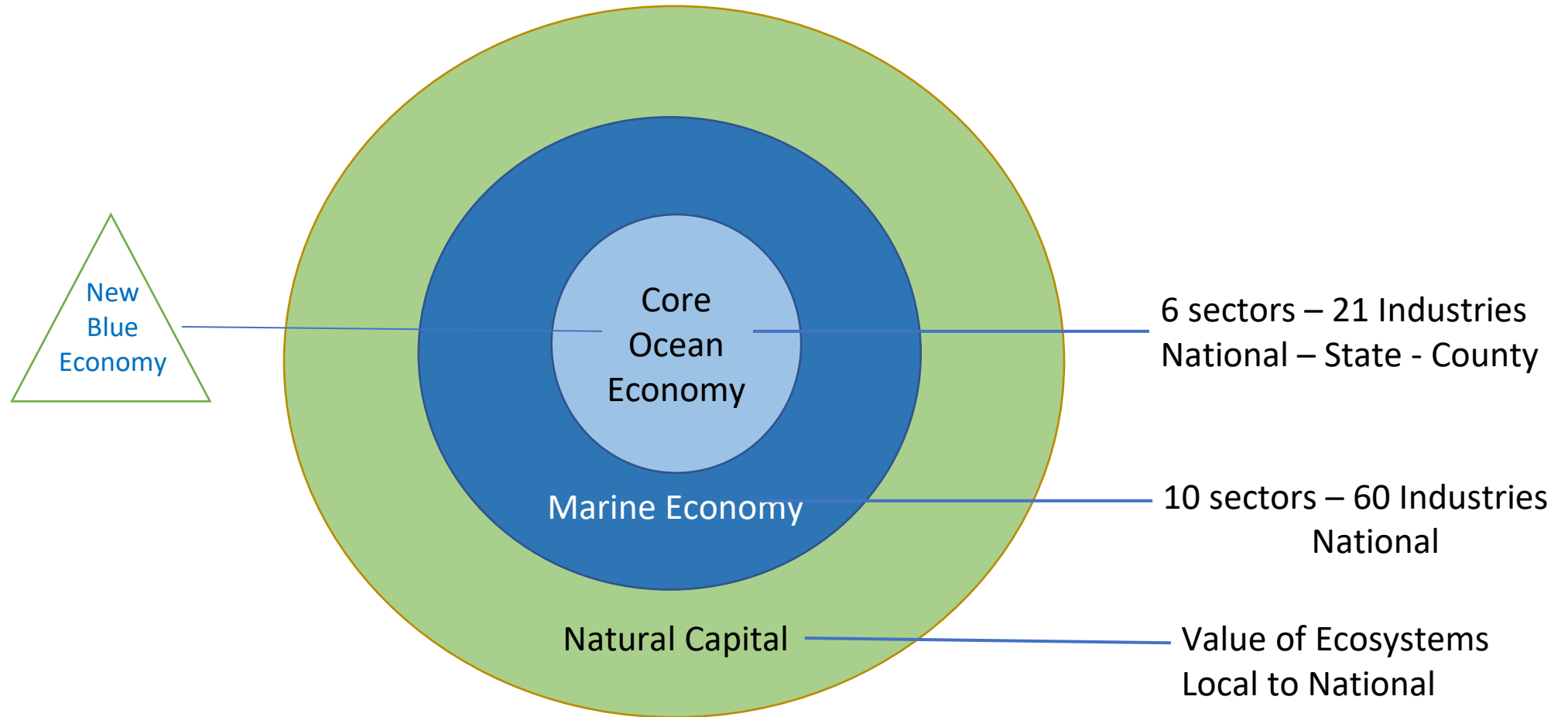




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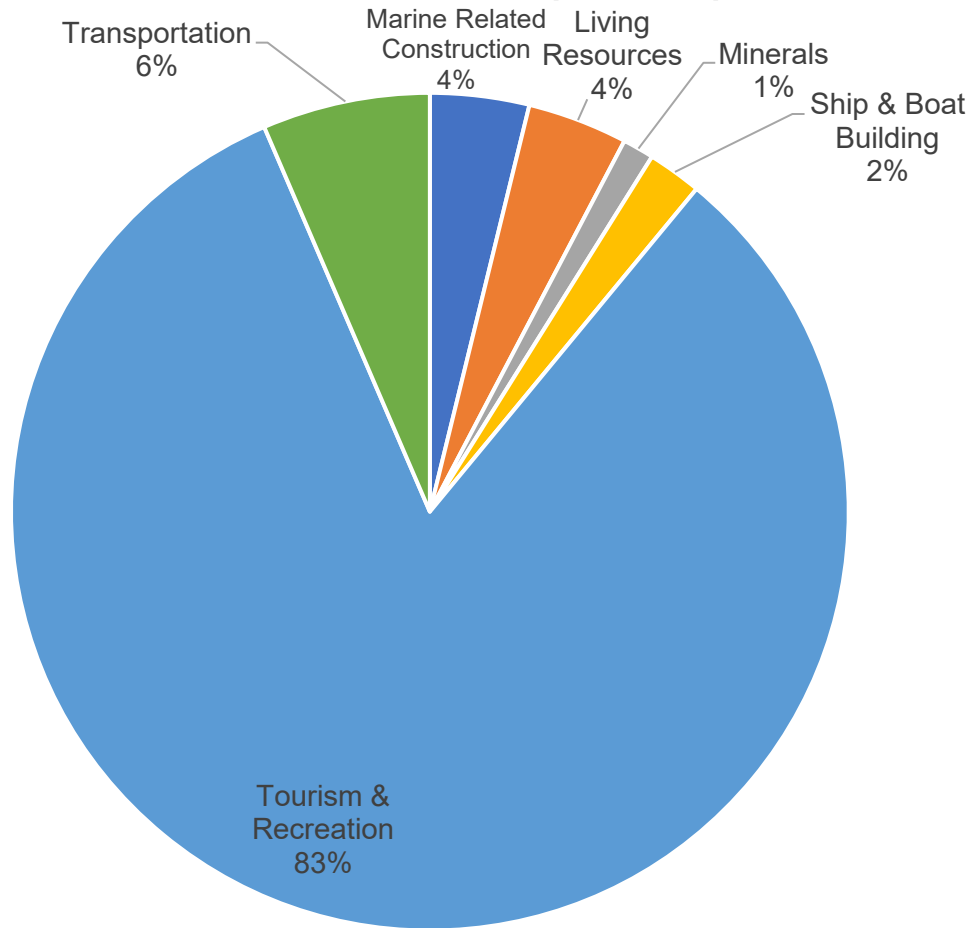
Florida: From Ocean Economy to Blue Economy

