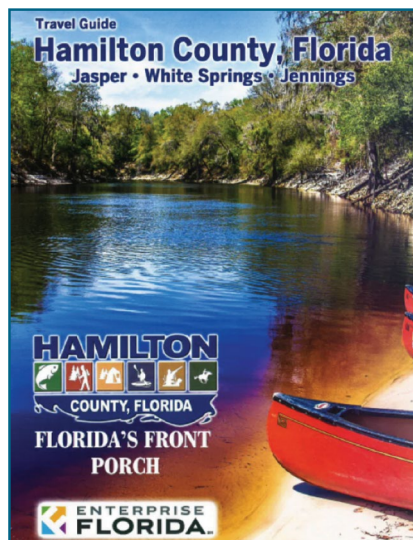
Local Business Success Story Videos:

[https://www.youtube.com/watch?v=SMaKrZrA1nU&feature=emb\\_logo](https://www.youtube.com/watch?v=SMaKrZrA1nU&feature=emb_logo)

[https://www.youtube.com/watch?v=oD\\_WnBVzTME&feature=emb\\_logo](https://www.youtube.com/watch?v=oD_WnBVzTME&feature=emb_logo)

### Hamilton County

Marketing Collateral



## LOOKING FORWARD

EFI proudly announced the launch of the Rural Expansion Toolkit in fall 2020. The toolkit includes the following grant programs:

### Marketing & Training Program Description

The Rural Marketing & Training Grant Program was established to support rural communities' efforts to market their counties and provide additional training, technical, marketing and lead generation opportunities to their employees, elected officials and board members.

Grant funds may also be used for attendance at any approved economic development-related conference or forum.

### Consulting Services Program Description

Communities may apply for reimbursement for consulting services to enhance economic development efforts within their community. These efforts may include contracting with a consultant to:

- Conduct a SWAT Analysis
- Develop RFI Response Template
- Development of an Operations or Strategic Plan
- Opportunity Zone Consulting
- Site Evaluation Services

### Site Preparedness Program Description

To gain a competitive advantage when it comes to business attraction and expansion projects, EFI will assist Florida's rural communities with the development/enhancement of sites to make them build-ready and competitive for site selection projects.

Grant funds may be available for, but are not limited to, the following types of activities:

- Matching Funds for Federal Grants
- Renovation of Existing Building or Demolition of Old Buildings (County or City Owned)
- Storm Water Project for Potential Commercial Sites
- Phase One Environmental Study
- Gas Line Extension
- Water and Sewer Construction or Upgrade
- Access Road Construction (Including Engineering or Architecture Costs)
- Other Approved Infrastructure Costs

EFI will continue to aggressively market these programs to encourage participation in the upcoming years.



**ENTERPRISE FLORIDA**

### RURAL EXPANSION TOOLKIT

#### MARKETING & TRAINING PROGRAM

The Enterprise Florida Rural Marketing & Training Grant Program was established to support rural communities' efforts to market their counties and provide additional training, technical, marketing and lead generation opportunities to their employees, elected officials and board members.  
Grants in this program are eligible for reimbursement up to \$5,000 for activities completed between July 1, 2020 - June 30, 2021.

#### CONSULTING SERVICES PROGRAM

Communities may now apply for reimbursement for consulting services to enhance economic development efforts in their community.  
Grants in this program are eligible for reimbursement up to \$5,000 for activities completed between July 1, 2020 - June 30, 2021.

#### SITE PREPAREDNESS PROGRAM

To gain a competitive advantage when it comes to business attraction and expansion projects, EFI will assist Florida's rural communities with the development/enhancement of sites to make them build-ready and competitive for site selection projects.  
Grants in this program are eligible for reimbursement up to \$25,000 with a 24-month term beginning upon the execution of the grant contract.

#### TO APPLY

The 2020 grant applications will open October 15, 2020. Counties may apply for all three grants. Grants will be awarded on a first-come, first-served basis. Deadlines for application submissions are as follows:

- Marketing & Training Grant - Applications will be accepted until May 1, 2021 for grant activities completed between July 1, 2020 - June 30, 2021.
- Consulting Services Grant - Applications will be accepted until May 1, 2021 for grant activities completed between July 1, 2020 - June 30, 2021.
- Site Preparedness Grant - Applications will be accepted until December 15, 2020.

For additional information, please visit [enterprisefflorida.com/ruralprograms](https://enterprisefflorida.com/ruralprograms) or contact Michelle Boylan, Director of Contracts, Compliance & Grants at [mboylan@enterprisefflorida.com](mailto:mboylan@enterprisefflorida.com) or 407-625-1568.



## AIRGLADES INTERNATIONAL AIRPORT READIED FOR TAKEOFF

FAA Deems Application “Substantially Complete”  
AvPORTS, Star America to Operate and Invest

CLEWISTON, FL – In a flurry of activity signaling new progress in U.S. public-private partnerships in airport development, Hendry County, Florida and Airglades International, LLC (AIA) announced today that: (i) the U.S. Federal Aviation Administration had deemed its application under the Airport Investment Partnership Program (AIPP) to be “substantially complete,” with publication in the Federal Register today for a 30-day notice-and-comment period, (ii) it had selected AvPORTS as airport operator and Star America as a private investor and equity provider in a new all-cargo and perishable goods airport to be located at the current General Aviation Airglades Airport in South Florida, and (iii) Airport sponsor Hendry County, Florida had previously entered into a purchase and sale agreement with AIA, and approved this week the addition of Star America and AvPORTS to the project.

“Today’s actions represent a major boost to our long-term plans to develop a new state-of-the-art logistics complex that will dramatically reshape the efficient flow of perishable goods from Latin American producers to U.S. consumers, said Fred Ford, AIA President.” “Much more work still needs to be done,” said Ford, “but this airport represents a big win for consumers, airlines, and perishable suppliers, offering streamlined logistics to reduce cold chain disruptions, while reducing trucking and airport congestion.” Ford expressed appreciation for the cooperation AIA and the County have received from the FAA, US Customs & Border Protection, Transportation Security Administration, the United States Department of Agriculture/APHIS.

Hendry County Administrator Jennifer Davis applauded the private infrastructure investment and potential jobs impact: “We couldn’t have come this far without the FAA and our private partners and their investment,” said Davis, “We’ll be upgrading our General Aviation facilities while bringing much-needed infrastructure improvement and jobs to support this innovative, perishable goods facility.” Davis noted that the County welcomes comments from the “broadest possible group of stakeholders” and identified multiple locations in the County for interested parties to obtain notice of the plans and encouraged parties to submit comments.

Aviation veteran Ford added: “We’re thrilled to select these experienced partners and achieve this significant FAA milestone.” Christophe Petit, President of Star America added, “We are delighted to be teaming up with Airglades International Airport for this very exciting project. AIA has an excellent management team and we believe that the project will have a tremendously positive impact for the County.”

ABOUT US: AIA, LLC manages the current Airglades General Aviation airport and supported Hendry County in completing the AIPP application. AvPORTS (AFCO AvPORTS Management LLC) is an experienced full-service airport manager and operator across the US and owned by West Street Infrastructure Partners III, a family of infrastructure investment funds managed by the Merchant Banking Division of The Goldman Sachs Group. Star America Infrastructure Partners is an independent US headquartered developer and manager of primarily green-field infrastructure assets. Star America’s track record includes infrastructure assets valued at approximately \$5 billion. Star America’s mission is to become the preferred partner in rebuilding America’s infrastructure. Website: <https://www.airglades.com/>



## INTERNATIONAL TRADE & DEVELOPMENT

The International Trade & Development (IT&D) Division expected to see one of its most successful years supporting Florida's small and medium-sized enterprises (SMEs) during fiscal year 2019-20. By the end of March 2020, however, major overseas trade events were being canceled as were many local, in-state events. While the division met all its measures, our own expectations were even higher. Among the highlights, the trade team:

- Assisted more than 800 Florida companies in generating nearly \$1.8 billion in actual and expected sales through our export development programs. Of the 101 countries of destination for these sales, 88 were identified as new markets, underscoring the impact of IT&D's mission to help Florida companies expand and diversify their sales overseas.
- Conducted 22 international trade and business development events statewide and globally with more than 400 Florida participants.
- Provided 5,500 export counseling sessions to 2,600 Florida companies through a network of six trade offices around the state. Of those, 4,200 counseling sessions were completed with 1,900 companies within EFI's target-industry sectors.

