

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. 20.602, F.S.; establishing the
5 Chief Manufacturing Officer among the senior
6 leadership of the department for a specified purpose;
7 providing that the Chief Manufacturing Officer is
8 appointed by and serves at the pleasure of the
9 Secretary of Commerce; providing the duties of the
10 Chief Manufacturing Officer; requiring all state and
11 local governmental entities to assist the Chief
12 Manufacturing Officer within certain constraints;
13 requiring the department to prepare a specified report
14 and submit it to the Governor and the Legislature by a
15 specified date, and every 2 years thereafter; creating
16 s. 288.103, F.S.; creating the Florida Manufacturers'
17 Workforce Development Grant Program within the
18 department; providing that the grant program is under
19 the direction of the Chief Manufacturing Officer in
20 consultation with the National Institute of Standards
21 and Technology Manufacturing Extension Partnership
22 organization in this state; providing a purpose for
23 the grant program; requiring the department, in
24 coordination with the Chief Manufacturing Officer and
25 the National Institute of Standards and Technology

26 Manufacturing Extension Partnership organization in
27 this state, to review submitted applications and to
28 select specified projects; providing that the
29 department has sole discretion in final grant awards;
30 requiring the department, in coordination with the
31 Chief Manufacturing Officer and the National Institute
32 of Standards and Technology Manufacturing Extension
33 Partnership organization in this state, to establish
34 and publish ranking metrics for reviewing and awarding
35 grants; providing guidelines for such metrics;
36 requiring that priority be given to projects that meet
37 certain criteria; authorizing applicants to seek
38 funding for a specified purpose; prohibiting such
39 funding from being used for certain expenses;
40 requiring the department to administer the grant
41 awards from the Economic Development Trust Fund;
42 requiring the department to annually provide a list to
43 the public of specific information regarding the grant
44 program; requiring the department to include certain
45 information in its annual incentives report;
46 authorizing the department to adopt rules; creating s.
47 288.1031, F.S.; providing legislative findings;
48 defining terms; creating the Florida Manufacturing
49 Promotional Campaign within the department; requiring
50 the Chief Manufacturing Officer to administer the

51 campaign in coordination with the National Institute
52 of Standards and Technology Manufacturing Extension
53 Partnership organization in this state; providing the
54 purpose of the campaign; requiring the department to
55 take certain actions to promote the campaign;
56 requiring persons who participate in the campaign to
57 register annually with the department; requiring the
58 department to establish by rule the form and manner of
59 registration; requiring the department to adopt rules
60 to implement and administer the campaign; requiring
61 the department annually to create a specified report
62 and submit it to the Governor and the Legislature as
63 part of its annual report; providing an effective
64 date.

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

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

70 20.60 Department of Commerce; creation; powers and
71 duties.—

72 (4) The purpose of the department is to assist the
73 Governor in working with the Legislature, state agencies,
74 business leaders, and economic development professionals to
75 formulate and implement coherent and consistent policies and

76 strategies designed to promote economic opportunities for all
77 Floridians. The department is the state's chief agency for
78 business recruitment and expansion and economic development. To
79 accomplish such purposes, the department shall:

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

82 **Section 2. Section 20.602, Florida Statutes, is created to**
83 **read:**

84 20.602 Chief Manufacturing Officer.—

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

90 (2) The Chief Manufacturing Officer shall do all of the
91 following:

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

94 (b) Promote and coordinate manufacturing efforts in this
95 state and identify gaps across state-supported activities.

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

99 (d) Work with federal, state, regional, and local
100 governmental entities and nongovernmental entities to align

101 manufacturing priorities.

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

106 (f) Collaborate with the Department of Education, school
107 districts, charter schools, technical colleges, state colleges,
108 and regional workforce development boards to promote
109 manufacturing as a career path. Such collaboration must include
110 all of the following:

111 1. Supporting curriculum development and career awareness
112 initiatives in elementary and middle schools, including
113 classroom resources, career fairs, and outreach activities
114 designed to inspire interest in manufacturing.

115 2. Establishing technology demonstration centers, work-
116 based learning opportunities, and exposure to manufacturing
117 careers through partnerships with guidance counselors and
118 recognized career exploration programs, including Project Lead
119 The Way.

120 3. Preserving and expanding manufacturing programs in high
121 schools, promoting dual enrollment and industry certifications,
122 and ensuring that course selection and grade point average
123 weighting policies encourage students to pursue, rather than
124 discourage them from pursuing, manufacturing tracks.

