



2022

FLORIDA OCEAN DISPATCH



*Building the Blue Economy to
Fuel Florida's Recovery and Future*

www.FloridaOceanAlliance.org

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

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Florida Ocean Alliance Update on Legislative Direction & Priority Recommendations for 2022

Legislative Direction

Florida's invaluable Blue Economy offers great opportunity for recovery and growth following the hardship and losses due to the COVID-19 pandemic. The bold actions needed to take advantage of these opportunities are outlined by recommendations in the 2020 Strategic Plan "Securing Florida's Blue Economy: A Strategic Plan for Florida's Oceans and Coasts." The Florida Legislature funded this plan through a grant in 2019 to the Florida Ocean Alliance.

With its extensive shoreline and ocean resources, the State of Florida has the assets to become a true powerhouse in the Blue Economy through sustainable development, technology, innovation, science, industry, and effective environmental management. This requires a balance between growth, use, and stewardship. The 2020 Strategic Plan provides the strategies, recommendations, and actions needed, and implementation will result in economic expansion along with improved resilience. Just as important, the recommended priorities can be implemented in the near-term without extensive new resources.

Recommendations for the 2022 Legislative Session

To further the goal of an enhanced Blue Economy and implementation of the recommendations in the 2020 Strategic Plan, the Florida Ocean Alliance requests support for legislation to expand the earlier economic study. This will help define the true value of Florida's Blue Economy by adding the worth of additional maritime industries and coastal ecosystems such as wetlands. New methods to assess their value have been developed, so they can be added to the previous work. The work will also identify the potential for job growth and expansion of Florida's Blue Economy in important marine-related industries.

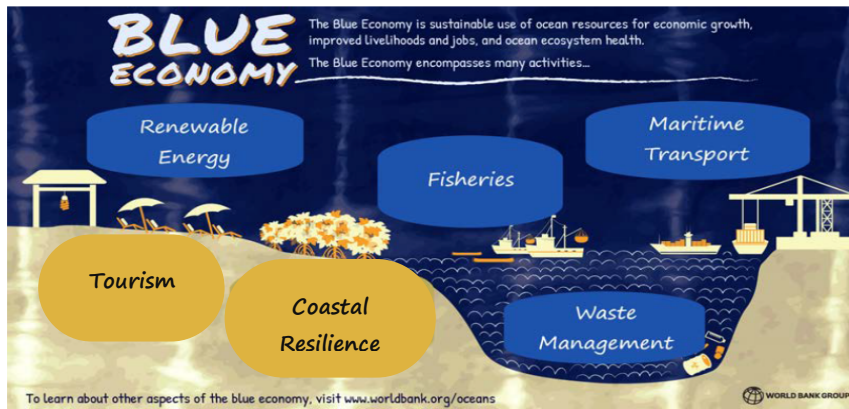
The Florida Ocean Alliance will work with experts and state partners to accomplish the proposed tasks. It will rely on newly available data that will improve our understanding of the value of the state's ocean and coastal industries and their impact on Florida's economy.

The end report from the Florida Ocean Alliance Board of Directors will include recommendations on expanding Florida's marine-related industries while balancing protection and restoration. A second part of the project will focus on developing high-quality and effective outreach and education videos about Florida's Blue Economy and its importance to Florida's citizens, visitors, industries, and policymakers. The total appropriations request for \$320,000 will significantly enhance the ability of Florida to make informed strategic decisions and investments in its Blue Economy, resulting in greater prosperity, improved coastal resilience and increased sustainability of our shared natural resources. The funding request is sponsored by Senator Gayle Harrell (R-Stuart) and Representative Chris Latvala (R-Clearwater).

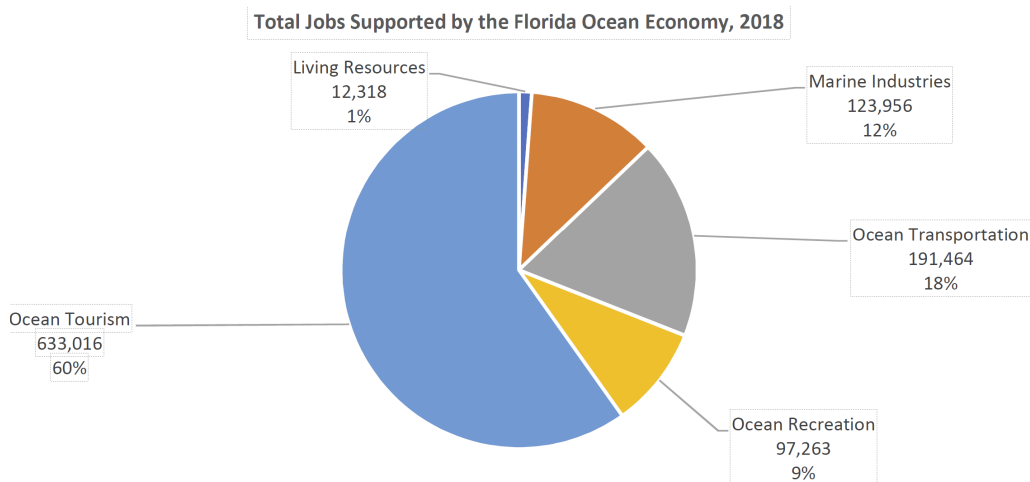
The Florida Ocean Alliance (FOA) is Florida's leading non-partisan, science-driven, private-public sector partnership. FOA is focused on innovative thinking, planning and implementation actions. Our goal is to protect and restore Florida's ocean and coastal assets, while at the same time promoting responsible 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 over 20 years.

