

Board of Directors Meeting

January 27, 2026

Welcome and Remarks



Stephanie Smith

Chair



Welcome and Remarks



Stephanie Smith

Chair

FOR PUBLIC COMMENT:

Please see Madison Frazee for a Public Comment card and wait to be recognized by the Chair.

Consent Agenda

For Consideration:

1. Approval of November 2025 Board Meeting Minutes, to include any modifications or changes noted by the board.
2. January 2026 Executive Committee Meeting Minutes, to include any modifications or changes noted by the board.
3. Financial Statement
4. 2025-2026 Master Credentials List
5. Recommendation to Sunset Three CareerSource Florida Policies:
 - P83 – Direct Provider of Workforce Services
 - P91 – Local Workforce Development Board Composition and Certification
 - P93 – One-Stop Delivery System and One-Stop Center Certification Requirements

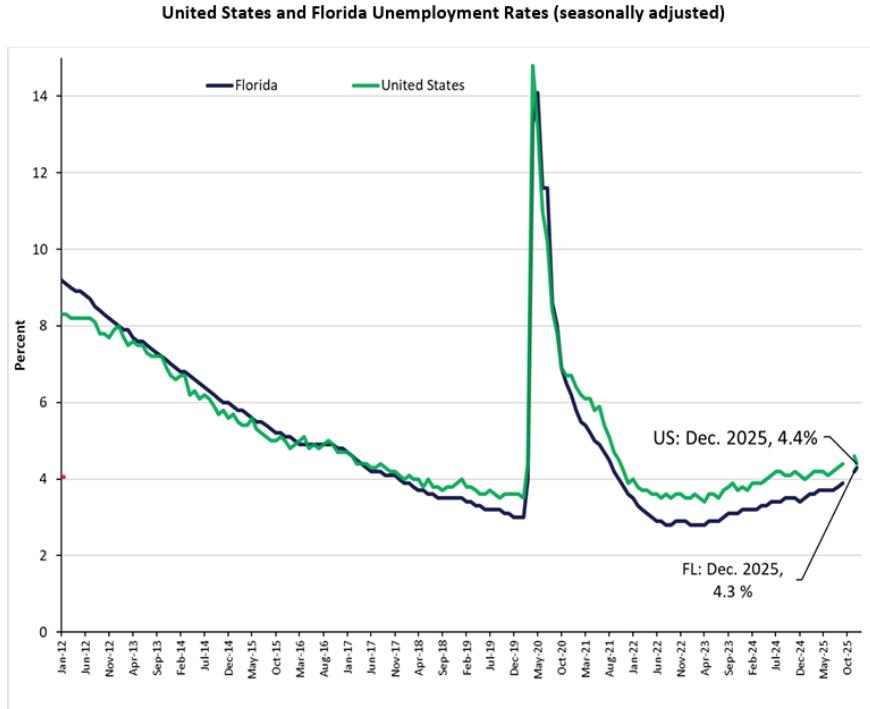
President's Report



Adrienne Johnston

President and CEO

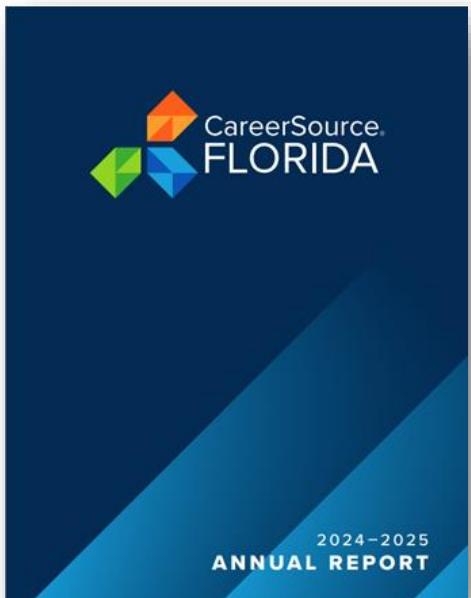
Labor Market & Economic Data



Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics Program, in cooperation with the Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research.

- Florida's unemployment rate sits at 4.3% for the month of December.
- Largest increases:
 - Education and Health Services (**+51,400**)
 - Total Government (**+3,300**)
 - Information (**+900**)

FY 2024-2025 Annual Reports



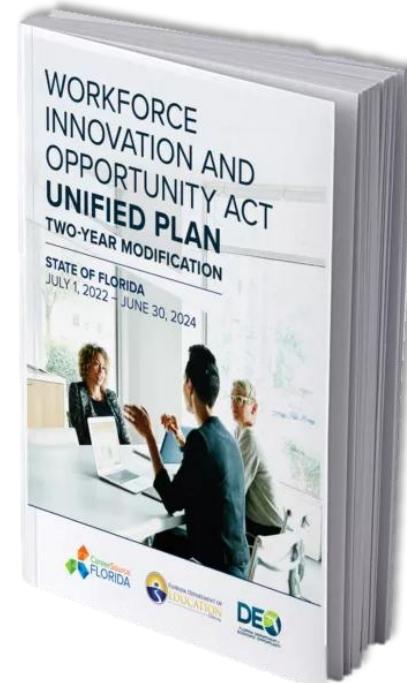
- CareerSource Florida FY 2024-2025 Annual Report
- FY 2024-2025 WIOA Annual Statewide Performance Report
- Now available on the CareerSource Florida Reports & Publications webpage



Scan to access Reports

WIOA 2-Year Modification

- 2024–2028 WIOA Combined Plan
- Focused on two primary objectives:
 1. Improving outcomes for Floridians—particularly those facing barriers to employment.
 2. Ensuring businesses have access to the skilled talent needed to drive continued economic growth.
- Now available on the CareerSource Florida Reports & Publications webpage



Waivers Requested for Approval:

- Statistical Adjustment Model
- Supportive Services
- American Jobs Centers (AJC)
- Training Contracts
- 20 Percent Expenditure Requirement
- 14 Youth Program Elements

- Approved waivers will be included in the WIOA Combined Plan and posted for 30-day public comment.



Changes to:

1. Completion-to-Funding Ratio
2. Serving individuals in SNAP, TANF, Adult Education, Blind Services, or Vocational Rehabilitation



*Scan to access the
Analytics site*

- WITS Project Contract Status
- Rapid Response Efforts: Kroger & Frito-Lay Closures
- CareerSource Florida Budget Recommendations
- Business Services Webinar
- 2025 Paychecks for Patriots

2026 Workforce Day at the Capitol



From the Field

- Florida Economic Development Council (FEDC) Board Meeting
- SelectFL Board Meeting
- FL Chamber Transportation, Growth, & Infrastructure Summit
- Spectrum In-Focus Interview with Allison Walker
- CareerSource Central Florida Valencia College Community Hub Visit
- Small Business Development Council (SBDC) Town Hall Meeting
- Rural Business Resource Tour in Gadsden County
- Florida Chamber Foundation Board of Trustees Meeting
- FL Chamber Legislative Fly-In



June 2026 Board Meeting Policies in Development:

1. Grievance and Hearing Procedures (*Workforce Policy O4*)
2. Apprenticeship (*Workforce Policy P5*)
3. Regional Planning Area Identification and Requirements (*Combining Workforce Policies P123 & G12*)
4. Comprehensive Employment and Training Strategy (*Workforce Policy P10*)
5. Education and Industry Consortium (*Workforce Policy O13*)

Upcoming Meetings:

- **Credentials Review Committee Meeting**
 - February 18, 1:00 – 3:00 p.m.
 - *Betty Easley Conference Center, 4075 Esplanade Way, Tallahassee, FL*
- **Board of Directors Executive Committee Meeting**
 - March 3, 10:00 – 10:30 a.m.
 - *Virtual*
- **Board of Directors Information Meeting**
 - April 1, 10:00 – 11:00 a.m.
 - *Virtual*

SPPC Meeting Report



Sophia Eccleston

Strategic Policy and Performance Council Chair

Local Workforce Development Board Business Services Panel

Nilda Blanco

Business Services
Consultant,
CareerSource Florida



Rick Beasley

Executive Director,
CareerSource South
Florida



Joshua Matlock

President and CEO,
CareerSource Suncoast



Cheryl Taylor

President, CareerSource
Northeast Florida



April Torregiante

Vice President, Programs,
CareerSource Tampa Bay



WIOA State Plan Two-Year Modification



Victoria Gaitanis

Vice President of Workforce Program Development



WIOA Planning Partners

2024-2027

WIOA Core and Combined Partners

CareerSource Florida (State Workforce Development Board)

