

Enterprise Florida Inc.

A public-private partnership

**Florida's primary organization devoted to
the state's economic development.**

**John A. Adams Jr., Ph.D.
President & CEO**

About Enterprise Florida ...

- **Launched in 1996, replacing Florida's Department of Commerce**
- **Public-private partnership and 501 (c)(3) corporation. (First nationally)**
- **Headquarters in Orlando**
- **Florida's governor serves as chairman of Enterprise Florida board**

A satellite view of the Earth from space, showing the curvature of the planet. The state of Florida is highlighted in a light blue color, standing out against the darker blue of the surrounding oceans and the brownish-green of the continents. The text is overlaid on the image in a bold, italicized, yellow font.

EFI's mission: "To diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries."

Why Clean Energy in Fla.? 3 reasons ...

1. Nationally, Florida is one of the highest potential and largely untapped markets for clean energy technologies.
2. Energy development is critical to Florida's economic future.
3. Florida has the **research base** to become a clean energy innovation hub.

5 clean energy R&D centers

- Florida Atlantic University
- University of South Florida
- University of Florida
- University of Central Florida
- Florida State University

Florida's Green Energy Commitment

2008 Legislative session outcomes:

- Governor's Office on Energy and Climate Control
- Florida Energy Systems Consortium

Florida's energy policy

- Florida executes a comprehensive energy policy designed to:
 - **Reduce** state greenhouse gas emissions
 - **Increase** energy efficiency
 - **Promote** the widespread use of clean and renewable technologies.

Clean Energy: A targeted cluster

- Will **stimulate investment** into new technologies.
- Growing a robust clean energy market will strengthen the state's **economic future**.
- Help **preserve our natural environment** for the benefit of future generations.

Clean Energy: High Impact Performance Incentive (HIPI)

- **HIPI is used to attract and grow high impact facilities. Recipients must:**
 - be in a high impact sector
 - create ≥ 100 new full-time jobs (75 for R&D facilities) in a 3-year period
 - make an investment in Florida of $\geq \$100M$ ($\$75M$ for R&D facilities) in a 3-year period

Clean Energy in progress: Fla. leaders

Florida is home to:

- **Two of the world's leading power generation equipment manufacturers:**
 - Mitsubishi Power Systems
 - Siemens Energy
- **Up-and-coming leaders:**
 - fuel cell manufacturer **EnerFuel**
 - solar producer **Sunovia** Energy Technologies.

Clean Energy in progress -- Utilities highlight

- **Utilities -- expanding clean energy generation capacity; expediting clean energy technology use**
 - **Florida Power and Light:** a world leader in generating electricity from renewable energy sources.
 - **Progress Energy:** partnering with Florida universities to expand use of renewable energy systems; e.g., biomass, hydrogen, solar and wind.
 - **Gulf Power:** promoting solar water heating, geothermal heating and cooling and energy efficiency through its EarthCents programs.

Fla. infrastructure to support clean energy businesses and entrepreneurs

- **Specialized resources:**
 - More than 20 **business incubators**
 - 12 **research parks**
 - 12 **tech transfer offices**
 - 10 **entrepreneurship programs** and centers
 - SBIR grant ... **Phase “0”**
 - Nearly **60,000 engineers** and related workers

Recent recruitment/expansion projects

- **H2Diesel, Inc. – Seminole County (recruitment)**
 - Corporate HQ of renewable biofuel company
- **Guardian Ignition Interlock Manufacturing -- Brevard County (expansion)**
 - Vacuum systems components and control system design & manufacturing
- **Jupiter Plastics – Escambia County (recruitment)**
 - Manufacturing of plastic casing for wind turbines

Marketing/awareness campaign

- Webinars
- National publicity -- article placements
- E-mail drive -- more than 18,000 CleanTech Group members in 38+ nations
- eflorida.com Web site

Questions & Answers



diversifying florida's economy