



Transportation & Economic Development Appropriations Committee

**October 6, 2009
10:30 a.m. – 12:30 p.m.
Room 17 (Morris Hall) House Office Building**

Meeting Packet



The Florida House of Representatives
Transportation & Economic Development Appropriations Committee

Larry Cretul
Speaker

Richard Glorioso
Chair

Meeting Agenda
Tuesday, October 6, 2009
Morris Hall
10:30 a.m. – 12:30 p.m.

- I. Call to Order**

- II. Roll Call**

- III. Welcome and Opening Remarks**

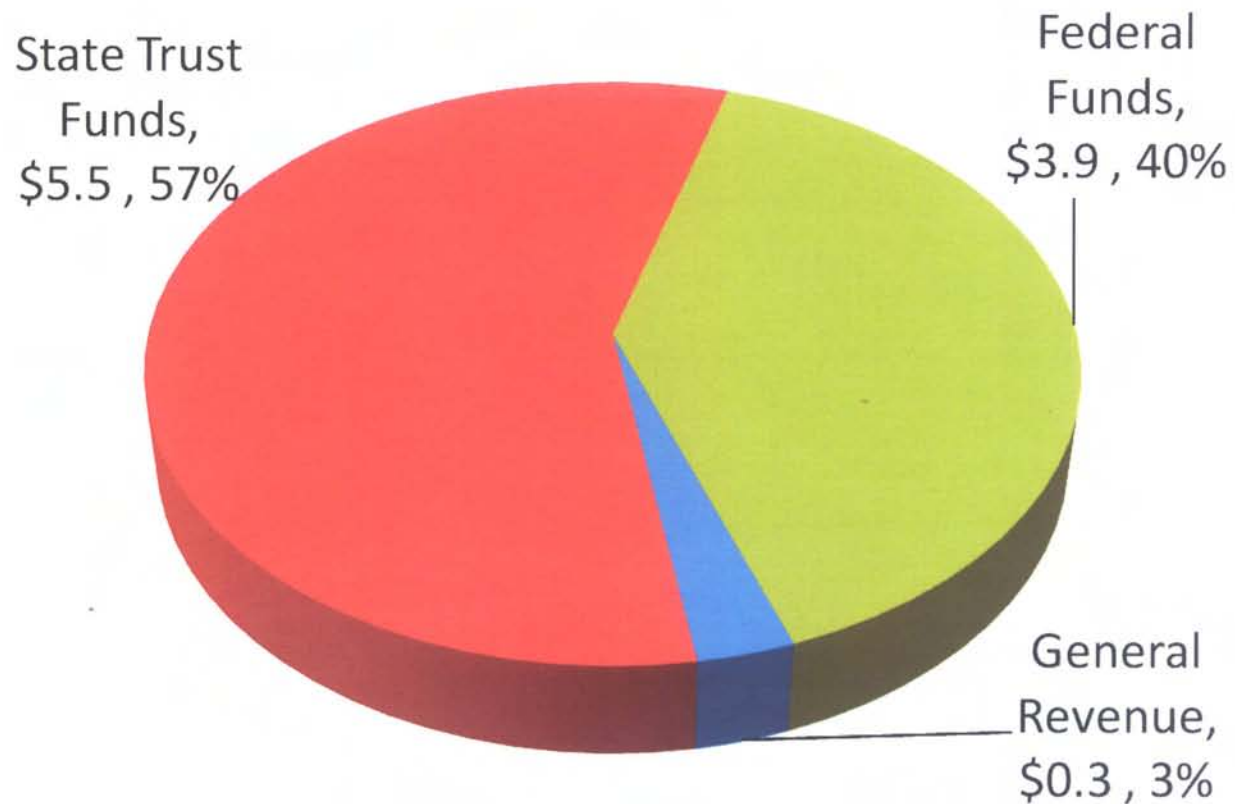
- IV. Presentations:**
 - i. TED Committee Staff-Budget Overview
 - ii. Florida Sports Foundation-Programs and Budget Overview
 - iii. Enterprise Florida, Inc.-Programs and Budget Overview
 - iv. Department of Transportation-American Recovery and Reinvestment Act of 2009-Update

- V. Adjournment**

Transportation and Economic Development Committee

Fiscal Year 2009-10

Transportation & Economic Development Appropriations FY 2009-10 - \$9.7 Billion

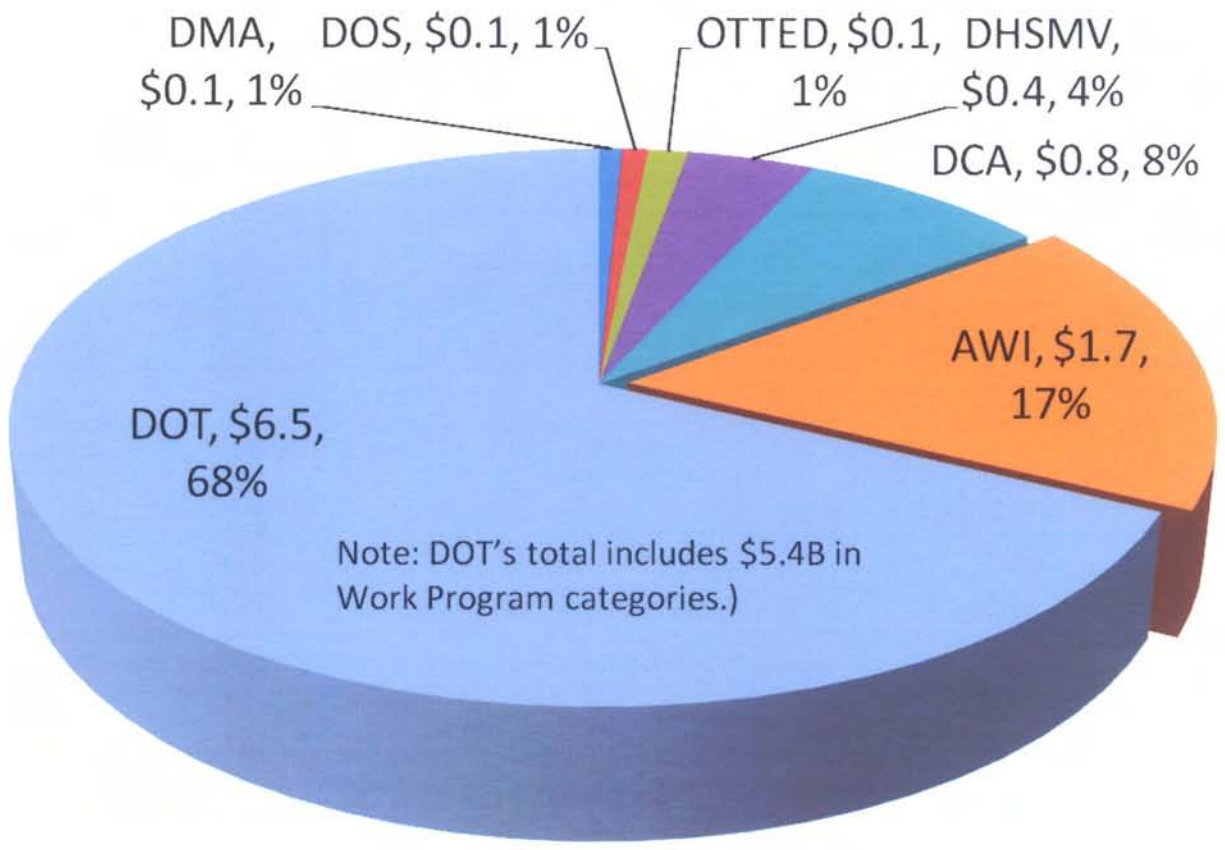


Transportation and Economic Development Appropriations

Committee Agencies of Jurisdiction

- Agency for Workforce Innovation (AWI)
- Office of Trade, Tourism, and Economic Development (OTTED)
- Department of Community Affairs (DCA)
Division of Emergency Management
Florida Housing Finance Corporation
- Department of Highway Safety and Motor Vehicles (DHSMV)
- Department of State (DOS)
- Department of Military Affairs (DMA)
- Department of Transportation (DOT)

Transportation & Economic Development Total by Committee Agency FY 2009-10- \$9.7 Billion



Agency for Workforce Innovation

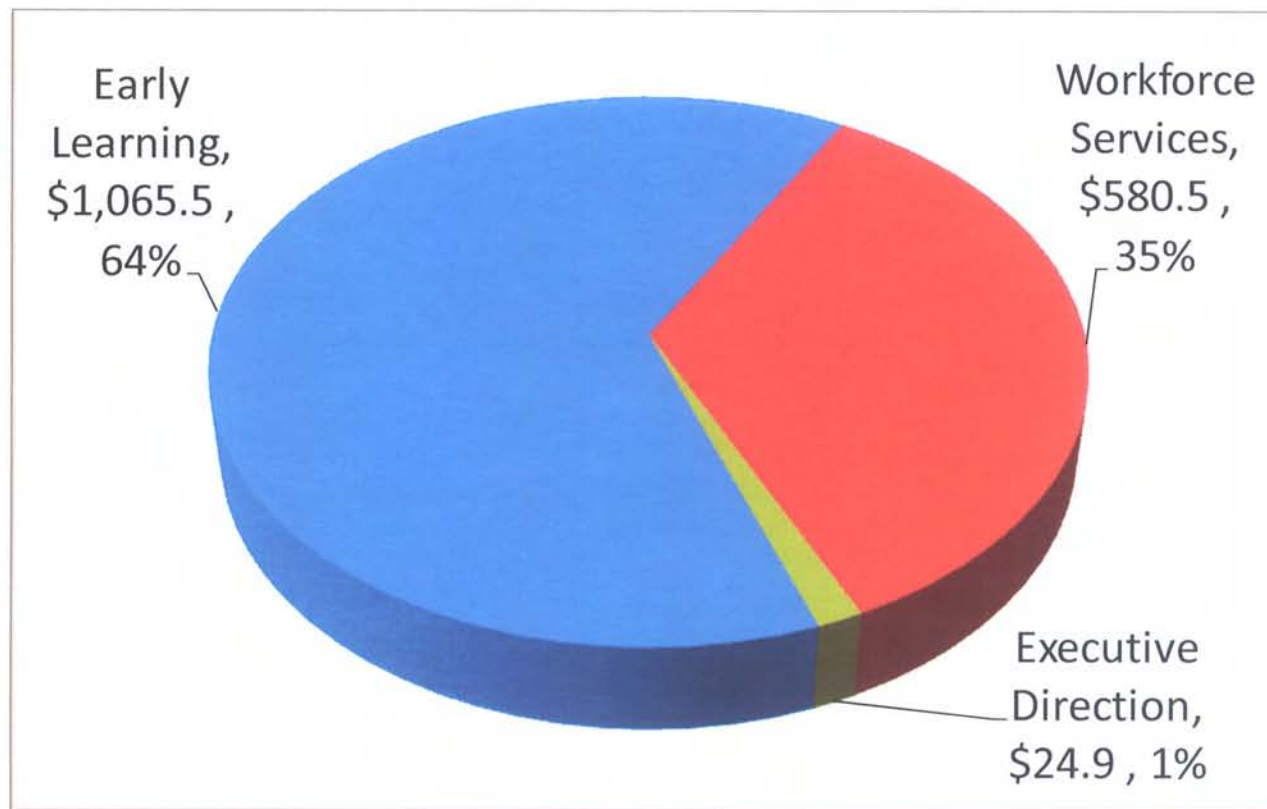
The Agency for Workforce Innovation includes 1,518 full time equivalent (FTE) positions and is funded at \$1.7 billion in fiscal year 2009-10.

- The Agency for Workforce Innovation is Florida's lead state workforce agency and directly administers:
 - The state's Labor Market Statistics program
 - Unemployment Compensation
 - Early Learning
 - Other various workforce development programs
- The Office of Early Learning, a division within the agency, provides oversight of Florida's school readiness programs and is the lead entity for implementing the state's Voluntary Prekindergarten program.
- Workforce development policy and guidance in Florida is provided by Workforce Florida, Inc. Workforce Florida and the Agency for Workforce Innovation are partners in the Employ Florida network which includes 24 Regional Workforce Boards who deliver services through nearly 100 One-Stop Career Centers around the state.

