

By Senators Holzendorf, Dawson and Meek

2-1273A-01

1 A bill to be entitled
2 An act relating to economically distressed
3 communities; amending s. 288.9015, F.S.;
4 revising the responsibilities of Enterprise
5 Florida, Inc., relating to rural and distressed
6 urban communities; directing Enterprise
7 Florida, Inc., to develop a plan for marketing
8 programs and initiatives designed to enhance
9 conditions in economically distressed
10 communities; specifying components of such
11 plan; requiring development of and reporting on
12 performance measures; requiring coordination
13 with agencies and organizations; directing
14 Enterprise Florida, Inc., to combine and
15 leverage the use of certain programs to benefit
16 economically distressed communities; providing
17 an effective date.

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19 WHEREAS, there are many economically distressed
20 communities in the state, particularly urban core communities,
21 which have not experienced the economic prosperity enjoyed by
22 other communities in the state, and

23 WHEREAS, the state has created a number of programs,
24 designations, and initiatives designed to improve conditions
25 in economically distressed communities, including, but not
26 limited to, the Enterprise Zone Program, the Front Porch
27 Florida Initiative, and the Toolkit for Economic Development,
28 and

29 WHEREAS, these programs, designations, and initiatives
30 tend to operate in isolation and cannot alone effect

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1 substantial improvement in urban core communities or other
2 economically distressed communities, and

3 WHEREAS, coordination among these programs,
4 designations, and initiatives would enhance their
5 effectiveness in addressing the problems in these communities,
6 and

7 WHEREAS, businesses that are expanding or relocating
8 would be more willing to invest in these communities if these
9 businesses were aware of the opportunities and advantages
10 available in such areas, and

11 WHEREAS, Enterprise Florida, Inc., as the principal
12 economic development organization for the state, is in regular
13 contact with existing, expanding, and relocating businesses
14 and is in a unique position to provide such businesses with
15 information on available sites and investment incentives in
16 the state, and

17 WHEREAS, Enterprise Florida, Inc., is in a unique
18 position to market urban core communities and other
19 economically distressed communities to expanding and
20 relocating businesses, and to help coordinate the various
21 programs, designations, and initiatives designed to encourage
22 greater business investment in such communities, NOW,
23 THEREFORE,

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

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27 Section 1. Subsection (2) of section 288.9015, Florida
28 Statutes, is amended to read:

29 288.9015 Enterprise Florida, Inc.; purpose; duties.--

30 (2) It shall be the responsibility of Enterprise
31 Florida, Inc., to aggressively market Florida's economically

1 distressed rural communities and economically distressed urban
2 communities as locations for potential new investment, to
3 aggressively assist in the retention and expansion of existing
4 businesses in these communities, and to aggressively assist
5 these communities in the identification and development of new
6 economic development opportunities for job creation.

7 (a) Enterprise Florida, Inc., shall develop a detailed
8 plan for the coordinated marketing of and use of federal,
9 state, and local programs designed to improve conditions in
10 economically distressed communities, including, but not
11 limited to, the Enterprise Zone Program under chapter 290, the
12 Front Porch Florida Initiative administered by the Office of
13 Urban Opportunity under s. 14.2015, and the Toolkit for
14 Economic Development created under chapter 2000-290, Laws of
15 Florida.

16 (b) The plan must include both strategic and operating
17 components, including provisions for:

18 1. Educating existing, expanding, and new and
19 relocating businesses about economically distressed
20 communities and specially designated areas, such as those
21 designated under the Enterprise Zone Program or Front Porch
22 Florida Initiative, as potential sites for investment;

23 2. Informing such businesses about the availability of
24 incentives that are designed specifically to encourage
25 investment in such communities and specially designated areas;
26 and

27 3. Using as fully as practicable general
28 economic-development incentives in such communities and
29 specially designated areas, such as the tax-refund program for
30 qualified target industry businesses under s. 288.106,
31 high-impact performance grants under s. 288.108, the Quick

1 Action Closing Fund under s. 288.1088, and contracts for
2 transportation projects under s. 288.063.

3 (c) Enterprise Florida, Inc., shall develop measures
4 to assess changes in the level of economic investment in
5 economically distressed communities and in specially
6 designated areas, such as enterprise zones and Front Porch
7 Florida communities, and shall report data on performance
8 related to the measures as part of the annual report required
9 under s. 288.906. Enterprise Florida, Inc., may recommend
10 inclusion of the measures developed under this paragraph in
11 the Legislature's annual process under chapter 216 of
12 reviewing agency performance measures. In addition, Enterprise
13 Florida, Inc., may recommend to the Legislature a method for
14 weighting the measures developed under this paragraph as being
15 more important than other measures of the economic-development
16 organization's performance.

17 (d) In carrying out the provisions of this subsection,
18 Enterprise Florida, Inc., shall consult and coordinate with
19 other agencies and organizations engaged in activities related
20 to economically distressed communities, including, but not
21 limited to:

22 1. The Department of Community Affairs;

23 2. The Office of Tourism, Trade, and Economic
24 Development;

25 3. The Office of Urban Opportunity;

26 4. Workforce Florida, Inc.; and

27 5. The Rural Economic Development Initiative.

28 (e) Working with the organizations specified in
29 paragraph (d), Enterprise Florida, Inc., shall maximize
30 opportunities to combine and leverage economic-development
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1 programs, designations, and initiatives in order to secure
2 job-creating projects for economically distressed communities.

3 Section 2. This act shall take effect July 1, 2001.

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SENATE SUMMARY

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Revises the duties of Enterprise Florida, Inc. Requires that Enterprise Florida, Inc., develop a plan for marketing incentives designed to encourage investment in economically distressed communities. Requires Enterprise Florida, Inc., to assess the changes in the level of economic investment. Requires that Enterprise Florida, Inc., consult and coordinate with other agencies and organizations.