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Enterprise Florida Future Board & Stakeholder Meetings:

May 10 – 11, 2016: Naples*
September 28 – 29, 2016: Orlando
November 29 – 30, 2016: Sandestin*

*Please note that these dates have changed and the meetings are being held on Tuesday & Wednesday.

ENTREPRISE FLORIDA BOARD EVENTS

THURSDAY: JANUARY 28, 2016

10:00 A.M. – 11:00 A.M.
Florida International Trade Partnership Meeting
Room 201 – FSU Conference Center

10:30 A.M. – 11:30 A.M.
FEDC Board Meeting
The Rattler Room – Residence Inn Tallahassee

11:00 A.M. – 12:00 P.M.
Board Finance & Compensation Committee Meeting
The Seminole Room – Residence Inn Tallahassee

11:00 A.M. - 1:00 P.M.
Stakeholder Council Lunch
Room 103 – FSU Conference Center

12:30 P.M. – 1:30 P.M.
Board Legislative Policy Committee Meeting
Room 214 – FSU Conference Center

1:30 P.M. - 2:30 P.M. (Meeting Only)
Board Executive Committee Meeting
Room 114 – FSU Conference Center

2:00 P.M. – 4:00 P.M.
Stakeholder Council Meeting
Room 103 – FSU Conference Center

2:30 P.M. – 4:30 P.M.
Space Florida Board Meeting
Room 214 – FSU Conference Center

5:30 P.M. - 6:45 P.M.
Enterprise Florida Board Reception
Governor’s Mansion

7:00 P.M. - 8:30 P.M.
Enterprise Florida Board Dinner
Horizon Ballroom – Hotel Duval

FRIDAY: JANUARY 29, 2016

7:00 A.M. – 8:00 A.M.
Board Education & Workforce Talent Task Force Meeting
The Seminole Room – Residence Inn Tallahassee

7:00 A.M. – 8:30 A.M.
Enterprise Florida Board of Directors Breakfast
Atrium – FSU Conference Center

8:15 A.M. – 11:35 A.M.
Enterprise Florida Board Meeting
Room 108 – FSU Conference Center

11:35 A.M. – 1:00 P.M.
Enterprise Florida Board of Directors Luncheon & Team Florida Marketing Presentation
Room 108 – FSU Conference Center
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The following is a list of documents that will provide background and context for board discussion and/or action.

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8:15 a.m. Welcome and Roll Call..............................................................Alan Becker, Vice Chair
8:30 a.m. Chairman’s Welcome...............................................................Governor Rick Scott
8:35 a.m. Job Creator’s Award.................................................................Governor Rick Scott
8:45 a.m. Finance & Compensation Committee Report..........................Marlin Hutchens, Chair
8:55 a.m. Audit Committee Report............................................................Brian Lamb, Chair
9:05 a.m. House Legislative Update........................................................Representative Jim Boyd
9:15 a.m. Senate Legislative Update..........................................................Senator Nancy Detert
9:25 a.m. Regional Update........................................................................Jeff Hendry
North Florida Economic Development Partnership
9:35 a.m. President’s Update & Q&A.........................................................Bill Johnson, EFI President & CEO
10:00 a.m. Team Florida Marketing Partnership Update.........................Eric Silagy, Chair
Joe Hice, Enterprise Florida, Inc.
10:30 a.m. DEO Update.................................................................Cissy Proctor, Department of Economic Opportunity
10:35 a.m. Presentation: P3’s in Florida......................................................Alan Becker
George Burgess, Becker & Poliakoff, P.A.
Diana Gonzalez, Enterprise Florida, Inc.
Yukiko Kojima, NOSSAMAN LLP
11:20 a.m. Action Items.........................................................................Alan Becker
11:30 a.m. Public Comment (Prior to Vote)................................................Alan Becker
11:35 a.m. Closing Remarks & Adjournment...........................................Governor Rick Scott

Save the dates:
May 10 – 11, 2016: Naples*
September 28 – 29, 2016: Orlando
November 29 – 30, 2016: Sandestin*

*Please note that these dates have changed and the meetings are being held on Tuesday & Wednesday.
Florida Unemployment Rate Drops

Cumulative Private Sector Jobs

Cumulative Government Jobs

Data Source: Florida Department of Economic Opportunity and the U.S. Department of Labor, Bureau of Labor Statistics

Total Jobs Added (or Lost) Since December 2010

7,500
6,300
16,900
43,200
42,300
40,600
66,700
71,800
92,100
89,600
105,500
118,000
138,400
148,100
169,700
193,900
199,700
212,700
219,100
229,600
246,200
270,200
283,200
295,500
305,700
330,500
343,900
352,800
371,900
392,900
417,800
436,000
450,300
469,900
492,900
511,000
532,400
550,200
564,500
594,000
616,100
631,700
661,100
686,300
706,600
734,600
766,900
786,500

3,100
2,900
-700
1,400
-3,700
-8,000
-9,700
-13,100
-14,500
-12,600
-14,900
-15,000
-16,600
-15,100
-18,000
-21,000
-24,500
-22,000
-23,200
-24,100
-23,400
-22,200
-23,300
-23,200
-20,900
-21,400
-22,800
-22,300
-23,900
-22,600
-29,300
-27,300
-26,300
-26,500
-25,300
-25,200
-27,200
-26,900
-26,000
-26,500
-25,800
-27,400
-27,900
-28,900
-28,700
-24,600
-22,000
-21,100

GOVERNOR RICK SCOTT
Record of Economic Growth

www.flgov.com • rick.scott@eog.myflorida.com • (850) 488-7146
Job Creator Award Recipients

Bay State Cable Ties
America's Leading Manufacturer of Nylon Cable Ties

West Point Home

Danfoss Turbocor
Speaker

Representative Jim Boyd

Profession
Partner/Shareholder at Boyd Insurance Group, Bradenton, FL
State Representative, Florida House of Representatives, District 71

House Committee Assignments 2015
Appropriations Committee, Vice Chair
Agricultural & Natural Resources Subcommittee
Regulatory Affairs Committee
Rules, Calendar & Ethics Committee

Local Public Service
Member, Florida House of Representatives, 2010-Current
Manatee Memorial Hospital Board of Governors
Palmetto City Council, Councilman, Vice-Mayor and Mayor 1989-1993

Awards
2014 Champion for Agriculture Award
2014 Florida Chamber of Commerce Distinguished Advocate Award
2014 Florida Restaurant & Lodging Association Legislative Award
2014 Florida League of Cities Legislative Appreciation Award
2013 Florida State Association of Supervisors of Elections Leadership Award
2012 Florida Sheriff’s Association Legislative Champion Award
2012 FIC Outstanding Legislative Leadership Award
2012 Florida Chamber of Commerce Distinguished Advocate Award
2012 Associated Industries of Florida Champion for Business Award
2012 Hillsborough County Sheriff’s Office Leadership Award
2012 Champion of School Choice Award
2012 Florida Cemetery Cremation and Funeral Association’s Legislator of the Year Award
2011 Florida Chamber of Commerce Distinguished Advocate Award
2011 Port Manatee Maritime Service Award
2011 Friend of Free Enterprise Award

Affiliations
Enterprise Florida Board of Directors
First America Bank, Board of Directors, Executive Committee, Chair
Florida Association of Insurance Agents, board member, 1994-1997, current member
Manatee County Independent Insurance Agents Association, current member
Manatee Memorial Hospital Board of Governors
Manatee County Chamber of Commerce

Personal
Born October 22, 1956, Bradenton, Florida
Wife: Sandy
Children: Austin and Ansley
Religion: Christian
Recreational interests: golf, quail hunting, reading, spending time in No. Carolina with family, travel

Education
Manatee Community College, A.A., 1976
Florida State University, B.S., 1978

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Manatee Memorial Hospital Board of Governors
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Education
Manatee Community College, A.A., 1976
Florida State University, B.S., 1978
Senator Nancy Detert

Education
Attended, Sienna Heights College, 1962-1963

Political Experience
Majority Whip, Florida State Senate, 2008-present
Senator, Florida State Senate, 2008-present
Candidate, United States House of Representatives, District 13, Florida, 2006
Representative, Florida State House of Representatives, 1998-2006
Member, Sarasota County School Board, 1988-1992

Current Legislative Committees
• Administrative Procedures, Member
• Appropriations Subcommittee on Education, Member
• Appropriations Subcommittee on General Government, Member
• Banking and Insurance, Member
• Children, Families, and Elder Affairs, Member
• Commerce and Tourism, Chair
• Regulated Industries, Member

Caucuses/Non-Legislative Committees
Ex-Officio Member, Florida Commission on Tourism, 2009
Member, Department of Education: Commission on Leadership for High Needs Districts, 2009
Member, Education Committee, Venice Area Chamber of Commerce, 1998

Professional Experience
Owner, Primary Creative Solutions, present
Founder/President, Osprey Mortgage Company, 1983-2007

Organizations
Board Member, Enterprise Florida, 2009
Legislative Chair, Florida Association of Mortgage Brokers, 1998
Vice President, Venice-Nokomis Federated Women's Club, 1998
President, Republican Women's Club, Sarasota, 1996
President, Florida Association of Mortgage Brokers, Suncoast Chapter, 1996
Board Member, Financial Services, National Conference of State Legislatures (NCSL)
Vice President, National Conference of State Legislatures Women’s Legislative Network
Jeff serves as the Executive Director for the John Scott Dailey Florida Institute of Government at Florida State University (IOG). He has over 27 years of executive, organizational, and project leadership and management experience related to a myriad of Florida state and local government issues including economic and community development, leadership development, and community and organizational strategic planning, among others.

He has served in the Florida Institute of Government program since 1990 and was appointed in July 2005 as only the second Executive Director to lead the Institute. In March 2009 the IOG contracted with the North Florida Economic Development Partnership (NFEDP) to provide a full range of professional staff resources and economic development technical assistance services to the NFEDP and the fifteen counties comprising the North Central Florida region; in this capacity, Jeff serves as the Executive Director for the NFEDP.

Since 2009, over $150 million in private capital investment and projects have been secured for the region; over $50 million in federal and state grant program dollars have been received for local and regional projects; over 125 Scholarships totaling over $150,000 have been provided for regional leadership to attend economic development-focused professional development events; and the NFEDP has developed and hosted two regional site-location consultant events attracting 24 consultants to the region.