Agency for Workforce Innovation FY 2009-10-\$1.7 Billion

1,518 Full Time Equivalent (FTE) Positions

Chart Dollars in Millions



Office of Tourism, Trade, and Economic Development

The Office of Tourism, Trade, and Economic Development includes 21 full time equivalent (FTE) positions and is funded at \$122.0 million in fiscal year 2009-10.

- The Office of Tourism, Trade, and Economic Development was created to assist the Governor in working with the Legislature, state agencies, business leaders, and economic development professionals to formulate and implement coherent and consistent policies and strategies designed to provide economic opportunities for all Floridians.
- The office performs the key functions of contract management, incentive program administration, regulatory streamlining, and policy analysis and support for a full range of state programs aimed at improving the Florida economy such as Visit Florida and Enterprise Florida.

Department of Community Affairs

The Department of Community Affairs includes 346 full time equivalent (FTE) positions and is funded at \$771.1 million in fiscal year 2009-10.

- The Department of Community Affairs is the state's land planning and community development agency. The Department ensures that new growth complies with the state's vital growth management laws, while also helping established communities revitalize their older or traditional neighborhoods through redevelopment, anti-poverty and home energy assistance programs.
- The Department also administratively houses the Division of Emergency Management, which directs and coordinates state, federal and local efforts to deal with natural disasters, such as tornadoes and hurricanes, as well as man-made disasters and accidents.
- Florida Housing Finance Corporation, which is also appropriated within DCA, was created by the Florida Legislature more than 25 years ago to help Floridians obtain safe, decent affordable housing that might otherwise be unavailable to them.

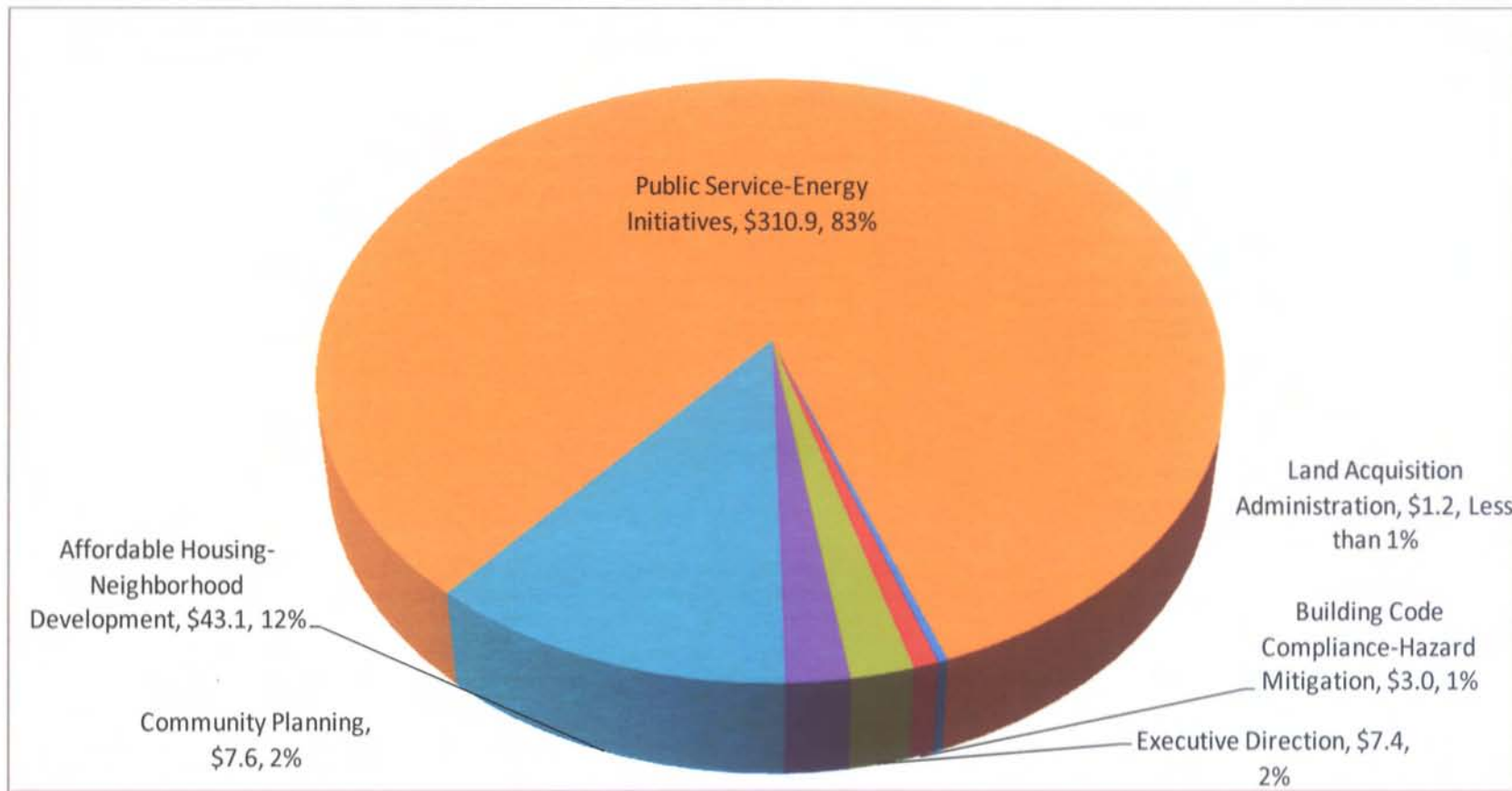
Department of Community Affairs Programs

(excludes DEM and FHFC)

FY 2009-10-\$373.2 Million

210 Full Time Equivalent (FTE) Positions

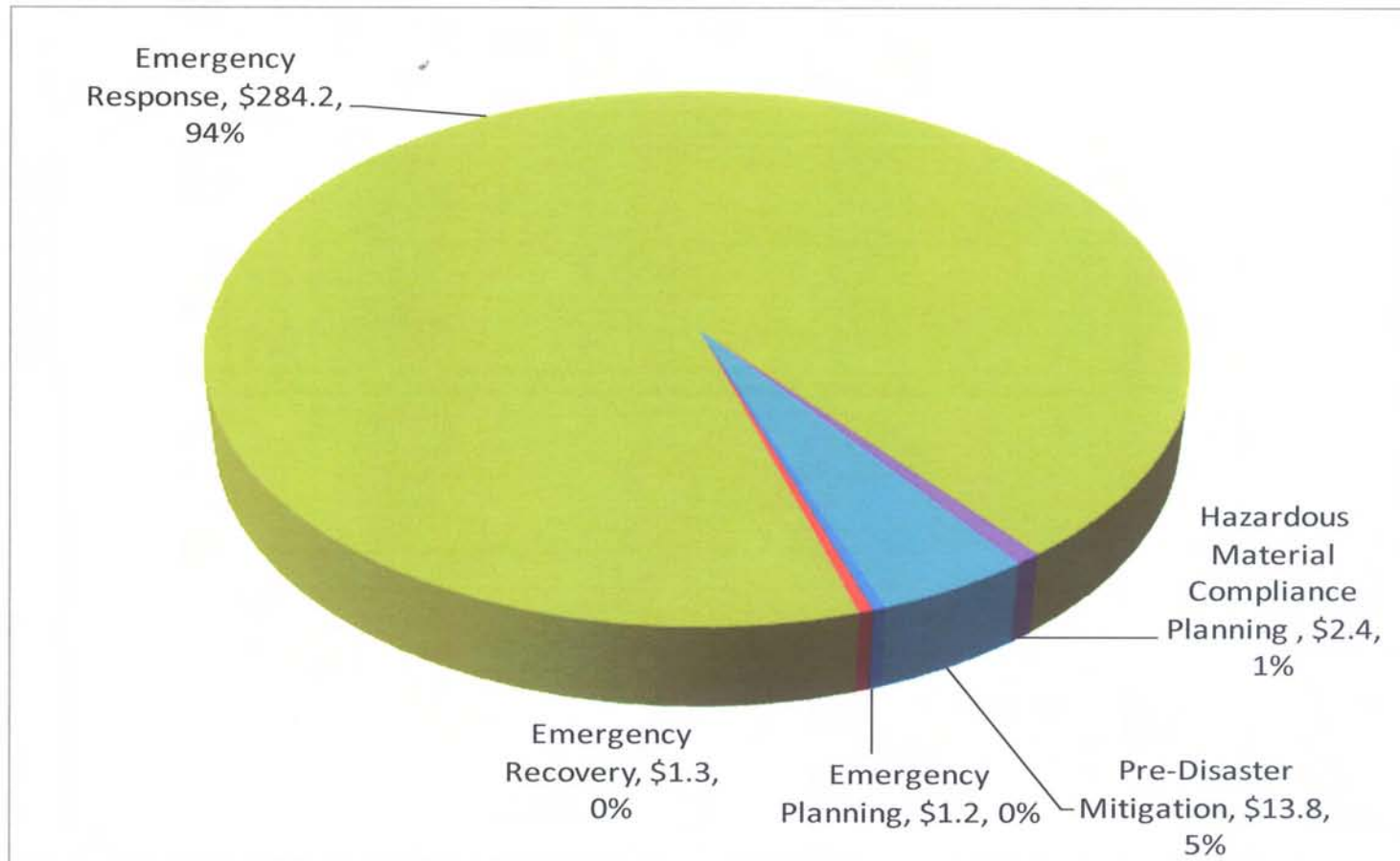
Chart Dollars in Millions



Division of Emergency Management FY 2009-10-\$302.9 Million

136 Full Time Equivalent (FTE) Positions

Chart Dollars in Millions



Department of Highway Safety and Motor Vehicles

The Department Highway Safety and Motor Vehicles includes 4,584 full time equivalent (FTE) positions and is funded at \$393.3 million in fiscal year 2009-10.

The Department of Highway Safety and Motor Vehicles develops, maintains and supports a safe driving environment through law enforcement, public education and service, reduction of traffic crashes, titling and registering of vessels and motor vehicles, and licensing motor vehicle operators. Major programs within the Department include:

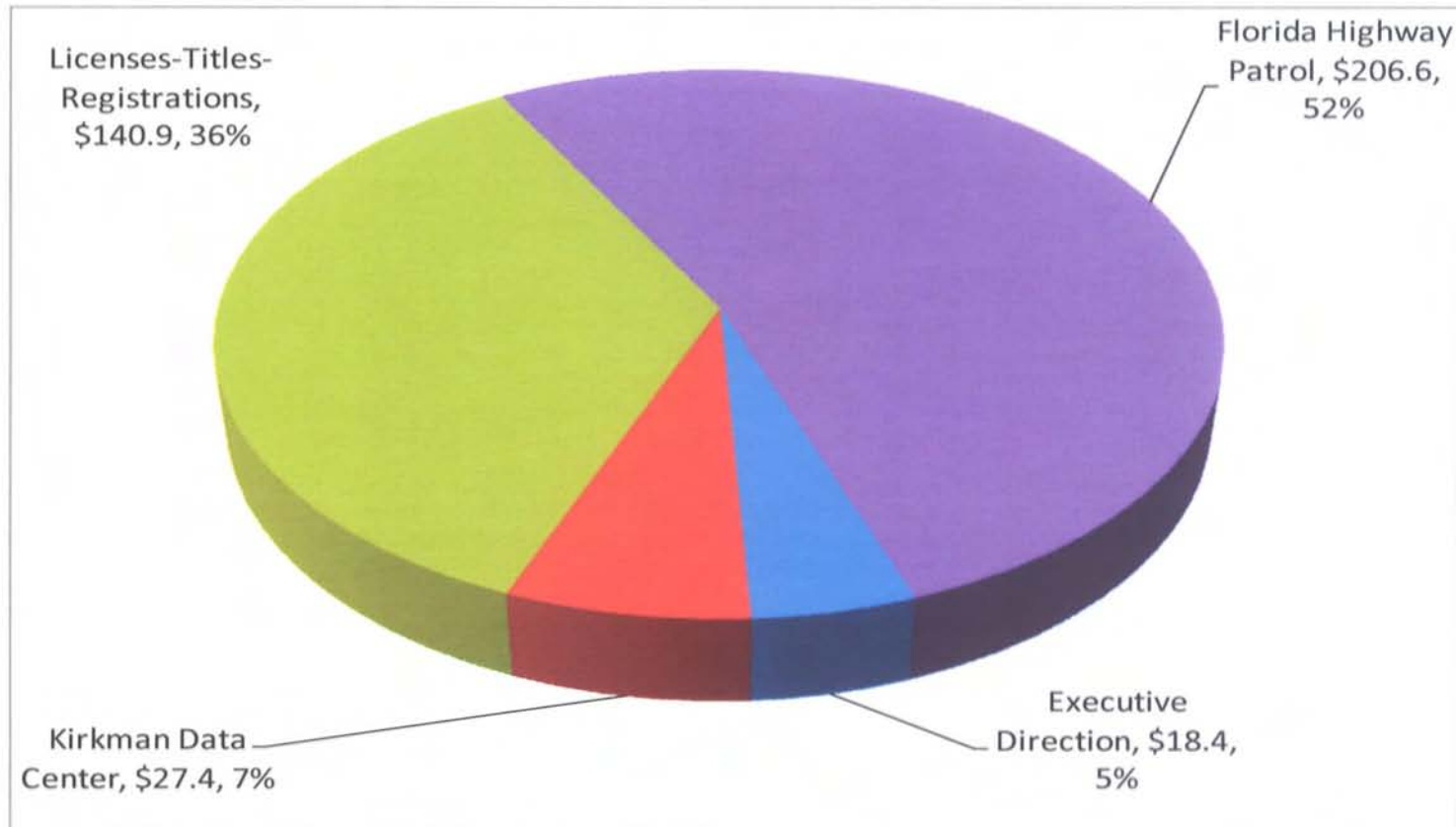
- The Florida Highway Patrol- promotes a safe driving environment through proactive law enforcement, public education, and safety awareness.
- The Division of Driver Licenses- promotes safety on the highways by licensing qualified drivers, controlling and improving problem drivers, ensuring vehicle owners and operators are responsible for injuries and damages they may cause in a crash on Florida's roadways.
- The Division of Motor Vehicles- provides safety and consumer protection of property rights by ensuring motor vehicles, vessels, and mobile homes are properly titled and registered. Motor Vehicles also ensure commercial carriers are properly registered and pay the appropriate gasoline tax for intrastate and interstate commerce.

Department of Highway Safety and Motor Vehicles

FY 2009-10-\$393.3 Million

4,584 Full Time Equivalent (FTE) Positions

Chart Dollars in Millions



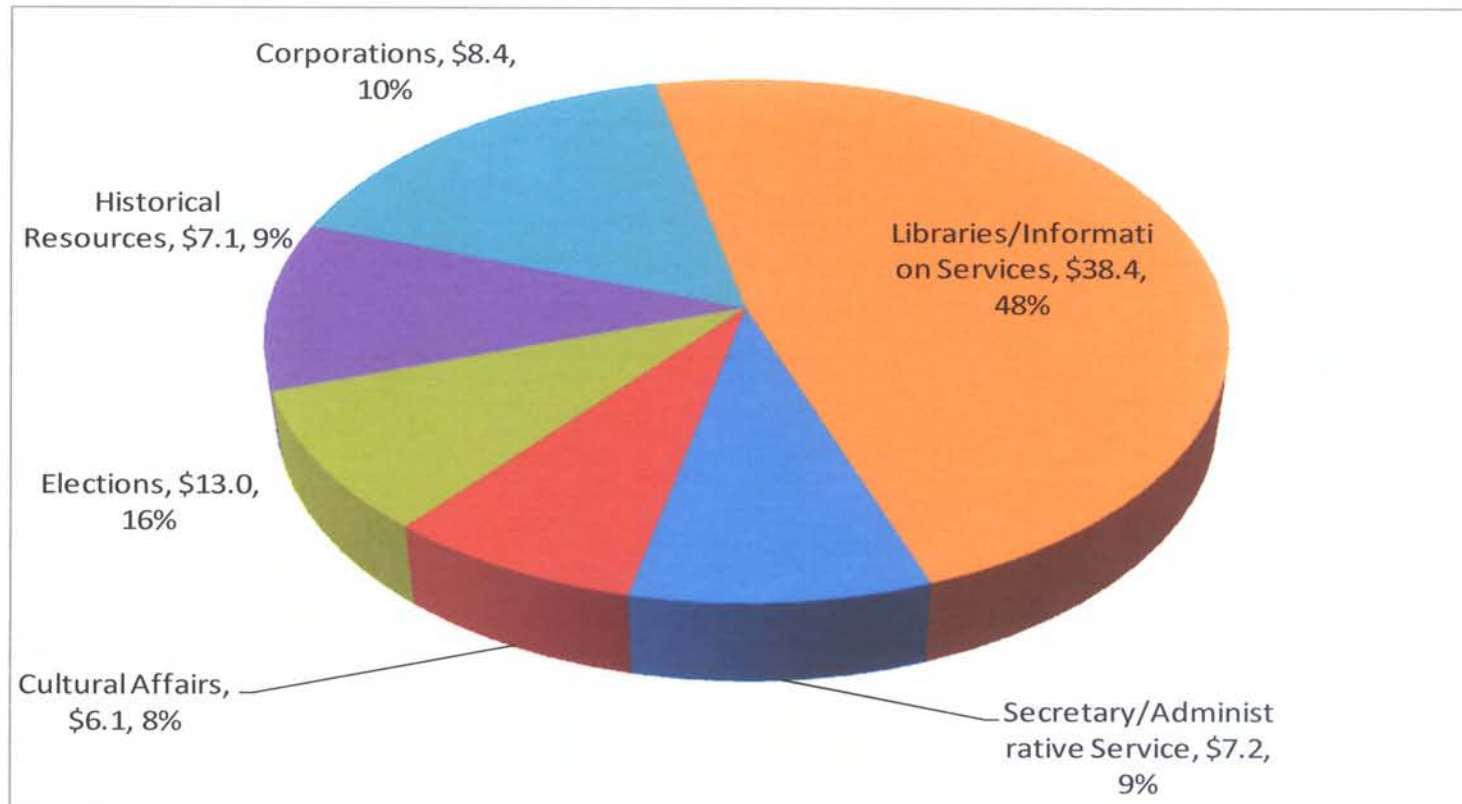
Department of State

The Department of State includes 439 full time equivalent (FTE) positions and is funded at \$80.2 million in fiscal year 2009-10.

The Department of State serves the state's communities by preserving and promoting historical and cultural heritage; by supporting local libraries and providing access to information through the state library and archives; by ensuring fair and accurate elections; and by ensuring the integrity of Florida's business community through recording entity creations and certain financial transactions. Specifically, the Department:

- Promotes access to information, events, and facilities through its Archives, Library, Historical, and Cultural program efforts.
- Provides access to cultural events and facilities through cultural grants programs, statewide access to free library and information services, and access to historic objects and sites through its museum, preservation, and archaeological activities.
- Provides access to campaign finance information, corporate filings, and historical public records from all three branches of Florida government.

Department of State FY 2009-10-\$80.2 Million 439 Full Time Equivalent (FTE) Positions Chart Dollars in Millions



Department of Military Affairs

The Department of Military Affairs includes 340 full time equivalent (FTE) positions and is funded at \$71.1 million in fiscal year 2009-10.

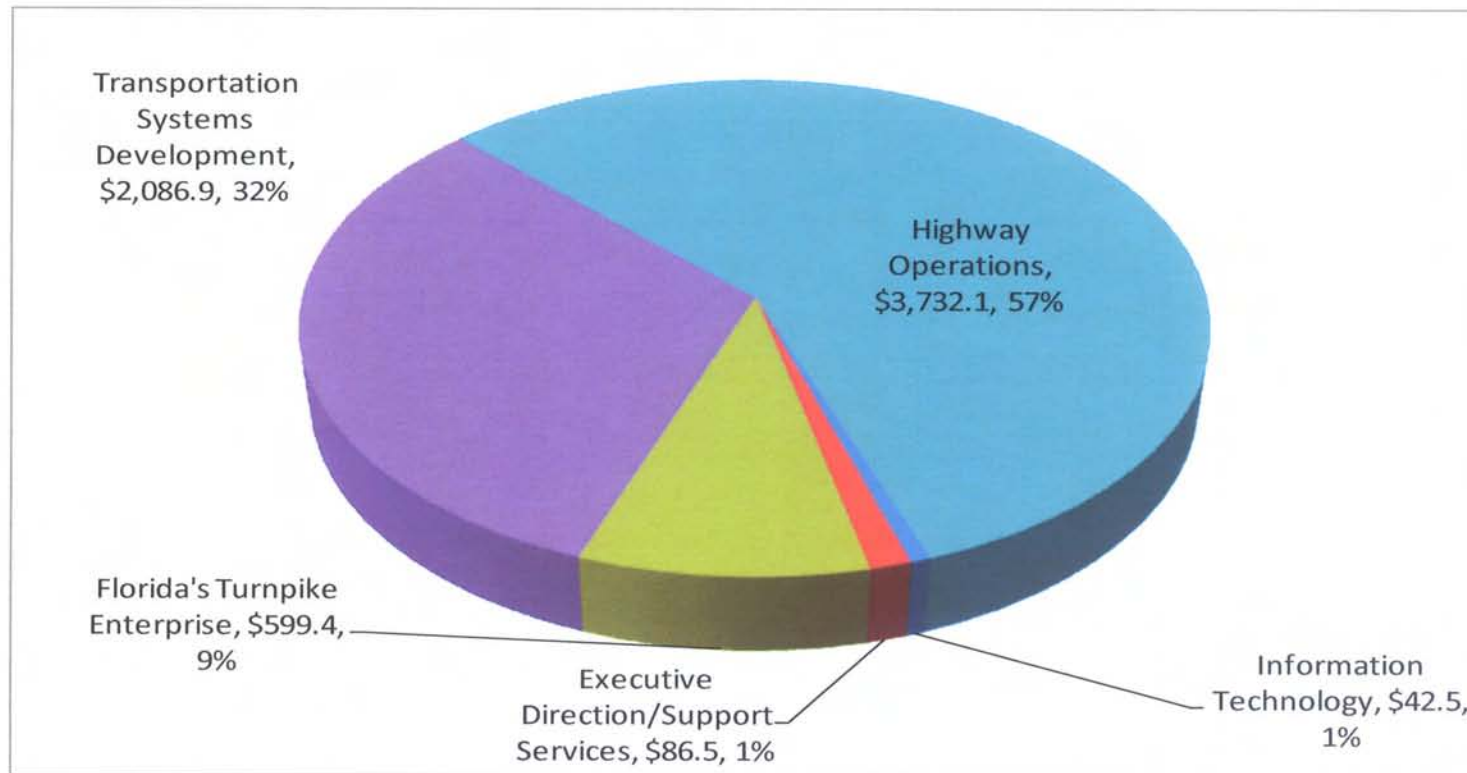
- The Department of Military Affairs provides Florida National Guard units and personnel ready to support national security objectives.
- The Department also protects the public safety of citizens and contributes to national, state and community programs that add value to the United States of America and to the State of Florida.
- The Department's Multi-Jurisdictional Counterdrug Program seeks to increase the level of Guard-unique assistance provided to law enforcement agencies and community-based organizations to counter illegal drug use.

Department of Transportation

The Department of Transportation includes 7,426 full time equivalent (FTE) positions and is funded at \$6.5 billion in fiscal year 2009-10.

- The Department of Transportation is a public works agency building transportation facilities and providing transportation services for the public. The department's primary duties are to assume the responsibility for coordinating the planning of a safe, viable, and balanced state transportation system serving all regions of the state, and to assure the compatibility of all components, including multimodal facilities.
- **Work Program**
The department's 5 Year Work Program includes district, Turnpike Enterprise and county listings of highway, public transportation, maintenance, planning, and materials and research projects and is submitted to the Legislature for approval 14 days after the first day of regular session. The Legislature appropriates funding for the first year of the 5 Year work Program in the General Appropriations Act.