The division's programs focus on assisting Florida manufacturers, technology firms, and value-added knowledge-based service providers to expand and diversify their exports. This was achieved through the following initiatives.

### TRADE MISSIONS

EFI's IT&D team planned five trade missions to key markets last year, however, only two were executed. The other three – to Peru, Thailand & Philippines, and Panama – were canceled as they were to take place in April, May and June of 2020. International travel came to a stand-still by late March 2020 making these missions impossible to undertake. The missions to Colombia and Ghana were completed successfully.

**Colombia** – EFI conducted an export sales mission to Bogota, Colombia from November 18-21, 2019. The mission was led by Lieutenant Governor Jeanette Nuñez and accompanied by Secretary of Commerce Jamal Sowell for meetings with several Colombian government officials and business representatives. Philip S. Goldberg, U.S. Ambassador in Colombia, hosted the Florida delegation at his residence, where he offered a reception in their honor. Colombian government representatives and business executives also attended this formal gathering.

A total of 50 people participated on the mission, including 26 participants representing 19 Florida companies, 16 delegates, plus IT&D staff who managed the mission and supported the participants. The group met with business sector leaders, government officials and Colombian counterparts from the private sector to discuss opportunities for partnership and cooperation. In addition to inaugural, informative and networking activities, one-on-one business matchmaking sessions were organized by the U.S. Commercial Service resulting in \$16.5 million in projected export sales for the participants.

### Number of Florida Based Businesses Assisted by EFI

FY 19-20 Standards  
**2,250**

FY 19-20 Results  
**2,595**

### Number of Companies with Export Sales Attributable to Activities

FY 19-20 Standards  
**260**

FY 19-20 Results  
**804**

### Amount (US Dollar Value in Millions) of Projected Export Sales Attributable to the Activities Conducted by EFI

FY 19-20 Standards  
**\$625 Million**

FY 19-20 Results  
**\$1.8 Billion**



**Ghana** – An export sales mission to Ghana was undertaken from February 3–7, 2020, with a total of 24 participants including 17 individuals from 11 Florida companies, and 7 delegates. The mission participants engaged in pre-arranged business matchmaking sessions with potential clients from the private sector and government agencies that demonstrated interest in their products and/or services. The Florida delegation received market and economic briefings from various government officials that provided the group with valuable insights and resources, which served to facilitate an understanding of how business is conducted and opportunities are pursued in this emerging market.

Based upon the feedback received, the Florida participants were very pleased with the mission, including their business matchmaking meetings, sales results, and overall mission organization. The briefings and one-on-one meetings were tailored and pre-arranged for the individual delegates to match their business interests and objectives. The mission delegates reported numerous opportunities and business leads with confidential end of event reports submitted to EFI, identifying \$13.5 million in projected export sales.

## PARTNER TRADE EVENTS

The state of Florida is represented at some of the world's leading trade shows in the state's target sectors. EFI manages a Florida Pavilion at a number of these events and is known for having some of the largest contingents of participants compared to other U.S. states and even countries. Trade shows help generate the most export sales for our clients and are an essential component of our export development program.

Twelve overseas trade shows were planned for the year but only nine were completed, and three were canceled. Once it was clear that the pandemic would not subside quickly, the IT&D team sought other options for companies to participate in events where they could interact with overseas buyers without traveling. An opportunity arose with the Virtual Trade Show of the Americas organized by the American Chamber of Commerce in Colombia. The staff were able to recruit 18 companies to participate in a virtual event for the first time ever.

Ultimately, a total of 144 companies participated in 10 major overseas events last year, reporting \$425.5 million in projected export sales.

MAJOR OVERSEAS TRADE SHOWS CONDUCTED DURING FY 2019-20				
Trade Show/Exhibition	Date	Country	Total Export Sales Reported	Companies Participating
2019 Sydney International Boat Show	8/1/2019	Australia	\$7,216,000	9
Medical Fair Asia 2019	9/11/2019	Thailand	\$10,742,000	6
GITEX 2019	10/06/2019	United Arab Emirates	\$8,945,600	5
MRO Europe 2019	10/16/2019	United Kingdom	\$31,584,000	10
Dubai Airshow 2019	11/17/2019	United Arab Emirates	\$33,125,000	10
Medica 2019	11/18/2019	Germany	\$158,332,500	32
METS 2019	11/19/2019	Netherlands	\$75,404,000	10
Arab Health 2020	1/27/2020	United Arab Emirates	\$76,722,000	27
Singapore Airshow 2020	2/11/2020	Singapore	\$16,200,000	11
USA Fair Nigeria 2020	3/31/2020	Nigeria	Canceled	Canceled
FIDAE 2020	3/31/2020	Chile	Canceled	Canceled
EXPO PACK Mexico City 2020	6/2/2020	Mexico	Canceled	Canceled
Virtual Trade Show of the Americas	6/2/2020	Colombia	\$7,265,500	18
<b>Total</b>			<b>\$425,536,600</b>	<b>144</b>

## EDUCATION & TRAINING PROGRAMS

Throughout the year, the IT&D team conducts education and training programs around the state which are led by our regional trade managers in conjunction with our trade and economic development partners. These events help further engage companies with our primary offerings such as trade missions, trade shows, export counseling and trade grants. By working with our partners we are able to cross-promote our programs and services and tap into a broader range of potential clients to assist.

Last fiscal year, EFI hosted six such events including the European Export Concierge Service Roadshow which visited Miami, Davie, Bradenton, and Fort Lauderdale with over 200 attendees. The impact of the COVID-19 was, however, felt strongly in this category as well. The trade division had scheduled no fewer than five roadshow events for Doing Business in Peru and another four for Doing Business in Panama in anticipation of leading two export sales missions to those countries, which were subsequently canceled.

## FLORIDA EXPORT DIVERSIFICATION & EXPANSION (TRADE GRANTS)

EFI offers a valuable trade grants program to Florida small and medium-sized manufacturers and services providers through the Florida Export Diversification and Expansion Program. These grants are designed to help new-to-export companies engage in business overseas as well as more experienced exporters diversify their sales into new markets. Under this program, qualified Florida companies have access to five trade grant programs that cover varying costs of the companies' export promotion and development activities. Last fiscal year, 276 such grants were awarded.

FLORIDA EXPORT DIVERSIFICATION & EXPANSION PROGRAM TRADE GRANTS AWARDED DURING FY 2019-20	
Grant Program	#Awarded
Target Sector Trade Show Grants	192
Gold Key/Matchmaker Grants	38
Export Marketing Plans	27
Website Localization Grants	12
International Registration Grants	6
<b>Total</b>	<b>276</b>

The success of the program can be seen by the sheer number of new countries in which these companies are now exporting or will be in the future. Of the 276 grants awarded, 157 companies reported export sales to a total of 75 new markets.



## 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 highlights of each office's activities and results over the previous fiscal year.



## RESPONDING TO THE COVID-19 PANDEMIC

As far back as mid-February 2020, IT&D was receiving a significant number of urgent overseas requests for Personal Protective Equipment (PPE) from Italy, Germany, France and the United Kingdom. Initially, the inquiries were shared with Florida medical suppliers already known to IT&D who could fulfill these requests. The pace ramped up quickly beyond just N95 masks to much-needed ventilators. When the U.S. started seeing a significant number of virus cases in Washington and New York, IT&D began focusing on sourcing PPE for those and other states affected and suspended traditional export promotion efforts.

By early-March 2020, the state of Florida's Division of Emergency Management (FDEM), county health departments and hospitals around the state began contacting EFI and IT&D directly requesting help with sourcing PPE supplies. In response, IT&D compiled a database of Florida PPE manufacturers and suppliers of ventilators; ICU medical beds; surgical scrubs; gloves, and hand sanitizers. This database was then made available to the FDEM, local health departments, and hospitals around the state.

