Florida’s primary organization dedicated to statewide economic development.
Florida families throughout our state tell me they want three things: a good job, a good education for their children, and to keep the cost of living low.

That’s why we cut $500 million in taxes and fees for Florida families this past year alone, made historic investments in education, and continue to hold the line on college tuition. Since taking office, we have worked to remove nearly 3,000 regulations on small businesses, turned a $3.6 billion state budget debt into a $5.2 billion surplus, and our unemployment rate has dropped from 11 percent in 2010 to 6.3 percent in May 2014. While Florida was among the hardest hit states during the recession, now Florida’s amazing turnaround makes our state a leader in job gains, unemployment rate decline, and growing job demand. Florida’s infrastructure is also ranked the best in the nation, and we will keep working to create the ideal business climate and an opportunity economy where every Florida family has the opportunity to live the American Dream.”

Brett Couch, Florida Regional President, Region’s Bank

“Enterprise Florida is committed to making Florida the best place for business is something to brag about. Throughout the annual report you will find that our results reflect the commitment of EFI’s staff, board members and stakeholders to diversify and strengthen Florida’s economy. We are showcasing the state’s unique competitive assets on a global scale to create jobs and continue Florida’s economic turnaround. By highlighting the state’s top sectors, EFI is able to attract companies that are looking to permanently locate and grow within the state. With the leadership of Governor Scott and Secretary Swoope, EFI will continue its mission to create new jobs for Floridians and increase capital investment around the state.”

Gray Swoope, Secretary of Commerce

“Our goal at Enterprise Florida is to diversify and grow Florida’s economy through job recruitment and retention, international trade and exporting, promotion of sporting events, support of Florida’s military installations, and capital funding programs to assist small and minority businesses. The 2013-14 fiscal year was record breaking for our organization and resulted in some very impressive numbers with a 19.3 percent increase in project wins, 150 percent increase in capital investments and 83.7 percent increase in total projected jobs since FY 2010-11, the highest ever in both of these categories. Florida was again named the second best state for business by Chief Executive Magazine, inching closer to the top spot. Midway through the fiscal year, we unveiled our new website, which is critical to continuing our economic development success and communicating the support EFI offers to Florida businesses. We also saw a record number of businesses joining our board with five new investors. With the help of our strong partnerships around the state, Florida communities are working diligently to highlight their assets and utilize the state’s available resources to promote their areas. I am proud to lead the economic development efforts in Florida as we continue working relentlessly to make Florida the best place for business.”

Rick Scott, Governor

Chairman, Enterprise Florida, Inc.

“I continue to be impressed with EFI’s impact on the Florida economy. The organization’s pledge to make Florida the best place for business is something to brag about. Throughout the annual report you will find that our results reflect the commitment of EFI’s staff, board members and stakeholders to diversify and strengthen Florida’s economy. We are showcasing the state’s unique competitive assets on a global scale to create jobs and continue Florida’s economic turnaround. By highlighting the state’s top sectors, EFI is able to attract companies that are looking to permanently locate and grow within the state. With the leadership of Governor Scott and Secretary Swoope, EFI will continue its mission to create new jobs for Floridians and increase capital investment around the state.”

Enterprise Florida Annual Report 2013-14 | 1
A Model for Economic Development

About Enterprise Florida

Created by the Florida Legislature in 1996, 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 facilitates job growth for Florida businesses through recruitment and retention, international trade and exporting, promotion of sports as an economic driver, capital funding programs to assist small and minority businesses, and protection of the military bases across the state. In pursuit of its mission, EFI works closely with a statewide network of economic development partners. Comprised of public leadership that includes the Governor, Cabinet, Senate and House-appointed members, as well as private business investor members from across the state, EFI’s board provides direction for the organization’s efforts and advises on matters of policy. EFI’s team is laser-focused on the mission of developing the tools that will help Florida succeed. As a result, EFI has championed Florida as the “perfect climate for business.”

Florida’s Economic Development Progress

Florida became one of the first states in the country to place principal responsibility for economic development in the hands of a public-private partnership.