Florida Department of Commerce (WIOA Titles I & III, TAA, Veterans, UI, CSBG, RESEA)

Florida Department of Education CAE (WIOA Title II)

Florida Department of Education VR (WIOA Title IV)

Florida Department of Education DBS (WIOA Title IV)

Florida Department of Children and Families (SNAP, TANF, E&T)

Department of Elder Affairs, Senior Community Services Employment Program (Title V of Older Americans Act)

WIOA Consulting Partners

REACH

Florida Department of Agriculture and Consumer Services

Florida Agency for Persons with Disabilities (APD)

The Able Trust

Florida Economic Development Council

Florida Chamber Foundation

- Training and Employment Guidance Letter No. 04-23 (TEGL 04-23) and the Information Collection Request (ICR) guide the development of the WIOA Combined Plan
- Guidance issued by USDOL:
 - TEGL 05-25 – Maximizing Innovation in Workforce Innovation and Opportunity Act Programs
 - TEGL 03-25 – Encouraging the Use of WIOA Funding to Help Youth and Adults Develop Artificial Intelligence Skills
 - America's Talent Strategy into WIOA Combined Plan Two-Year Modification including integration of Workforce Pell and Perkins
 - Federal Register: Preparing Americans for High-Paying Skilled Trade Jobs of the Future
 - Fact Sheet: President Donald J. Trump Modernizes American Workforce Programs for the High-Paying Skilled Trade Jobs of the Future – The White House

Achieving Florida's Strategic Vision and Goal

The Five Strategic Workforce Pillars



America's Talent Strategy

Strategic Goals for the Florida Workforce System

Florida's Goal: A workforce system that serves as a national model: industry led, data-driven, integrated, and built for measurable outcomes.

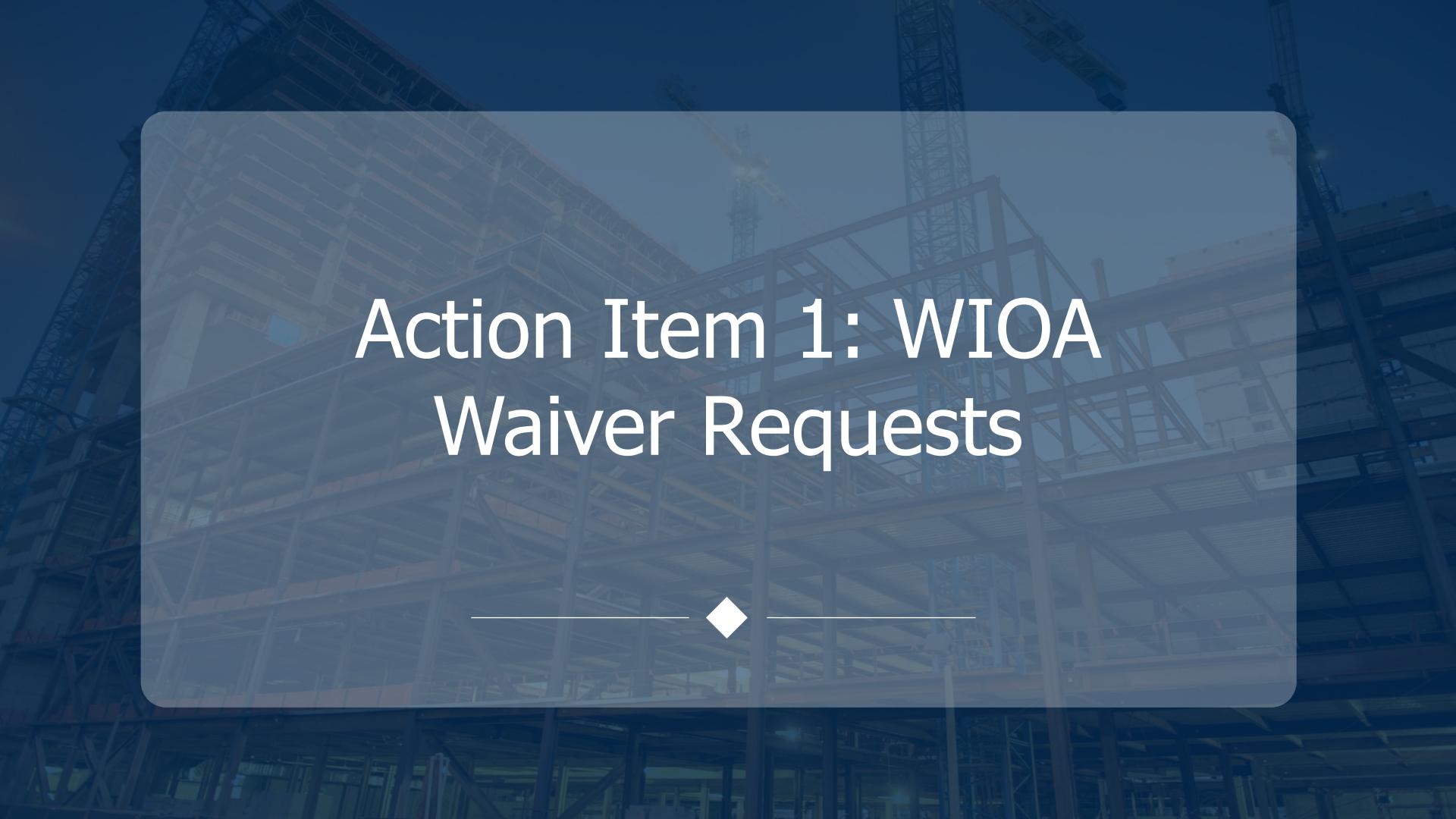
1. Flexibility and innovation
2. Business-centered services
3. Workforce policy and accountability
4. A comprehensive and integrated education, employment, and training ecosystem
5. Maximizing efficient use of resources
6. Enhanced, focused engagement with business and education stakeholders

WIOA Combined Plan Key Updates

- Updates Florida's Targeted Industry Sectors.
- Increases Apprenticeship Performance Goals.
 - Requires Local Workforce Development Boards to set goals to increase number of apprentices and apprenticeship sponsorship.
- Includes a commitment to increase connections with Perkins and Workforce Pell.
- Introduces planning for individuals previously served through the Trade Adjustment Assistance Program ([TAA](#)) to receive workforce services through WIOA.

WIOA Combined Plan Timeline

Date	Event
January 27-28	Present WIOA Combined Plan to State Workforce Development Board and publish for public comment
Publish for Public Comment	
March 3	Upload Plan to Federal Portal
June-July	Obtain Approval on WIOA Combined Plan Two-Year Modification



Action Item 1: WIOA Waiver Requests



Request to Seek Federal Waivers

- USDOL Secretary of Labor has authority under WIOA to grant waivers for Title I programs and certain Wagner-Peyser Act provisions, promoting innovation and better workforce outcomes.
- [TEGL No. 05-25](#) encourages states to use waivers to modernize WIOA programs by promoting flexibility, industry-driven strategies, worker mobility, system integration, resource alignment, and accountability for outcomes, aligning with U.S. President's Executive Order 14278.
- Waivers approved by the CareerSource Florida Board of Directors will be included in the WIOA Combined Plan posted for 30-day public comment and support Florida's workforce strategy including pillars I-V aligned with [America's Talent Strategy: Building the Workforce for the Golden Age.](#)

Proposed Waivers Requests

1. **Statistical Adjustment Model:** Refocus performance on barriers to work.
2. **Supportive Services:** Provide targeted post-exit supports to support employment retention.
3. **American Job Centers:** Allow alternative service delivery models.
4. **Training Contracts:** Expand use of employer-validated training models.
5. **20% Expenditure Requirement:** Rewards co-enrollment and allows TANF work experience expenditures to count towards WIOA work experience expenditure requirements.
6. **Fourteen Youth Program Elements:** Enables a greater focus on workforce training including apprenticeship, pre-apprenticeship and OJT.

Action Item 1

Recommendation to Seek Federal Waivers to Increase Flexibility in Service Provision and to Remove Barriers

For Consideration:

- Approve recommendation to seek federal waivers to increase flexibility in service provision and to remove barriers.
- If approved, all waivers will be included in Florida's WIOA Combined Plan and posted for public comment for 30 calendar days before submission to USDOL.

