

ENTERPRISE FLORIDA, INC. ANNUAL REPORT 2020-21

FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.

15 Deepwater Seaports.

#1 ranked state for
higher education.

3rd largest overall
workforce in U.S.

No Manufacturing
equipment sales tax.

20-Year Capital

Investment Tax Credit.

4th ranked US state
in foreign-owned
firm employment.

\$153.6 billion in
international trade
(airport and seaport).

Second largest FTZ
network in the
country.



FLORIDA | THE FUTURE IS HERE.



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RON DESANTIS

Governor of Florida
Chairman, Enterprise Florida, Inc.



Dear Floridians,

Over the past 18 months, my administration has made it our mission to protect freedom, ensure that our businesses remain open, and stand up for Floridians' livelihoods. As a result of the actions we have taken in Florida, our economy has expanded faster than the nation despite the challenges we have faced. When other states were shutting businesses down, we were building businesses up. Enterprise Florida, Inc.'s (EFI) annual report serves as a testament to the success being spread across our state.

We hear regularly from job creators across the country who are simply looking for a place they can do business without unnecessary government intervention. We are proud to offer these business owners a welcoming, ever-improving and pro-business environment where they can grow and succeed.

In just the past year, we have seen companies of all shapes and sizes either expand their footprint or completely relocate to our state as the next step in their company's success. In Fiscal Year 2020-2021, Enterprise Florida (EFI) established 77 projects representing 10,187 new and retained high wage and high demand jobs and more than \$1.4 billion in capital investment. EFI markets Florida as the premier business location in the U.S., focusing on Florida's workforce, innovation, infrastructure, and pro-business climate. These businesses are creating jobs and strengthening the state's economy.

Today, Florida continues to make economic progress with more job growth, labor force increases, and a decline in the unemployment rate. The steady economic growth that Florida is witnessing is thanks to successful policies that put Floridians and businesses first. As long as I am Governor, I will continue to stand up for them.

Sincerely,

A handwritten signature in black ink, appearing to read 'R DeSantis'. The signature is fluid and stylized, with a long horizontal line extending from the end.

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



HOLLY BORGMANN

Vice-Chairman
Enterprise Florida, Inc.



When I took on the role of vice-chairman of Enterprise Florida, I set a goal to continue the work of former vice-chairman Joe York by maintaining the focus of making Florida the best place to start or grow a business.

An area of focus near and dear to my heart is workforce development. I believe highlighting, growing, and diversifying Florida's talent is crucial as we prepare for Florida's future. When businesses are looking to relocate, they are looking at the cost of doing business, infrastructure, and talent. While Florida boasts the lowest per capita tax burden of any state and the best infrastructure in the country, the Sunshine State is also home to some of the most talented professionals nationally and internationally. As vice-chairman, one of my main goals is to share the message that not only does Florida have the logistical resources to help businesses grow and thrive but the talent pool to support it. To support this effort, we formed the Innovation and Business Talent Committee. We are working with our job training centers, our university systems, state colleges, and the community colleges to find ways to not only invest in Florida's existing talent pool, but also to identify innovative ways to grow our share of talent in up-and-coming, high-demand areas. We believe fostering our talent base is an important key to our state's economic future and long-term success.

Since day 1 of his administration, our chairman, Governor Ron DeSantis, has prioritized preparing Florida for a prosperous future. While other states shuttered businesses and entire industries over the past year and a half, Governor DeSantis kept our state open and our businesses and communities thriving. As a result of his steadfast leadership and forward-thinking approach, we are seeing people and businesses move here in droves. During what is one of the most unprecedented times in history, people are not looking just for good policy – they are looking for certainty. And that is what they will find when they come here. Due to his leadership, Florida is known as a state ready to welcome those who want to expand and grow their business.

Enterprise Florida remains dedicated to its mission of expanding and diversifying the state's economy through job creation. With our state's leadership at the helm, we are confident our growth will continue. I look forward to continuing to serve alongside our board as we work toward Florida's prosperous future.

Sincerely,

A handwritten signature in black ink that reads "Holly Borgmann". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Holly Borgmann
Vice-Chairman
Enterprise Florida, Inc.

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

This is achieved through the collaboration of the seven divisions that comprise EFI:

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

VISIT FLORIDA, whose annual report is included as addenda, serves as the tourism marketing entity for the state.

EFI has three offices statewide. The Chief Executive Officer, Chief of Staff, Policy & Programs, Florida Sports Foundation, and Military and Defense personnel are based in EFI's Tallahassee office. The International Trade & Development team is led from the Miami office, with trade managers co-located within partner organizations across the state. EFI's Business Development, Marketing and Administration teams are hosted out of EFI's Orlando office.

To achieve global recognition and strengthen Florida's competitiveness internationally, EFI collaborates contractually with 12 foreign offices. These offices are strategically located for trade development and/or the attraction of foreign direct investment.

By way of this report, Enterprise Florida proudly presents an overview of the activities and operations of each division for fiscal year ending June 30, 2021.

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

FY 20-21 Standards
95%

FY 20-21 Results
97%

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

FY 20-21 Standards
25%

FY 20-21 Results
32%

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

ENTERPRISE FLORIDA HIGHLIGHTS YEAR OF ACCOMPLISHMENTS UNDER LEADERSHIP OF GOVERNOR DeSANTIS

TALLAHASSEE, FL

Enterprise Florida, Inc. (EFI) released the following summary of accomplishments under Governor Ron DeSantis during Fiscal Year 2020-21:

REACHING INTERNATIONAL MARKETS

- In July 2020, Enterprise Florida expanded its Virtual Business Matchmaking to engage Canada and Mexico.
- EFI partnered with the Florida Ports Council to showcase export opportunities available to Florida-based businesses through the state’s network of 15 public seaports in a virtual webinar, “Florida Seaports: Focused on the Future”.
- In January 2021, Enterprise Florida held the Virtual Haitian American Business Leaders Summit, a virtual forum which focused exclusively on support for Haitian American business owners operating in Florida.
- In March 2021, Enterprise Florida hosted the first-ever Florida International Trade Expo, a virtual showcase of leading Florida export products and services. Florida was the first U.S. state to organize such a virtual trade event. The three-day event included 179 Florida exhibitors and 5,589 total attendees from 118 nations. Visitors had the opportunity to hear from panels on subjects ranging from Florida’s ease of doing business to innovation hubs.
- This year, EFI’s International Trade & Development team conducted more than 4,500 export consultations with more than 2,000 companies in 62 counties.
- EFI secured established 40 investment projects by foreign companies in Florida, with a total capital investment of \$50,910,000.
- Through the state’s Export Diversification and Expansion program, more than \$500,000 in trade grants were awarded to more than 260 companies to participate in virtual trade shows and business matchmaking along with export marketing plans and international website development.

PROMOTING FLORIDA AS “#1 JOB CREATION DESTINATION”

- In Fiscal Year 2020-2021, EFI and its statewide partners established 77 economic development projects representing 10,187 new and retained jobs and more than \$1.4 billion in capital investment.
- In July, Governor DeSantis signed House Bill 1391 into law, a policy priority he first outlined in September 2019 to create a fin-tech “sandbox” in Florida, offering a regulatory environment to test products without the full constraint of mainstream financial regulations while still protecting consumers.



AMONG PROJECTS WITH WHICH EFI ENGAGED THIS YEAR:

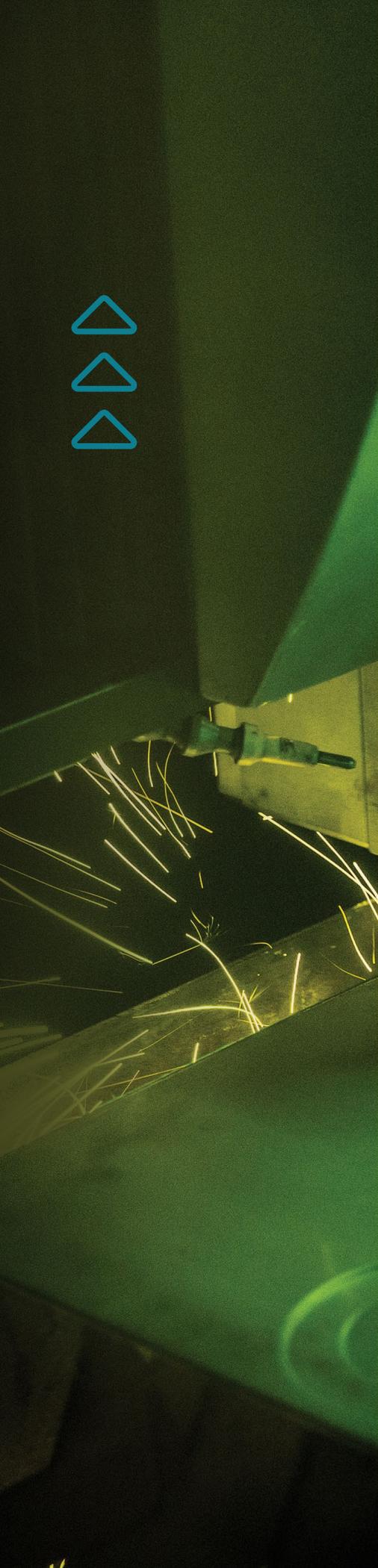
- **Chewy, Inc.**, a Florida-grown (Dania Beach), e-commerce market leader of consumer/pet goods and products will relocate its global headquarters to Plantation.
- **The Boeing Company** is expanding its military aircraft overhaul and conversion operations in Jacksonville. This project retains 336 retained jobs and creates 334 new jobs.
- The **Dun & Bradstreet Corporation**, a publicly traded company with 6,192 employees globally, chose Jacksonville as the location for its new corporate headquarters. The company is a leading global provider of business decisioning data and analytics. The relocation will result in the creation of 500 new jobs, with an average wage of \$77,000 and a capital investment of approximately \$75M.
- **In Fiscal Year 2020-21**, the Enterprise Florida marketing team promoted Florida as a premier business state to business decision-makers around the world. The team promoted the state through its "Florida – The Future is Here" campaign along with a refreshed brand, "Break Through". The campaign generated more than 209 million impressions worldwide last fiscal year. The marketing team identified new publications and platforms to feature the campaign, targeting the financial, aviation/aerospace, IT, and manufacturing sectors, as well as leading business publications. Below are a few of the titles and sites the campaign appeared in:

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

- This year, EFI unveiled the redesign of its website, which includes an improved look and feel, navigation, and offer simplified access to the information that each of our distinct target audiences require.

SUPPORTING MINORITY & SMALL BUSINESSES

- EFI appointed a Director of Minority, Small Business Entrepreneurship and Capital.
- EFI signed a Strategic Alliance Memorandum with the U.S. Small Business Administration to ensure seamless support for entrepreneurs and small businesses in Florida.
- In January 2021, EFI hosted the 'Kreyol Pale, Kreyol Konprann' Haitian Business Leaders Virtual Summit to engage and support Haitian American business owners around the state.
- This year, Enterprise Florida's Minority and Small Business, Entrepreneurship and Capital division successfully hosted its 2021 Minority & Small Business Boot Camp, which provided minority and small business owners with resources to continue to grow their companies. 1,779 registrants registered for the Boot Camp over the course of the series.



PROVIDING OPPORTUNITIES TO FLORIDA'S RURAL COMMUNITIES

- In 2020, EFI appointed a Director of Rural and Agriculture Development to cultivate business development opportunities in Florida's rural counties and coordinate with state and local partners.
- In October 2020, EFI announced its new Rural Expansion Toolkit which includes an expanded offering of grant opportunities in marketing & training, consulting services and site preparedness to local rural communities across Florida.

