A bill to be entitled

An act relating to manufacturing; amending s. 20.60, F.S.; revising the duties of the Department of Commerce; creating s. 20.6051, F.S.; establishing the Chief Manufacturing Officer among the senior leadership of the department; providing that the Chief Manufacturing Officer is appointed by and serves at the pleasure of the Secretary of Commerce; providing responsibilities for the Chief Manufacturing Officer; directing all state and local governmental entities to assist the Chief Manufacturing Officer; requiring the department to prepare a report regarding manufacturing efforts in this state; requiring the department to submit its report on a specified date and biennially thereafter to the Governor and the Legislature; requiring that the report include certain information; creating s. 288.103, F.S.; creating the Florida Manufacturers' Workforce Development Grant Program; providing that the grant program is created within the department and under the direction of the Chief Manufacturing Officer in consultation with the state's Manufacturing Extension Partnership; providing a specified purpose for the grant program; requiring the department, in coordination with the Chief Manufacturing Officer and the state's Manufacturing

Extension Partnership, to review applications submitted to the grant program and to select specified projects for grant awards; providing that the department has sole discretion in awarding final grants to projects; requiring that priority be given to projects that meet certain criteria; authorizing applicants to seek funding for a specified purpose; requiring the department to administer the grant awards from the Economic Development Trust Fund; requiring the department to include certain information in its annual incentives report; authorizing the department to adopt rules; creating s. 288.1031, F.S.; providing legislative findings; creating s. 288.1032, F.S.; providing definitions; creating s. 288.1033, F.S.; creating the Florida Manufacturing Promotional Campaign within the department; providing the purpose of the campaign; requiring the department to take certain actions in promoting the campaign; creating s. 288.1034, F.S.; requiring persons that participate in the campaign to register annually with the department; creating s. 288.1036, F.S.; authorizing the department to adopt rules; authorizing the department to establish, by rule, the logos or product identifiers to be depicted for use in the campaign; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Paragraph (m) is added to subsection (4) of section 20.60, Florida Statutes, to read:

20.60 Department of Commerce; creation; powers and duties.—

(4) The purpose of the department is 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 promote economic opportunities for all Floridians. The department is the state's chief agency for business recruitment and expansion and economic development. To accomplish such purposes, the department shall:

(m) Encourage and oversee manufacturing in this state in coordination with the Chief Manufacturing Officer.

Section 2. Section 20.6051, Florida Statutes, is created to read:

20.6051 Chief Manufacturing Officer.—

(1) There shall be designated among the senior leadership of the Department of Commerce a Chief Manufacturing Officer for the purpose of supporting the manufacturing ecosystem statewide. The Chief Manufacturing Officer is appointed by and serves at the pleasure of the Secretary of Commerce.

(2) The Chief Manufacturing Officer shall:

(a) Serve as a subject-matter expert for the state on issues related to manufacturing.

(b) Be responsible for promoting and coordinating manufacturing efforts in this state and identifying gaps across state-supported activities.

(c) Provide strategic direction for interagency and cross-disciplinary initiatives to promote and support manufacturing in this state.

(d) Work with federal, state, regional, and local governmental entities and nongovernmental entities to align manufacturing priorities in this state.

(e) Engage with state agencies and water management districts to innovate processes, programs, decision frameworks, and reporting mechanisms intended to support manufacturing in this state.

(3) All state and local governmental entities shall assist the Chief Manufacturing Officer to the extent such assistance is consistent with law and with budgetary constraints.

(4) The department shall prepare a report, in consultation with the Chief Manufacturing Officer and the state Manufacturing Extension Partnership, regarding manufacturing efforts in this state. The department shall submit the report to the Governor, the President of the Senate, and the Speaker of the House of Representatives by December 15, 2026, and every 2 years

thereafter. The report must include information regarding the strength and economic importance of the manufacturing industry in this state.