Workforce Policy: Action Item 2

Revisions to Workforce Policy G104 – Sanctions and Other Corrective Action for Local Workforce Development Boards Who Fail to Meet Federal and State Standards

Key Policy Updates:

- Explicit inclusion, consistent with recent federal guidance issued in TEGL 11-19 Change 2, regarding the use of performance indicator data as part of decisions related to sanctions, corrective action, and decertification for LWDBs.
- The addition of LWDB letter grade performance as part of the data reviewed and used to make determinations on performance for LWDBs tied to sanctions and other corrective actions.
- The addition of the Turnaround Plan option for LWDBs consistently underperforming as a last effort to support persistently failing LWDBs towards improvement.
- Consultation conducted with all 21 LWDBs from November 24 – December 10, 2025, with 84.2% of feedback received incorporated into policy.

Action Item 2

Workforce Policy G104 – Sanctions and Other Requirements for Local Workforce Development Boards Who Fail to Meet Federal and State Standards

For Consideration:

- Approve the recommended revisions to this Workforce Policy.

Workforce Policy: Action Item 3

Revisions to Workforce Policy G105 – Composition, Certification of One-Stop Systems and Boards and Direct Service Provider Designation

Key Policy Updates:

- This policy combines separate policies regarding certification and designations for LWDBs into one and has 4 associated forms to be used in processes described in the policy.
- This policy ensures LWDB governance meets requirements per state and federal law and is designed to support designated performance outcomes and SWDB-determined strategic objectives through explicit inclusion of the requirement, consistent with recent federal guidance issued in TEGL 11-19 Change 2, regarding the use of performance indicator data as part of certification and designation decisions for LWDBs.
- Consultation conducted with all 21 LWDBs from November 24 – December 10, 2025, with 62.5% of feedback incorporated into final policy.

Action Item 3

Workforce Policy G105 – Composition, Certification of One-Stop Systems and Boards, and Direct Service Provider Designation

For Consideration:

- Approve the recommended revisions to this Workforce Policy.

Workforce Policy: Action Item 4

New Policy 0125 – Business Engagement and Economic Development Support

Key Policy Updates:

- Guides LWDBs in their required interaction with Economic Development Organizations and businesses as part of their work.
- Outlines support and guidance provided by CareerSource Florida and FloridaCommerce to support LWDBs in increasing meaningful engagement with EDOs and local businesses
- Requires LWDBs to develop streamlined, user-friendly workflows that engage business as part of the workforce system.
- Emphasizes the critical role LWDBs have in helping employers recruit, train, and retain skilled workers, supporting economic growth and job creation.
- Conducted consultation with all 21 LWDBs from November 24 – December 10, 2025, with 77.8% of feedback incorporated into policy.

Action Item 4

New Workforce Policy O125 – Business Engagement and Economic Development Support

For Consideration:

- Approval of this Workforce Policy.

Workforce Policy: Action Item 5

Revisions to Policy P74 – State Individual Training Account Expenditure Requirements and Waiver Process

Key Policy Updates:

- Clarifies state ITA expenditure cost categories.
- Adds as an allowable expenditure training costs associated with co-enrolled participants whose training is paid for by another WIOA partner program.
- Prioritizes co-enrollment and stacking credentials.
- Adds the option of a simplified waiver application for high performing Local Workforce Development Boards

Consultation conducted with all 21 LWDBs from December 19, 2025 – January 6, 2026, with 73.3% of feedback incorporated into policy.

Action Item 5

Revisions to Workforce Policy P74 – State Individual Training Account
Expenditure Requirements and Waiver Process

For Consideration:

- Approve the recommended revisions to this Workforce Policy.

Opportunity Zones 2.0



Jason Mahon

Deputy Secretary of Economic Development
& Chief Manufacturing Officer
FloridaCommerce



Introduction to Opportunity Zones

Jason Mahon, Deputy Secretary of Economic
Development, FloridaCommerce



The Beginning

- **December 2014:** Six years after the Great Financial Crisis (GFC), the economy was recovering but the disparity between low income and high income was expanding.
- **April 2015:** Attention from Policymakers and Legislators grew.
- **December 2017:** The concept of Opportunity Zones (OZ) was born and established as a temporary program in the **Tax Cuts and Jobs Act (TCJA) of 2017**. This is commonly referred to as **OZ 1.0** or simply **OZ-1**.





WHAT IS AN OPPORTUNITY ZONE?

An Opportunity Zone is an economically distressed urban or rural community that has been identified by certain local, state, and federal qualifications.

- Innovative economic development tool** that encourages investment in distressed areas in the United States.
- Based on census tracts** created by the U.S. Census Bureau.
- Meet certain state and federal statutory criteria** and nominated by the Governors of each state then approved and designated as Opportunity Zones by the U.S. Department of the Treasury and Internal Revenue Service (IRS).





Florida TCJA Opportunity Zones

- Hundreds of tracts in Florida were considered, resulting in the designation of 427 located in all 67 counties from the Panhandle to the Keys.





How to Invest in Opportunity Zones

- **Rule #1:** The Program starts when an investor generates a Capital Gain.
 - Invest eligible capital gains into a Qualified Opportunity Fund (QOF). You cannot invest directly into the zone itself.
 - Invest in a QOF within 180 Days: The eligible capital gain must be invested into a QOF within 180 days of the sale. A QOF is an investment vehicle.
 - File with the IRS: Self-certify your investment annually with the IRS using Form 8949 and Form 8997.
 - Hold the Investment: Tax benefits depend on the holding period.
 - Investment Options: Invest passively in an existing QOF or actively create your own QOF. The latter requires forming an entity and filing IRS Form 8996.



Eligible Capital Gains

- ❑ Most types of capital assets can be sold to generate eligible capital gains. These include:
 - ❑ Stocks
 - ❑ Bonds
 - ❑ Mutual funds
 - ❑ Exchange traded funds (ETFs)
 - ❑ Commercial real estate
 - ❑ Investment properties generally excluding primary residences
 - ❑ Cryptocurrency
 - ❑ Privately held business interests
 - ❑ Collectibles such as art, cars, coins, and jewelry, etc.



Eligible Opportunity Zone Investments



Affordable Housing
Market Rate Housing
Mixed Use Developments
Commercial Real Estate (Agricultural)
Industrial Real Estate (Infrastructure)

Venture Investments
Growth Investments

REAL ESTATE OZ
INVESTMENTS

OPERATING OZ
INVESTMENTS

QUALIFIED OPPORTUNITY ZONE INVESTMENTS

- Ineligible Projects include:
 - Private or commercial golf courses
 - Country clubs
 - Suntan or hot tub facilities
 - Massage parlors
 - Racetracks
 - Other gaming facilities
 - Liquor stores including those whose principal business is selling alcoholic beverages for off-premise consumption



Benefits to Investors: Why Invest in an Opportunity Zone?

5-Year Deferral

10% Reduction

Permanent Exclusion

Important Revisions in the One Big Beautiful Bill (OBBBA) of 2025



- ❑ The One Big Beautiful Bill Act reformed the Opportunity Zone program.
- ❑ The Act fundamentally altered its timeline, incentives and oversight, and is now commonly referred to as OZ 2.0 or OZ-2.



Permanent Extension (No More 2026 Sunset)

- **Before:**
 - OZ-1 was temporary.
 - Investors had to compete against the clock to initiate OZ investments.
- **After:**
 - The OBBBA has now made the program permanent.
 - The 2026 deadline for eligible gains was repealed.
 - Investors can continue deferring capital gains beyond 2026.



Decennial Redesignation of Opportunity Zones

Before:

- OZs were one-time designations of 8,764 census tracts (selected after 2017).
- States nominated QOZs based on 2010 census data, with a sunset date of December 31, 2026.
- There was no mechanism for updating or revising designations.

After:

- OZs will refresh every 10 years.
- Starting in 2026 and for every decade thereafter, state Governors can nominate new low-income tracts for OZ status with Treasury certification by the end of calendar years ending in six and taking effect beginning in 2027 and every 10 years after that.



The Nomination Process

Before:

- The sunset date of December 31, 2026, was eliminated.