Expanding Views of the Ocean Economy

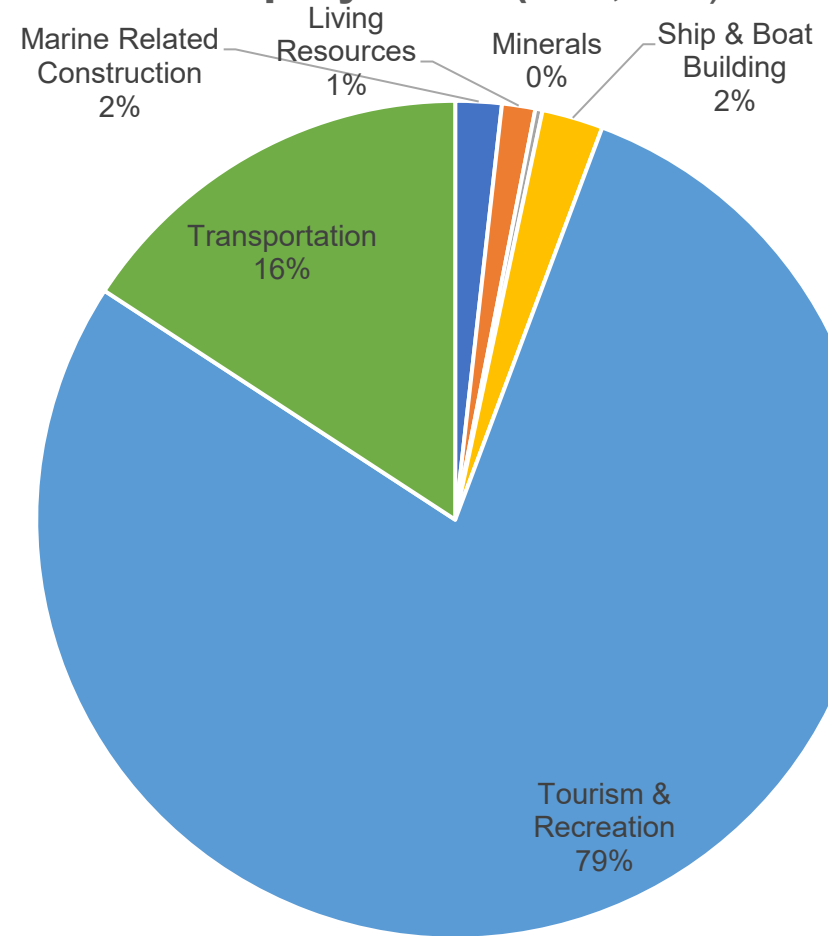


Florida Ocean Economy 2019