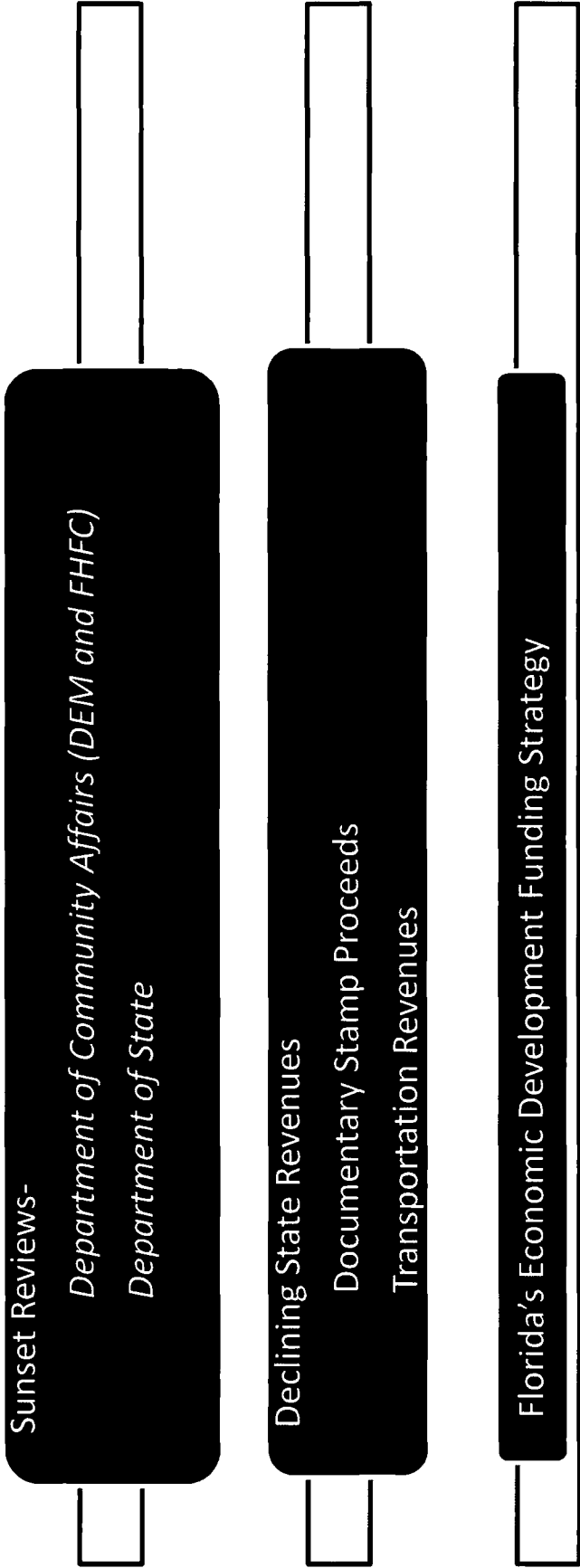
Department of Transportation FY 2009-10-\$6.5 Billion 7,426 Full Time Equivalent (FTE) Positions Chart Dollars in Millions



Transportation & Economic Development Budget Over Past Five Years



Potential Issues





FLORIDA SPORTS FOUNDATION

- The Florida Sports Foundation is the official sports promotion and organization for the State of Florida and operates as a direct support organization to the Office of Tourism, Trade and Economic Development.
- The mission of the FSF is to develop and promote professional, amateur and recreational sports and physical fitness opportunities that produce a thriving Florida sports industry and environment.
- Responsibilities include promoting the State's thriving professional, amateur and recreational sports industry, as well as developing and implementing sports and fitness programs for all of Florida's citizens.

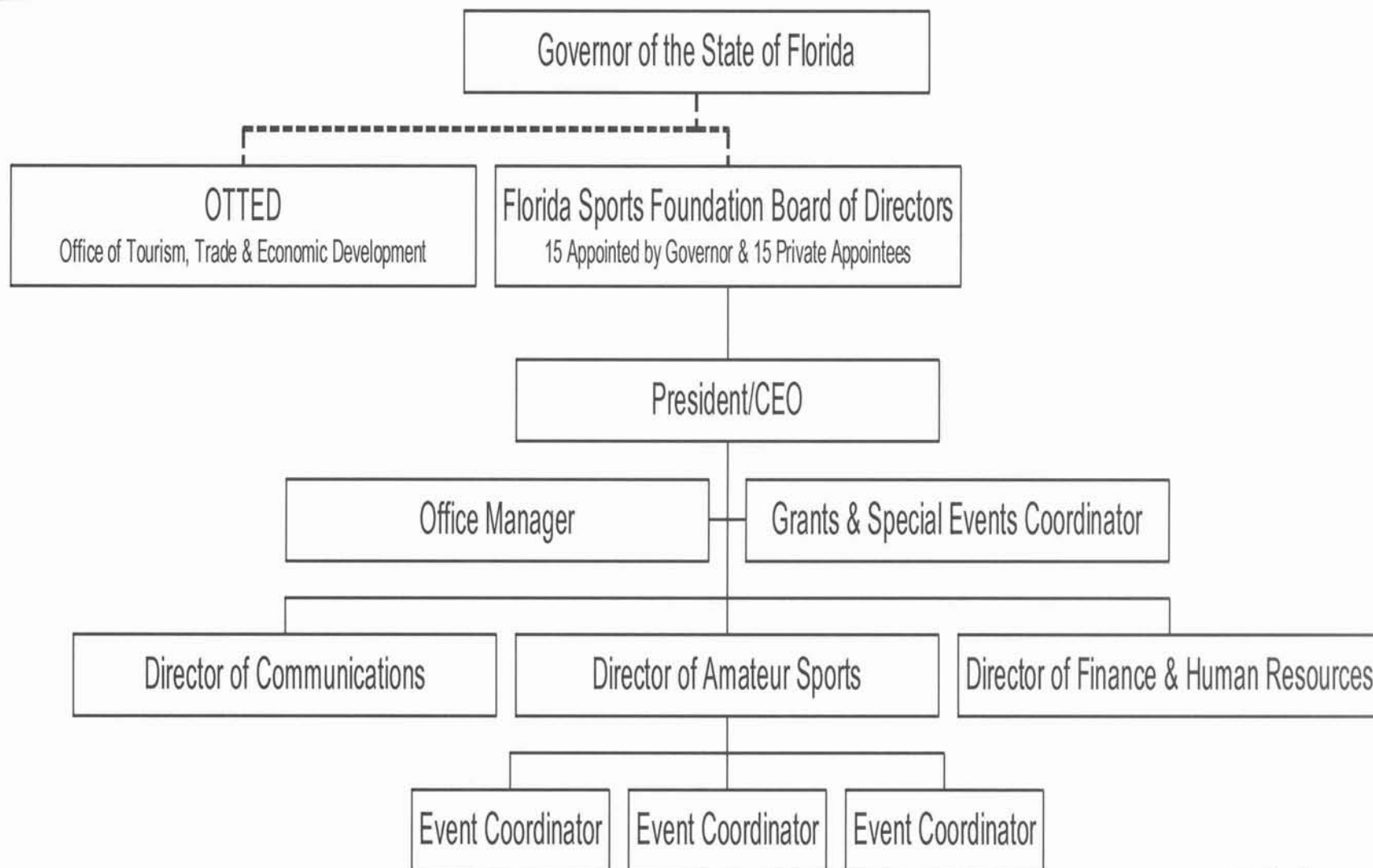
- Sports provide a **\$36 billion** annual economic impact to Florida's economy
- Sports and recreation provide support for 434,000 employment positions and generate \$12.9 billion in annual labor compensation.

Golf

Florida remains the #1 destination for more than 5 million golf travelers each year. The state boasts more than 1,200 golf courses and more than 58 million rounds of golf are played annually. This leads to an \$8.6 million economic impact annually.

Boating & Fishing

Florida is a water enthusiast's wonderland offering 2,276 miles of tidal shoreline, 8,426 miles of detailed shoreline, 7,710 natural lakes of 10 acres or more and 12,000 miles of fishable rivers, streams and canals. With over one million registered vessels in the water and 2.8 million anglers over the age of 16 fishing in the State, it means an annual economic impact of \$7.5 billion and approximately 75,000 jobs.



Florida Sports Foundation Annual Budget

	2009-2010
Income	
6011-00 · Partnerships	150,000
6020-00 · Tag Revenue (100,000)	2,250,000
6028-00 · Miscellaneous Income	209,210
6030-00 · Governor's Baseball Dinner	65,000
6042-00 · Publications Revenue	30,000
6947-00 · Interest Income	50,000
Total Income	2,754,210
Expense	
* 7011-00 · Salaries and Wages	544,184
7017-00 · Contract Labor	3,000
7024-00 · Web Site Maintenance	4,000
7044-00 · Dues & Subscriptions	4,000
7048-00 · Meals & Entertainment	4,000
7050-00 · Equipment Rental & Purchase	6,000
7059-00 · Insurance - Health/Dental/Life	52,092
7060-00 · Insurance - Operating	10,000
7065-00 · Legal & Accounting	29,000
7070-00 · General Expense	3,000
7071-00 · Pension Expense & Life	53,819
7074-00 · Postage	8,000
7076-00 · Rent	42,262
7078-00 · Repairs & Maintenance	3,500
7080-00 · Taxes & Licenses	36,471
7082-00 · Office Supplies	5,000
7090-00 · Telephone	7,000
* 7093-00 · Travel - Board	33,000
7094-00 · Travel - Staff	15,000
7095-00 · Utilities	4,000
7099-00 · Marketing, Promotions & Dev.	40,000
7150-00 · Cont. Exp. Future Obligations	58,602
7160-00 · Event Market Assistance	100,000
7200-00 · Conferences & Conventions	26,500
7250-00 · FishFla-BoatFla Program	35,000
7260-00 · Governor's Baseball Dinner	80,000
7400-00 · Regional Grant Program	600,000
7500-00 · Major Sports Fund	600,000
7600-00 · League Royalties	26,000
7800-00 · Team Charities	250,000
8000-00 · FSF Yearly Transfer to FSCF	70,780
Total Expense	2,754,210
Net Income	-

*Paid with Private Funds

Florida Sports Charitable Foundation Annual Budget

	2009-2010
Income	
6011-00 · Partnerships	30,000
6025-00 · Tag Revenue-USOC	60,000
6026-00 · State of Florida - OTTED	200,000
6027-00 · Entry Fees	230,784
6028-00 · Misc. Income	24,025
6029-00 · Ambassadors for Aging	14,000
6045-00 · FSF Income	70,780
6947-00 · Interest Income	2,500
Total Income	632,089
Expense	
7011-00 · Employee Leasing	196,210
7024-00 · Web Site Maintenance	8,500
7044-00 · Dues & Subscriptions	500
7048-00 · Meals & Entertainment	500
7050-00 · Office Equipment	2,000
7070-00 · General Expense	4,500
7076-00 · Rent	51,254
7095-00 · Utilities	3,500
7099-00 · Marketing & Development	3,200
7200-00 · Conferences & Conventions	13,095
8000-00 · Sunshine State Games	205,880
9000-00 · Florida Senior Games	128,950
9100-00 · Ambassadors for Aging	14,000
Total Expense	632,089
Net Income	-