IT&D was also receiving inquiries from the Governor's Office and EDOs around the state seeking information about converting existing manufacturing facilities to the production of surgical masks, N95 masks and ventilators. IT&D staff were tasked with compiling the relevant details, along with creating a compendium of manufacturing production capabilities. Several companies ramped up production with IT&D's assistance. These activities continued through much of the last quarter of FY 2019-20.

## VIRTUAL TRADE GRANTS

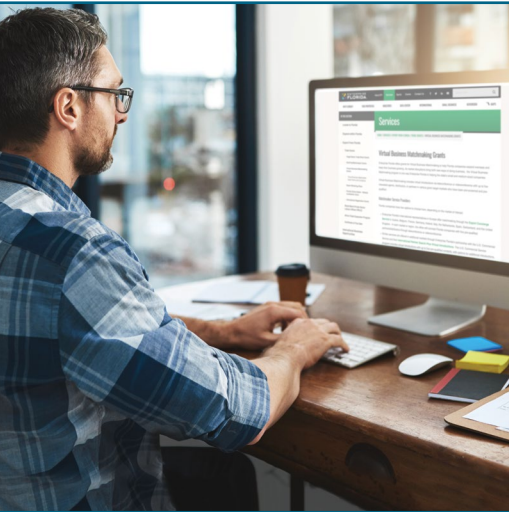
During this time, EFI also launched two new trade grant programs to help the state's small and medium-sized companies continue doing business overseas while international travel was restricted.

The Virtual Business Matchmaking (VBM) service includes virtual introductions via teleconference or video conference of up to five pre-screened and pre-qualified agents, distributors, or partners in target markets. EFI's trade grant covers the full cost of the matchmaking on a reimbursable basis. The VBM service is conducted by EFI's international representatives, beginning with markets covered in Europe. Other markets where EFI has representation overseas will be added in fiscal year 2020-21.

Virtual Trade Show Grants provide another vehicle for the state's small and medium-sized companies to identify international clients and generate new export opportunities that contribute to Florida's economic recovery. Traditional brick and mortar international trade shows were quickly being displaced by virtual trade shows to promote worldwide business opportunities. EFI saw the need for reimbursable trade grants to cover the cost of virtual trade shows and implemented this program to help support and strengthen Florida companies doing business overseas.

## VIRTUAL TRADE SHOWS OF THE AMERICAS

One of the most important events took place at the end of the fiscal year when EFI partnered with the American Chamber of Commerce in Colombia to promote and recruit Florida companies to participate in the multi-sector Virtual Trade Show of the Americas from June 24-26, 2020. This was the first time EFI recruited companies to participate in such an event, which presented its own challenges, but was considered a success. EFI participated as an exhibitor as well and coordinated a virtual Florida Pavilion to have a more complete experience to better understand this new event format.



### From Florida, you can visit trade shows virtually anywhere.

Looking for new markets overseas? Enterprise Florida is helping companies like yours make global connections and grow without leaving the state.

Through our **Virtual Trade Show Grants Program**, you can safely promote your company's products or services to an international audience during virtual trade shows. Enterprise Florida is offering reimbursable grants to cover up to \$2,500 of the cost to participate.

Learn more by contacting us at [trade@enterpriseflorida.com](mailto:trade@enterpriseflorida.com) or visit [enterpriseflorida.com/VTSG](http://enterpriseflorida.com/VTSG).



## Florida is the largest user of the U.S. Department of Commerce's Gold Key Program

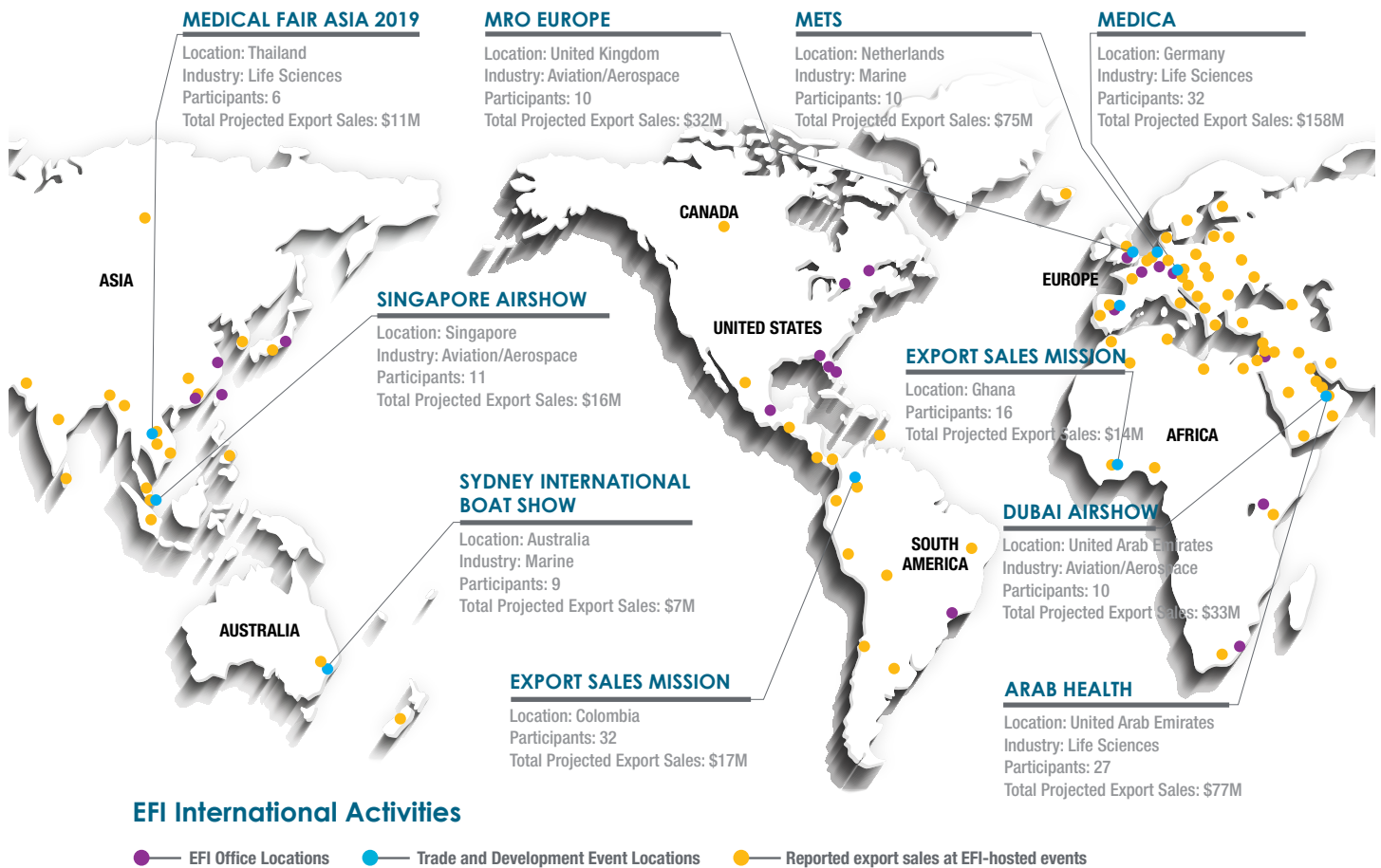
**2,595** Unique consultations with Florida companies

**276** Grants awarded to 212 companies

**\$1.6 million** in trade grants awarded

**439** companies that participated in events

**\$1.8 billion** total projected export sales





Web Traffic  
to EFI's Website  
enterpriseflorida.com

FY 19-20 Standards  
**250,000**

FY 19-20 Results  
**498,793**

Positive Media Hits

FY 19-20 Standards  
**700**

FY 19-20 Results  
**889**

Total Social Media  
Channel Followers

FY 19-20 Standards  
**21,000**

FY 19-20 Results  
**48,518**

## MARKETING & COMMUNICATIONS

In fiscal year 2019-20, 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. The campaign generated more than 115 million impressions worldwide last fiscal year.