Governor Bush signed into law an historic piece of legislation that laid the framework for The Scripps Re- search Institute to expand its world renowned scientific research and endeavors into Florida.

Under the leadership of Governor Rick Scott and through state legis- lation, Florida created a seamless economic development process.

Florida Sports Foundation (FSF) joined the EFI team, furthering FSF’s goals of securing sporting events, increasing sports tourism and providing citizens with participation in statewide amateur games.

EFI announced several game-changing projects from companies including Navy Federal Credit Union, Deutsche Bank, Uninor and Pratt & Whitney, contributing to a total of $1.5 billion in capital investment and 25,000 jobs for the year.

EFI is more relentless than ever and will continue to be aggressive in its efforts to expand and diversify Florida’s economy.

Corporate Contributions

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2007-08</td>
<td>$1,400,000</td>
</tr>
<tr>
<td>FY 2008-09</td>
<td>$1,240,000</td>
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<td>FY 2009-10</td>
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<td>FY 2010-11</td>
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<td>FY 2011-12</td>
<td>$1,425,000</td>
</tr>
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<td>FY 2012-13</td>
<td>$1,487,500</td>
</tr>
<tr>
<td>FY 2013-14</td>
<td>$1,787,500</td>
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</tbody>
</table>

Source of Funds 2013-14

<table>
<thead>
<tr>
<th>Source of Funds 2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Revenue</td>
</tr>
<tr>
<td>FL Intl Trade &amp; Promotion Trust Fund</td>
</tr>
<tr>
<td>State SEED Trust Fund</td>
</tr>
<tr>
<td>State Small Business CreditInitiative (SBCC)</td>
</tr>
<tr>
<td>Federal Grant Assistance</td>
</tr>
<tr>
<td>Corporate Contributions</td>
</tr>
<tr>
<td>Program Revenues</td>
</tr>
</tbody>
</table>

Use of Funds 2013-14

<table>
<thead>
<tr>
<th>Use of Funds 2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Partnerships</td>
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<tr>
<td>Administration</td>
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<tr>
<td>Marketing &amp; Communications</td>
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<td>International Trade</td>
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<tr>
<td>Business Development</td>
</tr>
<tr>
<td>Minority Business Development</td>
</tr>
<tr>
<td>Sports Development</td>
</tr>
</tbody>
</table>

Unaudited numbers reported as of 9/9/14.

Enterpris Florida Annual Report 2013-14 | 3
Enterprise Florida’s Impact on the State

Enterprise Florida works with our partners across the state to support economic development efforts. EFI professionals provide export assistance, manage capital funding programs for small businesses, advocate for Florida’s military bases, and promote professional and amateur sporting events throughout the state. In support of our mission, staff works with the Executive Office of the Governor, communities and companies to coordinate project announcements that promote new locations and expansions. In addition, activities such as regional development training sessions, defense support task force visits, sports promotion, and speaking engagements by EFI leadership are underway throughout the year. The impact map on page 5 highlights EFI’s presence in each county during FY 2013-14, working across all programs.

The stories below illustrate just some of the ways in which EFI contributed towards Florida’s economic development efforts in FY 2013-14:

1 Military/Defense Visits & Grants Awarded

In November 2013, Florida Defense Support Task Force, awarded a $500,000 grant to the Economic Development Alliance of Bay County for the construction of the high-capacity data link known as LambdaRail to connect with the military installation at Naval Support Activity Panama City.

“The Florida Defense Support Task Force should be commended for awarding this grant to Naval Support Activity Panama City. The connection of the LambdaRail data link was greatly needed to enhance operations at the base, and I applaud the Task Force for addressing this issue. This type of support shows our military families how important they are to the region.” – Marti Coley, Florida State Representative

2 EFI President & CEO Speaking Engagement

On February 9, EFI President & CEO Gray Swoope spoke at the Ocala/Marion County Chamber and Economic Partnership (CEP)’s ExCEPtional morning breakfast where he announced Creative Foam Medical Systems’ plans to locate their medical device manufacturing facility in Ocala.