After:

- Starting July 1, 2026, states are now required to nominate new zones every 10 years, to ensure that designations reflect the latest data available and remain aligned with current economic conditions.
- July 1, 2026 – The new nomination process begins under the One Big Beautiful Bill Act of 2025.
- July 1, 2026 – October 31, 2026 - Governors are given up to 120 days to nominate 25% of their respective states' eligible census tracts for designation as OZs.
- November 1 – December 31, 2026 – The U.S. Department of the Treasury has up to 60 days to complete its OZ designation process.
- January 1, 2027 – New zones take effect.



New Eligibility Criteria and Boundary Changes

- Before:**
 - Qualifying QOZs were required to be census tracts with a median family income (MFI) of less than 80% of the state or metro area, plus allowed for certain contiguous non-low-income areas.
- After:**
 - OZ-2 narrowed the eligibility criteria to a median family income of 70% or less than the state or metro median, or a poverty rate of at least 20%, when median family income is below 125% for the area. The Puerto Rico exception eliminated.
 - Rolling redesignations**
 - Boundary changes**
 - Anticipated reduction in zones**



2017 and 2025 Tract Totals for the U.S. and Florida

U.S. Census Tracts	2017 – OZ-1	2025 – OZ-2*
Total U.S. Tracts	73,057	84,414
OZ Eligible Tracts	42,176	33,750
Potential Nominations (25%)	10,544	8,438
Recommended	8,764	6,555
Certified as Qualified	8,764	6,555*
Florida Census Tracts	2017	2025*
All Florida Tracts	4,400	5,160
Eligible Tracts	1,708**	1,376
Potential Nominations (25%)	427	344
Recommended	427	344
Qualified and Designated	427	344***

*2025 data is projected by 3rd party sources.

**The figure above is a result of 427 being 25% of eligible tracts (which contrasts with the 1,200+ figure cited in the media).

***19.4% reduction from 2017



Five-Year Rolling Deferral Period

Before:

- Same end-date (December 31, 2026) to defer taxes.

After:

- Each investment starts with its own five-year deferral clock.
- For example, the deferred gain for an investment made in 2027 is recognized in 2032 (5 years later); for an investment in 2030, the gain would be recognized in 2035, and so on.

Elimination of the 7-Year 15% Step-up and Return of the 5-Year 10%



- Before:**
 - OZ-1 provided for a one-time 10% reduction of the deferred gain if an investment was held at least 5 years, and an extra 5% (15% total) if held for 7 years.
 - Due to the 2026 end-date, these step-ups had already expired.
 - After 2021, it became impossible to get even the 5-year 10% benefit before 2026. Investors after that got deferral and the 10-year growth exemption, but no partial forgiveness on the original gain.
- After:**
 - OZ-2 reinstates a 10% basis step-up for a QOF investment held at least 5 years. When the five-year deferral ends, tax is paid on 90% of the gain, for effectively a 10% tax cut. This applies to each investment's timeline, which makes the incentive achievable for investors at any time.
 - The old 7-year 15% step-up has been eliminated.
 - Investors selling their QOF investment before December 31, 2026, are required to pay taxes on the deferred gains but the new law allows for the exclusion of post-investment appreciation after a 10-year holding period.



Bigger Rewards for Rural Investments

Before:

- No special benefits for rural areas.

After:

- OZ-2 established Qualified Rural Opportunity Funds (QROFs) with enhanced incentives for rural areas, defined as populations under 50,000 and tracts next to areas of populations more than that. Two big advantages now tilt in favor of rural development.

- 30% Basis Step-up
- Easier Improvement Requirement



Transitional Rules and Grandfathering of Existing Investments



❑ Before:

- ❑ OZ-1 investors who had already put money into OZ funds under the old rules (2018–2026) were playing by a certain set of deadlines. Their deferral lasts until 2026 at most, they could no longer get basis boosts after 2021, and they faced the 2047 sale deadline for the 10-year benefit. Those zones are slated to expire end of 2028. There was uncertainty about how a major legislative change might treat these early investments – would they get any new benefits or extended deadlines?

❑ After:

- ❑ The Big Beautiful Bill largely keeps pre-2027 OZ investments under the old regime, with careful grandfathering to honor expectations.

❑ Key points:

- ❑ No Extension of 2026 for Existing Deferrals
- ❑ No Retroactive Step-up
- ❑ Zone Expiration in 2028
- ❑ Post-2026 Improvements



Stronger Reporting and Transparency Requirements

- Before:**
 - OZ-1 was criticized for the lack of required reporting
- After:**
 - OZ-2 mandates robust reporting and transparency from the Treasury and OZ participants.
 - Annual Treasury Reports
 - Fund & Business Disclosures
 - Public Transparency
 - Conscious move to more accountability



No Forced 2047 Deadline on Tax-Free Exits

Before:

- OZ-1 allowed investors holding an OZ investment for 10+ years to get permanent exclusion of gains, anyone who invested in a QOF by 2026 had to sell by December 31, 2047, to claim the tax-free appreciation.

After:

- The new law eliminates the 2047 cut-off for post-2026 investments.
- If you invest in an OZ fund starting in 2027 or later, there is no fixed end-date by which you must sell to get your tax-free gain. Instead, the bill provides a flexible framework:
 - You can elect to step-up your basis to fair market value anytime you sell after holding for 10+ years, just as before, up until 30 years from your investment.
 - If you hold beyond 30 years, your basis is deemed equal to the asset's fair market value on the 30-year anniversary of your investment.



Greater Investor Confidence and Adjusted Strategies

❑ Before:

- ❑ Uncertainty slowed new fund formation and made investors hesitant.
- ❑ Investments were deadline-driven, with pressure to deploy quickly before expirations.

❑ After:

- ❑ Clear, long-term stability signals OZs are here to stay.
- ❑ No initiation deadlines means more careful project selection and stronger details.
- ❑ Market revitalized means new funds are expected and existing funds are expanding.
- ❑ Removal of 2047 exit pressure encourages long-term, patient capital.
- ❑ 30% rural boost increases interest on rural OZ projects and specialized funds.

❑ Overall:

- ❑ Shift from “beat the clock” to “build for the future” with more strategic, mission-focused investment.



OZ 2.0 Timeline

- **July 4, 2025:** The One Big Beautiful Bill Act is signed into law, making the OZ program permanent with new rules.
- **July 1, 2026:** Governors begin nominating new census tracts for OZ 2.0 designation.
- **January 1, 2027:** The OZ 2.0 investment rules take effect, featuring a rolling five-year deferral period.
- **2027–2028:** A two-year transition period during which both OZ 1.0 and OZ 2.0 tracts are valid for investment.



OZ Survey

- ☐ FloridaCommerce is seeking census tract recommendations for Opportunity Zone 2.0 designations through a **survey submission tool**.
- ☐ The survey allows communities to participate in this process, and your feedback is critical.
- ☐ To participate, please scan the QR code below and complete the survey by April 1, 2026.
- ☐ Visit our [Opportunity Zones Program](#) page for more information and updated content.



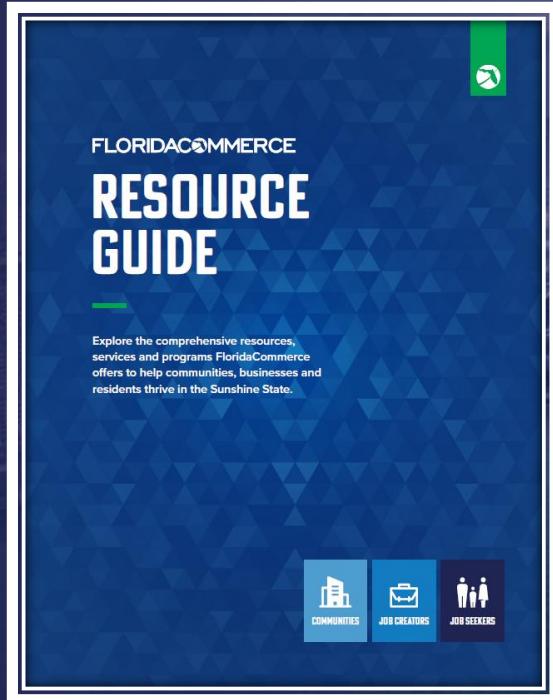
OZ
Survey



OZ Program
Page

Thank You!