Jeff received his Bachelor of Arts Degree in Political Science (1985) and Masters of Public Administration (1990) from Florida Atlantic University. He has been married to his amazing wife Tim for 18 years and they are blessed with two wonderful children—Danielle who is 17 and Joshua who is 15.
Cissy Proctor was appointed by Gov. Rick Scott as the Executive Director of the Florida Department of Economic Opportunity in January 2016. As director of DEO, Proctor coordinates and manages statewide workforce programs, community development opportunities, and economic development initiatives. Proctor oversees the department’s 1,600 employees and $1 billion budget.

Over the past three years, she has served the agency as Chief of Staff, Director of the Division of Strategic Business Development, and Deputy Legislative Affairs Director. In that time, she has spearheaded the effort to streamline the state’s incentive process to attract more businesses to Florida and to promote the creation and expansion of businesses within the state. These economic development partnerships have helped generate economic prosperity for communities and cities across Florida.

Proctor has built relationships with Legislators, the business community, and policy experts across the country to ensure the department is effectively serving businesses, communities, and individuals so that Florida is the best place to live, learn, play, work and do business.

Before joining the department, Proctor practiced law with the Tallahassee-based firm Bryant Miller Olive, PA. She received her J.D. magna cum laude from the Florida State University College of Law and her bachelor’s degree in International Affairs from Florida State University.
George Burgess is the Chief Operating Officer for Becker & Poliakoff, one of the largest law firms in South Florida with offices across Florida and in New York, New Jersey, Northern Virginia and Washington, D.C. He is responsible for oversight and guidance of the Firm’s business operations, including all administrative, financial, human resource, information technology, customer service and marketing activities. Mr. Burgess works closely with the Managing Shareholder and members of the Firm’s Management Committee to guide the overall operations of the Firm.

Mr. Burgess co-chairs the firm’s Public Private Partnerships Practice (PPP) team. Governor Rick Scott appointed Mr. Burgess to the Partnership for Public Facilities and Infrastructure Act Guidelines Task Force which will recommend guidelines for creating a uniform process for establishing public-private partnerships as directed by Florida’s P3 law which took effect in July, 2013.

His vast experience in the public sector and leadership in managing PPP projects for Miami Dade County adds value and insights to clients seeking such opportunities. Prior to joining Becker & Poliakoff, in October 2011, Mr. Burgess was one of South Florida’s most experienced public administrators. He served as Miami-Dade County Manager from 2003 to 2011, one of the longest tenures in County history. In that capacity, he managed the day-to-day operations of one of the largest and most sophisticated metropolitan regional governments in the United States, with nearly 30,000 employees and a budget of over $7 billion and oversaw one of the country’s most diverse local and metropolitan government service product lines in America.

Under Mr. Burgess’ leadership the County experienced an unprecedented level of public infrastructure improvements. Mr. Burgess was the driving force behind numerous signature projects including the launch of the new state-of-the-art retractable roof baseball stadium for the Florida Marlins in Little Havana, the Port of Miami tunnel, and completion of the internationally acclaimed Adrienne Arsht Center for the Performing Arts. He also conceived, developed and led the campaign to secure voter approval for of the $2.9 billion Building Better Communities General Obligation Bond Program, which has and will continue to fund literally hundreds of vital public infrastructure projects. Mr. Burgess also guided the development of the South and North Terminals at Miami International Airport, as well as the elevated people mover system and Metrorail extension connecting the airport to downtown Miami.

Prior to his appointment as County Manager, Mr. Burgess held senior roles with both the County and Miami-Dade Public Schools, the fourth largest school district in the United States.
Prior to joining Enterprise Florida, Diana Gonzalez was the president of DMG Consulting Services, Inc. and The Consulting Group of South Florida, Inc. As a consultant, Diana provided outreach and coordination services to PortMiami for Foreign Trade Zone 281, coordinated the Military Miami-Dade program for the Beacon Council, and provided project management and strategic planning services to government agencies and non-profit organizations at all levels.

Prior to entering the private sector, Diana was employed by Miami-Dade County as the Director of the Department of Development and Facilities Management. This agency provided central support services in the areas of real estate acquisition, leasing, and development, and facility management and building construction.

Diana received her B.A. from the University of Florida. She began her career with Metro-Dade County immediately following the completion of her Master’s degree from Northeastern University in 1979. In 1989, she also attended the Senior Executive Program in State and Local Government at the John F. Kennedy School of Government.
Yukiko Kojima offers clients unique experience with highly innovative alternative delivery strategies for large-scale infrastructure projects in the United States because of her deep knowledge of national best practices as well as Canada’s mature P3 market. She primarily advises public agencies in the use of methods such as P3 and design-build, but also represents private-sector participants on select projects. She is Chambers-rated nationally in the field of P3s.

Ms. Kojima takes an active role in Nossaman’s P3 practice initiatives in the social infrastructure area, and co-authored the Firm’s model social infrastructure P3 legislation. Before joining Nossaman, she was a partner in the leading P3 practice of a Canadian law firm in Vancouver and Tokyo where she assisted successful and shortlisted bidders on numerous award-winning P3 projects in Canada.

Clients on major infrastructure projects also benefit from Ms. Kojima’s expertise in business law. Prior to focusing on P3s, she practiced mergers and acquisitions as well as general corporate/commercial law at top-tier firms in the U.S. and Canada. She represented corporations and financial advisers in connection with high-value public and private business combination transactions, as well as national and multinational businesses on a broad range of corporate and lending matters.
TAB 4
A regular meeting of the Enterprise Florida, Inc. Board of Directors was held on October 22, 2015 at the Hyatt Regency in Orlando, Florida.

**Members Present**

- Gordon Bailey
- Alan Becker
- Jay Beyrouti
- Jesse Biter
- Jim Boyd
- Dominic Calabro
- Jeff Chamberlain
- Stan Connally
- Susan Connelly
- Andy Corty
- Brett Couch
- Marshall Criser
- Brian Curtin
- Doug Davidson
- Julius Davis
- Hayden Dempsey
- Neal Dunn
- Chris Flack
- George Foyo
- Danny Gaekwad
- Gordon Gillette
- Alex Glenn
- Mauricio Gonzalez
- Kevin Hyman
- Rob Johnson
- Belinda Keiser
- Gary Kretz
- Chris Kise
- Brian Lamb
- Harvey Massey
- Tom McCormick
- Brooke McKnight
- Joe Meterchick
- Luis Orbegoso
- Governor Rick Scott
- Eric Silagy
- Jason Steele
- Commissioner Stewart
- Drew Weatherford
- Jim Weitzel
- Mark Wilson
- On the phone:
  - Jim Shimberg
  - Kent Ellert
- Staff Present:
  - Frank DiBello
  - Bill Johnson
  - Al Latimer
  - Louis Laubscher
  - Noreen Levitt
  - Simone Miller
  - Will Seccombe

**ENTERPRISE FLORIDA Agenda**

I. Welcome and Roll Call
II. Orange County ED Update
III. Regional Update
IV. Success Story
V. Presidents Update and Q&A
VI. Team Florida Marketing Partnership Update
VII. Chairman’s Welcome
VIII. Job Creator’s Award
IX. International Trade Development Discussion
X. Action Items
XI. Public Comment
XII. Closing Remarks & Adjournment

A quorum being present, Vice Chair Alan Becker called the meeting to order at 8:30 a.m. Before proceeding with the agenda he took a moment to pay tribute to recently deceased board member Fred Leonhardt.

**Vice Chairman’s Welcome, Remarks and Roll Call**

Alan Becker welcomed all members, and announced that the meeting had been publicly noticed. He then took a moment to discuss the purpose of the Incentives Escrow Account and underscore the fact that the
money in it can only be applied to the contracted obligations of the companies the funds have been committed to. He also emphasized that state incentive money is only paid upon completion of certain benchmarks, and helps to bolster all aspects of Florida’s economy.

**Orange County ED Update**

Mayor Teresa Jacobs recognized Central Florida as both a national and a statewide leader in economic growth. She noted that Orange County alone is larger than eleven other states and highlighted how quickly the municipal area had recovered from the Great Recession, even after experiencing a 25% decline in property tax revenue. She said that unemployment has dropped from 11% down to 4%; and that the County will continue to invest in economic development. Mayor Jacobs went on to discuss growth in the tourism industry, which is up 9% from last year, and indicated that tourist development tax dollars are essential to attracting and retaining businesses, maintaining quality of life, and growing jobs while also expanding Florida’s business identity.

**Regional Update**

Rick Weddle, President & CEO, Orlando EDC, continued on the topic of expanding Florida’s business identity and detailed the Orlando regional branding campaign. He noted that Orlando is rarely understood as an ideal business location; but rather, considered mainly as a tourist destination. He highlighted that the fact that there is a lack of knowledge and misunderstanding of the city’s business advantages, even among Florida residents. Undertaking a focused education campaign with a clear message is essential in building better awareness both locally and nationally.

**Success Story**

Patrick Lavelle, President & CEO, Voxx International, said that the company’s success in the consumer electronic industry is due to its constant re-invention and growing portfolio of over thirty world-renowned brands. He stated that the automotive division, Voxx Hirschmann, delivers at tier one, two, and three Original Equipment Manufacturer (OEM) levels and offers services across the globe, as well as in the United States. Lavelle stated that while researching where to expand Voxx International’s services operations, South Carolina posed tough competition for Florida; however, Florida’s regulatory climate, business-friendly attitude and quality of life won the company over in the end. The expansion to Lake Nona will result in approximately 260 jobs being both retained and created.

**President’s Update and Q&A**

Bill Johnson, President & CEO, Enterprise Florida, Inc., told members that his remarks would update them on what is ahead for the coming year and overview some key strategies Enterprise Florida will employ to move our state forward. He began by sharing that Enterprise Florida will have an aggressive targeted business recruitment platform. With 268 projects in the pipeline the organization is off to a very good start this fiscal year. The projects are in diverse industries and are spread across the entire state.

Johnson said that a second priority for this year was strengthening site selector relationships. The strategy is to use Florida’s roster of premier events that speak to the state’s impressive recreational and cultural offerings, to bring groups of professional site selectors to Florida for one-on-one meetings and networking with economic development organizations statewide.

Johnson next discussed expanding public partnerships as an essential tool for leveraging resources to increase Florida’s chances of success when vying for projects.