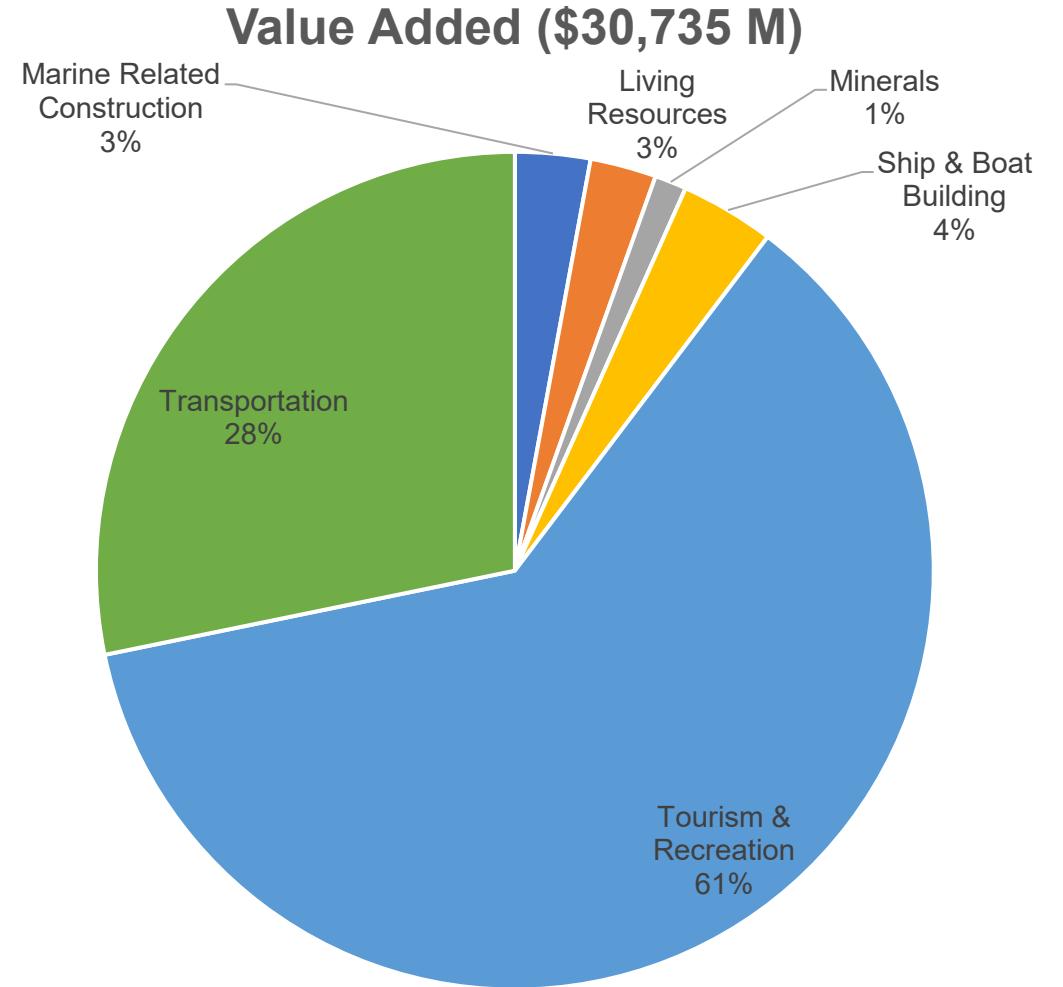
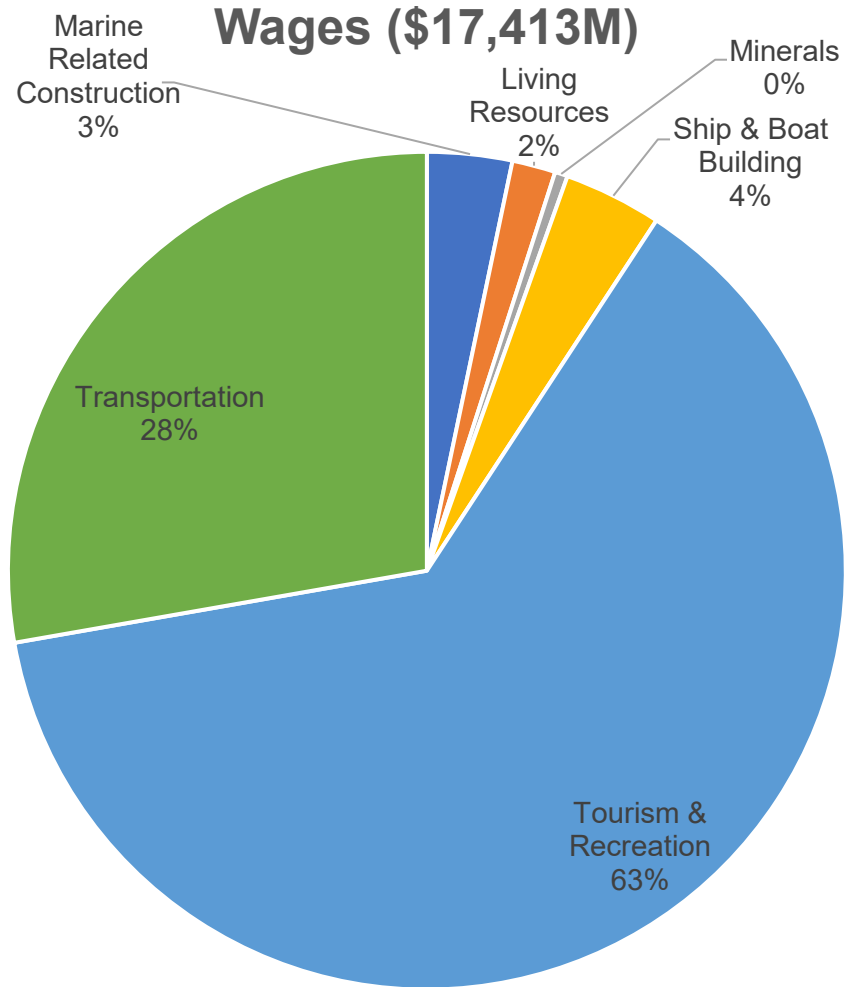
Establishments (23,379)