SUPPORTING MILITARY BASES, FAMILIES & MISSIONS

- Using Fiscal Year 2020-21 funds, the Florida Defense Support Task Force (FDSTF) awarded \$1,674,277 through the Task Force Grant Program to support eight defense projects across eight counties.
 - **Santa Rosa County Board of County Commissioners (\$70,000)** – To develop and implement a Career Academy Outreach for Military Children
 - **Clay County (\$500,000)** – To buffer Camp Blanding Joint Training Center from incompatible land development
 - **Polk County Board of County Commissioners (\$500,000)** – To protect Avon Park Air Force Range from encroachment through the acquisition of a conservation easement to prevent incompatible land use
 - **Orlando Economic Partnership (\$110,000)** – To support the Modeling, Simulation, and Training (MS&T) Center's growth and expansion in Florida emphasizing its national security value and contribution to Florida's military installations. Additionally, this funding supports Orlando Economic Partnership's efforts to expand MS&T education starting in middle school through graduate school.
 - **South Florida Progress Foundation (\$110,000)** – To complete a South Florida-focused resilience assessment to posture quad-county installations and personnel for sustained mission accomplishment and protection of vital installations in the face of climate-driven and other resilience challenges.
 - **Northeast Florida Fire Watch Council (\$160,000)** – To fund educational programming, the Northeast Florida Military & Veteran Resources Guide and a Micro Grant program to strengthen of suicide prevention in Northeast Florida.
 - **Bay County Board of County Commissioners (\$164,277)** – To support the ongoing rebuilding of Tyndall Air Force Base.
 - **University of West Florida (\$60,000)** – To advance Florida's Military Training, Test and Evaluation Ranges.



- During Fiscal Year 2020-21, the FDSTF conducted 11 meetings, 8 virtually and three in-person meetings in Panama City and two in Tallahassee. Additionally, it has continued implementation of its long-range strategic plan for actions to protect, preserve and enhance Florida's military installations. This plan was updated in 2020.
- The 2020 Florida Military and Defense Economic Impact Study, commissioned by EFI and the Florida Defense Support Task Force (FDSTF) determined that Florida's military and defense sectors have a \$95 billion annual economic impact on the state.
- In October 2020, Former President Donald Trump issued an executive order extending the moratorium on offshore oil drilling on Florida's Atlantic and Gulf coasts, affirming a priority of Governor DeSantis, the Florida Defense Alliance and the FDSTF to prevent drilling from disrupting missions in the military's Joint Gulf Range Complex.
- EFI published an updated 2021 Florida Military Friendly Guide providing a summary of the laws and programs that benefit service members and families stationed in Florida.
- The FDSTF and EFI championed the Purple Star Schools initiative in the Florida legislature. This legislation, passed into law as Section 1003.051, Florida Statutes, created a system for recognizing the outstanding work of specific Florida schools to make their campuses welcoming environments for transitioning school-age children of military families and assists those families in selecting the optimal location to live when the military relocates the family to Florida.

SHOWCASING FLORIDA AS THE PREMIER DESTINATION FOR SPORTING EVENTS

- The Florida Sports Foundation (FSF) conducted the 2020 Florida Senior Games in multiple locations throughout Central Florida from December 5-13, attracting thousands of participants and volunteers.
- The FSF worked closely with the Tampa Bay Super Bowl LV Host committee in Tampa to facilitate Super Bowl LV at Raymond James Stadium in February 2021.
- The FSF worked with the Orange Bowl Committee as it prepared to host the 2021 College Football Playoff at Hard Rock Stadium in Miami Gardens on January 11, 2021.
- In August, Governor DeSantis announced Florida will host the upcoming Hula Bowl at the University of Central Florida's Bounce House Stadium in January 2022. Florida's bowl games attract hundreds of thousands of attendees each year, with roughly half being from out of state, generating an economic footprint of more than \$380 million and thousands of local jobs.
- The FSF continues to champion Florida as a destination for sporting events in view of COVID-19 restrictions elsewhere in the nation.

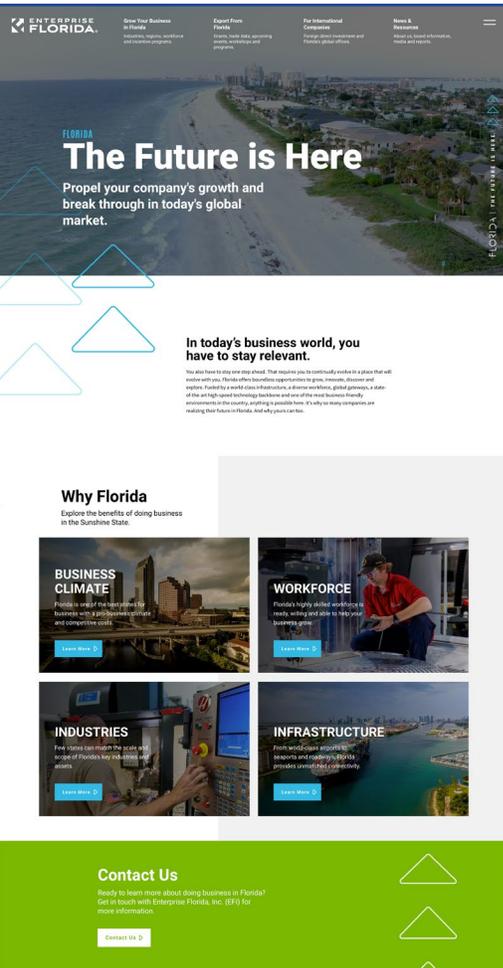
FISCAL YEAR 2020-21 GOALS & INITIATIVES

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 important. The website is often the key resource that determines 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 competitive marketing tools.

In Fiscal Year 2020-21, Enterprise Florida launched its new website, which includes an improved look and feel, navigation, and offers simplified access to the information that each of our distinct target audiences require.

Visit the new site at www.enterpriseflorida.com/.



EFI CAMPAIGN DESIGN

In January 2016, Enterprise Florida launched the “Florida | The Future is Here” brand to promote Florida as the best business state in the nation. The brand inspires a sense of possibility – an urgency to act and take advantage of the many benefits of doing business in Florida. The campaign theme at launch was “Boundless,” using expansive imagery to depict the state's many business advantages, coupling these images with statements proving companies can and are thriving here, right now. To date, the campaign has won numerous awards and earned hundreds of millions of impressions worldwide.

Few states can match the scale and scope of Florida's industry assets. 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. This new campaign will allow Enterprise Florida to further promote the state for business, bring new employment opportunities and diversify the state's economy.

In spring 2021, EFI launched the "Florida – The Future is Here" campaign along with a refreshed brand, “Break Through”. The new “Break Through” campaign showcases the tremendous amount of success businesses can have in Florida.

FLORIDA INTERNATIONAL TRADE EXPO

Between March 16-18, 2021, Enterprise Florida completed the first-ever Florida International Trade Expo, a virtual showcase of leading Florida export products and services. Florida was the first U.S. state to organize such a virtual trade event.

The expo utilized virtual, thematic event technology, including a Grand Hall with various industry sectors and live webinars. The three-day event included 179 Florida exhibitors and 5,589 total attendees from 118 nations. Visitors had the opportunity to hear from panels on subjects ranging from Florida's ease of doing business to innovation hubs.



RURAL EXPANSION TOOLKIT GRANTS

In October 2020, EFI opened the Fiscal Year 2020-21 grant cycle which included a new grant opportunity for Florida's rural communities. The Site Preparedness Program provided eligible rural communities with funding to assist with the development/enhancement of sites to make them build-ready and competitive for site selection projects.

FLORIDA DEFENSE CONTRACTOR DATABASE

In spring 2021, EFI collaborated with the Florida Department of Economic Opportunity (DEO) to contract with a vendor to develop a database of Florida defense contractors to assist Florida with identifying the number, type and location of all defense and homeland security contractors located throughout Florida. Doing so will allow EFI to identify possible contractors to expand into the defense and homeland security contracting space.

In June 2021, EFI received Military Base Protection funding to continue to support this DEO initiative by contracting with the same vendor to complete the Defense Supply Chain Mapping project. The project is slated for completion late 2022.

MINORITY & SMALL BUSINESS BOOTCAMP

To equip minority and small businesses with various tools needed for growth, Enterprise Florida launched its first-ever Minority & Small Business Boot Camp. The web-based event consisted of 11 bi-weekly sessions that provided small business owners, staff, and team members with the resources needed to create, maintain, and grow a successful business.

The series began on April 7, 2021 and extended through early Fiscal Year 2021-22.

BUILT FOR OPPORTUNITY AWARENESS CAMPAIGN

Late Fiscal Year 2020-21, EFI, via a competitive selection process, engaged a media buying agency to execute a domestic advertising strategy, ad placement and ongoing reporting for a large-scale media campaign. The media campaign, known as "Built for Opportunity", was designed to promote the successes that Florida achieved and position the state as the top business state in the nation.

The campaign launched September 2021. Reporting and results from this initiative will be made available in Fiscal Year 2022-23. For more information about the campaign, go to storiesofopportunity.com.



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RURAL FLORIDA PROGRAMS

REGIONAL DEVELOPMENT PROGRAM

The Regional Development Grant was established to support Florida's Designated RAOs with economic development related activities that focus on promoting rural Florida from a regional perspective. Eligible activities may include, but are not limited to: Regional Training, Marketing, Planning, Development, etc. Grants in this program are eligible for reimbursement up to \$30,000 for activities completed between July 1, 2021–June 30, 2022.

The following organizations are eligible to receive a grant award for this program:

Opportunity Florida: Representing the Northwest Rural Area of Opportunity: Calhoun, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Wilcox, and Washington counties, and the area within the city limits of Freeport and Walton County north of the Choctawhatchee Bay and intercoastal waterway.

Florida's Heartland Region of Opportunity (FHRO): Representing the South Central Rural Area of Opportunity: DeSoto, Glades, Hardee, Hendry, Highlands, and Okeechobee counties, and the cities of Pahokee, Belle Glade, and South Bay (Palm Beach County), and Immokalee (Collier County).

North Florida Economic Development Program (NFEDP): Representing the North Central Rural Area of Opportunity: Baker, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Putnam, Suwannee, Taylor, and Union counties.

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.

CONSULTING SERVICES PROGRAM

Rural communities may apply for reimbursement for consulting services to enhance economic development efforts in their community. Grants in this program are eligible for reimbursement up to \$7,500 for activities completed between July 1, 2021–June 30, 2022.

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, 2021–June 30, 2022.

Grants will be awarded on a first-come, first-served basis.

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

VIRTUAL

MINORITY & SMALL
BUSINESS
BOOTCAMP

FLORIDA

BUILT FOR OPPORTUNITY

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



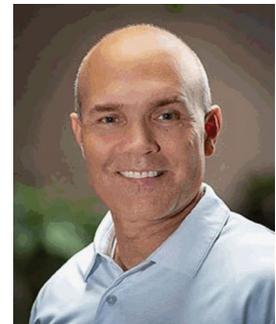
Dominic Calabro ***
Florida Tax Watch



Dean Cannon ***
GrayRobinson, P.A.



Jose Cil *
Restaurant Brands International



Archie Collins *
TECO Energy



Richard Corcoran ***
Florida Department of Education



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



Brian Curtin *
BRPH Architects-Engineers, Inc.



Daniel Davis ***
JAX Chamber



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



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



David Denor *
Florida Trend



Dane Eagle **
Department of Economic Opportunity



Barbara Essenwine ***
The Above & Beyond Group



Tom Feeney **
Associated Industries of Florida



Freddie Figgers *
Figgers Enterprise



Nicole Fried ***
Florida Department of Agriculture & Consumer Services



Danny Gaekwad ***
NDS USA



Ron Goncalves *
Nomi Health



Leo J. Govoni **
Boston Holding Company LLC



Margy Grant *
Florida Realtors



Jeff Hendry **
North Florida Economic Development Partnership



Mori Hosseini ***
ICI Homes



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



Marva Johnson *
Charter Communications



Belinda Keiser *
Keiser University



Cody Khan ***
Holiday Inn Panama City



Secretary Laurel Lee ***
Florida Department of State



Kelly Madden *
Wells Fargo Bank, N.A.



David H. Melvin *
Melvin Engineering



Nick Miceli *
TD Bank



Sonya Montgomery *
The Desoto Group



Ashley Moody ***
Florida Office of the Attorney General



Kevin O'Connor *
Carrier Corporation



Melanie Parrish Bonanno *
Publix Super Markets, Inc.