Increasing international trade to grow Florida’s economy and strengthen the state’s ties to the global market was the next priority Johnson addressed. To this end, Enterprise Florida will be participating in over forty trade promotion events, as well as international trade missions. Additionally, he stated that increased integration with Enterprise Florida’s fifteen foreign offices, as well as outreach to foreign
consulates, chambers and trade organizations, will be essential to achieving the state’s economic development objectives.

Johnson said that when it comes to expanding outreach to small businesses, it is important to remember that Enterprise Florida’s international program includes assisting small and midsize Florida companies do business in the global marketplace.

Johnson concluded his update by introducing Enterprise Florida’s new Chief Marketing Officer, Joe Hice, and the organization’s new creative agency, St. John & Partners, who will work with the Team Florida Marketing Partnership to implement Florida’s new branding campaign.

Team Florida Marketing Partnership Update

Eric Silagy welcomed Joe Hice and St. Johns & Partners. He reported that Hice and St. Johns & Partners will carry out a seventy day plan with a clear vision to create a branding campaign for both the state of Florida and Enterprise Florida for the upcoming year. He gave an overview of the draft marketing plan with details regarding the timeline, budget and key messages.

Chairman’s Welcome

Governor Scott said that Florida is headed in the right direction, and becoming increasingly more competitive in vying for job creation projects. Taxes have been cut fifty times, business regulations have been reduced, the permitting process has been streamlined and the state has made strategic investments in our education system so students have the skills businesses need.

Scott spoke about his visits to Pennsylvania, Kentucky, New York, Connecticut and California to promote Florida’s competitive advantages to businesses there. He emphasized that those states are not doing what Florida is doing to lower taxes, reduce regulations, speed up the permitting and improve the quality of its workforce. This is why Florida has created 941,000 jobs since 2010, which is best among the ten most populated states. But despite all of our success, we must continue to diversify the state’s industry base and maintain the state’s competitive advantages. To that end Scott announced that, he will propose four major reforms to the legislature. First, an increase to the Quick Action Closing Fund to $250 million; second, create the Florida Enterprise Fund, a trust fund that will remain untouched until companies under contract meet their job requirements. This new Fund will accrue more interest than is being accrued now. Third, increase legislative role in acquiring prospects by allowing incentive decisions of more than $1 million to be approved by the Governor, Speaker of the House and the Senate President; and fourth, reform the Return on Investment requirement on job creation projects to a mandated 10% annual return on any incentive money companies receive.

Job Creator’s Awards

Governor Scott emphasized the importance of recognizing companies that add jobs to Florida’s economy. He presented a Job Creators’ Award to each of the following four companies: Voxx Hirschmann, Mitsubishi-Hitachi Power Systems and Total Quality Logistics.

International Trade Development Discussion

Alan Becker explained that the United States explores approximately $1.9 billion per day; however, the slow process and high tariffs put the U.S. at a competitive disadvantage. He reported that although world trade is down overall, Enterprise Florida exports more than any other state, and that the majority of businesses involved in international export are small and medium sized businesses.

Becker continued the discussion by asking board members the impact of foreign direct investment, international trade and service export. Regarding foreign direct investment, Mauricio Gonzalez of Odebrecht Construction stated that Florida provides a stable market and strong workforce. He also stated that having offices in South Florida allows them to have a strong presence both within the state and in
Latin America as well. Tom McCormick of BMG Money noted that the Brazilian company has benefitted from Florida’s openness to importing intellectual capital and business processes. Similarly, Gary Kretz highlighted Florida’s skilled labor force, availability of land and facilities, pro-business climate and quality of life.

With respect to international trade, Gary Mart of GlobalTech LED underscored the important role that Enterprise Florida has played in helping set up relationships in Peru to export his product line. Danny Gaekwad, Information Technology Company/Hotels, also discussed the impact that Enterprise Florida’s international offices have had on his business, allowing him to form connections easily across the globe. Neal Dunn of Summit Bank underscored Florida’s Great Northwest as not only a tourist destination, but also a hub for global trade, noting that investment in upgrading the railroad and building a new airport have paid off for both tourism and international business.

In reference to service export, George Foyo of Baptist Health South Florida addressed the importance of medical tourism on Florida’s economy, noting that it generates a 5% annual growth rate. He also stated that they serve 10,000 patients in the Latin American and Caribbean regions, as well as in Europe, by creating partnerships with hospitals and medical schools to refer patients to the U.S. Belinda Keiser, Keiser University, reported that with international campuses in Nicaragua, China and Moldova, Keiser University is creating opportunities for the global talent pipeline as many students are pursuing MBA or STEM-related degrees. She stated that Keiser University is also the largest employer on the western coast of Nicaragua, and that 25% of the students there are American citizens who return to the U.S.

Becker went on to introduce Joe Kulenovic, International Economic with the World Bank Group. Kulenovic discussed recent global economic trends and key issues in China, Vietnam and India, and Latin America. Regarding the slowing global economy, he noted that there is uncertainty about U.S. interest rates, and that uneven growth is forecast this year and next. He reported that China’s slowdown has been impacted by a fall in commodity prices, and that with currency volatility, there is potential for major instability. He also stated that China is shifting its economic model to drive up consumption and services versus cheap credit and investment in manufacturing and exports.

Kulenovic reported that Vietnam and India are both thriving, and that India has expanded to become a manufacturing hub in addition to being a service industry center. He mentioned that while India is outpacing China, Japan and the Eurozone are experiencing sluggish growth and that Spain is recovering. Overall, growth is slow, but Asia is still the global leader.

Public Comment

David Mealor, Mayor of Lake Mary, remarked that many of Lake Mary’s successes have come through partnering with Enterprise Florida. Although the city holds only one tenth of the region’s population 25% of all new jobs in the region are located on their quarter. He highlighted Verizon as a major impetus for change, noting that the 100,000 square foot facility has provided 2,000 new high-paying jobs in addition to internships with public schools. Mealor emphasized the importance of investment in business development now in order to positively impact Florida’s future.

Action Items

Approval of Minutes

Stan Connally motioned to approve the minutes of the August 20, 2015, Board meeting, and Jesse Biter seconded. The motion was unanimously approved.

Consent Agenda

1. Audited Financial Statements for FY ending June 30, 2015
2. Renewal of Existing Investors
   a. Bank of America, N.A.
   b. Brighthouse Networks, LLC
   c. Full Sail University
d. JP Morgan Chase & Co.

3. New Company Representative
   a. Tom McCormick, BMG Money, Inc.

4. Florida Opportunity Fund Appointments
   a. Ken Wright – Partner with BakerHostetler
   b. Rick Rosen – Executive Managing Director with H.I.G. Capital

Stan Connally made a motion to approve the consent agenda; Jesse Biter seconded. The motion was unanimously approved.

Closing Remarks & Adjournment

Alan Becker closed the meeting by reiterating the importance of communicating with legislators. Belinda Keiser motioned to adjourn the meeting, Danny Gaekwad seconded. The meeting was adjourned at 11:35 a.m.
TAB 5
Board members should notify the Vice Chair of any item they wish to review more in-depth before voting on the Consent Agenda. These items will be pulled from the agenda to be discussed and voted on after the rest of the Consent Agenda has been approved. Board members are not allowed to vote on their own re-appointment or any issues for which they have a conflict of interest. Directors with an announced conflict of interest or are up for reelection will be considered recused from these votes.

CONSENT AGENDA

1. **Action Item**
   Subsequent to board ratification, the following companies will continue as At-Large Members of the Enterprise Florida Board of Directors for a one-year term:
   - Becker & Poliakoff, P.A.
   - Craig Technologies
   - Florida Power & Light Co.
   - Kaplan, Inc.
   - Odebrecht Construction, Inc.
   - PNC Bank
   - TD Bank
   - The St. Joe Company
   - Walgreens – Orlando
   - Walt Disney Parks & Resorts, US

2. **Action Item**
   An affirmative vote on this issue will add the following new company as an At-Large member to the Enterprise Florida Board of Directors for a one-year term:
   - Florida Realtors – Bill Martin, Chief Executive Officer

3. **Action Item**
   Subject to an affirming vote by the board, Tom Pennekamp, City President and Government Relations Manager for SunTrust Bank; and Michael L. Dosal, Managing Director and Market Manager for JPMorgan Chase & Co. will become their respective company’s representatives on the Enterprise Florida Board.

4. **Action Item**
   Approve the 2nd quarter interim financial statements - ending December 31, 2015.

5. **Action Item**
   Confirm VISITFLORIDA’s recommendation of Toni Carracciolo, Vice President of Marketing & Sales, SeaWorld Parks & Resorts Orlando – SeaWorld, Discovery Cove and Aquatica, as well as, Samantha H. Padgett, General Counsel, Florida Retail Federation to its board of directors.

6. **Action Item**
   Ratify the decision made by the Executive Committee to adopt the legislative priorities as presented by the Legislative Policy Committee.

7. **Action Item**
At-Large Membership Renewals

Becker & Poliakoff, P.A.
Alan Becker
Attorney/Founding Shareholder

Craig Technologies
Carol Craig
Founder & CEO

Florida Power & Light Co.
Eric E. Silagy
President & CEO

Kaplan, Inc..
Andy Rosen
Chairman

Odebrecht Construction, Inc.
Gilberto Neves
President & CEO, USA
At-Large Membership Renewals

PNC Bank
Joe Meterchick
Regional President - Florida

TD Bank
Ernie Diaz
Regional President

The St. Joe Company
Jorge Gonzalez
President & CEO

Walgreens - Orlando
Marlin Hutchens
Market Vice President

Walt Disney Parks & Resorts, U.S.
Anthony Connelly
SVP, Operations – Disney Cruise Line
Bill Martin, 61, former chief executive officer of Michigan Realtors®, has joined Florida Realtors® as its new CEO. He holds the Realtor association Certified Executive (RCE) designation, earning top recognition for specialized industry knowledge, association achievements and experience.

Martin was CEO of the Michigan association for the past 14 years. His extensive resume includes serving in the U.S. Army with the famed 101st Airborne Division, then as a trooper with the Michigan State Police. In 1987, Martin was elected to the Michigan House of Representatives serving Calhoun County; a position he held for four terms. In 1995, then-Michigan Governor John Engler appointed him Commissioner of the Michigan State Lottery; and in 1999 appointed him director and CEO of the state's largest department, the Michigan Department of Corrections. In that position, Martin managed 19,000 employees and oversaw a $1.7-billion budget.

