

HEALTHY OCEANS GENERATE JOBS FOR FLORIDA'S ECONOMY

- Florida's coastal counties contributed over \$584 billion in gross regional product to Florida's economy in 2010, or 79% of the state's economy.
- More than 228,000 jobs in Florida are directly created by activities that use ocean resources. When indirect effects are taken into account, the number of jobs supported by ocean resources exceeds 440,000.
- In 2011, about one out of every twenty dollars' worth of Florida's gross domestic product resulted from use of the state's ocean resources.

Florida, as well as the nation, is looking for a future with low unemployment that is high in opportunity and that comes with a stable and growing economy. The oceans, coasts, and a wide variety of related industries play a critical role in this vision of Florida's future. Already, in setting national priorities, the importance of sustaining the productivity of the oceans has been recognized.¹ Specifically, these priorities advocate balancing the economic well being of the nation derived from its oceans with the protection of the environments that provide those economic benefits. In Florida, the importance of this nexus between the state's economy and the ocean environment is of the utmost significance. Over 75 percent of the state's population resides in the 35 coastal counties that occupy only 57 percent of the land.² It is critical to maintain the productivity of the coastal oceans for the state's economy.

The Florida Ocean Alliance highlights the connection between the health of the state's economy and the oceans by completing an economic study and cluster analysis of the industries linked to the oceans and coasts.³ In doing so, the Florida Ocean Alliance is essentially updating and expanding sections of an earlier 2008 economic study of Florida's ocean assets, focusing on the traditional ocean industries.⁴ This study confines the estimation of the direct contributions of Florida's ocean industries to their impact on the coastal counties and estimates the contribution made by activities that use the ocean resources off the state's coast. As great budgetary uncertainty now exists, there are also new opportunities to explore in emerging technologies and energy. The information provided in this report will enable the state and its representatives to take full advantage of these opportunities and make the most of dwindling resources.

¹National Science and Technology Council, Subcommittee on Ocean Science and Technology, "Science for an Ocean Nation: An Update of the Ocean Research Priorities Plan," February 2013.

²U.S. Census Bureau, 2010 Census, cited in <http://quickfacts.census.gov>.

³Florida Ocean Alliance, "Florida's Oceans and Coasts: An Economic and Cluster Analysis," March 2013.

⁴Florida Oceans and Coastal Council, "Florida's Ocean and Coastal Economies Report," Prepared by Dr. Judith Kildow at Monterey Bay Aquarium Research Institute, June 2008. This update is a pilot study so is not intended to be as comprehensive as the earlier study, which relied on 2005 and 2006 datasets. We have relied primarily on 2010 and 2011 datasets and 2012 data as available.

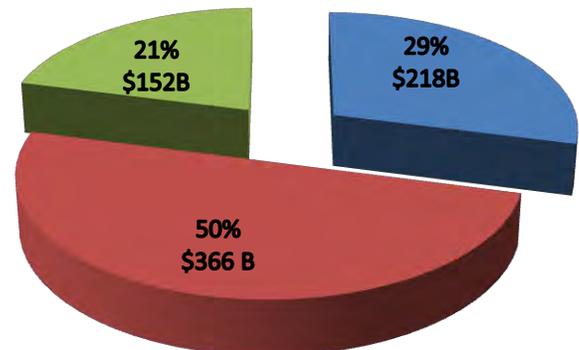
⁵The estimates of total jobs were derived using the direct effects multipliers of the RIMS II Model. The direct effects multipliers were applied to the Bureau of Labor Statistics Quarterly Census of Employment and Wages employment data, which excludes independent contractors and the self-employed.