Jimmy Patronis ***
Florida Department of Financial Services



Thomas Pennekamp *
Truist Financial



Winfred Phillips **
University of Florida



Cary Putrino *
Fifth Third Bank



Bob Ritchie *
American Integrity Insurance



Scott Ross ***
Capital City Consulting



Katherine San Pedro ***
Ballard Partners



Gene Schaefer *
Bank of America, N.A.



Melissa Seixas *
Duke Energy



Jeffrey Senese, Ph.D. *
Saint Leo University



Eric Silagy *
Florida Power & Light Co.



Stephanie Smith ***
CareerSource Florida



Gary Spulak *
Embraer Aircraft Holding, Inc.



Kelli Stargel ***
Florida Senate



Jennifer Taylor ***
Florida Economic Development Council



S. Reeves Valentine *
Lockheed Martin Training and Logistics Solutions



Dan Velazquez *
The St. Joe Company



Bob Ward ***
Florida Council of 100



Andy Wike *
Fleetwing Corporation



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

Greater Gainesville Chamber of Commerce

Baker

Baker County Chamber / Economic Development

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 Economic Development Office

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

Hendry

Hendry County Economic Development Council

Hernando

Hernando County Office of Economic Development

Highlands

Highlands County Economic Development

PRIMARY PARTNERS

Hillsborough

Tampa Bay Economic Development Council

Holmes

Holmes County Development Commission

Indian River

Indian River County Chamber of Commerce

Jackson

Jackson County Economic Development Committee, Inc.

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

Bradenton Area Economic Development Council

Marion

Ocala Metro Chamber & Economic Partnership

Martin

Business Development Board of Martin County

Miami-Dade

Miami-Dade Beacon Council

Monroe

Greater Marathon Chamber of Commerce

Nassau

Nassau County Economic Development Board

Okaloosa

One Okaloosa Economic Development Council

Okeechobee

Okeechobee County Economic Development Corporation

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 Inc.

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

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, Inc.

Washington

Washington County Chamber of Commerce

REGIONAL PARTNERS

Florida's Great Northwest

Jennifer Conoley

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Niceville, FL 32588
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Florida's Heartland Economic Region of Opportunity (FHRO)

Terry Burroughs

304 NW 2nd Street, Room 123
Okeechobee, FL 34972
tburroughs@co.okeechobee.fl.us
(863) 697-6325

JAXUSA Partnership

Aundra Wallace

3 Independent Drive
Jacksonville, FL 32202
awallace@jaxusa.org
(904) 349-1224

North Florida Economic Development Partnership

Jeff Hendry

3200 Commonwealth Boulevard, Suite 7
Tallahassee, FL 32303
jhendry@fsu.edu

Opportunity Florida

Roy Baker

4636 Hwy 90, Suite K
Marianna, FL 32446
royb@opportunityflorida.com
(850) 718-0453

Orlando Economic Partnership

Crystal Sircy

301 E. Pine Street
Orlando, FL 32801
crystal.sircy@orlando.org
(407) 422-7159

Southwest Florida Economic Development Alliance

Susan Pareigis

4984 Royal Gulf Circle
Fort Myers, FL 33966
spareigis@swfleda.com
(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



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 2020-21 that requirement was \$16,150,000.

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 2020-21 THROUGH JUNE 30, 2021

| | FYE 2020-21 Cash Amount |
|---|-------------------------|
| 1. Corporate Contributions | |
| a) EFI Corporate Contributions | \$1,525,000 |
| b) Team Florida Corporate Contributions | \$- |
| c) Florida Sports Foundation Corporate Contributions | \$69,250 |
| 2. Sponsorships & Event Revenue | |
| a) EFI Sponsorships & Event Revenue | \$419,103.51 |
| b) FSF Event Revenue/Entry Fees | \$187,701.77 |
| 3. Jointly Raised Funds—Local Eco Develop/Statewide Business | \$- |
| 4. Programs, Publications, Misc. | |
| a) State Small Business Credit Initiative Program Fees & Interest | \$715,772.19 |
| b) Microfinance Program Fees & Interest | \$- |
| c) Florida Sports Foundation Miscellaneous Revenue | \$81,404.69 |
| d) EFI Administrative Services & Miscellaneous Revenue | \$283,776.48 |
| e) Florida Opportunity Fund Interest | \$213,275.70 |
| f) Florida Opportunity Fund Distributions | \$12,144,252.33 |
| 5. Private Resources | \$- |
| 6. Advertising—Raised Private/Corporate—VISIT FLORIDA | \$8,205,162 |
| Total Match | \$23,844,698.72 |

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

FY 20-21 Standards
700

FY 20-21 Results
2,373

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

QTI, CLOSE, HIPI, IIF, CITC, BROWN, RIF

FY 20-21 Standards
3,000

FY 20-21 Results
6,116

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 businesses can thrive, and high-wage jobs remain in Florida, which helps diversify our state economy.

In Fiscal Year 2020-21, EFI and its statewide partners established 77 economic development projects representing 10,187 new and retained jobs and more than \$1.4 billion in capital investment. Projects included relocations or expansions from Chewy, Inc., Dun & Bradstreet, The Boeing Company, UPS, The Blackstone Group, and Citigroup to name a few. In Fiscal Year 2020-21, the total number of proposed jobs to be created by businesses assisted by EFI resulted in 10,187, based on a standard of 13,000. The number of proposed jobs to be created by businesses assisted by EFI specifically in rural communities in Fiscal Year 2020-21 resulted in 100, based on a standard of 300.

During a year of global uncertainty and dynamic corporate change, the Business Development division's project pipeline has remained at previous year levels. Establishing projects in the pipeline is more challenging than in recent years primarily due to uncertainty and a lack of state-level incentives to mitigate certain corporate risks involved with economic development projects. That said, Florida has become very attractive to a wide range of companies from around the U.S. and globe because of its business climate, tax structure, workforce, and open-for-business messaging.

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

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

* Incentives include: High Impact Performance Incentive (HIPI), Capital Investment Tax Credit (CITC), Brownfield Bonus Program (BROWN) & Rural Infrastructure Fund (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). The division also performed virtual presentations and attended market familiarization tours around the state. Sharing information on the economic development process with partners and stakeholders and learning about community assets are critical to sustaining the relationships needed to foster economic growth. As a result of these activities, the division opened 238 new projects during the year.

As 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.

AMONG PROJECTS WITH WHICH EFI ENGAGED THIS YEAR:

- **Chewy, Inc.**, a Florida-grown (Dania Beach), e-commerce market leader of consumer/pet goods and products will relocate its global headquarters to Plantation, FL. Due to market demand for their products, the company has grown rapidly and has committed to retaining 650 Florida jobs and will create another 500 new jobs for Floridians. Capital investment for the new headquarters facility is \$25 million, and the average salary for the new jobs is \$125,000/year.
- **The Boeing Company** evaluated Texas, Alabama, Oklahoma, Missouri, and Jacksonville, FL for an expansion of its military aircraft overhaul and conversion operations. The expansion will allow the company to take on an increase in the U.S. Department of Defense contracts and to complete work on the F/A - 18 Super Hornet, Super Blues (Blue Angels), and the QF-16 aircraft used by the U.S. Navy and Air Force. This project retains 336 retained jobs and creates 334 new jobs with an average wage of \$65,000. The company will invest \$25 million in equipment and buildout. Also noteworthy is the fact that the Jacksonville Aviation Authority is investing \$130+ million in the construction of 350,000 square feet of hanger space and support facilities and executed a long-term lease with the Boeing Company for the facilities.
- The **Dun & Bradstreet Corporation**, a publicly traded company with 6,192 employees globally, chose Jacksonville as the location for its new corporate headquarters. The company is a leading global provider of business decisioning data and analytics. The relocation will result in the creation of 500 new jobs, with an average wage of \$77,000 and a capital investment of approximately \$75M.

The Chewy logo is displayed in a white box with a blue border. The word "chewy" is written in a blue, lowercase, rounded sans-serif font.The Boeing logo is displayed in a white box with a blue border. It features the Boeing symbol (a stylized globe) above the word "BOEING" in a blue, italicized, uppercase sans-serif font.

dun & bradstreet

DUN & BRADSTREET RELOCATING ITS CORPORATE HEADQUARTERS TO JACKSONVILLE

Today, Dun & Bradstreet Holdings, Inc. ("Dun & Bradstreet") (NYSE:DNB), a leading global provider of business decisioning data and analytics, announced its plans to open a new office in Jacksonville and designate the location as its corporate headquarters. The move will create 500 new jobs over the next five years and generate \$75 million in capital investment.

"Dun & Bradstreet bringing its headquarters and 500 great paying jobs to Jacksonville is further evidence that Florida is staying on the offense in supporting businesses and job growth," said Governor Ron DeSantis. "I'm thrilled for the significant investments this will mean for Jacksonville, as a long-time industry leader like Dun & Bradstreet is certain to raise the profile of the city's expanding market sectors. Florida continues to outpace the nation in job growth because we are all-in committed to both creating the friendliest environment for business in the country and simultaneously developing world class talent pipelines."

"As we continue to make strategic investments to best position Dun & Bradstreet for long-term growth, we are honored to have the opportunity to open a new office and shift our corporate headquarters to Jacksonville," said Anthony Jabbour, CEO of Dun & Bradstreet. "Jacksonville is an attractive market to recruit and retain future, diverse talent and we look forward to building our presence in the market and creating greater opportunities for advancement for the local community."

State incentives were approved this week and an economic development package is expected to be introduced to the Jacksonville City Council in two weeks. As a result of the company's significant investment, Dun & Bradstreet will qualify for \$21 million in city incentives and \$4 million from the state High-Impact Performance Incentive (HIPI).

"Dun & Bradstreet has made an excellent decision in relocating its headquarters to Florida, where Governor DeSantis has long declared that we are open for business," said Florida Department of Economic Opportunity Secretary Dane Eagle. "This further proves that Florida's business friendly climate serves as a beacon of economic freedom to the rest of the country, and we look forward to even more investments like this in the Sunshine State."

"Dun & Bradstreet's relocation is a testament to Governor DeSantis' work to keep Florida open and ready for business," said Florida Secretary of Commerce Jamal Sowell, president and CEO of Enterprise Florida. "We are excited that they have chosen Jacksonville as their new home and look forward to seeing how they will contribute to Northeast Florida's growing economy."

"Dun & Bradstreet is a global brand that could locate anywhere – and we are happy they are choosing Jacksonville," said JAXUSA President Aundra Wallace. "The company knows we have a skilled, talented workforce that they need to continue to grow and succeed. We look forward to working with the City Council on this important project."

The addition of Jacksonville advances Dun & Bradstreet's global strategy to bring together the best talent from around the world to drive innovation and deliver solutions that meet the needs of its clients, partners and stakeholders.



dun & bradstreet

In Fiscal Year 2020-21,
 EFI Florida awarded
\$686,107
 in grant funds to
31 organizations
 across Rural Florida



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. Governor DeSantis, 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:

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

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

OPERATIONS & ACCOMPLISHMENTS

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

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

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

In Fiscal Year 2020-21, Enterprise Florida awarded \$686,107 in grant funds to 31 organizations across rural Florida. The three grant opportunities yielded the following results:

FY 2020-21 Totals

| | |
|----------------------------|-----------|
| Total Amount Awarded | \$686,107 |
| Number of Organizations | 31 |
| Number of Grants | 52 |
| Total Site Preparedness | \$546,900 |
| Total Marketing & Training | \$80,795 |
| Total Consulting | \$58,412 |

MARKETING RURAL FLORIDA

The Rural Florida Marketing and Training Grant Program was established to support Rural Communities efforts to market their counties and to provide additional educational, technical, marketing and lead generation opportunities to their employees, elected officials, or Board Members.

The grant program provided rural communities funding for marketing efforts including print, broadcast, digital, social media, out of home, direct mail, brochure production, website development, as well as other related projects.

Additionally, these organizations obtained or renewed membership with the International Economic Development Council (IEDC), Florida Economic Development Council (FEDC) and the National Rural Economic Development Association (NREDA).

Grant funds were also utilized for attendance at any approved economic development-related conference or forum and participation in any training course offered by the International Economic Development Council.

CONSULTING SERVICES PROGRAM DESCRIPTION

Various communities received reimbursement for consulting services to enhance economic development efforts within their community. These efforts included 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
- Other eligible consulting services

SITE PREPAREDNESS PROGRAM DESCRIPTION

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

Grant funds were used 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.

