Florida’s primary organization devoted to statewide economic development.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Key Person</th>
<th>Title</th>
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<tbody>
<tr>
<td>AT&amp;T</td>
<td>Marshall Criser</td>
<td>State President</td>
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<tr>
<td>BACARDI U.S.A., INC.</td>
<td>Rick Wilson</td>
<td>SVP, General Counsel</td>
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<tr>
<td>BANK OF AMERICA, N.A.</td>
<td>Gene Schaefer</td>
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<td>BARRON COLLIER COMPANIES</td>
<td>Blake Gable</td>
<td>President, Real Estate</td>
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<tr>
<td>BECKER &amp; POLIAKOFF, P.A.</td>
<td>Alan Becker</td>
<td>Founding Shareholder</td>
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<tr>
<td>BITER ENTERPRISES, LLC.</td>
<td>Jesse Biter</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>BMG MONEY, INC*</td>
<td>Marion Mathes</td>
<td>CEO</td>
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<tr>
<td>BRIGHT HOUSE NETWORKS, LLC</td>
<td>Kevin Hyman</td>
<td>EVP, Cable Operations</td>
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<tr>
<td>BUSINESS DEVELOPMENT BOARD</td>
<td>Kelly Smallridge</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>OF PALM BEACH COUNTY</td>
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<tr>
<td>DARDEN RESTAURANTS, INC.</td>
<td>Bob McAdams</td>
<td>EVP, Government Affairs</td>
</tr>
<tr>
<td>DUKE ENERGY</td>
<td>Alex Glenn</td>
<td>State President - Florida</td>
</tr>
<tr>
<td>EMBRAER AIRCRAFT HOLDING, INC.</td>
<td>Gary Spulak</td>
<td>President</td>
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<tr>
<td>FLF, LLC</td>
<td>Hal Melton</td>
<td>Co-chairman &amp; CEO</td>
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<tr>
<td>FLORIDA BLUE</td>
<td>Russ Jollivet</td>
<td>SVP, Public Affairs</td>
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<td>FLORIDA BLUE</td>
<td>Mike Hightower</td>
<td>VP of Government Relations</td>
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<tr>
<td>FLORIDA CHAMBER OF COMMERCE</td>
<td>Mark Wilson</td>
<td>President &amp; CEO</td>
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<tr>
<td>FLORIDA COUNCIL OF 100</td>
<td>Susan Pareigis</td>
<td>President &amp; CEO</td>
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<tr>
<td>FLORIDA DEPARTMENT OF AGRICULTURE &amp; CONSUMER SERVICES</td>
<td>Adam Putnam</td>
<td>Commissioner</td>
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<tr>
<td>FLORIDA DEPARTMENT OF EDUCATION</td>
<td>Pam Stewart</td>
<td>Commissioner</td>
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<tr>
<td>FLORIDA DEPARTMENT OF FINANCIAL SERVICES</td>
<td>Jeff Atwater</td>
<td>Chief Financial Officer</td>
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<tr>
<td>FLORIDA DEPARTMENT OF STATE</td>
<td>Ken Detzner</td>
<td>Secretary of State</td>
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<tr>
<td>FLORIDA ECONOMIC DEVELOPMENT COUNCIL</td>
<td>Beth Kirkland</td>
<td>Immediate Past Chairman</td>
</tr>
<tr>
<td>FLORIDA HOUSE OF REPRESENTATIVES</td>
<td>Marti Coley</td>
<td>Representative</td>
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<tr>
<td>FLORIDA OFFICE OF THE ATTORNEY</td>
<td>Pam Bondi</td>
<td>Attorney General</td>
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<tr>
<td>GENERAL</td>
<td>Eric Silagy</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>FLORIDA POWER &amp; LIGHT CO.</td>
<td>Nancy Detert</td>
<td>Senator</td>
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<tr>
<td>FLORIDA TAX WATCH</td>
<td>Dominic Calabro</td>
<td>President &amp; CEO</td>
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<tr>
<td>FLORIDA TREND</td>
<td>Andy Cotty</td>
<td>President &amp; Publisher</td>
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<tr>
<td>FOLEY &amp; LARDNER, LLP</td>
<td>Chris Kise</td>
<td>Partner</td>
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<tr>
<td>FULL SAIL UNIVERSITY</td>
<td>Bill Heavener</td>
<td>Co-Chairman &amp; CEO</td>
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<tr>
<td>GRAYROBINSON, P.A.*</td>
<td>Fred Leonhardt</td>
<td>Chairman of Policy Board</td>
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<tr>
<td>GREENBERG TRAURIG</td>
<td>Hayden Dempsey</td>
<td>Chair, Governmental Affairs</td>
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<tr>
<td>GULF POWER COMPANY</td>
<td>Stan Connally</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>HENWELT PACKARD</td>
<td>Deborah Millin</td>
<td>Regional Manager, Florida</td>
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<tr>
<td>JPMORGAN CHASE &amp; CO.</td>
<td>Mark Bensabat</td>
<td>Southeast USA Segment Manager Middle Market Banking</td>
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<tr>
<td>KAPLAN HIGHER EDUCATION</td>
<td>Andy Rosen</td>
<td>Chairman &amp; CEO</td>
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<tr>
<td>KEISER UNIVERSITY</td>
<td>Belinda Keiser</td>
<td>Vice Chancellor of Community Relations &amp; Student Advancement</td>
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<tr>
<td>LEMA CONSTRUCTION</td>
<td>Johnathan Stanton</td>
<td>President</td>
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<tr>
<td>LOCKHEED MARTIN CORPORATION/ LMCP&amp;FS</td>
<td>Denise Saiki</td>
<td>President of Global Training &amp; Logistics</td>
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<td>LOCKHEED MARTIN TRAINING &amp; LOGISTICS SOLUTIONS</td>
<td>Jon Rambeau</td>
<td>Vice President &amp; General Manager</td>
</tr>
<tr>
<td>LOWNDES, DROSDICK, DOSTER, KANTOR &amp; REED</td>
<td>Bill Dymond</td>
<td>President &amp; Managing Partner</td>
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<tr>
<td>MASSEY SERVICES INC.*</td>
<td>Harvey L. Massey</td>
<td>Massey Chairman &amp; CEO</td>
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<tr>
<td>MERCANTIL COMMERCIBANK</td>
<td>Millar Wilson</td>
<td>President &amp; CEO</td>
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<tr>
<td>MONICARLA, L.T.D.</td>
<td>Jay Beyrounti</td>
<td>President</td>
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<tr>
<td>NDS USA</td>
<td>Danny Gaekwad</td>
<td>President</td>
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<td>ODEBRECHT CONSTRUCTION, INC.</td>
<td>Gilberto Neves</td>
<td>President &amp; CEO, USA</td>
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<td>PUBIX SUPER MARKETS, INC.</td>
<td>Jeff Chamberlain</td>
<td>VP Real Estate</td>
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<td>REGIONS BANK</td>
<td>Brett Couch</td>
<td>Florida Regional President</td>
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<tr>
<td>STATE OF FLORIDA GOVERNOR</td>
<td>Rick Scott</td>
<td>Governor, EFI Chairman</td>
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<tr>
<td>SUNTRUST BANK</td>
<td>Tom Kuntz</td>
<td>Chairman, President &amp; CEO</td>
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<td>TD Bank</td>
<td>Kevin Gillen</td>
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<td>Gordon Gillette</td>
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<td>THE LEWIS BEAR CO.</td>
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<td>THE SEMINOLE COMPANIES</td>
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<td>THE ST. JOE COMPANY</td>
<td>Park Brady</td>
<td>CEO</td>
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<td>Winfred Phillips</td>
<td>SVP &amp; CIO</td>
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<td>Julius Davis</td>
<td>President &amp; CEO</td>
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<td>WALT DISNEY PARKS &amp; RESORTS, U.S.</td>
<td>Anthony Connelly</td>
<td>SVP, Chief Financial Officer U.S.</td>
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<td>UNIVERSITY OF FLORIDA</td>
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<td>WASHINGTON ECONOMICS GROUP</td>
<td>Tony Villamil</td>
<td>Principal Economic Advisor</td>
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<td>WELLS FARGO BANK, N.A.</td>
<td>Howard Halle</td>
<td>EVP Florida Division</td>
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<td>WOODMERE HOLDINGS, LLC</td>
<td>Henry Rodriguez</td>
<td>President &amp; CEO</td>
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<td>WORKFORCE FLORIDA, INC.</td>
<td>Dwayne Ingram</td>
<td>Chairman</td>
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<tr>
<td>YORK STREET CAPITAL ADVISORS</td>
<td>Hal Valeche</td>
<td>President</td>
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</table>
Rick Scott, Governor
Chairman, Enterprise Florida, Inc.