Martin is a past board member of the Michigan Chamber of Commerce, Habitat for Humanity and a Trustee Emeritus at Western Michigan University, his alma mater. In 2014, Michigan Gov. Rick Snyder appointed him to the State Officers Compensation Commission. Also in 2014, the National Association of Realtors® (NAR) honored Martin with the William R. Magel Award of Excellence, which is a highly coveted award presented annually to an individual who has truly excelled as an association executive.

He and his wife of 36 years, Denise, have two adult daughters, Haley and Brittany, and three grandchildren. Martin said he’s certain that their new Florida home will be a welcome destination for his family and friends, especially the grandkids.
Tom Pennekamp serves as Senior Vice President, Government Relations for SunTrust Banks, Inc., and also serves as its City President in Tallahassee, Florida. In these roles he is responsible for the enhancement and protection of the bank’s interest in legislative and regulatory matters in Florida and South Carolina, and oversees SunTrust Tallahassee’s commitment to its clients and the community.

Tom began his banking career in 1987 after serving as a Field Artillery Officer in the United States Army. He joined SunTrust Bank in November, 1996, and has served in his Government Relations position since 2000 and as City President since October 2007.

Tom serves on the Florida Bankers Association’s Board of Directors, Government Relations Council and Political Action Committee, the South Carolina Bankers Association Government Relations Council, and the Florida Chamber Political Institute Advisory Council. Active in his community, Tom currently serves on the Boards of the Tallahassee Economic Development Council and the United Way of the Big Bend. He has served as Chairman of the Communities in Schools of Leon County, President of Woodland Hall Academy, President of The Friends of Florida State Parks and board member of the Make A Wish Foundation of South Florida.

Tom graduated from Florida State University in 1984 with a Bachelor of Science degree in Political Science.
Mike is the Manager of the Middle Market commercial banking group for the North Florida region, encompassing Jacksonville, Orlando and Tampa Bay regions. He provides accomplished local leadership and financial solutions to companies with revenues between $20 million and $500 million. Mike has over 30 years of banking experience in Florida and currently resides in Tampa.

Mike started his career at SunBank where he was a graduate of the Management Associate Program. He then became Vice President with particular emphasis on trade finance programs at Eximbank and foreign reverse investment. In 1985, Mike joined Barnett Bank as Manager for the International Department for the Central Florida region. This group was responsible for providing international banking services to companies in Central Florida. In 1992 Mike assumed the role of Vice President of Domestic Corporate Banking.

In 1998, Mike re-joined SunTrust Bank as a Relationship Manager for the Commercial Banking group and soon became the Senior Vice President and Commercial Banking Manager for Metro Orlando. In this role, he managed a team of bankers with a portfolio of over 300 commercial clients with revenues from $5 to $100 million.

Mike has formally served on the board of the Metro Orlando EDC, Second Harvest Food Bank, Boys & Girls Club of Central Florida and the Florida Community Loan Fund.

Mike graduated with a Bachelor of Arts degree in Economics from Davidson College in North Carolina. He also holds a Master of Business Administration degree from Duke University, The Fuqua School of Business in North Carolina.
The following financial information for the fiscal YTD period ending December 31, 2015 and 2014, is unaudited, and is derived from internally generated financial statements. This report is provided to the Board of Directors to assist in its understanding and analysis of EFI's financial performance and accountability. These statements have been generated by management.

Statement of Financial Position (Attachment A)

The Statement of Financial Position provides a comparison of the assets, liabilities and net assets of EFI as of December 31, 2014 and 2015, and is presented in a combined format on Attachment A-1. Operating funds are those directly related to the Company's agreement with the State of Florida Department of Economic Opportunity. Administered funds are those awarded by the State to various grantees, and subsequently administered by EFI. Corporate funding reflects investor activity and the related use of those funds. Restricted dollars represent funding earmarked for a specific purpose exclusively for programs such as Base Protection, Florida Defense Support Task Force, Small Business Technology Growth Fund, State Small Business Credit Initiative, Rural Strategic Marketing, and Technology related programs.

Statement of Activities (Attachment B)

The Statement of Activities provides a comparison of EFI's revenues and expenses compared to the budget approved by the Board. Information for the prior year is also presented for comparative purposes. Information is presented for the 6 month period ending December 31, 2015 and 2014 on Attachment B-1.

Revenues
Revenues include state funding, investor contributions, program fees, and interest. The revenues are either collected or billed by year-end. For the period ending December 31, 2015, the second quarter revenue from the state has been recorded and is expected to be received during February, 2016.

Corporate contributions were budgeted at $1,600,000 for FY 2015/16, which is equal to the amount budgeted for FY 2014/15. Contributions are budgeted on a straight-line basis throughout the fiscal year, with collections varying based on the anniversary dates of the investors.

Revenue earned and collected through the end of December, 2015 was slightly lower than budgeted ($775k v. $800k budget), as corporate contributions are billed and collected more in the third and fourth quarters based on the anniversary dates of the investors. Other Revenue is tracking $480k above budget YTD as a result of sports team license plate fees collected through the Florida Sports Foundation, $300k in excess of amounts budgeted. Other revenue lines are tracking at or near budgeted amounts, with minor differences attributable largely to timing.

Expenses
Through the end of 2015, EFI incurred expenses of $10.6 million compared to $10.3 million in 2014 and is under budget from a year-to-date perspective. Open positions at the start of the year have accounted for substantial savings in the Payroll and Related Costs line item, contributing to a favorable YTD variance of $700k. General And Administrative expenses are tracking favorably at $709k below budget; however, it is anticipated that timing of some trade shows and other events will diminish this variance over the remainder of the fiscal year. Most of the other expense categories are close to budget year-to-date, or only marginally over in large part again due to timing. Overall, Net Income is tracking favorably at $1.6mm in excess of budget.

For additional information, contact:
Rodney Ownby, Vice President, Finance and Accounting, or Teresa Buckley, Director, Finance and Accounting
T 407-956-5644 rownby@enterpriseflorida.com; T 407-966-5623 tbuckley@enterpriseflorida.com
**Enterprise Florida & Florida Sports Commissions**  
**Consolidated Balance Sheet**  
**Thursday, December 31, 2015**  
**Attachment A-1 ($s in Thousands)**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2015/16</th>
<th>2014/15</th>
<th>Annual Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enterprise Florida</td>
<td>Florida Sports Foundation</td>
<td>Total</td>
</tr>
<tr>
<td>Unrestricted Cash</td>
<td>$5,871</td>
<td>$1,027</td>
<td>$6,898</td>
</tr>
<tr>
<td>Restricted Cash</td>
<td>52,506</td>
<td>2,618</td>
<td>55,124</td>
</tr>
<tr>
<td>Escrow Restricted Cash</td>
<td>130,354</td>
<td>130,354</td>
<td>130,354</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>5,018</td>
<td>837</td>
<td>5,855</td>
</tr>
<tr>
<td>Loans Receivable-FSBTGF</td>
<td>450</td>
<td>450</td>
<td>450</td>
</tr>
<tr>
<td>Investments-FSBTGF</td>
<td>603</td>
<td>603</td>
<td>603</td>
</tr>
<tr>
<td>Accounts Receivable-SSBCI</td>
<td>2,216</td>
<td>2,216</td>
<td>2,216</td>
</tr>
<tr>
<td>Loans Receivable-SSBCI</td>
<td>17,531</td>
<td>17,531</td>
<td>17,531</td>
</tr>
<tr>
<td>Prepaids</td>
<td>228</td>
<td>52</td>
<td>279</td>
</tr>
<tr>
<td>Leaseholds, Fixed Assets</td>
<td>729</td>
<td>26</td>
<td>755</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>215,506</td>
<td>4,560</td>
<td>220,065</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th>2015/16</th>
<th>2014/15</th>
<th>Annual Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts &amp; Grants Payable</td>
<td>481</td>
<td>2,750</td>
<td>3,231</td>
</tr>
<tr>
<td>Accrued Liabilities</td>
<td>404</td>
<td>404</td>
<td>710</td>
</tr>
<tr>
<td>Escrow Payable</td>
<td>130,271</td>
<td>130,271</td>
<td>130,271</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>8,186</td>
<td>8,186</td>
<td>2,976</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>139,342</td>
<td>2,750</td>
<td>142,092</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th>2015/16</th>
<th>2014/15</th>
<th>Annual Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>9,683</td>
<td>924</td>
<td>10,607</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>66,239</td>
<td>100</td>
<td>66,339</td>
</tr>
<tr>
<td>Change in Net Assets / Net Income YTD</td>
<td>242</td>
<td>785</td>
<td>1,027</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>76,164</td>
<td>1,809</td>
<td>77,973</td>
</tr>
</tbody>
</table>

| TOTAL LIABILITIES & NET ASSETS | 215,506 | 4,559 | 220,065 | 166,356 | 3,925 | 170,282 | 49,782 | 22.6% |
Enterprise Florida & Florida Sports Commissions  
Consolidated Income Statement  
For the Six Months Ending Thursday, December 31, 2015  
Attachment B-1 ($s in Thousands)

<table>
<thead>
<tr>
<th></th>
<th>Actual Year To Date</th>
<th>Budget YTD Year To Date</th>
<th>Difference</th>
<th>Prior Year Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State Operating Assistance - EFI</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$0</td>
<td>$7,700 ($200)</td>
</tr>
<tr>
<td>State Operating Assistance - FSF</td>
<td>1,029</td>
<td>1,062</td>
<td>(33)</td>
<td>828 201</td>
</tr>
<tr>
<td>Private Revenue</td>
<td>750</td>
<td>800</td>
<td>(50)</td>
<td>613 137</td>
</tr>
<tr>
<td>Event Revenue</td>
<td>633</td>
<td>538</td>
<td>94</td>
<td>893 (260)</td>
</tr>
<tr>
<td>Management Fees</td>
<td>50</td>
<td>80</td>
<td>(30)</td>
<td>80 (30)</td>
</tr>
<tr>
<td>Other Income</td>
<td>1,874</td>
<td>1,393</td>
<td>480</td>
<td>1,556 318</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>11,836</td>
<td>11,373</td>
<td>461</td>
<td>11,670 166</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payroll</td>
<td>4,058</td>
<td>4,775</td>
<td>(718)</td>
<td>4,245 (188)</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>3,863</td>
<td>4,572</td>
<td>(709)</td>
<td>3,770 93</td>
</tr>
<tr>
<td>Program Costs - EFI</td>
<td>350</td>
<td>193</td>
<td>157</td>
<td>260 90</td>
</tr>
<tr>
<td>International Offices</td>
<td>1,034</td>
<td>1,035</td>
<td>0</td>
<td>1,026 8</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>649</td>
<td>574</td>
<td>75</td>
<td>507 143</td>
</tr>
<tr>
<td>Advertising &amp; Marketing</td>
<td>319</td>
<td>311</td>
<td>8</td>
<td>309 10</td>
</tr>
<tr>
<td>Travel</td>
<td>382</td>
<td>298</td>
<td>84</td>
<td>229 153</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>10,630</td>
<td>11,758</td>
<td>(1,128)</td>
<td>10,346 284</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>1,206</td>
<td>(385)</td>
<td>1,591</td>
<td></td>
</tr>
<tr>
<td><strong>Change in Temporarily Restricted</strong></td>
<td>(178)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Change in Net Assets, end of Period</strong></td>
<td><strong>1,027</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Revenue - Pass Through & Grants  1,197
Expenses - Grants to Other Organizations  1,197
Revenue - Temporarily Restricted  2,150
Expenses - Temporarily Restricted  2,329
TO:    Bill Johnson, President & CEO, Enterprise, Florida, Inc.
FROM:  Will Seccombe, President/CEO, VISIT FLORIDA
SUBJECT: VISIT FLORIDA Board of Directors Appointments
DATE:  January 13, 2016

The following names are being presented to Enterprise Florida, Inc. for appointment to serve on the VISIT FLORIDA board of directors. DEO has approved these recommendations.