FLORIDA'S COASTAL ECONOMY

Florida's oceans and coasts drive our economy. In 2010, Florida's coastal counties contributed over \$584 billion in gross regional product to the state's economy, or 79% of Florida's economy. The Atlantic shoreline contributed \$366 billion and the Gulf shoreline \$218 billion. The coastal economy supported more than 440,000 jobs in the state in 2011.⁵ More than 60 percent were in the tourism industry, and 20.5 percent were in ocean transportation. The ocean economy made a total contribution of more than \$35 billion in 2011. This amounted to 4.7% of the state's GDP. The total contribution was almost evenly divided between the direct contribution of \$17.5 billion and the indirect plus induced contribution of \$17.7 billion.

Coastal Area Contribution to Florida Economy

■ Gulf Shoreline ■ Atlantic Shoreline ■ Non Shoreline

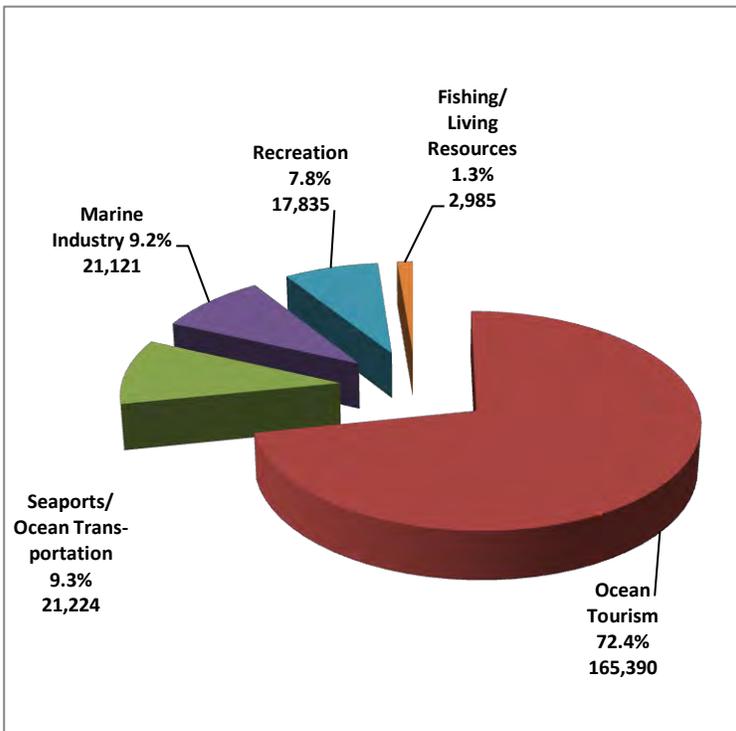


FLORIDA'S OCEAN ECONOMY

- Ocean related industries include ocean tourism, seaports and ocean transportation, the marine industry, recreation, and fishing/living resources.
- Ocean industries directly and indirectly support 6 percent of jobs in Florida.

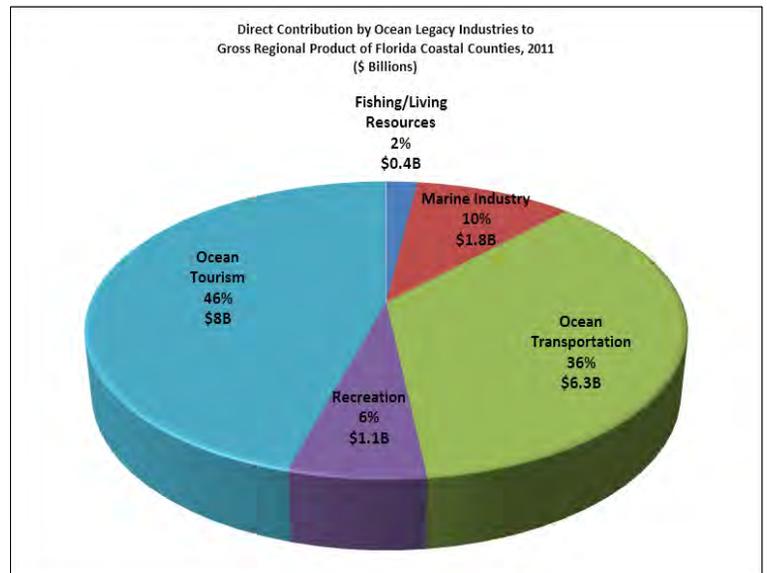
Florida's key ocean legacy industries include over 34,000 companies along Florida's coasts that employ over 228,000 employees.⁶ The state's ocean resources directly created these thousands of jobs. More than 70 percent of the jobs in the ocean economy are in tourism. More than 60 percent of the jobs in the ocean economy are in the coastal counties along the state's East coast; almost 30 percent are on the West coast, and less than 10 percent are along the Panhandle coast. In all three regions, tourism is the largest employer. Coastal transportation trails as the second largest source of ocean economy jobs along the state's East coast, which contains the three largest cruise ports in the world and three of the top 20 container ports in the nation. The marine industry ranks as the second largest source of employment in the state's West coast and Panhandle coast.