In Florida, we have one focus—jobs. As a result, companies in our state are growing, and many businesses in other states are showing interest in expanding in the Sunshine State.

This growth reflects the work we’re doing to create opportunities for families to succeed. We cut taxes five times in three years while, at the same time, we paid off $3.5 billion in state debt. We eliminated the sales tax on manufacturing equipment and rolled back the business tax so that around 70 percent of Florida businesses no longer pay it. I will continue to fight to cut taxes and fees for Florida families by half a billion dollars in our next proposed budget. Our pro-growth strategies are working and have allowed us to make record investments in K-12 education of more than $2 billion in two years. In addition, our infrastructure, including our major ports, make us a worldwide competitor for jobs. Here in Florida, we have something to brag about!”

Brett Couch, Florida Regional President, Region’s Bank
Vice Chairman, Enterprise Florida, Inc.

“Nothing is more important than delivering on our mission. On the pages of this report you will find that our results reflect the commitment of Enterprise Florida’s staff, board members and stakeholders to diversify and strengthen Florida’s economy. From aviation and aerospace to financial and professional services, and manufacturing to IT, we are showcasing the state’s unique competitive assets worldwide to create jobs and continue Florida’s economic turnaround. Under the leadership of Governor Scott and Secretary Swoope, Enterprise Florida will continue its proactive business outreach and international trade strategies to create jobs for Floridians and capital investment in our communities.”

