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LEGISLATIVE ACTION

Senate

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House

Senator Truenow moved the following:

Senate Amendment (with title amendment)

Delete everything after the enacting clause
and insert:

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



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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 20.601, Florida Statutes, is created to read:

20.601 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.

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



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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 organization, 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 organization, 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 organization, shall review applications submitted and select projects for awards which create strategic



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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) The department, in coordination with the Chief Manufacturing Officer and the State Manufacturing Extension Partnership organization, shall establish and publish ranking metrics for reviewing and competitively awarding grants. Metrics may include number of employees, matching funds pledged by the applicant, and expected benefits from the grant award. 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 make public a list 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 Florida Manufacturing Promotional Campaign.—



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(1) The Legislature finds that there is a need for the Florida Manufacturing Promotional Campaign 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 manufacturers in this state and the state is necessary to promote and advertise such products efficiently.

(2) As used in this section, the term:

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

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

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

(3) The Florida Manufacturing Promotional Campaign is created within the department. The Chief Manufacturing Officer shall administer the campaign in coordination with the State Manufacturing Extension Partnership organization. The purpose of the campaign is to serve as a voluntary marketing program to promote manufacturing products and businesses in this state.

(4) The department must:

(a) Develop logos for the campaign and authorize by rule the use of such logos.



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(b) Create promotional materials for the campaign.
(c) Register campaign participants.
(d) Develop in-kind advertising programs.
(e) Contract with media representatives for the purpose of
dispersing promotional materials.
(5) A person who produces a manufactured product may
participate in the campaign only by registering with the
department. The department shall establish by rule the form and
manner of registration.
(6) The department shall adopt rules to implement and
administer the campaign. The department shall establish by rule
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 shall also
adopt rules necessary to ensure compliance with the campaign, to
govern participant registration, and to set fees for
participation.
(7) The department shall annually report on the success of
the campaign, including detailed performance measures and
outcomes, the total amount of fees collected, use of the fees,
sources of in-kind advertising, contracts related to
disbursement of promotional materials, and the names of persons
participating in the campaign. The report must be submitted by
the department as part of the annual report required under s.
20.60.

Section 5. This act shall take effect July 1, 2025.

===== T I T L E A M E N D M E N T =====
And the title is amended as follows:



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157 Delete everything before the enacting clause
158 and insert:

159 A bill to be entitled
160 An act relating to manufacturing; amending s. 20.60,
161 F.S.; revising the duties of the Department of
162 Commerce; creating s. 20.601, F.S.; establishing the
163 Chief Manufacturing Officer among the senior
164 leadership of the department; providing that the Chief
165 Manufacturing Officer is appointed by and serves at
166 the pleasure of the Secretary of Commerce; providing
167 responsibilities for the Chief Manufacturing Officer;
168 directing all state and local governmental entities to
169 assist the Chief Manufacturing Officer; requiring the
170 department to prepare a report regarding manufacturing
171 efforts in this state; requiring the department to
172 submit its report on a specified date and biennially
173 thereafter to the Governor and the Legislature;
174 requiring that the report include certain information;
175 creating s. 288.103, F.S.; creating the Florida
176 Manufacturers' Workforce Development Grant Program;
177 providing that the grant program is created within the
178 department and under the direction of the Chief
179 Manufacturing Officer in consultation with the State
180 Manufacturing Extension Partnership organization;
181 providing a specified purpose for the grant program;
182 requiring the department, in coordination with the
183 Chief Manufacturing Officer and the State
184 Manufacturing Extension Partnership organization, to
185 review applications submitted and to select specified



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projects; providing that the department has sole discretion in final grant awards; requiring the department, in coordination with the Chief Manufacturing Officer and the State Manufacturing Extension Partnership organization, to establish and publish ranking metrics for competitively reviewing and awarding grants; requiring that priority be given to projects that meet certain criteria; authorizing applicants to seek funding for a specified purpose; prohibiting the use of grant funds for specified purposes; 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; defining terms; creating the Florida Manufacturing Promotional Campaign within the department; requiring the Chief Manufacturing Officer, in coordination with the State Manufacturing Extension Partnership organization, to administer the campaign; providing the purpose of the campaign; requiring the department to take certain actions in promoting the campaign; requiring persons who participate in the campaign to register annually with the department; requiring the department to adopt rules; requiring the department to establish by rule the logos or product identifiers to be depicted for use in the campaign; requiring the department to prepare an annual report regarding the



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215 campaign; requiring that the report include certain
216 information; requiring the department to include the
217 campaign report in its annual report; providing an
218 effective date.