Direct Employment by Florida's Ocean Industries in Coastal Counties, 2011



DIRECT CONTRIBUTION OF OCEAN ECONOMY

Economic activity directly created by Florida's ocean resources amounted to \$17.5 billion in 2011. Of this, \$8 billion was created by out of state ocean-oriented tourism, \$6.3 billion was created by seaports/ocean transportation and its supporting activities, \$1.8 billion was created by the marine industry, \$1.1 billion was created by ocean-oriented recreation and \$0.4 billion was created by the harvest, processing and distribution of the ocean's fishing/living resources.⁷



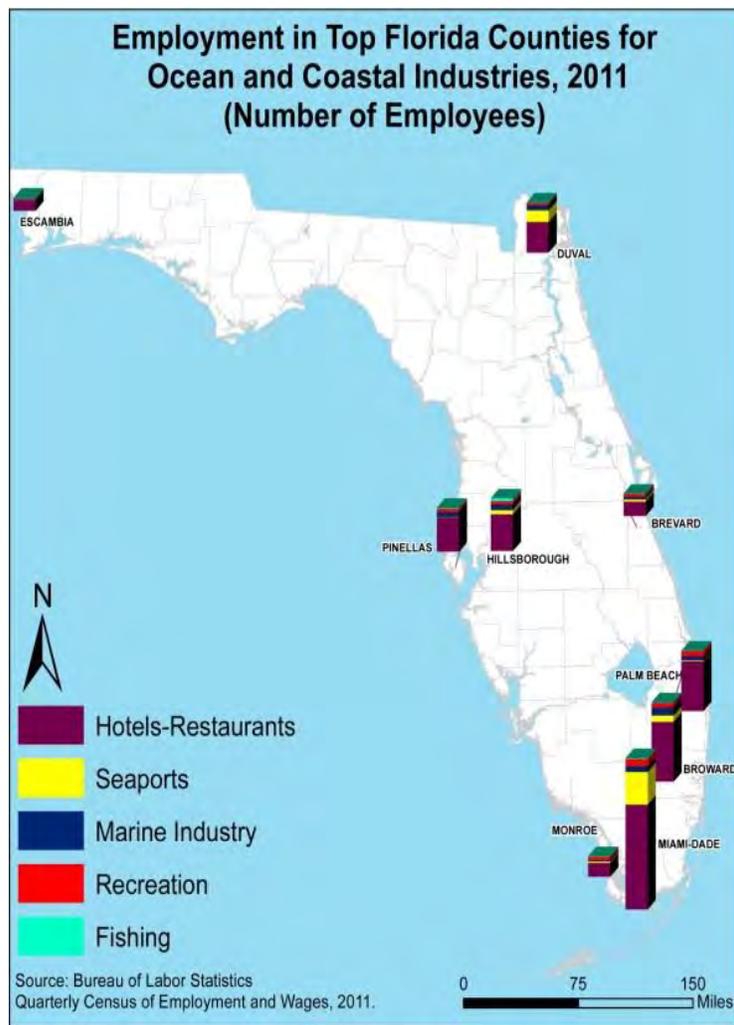
More than 65% of the economic activity was created along the state's East coast; almost 30% was created along the state's West coast (south from Taylor county in the Big Bend area), and a little more than 5% was created in the Panhandle region. Along Florida's East coast, almost three-fourths of the contribution to Gross Regional Product from ocean industries to metropolitan economies is made in Southeast Florida (Miami-Fort Lauderdale MSA, including Palm Beach and Monroe counties); another 14.2% is contributed in the Jacksonville MSA, which includes Nassau and St. John counties. Along Florida's West coast, more than 50 percent of the contributions to Gross Regional Product from ocean resources are made in the Tampa-St. Petersburg MSA; sizeable contributions (in excess of 10 percent) are also made in the North Port-Sarasota area (which includes Manatee County) and in the Cape Coral-Ft. Myers area. Along the Panhandle coast, Fort Walton Beach and Panama City MSAs each account for approximately one-third of the contributions made by ocean resources to gross product; Pensacola-Santa Rosa accounts for one-fourth.