Gray Swoope, Secretary of Commerce
President & CEO, Enterprise Florida, Inc.

“In just two short years Florida has made great progress to improve the state’s perception as the top business destination in the U.S. Today, our team is competing for new jobs and helping the economy grow. Enterprise Florida works with partners across the state to win competitive projects and increase trade relations that both diversify our economy and generate higher incomes for Floridians. The EFI team had a successful year with tangible results – 27.4 percent increase in project wins, 75.5 percent increase in capital investments and a 41.3 percent increase in new jobs over fiscal year 2011 – as well as the launch of Florida’s first-ever business brand campaign – Florida. The Perfect Climate for Business. We know Florida is the best place to grow a business, and we will continue telling our story to companies around the world.”

ENTERPRISE FLORIDA SENIOR STAFF

Griff Salmon
Executive Vice President & COO

Melissa Medley
Senior Vice President & CMO

John Webb
President
Florida Sports Foundation

Al Latimer
Senior Vice President
Strategic Partnerships

Louis Laubscher
Senior Vice President
Administration and Minority, Small Business, Entrepreneurship & Capital

Manny Mencia
Senior Vice President
International Trade & Development

Crystal Sircy
Senior Vice President
President Business Development
About Enterprise Florida

Enterprise Florida, Inc. (EFI) is a public-private partnership between Florida’s business and government leaders and is the principal economic development organization for the State of Florida. EFI’s mission is to facilitate job growth for Florida’s businesses and citizens leading to a vibrant statewide economy. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and private-sector businesses.

EFI’s activities have championed Florida as the premier destination for business expansion, location and relocation and have created a renewed interest both nationally and internationally in Florida as a top state for business and trade. These activities have resulted in a significant number of new jobs.

Our History

1978
The responsibilities of the Florida Department of Commerce were split with the Department of Labor and Employment Security.

1996
In 1996, under Governor Lawton Chiles, Florida became the first state in the country to place principal responsibility for economic development, international trade, research and business image marketing in the hands of a business-government partnership. This model has been adopted by many U.S. states.

2011
In 2011, under the leadership of Governor Rick Scott and through state legislation, Florida created a seamless economic development team. The addition of the Secretary of Commerce position, which also serves as EFI’s president & CEO, has led to a more efficient use of resources and allowed EFI to more effectively coordinate the state’s economic development efforts with Workforce Florida, Inc. and the Department of Economic Opportunity.

2013
Today, EFI is the public-private partnership representing the state’s government and business leaders, serving as Florida’s lead economic development organization. Operating as a public-private partnership allows EFI to respond quickly to the needs of the businesses it serves.

During FY 2012-13, private businesses contributed $1.487 million in funding, which increases Enterprise Florida’s ability to facilitate economic diversification initiatives.

The following charts depict Enterprise Florida’s funding sources and usage.
The business of economic development is often measured in numbers and data.

The charts below demonstrate the state’s success in business development, international trade and investment, and sports industry development. The true impact can be seen in the jobs created, businesses supported and community growth.

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**EFI BUSINESS DEVELOPMENT GOALS FY End Results**

<table>
<thead>
<tr>
<th>PERCENTAGE OF GOAL</th>
<th>Jobs: 25,393</th>
<th>Capital Investment: 1,955 M</th>
<th>Projects Referred: 101</th>
</tr>
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<tbody>
<tr>
<td>300%</td>
<td>110%</td>
<td>163%</td>
<td>202%</td>
</tr>
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</table>

+76% From FY 2010-11 to FY 2012-13

**ESTABLISHED PROJECTS BY INDUSTRY FY 12-13**

- Defense/HS 5%
- Logistics/Dist 5%
- Cleantech 2%
- Not in Target Sector 8%
- IT 10%
- Aviation/Aero 13%
- Life Sciences 13%
- Fin/Prof Svcs 16%
- Strategic Opportunities (Other HQ & Mfg) 28%

**INTERNATIONAL TRADE & INVESTMENT FY 12-13**

- Major International Events with participation up: 19
- Export Counseling Sessions with Florida Companies: 5,750
- Overseas events included: Farnborough Air Show, Paris Air Show, CeBIT, Medica, Hospitalar

**SPORTS FOUNDATION FY 12-13**

- $248 M Total Economic Contributions
- $240 M Out-of-State Economic Impact
- 339,563 Out-of-State Visitors Attending Grant-Funded Events
- 42 Sports Grants Awarded

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*Jobs: 25,393
Capital Investment: 1,955 M
Projects Referred: 101

* Projected sales as reported by companies
Enterprise Florida is committed to supporting the economic development efforts of our partners in each of Florida’s counties and regions. Together we work to identify collective strengths and resources that will help create jobs and attract capital investment. Our interactions include project announcements, export assistance, trainings, product development, military and defense visits, and speaking engagements by the EFI President/CEO and top leadership. The map highlights Enterprise Florida’s involvement with our regions and counties during FY 2012-13.

EXAMPLES of ENTERPRISE FLORIDA ACTIVITIES

1. Florida Rural Economic Development Study – Columbia County
   EFI developed the Florida Rural Economic Development Study with the involvement of nearly 500 participants that included interviews, input sessions and online surveys targeted to business/industry, economic development professionals and elected officials in the regions.