Terry Prather resigned from the board of directors as he retired from SeaWorld Parks & Entertainment. This has resulted in a vacancy for Seat 7, Region 3 which represents Brevard, Indian River, Lake, Okeechobee, Orange, Osceola, St. Lucie, Seminole, Sumter and Volusia Counties. The following name is being presented for appointment to serve on the VISIT FLORIDA board of directors with a term through June 30, 2018.

Toni Caracciolo
Vice President, Marketing and Sales
SeaWorld Parks & Entertainment
(Seat 7)

Rick McAllister resigned from the board of directors as he retired from the Florida Retail Federation. This has resulted in a vacancy for Seat 23, dedicated to the statewide association - Retail. The following name is being presented for appointment to serve on the VISIT FLORIDA board of directors with a term through June 30, 2016.

Samantha Padgett
General Counsel
Florida Retail Federation
(Seat 23)
January 12, 2016

Mr. Will Seccombe  
President and CEO  
VISIT FLORIDA  
2540 West Executive Center Circle  
Suite 200  
Tallahassee, Florida 32301

Dear Mr. Seccombe:

Thank you for providing the list of tourism industry members recommended for appointment to the VISIT FLORIDA Board of Directors.

As required in section 288.1226(4), Florida Statutes, I have reviewed the individual bios and VISIT FLORIDA’s recommendation. I agree with your recommendation that these individuals should be appointed to the VISIT FLORIDA Board of Directors.

Please feel free to contact Karl Blischke at 850-717-8965 directly with any questions.

Sincerely,

Cissy Proctor  
Executive Director

CP:kb
Toni Caracciolo is Vice President, Marketing and Sales for SeaWorld Parks & Entertainment’s (SEA) three Orlando Parks – SeaWorld, Discovery Cove and Aquatica. Her primary responsibilities include overseeing all advertising, sales, promotions, and partnership and publicity programs for the Orlando parks.

Caracciolo has more than 25 years’ experience in marketing and sales. She has been with the SeaWorld parks since 1990.

Prior to assuming her current role, Caracciolo was Vice President, Global Brand Management for SEA. Her primary responsibilities included defining, deploying and increasing the value of the company’s brands both in long-term planning and marketing communications. Caracciolo led the company’s advertising efforts for all 10 SEA parks, including the core brands SeaWorld, Busch Gardens and Discovery Cove, providing strategic direction, creative development, resource allocation and media planning / buying for domestic and international markets.

Before joining the corporate team, Caracciolo served as Senior Director of Marketing for Discovery Cove and Aquatica in Orlando and Adventure Island in Tampa, where she led the overall strategic marketing planning as well as guided the successful Aquatica park opening launch efforts.

Caracciolo is a member of several industry organizations, including 2014/2015 chair of Visit Orlando’s global marketing committee, vice-chair of Visit Florida’s advertising and internet committee and serves on the Chairman’s Council for Ronald McDonald House Charities and on the Board of Directors for Harbor House of Central Florida as well chair of fundraising committee.

Caracciolo holds a bachelor’s degree in journalism and an executive master of business degree from University of Central Florida.
Samantha serves as chief legal counsel to the Florida Retail Federation and its brand divisions. She advises the Board of Directors and Executive Staff on legal matters pertaining to the Federation, including compliance with federal and state regulations. Samantha advocates on behalf of FRF and its members in front of Florida’s legislative and executive branches of government. Samantha manages the Sustainability Council, the Beauty Industry Council and the FRF Emergency Preparedness Network, and serves on the Board of Managers for FRF Benefits, LLC.

Prior to joining the FRF Team in 2007, Samantha was a member of the Florida Attorney General’s Honors Program. During this two-year program, she practiced in the areas of civil appeals, antitrust, child support and administrative law. She graduated cum laude from the University of Florida College of Law in 2005 and received her BA from Emory University in 2001.

Samantha lives in Tallahassee with her husband Ryan, son Grayson, and daughter Bradley.
### Economic Development Appropriation & Process

In order to expand and diversify the state’s economy through high wage job creation and more accurately and adequately fund the state’s economic development toolkit a change to the current appropriations structure is necessary. This proposal will ensure stability for businesses which are due payments and also offer a clearer budgeting process for legislators entrusted with appropriating finite state resources. This involves the following changes:

- Creating the new Florida Enterprise Fund and dedicating a one-time $250 million to replace the Quick Action Closing Fund and allow those monies to stay in the fund until contract guidelines are reached, eliminating the future need for an escrow account.
- Dedicating those dollars to the Florida Enterprise Fund for more than a fiscal year which allows Florida to be more competitive on projects.
- Changing the approval process to ensure that the Speaker of the House and President of the Senate sign off on deals over $1 million while giving companies certainty by instituting a five day timeline to approve or reject a project.
- Having a consistent process for taxpayer return by changing from a 5 to 1 return on investment for Closing Fund projects to a full return within 10 years, plus a ten percent annualized rate of return.

EFI supports the revamping of the economic development structure and supports the Governor’s budget recommendation of $250 million for the Florida Enterprise Fund.

### Perfect Business Climate Campaign and Marketing program

Florida has an established ongoing marketing campaign to promote the state for business recruitment and expansion, both domestically and internationally, to key audiences. A 2012 Competitiveness Study showed that the state was at a serious disadvantage in its ability to compete, because no funds were budgeted to “tell the Florida story.” EFI led a private fund raising initiative to raise seed money for this campaign and worked with economic development partners to create the Team Florida Partnership to support this initiative. For the first time, the Florida legislature funded this program during Session 2015.

EFI supports the states appropriation of $8.5 million recurring and $1.5 million nonrecurring to be set as recurring in order to sustain an ongoing campaign and marketing effort to promote the state for business.
<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MM&amp;E Sales and Use Tax</td>
<td>In 2013 the Legislature supported one of Governor Scott’s top priorities, removing the sales and use tax on manufacturing machinery &amp; equipment. However, the removal was only for a period of 3 years. EFI supports a permanent removal of the Manufacturing Machinery &amp; Equipment (Sales and Use Tax (MM&amp;E)).</td>
</tr>
<tr>
<td>QDSC Reauthorization</td>
<td>The Qualified Defense and Space Contractor Tax Refund (QDSC), established in 1996 and sunset in 2015, serves to attract new high quality, high wage jobs for Floridians in the defense and space industries. Tax refunds are made to qualifying, pre-approved businesses bidding on new competitive contracts or consolidating existing defense or space contracts. The program has been an important incentive in a rapidly growing sector. EFI supports reauthorization until June 30, 2020 for the QDSC program; it is the only defense contractor incentive that helps to retain jobs.</td>
</tr>
<tr>
<td>VISIT Florida</td>
<td>Florida’s tourism industry remains an important aspect of Florida’s economy, support for funding VISIT Florida. EFI supports the full funding of Visit Florida for 2016-2017</td>
</tr>
<tr>
<td>Quick Response Training Grants</td>
<td>Training of workers continues to be a critical part of the economic development process and full funding is needed. Support for funding of QRT grants. EFI supports the full funding of QRT grants for CareerSource Florida.</td>
</tr>
<tr>
<td>Space Florida</td>
<td>Support of Space Florida’s legislative agenda.</td>
</tr>
<tr>
<td>Business Climate</td>
<td>Support of legislative proposals that advance Florida’s competitiveness from our business advocates including the Florida Chamber of Commerce, Florida Economic Development Council, Florida Council of 100, Florida TaxWatch and the Manufacturers Association of Florida.</td>
</tr>
</tbody>
</table>

Enterprise Florida Legislative Affairs Team

Mike Grissom: 850-766-7827
Jenna Simonetti: 850-363-5853
Mission of Enterprise Florida
the state’s lead economic development agency

Facilitate job growth for Florida’s businesses and citizens leading to a vibrant statewide economy

EFI internal performance measures for management and staff
January 28, 2016
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Enterprise Florida Operations Plan FY 2015-16

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Enterprise Florida, Inc. has served as the lead economic development organization for the State of Florida since 1996. Established as a public-private partnership led by a Board of Directors, it uses the resources and leadership of both government and business for guidance. The organization was restructured in 2011, in order to coordinate all state-funded offices and agents that supported job creation:

- The Florida Sports Foundation and the Minority Business Development Board were consolidated into EFI;
- EFI’s appointed Board members were given the additional assignment of serving on the Space Florida Board;
- VISIT FLORIDA was made a part of EFI as the Division of Tourism Marketing; and,
- Five program divisions were defined in law with additional reporting requirements. Florida Statutes § 288.901.

The 2011 changes established a new state agency, the Department of Economic Opportunity to coordinate state services and resources that support economic development: business, workforce and land use. DEO has the responsibility of developing and writing a statewide Strategic Plan for Economic Development that guides and measures the DEO services.