STL NEWS

Florida Governor: \$348,400 Grant for Rural Economic Development

By Publishers
© 2021 02 15 2021 Florida Governor Ron DeSantis



Fed Stimulus Cuts Home Payment

Felcharate Mortgage Refi

Homeowners with no missed payments get a huge payday.



Governor Ron DeSantis Announces \$348,400 in Grant Awards to Support Rural Florida Economic Development

News 4JAX

75°F

WEATHER ALERT 10 warnings in effect for 7 counties in the area

LOCAL NEWS Columbia, Baker counties get \$25K from state for rural economic development

Staff, News4jax.com

Published: February 15, 2021, 6:00 pm

Tags: Florida, Baker County, Columbia County

Columbia County, Florida
Economic Development Department



Columbia County Economic Development Department. (Copyright 2021 by WJXT News4jax - All rights reserved.)



Baker and Columbia counties are among 14 Florida counties that are getting a state grant to go towards economic development.

Over \$348,000 has been awarded to the counties by Enterprise Florida's Rural Expansion Toolkit to assist Florida's rural communities with the development and enhancement of sites to make them build ready

<https://www.news4jax.com/news/local/2021/02/15/columbia-baker-counties-get-25k-from-state-for-rural-economic-development/>

1/4

GRANT HIGHLIGHTS

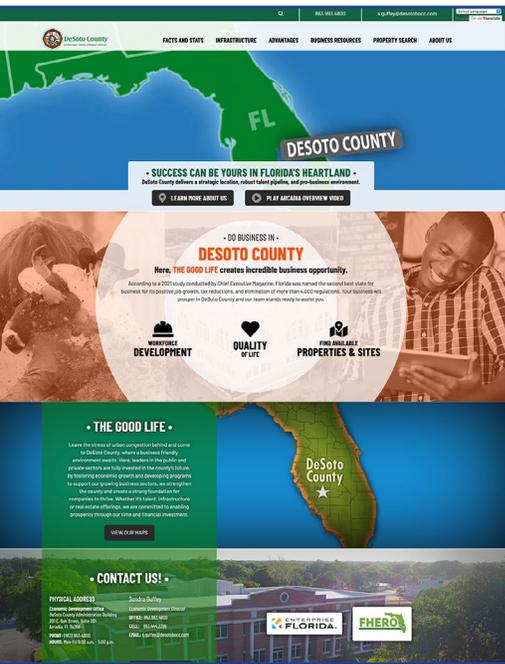
Desoto County

Website Updates: teambesoto.com/

Highlands County

youtu.be/ZeW9sv4F5CI

Dixie County



Holmes County

Probes site preparedness.

LOOKING AHEAD

EFI reaffirmed its commitment to Florida's rural communities by taking the feedback received by the Director of Rural and Agriculture Development and revamped the Rural Expansion Toolkit for Fiscal Year 2021-22.







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 enterpriseflorida.com/ruralprograms or contact Michelle Boylan, Director of Contracts, Compliance & Grants at mboylan@enterpriseflorida.com and 407-625-1568

**KREYOL PALE
KREYOL KONPRANN**

VIRTUAL
HAITIAN AMERICAN
BUSINESS LEADERS SUMMIT

WEDNESDAY • JANUARY 27, 2021 / 6:00 - 8:00PM EST

REGISTER <http://bit.ly/enterprisefloridaHBL5>

MINORITY & SMALL BUSINESS, ENTREPRENEURSHIP AND CAPITAL (MASBEC)

In 2021, the Capital Programs unit within EFI's Administration division was integrated with the Minority Business Development division and renamed the Minority & Small Business, Entrepreneurship and Capital (MaSBEC). MaSBEC was created to provide support for growth and prosperity for minority, small and entrepreneurial development in Florida.

Fiscal Year 2020-21 presented new opportunities for outreach and collaboration with like organizations across the State. An outreach campaign was launched and resulted in the development of partnerships with 18 various minority Chamber of Commerce Presidents (including African American, Jamaican, Hispanic and Haitian) throughout the state of Florida.

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

The Director of MaSBEC made appearances across the state at various events including the Southwest Florida Black Expo and the Prosperity and Economic Opportunity Solution Summit.

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 the State Small Business Credit Initiative (SSBCI) and the state of Florida's Microfinance Loan Guarantee Program through DEO.

Capital programs are divided into the following categories:

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

Performance (MaSBEC Events):

- Haitian American Business Leader's Summit (Jan. 27, 2021) *Virtual*
- Caribbean American Business Summit (June 23, 2021) *Virtual*
- Minority & Small Business Bootcamp *Virtual*

Total Number of Businesses
that received financial
Assistance through EFI

FY 20-21 Standards

6

FY 20-21 Results

23

In Commemoration of National Caribbean American Heritage Month

ENTERPRISE
FLORIDA

VIRTUAL

Caribbean American Business Summit

WEDNESDAY, JUNE 23, 2021
1:30-4:30 p.m.

WORKSHOPS: Start and Grow Your Business in Florida
Scale Your Business Through Export & International Trade

REGISTER: www.enterpriseflorida.com/caribbean-business-summit

PARTNERS:

EXIM
EXPORT-IMPORT BANK
OF THE UNITED STATES



FREE EVENT!

ENTERPRISE
FLORIDA

AMERICA'S
SBDC

ENTERPRISE FLORIDA AND FLORIDA SMALL BUSINESS DEVELOPMENT CENTERS PRESENT

VIRTUAL

MINORITY & SMALL BUSINESS BOOT★CAMP

An 11 session webinar series designed to educate minority and small businesses regarding information integral to growth and success.

April 7 – August 25, 2021
9 - 10 a.m.
Every other Wednesday

REGISTER: <https://www.enterpriseflorida.com/small-business>

For more information, contact Veronica Valdez at 407-752-2488
or vvaldez@enterpriseflorida.com

2021 MINORITY & SMALL BUSINESS BOOT CAMP RECAP

For the past 5 months, MaSBEC has partnered with the Florida SBDC Network and the Department of Management Services to provide small business owners throughout the state of Florida with the Minority & Small Business Boot Camp. The boot camp is an 11 session webinar series designed to educate minority and small businesses regarding information integral to growth and success. Along with providing resources to small business owners, MaSBEC also enjoyed the opportunity to allow small business owners to showcase some of their talents and product offerings. In addition, small business owners were given the opportunity to network with EFI, SBDC, DMS and, most importantly, each other.

1,779 registrants registered for the Boot Camp over the course of the series. Of those 1,779 registrants, 976 attendees participated in one or more of the 10 sessions.

Below is a demographic breakdown of attendees for each session.

| Session | Unique Attendees | Minority-Owned | Woman-Owned | Veteran-Owned |
|--------------|------------------|----------------|-------------|---------------|
| Session 1 | 221 | 168 | 121 | 23 |
| Session 2 | 380 | 288 | 233 | 40 |
| Session 3 | 318 | 251 | 205 | 41 |
| Session 5 | 228 | 181 | 146 | 20 |
| Session 6 | 207 | 166 | 128 | 18 |
| Session 7 | 202 | 161 | 123 | 22 |
| Session 8 | 173 | 127 | 105 | 22 |
| Session 9 | 160 | 127 | 111 | 13 |
| Session 10 | 159 | 125 | 90 | 14 |
| Session 11 | 164 | 130 | 94 | 20 |
| Total | 976 | 764 | 605 | 110 |

| City Represented | # of |
|------------------|------|
| Miami | 225 |
| Orlando | 221 |
| Ft. Lauderdale | 64 |
| Tampa | 55 |
| Jacksonville | 52 |
| Gainesville | 44 |
| Tallahassee | 35 |

The diverse roster of 25 speakers allowed for a series of deep dive discussions designed to appeal to attendees irrespective of race, gender, ethnicity or socioeconomic status. Such a rare opportunity to showcase the robust subject matter talent which exists in Florida was equally impactful and beneficial.



CAPITAL PROGRAMS PERFORMANCE

| | RACE | | | | | |
|-------------------------------------|-----------|------------------|-------------------|----------------|-----------------|-----------|
| Support | Caucasian | African American | Hispanic American | Asian American | Indian American | TOTAL |
| SSBCI Loan Participation | 0 | 0 | 0 | 0 | 0 | 0 |
| SSBCI 504 Bridge Loan Participation | 14 | 3 | 2 | 1 | 1 | 21 |
| Microfinance Guarantee | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 14 | 3 | 2 | 1 | 1 | 21 |

| | GENDER | |
|-------------------------------------|----------|-----------|
| Support | Male | Female |
| SSBCI Loan Participation | 0 | 0 |
| SSBCI 504 Bridge Loan Participation | 9 | 12 |
| Microfinance Guarantee | 0 | 0 |
| Total | 9 | 12 |

| | FUNDING | | | | | |
|-------------------------------------|---------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| Support | Caucasian | African American | Hispanic American | Asian American | Indian American | TOTAL |
| SSBCI Loan Participation | - | - | - | - | - | - |
| SSBCI 504 Bridge Loan Participation | \$25,621,185 | \$2,274,400 | \$3,965,842 | \$2,450,000 | \$3,242,222 | \$37,553,649 |
| Microfinance Guarantee | - | - | - | - | - | - |
| Total | \$25,621,185 | \$2,274,400 | \$3,965,842 | \$2,450,000 | \$3,242,222 | \$37,553,649 |

| Support | Jobs Created | Jobs Retained |
|-------------------------------------|--------------|---------------|
| SSBCI 504 Bridge Loan Participation | 272 | 313 |

INTERNATIONAL TRADE & DEVELOPMENT

Number of Florida Based Businesses Assisted by EFI for International Trade

FY 20-21 Standards

2,250

FY 20-21 Results

2,025

EFI's International Trade & Development division (IT&D) provides a range of programs to help Florida's small and medium-sized enterprises (SMEs) grow through international trade. The division's statewide network of professional trade managers conducts export consultations to assess market readiness; select target markets for products or services; provide market research; information on channels of distribution in target markets, and introductions to our International Offices. Florida businesses are growing and adding jobs thanks to our efforts.

The network of International Offices helps Florida companies not only learn about doing business in those markets, but they are also charged with promoting the state to foreign companies interested in doing business in and from Florida, further supporting EFI's job creation initiatives.

Trade Development Highlights

- Conducted more than 4,500 export consultations with more than 2,000 companies in 62 counties.
- While overseas travel was limited, virtual versions of seven major trade shows gave companies the opportunity to showcase their products and services overseas, and several webinars were conducted to keep them informed about timely trade-related topics.
- In total, Florida companies reported more than \$700 million in actual and expected export sales due to IT&D's export development programs.
- Through the state's Export Diversification and Expansion program, more than \$500,000 in trade grants were awarded to more than 260 companies to participate in virtual trade shows and business matchmaking along with export marketing plans and international website development. The group met with business sector leaders, government officials and 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.

International Office and Foreign Direct Investment Highlights

- IT&D's International Office network and foreign direct investment (FDI) team conducted nearly 500 consultations with Florida companies interested in doing business overseas.
- Another 1,500 consultations took place with foreign companies interested in learning more about investing in the State of Florida.
- Forty FDI projects with \$51 million in total capital investment were established due to the combined efforts of the International Offices and the Florida-based FDI team. \$16.5 million in projected export sales for the participants.

Number of Companies with Export Sales Attributable to the Activities Conducted by EFI (partial subset of first)

FY 20-21 Standards

260

FY 20-21 Results

834

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

FY 20-21 Standards

\$625 Million

FY 20-21 Results

\$713 Million



Like the rest of the world, the International Trade & Development (IT&D) division hoped to see a return to overseas travel to support Florida’s small and medium-sized enterprises (SMEs) during Fiscal Year 2020-21. By the end of June 2021, however, seven major overseas trade events that EFI expected to participate in were canceled, while local, in-state events remained virtual. Nonetheless, the division refocused its trade programs to help 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 SHOWS

The state of Florida is represented at some of the world’s leading trade shows in target sectors important to the state’s economy, such as aviation/aerospace, life sciences, and information technology. IT&D 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 outside of Certificates of Free Sale and are an essential component of our export development program.