“While the medical device sector has been a strength for Florida, it is a relatively new industry for Ocala. Thanks to our partnership with Enterprise Florida, this sector is now growing in Marion County as evidenced by the recent announcement by Gray Swoope of Creative Foam Medical Systems’ plans to invest $4.5 million in Ocala and create high wage jobs for our neighbors.” – Kevin Shellby, President and CEO, Ocala/ Marion County Chamber & Economic Partnership

3 Competitive Project Located, Amazon.com

Amazon announced its plans to open two large-scale fulfillment centers in Ruskin and Lakeland that will create 1,078 full-time jobs and capital investment of more than $204 million in the two communities.

“We look forward to offering more than 1,000 full-time jobs with comprehensive benefits at our new fulfillment centers in Hillsborough County and Lakeland, Florida. We appreciate the state, city and county officials who have worked with us to bring these fulfillment centers to Florida. We’re excited to join the community, bringing great jobs and investment to the area.” – Mike Roth, Vice President of North American Operations, Amazon.com

4 Small Business Export Assistance

EFI provided multiple export counseling sessions as well as target sector trade grants to assist Inline Filling Systems to attend trade missions to Brazil, Chile and the Dominican Republic.

“The trade missions have been phenomenal. Each mission was a great opportunity that provided our company with contacts that would have been extremely hard to make on our own. EFI is an excellent organization. They have made it so easy for us to attend these events and they really streamline the process.” – John Escobar, International Sales Manager, Inline Filling Systems

5 Enterprise Florida Board Activity

EFI is guided by a policy-driven Board of Directors, comprised of appointed members and a diverse group of investors representing some of the most notable corporations in Florida and the nation. The EFI Board meets quarterly in various regions across the state.

“The partnership between EFI and the private sector is invaluable as it drives business and keeps a thumb on the pulse of Florida’s industries. Serving on EFI’s Board of Directors has allowed me to better understand Florida’s competitiveness and EFI’s efforts to attract new business and investment to the state. I’m proud to serve on a Board that recognizes the importance of business growth and works relentlessly to create opportunities for Floridians.” – Blake Gable, Barron Collier Companies

6 MaSBEC/Capital Programs Assistance

In May 2014, EFI participated in a seminar series designed to provide small businesses in South Florida with a working knowledge of the State Small Business Credit Initiative (SSBCI) small business loan support program. SSBCI is just one of the many programs offered by EFI’s Minority & Small Business, Entrepreneurship and Capital (MaSBEC) to provide small, minority and entrepreneurial companies with training, development and financing options.

“Small businesses are the foundation of our economy and South Florida is one of the top places for these types of businesses to thrive. Through Broward County’s collaboration with EFI, local small businesses were provided an exceptional opportunity to learn more about the SSBCI program and how to successfully navigate the small business loan process.” – Herb Parinto, Economic Development Specialist, Broward County Office of Economic and Small Business Development

7 Governor’s Jobs Announcements

In February, Governor Rick Scott visited U.S. Ambulance Corporation in Winter Park where the company announced it would add 126 new jobs and infuse $2 million in capital investment to the Central Florida region.

“We’ve been able to assemble the best, most qualified team, not only in our industry, but in vehicle manufacturing. We couldn’t have done that without the state, the Governor’s office, Orange County and the City of Winter Park and we greatly appreciate that.” – Bob Collins, President and CEO, U.S. Ambulance Corporation

8 Regional Training Sessions

In 2014, EFI held seven regional training sessions which focused on competitiveness and the tools available to assist Florida’s economic developers to grow their communities. Sessions were held in Palmetto, Orlando, Ft. Myers, Jacksonville, West Palm Beach, Lake City, and Ebro.