Jason.Mahon@Commerce.fl.gov



FLORIDACOMMERCE
**RESOURCE
GUIDE**

Explore the comprehensive resources, services and programs FloridaCommerce offers to help communities, businesses and residents thrive in the Sunshine State.

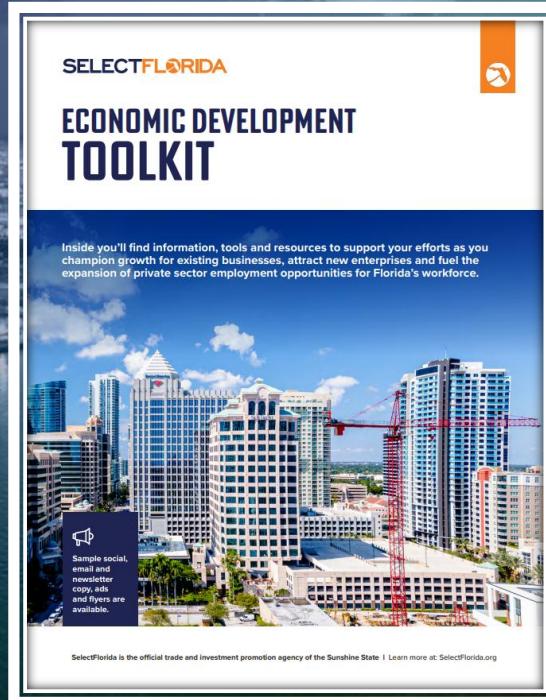
COMMUNITIES JOB CREATORS JOB SEEKERS

[FloridaCommerce.org](https://www.floridacommerce.org/resource-guide)



[FloridaJobs.org](https://www.floridajobs.org)

[SelectFlorida.org](https://www.selectflorida.org)



SELECTFLORIDA

ECONOMIC DEVELOPMENT TOOLKIT

Inside you'll find information, tools and resources to support your efforts as you champion growth for existing businesses, attract new enterprises and fuel the expansion of private sector employment opportunities for Florida's workforce.

[SelectFlorida.org](https://www.selectflorida.org/economic-development-toolkit)



[FLORIDA
DEPARTMENT
OF
ECONOMIC
OPPORTUNITY](https://www.floridacfo.com)

FLORIDA
DEPARTMENT
OF
ECONOMIC
OPPORTUNITY

Sample social, email and newsletter copy, ads and flyers are available.

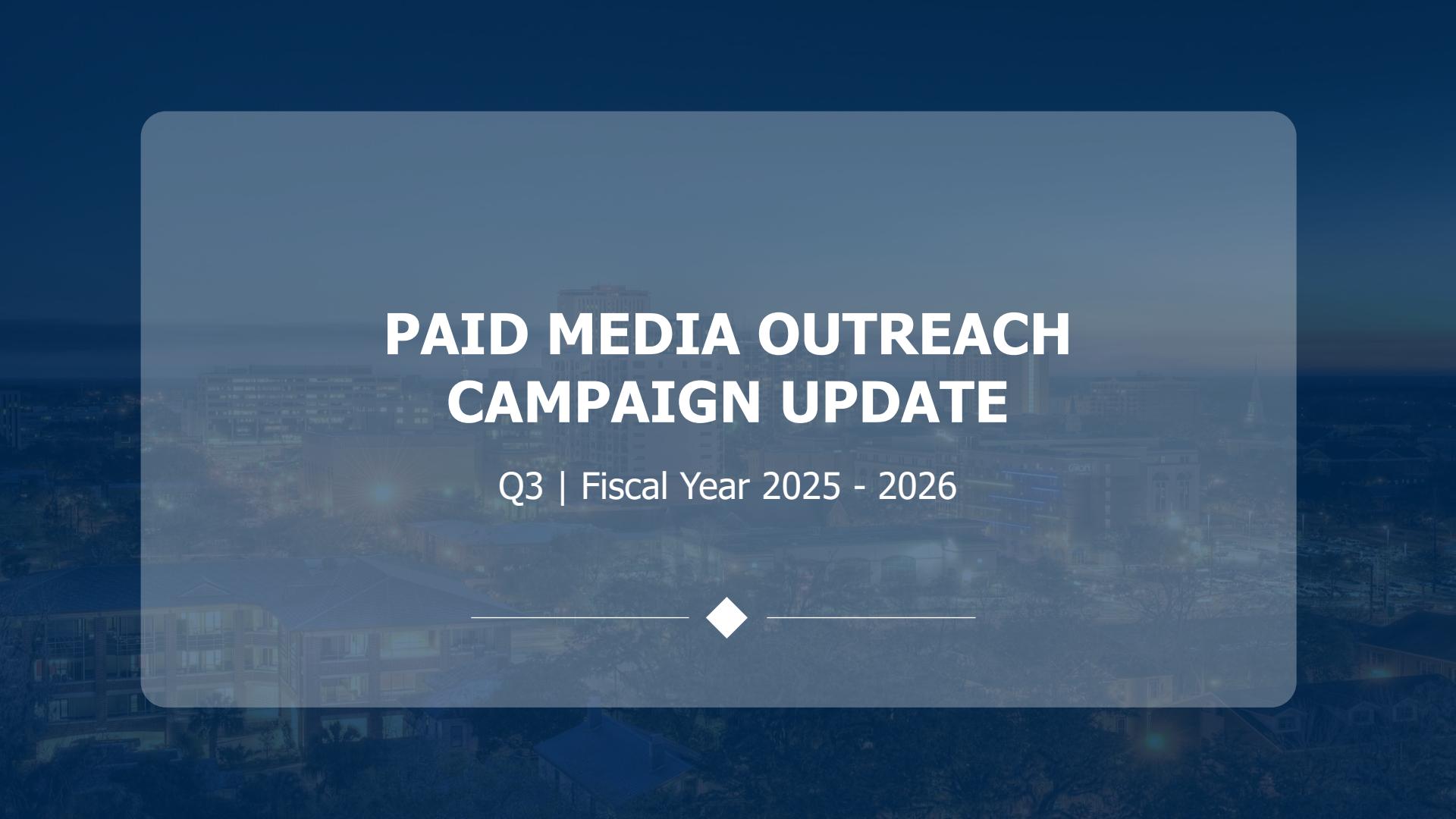
[floridacfo.com](https://www.floridacfo.com)

Marketing Update



Keri Nucatola

Vice President, External Affairs and Strategic Initiatives



PAID MEDIA OUTREACH CAMPAIGN UPDATE

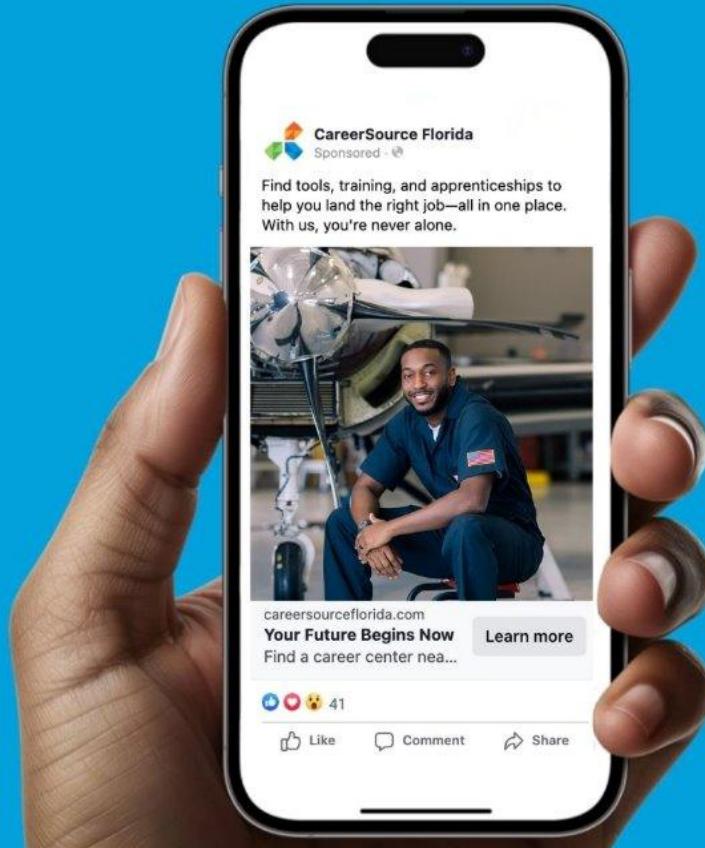
Q3 | Fiscal Year 2025 - 2026





You've Got This.