Last year, however, was very different from previous years. EFI planned to participate in fourteen overseas trade shows during the Fiscal Year 2020-21, but half of them were canceled. The organizers dealt with extensive uncertainties, including fluctuating international air travel policies. Ultimately, EFI was able to participate in six virtual trade shows. EFI traveled to the Arab Health trade show in Dubai in June 2021. EFI was able to recruit 15 companies to travel to Dubai to exhibit at the event, reporting an outstanding \$41 million in projected export sales. Another seven major events were canceled, as seen below.

| MAJOR OVERSEAS TRADE SHOWS CONDUCTED DURING FY 2020-21 | | | | |
|--|------------|----------------------|-----------------------------|-------------------------|
| Trade Show/Exhibition | Date | Country | Total Export Sales Reported | Companies Participating |
| Farnborough AirShow 2020 | 7/20/2020 | United Kingdom | <i>Canceled</i> | In-Person |
| IAAPA 2020 Virtual Asia Expo | 7/28/2020 | China | \$16,450,000 | Virtual |
| Medical Fair Asia 2020 - Singapore | 9/9/2020 | Singapore | <i>Canceled</i> | In-Person |
| Aero-Engines Europe Virtual | 9/16/2020 | Norway | \$5,050,000 | Virtual |
| Hospitalar 2020 | 9/16/2020 | Brazil | <i>Canceled</i> | In-Person |
| MRO Asia-Pacific Virtual | 9/22/2020 | Singapore | \$2,820,000 | Virtual |
| MRO TransAtlantic Virtual | 10/27/2020 | Spain | \$17,153,467 | Virtual |
| Omnia Health (OHLA) 2020 | 11/2/2020 | Brazil | \$8,030,000 | Virtual |
| Virtual Medica 2020 | 11/16/2020 | Germany | \$652,000 | Virtual |
| METS 2020 | 11/17/2020 | Netherlands | <i>Canceled</i> | In-Person |
| Dubai International Boat Show 2021 | 3/9/2021 | United Arab Emirates | <i>Canceled</i> | In-Person |
| Meditech 2021 | 3/9/2021 | Colombia | <i>Canceled</i> | In-Person |
| Arab Health 2021 | 6/21/2021 | United Arab Emirates | \$40,917,800 | In-Person |
| Paris Air Show 2021 | 6/21/2021 | France | <i>Canceled</i> | In-Person |
| Total | | | \$91,073,267 | |

FLORIDA INTERNATIONAL TRADE EXPO (MARCH 2021)

The highlight of the year for EFI's International Trade & Development team was the successful launch and conclusion of the first-ever Florida International Trade Expo (FITE) – a virtual showcase of leading Florida export products and services. The trade show took place over three days from March 16-18, 2021. Florida was the first U.S. state to organize such a virtual trade event highlighting its small businesses and industry assets. The global online platform connected 178 Florida small and medium-sized companies directly with a targeted worldwide business audience of foreign companies interested in their products and services.

The FITE ultimately attracted nearly 5,600 attendees from 118 countries over the course of the three-day event. Partners supporting and recruiting for this event included the U.S. Commercial Service, EFI's international offices, the Association of American Chambers of Commerce of Latin America and the Caribbean, and numerous trade and industry associations around the world. A total of 631 on-demand meetings were held during the event and another 566 were scheduled between the Florida participants and the attendees. There were more than 19,000 booth visits and 473 hours of exhibitor videos were watched. In addition to the exhibition, the event included three live seminars with leading experts on advantages and opportunities of doing business in Florida, Florida's unparalleled infrastructure and logistics, and showcasing Florida as an innovation center.

Enterprise Florida's network of international offices played a vital role in promoting the Florida Trade Expo 2021 to a range of overseas audiences, including prospective buyers and distributors of Florida products and services, professional and sector associations, chambers of commerce, and various other in-country multipliers. EFI's international offices raised awareness about the Expo through direct outreach (email, mail, webinars, phone calls, and in-person where possible), free or paid ad placement, and partnerships with other in-country institutions. They also participated in the live event, meeting with companies from their countries interested in learning more about doing business and investing in the state of Florida.

With \$18.3 million in reported actual and export sales, the event was considered a huge success and gave the many exhibitors the ability to continue reaching new markets overseas.

FLORIDA INTERNATIONAL TRADE EXPO



PRESS RELEASES

October 14, 2020

[Florida Organizes First-In-Nation Virtual International Trade Show](#)

March 29, 2021

[Florida Closes Successful First-In-Nation Virtual International Trade Show](#)

EXPORT SALES MISSIONS

EFI's International Trade & Development team historically plans four to six trade missions (Export Sales Missions) to key markets each year, with one-on-one business matchmaking as the primary focus. They are particularly useful for companies who may be new or infrequent exporters because meetings are scheduled through a proven in-country partner with pre-screened companies, removing much of the uncertainty that the Florida company might face otherwise. With the COVID-19 pandemic still impacting in-person travel, no trade missions were scheduled or completed last fiscal year.

FLORIDA EXPORT DIVERSIFICATION & EXPANSION PROGRAM (TRADE GRANTS)

Enterprise Florida offers a valuable trade grants program to Florida small and medium-sized manufacturers and services providers through the Florida Export Diversification & 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 2020-21 | |
|--|------------|
| Grant Program | # Awarded |
| Target Sector Trade Show Grants | 200 |
| Gold Key/Matchmaker Grants | 33 |
| Export Marketing Plans | 26 |
| Website Localization Grants | 3 |
| International Registration Grants | 5 |
| TOTAL | 267 |

The success of the program can be seen by the sheer number of new countries that these companies are now exporting to or expect to. Of the 267 grants awarded, 65 companies reported export sales to 64 new markets. Export sales reported by companies receiving trade grants topped \$107.3 million with trade show grants accounting for roughly 74 percent of the number of grants awarded as well as the exports sales reported.

VIRTUAL TRADE GRANTS

In response to the on-going pandemic, EFI expanded its trade grant programs to help the state's SMEs continue doing business overseas while international travel was restricted by growing the Virtual Business Matchmaking (VBM) service that was launched in the previous fiscal year. The VBM includes virtual introductions via teleconference or videoconference 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 and the service is conducted by EFI's international representatives,

The service began with markets covered in Europe and expanded greatly in FY 2020-21 to the following markets where EFI has representation overseas:

- Canada
- Israel
- Japan
- Mexico
- Singapore
- South Africa, Kenya, Tanzania
- Taiwan



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 or visit enterpriseflorida.com/VTSG.



VIRTUAL BUSINESS MATCHMAKING WEBINAR SERIES

DESTINATION: AFRICA

THURSDAY, NOVEMBER 19, 2020 | 9:00 AM EST - 10:00 AM EST

Since 1996, Enterprise Florida Inc.'s (EFI) International Trade & Development Division has been a staunch supporter of businesses pursuing growth through market diversification. In the wake of unprecedented challenges, EFI has developed the new Virtual Business Matchmaking (VBM) service to support the export sales interests of Florida's business community.

Join us for the fourth installment of the Virtual Business Matchmaking Webinar Series.

ATTENDEES WILL RECEIVE:

- A briefing on current market conditions and the business climate in sub-Saharan Africa
- A presentation of best trade opportunities for Florida exporters by EFI trade specialists representing South Africa, Kenya and Tanzania
- A look at how the B2B VBM service matches Florida suppliers with suitable foreign partners, distributors and buyers
- Details on the list of VBM countries and the VBM grant program that reimburses qualified Florida companies for 100% of the matchmaking fee
- A brief overview of Enterprise Florida's grant programs

Secure your space by registering today!

Register Here

Contact your local trade representative to sign up for our international newsletter.

| | | |
|--|---|--|
| Orlando Mike Cooney mcooney@enterpriseflorida.com | West Palm Beach John Diep jdiep@enterpriseflorida.com | Jacksonville Larry Bernaski lbermaski@enterpriseflorida.com |
| Miami-Dade Alejandra Henao ahenao@enterpriseflorida.com | Tampa Bay Joseph Bell jbell@enterpriseflorida.com | Pensacola/Tallahassee Andrea Moore amoore@enterpriseflorida.com |

FLORIDA | THE FUTURE IS HERE

Press Release: July 20, 2020

Enterprise Florida Expands Virtual Business Matchmaking Assistance to Engage Canada and Mexico



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 economy. Some traditional brick and mortar international trade shows were displaced by virtual trade shows to promote worldwide business opportunities. Enterprise Florida saw the need for reimbursable trade grants to cover the cost of virtual trade shows and continued this program to help support and strengthen Florida companies doing business overseas.

EDUCATION & TRAINING PROGRAMS

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

Last fiscal year, Enterprise Florida hosted five such events virtually, while none were held in person. The events reached more than 360 participants, primarily educating them about doing business virtually.

| Webinar | Date | Participants |
|---|------------|--------------|
| Financing Options in the Covid-19 Era | 6/17/2021 | 137 |
| Virtual Business Matchmaking: Destination Europe Webinar | 9/17/2020 | 91 |
| Webinar: Advantages of Exhibiting at the Florida International Trade Expo | 12/3/2020 | 49 |
| Webinar: How to Successfully Exhibit at a Virtual Trade Show | 11/12/2020 | 74 |
| Growing Your Medical Sales Globally, Exhibiting at Medica 2021 Webinar | 6/8/2021 | 12 |
| Total | | 363 |



NETWORK OF INTERNATIONAL OFFICES

Enterprise Florida 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 International Trade & Development unit and have their own annual reporting requirements. The latest annual report on the International Office Network provides in-depth narratives on each office's activities and results over the previous fiscal year, which are summarized below.

During FY 2020-21, EFI maintained full-service foreign offices in the following cities/countries:

- **Americas:** Sao Paulo, Brazil; Montreal & Toronto, Canada; Mexico City, Mexico
- **Europe:** Paris, France; Munich, Germany; Madrid, Spain; London, United Kingdom
- **Middle East:** Tel Aviv, Israel
- **Africa:** Durban, South Africa
- **Asia:** Tokyo, Japan; Singapore (Asia-Pacific Regional Office for Southeast Asia)

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

- **Brussels, Belgium** – covering the Benelux countries of Belgium, the Netherlands, and Luxembourg - under the EFI France contract
- **Nairobi, Kenya** – covering Kenya & Tanzania - under the EFI South Africa contract

