



**Florida
Ocean
Alliance**



2020



Florida Ocean Perspective

<http://www.floridaoceanalliance.org/>



Florida Ocean Alliance Board of Directors

Representing Private, Public & Independent Sectors
of Florida's Ocean and Coastal Community

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Rob Zeiger

Vice President, Corporate Responsibility, Royal Caribbean Cruises Ltd.

Lenore Alpert, Ph.D.

Executive Director, Florida Ocean Alliance

FOA's Update on 2019 Appropriation and 2020 Priority Legislative Recommendations

Make Florida a national and global leader in ocean and coastal economic development, conservation, scientific research, and innovative technology

Update on 2019 Legislative Session Appropriation

The Florida Legislature appropriated \$500,000 in 2019 to the Florida Ocean Alliance (FOA) and the Florida Department of Environmental Protection (FDEP) to prepare a Florida Ocean and Coastal Strategic Policy Plan, including regional stakeholder input and economic analysis of the impact of ocean and coastal industries.

- **Strategic Plan for Florida's Oceans and Coasts**

A Strategic Plan is currently under development as part of a 2019 legislative funding grant. A total of six regional stakeholder workshops were held across the State in November 2019 to solicit input from the public and other stakeholders on key issues for the Strategic Plan. This information is being folded into development of the Strategic Plan's key issues and recommendations. A draft outline for the Strategic Plan's Table of Contents has been developed, based on input from the Strategic Plan Steering Committee and the stakeholder workshops. It focuses on key issues and action items. The workshop report and draft outline are available on the FOA website: www.floridaoceanalliance.org. The complete Strategic Plan will be released in the spring of 2020.