EFI is funded by state appropriation, investments from private sector companies, sponsorships, and fees for services. The state funds are subject to a contract with DEO and its division of Strategic Business Development. This agreement is negotiated and executed on an annual basis and provides the legal mechanism for the drawdown of EFI’s annual appropriation.

EFI is governed by a Board of Directors as laid out in legislation. The Board is composed of public and private sector leaders. Twelve private sector members are appointed by the Speaker of the House, President of the Senate and the Governor. Other private sector leaders are investors in EFI. The Governor is the Chairman of the Board and a business leader is the Vice Chair.
GUIDING PRINCIPLES

MISSION

Facilitate job growth for Florida’s businesses and citizens leading to a vibrant statewide economy

VISION

Enterprise Florida serves its customers by stimulating job growth through aggressive marketing to recruit, retain and expand businesses and investment in Florida and by diversifying the economy. EFI seeks to grow Florida’s economy by adding high paying jobs throughout the state.

OPERATIONS PLAN

EFI has operated with a Board approved Operations plan since 2003. The purpose is to establish business operation and administration metrics for EFI in addition to those goals and deliverables laid out in the funding agreement between EFI and the State. The performance measures are used to measure staff performance, evaluate the organization’s leadership and, when appropriate, to award incentives for performance at all levels.

Per F.S. 288.923 (5) Section 288.905 does not apply to the Florida Tourism Industry Marketing Corporation for the award of bonus payments and is not in the OPS Plan.

The 2015-2016 OPS Plan focuses on the primary mission: the creation and expansion of jobs in Florida. The plan includes the development and use of programs and resources to support jobs development through the economic development process. Support resources are linked to the roles of the business units:

- national and international business recruitment;
- expansion of international trade for Florida businesses;
- global marketing of Florida’s business brand;
- capital resources for minority or small business financing;
- private sector investment for EFI;
- retention of the Federal defense investment;
- development of the sports industry; and
- administration of the EFI business.

The driver of success for each unit is customer service. Each unit has measures that are achieved with a “customer” as the focus of the services provided.
LEADERSHIP ACCOUNTABILITIES

Leadership Accountabilities reflect the key focus of each unit. The leaders of EFI are chosen to focus on job creation. Units that do not directly work on job development projects work on strengthening the organization in order to facilitate job creation activities.

EFI Board of Directors
- Leadership and guidance
- Commitment to resource development for EFI and economic development
- Policy review and recommendation

President and Chief Executive Officer (CEO)
- Serve the Governor as Secretary of Commerce
- Leadership and coordination of EFI Board and programs
- Promote Enterprise Florida to legislative, business, and industry leaders
- Work to ensure that EFI has the financial and human resources to accomplish its mission

Executive Vice President and Chief Operating Officer (COO)
- Develop a competitive sales team with a commitment to customer service
- Oversee day to day operations that support core mission
- Organizational and tactical support for the CEO

Senior Vice President, Marketing and Communication, Chief Marketing Officer (CMO)
- Identify and market Florida to decision makers and influencers through media, events, and relationships to increase deal flow
- Develop, coordinate and implement a statewide marketing plan for Florida brand recognition that creates awareness of state’s pro-business proposition
- Develop and direct a statewide partnership program that supports cooperative marketing of the state for business
- Direct media, key partner, and public relations as well as other strategic communications activities
- Support the Secretary of Commerce in key communications to government leaders

Senior Vice President, Business Development
- Leadership and coordination of national and international business recruitment
- Manage national and international investment projects to increase capital investment and jobs
- Facilitate the most effective use of business incentives
- Assist existing businesses to expand jobs and capital investment
Senior Vice President, International Development
- Manage international trade programs to expand number of Florida companies exporting Florida products and services.
- Oversee international events for marketing and promotion of Florida trade and investment
- Manage key relationships to improve Florida’s international business and global reputation
- Oversee EFI’s International Representation network

Senior Vice President, Florida Sports Development & CEO Florida Sports Foundation
- Strengthen the economic impact of sports events through grants
- Identify business expansion or development opportunities linked to Sports development
- Develop, foster, and coordinate services and programs for Florida amateur sports.
- Develop and promote Florida’s participatory sports industry, including, but not limited to, the fishing, boating, and golf industries.

Senior Vice President, Strategic Partnerships
- Retain and maximize opportunities to enhance Dept. of Defense investment in Florida through management of Defense grants programs, the Florida Defense Alliance and the Florida Defense Support Task Force activities
- Maintain and enhance relationships with primary partners and stakeholders to strengthen support of economic development initiatives and increase job growth
- Maintain and expand investor support and Board participation

Senior Vice President, Administration, and Minority and Small Business, Entrepreneurship, Capital (MaSBEC)
- Manage effective accounting, reporting, contracts management, and internal audit programs
- Administer EFI operation’s support services, i.e. HR, MIS, Offices, and Equipment
- Leadership and coordination of capital programs, i.e. FL Opportunity Fund, FDFC and SSBCI
- Support programs for Minority Business growth and access to capital and markets

Senior Vice President, Entrepreneurship & Innovation
- Develop and direct strategy to promote entrepreneurship throughout the state
- Manage programs and outreach to promote innovation and job growth in rural communities
- Leadership and coordination with all departments, divisions and partners to execute EFI’s commitment to providing resources and support to small businesses and entrepreneurs

Senior Vice President, External Affairs
- Develop and execute strategy for advancing EFI’s legislative priorities.
- Manage media relations and government outreach for EFI and its partners.
MEASURES OF SUCCESS

EFI has two standards for its measures of success.

1. **State contract.** Contract Measures are set in the contract that EFI executes with DEO at the start of each fiscal year. The measures are linked with the economic development priorities in the State of Florida Job Creation Plan, State Strategic Plan for Economic Development i.e. SPED). These measures are written for the EFI Divisions defined in FS §288.92 (1).

2. **Operations (OPS) Plan.** These measures are set by the Board of Directors with their annual approval of the OPS Plan. The measures of the OPS Plan address the business performance goals and management requirements of the organization. The OPS Plan includes the State Contract Measures referenced above, and the complementary unit measures from EFI management that are approved by the Board.

Each organizational Department or Division ("Unit") and the Executive Office ("Executive") have 2-4 metrics that focus on their contribution to success of the OPS Plan. The incentive payments for all staff performance are based on achieved results of the Corporate Measures, their Unit’s measures, and their personal performance measures.

The OPS Plan recognizes that success is achieved through effective customer service and that EFI has many customers and Stakeholders, to include Consultants, Clients, Partners, Staff, and Investors. Stakeholders have a stake in the success of EFI and include economic development organizations, military and defense-dependent communities and investors, board members, government leaders and legislators, and ultimately the citizens of Florida. Each unit focuses on success with their customers and stakeholders to ensure success of the organization.

OPS PLAN STRATEGIES

1. Position the state to retain jobs and aggressively compete for recruitment and expansion of private and public investment and job-generating projects.

2. Partner with Stakeholders to promote initiatives that positively impact job growth.

3. Aggressively market Florida and build a recognizable business brand that makes a significant impression on business leaders and influencers.

4. Secure adequate, sustainable public and private-sector investment and participation to promote Florida and create jobs.

5. Create a culture of customer service for professional economic development staff and maintain business resources necessary to support the organization’s mission.
<table>
<thead>
<tr>
<th>OPs Plan: Customers, Outreach Methods, Services Provided, and Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer</strong></td>
</tr>
<tr>
<td>Executives</td>
</tr>
<tr>
<td>Customer Support Contacts</td>
</tr>
<tr>
<td>Service Provided</td>
</tr>
<tr>
<td>Results</td>
</tr>
</tbody>
</table>
OPS PLAN PROCESSES FOR CUSTOMER SERVICES

**Competitive project customers.** EFI competes with other states and countries to recruit national and international businesses. Their decisions to open offices in Florida increases the tax base, creates jobs for Florida citizens, and supports the development of new Florida businesses and the diversification of skills and wages for jobs.

In developing good customer service, EFI markets to business leaders and decision makers. More than just placing an advertisement, this involves as many contacts as possible until a project is opened. Once a project is opened, a team of project managers works with the project leaders to demonstrate the value of a Florida location. This includes coordination with EFI’s local partners (communities) for business requirements and state agencies (Department of Economic Opportunity, CareerSource Florida, Department of Transportation, etc.) When successful this leads to an announcement of the business’ decision to locate or expand in Florida (Ex.1).

Exhibit 1.
Facilitated business customers, including Services after the sale*. These customers are part of the facilitated job growth in Florida. All Florida businesses, whether long term, newly created, or recruited, are provided support that helps them to grow, create jobs and to stay in Florida. This support is another way that EFI facilitates job growth in Florida. These programs support existing businesses, or locations with strategic investments, like military and defense bases, or sports facilities. (Ex.2)

Some units at EFI are focused on customers that are not related to a recruitment and retention project. These units support the maintenance of the organization, assisting it with establishing and strengthening the structure and resources that enable other units to work with business clients. (Ex. 3)
DEO’s Division of Strategic Business Development manages the contract between EFI and the state of Florida. With the development of the Statewide Strategic Plan for Economic Development, DEO established measures that link the Contract Measures and the Strategic Plan measures. They reflect measures for the Divisions of EFI as defined in FS §288.92 (1).

These Contract measures are designed to direct EFI’s program outcomes in five (5) areas and measure the use of the state’s investment. At the same time EFI has the responsibility and authority to develop its resources to achieve these measures. The standards for FY 15-16 are linked to the priorities of the state’s strategic plan for economic development. Measures below with an asterisk are continued from previous state contract measures.