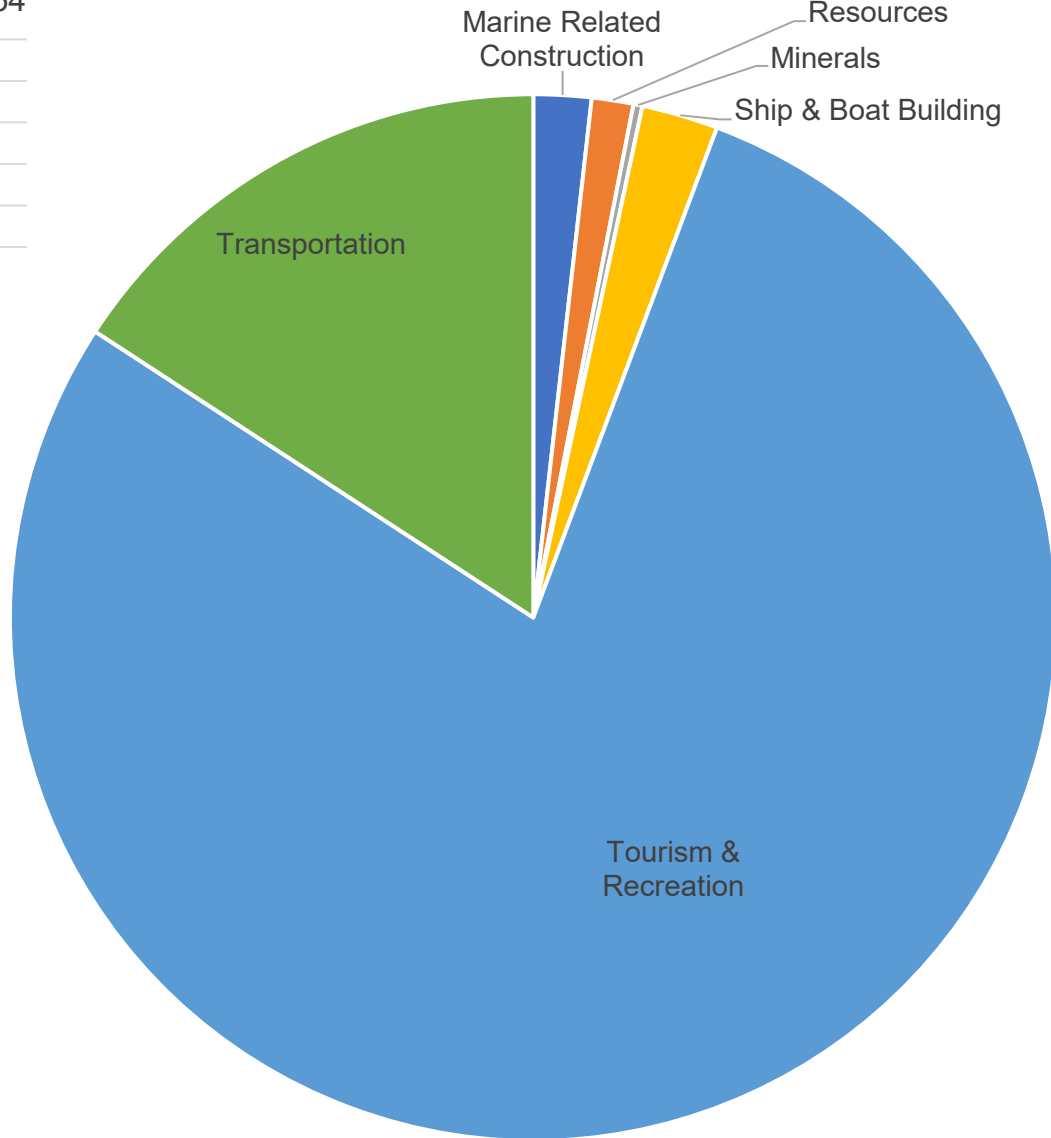
Employment (556,970)