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



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

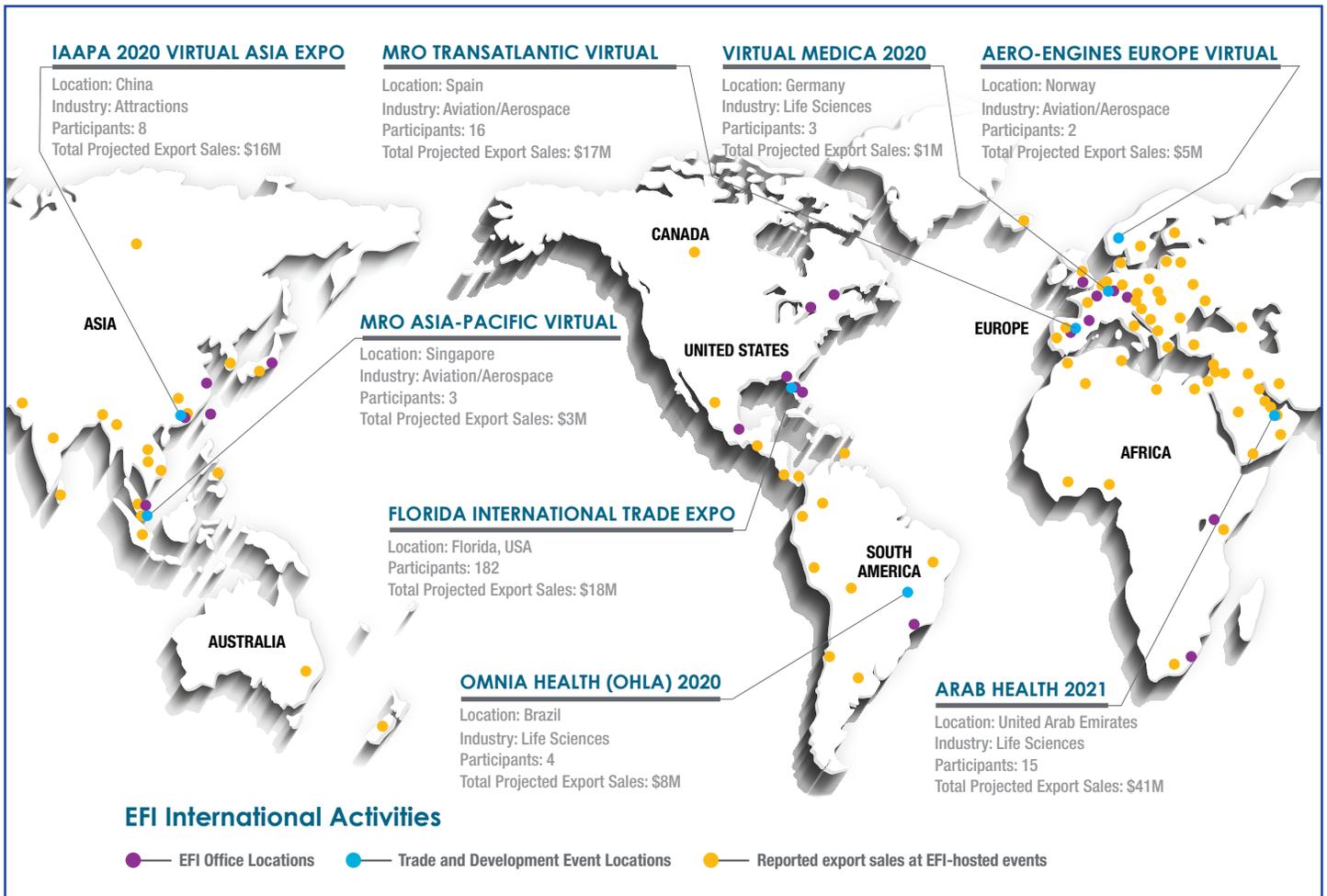
2,023 UNIQUE CONSULTATIONS WITH FLORIDA COMPANIES

267 GRANTS AWARDED TO **200** COMPANIES

\$510,000 IN TRADE GRANTS AWARDED

459 COMPANIES THAT PARTICIPATED IN TRADE EVENTS

\$714 MILLION IN TOTAL PROJECTED EXPORT SALES





PRELIMINARY OPERATIONAL RESULTS FOR FY 2020-21 (AS OF 9-24-21)

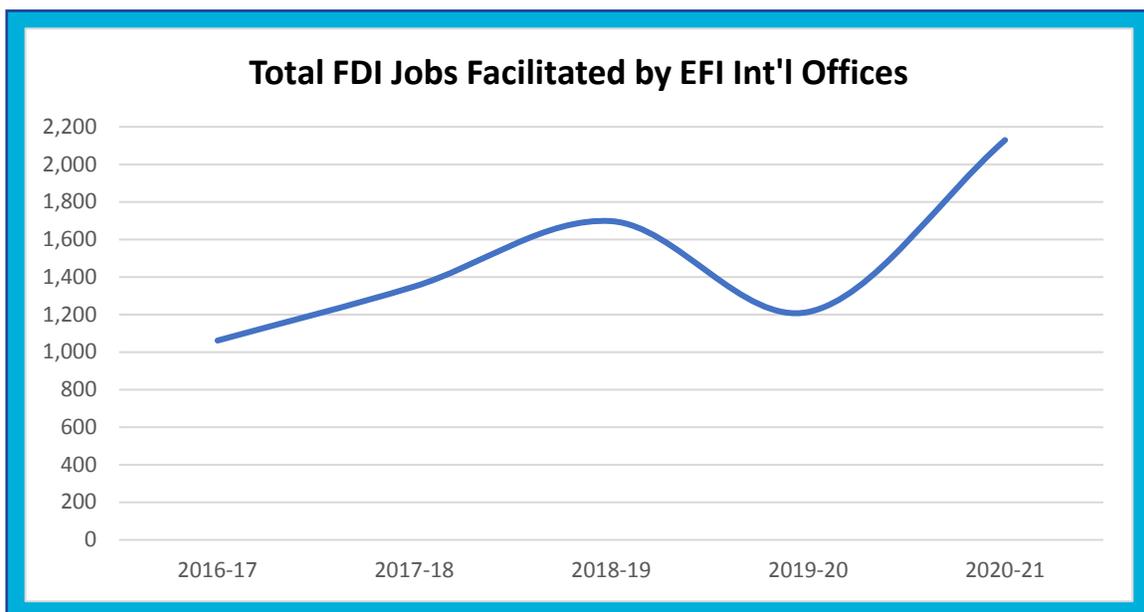
- EFI's international offices directly assisted **471** Florida companies.
- Florida companies posted **\$31,628,025** in documented export sales (actual and expected) assisted by EFI foreign offices.
- EFI's international offices conducted **1,547** consultations with international companies.
- Establishment of **40** investment projects by foreign companies in Florida, with a total capital investment of **\$50,910,000**.
- The creation or retention of **2,129** jobs for Floridians.
- Referral of **107** projects/inquiries to EFI's economic development partners around the state.
- Return on Contract Investment: **41:1**.

FOREIGN DIRECT INVESTMENT (FDI) ACTIVITIES

While global FDI flows to developed economies fell by more than half (58%) in 2020, Florida was the only U.S. state among the top 10 to see an increase in announced FDI projects, growing by 27%.

- EFI-facilitated FDI project announcements in FY 2020-21 were down slightly, from **43** to **40** projects. However, the number of new jobs created by FDI projects increased by **79%** to **2,129** jobs.
- FDI activity was still below pre-pandemic levels, but inquiries increased, especially from non-traditional markets like **Finland, Hungary, New Zealand, Jordan, Turkey, Malaysia, India**.

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



Web Traffic
to EFI's Website
enterpriseflorida.com
Overall Traffic in Visits

FY 20-21 Standards
350,000

FY 20-21 Results
611,404

Positive Media Hits

FY 20-21 Standards
550

FY 20-21 Results
719

Total Social Media
Channel Followers

FY 20-21 Standards
30,000

FY 20-21 Results
49,193

MARKETING & ADVERTISING

In Fiscal Year 2020-21, the EFI marketing team promoted Florida as a premier business state to business decision-makers around the world. The team promoted the state through its **Florida | The Future is Here campaign** along with a refreshed brand **Break Through**.

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

The campaign generated more than 209 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, IT, and manufacturing sectors, as well as leading business publications. Below are a few of the titles and sites the campaign appeared in:

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

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

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

FY 20-21 Standards
65,000,000

FY 20-21 Results
209,165,592

A top 515 graduate producer. Affordable high-tech workforce. 237,000+ high-tech workers. 4th largest high-tech workforce in U.S. #1 High-tech employment in the southeast. 3rd largest overall workforce in U.S.

WITH A WORLD OF OPPORTUNITIES DRAWING A TALENTED WORKFORCE, FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.

9.5 billion talented and diverse workers. Linguistically/culturally diverse workforce. 106,000+ Aviation and Aerospace workers. 285,000+ IT workers. 838,000+ Life Sciences and Healthcare workers. 194,000 defense workers. 83,000+ FL residents with

JACKSONVILLE, FL

FLORIDA | THE FUTURE IS HERE

ENTERPRISE FLORIDA
EnterpriseFlorida.com

20,000+ manufacturers in Florida. 983,000+ manufacturing workers. #2 infrastructure in the U.S. 7,455 skilled certificate and degree holders.

WITH MORE THAN 8,500 ADVANCED MANUFACTURERS MOVING TECHNOLOGY FORWARD, FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.

Home to GE Wind Energy. #3 most diverse workforce. 0% manufacturing equipment sales tax.

AERONAUTICS Largo, FL

FLORIDA | THE FUTURE IS HERE

ENTERPRISE FLORIDA
EnterpriseFlorida.com

37,000 financial degrees or certificates awarded annually. Nearly 40,000 annual STEM graduates. Millions in FinTech education investment. #1 ranked state for higher education. 380,000+ financial services workers. 285,000+ IT workers.

WITH OVER 80,000 FLORIDA PROFESSIONALS WHO HOLD FINRA LICENSES, FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.

237,000+ high-tech workers. 4th largest high-tech workforce in U.S. #1 High-tech employment in the southeast. 120 commercial banks with \$195 billion in assets. 18 international bank headquarters. 4th best test climate. 0% personal income tax.

FINTECH Lake Mary, FL

FLORIDA | THE FUTURE IS HERE

ENTERPRISE FLORIDA
EnterpriseFlorida.com

BREAK THROUGH

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

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

This campaign launch plan is also aligned to introduce and engage visitors with Enterprise Florida’s new, mobile first design website featuring a responsive menu, updated materials, videos, industry briefs, and interactive research site tools including integrated dynamic dashboards and maps. EFI’s new website highlights the key information businesses interested in locating and expanding in Florida seek, as well as Florida businesses interested in expanding through international trade. The new design and functionality help provide visitors with a more immediate and direct ability to connect with our EFI industry staff experts to learn more about the business advantages and resources Florida has to offer.

WHERE BUSINESS BREAKS THROUGH.

FLORIDA THE FUTURE IS HERE. Learn more ▶

FLORIDA TREND LEADERSHIP VIDEO SERIES

Enterprise Florida and Florida Trend partnered together on a new video series that introduces, showcases, and highlights influential Florida executives and their companies. The video series, produced by Florida Trend, shares lessons learned from each of the executives as they navigated throughout their career. They share passions they have for their industry and discuss various roles and responsibilities they oversaw that led them to their current position.

The videos also address the core reasons they chose Florida for themselves, their family, their company, and their employees. Through the video series, Enterprise Florida and Florida Trend aim to introduce viewers to both the business and personal side of some of Florida's influential business leaders.

BREAK THROUGH MARKETING TOOLKIT

Bringing business to Florida is a team effort. So that we can deliver a unified message across our state, Enterprise Florida developed a comprehensive toolkit inspired by our latest campaign effort. With social assets, customizable print and digital flyers and flexible logo templates, our partners have access to everything they need to deliver the all-new Breakthrough message across their channels and showcase what makes Florida the ideal place for businesses to breakthrough.

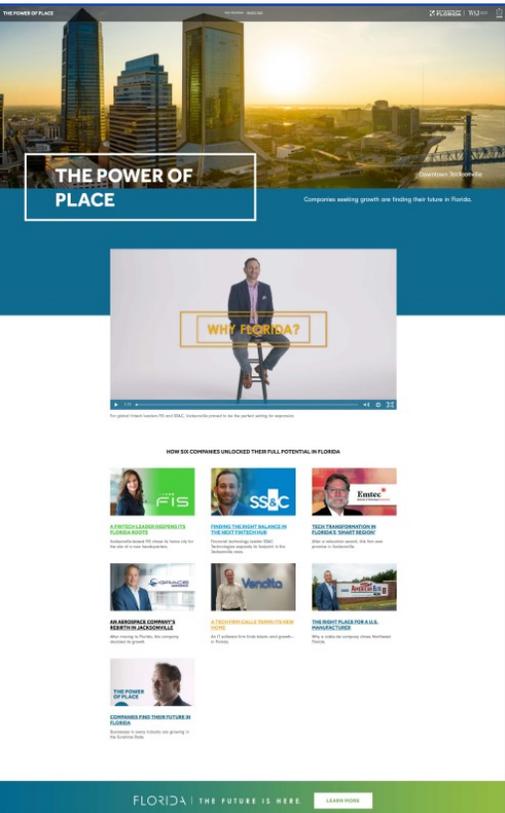
WALL STREET JOURNAL POWER OF PLACE

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

Rehit Media Plan Placements:

WSJ DJN Global - channels include:

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



39 degrees F.
4 of the top 10 beaches in the U.S.
1,899 miles of coast line.
#2 infrastructure in the U.S.
20 Commercial Service Airports.
Largest Air-Traffic Hub in western Hemisphere.

WITH A UNIVERSE OF REASONS PEOPLE LIVE AND WORK HERE, FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.