Fiscal Years (7/1-6/30)	Audit figures	Audit figures	Audit figures
Income	2008-2009	2007-2008	2006-2007
State Government Income:			
OTTED Revenue	\$ 191,997	\$ 200,000	\$ 200,000
Golf Tag Revenue	\$ 681,925	\$ 699,299	\$ 640,559
Olympic Tag Revenue	\$ 60,293	\$ 66,269	\$ 71,687
Professional Sports Tag Revenue	\$ 2,396,215	\$ 2,512,514	\$ 2,582,958
NASCAR Tag Revenue	\$ 80,043	\$ 61,425	
Tennis Tag Revenue	\$ 23,025		
Total State Gov't. Income	\$ 3,433,498	\$ 3,539,507	\$ 3,495,204
Private Sector Income:			
Corporate Partnerships	\$ 168,575	\$ 78,810	\$ 250,311
Amateur Sports Events	\$ 316,592	\$ 298,901	\$ 265,894
FS Miscellaneous Revenue	\$ 24,731	\$ 7,501	\$ 350
Misc. Tag Admin 5%-Golf	\$ 34,096	\$ 35,002	\$ 32,609
Misc. Tag 5%/15%-NASCAR	\$ 15,752	\$ 3,071	
Misc. Tag Admin 5%-Tennis	\$ 1,151		
Misc. Special Events (GBBD)	\$ 41,657	\$ 80,700	
Other-Publishing (Non-cash)	\$ 259,000	\$ 259,000	\$ 250,433
Publishing Revenue (Cash)	\$ 20,000	\$ 30,250	\$ 20,000
Private Sector Total	\$ 881,554	\$ 793,235	\$ 819,597
Other Income:			
Unfunded Grants-Regional	\$ 52,335	\$ 23,500	\$ 32,898
Unfunded Grants-Major	\$ -	\$ -	\$ 8,000
Unfunded Grants-Golf	\$ 47,516	\$ 77,765	\$ 17,616
Total Other Income:	\$ 99,851	\$ 101,265	\$ 58,514
Totals (Operating)	\$ 4,414,903	\$ 4,434,007	\$ 4,373,315
Interest Income (Non-Op)	\$ 105,415	\$ 220,323	\$ 242,164
Total Op Income w/ Interest	\$ 4,520,318	\$ 4,654,330	\$ 4,615,479

Three-year Comparison of Income

Expenses	2008-2009	2007-2008	2006-2007
Regional Grant Program	\$ 497,000	\$ 359,500	\$ 774,000
Major Grant Program	\$ 904,910	\$ 658,388	\$ 2,496,069
Charities	\$ 258,412	\$ 265,448	\$ 277,722
Royalties	\$ 27,629	\$ 28,541	\$ 29,348
Amateur Sports-SSG	\$ 296,506	\$ 354,168	\$ 350,955
Amateur Sports-Sr. Games	\$ 135,183	\$ 150,960	\$ 158,828
Amateur Sports-Other	\$ 25,807	\$ 48,518	\$ 49,403
Employee Costs 7/1-2/28/09	\$ 441,783	\$ 664,171	\$ 617,129
Employee Costs-3/1-6/30/09*	\$ 227,217		
Board Meeting Travel Exp*	\$ 19,524		
Special Events-GBBD	\$ 79,890	\$ 90,662	\$ 5,125
Marketing/Dev Programs	\$ 36,854	\$ 20,557	\$ 27,786
Operating Expenses	\$ 409,067	\$ 455,684	\$ 431,370
Economic Surveys	\$ 41,000		
Total Budgeted Expenses	\$ 3,400,782	\$ 3,096,597	\$ 5,217,735
Non-Budgeted Expenses			
Golf Tag Grants	\$ 581,000	\$ 579,500	\$ 371,800
Golf Tag Expenses	\$ 139,515	\$ 135,534	\$ 129,934
NASCAR Tag Expenses	\$ 67,911	\$ 61,425	
Tennis Tag Expenses	\$ 23,025		
Non-Cash Publications	\$ 259,000	\$ 259,000	\$ 250,433
Depreciation	\$ 20,140	\$ 20,458	\$ 19,909
Total Non-Budgeted Expenses	\$ 1,090,591	\$ 1,055,917	\$ 772,076
Total Expenses with Non-Budget	\$ 4,491,373	\$ 4,152,514	\$ 5,989,811
Net Income/(Loss)	\$ 28,945	\$ 501,816	\$ (1,374,332)
Fiscal Years (7/1-6/30)	2008-2009	2007-2008	2006-2007
*only 3/1-6/30/09-Private	Audit figures Accrual basis	Audit figures Accrual basis	Audit figures Accrual basis

Three-Year Comparison of Expenses

Fiscal Years (7/1-6/30)	2008-2009	2007-2008	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003	2001-2002	2000-2001	TOTALS
GR-OTTED-Operating	\$ 191,997	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ -	\$ 185,000	\$ 85,000	\$ 34,302	\$ 1,296,299
GR-Sunshine State Games	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 450,000	\$ 450,000	\$ 350,000	\$ 1,250,000
TF-Professional Sports Tag Revenue	\$ 2,750,000	\$ 2,750,000	\$ 2,750,000	\$ 2,750,000	\$ 2,750,000	\$ 2,500,000	\$ 2,500,000	\$ 2,500,000	\$ 2,200,000	\$ 23,450,000
Total Appropriation	\$ 2,941,997	\$ 2,950,000	\$ 2,950,000	\$ 2,950,000	\$ 2,950,000	\$ 2,500,000	\$ 3,135,000	\$ 3,035,000	\$ 2,584,302	\$ 25,996,299

GR-OTTED-Operating	\$ 191,997	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ -	\$ 185,000	\$ 85,000	\$ 34,302	\$ 1,296,299
GR-Sunshine State Games	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 450,000	\$ 450,000	\$ 350,000	\$ 1,250,000
TF-Professional Sports Tag Revenue*	\$ 2,396,215	\$ 2,512,514	\$ 2,582,958	\$ 2,523,068	\$ 2,431,976	\$ 2,408,087	\$ 2,338,948	\$ 2,120,291	\$ 2,154,102	\$ 21,468,159
Total Appropriation Income Rec'd	\$ 2,588,212	\$ 2,712,514	\$ 2,782,958	\$ 2,723,068	\$ 2,631,976	\$ 2,408,087	\$ 2,973,948	\$ 2,655,291	\$ 2,538,404	\$ 24,014,458

* net income after 7-8% to state

Expenses	2008-2009	2007-2008	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003	2001-2002	2000-2001	TOTALS
Regional Grant Program	\$ 497,000	\$ 359,500	\$ 774,000	\$ 264,500	\$ 230,000	\$ 213,500	\$ 277,500	\$ 246,000	\$ 186,500	\$ 3,048,500
Major Grant Expenses	\$ 904,910	\$ 658,388	\$ 2,496,069	\$ 1,009,853	\$ 1,052,600	\$ 890,615	\$ 715,238	\$ 485,714	\$ 425,000	\$ 8,638,387
Charities	\$ 258,412	\$ 265,448	\$ 277,722	\$ 271,244	\$ 261,410	\$ 270,627	\$ 239,132	\$ 277,987	\$ 232,740	\$ 2,354,722
Royalties	\$ 27,629	\$ 28,541	\$ 29,348	\$ 28,644	\$ 27,560	\$ 27,160	\$ 23,547	\$ 22,523	\$ 22,864	\$ 237,816
Amateur Sports	\$ 457,496	\$ 553,646	\$ 559,186	\$ 517,563	\$ 582,846	\$ 337,924	\$ 323,877	\$ 416,859	\$ 548,178	\$ 4,297,575
Total Expense by Statute	\$ 2,145,447	\$ 1,865,523	\$ 4,136,325	\$ 2,091,804	\$ 2,154,416	\$ 1,739,826	\$ 1,579,294	\$ 1,449,083	\$ 1,415,282	\$ 18,577,000

FSF Report on State Appropriations
vs. Actual vs. Expense



Florida Sports Foundation
FY2009-10 Projected Private Funds
(Estimated \$805,519 generated)

Salaries	\$544,184
Board Meeting Travel (Board & Staff)	\$ 33,000
Governor's Baseball Dinner	\$ 15,000
Operations	\$213,335
Total	\$805,519

- Professional Sports Team Plates
- Olympic Spirit Plate
- NASCAR Plate
- Tennis Plate



Charitable contributions funded by the sale of professional sports teams license plates are made to youth charities designated by the nine participating teams. Since 1995, the license plate program has generated over \$2.9M for youth charities.

- The Glazer Foundation
- Miami Dolphin Foundation
- Jacksonville Jaguars Foundation
- Miami Heat Charitable Fund
- Orlando Magic Youth Fund
- Florida Panthers Foundation
- The Lightning Foundation
- Florida Marlins Community Foundation
- Rays Baseball Foundation

Professional Sports Teams License Plates

Florida Professional License Tag Breakdown

Costs	\$25.00
8% goes to State (General Revenue)	-2.00
Team Charities	-2.50
League Royalties	<u>-.27</u>
Total to FSF	\$20.23



Since 1996, the Florida Sports Foundation (FSF) has been assisting communities around the state in their efforts to attract sport events and opportunities, generating significant out-of-state economic impact to the State of Florida.

The Regional Grant Program provides assistance to only Sports Commissions in the state. This program is a valuable resource for these communities to reach the untapped economic impact outlet of sports.

The Major Grant Program has been essential in attracting five Super Bowls, the NCAA Final Four, two NHL All-Star Games, BCS National Championships, and the Breeders Cup to Florida. The 2007 and 2009 Super Bowls in Miami and Tampa both generated over \$250 million each in out-of- state impact alone in one weekend.



Florida Sports Commissions

1. *Broward County Sports Development*
2. *Central Florida Sports Commission*
3. *Charlotte Harbor & Gulf Islands CVB*
4. *Sports Council of Collier County*
5. *Florida Gulf Coast Sports*
6. *Gainesville Sports Commission*
7. *JEDC Sports & Entertainment*
8. *Lee County Sports Authority*
9. *Miami-Dade Sports Commission*
10. *Ocala/Marion County CVB*
11. *Palm Beach County Sports Commission*
12. *Panama City Beach CVB*
13. *Pasco County Sports Commission*
14. *Pensacola Sports Association*
15. *Polk County Sports Marketing*
16. *Sarasota Convention & Visitors' Bureau*
17. *Space Coast Sports Promotions*
18. *St. Petersburg/Clearwater Sports Commission*
19. *Tallahassee Sports Council*
20. *Tampa Bay Sports Commission*
21. *Treasure Coast Sports Commission*



Return on Investment by Grant Type

- 95 Major Grants Awarded: \$11,241,604
 - \$172 for every paid dollar
 - \$1,734,665,661 Actual Impact
 - 1,874,413 Out-of-state visitors
- 598 Regional Grants Awarded: \$3,705,200
 - \$206 for every paid dollar
 - \$688,391,411 Actual Impact
 - 1,268,670 Out-of-state visitors
- Total Economic Impact: \$2,423,057,072

Grant Impact by 8 Regions

■ Central: 197	\$229,717,101
■ Central Eastern: 42	\$51,527,509
■ Central Western: 66	\$563,362,368
■ North Central: 27	\$15,470,389
■ North Eastern: 25	\$423,478,321
■ North Western: 42	\$57,791,328
■ South Eastern: 238	\$1,025,084,928
■ South Western: 40	\$53,937,516



Tab-9

Grant Program Modifications

Effective July 1, 2009 additional criteria will be considered when determining funding eligibility for events. Events must meet the following criteria in order to be considered for funding through the grant program:

- Regional Grant applications must be for an event that generates at least \$1,000,000 of economic impact and at least 1,200 out-of state room nights.
- Major Grant applications must be for an event that generates at least \$5,000,000 of economic impact and at least 4,000 out-of state room nights.
- Funding will be determined within a range that ensures \$200 - \$350 per event return on investment for the State of Florida.

The grantee must generate the minimum \$1,000,000 of economic impact to receive the final award. The grantee must generate 80% of the estimated economic impact to receive the full award. The grantee will receive a pro-rated amount of the award for all results that are less than 80% of the original estimate.