### EFI Measures FY 2015-16

<table>
<thead>
<tr>
<th>1. BUSINESS DEVELOPMENT – Proposed Job Creation</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Total number of proposed jobs to be created by businesses assisted by Enterprise Florida</td>
<td>27,500</td>
</tr>
<tr>
<td>b. Number of proposed jobs to be created by businesses assisted by Enterprise Florida in rural communities (partial subset of a.)</td>
<td>800</td>
</tr>
<tr>
<td>c. Number of proposed jobs to be created by businesses assisted by Enterprise Florida in distressed urban communities (partial subset of a.)</td>
<td>2,300</td>
</tr>
<tr>
<td>d. Number of proposed jobs to be created by businesses assisted by Enterprise Florida by international businesses (partial subset of a.)</td>
<td>1,400</td>
</tr>
<tr>
<td>e. Number of proposed jobs to be created by businesses assisted by Enterprise Florida by small and/or minority businesses (partial subset of a.)</td>
<td>12,000</td>
</tr>
<tr>
<td>f. Number of proposed jobs to be created by businesses assisted by Enterprise Florida with incentives (partial subset of 1.a.)</td>
<td>18,000</td>
</tr>
<tr>
<td>Incentives: QTI, CLOSE, HIPI, IIF, CITC, BROWN and RIF</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. INTERNATIONAL TRADE – International Trade Assistance</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Number of Florida based businesses assisted by Enterprise Florida for international trade</td>
<td>2,250</td>
</tr>
<tr>
<td>b. Number of companies with export sales attributable to activities conducted by Enterprise Florida (partial subset of 2.a.)</td>
<td>215</td>
</tr>
<tr>
<td>c. Amount (US dollar value in millions) of projected export sales attributable to the activities conducted by Enterprises Florida</td>
<td>$ 675</td>
</tr>
<tr>
<td>EFI Measures FY 2015-16</td>
<td>Standards</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td><strong>3. MARKETING FLORIDA</strong></td>
<td></td>
</tr>
<tr>
<td>a. Web traffic to EFI’s website – enterpriseflorida.com—overall traffic in visits</td>
<td>250,000</td>
</tr>
<tr>
<td>b. Positive media hits</td>
<td>500</td>
</tr>
<tr>
<td>c. Total Social Media followers</td>
<td>21,000</td>
</tr>
<tr>
<td><strong>4. MINORITY and/or SMALL BUSINESS, ENTREPRENEURSHIP, CAPITAL (MaSBEC)</strong></td>
<td></td>
</tr>
<tr>
<td>Investment in Small and/or Minority Business through financial assistance, venture capital and grants.</td>
<td></td>
</tr>
<tr>
<td>a. Number of businesses that received financial assistance</td>
<td>45</td>
</tr>
<tr>
<td>b. Amount (US dollar value) of funds invested (in millions)</td>
<td>$ 17.0</td>
</tr>
<tr>
<td><strong>5. FLORIDA SPORTS (Division of Sports Industry Development, Enterprise Florida)</strong></td>
<td></td>
</tr>
<tr>
<td>Florida Senior Games and Florida Sunshine State Games (In-State)</td>
<td></td>
</tr>
<tr>
<td>a. Economic impact to communities as a result of Florida Sports Foundation hosting of Florida Senior Games and Florida Sunshine State Games (in millions)</td>
<td>$ 7.00</td>
</tr>
<tr>
<td>b. Number of participants (athletes and families) at the Florida Senior Games and Florida Sunshine State Games</td>
<td>40,000</td>
</tr>
<tr>
<td>Regional and Major Sporting Event Grants (Out-of-State)</td>
<td></td>
</tr>
<tr>
<td>a. Economic impact to communities as a result of Florida Sports Foundation’s funding of Regional and Major Grant Events (in millions)</td>
<td>$ 200.0</td>
</tr>
<tr>
<td>b. Number of attendees at the Regional and Major Grant Events</td>
<td>300,000</td>
</tr>
<tr>
<td><strong>6. ENTERPRISE FLORIDA – GENERAL</strong></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of businesses served with investment or trade assistance provided by EFI.</td>
<td>95%</td>
</tr>
<tr>
<td>Number of strategies in the Florida Statewide Strategic Plan for Economic Development being implemented by EFI.</td>
<td>11</td>
</tr>
<tr>
<td>Response rate for Business Development/International trade Development customer satisfaction survey.</td>
<td>30%</td>
</tr>
</tbody>
</table>
EFI MEASURES PER OPERATIONS (OPS) PLAN STRATEGIES

The OPS Plan measures are designed to complement the corporate measures and provide metrics for all units of the organization. The EFI measures are accomplished at the Executive and Unit level. At the levels they are set so that staff understands that their personal measures link to their Unit measures. The measures linked to the strategies are:

1 Position the state to retain jobs and aggressively compete for recruitment and expansion of investment and job-generating projects.
   - Facilitate the establishment of 25,000 jobs during the 15-16 fiscal year.
   - Establish 160 new businesses development projects.
   - Provide 115 project leads to EDO partners.
   - Capture $2.25 billion in capital investment related to projects.
   - Facilitate exports of $495 million in high value cluster products and services.

2 Partner with appropriate stakeholders to promote EFI’s mission and support economic development initiatives that positively impact all types of job growth.
   - Support and advocate for legislation that supports business growth and entrepreneurship.
   - Support the Defense Task Force with administration and logistics assistance.
   - Promote Florida as host for national and international amateur sports competitions.
   - Establish new international trade clients in target industry clusters.
   - Assist FL regions to recruit and host sports events.
   - Contract-required reports and communications are on time and accurate.

3 Aggressively market the state and build Florida’s business brand, targeting business leaders and decision makers drive economic development.
   - Launch Florida’s new business brand campaign.
   - Increase number of positive messages about Florida across all media.
   - Increase traffic across all of EFI’s websites to bring attention to the state programs and opportunities.
   - Develop a competitive sales team with a commitment to customer service.

4 Secure adequate, sustainable public and private-sector participation to advance the mission of the organization.
   - Secure private investor funds by Board investors of $1.75 million
   - Secure public sector funding in excess of FY 2015-16: $29,900,000
   - Support and advocate for legislation that improves Florida’s business climate and competitiveness.

5 Create a culture of customer service for professional economic development staff and maintain resources necessary to support the organization’s mission.
   - Develop an Economic Development sales team focused on recruitment and expansion of businesses in Florida.
   - Ensure that information and communication tools and networks are flexible and cost efficient.
   - Satisfaction by EFI staff for admin support in MIS, HR, Payroll, equipment/ facilities management.
EFI BUSINESS UNITS FOR OPS PLAN EXECUTION

For purposes of executing this Plan, EFI has nine business units including the Department of Tourism Marketing which is managed and staffed by VISIT FLORIDA. And therefore not included in the EFI Ops Plan.

The units' names and abbreviations are;

**EXEC** - Executive (includes Pres/CEO, EVP/COO and External Relations)

**BD** – Business Development

**ITD** – International Trade & Development

**MC** – Marketing and Communications

**MaSBEC** – Minority and Small Business, Entrepreneurship, Capital

**FS** – Florida Sports Development

**SP** - Strategic Partnerships

**ADM** - Administration

*Tourism Marketing - VISIT FLORIDA (metrics not included here)*
<table>
<thead>
<tr>
<th><strong>FY 2014-15 EFI OPS PLAN MEASURES OVERVIEW</strong></th>
<th><strong>EFI OPS Plan Measures FY 2015-16</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive</strong></td>
<td>Secure public funding to match FY 15-16 of at least $29.9 M</td>
</tr>
<tr>
<td>27,500 jobs</td>
<td>Refer 130 projects to partners</td>
</tr>
<tr>
<td><strong>Business Development</strong></td>
<td>Establish 160 projects</td>
</tr>
<tr>
<td><strong>International Trade</strong></td>
<td>1,800 unique consultations in target sectors</td>
</tr>
<tr>
<td><strong>Marketing &amp; Communication</strong></td>
<td>Launch a new business brand campaign.</td>
</tr>
<tr>
<td><strong>MaSBEC</strong></td>
<td>Implement a bonding assistance program with a total of no fewer than six training seminars for the year</td>
</tr>
<tr>
<td><strong>Florida Sports</strong></td>
<td>Assist Florida regions with bidding on and hosting 15 new projects/events per quarter that produce economic impact for the State of Florida</td>
</tr>
<tr>
<td><strong>Strategic Partners</strong></td>
<td>Board member retention 92% of August 2015 members</td>
</tr>
<tr>
<td><strong>Administration</strong></td>
<td>Staff satisfaction survey for: IT services and resources; HR services; Office services</td>
</tr>
<tr>
<td><strong>Administration</strong></td>
<td>Deadlines achieved 98% of the time for reports and financial obligations</td>
</tr>
<tr>
<td>---------------------------------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Comply with delineated tasks within DEO Funding Agreement</td>
<td>CORP</td>
</tr>
<tr>
<td>Facilitate job growth</td>
<td>EXEC</td>
</tr>
<tr>
<td>Secure public funding to match FY appropriation (in millions)²</td>
<td>EXEC</td>
</tr>
<tr>
<td>Support and advocate for legislation that improves Florida’s business climate</td>
<td>EXEC</td>
</tr>
<tr>
<td>Staff satisfaction survey for: IT services and resources; HR services; Office services</td>
<td>ADM</td>
</tr>
<tr>
<td>Deadlines achieved x% of the time for reports and financial obligations</td>
<td>ADM</td>
</tr>
<tr>
<td>Established Projects</td>
<td>BD</td>
</tr>
<tr>
<td>Project leads referred to Partners</td>
<td>BD</td>
</tr>
<tr>
<td>Project-related capital investment (in $ millions)</td>
<td>BD</td>
</tr>
<tr>
<td>Client consultations in target industry sectors³</td>
<td>ITD</td>
</tr>
<tr>
<td>Contracted and expected export sales from target sectors over the FY (in $ millions)</td>
<td>ITD</td>
</tr>
<tr>
<td>Develop and launch a new business brand campaign by January 31, 2016⁴</td>
<td>MC</td>
</tr>
<tr>
<td>Positive messages across all news &amp; trade media as a direct result of EFI efforts</td>
<td>MC</td>
</tr>
<tr>
<td>Website traffic – number of hits across all EFI websites</td>
<td>MC</td>
</tr>
<tr>
<td>Commit at least $5 million to loan support programs for small or minority-owned businesses</td>
<td>MaSBEC</td>
</tr>
<tr>
<td>Invest (Follow-on or New Investment) at least $5 million in VC-type funding for small or minority-owned businesses</td>
<td>MaSBEC</td>
</tr>
<tr>
<td>Assist in Florida regions with bidding on and hosting 15 new projects/events per quarter that produce economic impact for the State of Florida</td>
<td>FS</td>
</tr>
</tbody>
</table>

¹ This number reflects only the jobs announced as a result of EFI business development project efforts. EFI also monitors an additional metric of “Jobs Facilitated”—a number based on private sector investment using established formulas for jobs including Florida Sports impact of 1 job for every 85 visitors, or exports impact of 6 jobs per million in sales (E&Y 2011 ROI for EFI). Last year’s “Jobs Facilitated” total was 41,978.