19 Deepwater Seaports.
#1 ranked state for higher education.
3rd largest overall workforce in U.S.
#6 Manufacturing equipment sales tax.
20-Year Capital Investment Tax Credit.
4th ranked U.S. state in foreign-owned firm employment.
\$153.6 billion in international trade (exports and imports).
Second largest FIZ

ULA ROCKET LAUNCH
Cape Canaveral, FL

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EnterpriseFlorida.com

FLORIDA BUSINESS JOURNAL HUB

Enterprise Florida digital native content hub with the Florida Business Journal campaign ran from January-June 2021. It featured EFI content showcasing Florida programs & information – i.e. Florida The Future is Here videos, Florida International Tradeshow Grants, MaSBEC programs, and Rural Areas of Opportunity information.

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

The campaign delivered 1,763,798 total media impressions with viewer engagement that exceeded the Business Journals' average benchmarks for page views and dwell times.

#1 ranked state for higher education.
8 major medical schools.
Several top national R&D universities.
UCF #1 Aerospace, Defense Workforce Supplier.
National leader in STEM graduates.
Nearly 40,000 annual STEM graduates.

WITH THE HIGHEST NUMBER OF STEM GRADS IN THE COUNTRY, FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.

National leader in awarded bachelor's degrees.
7,000+ annual skilled manufacturing graduates.
6,000+ annual skilled aerospace graduates.
48,000+ annual professional services graduates.
1,318+ annual medical school graduates.
Customized workforce training programs (CareerSource Florida).
Get There Florida Workforce Education.

MINORCA
Minorca, FL

FLORIDA | THE FUTURE IS HERE

ENTERPRISE FLORIDA
EnterpriseFlorida.com

THE BUSINESS JOURNALS

Paid Content

FLORIDA
Sponsored by Enterprise Florida

Facebook, Twitter, LinkedIn, YouTube icons

Florida | The Future Is Here

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

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

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

Enterprise Florida launches new "Break Through" brand campaign
This campaign continues to highlight the breakthroughs and innovations that happen in Florida and how we can partner with companies to help them achieve success.

Florida: A magnet for international companies
Numerous international firms have selected Florida for its large market, access to I-4, business climate, innovation and top talent. See why Florida is a global business hub.

Do business virtually anywhere from Florida
Enterprise Florida's new grant program helps small and medium-sized businesses find new customers overseas.

Enterprise Florida announces Rural Expansion Toolkit
Enterprise Florida's new Rural Expansion Toolkit offers grant opportunities to help communities grow their economic engagement and capacity-building efforts.

Why companies are realizing their future in Florida
In Florida, we offer boundless opportunities to grow, innovate, discover and explore. Check out this video to learn more.

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

ENTERPRISE FLORIDA

#4 ranked state for higher education.
8 major medical schools.
Several top national R&D universities.
UCF #1 Aerospace, Defense Workforce Supplier. National leader in STEM graduates.
Nearly 40,000 annual STEM graduates.

WITH NEARLY 40,000 ANNUAL STEM GRAD GAME CHANGERS, FLORIDA IS WHERE YOUR BUSINESS BREAKS THROUGH.

National leader in awarded bachelor's degrees.
7,000+ annual skilled manufacturing graduates.
6,000+ annual skilled aerospace graduates.
48,000+ annual professional services graduates.
1,318+ annual medical school graduates.
Customized workforce training programs (CareerSource Florida).
Get There Florida Workforce Education.

MAX PLANCK FLORIDA INSTITUTE FOR NEUROSCIENCE
Jupiter, FL

FLORIDA | THE FUTURE IS HERE

ENTERPRISE FLORIDA
EnterpriseFlorida.com

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 continued exceptional support for service members, military dependents, military retirees and businesses that bring military and installation-related jobs to the state. Florida is home to 20 major military installations with an economic impact of \$94.9 billion annually and over 914,000 jobs. Florida is also home to more than 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 Florida Defense Alliance, the Florida Defense Support Task Force, the state's Defense Grants Program and the Governor's Base Commander Meetings.

In 1998, the Legislature created the Florida Defense Alliance, the Military Base Protection Program and the defense grants program under Enterprise Florida through Florida Statute 288.980. In 2011, the Florida Defense Support Task Force was established by Florida Statute 288.987.

FLORIDA DEFENSE ALLIANCE (FDA)

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

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

Currently, there is no direct funding for the Florida Defense Alliance. Administrative costs for this entity are underwritten by Enterprise Florida. The FDA continues to raise issues from local defense communities to improve the quality of life for service members and their families serving in Florida. This is reflected in the 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 DOD to ensure awareness of Florida's capacity and issues such as protecting the Eastern Gulf of Mexico test and training range. In addition, due to work of the Family Support Working Group, Florida was able to increase its USAF ranking for spousal support for licensure portability from one of the lowest in the country to leading the nation.



FLORIDA DEFENSE SUPPORT TASK FORCE (FDSTF)

The 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 2020-21, the Task Force conducted 11 meetings, 8 virtually and three in-person meetings in Panama City and two in Tallahassee. Additionally, it has continued implementation of its long-range strategic plan for actions to protect, preserve and enhance Florida's military installations. This plan was updated in 2020.

SUCCESSSES

- Since 2012, FDSTF awarded 73 grants worth over \$16 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. Moreover, for the first time, defense economic impact exceeded tourism in 2018 in a record year for visitation. Due to the pandemic's impact on the tourism industry, defense spending has become a bellwether for Florida.
- Published an updated 2021 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 additional accommodations for transitioning military children, new postsecondary credit for certain military training, new homestead tax relief, and additional support for securing good jobs when members separate from the military and make Florida their new permanent home.
- The FDSTF and EFI championed the Purple Star Schools initiative in the Florida legislature. This legislation, passed into law as Section 1003.051, Florida Statutes, created a system for recognizing the outstanding work of specific Florida schools to make their campuses welcoming environments for transitioning school-age children of military families and assists those families in selecting the optimal location to live when the military relocates the family to Florida.



- Although Congress has not authorized a Base Realignment and Closure (BRAC) Commission since 2005, the services have continued to relocate assets and missions “under the radar”. Florida’s Military and Defense Programs have been instrumental in several gains for Fiscal Year 2020-21:
 - **Naval Station (NS) Mayport –**
 - 3 U.S Navy Littoral Combat Ships homeported at NS Mayport, the USS St. Louis, the USS Indianapolis, and the USS Sioux City. (2018-2020).
 - In Nov. 2020, a \$16.5 million contract was awarded to restore Naval Station Mayport’s destroyer slip south quay wall. The project not only restores a badly deteriorated bulkhead but will add full berthing capability for littoral combat ships, U.S. Coast Guard cutters and other smaller ships.
 - 2 U.S Naval Destroyers homeported at Mayport, the USS Delbert D. Black, and the USS Jason Dunham. (2020-2021).
 - **Naval Air Station (NAS) Jacksonville / Fleet Readiness Center –**
 - In December of 2020, a \$12 million hangar facility was designated at Jacksonville's Cecil Airport for Navy P-8A maintenance. The 39,000-square-foot airplane hangar and office facility will be located on the airport's northwest side. Construction is anticipated to be completed by the first quarter of 2022.
 - **Naval Air Station (NAS) Whiting Field –**
 - In August 2020, the Santa Rosa County officials broke ground on the temporary hangar facility that will house the new TH-73A's. The facility will also have a warehouse, and modular office complex and will bring 50 jobs to the area.
 - NAS Pensacola and NAS Whiting Field made ADC's 2021 list of Great American Defense Communities.
 - **Tyndall AFB –**
 - Tyndall AFB selected to host three F-35 squadrons. The first F-35 squadron is expected to arrive in Fiscal Year 2023. 72 fighters in total.
 - In October 2020, Tyndall Air Force Base broke ground on a \$17 million air battle management simulator.
 - In April 2021, Tyndall installed a prototype of the Installation Resilience Operations Center, a first of its kind on a military base. The technology enhances base security, emergency response and facility operations.
 - In April 2021, Tyndall Air Force Base broke ground on a state of the art 41,000 sq ft child development center, kicking off its planned \$5 billion rebuild. The \$34 million center will triple the size of Tyndall's current facility and will hold 300 children from ages 6 weeks to 5 years old.
 - New 270-unit luxury apartment community breaks ground in Bay County to serve Tyndall Air Force Base. It also broke ground in April 2021.
 - **Eglin AFB –**
 - In September 2020, former President Trump extended the moratorium on offshore drilling in eastern Gulf of Mexico.
 - Two F-15EX's arrive at Eglin for training in early 2021. More F-15EX aircraft will continue to arrive at Eglin AFB over the next 3 years.
 - **Hurlburt Field –**
 - The 2020 National Defense Authorization Act (NDAA) included \$72.9 million to cover the cost of a maintenance unit and weapons hangar at Hurlburt Field. Additionally, Hurlburt Field gained \$16.5 million in outlays for combined squadron operations facilities, and nearly \$19 million for a maintenance training facility.



- Two F-15EX's arrive at Eglin for training in early 2021. More F-15EX aircraft will continue to arrive at Eglin AFB over the next 3 years.
- **MacDill AFB** –
 - In May 2021, MacDill AFB became a finalist for KC-46A tanker aircraft headquarters.
- **Avon Park Air Force Range (APAFR)** –
 - In November 2020, a \$500,000 grant was awarded to Polk County for the purchase of a conservation easement in Southeast Polk, near the Avon Park Air Force Bombing Range. The county has two years to plan, negotiate and spend the funds to purchase easements in a buffer around the Avon Park Air Force Range.
- **Homestead Air Reserve Base (HARB)** –
 - In October 2020, County commissioners of Miami-Dade unanimously agreed to negotiate with the Air Force on a joint use agreement of Homestead ARB. Possible new airport site for the county.
- **Patrick Space Force Base / Cape Canaveral Space Force Station** –
 - Cape Canaveral has experienced a significant increase in the number of launch missions in the past 3 years, both military and commercial. In 2020, there was a total of 31 launch mission between Cape Canaveral and the Kennedy Space Center. As of June 2, 2021, the total is 17, and the launch tempo is expected to increase.
 - Construction of a \$6.1 million facility at Cape Canaveral completed in August of 2020. The new facility will permanently house the 114th Space Control Squadron.
 - Patrick SFB is getting its share of a \$48 million beach renourishment project, which will spread the equivalent of more than 22,000 of truck loads worth of sand onto the base from shoals five miles off Cape Canaveral. Finished late January 2021.
 - The Tutor Perini Corporation has been awarded a fixed-price task order valued at approximately \$45.7 million for the construction of a new North Equipment Airlock (NEAL) addition to the existing Eastern Processing Facility (EPF) with an option for a Payload Access Encapsulation Storage (PAES) addition. Completion anticipated to be in October of 2021.
- **Naval Support Activity (NSA) Panama City** –
 - In September 2020, the first two new-generation Landing Craft Air Cushion (LCAC's) arrived at Panama City to support ongoing research, development, test, and evaluation activity.
- **Naval Air Station (NAS) Key West / Truman** –
 - In May 2021, NAS Key West awarded a contract to build a new Aircraft Maintenance Hangar. The contract totals \$67.1 million and was awarded to Korte Construction Company.
- **Naval Air Station (NAS) Pensacola** –
 - Between 2020 and 2021, NAS Pensacola has gained 3 U.S Coast Guard Cutters, the USCGC Reliance, the USCGC Diligence, and the USCGC Walnut.
 - NAS Pensacola made the ADC's 2021 list of Great American Defense Communities.
 - In March 2021, The National Fish and Wildlife Foundation announced a \$9 million project to construct a living shoreline at White Island, Naval Air Station Pensacola Eastern Shore, and Sherman Inlet at NAS Pensacola.



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

Using Fiscal Year 2020-21 funds, the FDSTF awarded \$1,674,277 through the Task Force Grant Program to support eight 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 businesses that bring military and base-related jobs to the state.