You've Got This Campaign – Phase 2





Watch this video



Watch this video

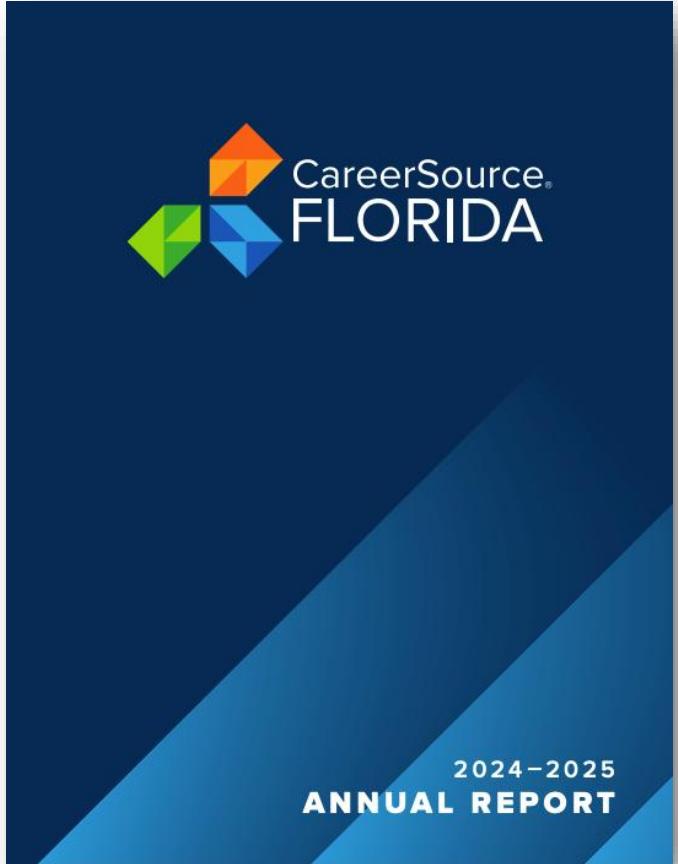


Watch this video

A medium shot of a Black man with short hair and a beard, smiling slightly. He is wearing a dark blue flight suit with a name tag that reads "Tony" and an American flag patch on the sleeve. He is standing in a large, well-lit hangar with aircraft in the background.

Strengthening Our Impact

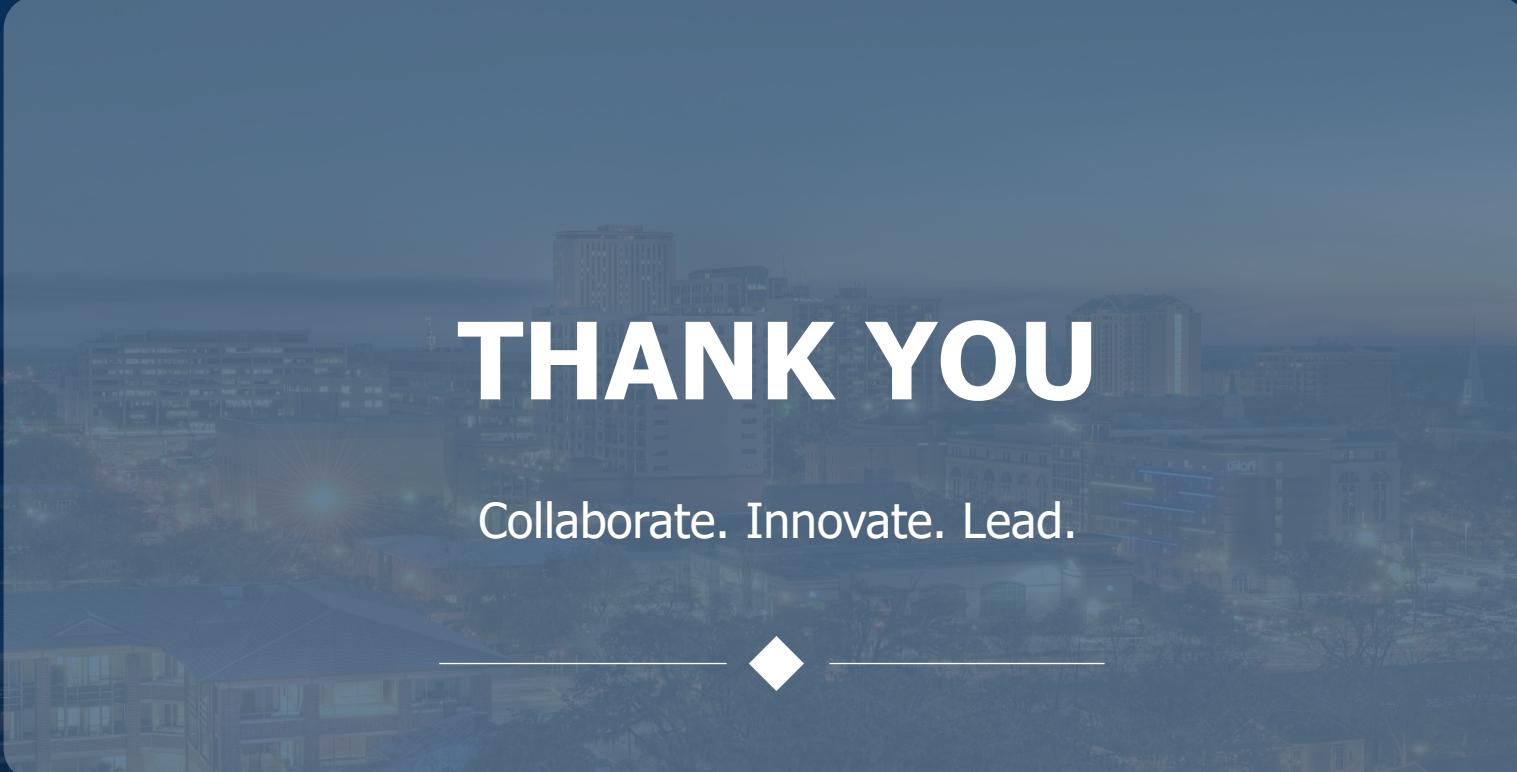
Updated Tools and Resources



Amplify Our Network

- **Review** Annual Report and highlight key successes with your organization and partners
- **Utilize** You've Got This communications guide
- **Follow** CareerSource Florida and share social media content
- **Follow** Adrienne Johnston on LinkedIn and **share** her monthly articles. Scan the QR code below to read her latest article:





THANK YOU

Collaborate. Innovate. Lead.



FloridaCommerce Report



J. Alex Kelly

Secretary, FloridaCommerce



FLORIDA COMMERCE



FloridaCommerce Report

J. Alex Kelly, Secretary
Florida Department of Commerce

Target Industries and Clarifications (“incl.” = but not limited to)



- 4 Cross-Cutting Target Industries:
 - Corporate Headquarters
 - Logistics – incl. Shipping, Distribution, Packaging, Processing
 - Manufacturing
 - Research and Development
- 8 Sector-Specific Target Industries:
 - Aerospace and Aviation – incl. MRO, Pilot Training, Air Traffic Control, AAM, UAS/UAV
 - AgTech – incl. Emerging Technologies, Timber, Aquaculture, etc.
 - Energy Security – incl. Semiconductors, Superconducting, Nuclear, Hydrogen, Energy Storage, etc.
 - Financial Services – incl. Insurance, FinTech
 - Information Technology – incl. Emerging Technologies, Cybersecurity
 - Life Sciences – incl. Pharmaceuticals, Medical Device Technology, Digital Health
 - Maritime – incl. Commercial and Industrial Base Shipbuilding, MRO
 - Military and Defense – incl. Dual Use Tech, Law Enforcement Tech, Modeling, Simulation and Training