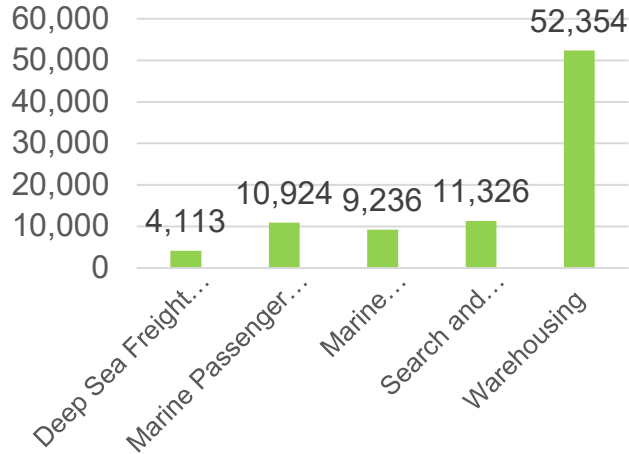
Florida Ocean Economy 2019



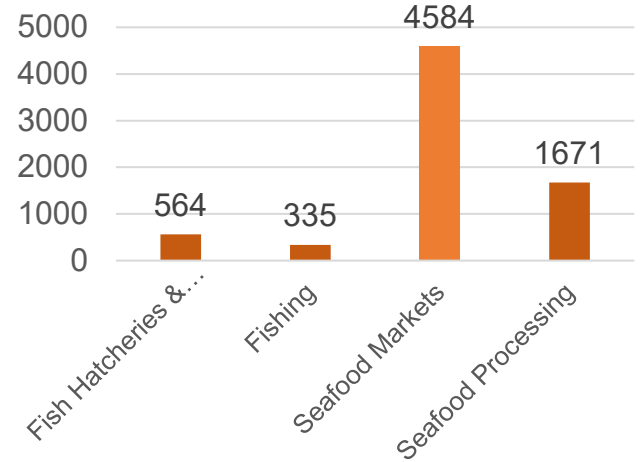
Employment (556,970)