The campaign was seen 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 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
- Florida Trend
- Global Finance
- Inc.
- Financial Times
- LinkedIn
- United Airlines Hemispheres
- CoreNet
- Chief Executive

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 in aviation/aerospace, high-tech and manufacturing industries.

The team produced six new videos featuring Florida companies in the aviation and aerospace, finance and manufacturing industries. Regions included the Panhandle, Tampa, Central Florida and Southeast Florida.

One of the most effective ways to communicate Florida's business advantages is through face-to-face meetings. Due to COVID-19, much of the year's planned events were canceled or postponed. Three special events were held, pairing stakeholders from across the state with national decision makers. Those events were held in Orlando, Milwaukee and Washington, D.C. EFI participated in industry-focused events SEMICON West, CoreNet Global and BioFlorida. In total, EFI held six events and eight were canceled or postponed.

Total Media Impressions  
(print, digital, broadcast, out of home)

FY 19-20 Standards  
**33,000,000**

FY 19-20 Results  
**115,052,316**



# BOUNDLESS HEIGHTS

FOR AVIATION AND AEROSPACE COMPANIES IN FLORIDA, BUSINESS ISN'T JUST GOOD. IT'S SOARING.

Nothing is more important to a company's success than its workforce. Nearly 100,000 talented professionals work in Florida's aviation and aerospace industries, and the state is home to 1.5 million highly-skilled veterans ready to help your business succeed. So it's no surprise that virtually every major aviation and aerospace company in the world has significant operations here. When it comes to industry growth, the sky's the limit in Florida. Discover what a future in Florida means for your business at [floridathefutureisere.com/heights](http://floridathefutureisere.com/heights) or call 877-YES-FLORIDA.

FLORIDA | THE FUTURE IS HERE.



Embraer Executive Jets, Melbourne, Florida

# BOUNDLESS ACCESS

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 a future in Florida means for your business at [floridathefutureisere.com/access](http://floridathefutureisere.com/access), or call 877-YES-FLORIDA.

FLORIDA | THE FUTURE IS HERE.

Browning Distribution Services, Hialeah, Florida

# BOUNDLESS FREEDOM

MANY STATES STRUGGLE TO REDUCE THE BARRIERS TO DOING BUSINESS. WE JUST ELIMINATED THEM ALTOGETHER.

Consistently ranked one of the best states for business, Florida is committed to keeping regulatory requirements and business taxes low. That, along with a strong economy and zero personal state income tax, makes it a great place to do business. We won't stand in the way of your success. We'll pave the way for it. Discover what a future in Florida means for your business at [floridathefutureisere.com/freedom](http://floridathefutureisere.com/freedom), or call 877-YES-FLORIDA.

FLORIDA | THE FUTURE IS HERE.

Miami, Florida

## WALL STREET JOURNAL POWER OF PLACE MICROSITE

The marketing team continued its successful partnership with The Wall Street Journal in fiscal year 2019-20. In its third year, the WSJ- and EFI-branded Power of Place microsite featured a video and stories highlighting Florida's business climate, workforce and infrastructure, as well as businesses that have recently relocated to the state. To date, the microsite has highlighted the Tampa, Jacksonville, Panhandle and Central Florida regions, targeting business leaders in the aerospace, manufacturing and IT sectors. The microsite is promoted across the WSJ Studios and EFI social media platforms. From September-November 2019, the microsite and related advertising delivered more than 2.2 million impressions.

THE POWER OF PLACE

COMPANIES SEEKING TO RELOCATE ARE FINDING THEIR FUTURE IN FLORIDA.

THE POWER OF PLACE

HOW THREE COMPANIES UNLOCKED THEIR FULL POTENTIAL IN FLORIDA

**AN AEROSPACE COMPANY'S REBIRTH IN JACKSONVILLE**  
After moving to Florida, this company doubled its growth.

**A TECH FIRM CALLS TAMPA ITS NEW HOME**  
An IT software firm finds talent—and growth—in Florida.

**THE RIGHT PLACE FOR U.S. MANUFACTURING**  
Why a cable-re company chose Northwest Florida.

FLORIDA | THE FUTURE IS HERE. [LEARN MORE](#)

ENTERPRISE FLORIDA | WSJ STUDIOS

WSJ, Custom Studio is a unit of The Wall Street Journal advertising department. The Wall Street Journal brand organization was not involved in the creation of this content.

# EVENT HIGHLIGHTS

## FLORIDA SIGNATURE EVENT

In March, EFI and its statewide partners hosted an event at Walt Disney World's EPCOT. The event brought together EFI's economic development stakeholders with business-decision makers from across the country. The goal of the event was to showcase Florida as a premier business state and update guests on current project wins and industry growth in the state. The event began with a welcome reception at a Florida farm-to-table restaurant, Homecoming. The second day of the event featured a behind the scenes tour of EPCOT, showcasing the history, talent, and future of the park. Duke Energy presented during lunch and shared updates on their solar initiatives. The day concluded with an evening reception, allowing guests to have even more one-on-one networking time.



## SEMICON WEST - JULY 9-11, 2019

SEMICON West focuses on the semiconductor industry and connects the entire extended electronics supply chain, from materials, equipment, design, manufacturing, system integration, and demand channels to new verticals and adjacencies such as Flexible Hybrid Electronics, MEMS & Sensors. It is co-located with Intersolar North America, the premiere networking platform for the North American solar industry. The exhibition focuses on the areas of photovoltaics, smart renewable energy and solar heating & cooling technologies. In addition to the trade shows, EFI leads a sales mission to tech companies throughout Silicon Valley, the epicenter of the tech industry in the world. This mission is carried out with partnerships with the Florida High Tech Corridor, BRIDG, FPL, and the OEP.



## CORENET GLOBAL EMEA - SEPTEMBER 10-12, 2019

The 2019 CoreNet Global Summit took place September 10-12, 2019 and was held in Amsterdam. The Summit is known as one of the world's leading gatherings for corporate real estate professionals. EFI was a proud sponsor of this event where EFI showcased its one-of-a-kind virtual reality video of a ULA launch from Cape Canaveral. With more than 650 attendees, 100 speakers and 50 sessions, the summit is the essential event for corporate real estate professionals around the globe. EFI's attendance and active participation reinforced Florida as a prime destination for future investment and growth of the financial and professional services industry.

## BIOFLORIDA CONFERENCE - OCTOBER 20-22, 2019

BioFlorida is the voice of Florida's life sciences industry, representing nearly 6,000 establishments and research organizations in the biotechnology, pharmaceuticals, medical technology (devices and diagnostics) and bio-agriculture sectors that collectively employ nearly 83,000 Floridians. Members of the BioFlorida network range from emerging and established life science companies, universities, research institutions, hospitals, medical centers, incubators, economic development agencies, investors and service providers. EFI's continued partnership with BioFlorida reinforces our goal of building a network of professional and high-level executives in the biosciences sphere.



Total Funding  
**\$4.6 Million**

Florida Defense  
Support Task  
**\$2 Million**

Florida Defense  
Infrastructure  
**\$2.1 Million**

Defense Reinvestment  
Grant  
**\$850,000**

Military Base  
Protection Grant  
**\$150,000**

FLORIDA  
**DEFENSE**  
ALLIANCE

## MILITARY & DEFENSE

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, 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 military-friendly environment 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 \$94.9 billion annually and over 914,000 jobs. Florida is also home to 1.5 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 of Florida as the most military-friendly state in the nation.

The FDA 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 quality of life for service members and their families serving in Florida. This is reflected in the Florida Military Friendly 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.



## FLORIDA DEFENSE SUPPORT TASK FORCE (FDSTF)

The Florida 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.

FDSTF consists of 13 members appointed by the Governor and the Legislature. 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. The funding for this program is appropriated by the Legislature and distributed through a contractual relationship with the Florida Department of Economic Opportunity.

In fiscal year 2019-20, the Legislature appropriated \$2 million to the task force to carry out their mission. FDSTF awarded six grants totaling \$1,447,400 to improve the military value of Florida's installations.