Session 2026: Legislative Tracking



- ❑ FloridaCommerce Agency Bill:
 - ❑ SB 998 (Yarborough) and HB 741 (Owen) – Department of Commerce
 - ❑ Clarifications regarding (1) Rural Areas of Opportunity, (2) the “Reverter Clause” for State Land Transfers to Military Bases, (3) E-Verify Enforcement, and (4) Small Cities CDBG grants
- ❑ FloridaCommerce is Directly Engaged on:
 - ❑ SB 250 (Simon) and HB 723 (Abbott) – Rural Communities
 - ❑ SB 528 (Truenow) and HB 483 (Cobb) - Manufacturing
 - ❑ SB 216 (McClain) and HB 191 (Abbott) – Verification of Reemployment Benefit Eligibility
 - ❑ SB 1266 (Calatayud) and HB 1081 (Sirois) – Cybersecurity Internships/Clearance for Defense Jobs
 - ❑ SB 1286 (Wright) and HB 1129 (Alvarez, D.) – First Responders/Firefighters
 - ❑ SB 1220 (Massullo) and HB 1233 (Griffitts) – Transportation/Florida Seaport Maritime Industrial Base
 - ❑ ...and Tracking numerous other bills regarding Workforce, Planning and Development, Domestic Security, Aerospace and Aviation, Military and Defense, Veterans, Engineering, and Special Districts

Session 2026: FloridaCommerce Budget Priorities



- Job Growth Grant Fund – \$50 million
- Rural Infrastructure Fund – \$30 million
- Law Enforcement Recruitment Bonus Program + Firefighters – \$25 million
 - and \$5 million in “back of bill” for current fiscal year
- SelectFlorida – \$6 million
- Florida Defense Support Commission – \$6 million
- Defense Reinvestment Grants – \$1.5 million
- Economic Development Toolkit – \$22.5 million
- Technology needs and Operations and Maintenance: for Cybersecurity, FL WINS (workforce), Reconnect (Reemployment), and Reemployment Adjudication
- ...and Necessary federal funding authority for CDBG-Disaster Recovery, Energy Assistance (LIHEAP), Energy Assistance for the Elderly (E HEAP), Weatherization Assistance Program, and Broadband programs

Session 2026: Partners' Budget Priorities



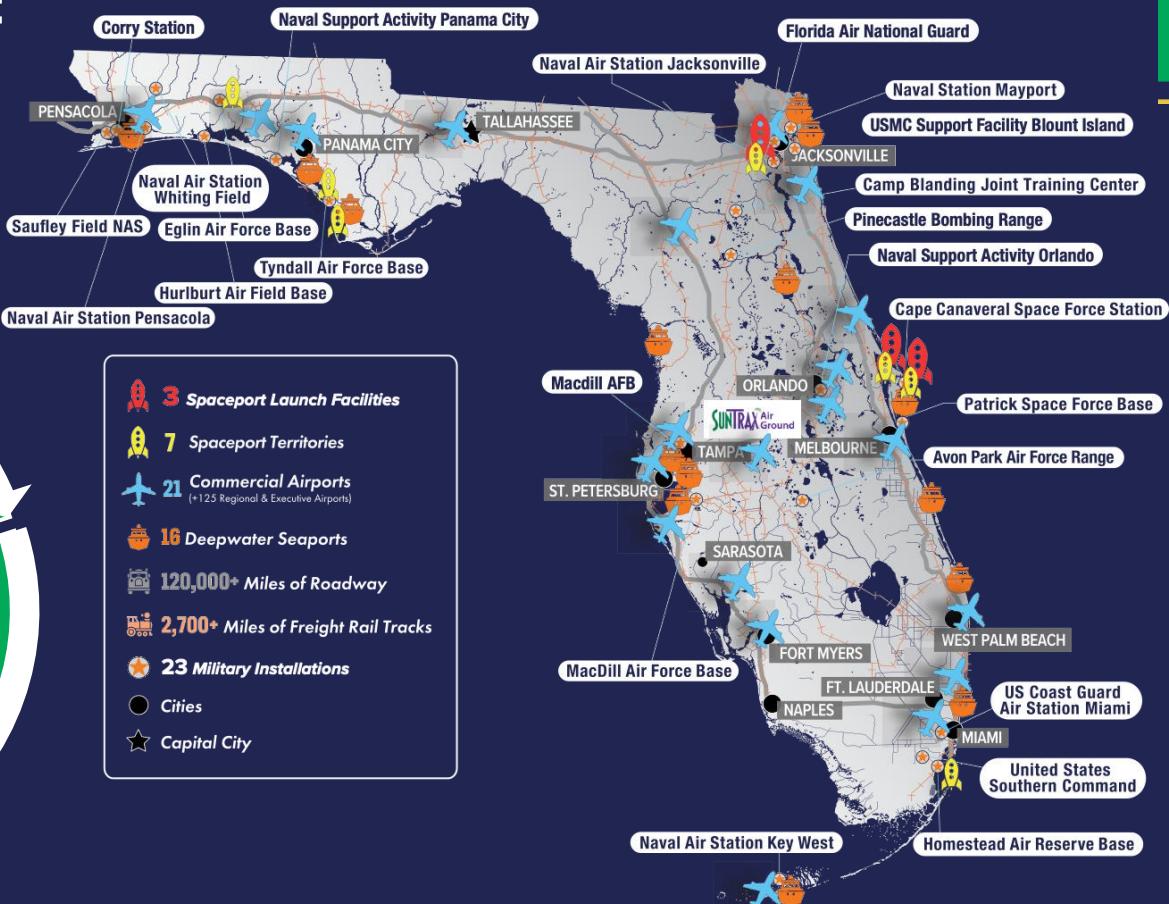
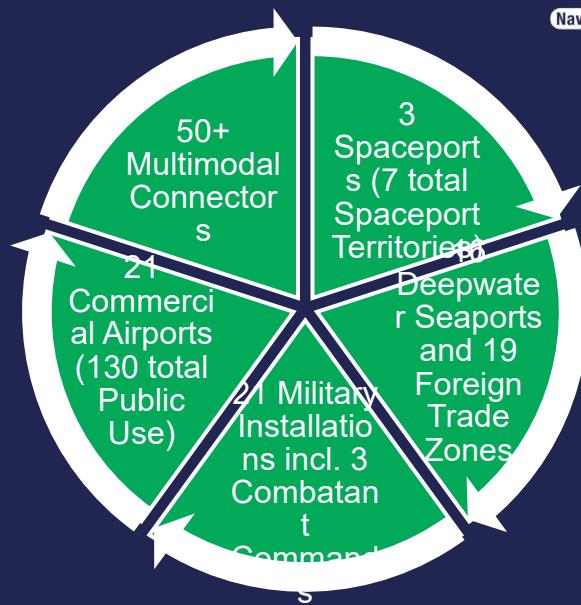
- Space Florida – \$38.5 million
- VISIT FLORIDA – \$80 million
- Florida Housing Finance Corporation – \$293.7 million (SAIL, SHIP and Hometown Heroes)
 - “Full Funding for SAIL and SHIP”
- CareerSource:
 - Quick Response Training – \$7.5 million
 - Incumbent Worker Training – \$3 million
 - Rural Workforce – \$2 million
 - Veteran and Military Spouse Workforce – \$1.5 million
- FDOE and SUS budgets, including workforce training programs such as Workforce Capitalization grants – \$100 million, Apprenticeship grants (PCOG) – \$20 million, nursing education programs – \$130 million
- FDOT budget, including the Spaceport Improvement Program, seaport infrastructure, aviation improvements, and small county programs
- ...and budget priorities for partners such as the FDEP, Florida National Guard, Florida State Guard, the Florida Department of Veterans' Affairs, Veterans Florida, and Health Innovation and Cancer Research

Maritime Industrial Base Program (MIB)



- ❑ President Trump signed an Executive Order on April 9, 2025, focused on restoring America's maritime dominance.
- ❑ The U.S. military shipbuilding and repair industrial base is experiencing significant demand growth, supply chain delays and an aging workforce simultaneously.
- ❑ The Maritime Industrial Base Program was established by the Navy to manage and strengthen America's maritime manufacturing capabilities. The Program powers the Navy's shipbuilding mission through 3 critical focus areas: Supplier Development, Workforce Development, and Advanced Manufacturing.
- ❑ The MIB Program works with a wide range of companies throughout the maritime industrial base spectrum, including large defense contractors, small and medium-sized businesses, and specialized manufacturers of high-tech equipment, materials, and services. The program supports companies that provide everything from steel and welding services to cutting-edge electronics and cybersecurity solutions for ships and subs.