- **2020 Update of 2013 Economic Impact Report**

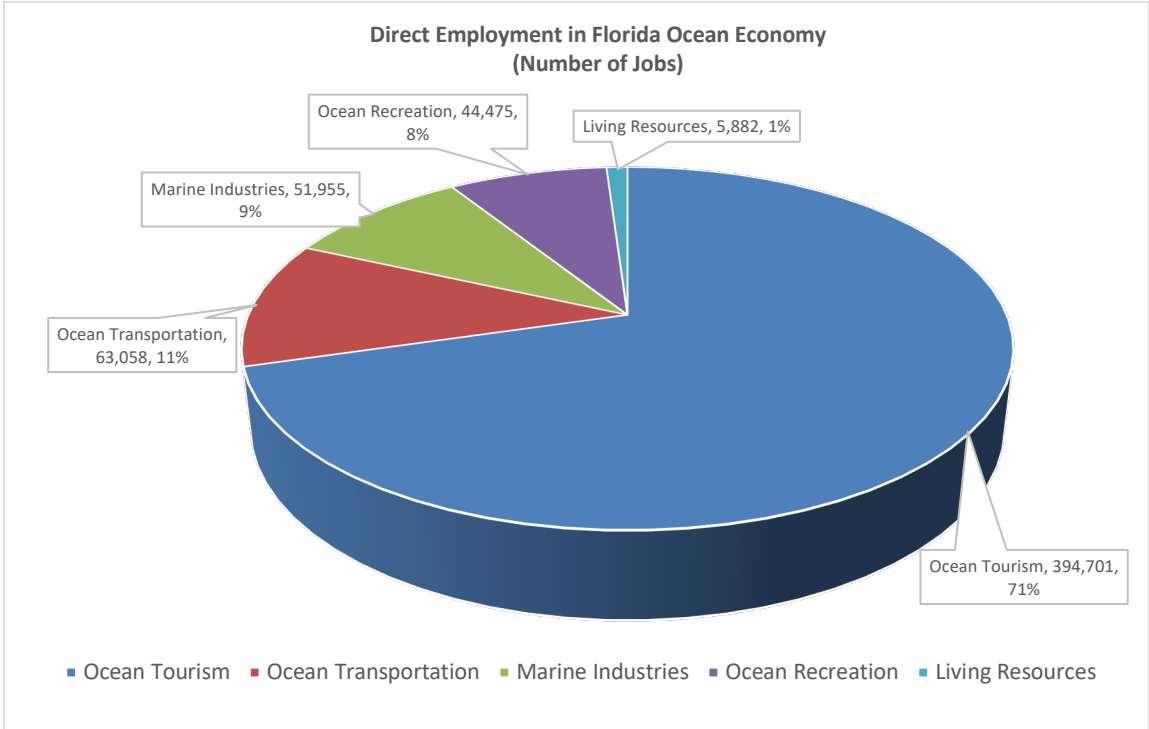
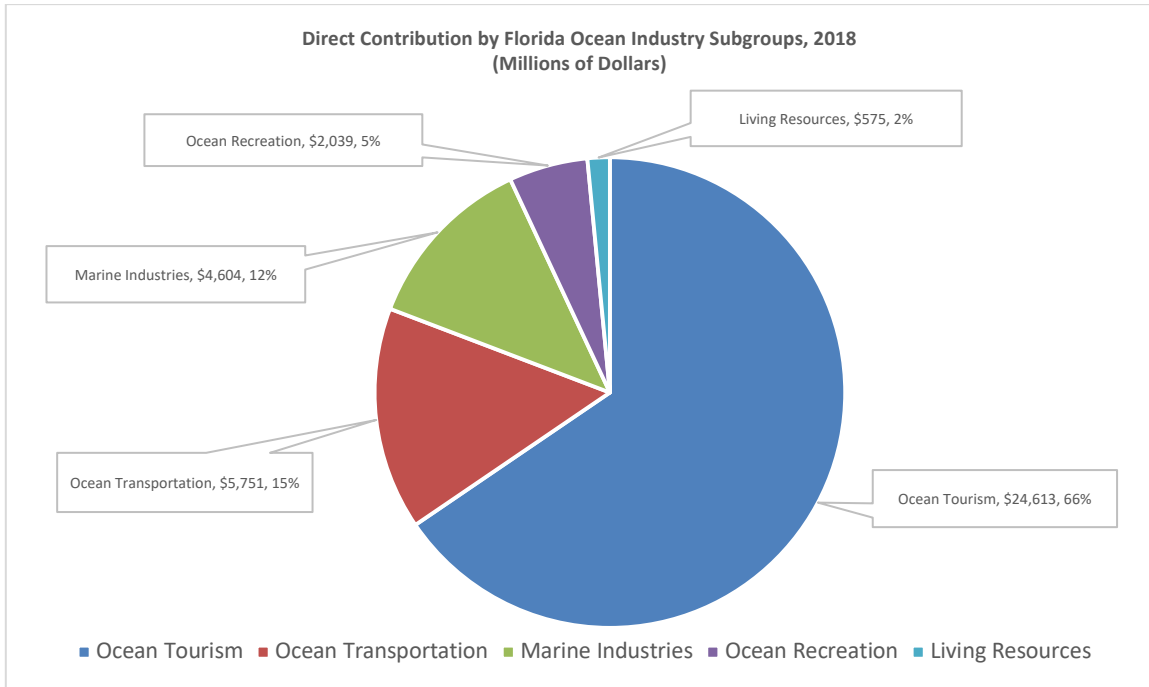
An update of the 2013 economic impact report of Florida's ocean economy is now complete. It demonstrates the continued importance of the ocean and coastal industries to the economic health of Florida. In 2018 more than 560,000 jobs in the State were directly created by activities using ocean resources, increasing to over a million jobs when indirect effects are included. And based on the direct and indirect use of its ocean resources, Florida's ocean economy contributed \$73.9 billion to the State's economy. The State's ocean resources directly accounted for \$37.6 billion in economic activity. Leading industries in this analysis included ocean tourism, ocean transportation, marine industries, ocean recreation, and living resources. Several key findings are highlighted in the charts on the following page.

Recommendations for the 2020 Legislative Session

- General: FOA supports
 - Requests for funding the recent reorganization of the Florida Department of Environmental Protection (FDEP) in the Office of Resilience and Coastal Protection. The reorganization places all coastal and ocean issues under one administrative arm and will allow close coordination of the key issues that the State is facing.
 - Funding requests for key coastal and ocean programs in FDEP and the Florida Fish and Wildlife Commission, as well as a Statewide Sea Level Rise Task Force and creation of a Statewide Office of Resilience within the Executive Office of the Governor.
- Specific: FOA requests
 - Continued investment by the Legislature is critical to ensure implementation of high priority issues. The June 2020 Strategic Plan will identify high priority items for coasts and oceans and will include a funding program. The development of key issues and action items is underway. FOA requests an additional \$500,000 for initiating the implementation of the Strategic Plan high priority issues for the 2021 legislative session.