Section 3. Section 288.103, Florida Statutes, is created to read:

288.103 Florida Manufacturers' Workforce Development Grant Program.—

(1) The Florida Manufacturers' Workforce Development Grant Program is created within the Department of Commerce, under the direction of the Chief Manufacturing Officer and in consultation with the state Manufacturing Extension Partnership, to fund proposed projects, subject to appropriation by the Legislature, which support small manufacturers in this state with the deployment of new technologies or cybersecurity infrastructure and to provide training support to the workforce.

(2) The department, in coordination with the Chief Manufacturing Officer and the state Manufacturing Extension Partnership, shall review applications submitted and select projects for awards which create strategic investments in workforce training to facilitate the deployment of new technologies or cybersecurity infrastructure. Final grant awards are made at the sole discretion of the department.

(3) Priority must be given to projects with innovative plans, advanced technologies, and development strategies that focus on workforce development for small manufacturers across

this state.

(4) Applicants may seek funding for workforce development and operations, but grant funding awarded under this section may not be used to pay salary and benefits or general business or office expenses. Grants awarded under the program shall be administered by the department from the Economic Development Trust Fund established in s. 288.095.

(5) The department shall annually provide a list to the public of each project awarded a grant, the benefit of each project in meeting the goals and objectives of the program, and the current status of each project. The department shall include such information in its annual incentives report required under s. 288.0065.

(6) The department may adopt rules to implement this section.

Section 4. Section 288.1031, Florida Statutes, is created to read:

288.1031 Legislative findings.—The Legislature finds that there is a need for the Florida Manufacturing Promotional Campaign, established in s. 288.1033, to increase consumer awareness of manufacturing activities in this state, to expand market exposure for manufactured products and goods in this state, and to inspire future generations of entrepreneurs, fabricators, and skilled workers to build and grow domestic businesses and manufacturing operations in this state. The

Legislature further finds that a campaign that creates a partnership between industry and this state is necessary to promote and advertise such products efficiently.

Section 5. Section 288.1032, Florida Statutes, is created to read:

288.1032 Definitions.—As used in ss. 288.1031-288.1036, the term:

(1) "Campaign" means the Florida Manufacturing Promotional Campaign.

(2) "Department" means the Department of Commerce.

(3) "Manufactured product" means any tangible personal property that has been fabricated or produced, often through industrial or mechanical processes. The term includes items sold or leased to consumers.

(4) "Person" means an individual, a firm, a partnership, a corporation, an association, a business, a trust, a legal representative, or any other business unit.

Section 6. Section 288.1033, Florida Statutes, is created to read:

288.1033 Florida Manufacturing Promotional Campaign; purpose; duties of the department.—There is created within the department, under the supervision of the Chief Manufacturing Officer and in coordination with the state Manufacturing Extension Partnership, the Florida Manufacturing Promotional Campaign. The purpose of the campaign is to serve as a voluntary

marketing program to promote manufacturing products and businesses in this state. In promoting the campaign, the department shall do all of the following:

(1) Develop logos for the campaign and authorize the use of such logos as provided by rule.

(2) Register campaign participants.

(3) Collect rental receipts for industry promotions.

(4) Develop in-kind advertising programs.

(5) Contract with media representatives for the purpose of dispersing promotional materials.

Section 7. Section 288.1034, Florida Statutes, is created to read:

288.1034 Registration.—A person that participates in the Florida Manufacturing Promotional Campaign must register annually with the department in a form and manner as prescribed by the department.

Section 8. Section 288.1036, Florida Statutes, is created to read:

288.1036 Rulemaking authority.—The department may adopt rules to implement and administer the Florida Manufacturing Promotional Campaign. By rule, the department may establish the logos or product identifiers to be depicted for use in the campaign for advertising, publicizing, and promoting the sale of manufactured products in this state. The department may also adopt any other rules deemed necessary to ensure compliance with

the Florida Manufacturing Promotional Campaign, including, but not limited to, rules governing participant registration, renewal of registration, classes of membership, application forms, and other forms and enforcement measures.

Section 9. This act shall take effect July 1, 2025.