Florida's Blue Economy

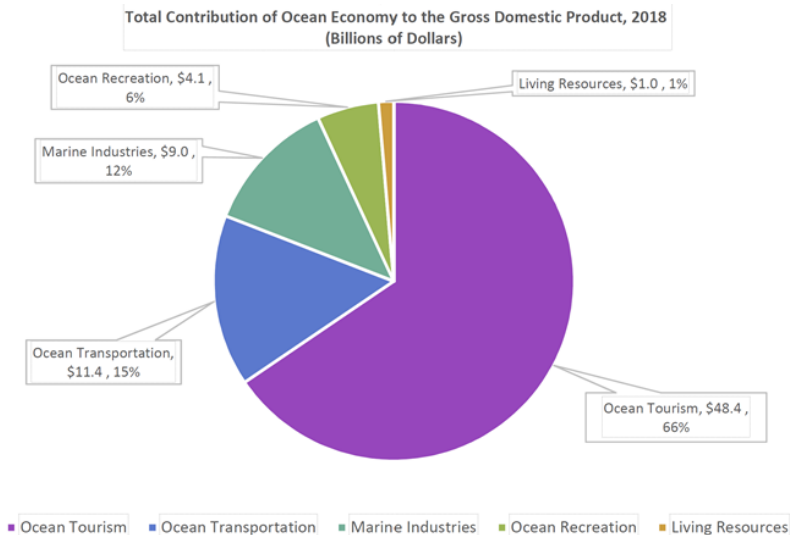
Florida's Blue Economy is a key driver of economic activity, providing over a million jobs. The state's ocean and coastal resources are critical to Florida's prosperity.



According to analyses, the [2020 Strategic Plan “Securing Florida’s Blue Economy: A Strategic Plan for Florida’s Oceans and Coasts”](#) reports that 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 including indirect effects.



Florida's ocean resources accounted for more than \$73 billion total contribution to the state's GDP in 2018, including a direct contribution of \$37.6 billion in economic activity and an indirect plus induced contribution of \$36.3 billion. Leading industries include ocean tourism, ocean transportation, marine industries, ocean recreation, and living resources.



About the Florida Ocean Alliance

Vision

The Florida Ocean Alliance's vision is to position Florida as a national and global leader in ocean and coastal research, conservation, education, and responsible economic development. We envision a Blue Economy where the state and communities enjoy both economic and environmental resiliency.

Mission

The Florida Ocean Alliance is dedicated to bringing together the private sector, academia, and nonprofit research organizations in Florida to protect and enhance Florida's coastal and ocean resources for social and economic benefit. Using the knowledge gained from working together with disparate groups within these sectors, we offer our resources to advise and guide Florida's resilience efforts, finding and implementing solutions so that the state and communities will continue to protect and benefit from Florida's rich coastal and ocean assets.

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 and 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.

Initiatives of the Florida Ocean Alliance

Securing Florida's Blue Economy: A Strategic Plan for Florida's Oceans and Coasts, June 2020 (Legislative Appropriation)

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)

Healthy Oceans Generate Jobs for Florida's Economy (2013)

Florida's Oceans and Coasts: An Economic Cluster Analysis (2013)

FOA Filing of Comments on the National Ocean Policy Draft Implementation Plan to the National Oceans Council Washington, D.C. (2012)

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)

Florida's Journey Towards Marine Spatial Planning (2010)

The Next Step in Ocean Management for Florida (2009)

For More Information
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*Executive Director
Florida Ocean Alliance*

January 18, 2022

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 our 2022 Ocean and Coastal Dispatch. The Dispatch includes findings from the [2020 Strategic Plan "Securing Florida's Blue Economy: A Strategic Plan for Florida's Oceans and Coasts"](#) that was funded by the Florida Legislature. Since then, much has changed for Florida resulting from the COVID-19 pandemic. This Dispatch and associated Plan provide direction to help drive economic recovery through opportunities afforded by the state's Blue Economy and its invaluable coastal and ocean resources. It is important to recognize that the Blue Economy provides enormous economic resources and employment opportunities and is an important asset for recovery.

Florida is truly an ocean state with a lengthy coastline and an invaluable marine environment that are accessible to all residents. Highlighted in this Dispatch is one of the Strategic Plan's priority recommendations – to continue to expand and grow Florida's Blue Economy and increase jobs in its related coastal and ocean industries.

Florida Ocean Alliance represents 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. The Florida Ocean Alliance Board of Directors respectfully requests that you consider the FOA Board of Directors and our member organizations as the resource for this appropriation request of \$320,000. This funding request is being sponsored by Senator Gayle Harrell (R-Stuart) and Representative Chris Latvala (R-Clearwater).

Sincerely,

Paul Anderson
President, Florida Ocean Alliance