Why Florida Ocean Alliance?

The Florida Ocean Alliance is Florida's leading non-partisan, science-driven, private-public sector partnership. We are focused on innovative thinking, planning and implementation actions. Our goal is to protect and restore Florida's ocean & coastal assets, while at the same time promote responsible economic growth, diversification and job creation within Florida's ocean & coastal industry clusters. The Florida Ocean Alliance has been serving Florida as a private-public independent leadership alliance for nearly 20 years.



Vision

Position Florida as a national and global leader in responsible ocean and coastal economic development, conservation, research, education, and technology development.

Mission

The Florida Ocean Alliance is a nonpartisan organization dedicated to bringing together the private sector, academia, and non-profit research organizations in Florida to promote economic growth while protecting and enhancing Florida's coastal and ocean resources for continued social and economic benefits.

What We Do

- Serve as a clearinghouse for information on key ocean and coastal issues facing the state in both the public and private sectors.
- Monitor and publicize actions related to the oceans and coasts.
- Assist private and public-sector stakeholders to develop community consensus and common-sense solutions to complex coastal and ocean challenges.
- Promote Florida as a global center of excellence in ocean & coastal conservation, research, technology innovation and economic development.

How We Do It

- Outreach and educational activities for the public and policy makers.
- Conferences and workshops to identify problems and develop consensus solutions.
- Economic studies and issue papers on ocean and coastal policies, challenges and opportunities.
- Provide expert, multi-industry sector testimony to national or state agencies and commissions concerned with ocean or coastal policy.

Past Initiatives of the Florida Ocean Alliance

- Sponsor of Florida's Oceans Day at the Capitol in Tallahassee, FL (Annual event since 2001).
- Florida Ocean Alliance Annual Perspective on Florida's Oceans and Coasts: A Dispatch to the Florida Governor and Legislature (Annual dispatch since 2014)
- The Next Step in Ocean Management for Florida (2009).
- Florida's Journey Towards Marine Spatial Planning (2010).
- Oceans of Opportunity: Managing Future Uses of Florida's Ocean Spaces (2011).
- Oceans Generate Jobs for Florida's Economy: The Case for Ocean Management in Florida (2011).
- FOA Filing of Comments on the National Ocean Policy Draft Implementation Plan to the National Oceans Council, Washington DC (2012).
- Florida's Oceans and Coasts: An Economic Cluster Analysis (2013).
- Healthy Oceans Generate Jobs for Florida's Economy (2013).
- Strategic Plan for Florida's Oceans and Coasts, In Progress, 2019-2020 (Legislative Appropriation)

Request More Information

Contact Lenore Alpert, Ph.D., Executive Director
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Executive Director

Florida Ocean Alliance

January 17, 2020

The Honorable Ron DeSantis, Governor of Florida
Members of the Florida Legislature
Florida Capitol, 400 S. Monroe Street
Tallahassee, FL 32399-0001

Dear Governor DeSantis and Members of the Florida Legislature:

The Florida Ocean Alliance is pleased to present you with our seventh annual Ocean and Coastal Perspective. We report findings from the recently completed economic impact study of Florida's oceans and coasts, a part of the Strategic Plan for Oceans and Coasts that was funded in the 2019 Legislative session. The Alliance will complete this Strategic Plan by June 2020.

The Florida Ocean Alliance strongly supports the two recommendations for 2020 Legislative consideration that build on work currently underway for the Strategic Plan. The organizational changes at the Florida Department of Environmental Protection and the Executive Office of the Governor will assist Florida's elected leaders to continue addressing high priority ocean and coastal issues, grow and sustain Florida's ocean and coastal economy, and respond to potential industry-natural resources conflicts. Funding of the Strategic Plan will ensure that attention is directed to these priority ocean and coastal issues.

The Florida Ocean Alliance Board of Directors respectfully requests that you consider the Alliance and our member organizations as a valuable resource for information. We represent a diverse nonpartisan leadership partnership dedicated to positioning Florida as a global leader in responsible ocean and coastal economic development, conservation, education, and technology innovation.

Sincerely,

J. Stanley Payne, Chair