Mission:

Develop Olympians and provide Floridians with a stage on which to showcase their talents

- Olympic-style sport festival established in 1980
- 30 Years of serving Floridians - Second oldest State Games
- Held April - June Annually
- FY 2008-2009: Over 9,500 athletes and 28 sports / 2009 Calendar Year: 8,378

Sports Offered: Archery, Badminton, Baseball, Basketball, Canoe/Kayak, Fencing, Figure Skating, Inline Hockey, Judo, Karate, Lacrosse, Powerlifting, Racquetball, Rowing, Rugby, Soccer, Softball-Fast Pitch, Softball-Slow Pitch, Sport Shooting, Synchronized Swimming, Table Tennis, Taekwondo, Tennis, Track & Field, Ultimate, Water Polo, Weightlifting-Olympic and Wrestling



Former Sunshine State Games Athletes

Olympians:

Rafeeq Curry, Track & Field (2002 and 2003 Games)

Walter Dix, Track & Field (2003 Games)

Bershawn Jackson, Track & Field (2001 Games)

Hunter Kemper, Triathlon (1992 Games)

Ryan Lochte, Swimming (2001 Games)

Brian Olson, Judo (early 1990s Games)

Vic Wunderle, Archery (2006 Games).

Notable Athletes:

Anquan Boldin (College & Professional Football)

Jearl Miles-Clark (Olympian, Track & Field)

Roy Jones, Jr. (Olympian, Boxing)

Walter McCoy (Olympian, Track & Field)

Tammy McGregor (Olympian, Synchronized Swimming)

Jennifer Rodriguez (Olympian, Speed Skating)

David Ross (College & Professional Baseball)

Antonio Tarver (Olympian, Boxing)

The Florida Senior Games is an Olympic-style sport festival for athletes 50 and over

- 1972 - Golden Age Games in Sanford, Florida first in the nation
- 1992 - State Championships were created
- 17 Local Senior Games serve as qualifiers January - November annually
- State Championships held in December annually
- FY 2008-2009 11,589 athletes competed at Local Games
- 2008 State Championships 2,052 athletes competed



- Ambassadors for Aging Day
- Play FLORIDA Golf
- Fish Florida - Boat Florida
- Governor's Baseball Dinner
- Florida Spring Training Baseball



FLORIDA

The World's Leading
Golf Vacation Destination

FLORIDA

Florida's First Coast
of Golf
Northeast Region



**PLAY
FLA**
.com

Central Florida's
Polk County
Lakeland-Winter Haven



Greater
Fort Lauderdale
A Sunny State of Mind



Saddlebrook Resort
Tampa Bay



Emerald Coast
Emerald Coast
Emerald Coast
Emerald Coast



PGA National
Resort and Spa
Palm Beach Gardens, FL



Golf Daytona Beach
Daytona Beach



PGA

AirTran
AIRLINES
WWW.AIRTRAN.COM

**FLORIDA
SPORTS**
VISITFLORIDA



The Inlandbrook
Golf Resort
Tampa Bay



Sarasota
and Her Islands
Sarasota and Her Islands



Panama City Beach
CVB
Panama City Beach



Highlands County
Highlands County



PGA Golf Club
PGA Golf Club
Port St. Lucie



Christeney
CVB
Christeney CVB



Niles, Mississippi
Empire CVB
Niles, Mississippi
Empire CVB
Collier County



**PLAY
FLA**
.com

**PLAY
FLA**
GOLF

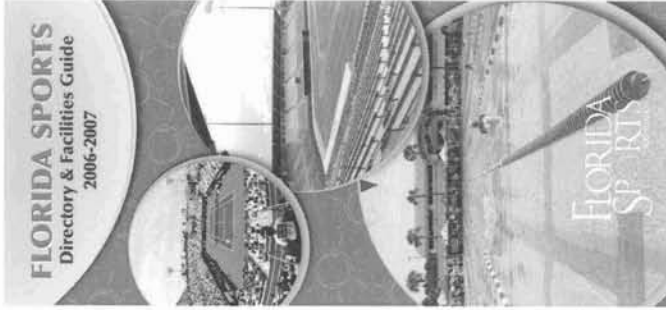
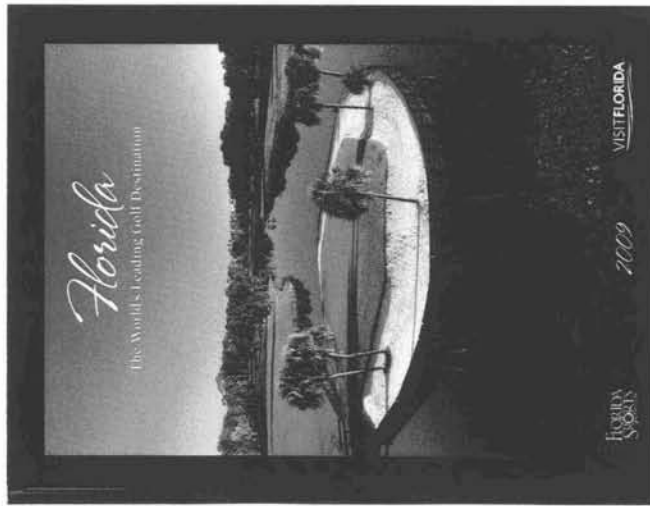
AMERICAN

**2008
GOVERNOR'S
BASEBALL
DINNER**



2008
GOVERNOR'S
BASEBALL
DINNER







FLORIDA SPORTS FOUNDATION



Enterprise Florida Overview

presentation to:

House Transportation & Economic Development Appropriations Committee



October 6, 2009

About Enterprise Florida, Inc. (EFI)

- Established **13 years ago** (in 1996) as a **public/private** model for conducting economic development.
- **Not-for-profit 501(c)(3) corporation**, chaired by Florida's governor.
- Funded through appropriations from the State and contributions from the private sector.
- Principal economic development organization for the State of Florida.

Mission, Goals & Accountability

EFI's Mission

“To diversify Florida’s economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries.”

EFI Goals

1. **Stimulate** economic growth in Florida.
2. **Partner** with stakeholders that promote and support economic development.
3. **Secure** adequate and sustainable public and private-sector investment.
4. **Implement** strategies that generate a positive ROI on both public and private investment into Florida's economic development initiatives.

Operational & Fiscal Accountability

- Performance-based contract with the Office of Tourism, Trade and Economic Development
- Ernst & Young annual ROI analysis

Average ROI of 4:1 since inception

**The Daily Business of
Economic Development**

Key Functions

- Retain and recruit businesses
 - National and international business recruitment & export assistance
 - Global marketing of Florida
 - Collaboration with local and regional economic development organizations
- Develop statewide strategic plan for economic growth
- Maintain business climate competitiveness
- Provide oversight and support for venture capital and business commercialization programs

Part of the Solution

EFI Profit Center: FY08-09 Results

- \$1.1 billion capital investment
- Added \$117.6 million to state & local tax revenues
- Three-year revenue generated: \$426 million (recurring)

EFI Profit Center: FY08-09 Results

- 45,056 new and retained jobs
- Average wage of new jobs: \$50,000
- \$2.4 billion added to Florida labor income
- Ernst & Young ROI – 4.96:1 *(FY2008/2009)*

Job & Investment Profile 2005 - 2009

**Refer to handout:
*Jobs & Investment Profile 2005 - 2009***

Frequently Asked Questions

What business sectors does Enterprise Florida Target?

Business Sectors Targeted for Florida's Economic Growth & Diversification

CLEAN ENERGY



- Solar Energy
- Biomass Energy/Biofuels
- Fuel Cells & Hydrogen
- Ocean Energy
- More than Renewables

LIFE SCIENCES



- Biotechnology
- Medical Device Manufacturing
- Pharmaceuticals
- Health Care

INFORMATION TECHNOLOGY



- Modeling, Simulation and Training (NST)
- Photonics/Optics
- Digital Media
- Software and Computer Systems Design & Integration
- Computers, Microelectronics and Precision Device
- Telecommunications

AVIATION / AEROSPACE



- Aviation
- Aerospace

HOMELAND SECURITY / DEFENSE



- Homeland Security
- Defense

FINANCIAL / PROFESSIONAL SERVICES



- Financial/Professional Services

MANUFACTURING



- Manufacturing

EMERGING TECHNOLOGIES



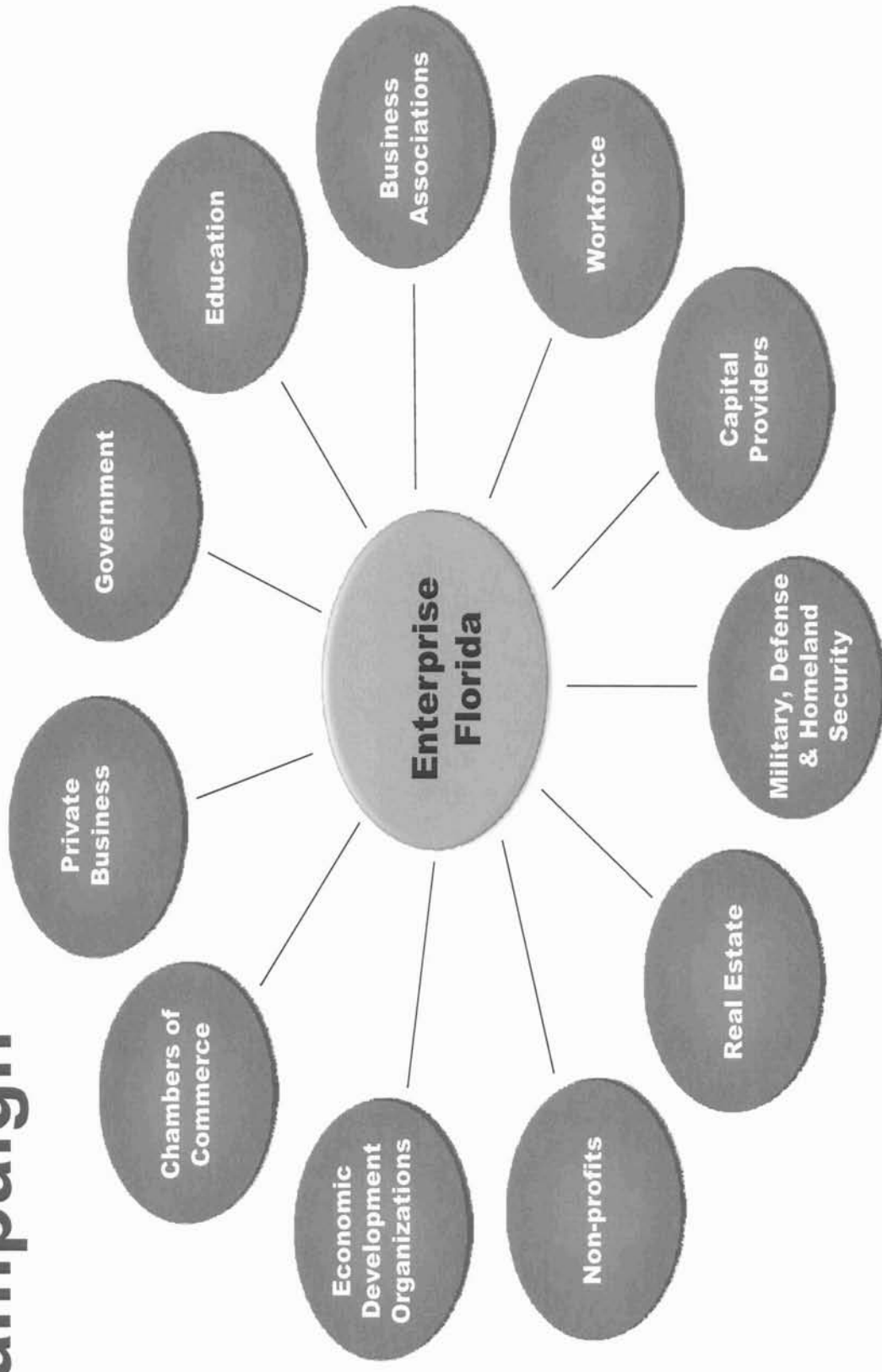
- Materials Science
- Nanotechnology
- Marine Science

**What other organizations does
Enterprise Florida collaborate with
to carry out its mission?**

Things We Partner with Others to Accomplish

- Small business development
- Employment services
- Direct business loans
- Worker training
- Housing
- Industry-based technical assistance to businesses (e.g. Manufacturing Extension Program)
- Zoning & permitting

Allies in the Economic Development Campaign



Is there is statewide plan for economic development?

