

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. 20.602, F.S.; establishing the Chief Manufacturing Officer among the senior leadership of the department for a specified purpose; providing that the Chief Manufacturing Officer is appointed by and serves at the pleasure of the Secretary of Commerce; providing the duties of the Chief Manufacturing Officer; requiring all state and local governmental entities to assist the Chief Manufacturing Officer within certain constraints; requiring the Chief Manufacturing Officer to prepare a specified report and the department to submit it to the Governor and the Legislature by a specified date, and every 2 years thereafter; creating s. 288.103, F.S.; creating the Florida Manufacturers' Workforce Development Grant Program within the department; providing that the grant program is under the direction of the Chief Manufacturing Officer in consultation with the National Institute of Standards and Technology Manufacturing Extension Partnership organization in this state; providing a purpose for the grant program; requiring the department, in coordination with the National Institute of Standards

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

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

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

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

69 20.60 Department of Commerce; creation; powers and
70 duties.—

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

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

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

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

83 20.602 Chief Manufacturing Officer.—

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

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

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

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

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

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

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

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

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

114 2. Establishing technology demonstration centers, work-
115 based learning opportunities, and exposure to manufacturing
116 careers through partnerships with guidance counselors and
117 recognized career exploration programs.

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

123 4. Supporting regional manufacturing training centers to
124 provide multiple entry points for careers in manufacturing,
125 including awareness initiatives for underrepresented populations

126 and individuals reentering the workforce.

127 5. Reenergizing the marketing and promotion of
128 manufacturing careers in coordination with the Florida
129 Manufacturing Promotional Campaign created in s. 288.1031.

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

133 (4) The Chief Manufacturing Officer shall prepare a
134 report, in consultation with the National Institute of Standards
135 and Technology Manufacturing Extension Partnership organization
136 in this state, regarding manufacturing efforts in this state.

137 The department shall submit the report to the Governor, the
138 President of the Senate, and the Speaker of the House of
139 Representatives by December 15, 2027, and every 2 years
140 thereafter. The report must include information regarding the
141 strength and economic importance of the manufacturing industry
142 in this state.

143 **Section 3. Section 288.103, Florida Statutes, is created**
144 **to read:**

145 288.103 Florida Manufacturers' Workforce Development Grant
146 Program.—

147 (1) The Florida Manufacturers' Workforce Development Grant
148 Program is created within the Department of Commerce, under the
149 direction of the Chief Manufacturing Officer in consultation
150 with the National Institute of Standards and Technology

151 Manufacturing Extension Partnership organization in this state,
152 to fund proposed projects, subject to appropriation by the
153 Legislature, which support small manufacturers in this state
154 with the deployment of new technologies or cybersecurity
155 infrastructure and to strengthen the manufacturing workforce
156 pipeline from elementary education through postsecondary
157 training and workforce reentry.

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

168 (3) The department, in coordination with the National
169 Institute of Standards and Technology Manufacturing Extension
170 Partnership organization in this state, shall establish and
171 publish ranking metrics for reviewing grants and awarding them
172 to applicants on a competitive basis. Metrics may include the
173 number of employees, matching funds pledged by the applicant,
174 and expected benefits from the grant award. Priority must be
175 given to projects with innovative plans, advanced technologies,

176 and development strategies that focus on workforce development
177 for small manufacturers across this state and that include one
178 or more of the following:

179 (a) Establishment or expansion of regional manufacturing
180 training centers.

181 (b) Partnerships with the Department of Education, school
182 districts, charter schools, technical colleges, and state
183 colleges to support manufacturing curricula, dual enrollment,
184 and industry certification programs.

185 (c) Development of elementary and middle school career
186 awareness programs, including technology demonstration centers
187 and guidance counselor resources.

188 (d) Outreach and training programs targeting
189 underrepresented populations, including reentry populations.

190 (e) Marketing and promotion of manufacturing careers
191 consistent with s. 288.1031.

192 (4) Applicants may seek funding for workforce development
193 and operations; however, grant funding awarded under this
194 section may not be used to pay salary and benefits or general
195 business or office expenses. Grants awarded under the program
196 shall be administered by the department from the Economic
197 Development Trust Fund established in s. 288.095.

198 (5) The department shall annually publish on the
199 department's website each project awarded a grant, the benefit
200 of each project in meeting the goals and objectives of the

201 program, and the current status of each project. The department
202 shall include such information in the annual incentives report
203 required under s. 288.0065.

204 (6) The department may adopt rules to implement this
205 section.

206 **Section 4. Section 288.1031, Florida Statutes, is created**
207 **to read:**

208 288.1031 Florida Manufacturing Promotional Campaign.—

209 (1) The Legislature finds that there is a need for a
210 campaign to increase consumer awareness of manufacturing
211 activities in this state, to expand market exposure for
212 manufactured products and goods in this state, and to inspire
213 future generations of entrepreneurs, fabricators, and skilled
214 workers to build and grow domestic businesses and manufacturing
215 operations in this state. The Legislature further finds that a
216 campaign that creates a partnership between the state and
217 manufacturers in this state is necessary to promote and
218 advertise manufactured products efficiently.

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

220 (a) "Manufactured product" means any tangible personal
221 property or consumer good, whether a durable or nondurable good,
222 that has been processed, fabricated, or produced, often through
223 industrial or mechanical processes. The term includes items sold
224 or leased to consumers.

225 (b) "Person" means an individual, a firm, a partnership, a

226 corporation, an association, a business, a trust, a legal
227 representative, or any other business unit.

228 (3) The Florida Manufacturing Promotional Campaign is
229 created within the department. The Chief Manufacturing Officer
230 shall administer the campaign in coordination with the National
231 Institute of Standards and Technology Manufacturing Extension
232 Partnership organization in this state. The purpose of the
233 campaign is to serve as a voluntary marketing program to promote
234 manufacturing products and businesses in this state.

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

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

238 (b) Create promotional materials for the campaign.

239 (c) Register campaign participants.

240 (d) Develop in-kind advertising programs.

241 (e) Contract with media representatives for the purpose of
242 dispersing promotional materials.

243 (5) A person who produces manufactured products may
244 participate in the campaign only by registering annually with
245 the department. The department shall establish by rule the form
246 and manner of registration.

247 (6) The department shall adopt rules to implement and
248 administer the campaign. By rule, the department shall establish
249 the logos or product identifiers to be depicted for use in the
250 campaign for advertising, publicizing, and promoting the sale of

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251 manufactured products in this state. The department shall also
252 adopt rules necessary to ensure compliance with the campaign and
253 to govern participant registration.

254 (7) The department shall annually create a report on the
255 success of the campaign, including detailed performance measures
256 and outcomes, sources of in-kind advertising, contracts related
257 to disbursement of promotional materials, the names of persons
258 participating in the campaign, and other information for the
259 campaign. The department shall submit the report as part of the
260 annual report required in s. 20.602(4).

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