

1                   A bill to be entitled  
2     An act relating to manufacturing; amending s. 20.60,  
3     F.S.; revising the duties of the Department of  
4     Commerce; creating s. 20.6051, F.S.; establishing the  
5     Chief Manufacturing Officer among the senior  
6     leadership of the department; providing that the Chief  
7     Manufacturing Officer is appointed by and serves at  
8     the pleasure of the Secretary of Commerce; providing  
9     responsibilities for the Chief Manufacturing Officer;  
10    directing all state and local governmental entities to  
11    assist the Chief Manufacturing Officer; requiring the  
12    department to prepare a report regarding manufacturing  
13    efforts in this state; requiring the department to  
14    submit its report on a specified date and biennially  
15    thereafter to the Governor and the Legislature;  
16    requiring that the report include certain information;  
17    creating s. 288.103, F.S.; creating the Florida  
18    Manufacturers' Workforce Development Grant Program;  
19    providing that the grant program is created within the  
20    department and under the direction of the Chief  
21    Manufacturing Officer in consultation with the state's  
22    Manufacturing Extension Partnership; providing a  
23    specified purpose for the grant program; requiring the  
24    department, in coordination with the Chief  
25    Manufacturing Officer and the state's Manufacturing

26        Extension Partnership, to review applications  
27        submitted to the grant program and to select specified  
28        projects for grant awards; providing that the  
29        department has sole discretion in awarding final  
30        grants to projects; requiring that priority be given  
31        to projects that meet certain criteria; authorizing  
32        applicants to seek funding for a specified purpose;  
33        requiring the department to administer the grant  
34        awards from the Economic Development Trust Fund;  
35        requiring the department to include certain  
36        information in its annual incentives report;  
37        authorizing the department to adopt rules; creating s.  
38        288.1031, F.S.; providing legislative findings;  
39        creating s. 288.1032, F.S.; providing definitions;  
40        creating s. 288.1033, F.S.; creating the Florida  
41        Manufacturing Promotional Campaign within the  
42        department; providing the purpose of the campaign;  
43        requiring the department to take certain actions in  
44        promoting the campaign; creating s. 288.1034, F.S.;  
45        requiring persons that participate in the campaign to  
46        register annually with the department; creating s.  
47        288.1036, F.S.; authorizing the department to adopt  
48        rules; authorizing the department to establish, by  
49        rule, the logos or product identifiers to be depicted  
50        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.

76        (2) The Chief Manufacturing Officer shall:

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

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

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

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

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

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

95        (4) The department shall prepare a report, in consultation  
96 with the Chief Manufacturing Officer and the state Manufacturing  
97 Extension Partnership, regarding manufacturing efforts in this  
98 state. The department shall submit the report to the Governor,  
99 the President of the Senate, and the Speaker of the House of  
100 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

126 this state.

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

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

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

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

143 288.1031 Legislative findings.—The Legislature finds that  
144 there is a need for the Florida Manufacturing Promotional  
145 Campaign, established in s. 288.1033, to increase consumer  
146 awareness of manufacturing activities in this state, to expand  
147 market exposure for manufactured products and goods in this  
148 state, and to inspire future generations of entrepreneurs,  
149 fabricators, and skilled workers to build and grow domestic  
150 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

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

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

181 (2) Register campaign participants.

182 (3) Collect rental receipts for industry promotions.

183 (4) Develop in-kind advertising programs.

184 (5) Contract with media representatives for the purpose of  
185 dispensing promotional materials.

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

188 288.1034 Registration.—A person that participates in the  
189 Florida Manufacturing Promotional Campaign must register  
190 annually with the department in a form and manner as prescribed  
191 by the department.

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

194 288.1036 Rulemaking authority.—The department may adopt  
195 rules to implement and administer the Florida Manufacturing  
196 Promotional Campaign. By rule, the department may establish the  
197 logos or product identifiers to be depicted for use in the  
198 campaign for advertising, publicizing, and promoting the sale of  
199 manufactured products in this state. The department may also  
200 adopt any other rules deemed necessary to ensure compliance with



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

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