2. U.S. China Investment Week – Orange County
   EFI partnered with City of Orlando, Orange County Government and Metro Orlando Economic Development Commission to showcase 15 Florida companies to more than 50 Chinese business investors.

3. Front Row Tampa Bay – Hillsborough County
   Working with the Tampa Bay Partnership, EFI presented one hour of economic development television programming that was viewed by thousands of decision makers.

4. Deutsche Bank Securities – Duval County
   Two projects totaling 560 new jobs and more than $20 million in capital investments in Jacksonville.

5. Florida Defense Support Task Force (FDSTF) – Bay County
   The FDSTF awarded $2.6 million to local defense communities to protect Florida’s military installations and missions, and enhance Florida’s position as the most military-friendly state in the nation.

6. Gulf Power Symposium – Walton County
   EFI President and CEO Gray Swoope spoke to more than 500 leaders throughout Northwest Florida about the state’s competitive economic development landscape.

7. Pratt & Whitney – Palm Beach County
   Governor Scott, EFI President and CEO Gray Swoope, and United Technologies Corp. Chairman and CEO Louis Chênevert announced that Pratt & Whitney will expand its manufacturing capabilities at its West Palm Beach facility, creating 230 jobs and a capital investment of $63 million.

8. South Africa Business Seminar & Luncheon – Miami-Dade
   EFI and the Miami-Dade County Office of International Trade organized a seminar on business opportunities between South African and Florida companies. More than 60 Florida companies participated and heard presentations from the South African Consul General, EFI, Miami-Dade County and several companies. The presentations were followed by one-on-one meetings between the companies and representatives of the South African Consulate.
LEGEND: ENTERPRISE FLORIDA (EFI) ACTIVITIES*

- MILITARY & DEFENSE VISITS
- PRESIDENT & CEO VISITS
- EFI PARTNER ACTIVITIES & INTERACTIONS
- BOARD MEMBER VISITS
- GOVERNOR ANNOUNCEMENTS COORDINATED BY EFI
- EXPORT ASSISTANCE / INTERNATIONAL EVENTS
- COMPETITIVE PROJECTS LOCATED/EXPANSIONS
- ASSET TOUR / PRODUCT DEVELOPMENT

*Dots represent type of visits not frequency.
Enterprise Florida uses a very targeted and carefully crafted process when competing for jobs projects.

EFI works to expand and diversify Florida's economy through job creation. The economic development process used by EFI encourages partnerships and utilizes strategic measures to bring jobs projects to Florida that are beneficial for the company, community and state.

1. BUILD COMPETITIVENESS
   Being competitive means more than just providing a sites and building database. Florida must continue improving upon the resources that make it a business super-state. Florida has a top-ranked infrastructure, highly-ranked workforce pipeline, business-friendly tax climate and has removed unnecessary regulations, allowing businesses to get product to market more quickly.

2. MARKET TO SUSPECTS, PROSPECTS, CONSULTANTS
   Through the new and unified Florida business brand campaign, the state will be better positioned to reach decision-makers and influencers in the competitive jobs project process. EFI is partnering with economic development organizations and communities across the state to tell Florida's business story worldwide.

3. CULTIVATE RELATIONSHIPS
   Building relationships is the most critical piece of the economic development process. Site selection professionals and company leaders want to know they have the support of the state and community when locating or expanding there. Building relationships establishes trust between all parties and creates confidence that projects brought to the state will succeed and lead to more opportunities.

4. GENERATE LEAD
   Project leads can come from a variety of sources. Building relationships with site selectors and industry leaders is most often the source of competitive project leads. International trade missions and exhibitions also create leads, as do targeted marketing campaigns.

5. OPEN PROJECT & IDENTIFY COMPANY NEEDS
   Once a competitive jobs project has been opened, identifying what the company needs in order to be successful is critical. Company needs such as infrastructure, workforce and partnerships must all be evaluated and options identified.

6. COMMUNITY COLLABORATION
   EFI works closely with communities and regional partners to determine which areas can provide the best match for potential projects to locate or expand in the area.

7. PRESENT & SELL FLORIDA TO CLIENT
   Once location(s) have been identified as matches for company needs, EFI presents options to the company for review. EFI and its partners are careful to address all of the required resources and tools needed for a project to be beneficial to the company, community and the state.

8. NEGOTIATION AND APPROVAL OF INCENTIVES
   Florida's incentives toolkit provides many performance-based options for companies requesting incentives assistance. Incentives are one of the final steps in the project process. These tools assist companies with relocation, expansion or training costs, or allow them to resolve issues that may arise if a preferred location does not offer all of the necessary resources.

9. WIN & ANNOUNCE PROJECT
   EFI works directly with the company, state and local leaders to announce that a company is locating or expanding in Florida. EFI identifies what a company hopes to achieve from their announcement and supports them in reaching those goals.

10. HELP COMPANY ESTABLISH IN FL
    EFI works with its partners at Workforce Florida, the Department of Economic Opportunity and local organizations to ensure that the company has the resources it needs to succeed. When companies receive the support they need, other companies and industry professionals take notice and are more likely to consider Florida for their next project.