“The regional training sessions EFI conducts around the state are very beneficial to the work we are doing in economic development. Strong partnerships between groups like EFI, CareerSource, CEO and community leaders are critical to our success in bringing jobs to Florida.” – Jerry Mallot, JAXUSA
Competitive Projects Changing Communities

Florida wins three manufacturing projects announced by Northrop Grumman

“We’re extremely appreciative of the support we’ve received from the state of Florida and the local community in our continuing effort to drive our affordability and competitive position. This expansion further cements our strong partnership with Florida, and will greatly benefit our employees, customers, and shareholders.” - Tom Vice, Corporate Vice President, Northrop Grumman and President, Aerospace Systems

Over the past year, Northrop Grumman has announced three major projects and a commitment to growing Florida’s space coast. The Manned Aircraft Design Center of Excellence, located in Melbourne, will bring 1,000 jobs and a capital investment of $70 million. In addition, Northrop Grumman recently dedicated its Aircraft Integration Center of Excellence in St. Augustine, a project that will bring 400 jobs and $102 million investment into the St. Augustine community. In May 2014, Northrop Grumman announced its largest project to date in Florida, bringing 2,000 jobs and $1.5 billion investment into the Space Coast region.

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Business Development Performance

Competitive Projects Average Wage (4 Year Comparison)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>FY 10-11</th>
<th>FY 11-12</th>
<th>FY 12-13</th>
<th>FY 13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Investment ($millions)</td>
<td>$1,114</td>
<td>$1,496</td>
<td>$2,785</td>
<td>$63,327</td>
</tr>
</tbody>
</table>

+150% FROM FY2010-11 TO FY2013-14

Competitive Projects Average Wage (4 Year Comparison)

- FY 10-11: $51,787
- FY 11-12: $57,097
- FY 12-13: $52,737
- FY 13-14: $63,327

Points of Impact:

- Industry: Aviation & Aerospace
- Location: Melbourne and St. Augustine
- New jobs: Up to 3,200
- Capital investment: $672 million

Business Development Performance

Established Projects by Industry (FY 2013-14)

- Industry: Aerospace
- Industry: Automotive
- Industry: Manufacturing
- Industry: Defense/HS
- Industry: Life Sciences
- Industry: Logistics/Dist
- Industry: Information Technology
- Industry: Financial/Prof Svcs

Percentage of Capital Investment by Industry (FY 2013-14)

- Aerospace 31%
- Automotive 11%
- Manufacturing 14%
- Defense/HS 2%
- Life Sciences 17%
- Logistics/Dist 6%
- Information Technology 19%
- Financial/Prof Svcs 9%
- Prof Svcs 12%
- Clean Tech 2%
- Prof Svcs 12%
- Not in Target 2%

Sampling of Key Projects (FY 2013-14)

- ESCAMBIA: Global Business Solutions, Inc.
  - Industry: Information Technology
  - Project type: Expansion
  - Capital Investment: $5,000,000
  - New Jobs: 120

- DUVAL: Bank of America Corporation
  - Industry: Financial/Professional Services
  - Project type: Recruitment
  - Capital Investment: $30,000,000
  - New Jobs: 1,500

- SEMINOLE: United States Tennis Association (USTA)
  - Industry: Headquarters
  - Project type: Recruitment
  - Capital Investment: $60,000,000
  - New Jobs: 154

- HILLSBOROUGH: USAA Southeast Regional Office
  - Industry: Financial/Professional Services
  - Project type: Recruitment
  - Capital Investment: $162,770,000
  - New Jobs: 1,295

- ALACHUA: Optim
  - Industry: Logistics/Distribution
  - Project type: Expansion
  - Capital Investment: $4,800,000
  - New Jobs: 100

- LEE: Amazon.com
  - Industry: Logistics/Distribution
  - Project type: Expansion
  - Capital Investment: $204,200,000
  - New Jobs: 1,078

- BREVARD: Northrop Grumman
  - Industry: Aerospace
  - Project type: Recruitment
  - Capital Investment: $15,000,000
  - New Jobs: 600

- POLK: Bank of America Corporation
  - Industry: Financial/Professional Services
  - Project type: Recruitment
  - Capital Investment: $30,000,000
  - New Jobs: 1,500

- PALM BEACH: Office Depot
  - Industry: Headquarters
  - Project type: Retention/Expansion
  - Capital Investment: $3,000,000
  - New Jobs: 579
DemeTECH® expands global outreach with assistance from EFI International business team

“We are a very big proponent of Enterprise Florida and the services they offer. EFI’s trade show grants have allowed us to attend shows that we wouldn't have gone to otherwise. The shows have been fantastic and resulted in more exports and ultimately more jobs.” - Luis Arguello, Jr., Vice President, DemeTECH® Corporation