THE FLORIDA PITCH: INFRASTRUCTURE LANDSCAPE for MIB



MIB: The Florida Pitch

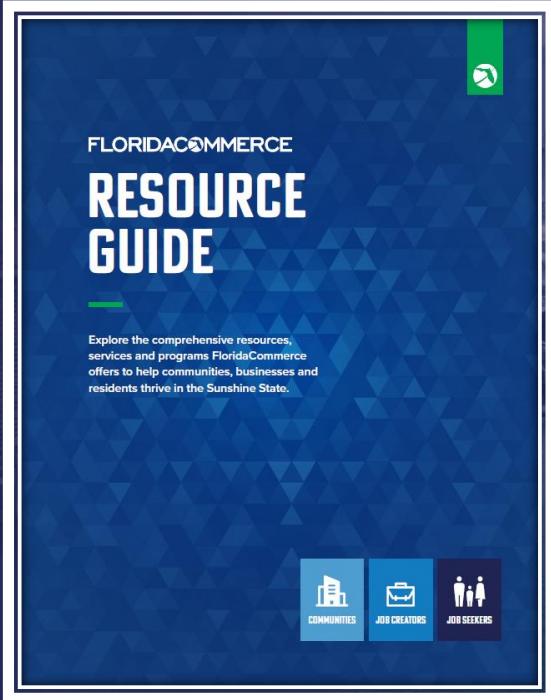


- Small and medium size ship builders will have a role;
- Florida is #1 – 50%+ of the nation's yacht manufacturing; and
- Florida is #1 – 20%+ of the nation's overall ship building.
- Florida is already home to:
- Major naval facilities;
- Several ports, particularly in the Gulf, that already serve as hubs for shipbuilding and repair; and
- Major international shipyards like BAE Systems and Fincantieri in Jacksonville.
- Florida has the inland regional networks of intermodals and communities with sites and workforce that can be activated to support this initiative (i.e., ports will generally be final assembly).
- Florida's 12 state universities, 28 state colleges and 48 tech colleges represent the #1 higher education system (10 years consecutively), and the #1 talent development and recruitment system (3 years consecutively, ready to provide talent for skilled trades (e.g., pipefitters, welders, fabrication, etc.).
- Florida has the public-private (P3) experience with industries like aerospace, and tools like Space Florida and debt financing that can scale quickly for large scale projects.



Thank You!

Alex.Kelly@Commerce.fl.gov

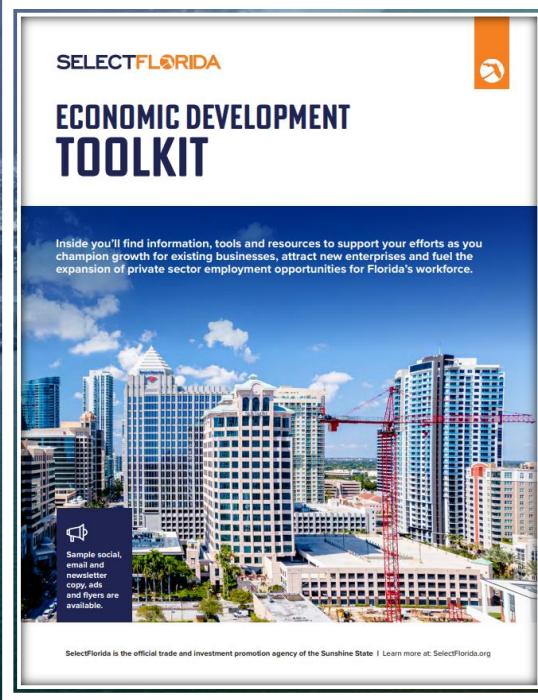


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Local Partners Report

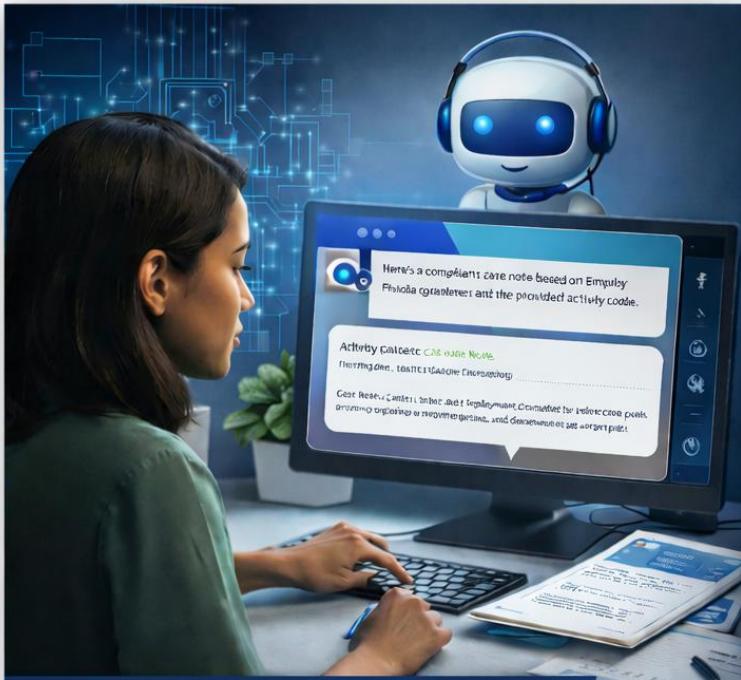


Joshua Matlock

President, Florida Workforce Development Association
President and CEO, CareerSource Suncoast



Innovation



Copilot-Powered **CHAT BOT**



Thought Partner AI **AI GPT**



CareerSource
Central Florida

Continuous Improvement



SECRET SHOPPER INITIATIVE

Impact



Leslie Samuel

AI Keynote Speaker | Event Emcee

Leslie Samuel transforms how organizations profit from AI without the confusion, intimidation, or need for a tech degree. A former neuroscience professor turned AI strategist, he combines scientific insight into how people learn with real-world business application, showing executives how to multiply revenue, helping teams 10x productivity, and guiding professionals to become indispensable.



CEO Program Panel Speakers

Thomas Graff | Juliana de Brés-Taylor | Dave Daverio

Ready to be inspired? Graduates of the CareerSource Suncoast CEO program share how bold ideas, practical training, and real-world connections helped launch their entrepreneurial journey.



Jose Martinez

CEO & Founder @ Sinclair Garrison | MBA | Featured Score Mentor

SCORE Mentor Jose Martinez is a seasoned business strategist and transformation leader with over 20 years of experience driving sustainable growth and operational excellence across Fortune 500 and mid-market companies. Deeply committed to community service, Jose serves as a Certified Mentor and Chapter Marketing Chair for SCORE Manasota.



Ruben Alfaras

Senior VP & Director of the SBA Division, Lake Michigan Credit Union

Ruben Alfaras has been a banker in Florida for 37 years, with extensive experience in commercial and SBA lending. For the past 25 years, he has specialized in SBA lending, bringing a deep understanding of this critical area of commercial finance. He currently serves as Senior Vice President and Director of the SBA Division at Lake Michigan Credit Union (LMCU), a role he chose because of LMCU's strong commitment to serving its members.

Ruben believes small businesses are the backbone of the U.S. economy and considers it a privilege to help owners secure the financing they need to start, build, or expand their companies. He and his team are dedicated to being there every step of the way—keeping the process moving smoothly and on track from application to closing.



Dana Rothgery

Owner, Clancy's Irish Sports Bar & Grill

Just a few months ago, after 21 years as a bartender at Clancy's Irish Sports Pub in Bradenton, Dana Rothgery achieved a dream by purchasing the business. Working with the Small Business Development Corporation (SBDC) Dana has hit the ground running on her new business adventure.



Debbie Zipes & Dan Erickson

Founders, Venice Estate Sales & Gallery

Venice Estate Sales & Gallery helps families across Venice and Sarasota County navigate downsizing and estate transitions. Co-founders Dan Erickson (certified appraiser & auctioneer, 35+ years) and Debbie Zipes (LCSW, 30+ years)—featured speakers at State College of Florida's 26 West Center—offer estate sales, buyouts/cleanouts, certified appraisals, and a downtown gallery, partnering with realtors, attorneys, advisors, and senior-living professionals to provide clear guidance and peace of mind.



EXPLORING OUR ENTREPRENEURIAL ECOSYSTEM



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Closing Remarks



Stephanie Smith

Chair