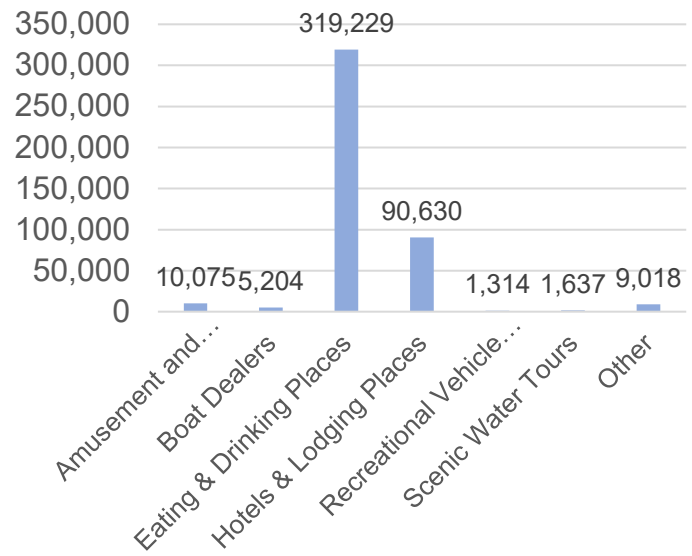
Transportation



Living Resources

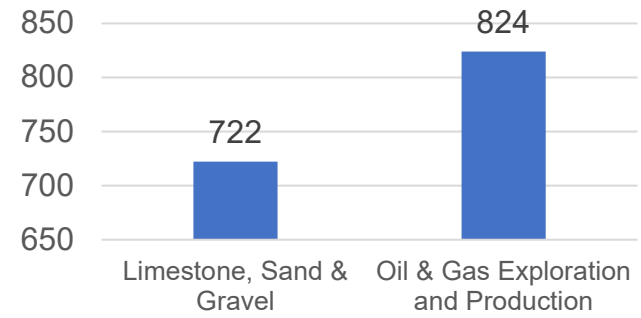


Tourism & Recreation

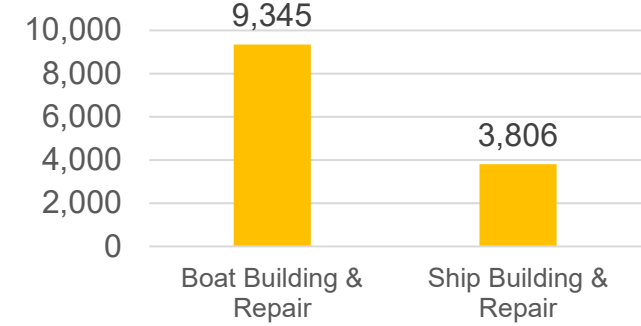


Other: Marinas, Sporting Goods, Aquaria