The task force conducted 10 meetings and visited military bases around the state during fiscal year ending June 2020. Two meetings were converted from in-person to virtual meetings to comply with social distancing requirements. 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 updated in October 2019.

### SUCCESSES:

- Since 2012, FDSTF awarded 65 grants worth over \$14.4 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 \$94.9 billion and accounting for more than 914,787 direct and indirect jobs. These represent an increase of \$10 billion in economic benefit for the state and over 100,000 new jobs added by the military and defense sector in the two years since the previous study.
- Published an updated 2019 Florida Military Friendly Guide providing a summary of the laws and programs that benefit service members and families stationed in Florida. Major items in this edition included expansive new military spousal license reciprocity provisions and Governor DeSantis's GI LAW (Governor's Initiative on Lawyers Assisting Warriors) program providing pro-bono legal services for lower-ranking military service members.

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.

### ESCAMBIA

**Naval Air Station Pensacola, Corry Station, Saufley Field**  
 Total County Impact: \$6,786 million  
 Employment: 63,391 jobs  
 Capital Investment: \$962.6 million

### OKALOOSA

**Eglin Air Force Base, Hurlburt Field**  
 Total County Impact: \$9,388.8 million  
 Employment: 78,757 jobs  
 Capital Investment: \$1,295.8 million

### HILLSBOROUGH

**MacDill Air Force Base, U.S. Central Command, U.S. Special Operations Command**  
 Total County Impact: \$11,009 million  
 Employment: 90,148 jobs  
 Capital Investment: \$1,752.3 million

### HIGHLANDS

**Avon Park Air Force Range**  
 Total County Impact: \$119.0 million  
 Employment: 1,588 jobs  
 Capital Investment: \$39.9 million

### SANTA ROSA

**Naval Air Station Whiting Field**  
 Total County Impact: \$1,405.4 million  
 Employment: 14,505 jobs  
 Capital Investment: \$444.3 million

### BAY

**Naval Support Activity Panama City, Tyndall Air Force Base**  
 Total County Impact: \$3,162.5 million  
 Employment: 28,965 jobs  
 Capital Investment: \$510 million

### PINELLAS

**United States Coast Guard Air Station Clearwater**  
 Total County Impact: \$4,445.1 million  
 Employment: 46,559 jobs  
 Capital Investment: \$991.6 million

### POLK

**Avon Park Air Force Range**  
 Total County Impact: \$1,159.8 million  
 Employment: 12,859 jobs  
 Capital Investment: \$324.8 million

### MONROE

**Naval Air Station Key West**  
 Total County Impact: \$1,025.5 million  
 Employment: 9,220 jobs  
 Capital Investment: \$167.4 million

### DUVAL

**Naval Air Station Jacksonville, Naval Station Mayport, Marine Corps Support Facility Blount Island**  
 Total County Impact: \$12,017 billion  
 Employment: 97,280 jobs  
 Capital Investment: \$1,597.3 billion

### BRADFORD/CLAY

**Camp Blanding Joint Training Center**  
 Total County Impact: \$33.7 million / \$780.6 million  
 Employment: 451 jobs / 10,382 jobs  
 Capital Investment: \$19.1 million / \$315.7 million

### ORANGE

**Naval Support Activity Orlando: Multi-Service Modeling, Simulation and Training Acquisition**  
 Total County Impact: \$8,258.3 billion  
 Employment: 80,460 jobs  
 Capital Investment: \$1,398.1 million

### BREVARD

**Patrick Air Force Base, Cape Canaveral Air Force Station, Naval Ordnance Test Unit**  
 Total County Impact: \$6,181.2 billion  
 Employment: 61,089 jobs  
 Capital Investment: \$1,217.6 million

### MIAMI-DADE

**United States Southern Command, Homestead Air Reserve Base, 7th Coast Guard District Headquarters**  
 Total County Impact: \$7,436.5 million  
 Employment: 66,315 jobs  
 Capital Investment: \$1,196.3 million



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

Using fiscal year 2019-20 funds, the FDSTF awarded \$1,447,400 through the Task Force Grant Program to support six defense projects across eight 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 business that bring military and base-related jobs to the state.

- Clay County Development Authority \$500,000 to buffer Camp Blanding Joint Training Center (CBJTC) from incompatible land development by using matching funds from the FFDSTF and the DoD Readiness and Environmental Protection Integration Program. The buffer will serve as protection from future development-related land use impacts to the military installation as well as establishing an expanded buffer around CBJTC that will ease strained relations with nearby residents thus improving the military friendly environment in Clay and/or Bradford County. An additional benefit provided by a permanent buffer area adjacent to the border of the installation, is that it protects natural wetlands and state listed flora and fauna from development activities.
- The Economic Development Commission of Florida's Space Coast \$125,000 to support mission growth by producing a detailed assessment of the conditions of critical infrastructure supporting Eastern Range space operations. The final report will provide a detailed assessment of the condition of all critical infrastructure supporting Eastern Range space operations including an analysis of commercial services/utilities needed to ensure continued, uninterrupted delivery of such services including, but not limited to, transportation, water, utilities, commodities, and port operations. Data derived from the assessment will serve as a baseline analysis leading to the development of future strategies and plans.
- The Military Child Education Coalition \$100,000 to train school personnel and students from three school districts in Duval, Okaloosa, and Hillsborough counties (a total of nine campuses) to support transitioning military students. The program goal is to instill a culture of 100 percent acceptance for incoming children of military families at each school and ease transitions for students through a school-wide peer support program.
- The Florida Department of Military Affairs \$129,000 for the acquisition of 70-acres of former Homestead Air Reserve Base (HARB) from Miami-Dade County. The project protects against encroachment at HARB by allowing the Florida National Guard to establish a fence line and subsequently construct a security fence along the perimeter of a 70-acre tract of land contiguous to the base on the north side of the flight line and runway. The 70-acre tract to be fenced was formerly part of the HARB installation but was conveyed to Miami-Dade County in 2004 as a result of the Base Realignment and Closure Act of 1993. The proposed project is critical to encroachment management for HARB because a steel mill is proposed on property located due north of the 70-acre tract, on other property currently owned by Miami-Dade County.

- The Bay County Board of County Commissioners \$270,900 for a Bay County infrastructure assessment supporting Tyndall Air Force Base (AFB). This study shall produce a comprehensive assessment of the community infrastructure necessary to support hurricane recovery efforts for the greater Bay County area, as well as current and future military operations at Tyndall AFB and Naval Support Activity (NSA) Panama City. The infrastructure assessment will include identification of gaps/impacts associated with required infrastructure, the magnitude of the gaps/impacts, and where the gaps/impacts are likely to occur across the area. It will serve to identify and guide actions of the affected local governments within Bay County, together with the State of Florida and military services, to provide necessary infrastructure to support the military missions, personnel and families as the community rebuilds.
- The City of Jacksonville Military Affairs and Veterans Department \$322,500 for encroachment protection/compatible land use for NS Mayport, NAS Jacksonville and OLF Whitehouse. This project will restrict incompatible land use in the Military Influence Zone through the purchase of restrictive use easements. This program is a partnership between the US Navy and the City of Jacksonville under a multi-year agreement. The partnership with the Navy uses FDSTF funding to acquire Readiness and Environmental Protection Integration (REPI) funding. (25 percent Local match, 75 percent REPI). These funds will be used to acquire surveys, appraisals and related documents to facilitate closings on easements from willing sellers of properties within the Military Influence Zone of Duval County naval bases/installations.
- Matrix Design Group delivered the final report of the 2019 Economic Impact Study on the effects of the military and defense industry in Florida. The study used 2017 and 2018 economic data and examined changes since the previous study was completed in 2017. The study results showed that the military and defense sector has a \$95 billion economic impact on Florida, a \$10 billion increase from the previous 2017 study, making military and defense third largest economic driver in the state. Significantly, this sector is well shielded from the effects of economic down turns that impact other parts of the economy providing Florida stability during times of crisis. The defense sector also provides 914,787 jobs in Florida, an increase of 113,040 jobs during the preceding two years.
- A \$165,000 contract was awarded to Kennetic Productions, Inc. for developing a set of videos on Florida's military bases and communities. The first of these videos have been released and others are in production. These videos will be used to educate local, state and national leaders and the general public on the synergy and cooperation between our communities and bases and the welcoming environment Florida provides to the military.