- **Santa Rosa County Board of County Commissioners \$70,000** – To develop and implement a Career Academy Outreach for Military Children.
- **Clay County \$500,000** – To buffer Camp Blanding Joint Training Center from incompatible land development.
- **Polk County Board of County Commissioners \$500,000** – To protect Avon Park Air Force Range from encroachment through the acquisition of a conservation easement to prevent incompatible land use.
- **Orlando Economic Partnership \$110,000** – To support the Modeling, Simulation, and Training (MS&T) Center's growth and expansion in Florida emphasizing its national security value and contribution to Florida's military installations. Additionally, this funding supports Orlando Economic Partnership's efforts to expand MS&T education starting in middle school through graduate school.
- **South Florida Progress Foundation \$110,000** – To complete a South Florida-focused resilience assessment to posture quad-county installations and personnel for sustained mission accomplishment and protection of vital installations in the face of climate-driven and other resilience challenges.
- **Northeast Florida Fire Watch Council \$160,000** – To fund educational programming, the Northeast Florida Military & Veteran Resources Guide and a Micro Grant program to strengthen of suicide prevention in Northeast Florida.
- **Bay County Board of County Commissioners \$164,277** – To support the ongoing rebuilding of Tyndall Air Force Base.
- **University of West Florida \$60,000** – To advance Florida's Military Training, Test and Evaluation Ranges.

FLORIDA DEFENSE SUPPORT TASK FORCE BOARD 2020-21

GOVERNOR'S PERSONAL REPRESENTATIVE

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

GOVERNOR APPOINTEES

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

SENATE PRESIDENT APPOINTEES

- Mr. Tom Neubauer
- Senator Doug Broxson (through 30 Jun 20) / Senator Tom Wright (as of 1 Jul 20)
- Major General Richard Haddad, U.S. Air Force, Retired
- Lieutenant Colonel William Dudley, U.S. Air Force, Retired (through 5 Apr 21) / Honorable Thomas Bowman (as of 12 May 21)

HOUSE SPEAKER APPOINTEES

- Representative Thad Altman – Chairman
- Representative Mel Ponder (through 3 Nov 20) / Representative Wyman Dugan (as of 18 Nov 20)
- Brig Gen. Arthur F. Diehl, III, U.S. Air Force, Retired
- Colonel Jim Heald, U.S. Air Force, Retired

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.



Economic Contributions to Communities as a Result of Hosting Florida's Senior State Games & Sunshine State Games Championships

FY 20-21 Standards

\$7,000,000

FY 20-21 Results

\$8,219,896

Number of Participants (Athletes & Families) Competing in and Attending Florida's Senior State Games & Sunshine State Games Championships

FY 20-21 Standards

40,000

FY 20-21 Results

\$25,296*

* Q1 and Q2 event attendance limited due to COVID-19.

**Economic Contributions from
Florida Sports Foundation
Sponsored Sporting Event Grants**

**FY 20-21 Standards
\$200,000,000**

**FY 20-21 Results
\$624,360,941**

**Number of Attendees at the
Sponsored Grant Events**

**FY 20-21 Standards
300,000**

**FY 20-21 Results
865,633**

PROGRAMS

The majority of the FSF budget is based on State revenue from legislative appropriations, which is appropriated through a contract with the Department of Economic Opportunity, (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 third consecutive year.

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 2020-21, the Florida Sports Foundation partnered with Florida communities to award 157 combined grants a total of \$2,485,021. Combined, these grants were projected to attract more than 896,369 new visitors to the state and generate an economic impact of \$822,386,577. Understanding the importance of sports tourism at the local level, the FSF awarded these grants to industry partners located throughout the State of Florida.

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

SUMMARY FOR CURRENT FISCAL YEAR

| FY 2020-21 | Applications Received | Approved | # Awarded | Total Amount Awarded | Total Economic Impact-Projected | Total Out-of-State Visitors Projected | Estimated Return on Investment |
|------------------------|-----------------------|------------|------------|----------------------|---------------------------------|---------------------------------------|--------------------------------|
| 1st Qtr-Major | 32 | 26 | 24 | \$892,633 | \$364,413,082 | 275,651 | \$408 |
| 1st Qtr-SMG | 24 | 14 | 12 | \$57,401 | \$21,668,952 | 47,345 | \$378 |
| 1st Qtr-SICA | 0 | 0 | 0 | \$- | \$- | 0 | \$- |
| 2nd Qtr-Major | 30 | 30 | 27 | \$402,888 | \$97,782,919 | 129,429 | \$243 |
| 2nd Qtr-SMG | 20 | 17 | 13 | \$48,689 | \$11,878,459 | 47,557 | \$244 |
| 2nd Qtr-SICA | 0 | 0 | 0 | \$- | \$- | 0 | \$- |
| 3rd Qtr-Major | 21 | 20 | 20 | \$470,808 | \$107,601,894 | 164,914 | \$229 |
| 3rd Qtr-SMG | 26 | 21 | 18 | \$61,513 | \$8,800,090 | 26,416 | \$143 |
| 3rd Qtr-SICA (Minor) | 0 | 0 | 0 | \$- | \$- | 0 | \$- |
| 4th Qtr-Major | 32 | 32 | 31 | \$521,059 | \$206,646,702 | 197,607 | \$397 |
| 4th Qtr-SMG | 13 | 13 | 12 | \$30,030 | \$3,594,479 | 7,459 | \$119 |
| 4th Qtr-SICA (Minor) | 0 | 0 | 0 | \$- | \$- | 0 | \$- |
| Totals for Year | 200 | 175 | 157 | \$2,485,021 | \$822,386,577 | 896,369 | \$270 |

COMPLETED GRANTED EVENTS

The Foundation distributed over \$2 million in total grant awards comprised of sporting events which took place and were completed during this fiscal year. These events attracted more than 405,447 new visitors, generated an economic impact nearing \$490 million with an average ROI of \$287:1.

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

AMATEUR SPORTS PROGRAMS



FLORIDA SENIOR GAMES (FSG)

In 1992, the first Florida Senior Games State Championships were held in Bradenton. Over the years, the Florida Senior Games 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 Florida Senior Games 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.

Every year, the FSF sanctions the FSG Series Qualifiers in Florida, which lead up to the Florida Senior Games in December. All scheduled qualifiers were cancelled due to COVID-19 in the fall of 2020. In the spring of 2021, five local qualifiers were canceled and five local qualifying events were contested. FSG qualifiers were held with 1,467 attendees participating. The 2020 FSG, held in Alachua, Brevard, Pinellas, Pasco, Orange and Polk counties, saw 4,566 attendees, with athletes participating in 20 sports, and generated \$1,228,000 of fiscal impact. Athletes came from throughout Florida, 42 states and Canada.



FSG HIGHLIGHTS

In 2020, the Senior Games honored its 2019 Male and Female Athletes of the Year, featuring Peggy Peck of The Villages, and Ed Scheid of Bradenton. 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.



SUNSHINE STATE GAMES (SSG)

The State of Florida created the Sunshine State Games to provide Florida's citizens and Olympic Style sports festival. The Sunshine State Games, 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

Fiscal Year 2020-21 SSG activations attracted over 20,000 attendees and generated nearly \$7million in fiscal impact to the state.

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 and held the event in July of 2020. The Games attracted nearly over 10,000 attendees from throughout the country and had an economic impact of over \$4.3million.



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



SPORTS DEVELOPMENT HIGHLIGHTS

TRADE SHOWS

While the majority of industry trade shows were cancelled during the fiscal year, the FSF was able to attend a total of 5 events: Host City Virtual Conference, Sports Express, International Sports Convention (virtual), Florida Association of Counties Annual Conference and the TEAMS Conference (Virtual) At two events (Host City Virtual Conference & Florida Association of Counties Annual Conference), the FSF President and CEO was a featured speaker. At the International Sports Convention, the FSF Sports Development Director presented to attendees on the benefits of bringing major sporting events to Florida.

INDUSTRY PARTNER ROUND TABLE

The monthly Roundtables continued in Fiscal Year 2020-21 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 produces 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.

FLORIDA SPORTS DIRECTORY AND FACILITIES GUIDE

The FSF Sports Development Team launched the Directory and Facilities Guide to provide easy access to information about Florida sports venues and host communities. The guide is a resource for industry partners and will prove to be an impactful tool for promoting sports tourism in Florida. The guide can be viewed at www.directory.playinflorida.com.

OTHER ANNUAL EVENTS

FLORIDA GRAPEFRUIT LEAGUE

The Florida Sports Foundation promotes the 15 teams that comprise the Florida Grapefruit League. In conjunction with the annual start of spring training, the foundation creates and distributes an annual guide, and maintains a website, dedicated to the start of spring training. These resources provide information on game schedules, venues and interesting facts about each team. Florida spring training is a significant tourism event in Florida.

www.floridagrapefruitleague.com



MEASURES & OUTCOMES

ANNUAL MEASURES UPDATE

The chart below summarizes the outcomes of the Fiscal Year 2020-21, showing the end of year results vs. the standards. See Annual Report Attachment D.1. for the full report.

Despite the pandemic, Florida was one of the few states in the nation to consistently maintain opportunities for athletes to compete, and the Sporting Event Grants held during this fiscal year again exceeded the standards set as done in previous years.

During this fiscal year, the combined games and granted events brought a total of \$653,708,906 in economic impacts to the state of Florida. These events brought a total of 821,739 visitors to the state and created an estimated 9,668 new jobs to the state.

| Performance Measures | Standards | Totals | % of Standard |
|---|---------------|---------------|---------------|
| Florida Sunshine State Games and Florida Senior Games State Championships | | | |
| Economic contributions to communities as a result of hosting Florida's Senior State Games and Sunshine State Games Championships | \$5,000,000 | \$8,456,896 | 169% |
| Number of participants, (athletes & families), competing & attending in Florida's Senior State Games & Sunshine State Games Championships | 10,000 | 26,560 | 266% |
| Regional & Major Sporting Event Grants | | | |
| Economic contributions from Florida Sports Foundation sponsored sporting event grants | \$100,000,000 | \$645,252,010 | 645% |
| Number of attendees at the sponsored grant events | 150,000 | 795,179 | 530% |

| | |
|-------------------------------|---------------|
| Total Impact to Date | \$653,708,906 |
| Total Visitors to Date | 821,739 |
| Estimated Jobs Created | 9,668 |

FLORIDA SPORTS FOUNDATION ADDENDA

The following reports are separate documents per section and the links are in the ADDENDA.

A. Annual Report on the Budget

1. Professional Sports Development Trust Fund as compared to the Budget
2. Fiscal report comparison of the original budget by quarter and year
3. Report comparison of the original budget of State funds by quarter and year

B. Annual Report on the Grant and Charity Programs

1. Status Report on the Grant & Charity Programs
2. All Grants awarded for the Fiscal Year
3. Distribution of funds to Florida Based Charities during Fiscal Year

C. Annual Report on the Trust Fund

D. Annual Report on the Measures

1. Final Report on the Annual Measures
2. Detailed information regarding the economic impact of granted events
3. Detailed information regarding Sports Activities

ADDENDA

A. International Offices Report:

<https://www.enterpriseflorida.com/wp-content/uploads/FY-2020-21-International-Offices-Annual-Report.pdf>

B. Customer Satisfaction Survey:

<https://www.enterpriseflorida.com/wp-content/uploads/Transparency-Enterprise-Florida-Client-Satisfaction-2021.pdf>

C. Audit Report:

<https://www.enterpriseflorida.com/wp-content/uploads/EFI-Audited-Financial-Statements-2021.pdf>

D. Florida Export Finance Corporation Report:

<https://www.enterpriseflorida.com/wp-content/uploads/FEFC-Annual-Report-2020.pdf>

E. Visit Florida Report:

https://www.visitflorida.org/media/101884/vf_annual_report_final_20-21.pdf

F. Florida Sports Foundation Report:

A. 1: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-A.1-report-2021.pdf>

a. 2: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-A.2-report-2021.pdf>

a. 3: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-A.3-report-2021.pdf>

B. 1: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-B.1-report-2021.pdf>

b. 2: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-B.2-report-2021.pdf>

b. 3: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-B.3-report-2021.pdf>

C.: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-C-report-2021.pdf>

D. 1: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-D.1-report-2021.pdf>

d. 2: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-D.2-report-2021.pdf>

d. 3: <https://www.enterpriseflorida.com/wp-content/uploads/Sports-Foundation-D.3-report-2021.pdf>



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