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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. 20.601, 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 Manufacturing Extension Partnership organization; providing a specified purpose for the grant program; requiring the department, in coordination with the Chief Manufacturing Officer and the State Manufacturing Extension Partnership organization, to review applications submitted and to select specified projects; providing that the department has sole discretion in final grant awards; requiring the

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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 campaign; requiring that the report include certain information; requiring the department to include the

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59 campaign report in its annual report; providing an  
60 effective date.  
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62 Be It Enacted by the Legislature of the State of Florida:  
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64 Section 1. Paragraph (m) is added to subsection (4) of  
65 section 20.60, Florida Statutes, to read:

66 20.60 Department of Commerce; creation; powers and duties.—

67 (4) The purpose of the department is to assist the Governor  
68 in working with the Legislature, state agencies, business  
69 leaders, and economic development professionals to formulate and  
70 implement coherent and consistent policies and strategies  
71 designed to promote economic opportunities for all Floridians.  
72 The department is the state's chief agency for business  
73 recruitment and expansion and economic development. To  
74 accomplish such purposes, the department shall:

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

77 Section 2. Section 20.601, Florida Statutes, is created to  
78 read:

79 20.601 Chief Manufacturing Officer.—

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

85 (2) The Chief Manufacturing Officer shall:

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

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

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

94       (d) Work with federal, state, regional, and local  
95 governmental entities and nongovernmental entities to align  
96 manufacturing priorities.

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

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

104       (4) The department shall prepare a report, in consultation  
105 with the Chief Manufacturing Officer and the State Manufacturing  
106 Extension Partnership organization, regarding manufacturing  
107 efforts in this state. The department shall submit the report to  
108 the Governor, the President of the Senate, and the Speaker of  
109 the House of Representatives by December 15, 2026, and every 2  
110 years thereafter. The report must include information regarding  
111 the strength and economic importance of the manufacturing  
112 industry in this state.

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

115       288.103 Florida Manufacturers' Workforce Development Grant  
116 Program.—

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

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

132       (3) The department, in coordination with the Chief  
133 Manufacturing Officer and the State Manufacturing Extension  
134 Partnership organization, shall establish and publish ranking  
135 metrics for reviewing and competitively awarding grants. Metrics  
136 may include number of employees, matching funds pledged by the  
137 applicant, and expected benefits from the grant award. Priority  
138 must be given to projects with innovative plans, advanced  
139 technologies, and development strategies that focus on workforce  
140 development for small manufacturers across this state.

141       (4) Applicants may seek funding for workforce development  
142 and operations, but grant funding awarded under this section may  
143 not be used to pay salary and benefits or general business or  
144 office expenses. Grants awarded under the program shall be  
145 administered by the department from the Economic Development

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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.—

(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.

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

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

184 (4) The department must:

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

187 (b) Create promotional materials for the campaign.

188 (c) Register campaign participants.

189 (d) Develop in-kind advertising programs.

190 (e) Contract with media representatives for the purpose of  
191 dispensing promotional materials.

192 (5) A person who produces a manufactured product may  
193 participate in the campaign only by registering with the  
194 department. The department shall establish by rule the form and  
195 manner of registration.

196 (6) The department shall adopt rules to implement and  
197 administer the campaign. The department shall establish by rule  
198 the logos or product identifiers to be depicted for use in the  
199 campaign for advertising, publicizing, and promoting the sale of  
200 manufactured products in this state. The department shall also  
201 adopt rules necessary to ensure compliance with the campaign, to  
202 govern participant registration, and to set fees for  
203 participation.

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204       (7) The department shall annually report on the success of  
205 the campaign, including detailed performance measures and  
206 outcomes, the total amount of fees collected, use of the fees,  
207 sources of in-kind advertising, contracts related to  
208 disbursement of promotional materials, and the names of persons  
209 participating in the campaign. The report must be submitted by  
210 the department as part of the annual report required under s.  
211 20.60.

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