



Overview

- Enterprise Florida, Inc. (EFI) was created and funded in 1996
- EFI works to propel Florida forward by expanding and diversifying the state's economy
- Governor DeSantis has recommended funding Enterprise Florida at its current level in his Bold Vision for a Brighter Future Budget for FY 2019-2020 budget proposal

EFI's Role in Economic Development

- Facilitates and promotes international trade and exporting
- Advocates for the protection of Florida's military bases
- Markets Florida as the premier business state in the nation
- Assists with the location, retention and expansion of established businesses in Florida
- Recruits companies from all over the world to locate in Florida
- Promotes professional and amateur sporting events throughout the state

Economic Development Results

International Trade & Development (IT&D)

- EFI's IT&D programs support thousands of small and mid-sized Florida exporting businesses and manufacturers annually
- Over the last 4 years:
 - EFI has conducted 10,200 consultations with Florida companies
 - Led 2,000+ small and medium sized businesses on export missions and international tradeshows
- During FY 17/18:
 - Florida companies reported more than \$712.5 million in actual and expected sales due to IT&D's export development programs
 - EFI conducted 34 international business development events statewide and globally with over 500 Florida participants
 - The Foreign Direct Investment team completed 40 projects contributing to more than 1,600 new jobs and a capital investment of nearly \$94 million
 - The Certificates of Free Sale program assisted Florida exporters in generating \$34.5 million in actual and expected export sales

Military & Defense Programs

- Florida is home to 20 major military installations with an annual overall economic impact of \$84.9 billion and over 800,000 jobs
- Since 2012, the Florida Defense Support Task Force has awarded over \$11 million in grants to strengthen military installations and prevent encroachment
- The work of the military and defense programs has helped Florida add significant missions and resources to our military base

Economic Development Results

Marketing

- Since 2016, EFI has received 800 million media impressions worldwide
- The “Florida | the Future is Here” marketing campaign recorded more than 65 million impressions in 2017/18 increasing brand awareness across the nation. These impressions were across digital, print and social media, as well as public relation, media sponsorships and special events.

Business Development

- Since 2015, the Business Development Division has facilitated over 100,235 new and retained jobs with a capital investment of \$10+billion
- In FY 17/18, the Business Development team established 124 business expansion and recruitment projects in the State with a capital investment of \$1.71 billion
- Major project announcements in FY 17/18 included VT Mobile Aerospace Engineering, Wyndham Destinations, Modernizing Medicine, and Pratt & Whitney

Sports

- The Florida sports industry has an annual overall economic impact of \$57 billion
- The Florida Sports Foundation (FSF) provides participation opportunities through its amateur sports programs:
 - Sunshine State Games
 - In FY 17/18, over 26,000 attendees took part in 37 sporting events in over 20 different communities, bringing over \$6.6 million in local economic impact
 - Florida Senior Games
 - In FY 17/18, 23 Series Qualifiers were held with over 18,000 attendees representing over \$3.4 million in local economic impact; The Florida Senior Games were held with over 4,100 attendees, representing a local economic impact of nearly \$1 million.
- Additionally the FSF has a grant program that assists communities and host organizations in attracting sports events to Florida
 - In FY 17/18, the Florida Sports Foundation partnered with Florida communities to award 127 sporting event grants of over \$2.4 million. This will attract more than 648,697 new visitors to the state and generate and economic impact of \$588,670,000