The Statewide Strategic Plan is also known as the “*Roadmap to Florida’s Future*”

- Identifies economic development priorities and ...
- Makes specific recommendations to diversify Florida’s economy for global competitiveness
- Created through broad, grassroots outreach and expert input
- Covers a five-year horizon
- Updated annually and reassessed every three years

What does EFI do to support rural, urban, and military/defense economic growth and development?

Programs that Support Rural Economic Growth

- Rural Community Development Revolving Loan Fund
- Rural Infrastructure Fund
- Rural Jobs Tax Credit
- Rural Areas of Critical Economic Concern
- Enterprise Zones
- Enhanced benefits under broader incentive programs
- Brownfield Redevelopment

Programs that Support Urban Economic Growth

- Enhanced benefits under broader incentive programs
- Urban Jobs Tax Credit
- Enterprise Zones
- Brownfield Redevelopment

Military Presence in Florida

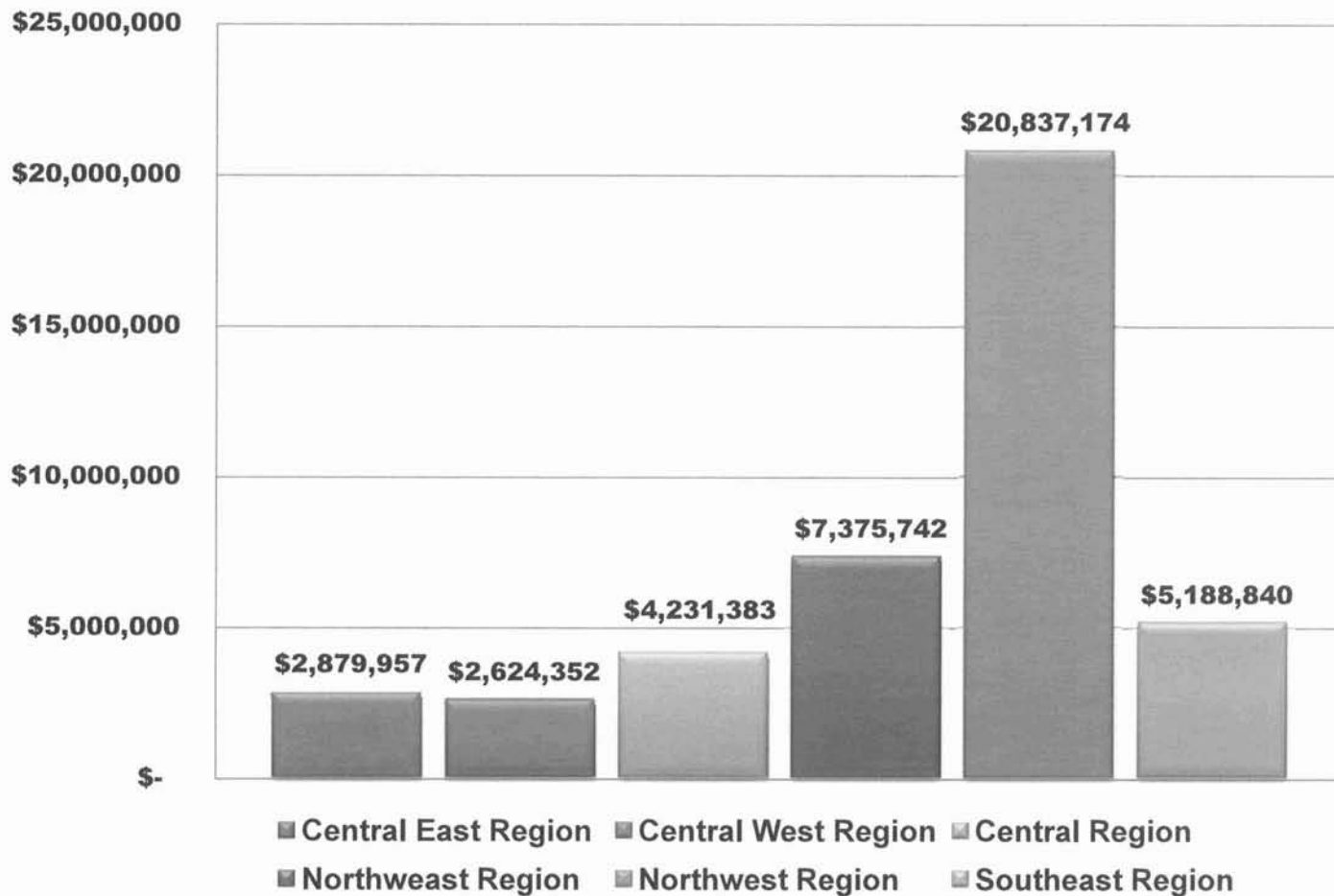


- 20 major military installations
- 3 Unified Commands
- Over 734,000 jobs
- Nearly \$60B in economic impact

Defense Grants

- 15 counties have received defense grants
- \$53,585,930 awarded in defense grants over the last 10 years
 - \$10,261,345 in Defense Reinvestment Grants
 - \$32,876,103 in Defense Infrastructure Grants
 - \$10,448,482 in Military Base Protection Grants

Defense Reinvestment & Infrastructure Grants Awarded, 98-09



How does Enterprise Florida work projects?

The Art of the Deal

Section 1 – The Business Decision

- Where to grow, invest, create jobs?
- Florida vs. competitor locations
- Lead generation

Section 2 – Enterprise Florida’s Role

- Initial contact, due diligence
- Understand project needs and decision drivers
- Match state and local assets to project needs
- Engage local community(ies)

Section 3 – Our Response

- Formal request for proposal (RFP)
- Incorporate information from community partners
- Develop solutions to address needs

Incentives as a Response

- Response to needs may include incentives
- General project overview
- Asses competitive environment
- Ensure eligibility for program(s)

Incentives – The Science of the Deal

- Company completes incentive applications
- Community evaluates its contribution
- Analyze return on investment (ROI)
- Propose incentives

Section 4 – Avoiding Elimination

- Florida makes the cut
- Lead community site visits
- Solve problems and respond to questions
- Revisit short-listed sites

Section 5 – Closing the Deal

- Finalize state and local incentive recommendations
- Complete incentives approval process
- Company makes business decision

After the Decision

- Business demonstrates performance to receive incentives
- EFI maintains relationship, provides other services
- Solicits feedback on business climate competitiveness
- Stands ready for the next expansion

Capital Programs

Enterprise Bond Program

- Offers tax-exempt bond financing to qualified manufacturing and 501(c)3 non-profit organizations through Florida Development Finance Corporation.

Florida Opportunity Fund

- Established in 2007 to expand the availability of venture capital for Florida businesses
- Expanded in 2009
- Fund Manager: Florida First Partners (FFP)
- Primary objectives:
 - attract additional capital to the State
 - create jobs
 - generate returns to perpetuate the benefits of the Fund
 - Diversify Florida's economy through investment in Florida technology sectors

Florida Opportunity Fund

DOE Direct Investment Program

- **Program Focus:** Funding Florida businesses and projects to further energy efficiency and renewable energy (EE/RE) within Florida and create Florida jobs/economic diversification.
- **Program Activities:** The Program funds Florida businesses and projects, including:
 - Facility and equipment improvement
 - Renewable energy product acquisition and demonstration
 - EE/RE process improvement within Florida businesses

Florida Opportunity Fund

Investment Provides a Superior Benefit

The Program can provide superior benefits over other forms of government spending programs:

- **Leverage** – Historically each \$1 invested has attracted more than an additional \$20
- **Job creation** – **Lasting, high-paying jobs** will be created by this Program
- Funds deployed provide a return of **capital and profits** that will be **re-used indefinitely** to benefit the state-focused purpose
- Professional and proven fund manager selects the best investment opportunities for the Program

Enterprise Florida Operating Budget

EFI Appropriation 2009-2010

State Appropriation \$ 11.1 M

Private Investment and Fees 2.5 M

Enterprise Florida Budget 13.55 M

EFI Appropriation 2009-2010

- Retain existing jobs and help companies located in Florida expand
- Recruit new companies to Florida
- Help Florida companies sell products to rest of world
- Attract Direct Foreign Investment
- Market Florida as place to do business (not just vacation)
- “GoTo Source” for information on Florida (eflorida.com)
- Craft statewide strategic plan for economic development
- Protect, grow and expand military missions in Florida
- Partner with stakeholders that promote and support economic development
- Administer incentive programs

EFI Current Budget

ADMINISTRATIVE SUPPORT DIVISION	\$ 3,171,458
BUSINESS DEVELOPMENT DIVISION	
<i>International Trade & Business Development</i>	4,461,360
<i>Marketing & Strategic Intelligence</i>	2,282,617
<i>Business Retention & Recruitment</i>	2,316,076
<i>External Affairs & Investor Relations</i>	1,315,989
SUBTOTAL BUSINESS DEVELOPMENT DIVISION	10,376,042
SUBTOTAL ENTERPRISE FLORIDA, INC. OPERATIONS	13,547,500

EFI Current Budget, con't.

SUBTOTAL ENTERPRISE FLORIDA, INC. OPERATIONS	\$ 13,547,500
NON-OPERATING FUNDS	
<i>Military Base Protection Grants</i>	<i>150,000</i>
<i>Defense Infrastructure Grants</i>	<i>500,000</i>
<i>Defense Reinvestment Grants</i>	<i>850,000</i>
<i>Gateway Florida</i>	<i>250,000</i>
<i>SEUS/Japan</i>	<i>250,000</i>
<i>Florida International Business Expansion Initiative</i>	<i>--</i>
<i>Rural Community Development Grants</i>	<i>1,300,000</i>
<i>Florida Trade & Exhibition Center</i>	<i>450,000</i>
SUBTOTAL NON-OPERATING FUNDS	3,750,000
TOTAL BUDGET – ENTERPRISE FLORIDA, INC.	17,297,500

Source of Funds

	FY 09/10 BUDGET	STATE APPROPRIATION	CORPORATE CONTRIBUTIONS	ANTICIPATED REVENUES/FEES
ADMINISTRATIVE SUPPORT DIVISION	\$ 3,171,458	\$ 2,598,500	\$ 327,739	\$ 186,000
BUSINESS DEVELOPMENT DIVISION				
<i>Int'l Trade & Business Development</i>	4,461,360	3,655,368	461,038	711,500
<i>Marketing & Strategic Intelligence</i>	2,282,617	1,870,238	235,887	-
<i>Business Retention & Recruitment</i>	2,316,076	1,897,652	239,343	150,000
<i>External Affairs & Investor Development</i>	1,315,989	1,078,241	135,994	-
SUBTOTAL BUSINESS DEV. DIVISION	10,376,042	8,501,500	1,072,262	861,500
SUBTOTAL ENTERPRISE FLORIDA, INC. OPERATIONS	13,547,500	11,100,000	1,400,000	1,047,500

Source of Funds, con't.

