

Enterprise Florida, Inc.

Working Groups Mission Statements



Marketing:

To serve as a platform in which marketing ideas and issues can be shared and discussed to maintain Florida's competitiveness and to better align statewide, regional and local marketing efforts.

Enterprise Florida Committee Contact:
Kim Wilmes: Vice President, Marketing
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Urban:

To identify issues that have a disproportionate adverse impact on targeted Urban areas of Florida and bring proposals to Enterprise Florida for action. Urban is defined as a community with a density factor of at least 500 persons per square mile, three distress factors that exceed the state's average by three percentage points and is located in a county with a population of, at least, 300,000, and faces equity gap issues.

Enterprise Florida Committee Contact:
Bridget Merrill: Vice President, Targeted Opportunities
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Rural:

To identify issues that have a disproportionate adverse impact on economic development in rural Florida and bring proposals to Enterprise Florida for action. Rural is defined as a county with a population of less than 75,000 or a county with a population of less than 125,000 but contiguous to a county with a population of less than 75,000.

Enterprise Florida Committee Contact:
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Competitiveness:

To serve as a platform to review issues and challenges related to improving Florida's competitive position and business climate including recommending legislation.

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