² Private funding secured includes private sector contributions and in-kind contributions

³ Unique consultations—duplicate consultations with the same client are eliminated from the number reported

⁴ This metric refers to a new business brand campaign that is funded for the first time in EFI’s annual appropriation. As this is the first time the effort has been funded, there is no historical data.
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</tr>
</thead>
<tbody>
<tr>
<td>Produce ROI from three grant programs of at least $150:$1 in economic impact to the State of Florida.</td>
<td>FS</td>
<td>$250:1</td>
<td>$351:1</td>
<td>$150:1</td>
</tr>
<tr>
<td>Produce Sports Tourism jobs from Grant related and Amateur Sports events based on the State of Florida’s standard of 1 job per every 85 visitors.</td>
<td>FS</td>
<td>4,000</td>
<td>7,360</td>
<td>4,000</td>
</tr>
<tr>
<td>Board member retention 85% of August 2014 members</td>
<td>SP</td>
<td>85%</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>Funds invested in EFI $1.6 (in millions)</td>
<td>SP</td>
<td>$1.6</td>
<td>$1.87</td>
<td>$1.75</td>
</tr>
<tr>
<td>Administer Defense Support Task Force: facilitate compliance with EFI policies and legislative guidelines</td>
<td>SP</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

This Operations and Performance Plan was prepared for management of EFI by the Executive Vice President and Chief Operating Officer with assistance from the Administration department.

Recommended by: __________________________________________
Bill Johnson, President & CEO Enterprise Florida, Inc.

Approved by Enterprise Florida Board of Directors on _________________ 2016
Alan Becker, Vice Chair
TAB 6
**Top Tweet** earned 5,255 Impressions:

@FLGovScott announced 35K+ private sector #jobs added in Nov, bringing 5-year total to 1M+!
bit.ly/1k8A4AY
pic.twitter.com/t2hnYe7qAI

**Top mention** earned 124 engagements

Rick Scott
@FLGovScott  Dec 18

From 2011-2015, 110,421 jobs & $8.6 billion+ in capital investment were won from competitive projects @EnterpriseFL
pic.twitter.com/kriQI6Qya

**Moving Help Service**

@DC_HANDY_GUY Follow you

We help you load & unload your moving truck. Move furniture around your home and office in Washington DC, Maryland and Northern Virginia. Call 240-764-6143

**Top media Tweet** earned 2379 impressions

#TSensors2015 highlights #Florida’s leading #MST industry & #photonics clusters. @MEMSGroup
pic.twitter.com/XYqeawi70

**DEC 2015 SUMMARY**

<table>
<thead>
<tr>
<th></th>
<th>Tweets</th>
<th>Tweet Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49</td>
<td>56K</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Profile views</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,677</td>
<td>78</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>New followers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>153</td>
</tr>
</tbody>
</table>
Zimmer Biomet Expands in Palm Beach Gardens with Creation of 178 Jobs

Dental implant company to add 178 jobs in Palm Beach County

Oct. 26—Zimmer Biomet, the result of a merger between two medical device companies earlier this year, will create 178 jobs at its dental implant unit in Palm Beach Gardens, the company announced Monday.

The new jobs, with an average annual wage of $83,000, are expected to be created over four years.

An incentives agreement also calls for Zimmer Biomet to retain 473 existing jobs at its dental implant unit, formerly called Biomet 3i, at 4600 E. Park Drive, the company said.

Zimmer Biomet will remain in the 189,000-square-foot location, according to the Business Development Board of Palm Beach County.

By Marcia Heroux Pounds - Contact Reporter
Sun Sentinel

OCTOBER 26, 2015, 12:41 PM

Medical implant firm Zimmer Biomet will add 178 jobs in Palm Beach Gardens, Gov. Rick Scott said Monday in a news conference with the company’s CFO, J. Pat Haggerty, and Palm Beach County Mayor Charlie H. Johnson.

Zimmer Biomet announced that it will create 178 jobs in Palm Beach Gardens, bringing its total workforce to 650.

The company said the jobs will be created over four years, with an average annual wage of $83,000.

An incentives agreement also calls for Zimmer Biomet to retain 473 existing jobs at its dental implant unit, formerly called Biomet 3i, at 4600 E. Park Drive.

Zimmer Biomet will remain in the 189,000-square-foot location, according to the Business Development Board of Palm Beach County.

The new jobs, with an average annual wage of $83,000, are expected to be created over four years.

An incentives agreement also calls for Zimmer Biomet to retain 473 existing jobs at its dental implant unit, formerly called Biomet 3i, at 4600 E. Park Drive. Zimmer Biomet will remain in the 189,000-square-foot location, according to the Business Development Board of Palm Beach County.
TQL Expansion Will Create 60 Jobs in Dania Beach

Freight brokerage firm Total Quality Logistics said it would add 60 jobs at its expanded office in Dania Beach.

The Cincinnati-based company said its Qualified Target Industry (QTI) in Florida will allow it to follow through on creating those new jobs.

Total Quality Logistics (TQL) will be expanding in Dania Beach and creating 60 new jobs. The expansion of their logistics operation will also create a capital investment of approximately $600,000 in Broward County, Florida.

TQL has operations in Dania Beach, Tampa, Jacksonville, Orlando and Daytona Beach and currently employs nearly 450 Floridians across the state.

The Dania Beach expansion is in addition to their recent opening that will create 100 new jobs, and the company will add a new carrier services division to its operations to create up to 300 new jobs.

Governor Scott announced the TQL expansion will create 60 new jobs in Dania Beach.

By: AJOT | Nov 05 2016 at 08:47 AM | Transport Intermediaries

DANIA BEACH, Fla. – Governor Rick Scott announced Total Quality Logistics (TQL), one of the largest freight-brokerage firms in the country, will be expanding in Dania Beach and creating 60 new jobs. The expansion of their logistics operation will also create a capital investment of approximately $600,000 in Broward County. TQL has operations in Dania Beach, Tampa, Jacksonville, Orlando and Daytona Beach and currently employs nearly 450 Floridians across the state.

Governor Scott said, “TQL has experienced exciting success in Florida and I am proud to announce the creation of 60 new jobs in Dania Beach today. We look forward to working with the Legislature to create the new Florida Enterprise Fund to create new jobs for Floridians and diversify our economy.”

The Dania Beach expansion is in addition to their recent Daytona Beach opening that will create 100 new jobs, and the recent announcement that TQL will add a new carrier services division to its operations in Tampa that will create up to 200 new jobs.

The company began operations in Florida in 2010 and has been recognized numerous times as a top employer in the Sunshine State.

TQL President Ken Byrne said, “Thank you to Governor Scott and Enterprise Florida for their efforts to support new business growth in the state and build a competitive workforce. Our experience has been extremely positive working with the state to grow our presence and find the quality, professional talent we need to continue to grow our market share in the logistics industry.”
Showroom Logic Creates 58 Jobs in Miami

Showroom Logic chooses Miami as headquarters

Dec. 16—Showroom Logic recently decided to consolidate operations and name Miami as its headquarters over Texas, Florida Gov. Rick Scott announced this week.

Showroom Logic has created 58 new jobs in the past two years and currently employs 74 employees. The company, which has expanded its local office to accommodate the growth, is a provider of digital marketing technology and services to automotive manufacturers and works directly with thousands of dealerships across the United States and Canada. "Job creators like Showroom Logic are making Florida more competitive and making it possible to overtake Texas to be No. 1," the governor said in a news release.

Showroom Logic recently decided to consolidate operations and name Miami as its headquarters over Texas, Florida Gov. Rick Scott announced this week.

Showroom Logic has created 58 new jobs in the past two years and currently employs 74 employees. The company, which has expanded its local office to accommodate the growth, is a provider of digital marketing technology and services to automotive manufacturers and works directly with thousands of dealerships across the United States and Canada. "Job creators like Showroom Logic are making Florida more competitive and making it possible to overtake Texas to be No. 1," the governor said in a news release.

Showroom Logic has decided that Florida is a better place for its headquarters than Texas, a news report said.

Gov. Rick Scott announced that Showroom Logic will consolidate operations and establish its headquarters in Miami, according to The Miami Herald.

Showroom Logic has created 58 jobs in the past two years and currently employs 74 employees. The company, which has expanded its local office to accommodate the growth, is a provider of digital marketing technology and services to automotive manufacturers and works directly with thousands of dealerships across the United States and Canada.
TAB 7
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MISSION

EFI’s mission is to facilitate job growth for Florida’s businesses and citizens leading to a vibrant statewide economy.

For Additional Information: Noreen Levitt  l  Vice President, Investor & Partner Development  l  407.956.5688  l  nlevitt@enterpriseflorida.com
### 2016 Enterprise Florida Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Event Location</th>
<th>Industry Sector(s)</th>
<th>Type of Event</th>
<th>Event Contact</th>
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<tbody>
<tr>
<td>February 16-21, 2016</td>
<td>Singapore Air Show 2016</td>
<td>Changi Exhibition Centre, Singapore</td>
<td>Aviation, Aerospace, &amp; Defense</td>
<td>Trade &amp; Investment</td>
<td>Paul Mitchell 407-956-5639</td>
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<tr>
<td>March 1-5, 2016</td>
<td>Dubai International Boat Show</td>
<td>Dubai, U.A.E.</td>
<td>Marine Industry</td>
<td>Trade &amp; Investment</td>
<td>Larry Bernaski 904-359-9350</td>
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<td>John Diep 561-832-8339</td>
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<tr>
<td>March 14-18, 2016</td>
<td>CeBIT 2016</td>
<td>Hannover, Germany</td>
<td>Information, Communication &amp; Technology</td>
<td>Trade &amp; Investment</td>
<td>Andrea Moore 850-469-8989</td>
</tr>
<tr>
<td>April 15-23, 2016</td>
<td>Export Sales Mission to Korea and Taiwan</td>
<td>Seoul, Korea Taipei, Taiwan</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>Maxwell Stewart 813-276-9430</td>
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<td>John Diep 561-832-8339</td>
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<tr>
<td>May 17-20, 2016</td>
<td>Hospitalar 2016</td>
<td>Sao Paulo, Brazil</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>Michael Schiffhauer 407-956-5634</td>
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<tr>
<td>May 23-26, 2016</td>
<td>Export Development Trade Mission to Mexico</td>
<td>Mexico City, Mexico</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>Stephanie Pavolini 305-808-3388</td>
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<td>Ilona Vega 305-808-3582</td>
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