	FY 09/10 BUDGET	STATE APPROPRIATION	CORPORATE CONTRIBUTIONS	ANTICIPATED REVENUES/FEES
SUBTOTAL				
ENTERPRISE FLORIDA, INC. OPERATIONS	\$ 13,547,500	\$ 11,100,000	\$ 1,400,000	\$ 1,047,500
NON-OPERATING FUNDS				
<i>Military Base Protection Grants</i>	150,000	150,000	-	-
<i>Defense Infrastructure Grants</i>	500,000	500,000	-	-
<i>Defense Reinvestment Grants</i>	850,000	850,000	-	-
<i>Gateway Florida</i>	250,000	250,000	-	-
<i>SEUS/Japan</i>	250,000	250,000	-	-
<i>Florida Int'l Business Expansion Initiative</i>	-	-	-	-
<i>Rural Community Development Grants</i>	1,300,000	1,300,000	-	-
<i>Florida Trade & Exhibition Center</i>	450,000	450,000	-	-
SUBTOTAL NON-OPERATING FUNDS	3,750,000	3,750,000	-	-
TOTAL BUDGET				
ENTERPRISE FLORIDA, INC.	17,297,500	14,850,000	1,400,000	1,047,500

Marketing & Strategic Intelligence

Situation Analysis

Global Economic Downturn

- Industry transformations underway with changing global economy



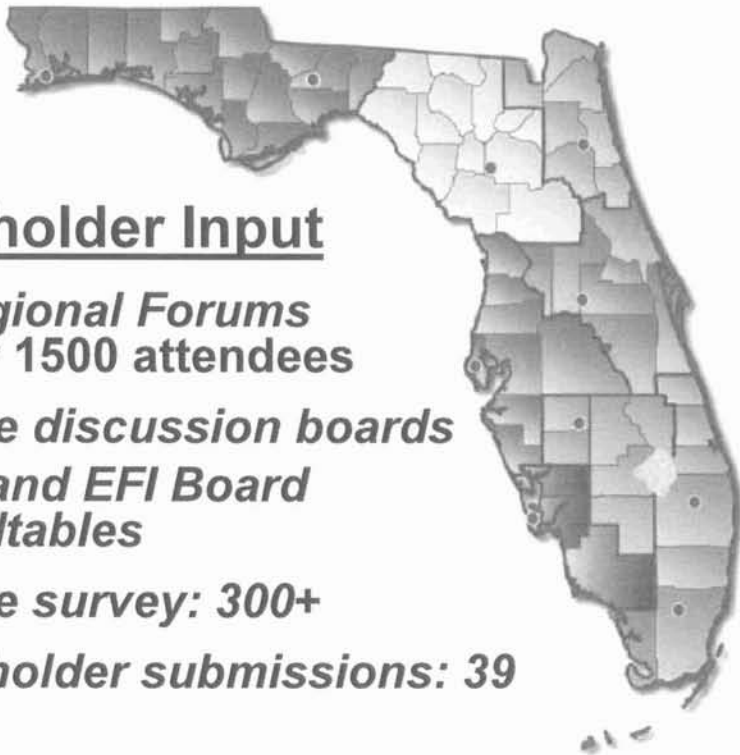
Florida's Economy in Transition

- Future competitiveness dependent on knowledge-based Innovation Economy



ROADMAP TO FLORIDA'S FUTURE

- 5 year plan with long term vision
- Refreshed every 3 years
- Annual Progress Reports



Stakeholder Input

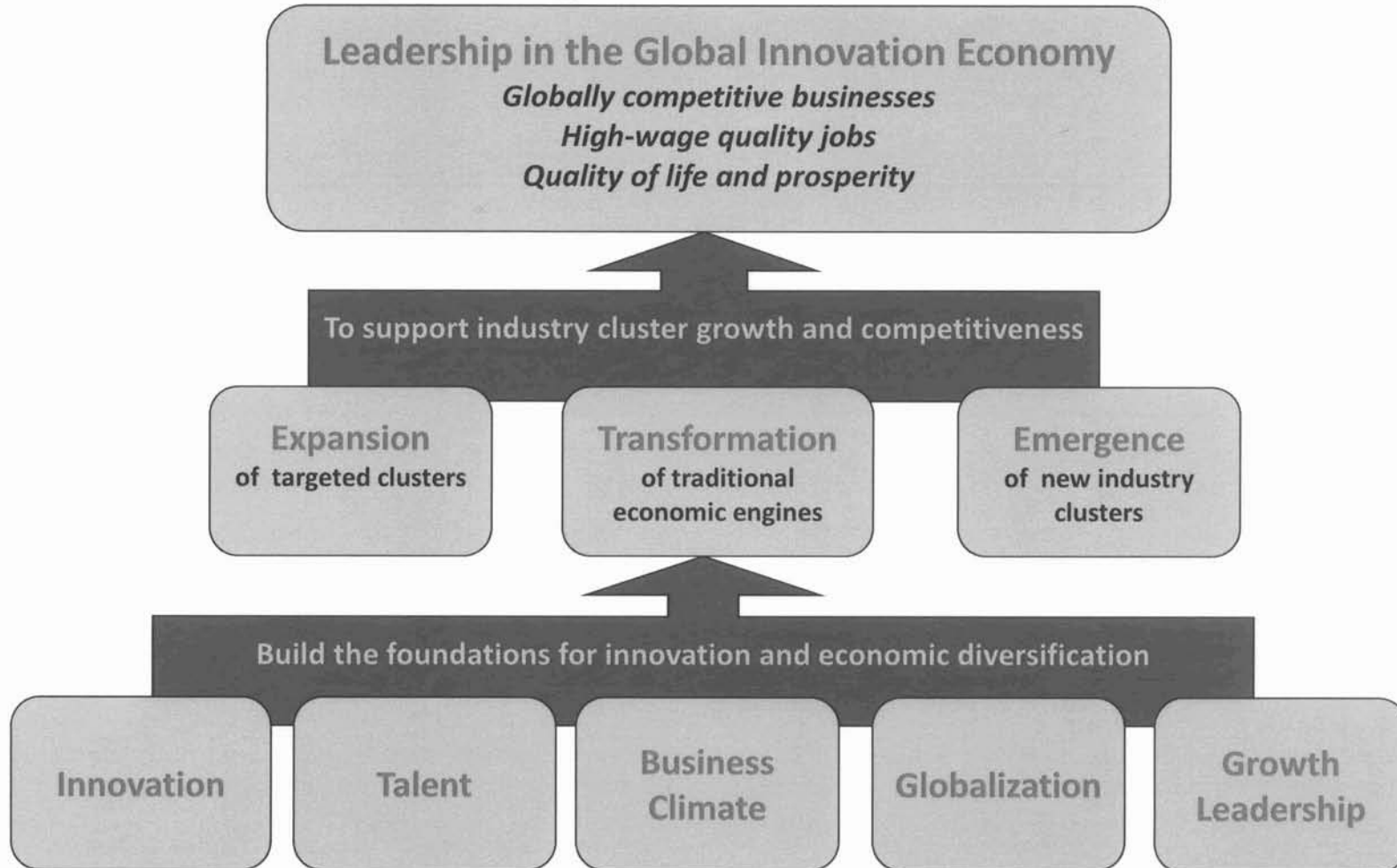
- *10 Regional Forums*
-- over 1500 attendees
- *On-line discussion boards*
- *State and EFI Board Roundtables*
- *On-line survey: 300+*
- *Stakeholder submissions: 39*

Competitiveness Analysis

- *Competitiveness Scorecard*
- *Global Best Practices*
- *Success Measures*

ROADMAP TO FLORIDA'S FUTURE

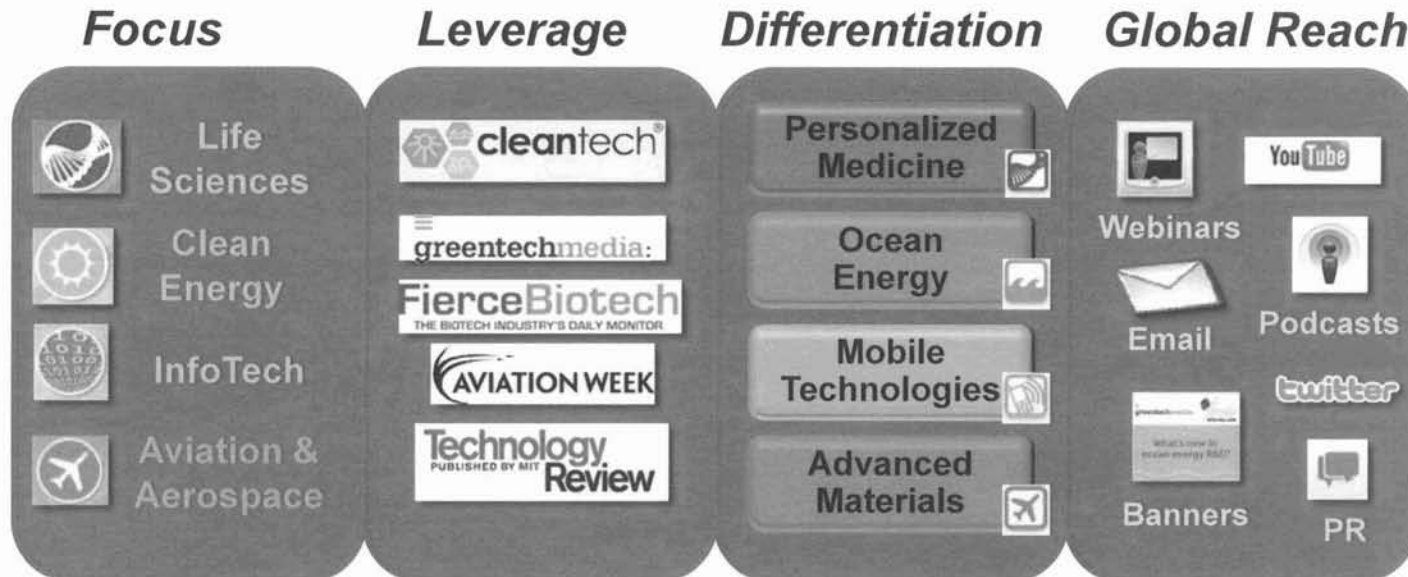
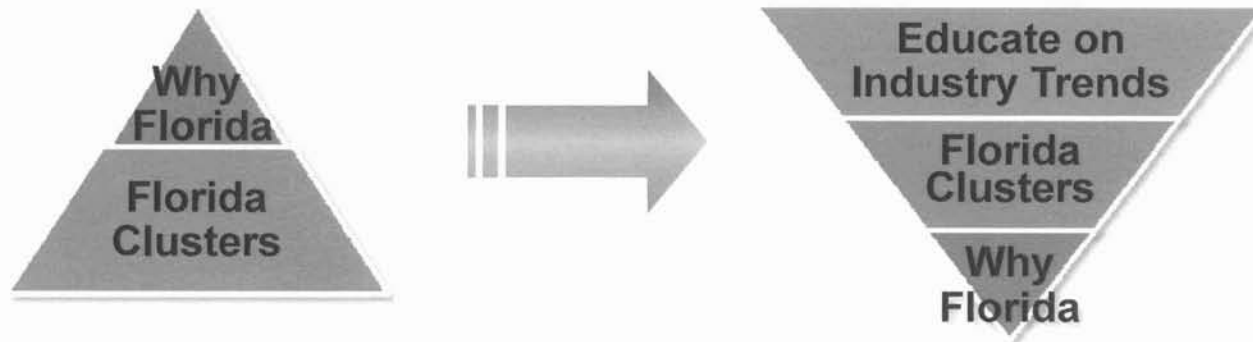
2010 - 2015 Strategic Plan for Economic Development



Branding & Marketing

FLORIDA. INNOVATION HUB OF THE AMERICAS.

New Paradigm: *Thought Leadership Marketing*



Impact & Results (FY 08-09)



Branding

- 60 million impressions (reach) to execs globally
 - 300,000 unique visitors to award winning website
 - 25,000 subscribers in 60 countries
-



Proactive Lead Generation

- 903 inquiries
 - 327 leads
 - 48 qualified investment leads
-

International Trade

International Business Highlights

- International business accounts for 1.3 million jobs
- In 2008, Florida origin exports exceeded \$84.3B (up 21%)
 - Still outperforming the nation in 2009 despite downturn
- More than 43,000 exporters (2nd in the nation)
- Small- and medium-sized companies account for 63% of Florida origin exports (29% nationally)
- High tech exports are up 83% since 2003 (3rd in the nation)
- 3rd among states in “Manufacturing Export Intensity”
- 5th in the nation in FDI employment and 1st in the Southeast

EFI Services to Florida Companies

- Export Counseling
- Market information and research
- Export sales leads generation
- Trade missions, trade exhibitions, in-bound missions
- Support for local EDOs' international programs
- Special market development programs
- 7 trade offices statewide & 12 international offices
- Foreign Direct Investment marketing & recruitment

Florida International Stimulus Programs

- Florida Export Directory online
- Florida First Sourcing program
- Target sector trade event grants
- Train the Trainers program
- Partner trade mission grants
- Florida Export Training Partnership



diversifying florida's economy

eflorida.com