11. PROVIDE SERVICE AFTER SALE
    Communicating with and providing service to companies after they have located or expanded in Florida is essentially the first step in beginning the economic development process again. By being an engaged partner, EFI demonstrates its commitment to the companies it assists and those companies will help us tell the Florida business story.
Business Development Top Projects

The business development team is laser-focused on creating jobs for Floridians. The team targets businesses in high-wage, high-skill sectors in an effort to expand and diversify Florida’s economy.

1. NAVY FEDERAL Credit Union – Pensacola
   Industry: Financial & Professional Services
   Cutler Dawson, President & CEO, NAVY FEDERAL Credit Union: “Providing the best possible service to our members is our first priority. Our Pensacola expansion is key to supporting the credit union’s strong growth and an important way for us to continue delivering outstanding service. We’re proud to be a part of the economic growth for the area.”

2. Klausner Lumber One Sawmill – Live Oak
   Industry: Manufacturing
   Friedrich Klausner, CEO, Klausner Lumber One: “This project has been a huge undertaking with many challenges that we have been able to work through with Suwannee County. But this is inevitable with a project of this size. The significant impact on this region has made it all worthwhile! We are pleased to be here and will be good corporate citizens in this community.”

3. Northrop Grumman – St. Augustine and Melbourne
   Industry: Aviation & Aerospace
   Tim Vice, Corporate VP & Sector President, Aerospace Systems Northrop Grumman: “We are building a part of a legacy of success in Melbourne. It’s our job to give the resources to the men and women protecting our country and the Florida business climate was a key part in our decision to move here and to St. Augustine - with the great schools and universities, workforce and political decisions, it’s a premier place for our employees and families. I am thrilled knowing our partnership will grow for decades to come.”

4. The Hertz Corporation – Estero
   Industry: Headquarters
   Mark P. Frissora, Chairman and CEO, The Hertz Corporation: “We did not make the decision to relocate lightly. We wanted to know that Florida was not only attractive to us as a company but also for our employees. Florida is a great place to run a business and raise a family and we are proud to be able to call this our new home.”

5. Verizon Communications – Lake Mary
   Industry: Financial & Professional Services
   Michelle Robinson, Vice President, Verizon South Area: “We have received a warm welcome from the state and local economic development partners, who aided in our decision process to locate in Metro Orlando. The region’s talent pipeline, which is full of finance and accounting graduates, was an integral factor in Verizon choosing to invest in Central Florida.”
Each department and division within EFI continues to be relentless in its pursuit of competitive jobs projects, increasing trade opportunities and jobs related to sports in Florida. Since fiscal year 2011, established projects in the state are up 27 percent, projected new jobs are up 41 percent and capital investments are up 76 percent. Export sales have increased 124 percent and total economic contributions connected to sports was $248 million.

**International Trade & Development**
Florida serves as a major international trade center and hub for businesses across all industries. One of EFI’s most significant and effective services for small businesses is the export assistance programming available through the International Trade & Development (IT&D) division.

EFI’s export assistance programs generate more than $550 million dollars annually in expected export sales for small- and medium-sized Florida companies, according to client reports. More than 58,000 Florida companies export, accounting for 20 percent of all U.S. exporters.

“In Without Enterprise Florida we never would have been able to achieve our current sales goals. I moved my business to Florida from Ohio and working with Enterprise Florida makes the move the smartest business decision we made to date.”

Brooklands, Inc.

In FY 2012-13, EFI’s IT&D division conducted four Governor Scott led Team Florida missions visiting the United Kingdom, Colombia, Chile and France. Companies that attended these four missions reported projected sales of more than $290 million.

In addition, the IT&D team conducted 41 total international and statewide trade events in FY 2012-13 with more than $726 million in expected export sales reported, which is 133 percent of the fiscal year goal. Of that $726 million, $708 million was in EFI target sectors, which is 149 percent of the goal.

**Florida Sports Foundation**
The Florida Sports Foundation, Inc. (FSF) serves as the Sports Industry Development Division of EFI. In FY 2012-13, the FSF partnered with Florida communities to award 42 sporting event grants that produced more than 339,000 new visitors to the state and generated $248 million in economic impact.

Of the more than 10,000 Florida senior athletes aged 50 and over who competed in 2012 Florida Senior Games programs statewide, 1,812 qualified for the 2013 National Senior Games. In addition, in FY 2012-13 the FSF partnered with the Association of Chief Executives for Sports (ACES), to agree to host its annual meeting and summit in Florida three times over the next five years. More than 50 CEOs from the U.S. national sport governing bodies, including those of the U.S. Olympic Committee, will be in attendance.

“We continue to be encouraged by the positive industry growth and the success and activities our sports commissions are producing for the state,” said FSF President John Webb.

Understanding the importance of sports tourism at the local level, the FSF added four new regional sports commissions. This increases the total number to 25 Florida Sports Commissions creating new sporting events to bring visitors and economic impact to the state.