## FLORIDA DEFENSE SUPPORT TASK FORCE BOARD 2019-20

### GOVERNOR APPOINTEES

- Rear Admiral Stan Bozin, U.S. Navy, Retired
- Captain Keith Hoskins, U.S. Navy, Retired
- Representative Holly Raschein
- Ms. Amy Gowder

### SENATE PRESIDENT APPOINTEES

- Mr. Tom Neubauer
- Senator Doug Broxson – Chairman
- Major General Richard Haddad, U.S. Air Force, Retired
- Lieutenant Colonel William Dudley, U.S. Air Force, Retired

### HOUSE SPEAKER APPOINTEES

- Representative Mel Ponder
- Brigadier General Arthur F. Diehl, III, U.S. Air Force, Retired
- Representative Thad Altman
- Colonel Jim Heald, U.S. Air Force, Retired

### GOVERNOR'S PERSONAL REPRESENTATIVE

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



# MINORITY & SMALL BUSINESS, ENTREPRENEURSHIP AND CAPITAL

In 2012, the capital programs department within EFI's Administration division was integrated with the Minority Business Development division and renamed Minority & Small Business, Entrepreneurship and Capital (MaSBEC).

MaSBEC was created to provide support for growth and prosperity for minority, small and entrepreneurial development in Florida. Collaboration with partners yielded a process and strategic plan to improve access to capital, access to the marketplace, and EFI's assistance with issues facing small, minority and entrepreneurial businesses.

From 2016-19 EFI provided minimal promotion and assistance due to the uncertainty of the continuation of SSBCI funding for loan participations and guarantees. In 2019 EFI turned over SSBCI loan guarantee funding to the Florida Department of Economic Opportunity (DEO) and continued to operate under a termination agreement for the remainder of the SSBCI funding. EFI management renegotiated with DEO to continue providing capital programs with SSBCI funding and a new agreement is pending for signature in late 2020.

In 2020, EFI hired a new Director, MaSBEC to improve collaborations and reduce duplicity among Florida's service providers to the small, minority and entrepreneurial business community. This position will collaborate with private and public partners to develop a revised strategic plan to:

- Ensure enhanced accountability and transparency
- Facilitate access to capital programs for Florida businesses and entrepreneurs
- Improve communications and marketing efforts to demonstrate inclusion in economic development initiatives

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 SSBCI and the state's Microfinance Loan Guarantee Program.

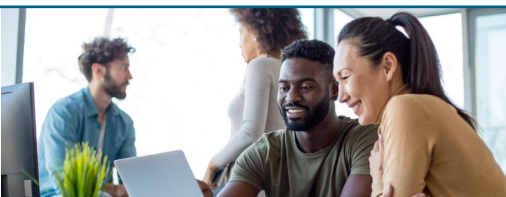
- Credit support (SSBCI loan participations and microfinance loan guarantees)
- Florida Small Business and Technology Growth Fund
- Venture Capital is provided by the Florida Opportunity Fund through three programs, 1) Fund of Funds, 2) Clean Energy Investment Program, and 3) Florida Venture Capital Program

## Investment in Small and/or Minority Business through Financial Assistance, Venture Capital & Grants

Number of Businesses that Received Financial Assistance

FY 19-20 Standards  
**6**

FY 19-20 Results  
**35**



### MaSBEC Minority & Small Business, Entrepreneurship & Capital Programs

Enterprise Florida, Inc. (EFI) is the principal economic development organization for the state of Florida. EFI's mission is to expand and diversify the state's economy through job creation. In keeping with its mission, the MaSBEC division of Enterprise Florida is committed to helping minority and small businesses grow and succeed. Here are the following ways EFI can help you:

#### CONSULTATIONS

EFI provides minority and small businesses with one-on-one consultations designed to educate business owners concerning programs focused on training, development and financing options.

#### MINORITY & SMALL BUSINESS LOAN SUPPORT

EFI assists minority and small businesses in obtaining loan approvals by providing lender with necessary security, in the form of 504 bridge loans, partial loan participations or loan guarantees.

**STEP 1:** Business owner seeking capital should contact their participating lending institution of choice.  
**STEP 2:** Lender (not business owner) applies for loan guarantee or participation through EFI.

#### MINORITY & SMALL BUSINESS DEVELOPMENT THROUGH STRATEGIC PARTNERSHIPS

EFI partners with outside organizations to provide an extensive network of state, federal and non-profit resources ready to assist minority and small businesses through outreach.

Through the MaSBEC program, Enterprise Florida is committed to bridging the gap, which often creates challenges for minority and small businesses attempting to tap into the resources needed for accessing capital, entering new markets, and creating revenue growth and job creation.



For additional information please contact:  
Veronica Valdez, Director, MaSBEC  
valdez@enterprise-florida.com • 407-956-5643

## RACE

Support	Caucasian	African American	Hispanic American	Asian American	Indian American	Total
SSBCI Loan Program	0	3	6			9
SSBCI 504 Bridge Loan Participation	11	2	2	3	1	19
Microfinance Guarantee	2		1			3
<b>Total</b>	<b>13</b>	<b>5</b>	<b>9</b>	<b>3</b>	<b>1</b>	<b>31</b>

An additional 4 companies were assisted through the SSBCI funded Florida Venture Capital Program.

## GENDER

Support	Male	Female
SSBCI Loan Program	3	6
SSBCI 504 Bridge Loan Participation	15	4
Microfinance Guarantee	3	0
<b>Total</b>	<b>21</b>	<b>10</b>

## JOBS

Support	Jobs Created	Jobs Retained
SSBCI Loan Program	57	63
SSBCI 504 Bridge Loan Participation	303	321
Microfinance Guarantee	32	0

## FUNDING

Support	Caucasian	African American	Hispanic American	Asian American	Indian American	Total
SSBCI Loan Program		175,000	342,500			517,500
SSBCI 504 Bridge Loan Participation	26,610,408	878,493	1,293,030	6,342,000	1,943,850	35,123,931
Microfinance Guarantee	50,000		25,000			75,000
<b>Race Total</b>	<b>\$26,660,408</b>	<b>\$1,053,494</b>	<b>\$1,660,530</b>	<b>\$6,342,000</b>	<b>\$1,943,850</b>	<b>\$35,716,431</b>



# COME PLAY IN FLORIDA

PLAYINFLORIDA.COM

## FLORIDA SPORTS FOUNDATION

### MISSION & VISION

The Florida Sports Foundation, (FSF), a 501(c)(3) non-profit corporation, the Sports Industry Development Division of Enterprise Florida, Inc., (EFI), is the official sports promotion and development organization for 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:

1. Provide grants\* to support sporting events that bring out-of-state visitors to Florida
2. Produce and distribute annual golf, fishing and boating, and baseball spring training guides for both in-state and out-of-state tourists and
3. 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

\*The FSF grant programs work to assist communities and organizations in attracting major sporting events. These events are designed to attract out-of-state visitors and generate a significant economic impact. Grants are awarded for events that are projected to have strong economic impacts, a positive return on investment, garner community support and add value to the state of Florida.



## OPERATIONS, PROGRAMS AND ACCOMPLISHMENTS

### OPERATIONS

Besides the President and CEO, FSF had 11 full-time employee positions in FY 2019-20:

1. Vice President of Operations
2. Director of Communications
3. Director of External Affairs
4. Director of Sports Development
5. Sports Development Manager
6. Event Manager I
7. Event Manager II
8. Event Coordinator for Administration
9. Event Coordinator for Operations
10. Executive Assistant to the President & CEO
11. Director of Accounting

Florida Sports Foundation's headquarters are located on North Monroe Street in Tallahassee, FL along with its parent company, Enterprise Florida.

### BUDGET

The majority of the FSF budget is based on state revenue from legislative appropriations through a contract with DEO.