DemeTECH of Miami is an emerging leader in customized surgical sutures and suture kits. EFI provided multiple export counseling sessions as well as a Gold Key marketing plan to assist DemeTECH® with expanding into new countries. EFI also provided target sector trade grant funding to offset the costs of participating in international trade shows Arab Health, MEDICA (Germany) and Singapore Health, as well as trade missions to Colombia and the Dominican Republic. Attending EFI-hosted trade shows has allowed the company to market their products to new international audiences and increase their sales by 30 percent each year. DemeTECH® has also expanded into several new markets including the Dominican Republic and other parts of Central America.
Defense Infrastructure Grant protects Naval Air Station from incompatible land use

“Naval Air Station Whiting Field enriches our community and supports our local economy. The Defense Infrastructure Grant to Santa Rosa County will make a sizeable impact in acquiring land surrounding Whiting Field further protecting the installation and its assets.” - Representative Doug Broxson, Florida House of Representatives 3rd District

Naval Air Station (NAS) Whiting Field is considered the Navy’s busiest air station in the world. Over the past several years, Santa Rosa County and the Navy have developed a partnership that is viewed as “The Model” by the Department of Defense in protecting bases from incompatible land use. Through the use of Defense Readiness Environmental Protection Initiative (REPI) funds, the Florida Forever initiative, and the state’s Defense Infrastructure Grant fund resources, the county has been able to successfully buffer and conserve more than 3,200 acres around the installation. In FY 2013-14, the partnership between NAS Whiting Field, the State of Florida, and Santa Rosa County resulted in conservation/base buffering projects covering another 1,000 acres adjacent to the installation. To date, total partner contributions have resulted in the execution of more than $13M in protecting a superb Naval aviation training facility in Florida.

### Points of Impact:

**Industry:** Military & Defense  
**Location:** Santa Rosa County  
**Grant Amount:** $200,000  
**Military Personnel Impacted:** 2,680  
**Economic Impact:** $1.130 Billion
“It makes me proud that the Sunshine State Games are the longest continuously running Games and the concept is achieving its objective of Floridians representing the U.S. at the Olympic Games,” said former Governor Bob Graham, who is credited as being the founder of the Sunshine State Games. “There aren’t a lot of things that last 35 years and I’m glad to see the idea of developing athletes with Olympic sports backgrounds has taken hold.”

In 2013-14, the Florida Sports Foundation’s grant program awarded 161 grants, creating $627 million in economic impact for the state, resulting in more than 700,000 new out-of-state visitors.

The Florida Sports Foundation recorded another successful year, providing more than 14,000 active seniors with opportunities to participate in the Florida Senior Games.

The Florida Sunshine State Games lead the country with a rich, 35-year history. The games hosted 10,000 active youth participants in FY 2013-14.

In December 2013, the state was awarded 42 NCAA National Championships (2014-2018) and will be home to the new college football playoff semi-final game in Miami in 2015 and the championship game in Tampa in 2016.

POINTS OF IMPACT:

- Industry: Sports
- Location: 27 Sports Commissions
- Sports Represented: NFL, MLB, MLS, NASCAR, Golf, Fishing & Boating

Florida Sports Foundation

FLORIDA SPORTS RESULTS - FY 13-14

| $44.4B | Sports industry economic impact to Florida |
| 13.3M | Out-of-state visitors that attended sporting events |
| 2,567 | Events hosted by Florida’s 27 sports commissions |
Earnest Products quadruples business through EFI financing programs

“We couldn’t have expanded our business without assistance from our partners. Enterprise Florida and our lending partner Fifth Third made it possible to quadruple the size of our business and bring more high paying jobs to Central Florida.”