Of the more than 10,000 Florida senior athletes aged 50 and over who competed in 2012 Florida Senior Games programs statewide, 1,812 qualified for the 2013 National Senior Games.
Strategic Partnerships

The EFI Strategic Partnerships division includes investor recruiting, planning, support and execution of EFI Board of Directors and stakeholders functions, as well as administration and logistical support of the Florida Defense Support Task Force (FDSTF) and execution of the state defense grants programs. The division also works to enhance beneficial relationships with regional and local economic development organizations.

In FY 2012-13, EFI administered 40 defense grants in 14 communities. The Defense Infrastructure Grant provides support for local infrastructure projects for encroachment, transportation and access, utilities, communications, housing, environment, and security that have a positive impact on an installation’s military value. Infrastructure grants may also be used to conduct studies, develop presentations, analyses, plans, and modeling in direct support of infrastructure projects. More than $1.58 million in investment grants were approved for FY 2012-13.

During the last fiscal year, the Task Force was proactive in supporting state level legislation, contracting for national level advocacy, and awarding $2.6 million to local defense communities to protect Florida’s military installations and missions, and enhance Florida’s position as the most military-friendly state in the nation.

The Defense Reinvestment Grant (DRG) program provides communities hosting military installations with resources to support advocacy and military community relations. For FY 2012-13, $850,000 in support was approved through reinvestment grants.

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“NEXT LEVEL offers progressive steps that, if implemented, will not only yield positive results for individual communities but will collectively make Florida much more competitive when vying for job creation projects,” said Marc Hoenstine, Duke Energy.

A new initiative of Strategic Partnerships was the creation of the NEXT LEVEL program. The program was designed in partnership with local economic development organizations, Florida League of Cities, Florida Association of Counties, Florida Regional Councils Association, Florida Economic Development Council and others. The program aims to help communities build a sustainable framework to boost local job creation potential. It emphasizes foundational steps that help communities focus on their strengths and address areas of concern to better prepare their area for economic growth.

NEXT LEVEL takes participating communities through a four step process to build on their job creation strengths and minimize their weaknesses.

NEXT LEVEL recognizes that Florida communities have unique needs, assets and strengths, and has been designed to allow participation in all or part of the program’s four steps. The pilot program in Columbia County was successful and the program will be expanded into other counties in fiscal year 2014.

“NEXT LEVEL offers progressive steps that, if implemented, will not only yield positive results for individual communities but will collectively make Florida much more competitive when vying for job creation projects,” said Marc Hoenstine, Duke Energy and Chairman, Community Competitiveness Task Force, EFI Stakeholders Council.
Accounting
During FY 2012-13, the Accounting Department focused on working efficiently and effectively to provide the best service to its clients.

Accounting team members integrated the Florida Sports Foundation into the Enterprise Florida accounting system. Having one accounting system allows for more consistent and timely reporting, and has eliminated time and resource-intensive manual consolidations.

In addition, the team successfully migrated all banking relationships to Wells Fargo Bank and TD Bank, a move which has not only saved EFI money, but has also improved the team’s ability to complete banking transactions in a more timely manner by having platforms where information is available electronically in real time.

The team also streamlined the vendor payment process by scanning payments into the electronic archive system prior to filing the paper copy. This reduces the number of times EFI’s accounting staff handles a document while making the document more readily accessible.

Minority and Small Business Entrepreneurship and Capital (MaSBEC)
In 2012, the Capital Programs unit within EFI’s Administration division was integrated with the Minority Business Development (MBD) division and renamed Minority & Small Business, Entrepreneurship and Capital (MaSBEC).

Over the last fiscal year, EFI identified and partnered with existing organizations/programs to better assist minority and small businesses. As a result, EFI executed six memorandums of understanding with organizations throughout the state known as the Group of 6 (G6).

Since that time, MaSBEC has worked with its G6 partners to identify how EFI can support growth and prosperity for small, minority and entrepreneurial development in Florida. The collaboration has yielded a formalized process and a strategic plan to improve:
- Access to capital
- Access to the marketplace
- EFI’s responsiveness to the state’s small, minority and entrepreneurial business development issues.

MaSBEC’s capital programs include loan participations and guarantees, bond issuance, venture capital investment and a Small Business Innovation Research application grant to federal agency programs.

In FY 2012-13, loan support totaled $17,716,688 for 22 small and minority businesses that closed transactions with a lending institution. Specifically, 31 percent of all loans were closed with five minority-owned businesses and one women-owned business. Bond Financing assisted two projects with a combined par amount of $63,520,000.

Legislative Affairs
The 2013 Legislative Session was a successful one for EFI and economic development across the state. The passage of House Bill 7007, a wide ranging economic development bill, put in place numerous revisions to several policy areas in economic development. A large component of this legislation was the removal of the sales tax on the sale of machinery and equipment used in manufacturing for a period of three years beginning in 2014. The removal of this tax was a priority of Governor Scott and Enterprise Florida.

Senate Bill 406 was the second large economic development legislation for this session. The bill contains many of the policy pieces found in HB 7007. One noticeable difference includes the Enterprise Florida priority of spring training franchise retention. With the creation of a fund for Major League Baseball spring training facilities funded through a dedicated source, Florida sends the message that the state is serious about retaining and recruiting teams.
With the creation of a Fund For Major League Baseball spring training Facilities funded through a dedicated source, Florida sends the message that the state is serious about retaining and recruiting teams. The bill was signed by the Governor.