#### **Grants, Economic Development & Related Programs**

- FSF's oldest appropriation, from 1995, comes from the Professional Sports Development (PSD) Trust Fund. These appropriations come from the sale of nine Professional Sports Teams license plates (up to \$3 million)
- Additional appropriations come from the sale of USOC, NASCAR and USTA license plates. Funds received by FSF vary, based on percentages of sales.
- Grant Program appropriation, \$1,000,000

#### **Amateur Sports Programs**

- Sunshine State Games, \$200,000
- Florida Senior Games, \$500,000

The PSD trust fund appropriations for this fiscal year reached the \$3,000,000 cap. The maximum spending authority of the trust fund was reached for the second consecutive year. The current fiscal year's state appropriated revenue was budgeted at \$4,758,250. The actual state appropriated revenue received this fiscal year totaled \$4,778,582. The variance between budget vs actual is the result of sales from the USOC, NASCAR, and USTA license plates. General operations and administration of FSF are funded privately, and totaled \$1,003,141 for the year, \$162,359 under the budgeted amount of \$1,165,500. See Attachments A.1-3 for additional details on budget vs actual figures.

## GRANT PROGRAMS

The Florida Sports Foundation (Foundation) 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, and places emphasis on out-of-state economic impact, return on investment, community support and image value to the state. Events that will be 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 Grant Program 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 small 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) Program is designed to assist communities in attracting legitimate event rights holders to market the state of Florida and generate viable event sales leads. The SICA goal is to host event business opportunities throughout the state. Conferences that will be considered for assistance include tradeshows, conferences or association meetings whose attendees include legitimate event rights holders willing to conduct business in Florida

## GRANT AWARDS

During fiscal year 2019-20, FSF partnered with Florida communities to award 118 combined grants a total of \$2,606,780. The total amount awarded after grant cancellations for the fiscal year was \$2,044,269. Combined, these grants were projected to attract more than 510,178 new visitors to the state and generate an economic impact of \$652,739,550. Understanding the importance of sports tourism at the local level, the FSF awarded these grants to 37 industry partners located throughout the state of Florida. In addition to these grants, the Foundation distributed grant installments totaling \$775,000 for major event grants awarded in the prior fiscal year.

See Attachments B.1-2 for additional details on grant awards.

## SUMMARY FOR CURRENT FISCAL YEAR

FY 2019-20	Applications Received	Approved	# Awarded	Total Amount Awarded	Total Economic Impact-Projected	Total Out-of-State Visitors Projected	Estimated Return on Investment
1st Qtr-Major	36	31	25	\$475,780	\$124,147,874	117,934	\$261
1st Qtr-SMG	6	6	6	\$18,575	\$3,942,455	4,601	\$212
1st Qtr-SICA	0	0	0	\$-	\$-	0	\$-
2nd Qtr-Major	25	25	21	\$649,786	\$301,186,918	165,105	\$464
2nd Qtr-Major Event	1	1	1	\$500,000	\$42,521,551	54,200	\$143
2nd Qtr-SMG (Minor)	16	16	12	\$35,246	\$5,970,848	10,773	\$169
2nd Qtr-SICA (Minor)	1	1	1	\$7,500	\$345,449	600	\$46
3rd Qtr-Major	18	18	9	\$141,049	\$126,436,404	91,687	\$896
3rd Qtr-SMG (Minor)	5	5	3	\$11,150	\$2,437,498	3,668	\$219
3rd Qtr-SICA (Minor)	1	1	0	\$-	\$-	0	\$-
4th Qtr-Major	15	13	13	\$203,183	\$45,328,192	60,678	\$223
4th Qtr-SMG (Minor)	1	1	1	\$2,000	\$422,361	932	\$211
4th Qtr-SICA (Minor)	0	0	0	\$-	\$-	0	\$319
<b>Totals for Year</b>	<b>125</b>	<b>118</b>	<b>92</b>	<b>\$2,044,269</b>	<b>\$652,739,550</b>	<b>510,178</b>	<b>319</b>

Grants awarded but canceled during the FY have been removed from the total # awarded details.

Major Event Grants Paid in FY 2019-20	Qtr Paid	Installment #	Amount Paid	Date Paid
Super Bowl LIV	1st	3 of 4	\$250,000	08/21/2019
College Football Playoff National Championship	2nd	2 of 4	\$200,000	12.6.2019
College Football Playoff Semifinal	2nd	1 of 3	\$25,000	12/20/2019
Super Bowl LV	3rd	2 of 4	\$300,000	03/12/2020
			<b>\$775,000</b>	

## COMPLETED GRANTED EVENTS

Even with the challenges facing the state during this fiscal year due to COVID-19, the Foundation distributed over \$1.5 million in total grant awards comprised of sporting events which took place and were completed during this fiscal year. These events attracted more than 237,650 new visitors, generated an economic impact nearing \$240 million, an average ROI of \$155:1, and resulted in creating 2,896 jobs.

See Attachment D.2 for detailed information regarding the grants taking place.

	Amount Paid	Total OSS Visitors	Actual Total OSS Impact Dollars	Actual Total Investment ROI	Jobs Created
1st Quarter	\$224,292	58,384	\$69,967,342	\$312	687
2nd Quarter	\$551,016	164,573	\$161,808,769	\$294	1,936
3rd Quarter	\$776,750	14,693	\$8,211,648	\$11	173
4th Quarter	\$0	0	\$0	\$0	0
	<b>\$1,552,058</b>	<b>237,650</b>	<b>\$239,987,759</b>	<b>\$155</b>	<b>2,796</b>



## COMPLETED GRANTED EVENT HIGHLIGHTS

Florida was host to these top five granted events that brought the highest economic impact during this fiscal year:

- UYFL Football & Cheerleading National Championships, December 15, 2019, Tampa
  - Award: \$38,000
  - \$29,660,442 impacted with 21,966 visitors
- IWLCA Annual Meeting & Presidents Cup, November 24, 2019, Palm Beach
  - Award: \$75,000
  - \$19,328,767 impacted with 24,170 visitors
- 2019 Ironman Florida, November 2, 2019, Panama City
  - Award: \$50,000
  - \$14,647,798 impacted with 12,891 visitors
- American Youth Football & Cheer, December 15, 2019, Kissimmee/Osceola
  - Award: \$70,000
  - \$13,177,524 impacted with 13,406 visitors
- Perfect Game Baseball Championship Series (BCS), July 20, 2019, Lee County
  - Award: \$25,000
  - \$11,842,291 impacted with 7,824 visitors

## AMATEUR SPORTS PROGRAMS

### FLORIDA SENIOR GAMES (FSG)

In 1992, the first Florida Senior Games State Championships (FSG) were held in Bradenton. Over the years, the FSG continues to grow, and together with the local games, provides fun, fellowship, fitness and competition for Florida's fastest growing age group. The focus of the Senior Games is not winning but participating. The FSG is dedicated to encouraging and promoting healthy lifestyles for Florida's seniors, providing Florida's seniors with the opportunity to compete at the local, state and national level and providing all senior citizens of Florida with an affordable and quality multi-sport festival they can call their own. As Kathy Petrillo of Jupiter, one of our senior athletes said, "We're helping people realize that age is just a number."

Every year, the FSF sanctions the FSG Series Qualifiers in Florida, which lead up to the FSG in December. Nineteen FSG qualifiers were held with 16,398 attendees representing \$3,074,625 million in local community impact. The 2019 FSG, held in the Greater Fort Lauderdale area and throughout Broward County, saw 3,508 attendees, with athletes participating in 24 sports, and generated \$830,250 of fiscal impact. Athletes came from over 228 Florida cities, 40 states and Canada.

In fall 2019, 10 local series qualifiers took place leading up to the 2019 state-level games in December. In the spring of 2020, nine of the eleven series qualifiers scheduled were contested. Unfortunately, many qualifiers were cancelled due to COVID-19.

The cancellation of these qualifiers, could have resulted in athletes not having the opportunity to attend the 2020 FSG and qualify for the 2021 national senior games. However, the FSF made the thoughtful decision to open the 2020 FSG and allow all interested athletes to participate.