- Bryan Earnest, President, Earnest Products

Earnest Products of Sanford is a fabricator of high-quality sheet metal used in the manufacturing of custom parts for multiple industries. While the company’s products were in high demand, they were unable to produce enough due to their small, inefficient facilities and limited production capacity. EFI partnered with Fifth Third Bank to guarantee a $1,750,000 line of credit through the State Small Business Credit Initiative (SSBCI) program as part of a combined $10 million loan package. In addition, EFI administered $6.8 million in Florida Development Finance Corporation (FDFC) issued bonds. The funding enabled Earnest Products to purchase new space for their manufacturing operations as well as several million dollars’ worth of automated machinery. The new facility will allow Earnest Products to quadruple their building space from 60,000 sq. ft. to 240,000 sq. ft. and sell up to $100 million in products. The company has created 25 new jobs since partnering with EFI and Fifth Third, and anticipates creating 100 more high-wage, skilled manufacturing jobs over the next few years.

POINTS OF IMPACT:
- Industry: Manufacturing
- Location: Sanford
- EFI Programs Involved: SSBCI, FDFC Bond Financing
- Loan Amount Guaranteed: $1.75 million
- New Jobs: 125

MaSBEC/CAPITAL RESULTS - FY 13-14

- Number of SSBCI Lenders Participating: 25
- EFI-Assisted companies that have accessed financing: 30
- Loan Guarantees (Leveraged Amount): $12.2M
- Loan Participations: $9.2M
EFI Outreach

EFI launches a new, interactive website

As Enterprise Florida’s primary communication tool, the EFI website was redesigned and restructured to better present the state’s business benefits, serve as a daily news source, and outline the organization’s services. More than a standard economic development website, enterpriseflorida.com now serves as a sales tool, a research mechanism, an article generator, newsroom, site inventory and international trade guide. Improved navigation, concise, pertinent content and a sleek new, engaging look are all key features of the new site.

The new site also features a robust newsroom that contains press releases, story ideas, reports and resources and many other valuable tools that showcase EFI’s services and accomplishments.

EFI hosts Rural Economic Development “Boot Camp”

“Florida’s rural regions offer unique and attractive assets that many businesses look for when considering moving or expanding in a state. These regions highlight the state’s advantages in specialized workforces, and logistics and infrastructure support, including Florida’s vast multi-modal transportation network. Our rural regions can be incredibly competitive thanks to these assets.” – Gray Swoope, President & CEO of Enterprise Florida

On July 11, 2013, EFI hosted Florida’s first-ever rural economic development “boot camp” in Okeechobee. Held at Indian River State College, the workshop was designed to build on the 2012 Rural Economic Development Study commissioned by the state to study existing economic development efforts of rural communities in Florida. The event offered training and competitiveness strategies and included presentations by Governor Scott and Secretary Swoope, recognized leaders in economic development, as well as breakout sessions on topics specific to rural communities led by EFI, the Department of Economic Opportunity, CareerSource Florida, Visit Florida and more.

Web Site Statistics for FY 2013-14

| Sessions of Active Engagement with Website and App | 314,716 |
| Number of New and Returning Users | 235,989 |
| Total Number of Pages Viewed | 773,580 |
| Pages Viewed by User Per Session | 2.46 |
| Average Session Duration | 00:02:09 |
| Percentage of First Time Visitors | 73.72% |

Page View Comparison

The following chart represents a snapshot of the six most popular pages of the EFI website and compares page views from the time period of February 1 – June 30, 2013 and after the launch of the new website from February 1 – June 30, 2014.

Since new website launch in February 2014...

| Manufacturing | 4,185 | 4,565 | 152% |
| Life Sciences | 1,500 | 3,564 | 152% |
| Infotech | 2,522 | 3,276 | 124% |
| Logistics Distribution | 1,423 | 2,350 | 63% |
| Aviation Aerospace | 2,350 | 6,808 | 189% |
| Newsroom | 6,808 | 25,793 | 342% |

Highlighting Florida's Key Assets – EFI Buildings and Sites Database on enterpriseflorida.com

Site consultants and business executives can now search on enterpriseflorida.com for available properties based on criteria that meet their needs. The website will search through the more than 2,500 properties entered to date by EFI’s primary partners and return a display of buildings and/or sites that best fits their project. Supplying more than just a list of assets, the EFI buildings and sites database also provides demographic, business and workforce data for the surrounding area. The database is an invaluable tool that helps sell Florida 24/7 and will be the core resource to supplying information for EFI’s project proposals.
Team Florida Campaign Report

Team Florida Perfect Climate for Business Campaign

The Florida – Perfect Climate for Business campaign is the state’s first unified campaign to build awareness and generate interest in Florida as a business super-state among site location consultants and business decision makers worldwide. The Team Florida Partnership, consisting of EFI, regional/local economic development organizations and utility partners, contributed $1.4 million to support the campaign.