House Bill 4103 proposed to remove the lifetime per company award cap for both the Qualified Targeted Industry Tax Refund program and the Qualified Defense and Space Contractor Tax Refund program. The removal of this cap will ensure Florida can aggressively compete for competitiveness jobs projects.

Marketing & Communications
The Marketing & Communications team actively and aggressively promoted EFI and the state of Florida as a business destination in FY 2012-13. EFI launched a research and branding initiative that resulted in the creation of Florida’s first business brand – Florida. The perfect climate for business. Marketing and Communications also worked with strategic partners to develop the Team Florida Partnership Program to collaboratively promote Florida as a business Super-State.

The team hosted 11 national and international business development events in FY 2012-13, with 324 guests attending. Events were hosted to promote Florida as a top state for business and those in attendance were site selectors, economic development partners and leaders of industry.

In FY 2012-13, marketing and communications began a strategic and efficient approach to its communications efforts resulting in more positive media coverage. For the fiscal year, EFI received more than 820 media hits, responded to 287 media requests and organized more than 40 interviews between EFI leadership and national and international media. The communications team produced and distributed nearly 90 press releases.

Part of the more strategic approach to communications was the refinement of the EFI online newsroom. Primarily used as a repository for news prior to FY 2012-13, the newsroom was repurposed as a proactive resource for the public. This new approach resulted in a 131 percent increase in daily page views and a 129 percent increase in unique daily visitors.

Administration
Enterprise Florida’s Administration organization provides support and training to help employees work efficiently and effectively.

A key undertaking for the fiscal year was the procurement of a new IT services management company. The change strengthens EFI’s operations and has resulted in a decrease of computing and network downtime. Additionally, the organization’s IT infrastructure was enhanced by exchanging 14 physical servers with a virtual server environment improving computing functions.

A key undertaking for the fiscal year was the procurement of a new IT services management company. The change strengthens EFI’s operations and has resulted in a decrease of computing and network downtime.

Responsibilities for the contracts department increased with the addition of contract support for VISIT FLORIDA, SBA STEP grants, and Defense Infrastructure and Reinvestment Grants among others, each requiring accounting, reporting and administrative controls.
Florida has long enjoyed the reputation as a top location to visit, but far fewer people know that Florida is also a super-state for business. In the fall of 2012, Enterprise Florida conducted research to identify Florida’s business brand.

Nearly 1,000 unique perspectives from key stakeholders and influencers in-state, nationally and internationally were obtained.

The branding research yielded three key points:

- **KNOWN ADVANTAGE**: Florida has the lifestyle that everyone wants and strives to achieve. The state has the right combination of the perfect business climate and the perfect quality of life.

- **UNKNOWN ADVANTAGE**: Florida is a business super-state. Florida is the 4th largest state in the U.S. and 21st largest economy in the world. The state is a leader in a number of industry sectors.

- **EMERGING ADVANTAGE**: Floridians need to know and appreciate all that our great state has to offer, and begin to tell the Florida business story.

Following the research, in January 2013, Governor Scott and President and CEO Gray Swoope unveiled Florida’s first-ever business brand in front of EFI’s board of directors and key stakeholders – Florida. The Perfect Climate for Business. More than just a logo or a tagline, the Florida business brand and campaign provide a common thread that will allow all of the state’s economic development organizations to work together in showcasing Florida as a premier business destination.

Governor Rick Scott said, “We’re working aggressively to get businesses to Florida, so Florida families have more opportunities to pursue the American dream – and with this innovative business brand we will continue to attract more opportunities to the Sunshine State.”

EFI, in partnership with Florida’s utilities and local/regional economic development partners, developed the Team Florida Partnership Program, ensuring there was a mechanism in place in which partners could work collaboratively to consistently promote Florida as the perfect climate for business. Through the help of the Partnership program, EFI created a $1.2 million marketing campaign to promote Florida as a business super-state nationally and internationally.

The marketing campaign will begin to run in FY 2013-14 and plans include TV, print and digital advertising, direct marketing, events, public relations, social media and more. The advertising concepts will run in business publications such as Bloomberg Businessweek, Fortune, Forbes, Fast Company, Entrepreneur, and Chief Executive Magazine as well as in industry trade publications such as Site Selection, Area Development, Business Facilities, and The Leader.

The creative execution of the marketing campaign complies with the first two key points derived from research. The beautiful beaches and green scenery remind viewers of the state’s great quality of life, while the sand sculptures and ad messages focus on Florida’s key strengths as a business super-state. The ad copy highlights some of Florida’s top brags about business climate, such as the size of Florida’s economy.