⁶ Bureau of Labor Statistics Quarterly Census of Employment and Wages employment data, ES-202 data, 2011.

⁷ Based on data from U.S. Bureau of Economic Analysis, 2010 Flash Estimates.

INDUSTRY CLUSTERS

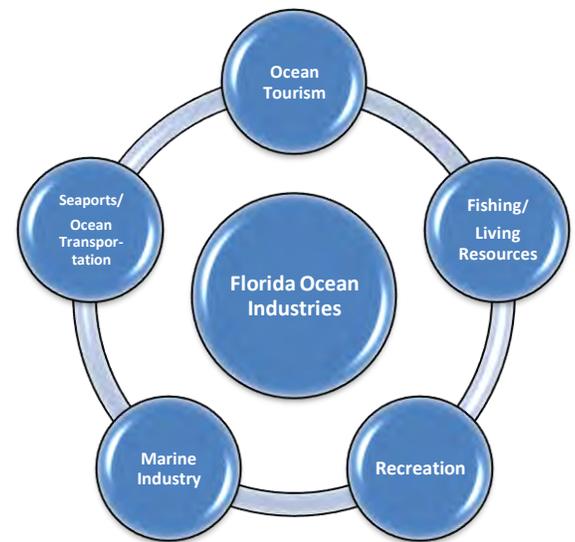
A cluster analysis and mapping of industry sectors associated with the state's oceans and coasts is an essential prerequisite to preparing Florida for future policy discussions. The distribution of employees in coastal and ocean industries is generally concentrated in the populous areas located in six major counties along Florida's coasts—Miami-Dade, Broward, Palm Beach counties in the southeast, Pinellas and Hillsborough in the southwest, and Duval county in the northeast. Other important counties are Monroe and Escambia counties for their fishing/living resources industry and Brevard county for its recreation industry.



CONCLUSION

Sustainable oceans and coastal ecosystems are the foundation for the quality of life of Florida residents, not only necessary to attract tourists to the Sunshine State, but also integrally important to economic recovery and sustainable growth. The health and sustainability of ocean and coastal ecosystems will determine the future of Florida's recreational and commercial fisheries, recreational boating and diving, beach-related recreation, tourism, nature observation and a myriad of other natural and societal values that are collectively worth hundreds of billions of dollars a year to the state's economy.

Economic Drivers of Florida's Ocean Economy



The Florida Ocean Alliance urges the state's leaders to leverage emerging opportunities for industry diversification, cluster development and job creation, while preserving the long-term integrity of the state's oceans and natural systems. Alliance members represent ocean-related industries in tourism, ports, shipping, fishing, boating, cruising, technology, as well as scientific research organizations, academic institutions and public interest groups. The organization is committed to positioning Florida as an international leader in integrating ocean conservation, education and responsible economic development. For more than a decade, the Florida Ocean Alliance has championed the need to balance the economic value of Florida's ocean and coastal resources with their use and conservation.