Campaign Overview

The award-winning advertising campaign reached over 57 million business executives and site consultants worldwide, which drove more than 4,000 visits to the PerfectFloridaClimate.com website. Advertising efforts ran on key business publications and media networks such as FORTUNE, Bloomberg, CNBC, WSJ, FoxNews, BBC World News, FoxBusiness, Site Selection and Area Development.

Additional direct marketing efforts allowed EFI and Team Florida partners to directly contact more than 2,300 consultants and business executives, where 124 of them attended events to meet and build relationships with EFI and Team Florida representatives and to learn more about Florida’s perfect business climate.

Team Florida Partners

- Enterprise Florida
- Florida Power & Light Company
- Gulf Power
- Tampa Electric Company (TECO)
- Tampa Bay Partnership
- Orlando EDC
- Florida Business Development Fund

Funding

- Florida’s Great Northwest
- Jacksonville Partnership
- BDB of Palm Beach County
- BayEDA
- Central Florida Development Council
- Charlotte County EDO
- Santa Rosa County EDO
- Team Velusa EDC
- Greater Fort Lauderdale Alliance
- North Florida EDP
- St. Johns County
- Hamilton County
- BDB of Martin County

The “Florida – Perfect Climate for Business” campaign received “Best in Class 2013” in the Southern Economic Development Council (SEDC) Communications Awards.

Campaigns

- Advertisement and Integrated Campaign
- with two Silver Addy Awards

The American Advertising Federation Jacksonville Chapter awarded The Perfect Climate for Business Campaign with two Silver ADDY awards for the Print Advertisement and Integrated Campaigns categories.

FORTUNE Magazine Cover Wrap Program

44% of FORTUNE survey respondents indicated that the program strengthened their consideration of Florida as a relocation/expansion destination.

FORTUNE Magazine Cover Wrap Program

Partner Contributions

43% ($595,000)

NIKE Contributions

57% ($80,000+)

($100,000+)

Team Florida Signature Event – 3-Day Grapefruit League Baseball Scout Experience Hosting Site Selection Consultants

Legislative Update

The EFI Government Relations team works with our Board of Directors, Primary Economic Development Partners, the Department of Economic Opportunity, and other stakeholders to develop and then advocate for a statewide economic development legislative agenda. This legislative agenda includes: support for EFI’s operating budget, the economic development toolkit, business climate and overall competitiveness issues. The EFI Government Relations team works closely throughout the year with legislators, staff, and various stakeholders in an effort to promote and support the state’s economic development efforts.

This year saw the passage of 264 pieces of legislation, the lowest total in over a decade. The one constitutionally required bill each year is the General Appropriations Act, better known as simply The Budget. This year’s budget totaled $773 billion, the largest budget in Florida’s history, bolstered by over $1 billion in surplus funds thanks to sound budgeting and a growing economy. It provides an $11 million pay increase for law enforcement, a $10.9 million increase for assistant state attorneys and public defenders, $20 billion in education funding, a $101 billion Department of Transportation budget, and no tuition increases for college students.

As a national leader in economic development and job growth, Florida will be advanced by many economic development and business climate initiatives approved by the Florida Legislature, from sports development to small business financing, EFI, along with support from many Board Members and Stakeholders, worked hard to pass legislative items that promote the state’s job growth policies and continued economic development. The items below are a highlight of some of the key economic development initiatives from the 2014 Legislative Session.

FUNDING FOR ENTERPRISE FLORIDA ($19,900,000)

The Governor and the Legislature demonstrated their support of EFI’s role in economic development by maintaining its operating budget and increasing funding for supplementary initiatives. An increase in funding for international grants will allow Florida to further its global presence. The Florida Sports Foundation also saw an increase in funding which included an additional $1M for the grants program and an additional $500K for the Senior/Sunshine State Games. A requested state match to supplement the marketing campaign was a legislative priority, but this line item did not survive the last week of budget conferencing.