Working together, EFI and the Team Florida Partnership Program will ensure there is continuity and an on-going effort to promote Florida to decision-makers as an optimum location for business.
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<th>Economic Development Organization</th>
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<td>Wakulla</td>
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<td>Washington</td>
<td>Washington County Chamber of Commerce</td>
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</table>
**Principle Florida Offices:**

**ORLANDO (HEADQUARTERS)**
800 North Magnolia Avenue, Suite 1100
Orlando, FL 32803
T 407-956-5600 | F 407-956-5599

**TALLAHASSEE**
325 John Knox Road
Atrium Building, Suite 201
Tallahassee, FL 32303
T 850-298-6620 | F 850-298-6659

**MIAMI-DADE (INTERNATIONAL TRADE & DEVELOPMENT)**
201 Alhambra Circle, Suite 610
Coral Gables, FL 33134
T 305-808-3660 | F 305-808-3586

**Florida Regional Offices:**

**JACKSONVILLE/NORTHEAST**
Larry Bernaski, Regional Manager
International Trade Development
(Marine Industry Specialist)
Three Independent Drive
Jacksonville, FL 32202
T (904) 359-9350
lbernaski@eflorida.com

**ORLANDO / CENTRAL FLORIDA**
Paul Mitchell, Regional Manager
International Trade Development
(Aviation/Aerospace Specialist)
800 N. Magnolia Avenue, Suite 1100
Orlando, FL 32803
T (407) 956-5639
pmitchell@eflorida.com

**PENSACOLA/NORTHWEST**
Andrea Moore, Regional Manager
International Trade Development
(ICT-Computer Industry Specialist)
117 West Garden Street
Pensacola, FL 32502
T (850) 469-8989
amoore@eflorida.com

**WEST PALM BEACH / SOUTHEAST**
John Diep, Regional Manager
International Trade Development
(Asia Specialist and Clean Technology Specialist)
310 Evernia Street
West Palm Beach, FL 33401
T (561) 832-8339
jdiep@eflorida.com

**International Locations**

**THE AMERICAS**

**BRAZIL (SAO PAULO)**
Fabio Yukio Yamada, Director
Mariana Falkenburger, Manager
T 011 (55-11) 3040 4848
M 011 (55-11) 9 8447-9454
fabio@eflorida.com.br
mariana@eflorida.com.br
www.eflorida.com/brazil

**CANADA (MONTREAL)**
Frédérick Bernard, Director
T 1 (514) 448-0544
M 1 (514) 258-3751
f.bernard@eflorida.ca
www.eflorida.com/canada

**CANADA (TORONTO)**
Lou Caporussso
T 1 (647) 723-2157
M 1 (647) 680-7746
l.caporussso@eflorida.ca
www.eflorida.com/canada

**MEXICO (MEXICO CITY)**
Ana Arroyo Yllanes, Director
T 011 (52-55) 2455-3971 to 73
info-efimexico@axtel.net
www.eflorida.com/mexico

**ASIA**

**CHINA (BEIJING LIAISON OFFICE)**
Richard Lawrence III
Nan Chen
c/o Holland & Knight LLP
T (86-10) 6566-1968/1278/1760
Richard.Lawrence@hklaw.com
Nan.Chen@hklaw.com
www.eflorida.com/china

**JAPAN (TOKYO)**
K. Sam Tabuchi, Director
T 011-81(0)3-3578-8777
kstabuchi@eflorida.jp
www.eflorida.com/japan

**TAIWAN (TAIPEI LIAISON OFFICE)**
Wennie Chen, Director
T 011 (886-2) 2758-5181
tpe.efi@msa.hinet.net
www.eflorida.com/taiwan

**EUROPE**

**CZECH REPUBLIC**
(PRAHAG LIAISON OFFICE)
Jan Kozubek, Director
c/o Becker & Poliakoff
T 011 (42-02) 2492-0632
kozubek@becker-poliakoff.cz

**FRANCE (PARIS)**
Laurent Sansoucy, Director
T 011 33 (0) 143 87-56 40
laurent.sansoucy@eflorida-europe.com
www.eflorida.com/france

**GERMANY (MUNICH)**
Michael Hass, Director
Alexander Bothmann, Deputy Director
T 011 (49-89) 9901-3665
alexander.bothmann@invest-in-florida.de
www.eflorida.com/germany
www.eflorida.com/deutschland

**SPAIN (MADRID)**
Sergio Reyes, Director
Gonzalo Arance, Deputy Director
Phone: 011 (34-91) 781-3483
garance@e-finance-institute.com
www.eflorida.com/spain
www.eflorida.com/espana

**U.K. & IRELAND (LONDON)**
Gavin Cleary, Director
Julia Mills, Deputy Director
T 011 44 (0) 207-822-0718
M 011 44 (0) 7584-688-791
gavin.cleary@eflorida-europe.com
julia.mills@eflorida-europe.com
www.eflorida.com/uk

**MIDDLE EAST/AFRICA**

**ISRAEL (RAMAT HA SHARON)**
Nurit Gazit, Director
T 011 (972-3)540-0390
M 011 (972-54)4-511-007
ngazit@eflorida.co.il
www.eflorida.com/israel

**SOUTHERN AFRICA (DURBAN)**
Abigail Ellary, Director
T 011-27 (0) 31-830-5054
M 011-27 (0) 82-341-9541
aellary@eflorida.co.za
www.eflorida.co.za
www.eflorida.com/southafrica

**www.eflorida.com**