125 4. Funding and supporting regional manufacturing training

centers to provide multiple entry points for careers in manufacturing, including awareness initiatives for underrepresented populations and individuals reentering the workforce.

5. Reenergizing the marketing and promotion of manufacturing careers in coordination with the Florida Manufacturing Promotional Campaign created in s. 288.1031, using messaging tailored to the interests and language of today's youth.

(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 National Institute of Standards and Technology Manufacturing Extension Partnership organization in this state, 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, 2027, 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

151 Program.—

152 (1) The Florida Manufacturers' Workforce Development Grant
153 Program is created within the Department of Commerce, under the
154 direction of the Chief Manufacturing Officer in consultation
155 with the National Institute of Standards and Technology
156 Manufacturing Extension Partnership organization in this state,
157 to fund proposed projects, subject to appropriation by the
158 Legislature, which support small manufacturers in this state
159 with the deployment of new technologies or cybersecurity
160 infrastructure and to strengthen the manufacturing workforce
161 pipeline from elementary education through postsecondary
162 training and workforce reentry.

163 (2) The department, in coordination with the Chief
164 Manufacturing Officer and the National Institute of Standards
165 and Technology Manufacturing Extension Partnership organization
166 in this state, shall review submitted applications and select
167 projects for awards which create strategic investments in
168 workforce training and education partnerships to facilitate the
169 deployment of new technologies or cybersecurity infrastructure
170 and to expand career awareness and preparation for manufacturing
171 occupations across the K-12, postsecondary, and workforce
172 training systems. Final grant awards are made at the sole
173 discretion of the department.

174 (3) The department, in coordination with the Chief
175 Manufacturing Officer and the National Institute of Standards

176 and Technology Manufacturing Extension Partnership organization
177 in this state, shall establish and publish ranking metrics for
178 reviewing grants and awarding them to applicants on a
179 competitive basis. Metrics may include the number of employees,
180 matching funds pledged by the applicant, and expected benefits
181 from the grant award. Priority must be given to projects with
182 innovative plans, advanced technologies, and development
183 strategies that focus on workforce development for small
184 manufacturers across this state and that include one or more of
185 the following:

186 (a) Establishment or expansion of regional manufacturing
187 training centers.

188 (b) Partnerships with the Department of Education, school
189 districts, charter schools, technical colleges, and state
190 colleges to support manufacturing curricula, dual enrollment,
191 and industry certification programs.

192 (c) Development of elementary and middle school career
193 awareness programs, including technology demonstration centers
194 and guidance counselor resources.

195 (d) Outreach and training programs targeting
196 underrepresented populations, including reentry populations.

197 (e) Marketing and promotion of manufacturing careers
198 consistent with s. 288.1031.

199 (4) Applicants may seek funding for workforce development
200 and operations; however, 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 the 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 a 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 the state and manufacturers in this state is necessary to promote and advertise manufactured products efficiently.

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

227 (a) "Manufactured product" means any tangible personal
228 property or consumer good, whether a durable or nondurable good,
229 that has been processed, fabricated, or produced, often through
230 industrial or mechanical processes. The term includes items sold
231 or leased to consumers.

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

235 (3) The Florida Manufacturing Promotional Campaign is
236 created within the department. The Chief Manufacturing Officer
237 shall administer the campaign in coordination with the National
238 Institute of Standards and Technology Manufacturing Extension
239 Partnership organization in this state. The purpose of the
240 campaign is to serve as a voluntary marketing program to promote
241 manufacturing products and businesses in this state.

242 (4) The department shall do all of the following:

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

245 (b) Create promotional materials for the campaign.

246 (c) Register campaign participants.

247 (d) Develop in-kind advertising programs.

248 (e) Contract with media representatives for the purpose of
249 dispensing promotional materials.

250 (5) A person who produces manufactured products may

251 participate in the campaign only by registering annually with
252 the department. The department shall establish by rule the form
253 and manner of registration.

254 (6) The department shall adopt rules to implement and
255 administer the campaign. By rule, the department shall establish
256 the logos or product identifiers to be depicted for use in the
257 campaign for advertising, publicizing, and promoting the sale of
258 manufactured products in this state. The department shall also
259 adopt rules necessary to ensure compliance with the campaign and
260 to govern participant registration.

261 (7) The department shall annually create a report on the
262 success of the campaign, including detailed performance measures
263 and outcomes, sources of in-kind advertising, contracts related
264 to disbursement of promotional materials, the names of persons
265 participating in the campaign, and other information for the
266 campaign. The department shall submit the report as part of the
267 annual report required in s. 20.602(4).

268 **Section 5.** This act shall take effect July 1, 2026.