ECONOMIC DEVELOPMENT TOOLKIT ($71,000,000)

This incentive toolkit includes funding for numerous programs, including the Qualified Target Industry (QTI) program, the Quick Action Closing Fund (GACF), High Impact Performance incentive (HIP) grants and more. The Toolkit funding consists of $55M in new funding and a $16M carry-forward of unspent funds. For FY 2013-14 the toolkit was funded at $45M in new funds and a $25M carry-forward of unspent funds.

INCENTIVE MODIFICATIONS

The proposed modifications to the Qualified Target Industry (QTI) program and Capital Investment Tax Credit (CITC) program were not adopted. However, EFI was able to educate committee staff and forge relationships with legislative champions, providing groundwork for future efforts to optimize Florida’s competitiveness.

RURAL ECONOMIC DEVELOPMENT PACKAGE

As a result of EFI’s rural economic study, a rural economic development boot camp, was hosted by Gov. Scott & Sec. Swoope in July 2013. Recommendations from the study and boot camp helped inform the Rural Areas of Opportunity Bill. While this bill did not pass, some of its initiatives were added to HB 7023, listed below.

LEGISLATION OF INTEREST

- HB 5601 - Relating to Economic Development
- SB 156 - Relating to Motor Vehicle and Mobile Home Taxes, Fines, and Surcharges
- HB 321 - Relating to Title Insurance
- HB 7095 - Relating to Professional Sports Facilities
- HB 7023 - Relating to Economic Development
- HB 7015 - Relating to Military and Veteran Support
- SB 846 - Relating to Governmental Ethics
In FY 2013-14, a policy-driven Board of Directors oversees the organization, comprised of appointed members and a diverse group of investors representing some of the nation’s most notable corporations. Currently, the EFI Board of Directors has 66 voting members representing both the public and private sectors. Members include elected officials such as Governor Rick Scott and the Florida Cabinet, Legislative leadership and appointees, and corporate investors.

EFI gained five new investors in the last fiscal year, representing our largest ever gain in board members. FY 2013-14 also marked the largest amount of board investment ever at $1.7 million.

**Community Partnerships**

“I’m very proud of the accomplishments made by EFI and its partners in the last fiscal year. Enterprise Florida is a model for economic development organizations around the nation and it’s a pleasure to serve on a board that oversees what this organization does for the state.” - Brett Couch, EFI Board of Directors Vice-Chair

EFI’s Strategic Partnership division is responsible for maintaining and enhancing relationships with primary partners and stakeholders, expanding investor support and Board participation, assisting communities in increasing competitiveness when vying for job creation projects, and protecting and enhancing military bases and missions through defense grant programs and Florida Defense Support Task Force activities.

In FY 2013-14, the division led seven regional training sessions throughout Florida. The meetings were attended by economic development partners, utility partners and board members, and included presentations from each department within EFI that gave regional partners an overview of EFI divisions and resources.

In addition to the regional trainings, the division organized four quarterly Board of Directors meetings around the state. In FY 2013-14, a policy-driven Board of Directors oversees the organization, comprised of appointed members and a diverse group of investors representing some of the nation’s most notable corporations. Currently, the EFI Board of Directors has 66 voting members representing both the public and private sectors. Members include elected officials such as Governor Rick Scott and the Florida Cabinet, Legislative leadership and appointees, and corporate investors.

EFI gained five new investors in the last fiscal year, representing our largest ever gain in board members. FY 2013-14 also marked the largest amount of board investment ever at $1.7 million.

**Investor Capital Raised**

$1.7M

**Number of New Investors**

5

**Total Number of Board Members**

66

**Partner Listing**

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<tr>
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</table>

**Regional Partners**

Florida’s Great Northwest Partnership
North Florida Economic Development Partnership
Opportunity Florida
Orange County Economic Development Council
Tampa Bay Partnership

**Utility Partners**

Duke Energy
Florida Power & Light
Gulf Power Company
Teco Energy
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