### FSG HIGHLIGHTS

In 2019, the Senior Games honored its 2018 Male and Female Athletes of the Year, featuring Deb Harrison of The Villages, and Brian Hankerson of Hollywood. These athletes exemplified healthy aging habits and provided encouragement, motivation and inspiration for all seniors to continue with participation in and living out an active lifestyle into their golden years.

## **AMATEUR SPORTS PROGRAMS**

### **SUNSHINE STATE GAMES (SSG)**

Florida created the Sunshine State Games (SSG) to provide Florida's citizens an Olympic-style sports festival. The SSG, now in its fourth decade of competition, is the nation's oldest state games and is Florida's largest and longest standing 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**

While 4th quarter SSG activations were altered due to COVID-19, activities in Q1, Q2 and Q3 attracted 4,511 attendees and generated \$917,964 in fiscal impact to the state. During Q4, the FSF continued to provide marketing support to local events. Events such as Reel it in America, a virtual fishing tournament presented by Pensacola Sports was promoted via the FSF website and digital media platforms. Proceeds from the event went to veterans struggling with the effects of COVID-19.

In June 2020, the FSF initiated a partnership with Amateur Athletic Union (AAU) to combine AAU Junior Olympics and SSG. FSF staff dedicated the month of June planning the event, which ultimately happened in July 2020.

Please see Attachment D 1 & 3 for detailed information on the FSG & SSG outcomes.



## SPORTS DEVELOPMENT

The FSF promotes Florida as a sports tourism destination through a coordinated effort with Florida's network of sports commissions and industry partners. Florida hosts hundreds of thousands of visitors in thousands of events, in hundreds of sports each year. The FSF promotes Florida and our sports commissions and partners nationally through industry trade shows, industry publications, and directly to event owners.

### FLORIDA SPORTS COMMISSIONS & INDUSTRY PARTNERS

1. Bradenton Area Sports Commission
2. Broward County Sports Development
3. Citrus County Sports Development
4. Columbia County Sports Commission
5. Daytona Beach Area Convention & Visitors Bureau
6. Experience Florida's Sports Coast-Pasco County
7. Emerald Coast Convention & Visitors Bureau
8. Experience Kissimmee
9. Florida Citrus Sports & Events
10. Florida Space Coast Office of Tourism
11. Gainesville Sports Commission
12. Greater Miami CVB
13. Greater Orlando Sports (CFSC)
14. Jacksonville Sports Council
15. Lee County Sports Development
16. Naples, Marco Island, Everglades CVB
17. Ocala/Marion County VCB
18. Orlando North Seminole County Sports
19. Palm Beach County Sports Commission
20. Palm Coast and The Flagler Beaches
21. Panama City Beach CVB
22. Pensacola Sports
23. Polk County Sports Marketing
24. Punta Gorda/Englewood Beach VCB
25. Santa Rosa County Board of Commissioners
26. Sarasota County Sports Commission
27. St. Pete/Clearwater Sports Commission
28. Tallahassee Sports Council
29. Tampa Bay Sports Commission
30. Treasure Coast Sports Commission
31. Visit Orlando Sports

## SPORTS DEVELOPMENT HIGHLIGHTS

### INDUSTRY PARTNER ROUND TABLE

The FSF launched monthly industry partner roundtables. The monthly roundtables were created to ensure that regular communication and professional development opportunities for all partners were regularly provided. It also provides a forum for CEOs of national governing bodies to connect with FSF Partners in an effort to bring events to Florida.

### MONTHLY NEWSLETTER

FSF also started a monthly newsletter to provide regular communication to partners on ongoing activities throughout the state. The newsletter highlights event rights holders and partners, Florida Senior Games and Sunshine State games.

### TRADE SHOWS

The FSF successfully partnered with Greater Fort Lauderdale to host Sport Accord, a sport and business summit in Fort Lauderdale and the SPORTELE Conference in Miami. At both events, the FSF President and CEO was a featured speaker. Finally, the FSF Sports Development Director attended Host City in Glasgow, Scotland and presented to attendees on the benefits of bringing major sporting events to Florida.

### NEW PARTNERS

St. Augustine	Caribe International
Team IP	AMG Graphics
Visit Sebring	Clay County

### LEGISLATIVE DAYS

The FSF participates in and invites our partners to join and support the annual Legislative Days held during the Legislative Session:

**Tourism Day at the Capitol - January 22, 2020**

### GOVERNOR'S BASEBALL DINNER

FSF hosts a dinner prior to the start of the Florida Spring Training season. The event is supported by Major League Baseball (MLB) and is a celebration of Major League and Minor League Baseball in Florida featuring guest speakers, including the Governor. The 2020 Governor's Baseball Dinner was held February 17, 2020 at the newly constructed CoolToday Park, home of the Atlanta Braves in North Port, FL to celebrate another season of spring training. The dinner was attended by more than 350 guests, including MLB Hall of Famer and honored guest, Andre Dawson, former major leaguers, Florida Legislative officials, MLB Commissioner Rob Manfred and Governor Ron DeSantis.

## MEASURES & OUTCOMES

### ANNUAL MEASURES UPDATE

The chart below summarizes the outcomes of the fiscal year 2019-20, showing the end of year results vs. the standards. See Annual Report Attachment D.1. for the full report.

The amateur sports events of the Sunshine State Games and the Florida Senior Games fell short of the standards due to our 4th quarter games being canceled due to COVID-19. The majority of our Sunshine State Games occurs during the 4th quarter, resulting in a significant reduction in economic impacts and number of participants for the fiscal year.

The Sporting Event Grants held during this fiscal year exceeded the standards set as it has done in previous years.

During this fiscal year, the combined games and granted events brought a total of \$660,221,196 in economic impacts to the state of Florida. These events brought a total of 490,537 visitors to the state and created an estimated 5,771 new jobs to the state.

Performance Measures	Standards	Totals	% of Standard
<b>Florida Sunshine State Games and Florida Senior Games State Championships</b>			
Economic contributions to communities as a result of hosting Florida's Senior State Games and Sunshine State Games Championships	\$7,000,000	\$4,822,839	69%
Number of participants, (athletes & families), competing & attending in Florida's Senior State Games & Sunshine State Games Championships	40,000	24,417	61%
<b>Regional &amp; Major Sporting Event Grants</b>			
Economic contributions from Florida Sports Foundation sponsored sporting event grants	200,000,000	655,398,357	328%
Number of attendees at the sponsored grant events	300,000	466,120	155%

Q4 SSG/FSG events canceled due to COVID-19

<b>Total Impact to Date</b>	\$660,221,196
<b>Total Visitors to Date</b>	490,537
<b>Estimated Jobs Created</b>	5,771

# ADDENDA

## A. International Offices Report:

<https://www.enterpriseflorida.com/wp-content/uploads/FY-2019-20-International-Offices-Annual-Report-final-10-26.pdf>

## B. Customer Satisfaction Survey:

<https://www.enterpriseflorida.com/wp-content/uploads/C3R-Enterprise-Florida-Client-Satisfaction-Report-9-29-2020-1.pdf>

## C. Audit Report: <https://www.enterpriseflorida.com/wp-content/uploads/EFI-Audited-Financial-Statements-2020.pdf>

## D. Florida Export Finance Corporation Report:

<https://www.enterpriseflorida.com/wp-content/uploads/FEFC-Annual-Report-2019.pdf>

## E. Visit Florida Report:

<https://www.visitflorida.org/about-us/what-we-do/annual-reports/>

## F. Florida Sports Foundation Report:

<https://www.enterpriseflorida.com/wp-content/uploads/FY19-20-Florida-Sports-Foundation-Annual-Report-Final.pdf>

a. 1: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-A.1-report-2020.pdf>

a. 2: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-A.2-report-2020.pdf>

a. 3: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-A.3-report-2020.pdf>

b. 1: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-B.1-report-2020.pdf>

b. 2: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-B.2-report-2020.pdf>

b. 3: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-B.3-report-2020.pdf>

c.: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-C-report-2020.pdf>

d. 1: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-D.1-report-2020.pdf>

d. 2: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-D.2-report-2020.pdf>

d. 3: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-D.3-report-2020.pdf>





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