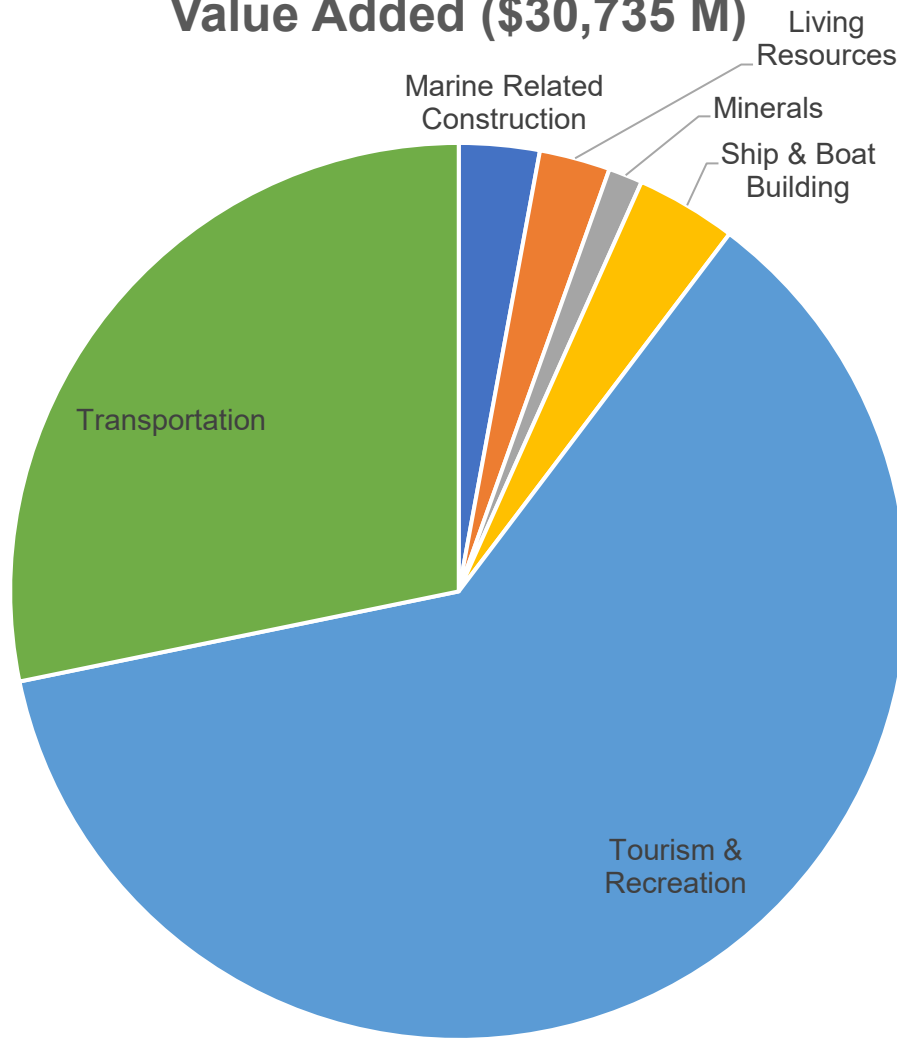
Minerals



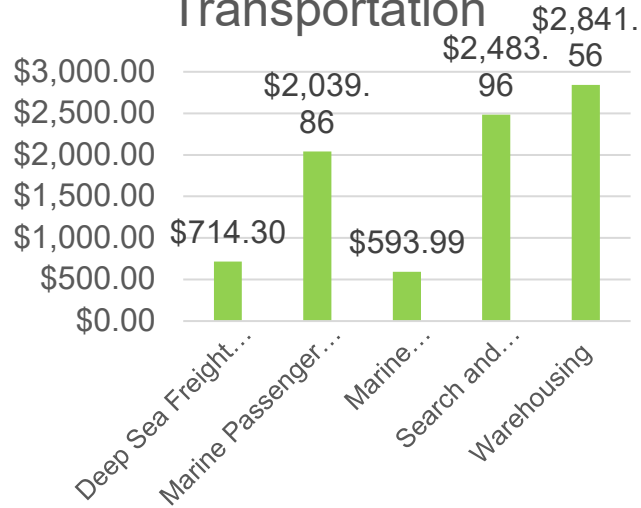
Ship & Boat Building



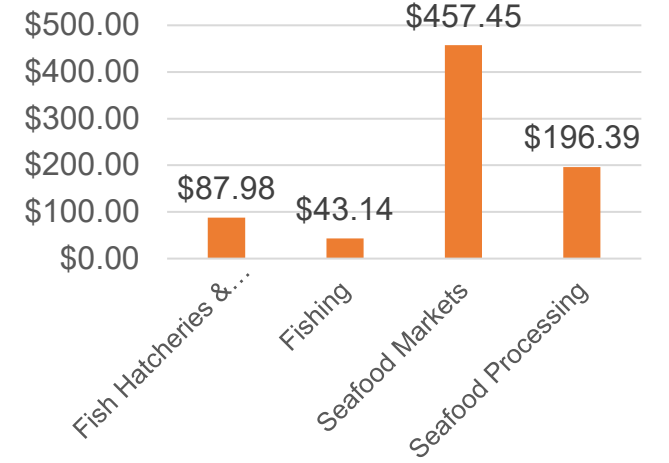
Value Added (\$30,735 M)



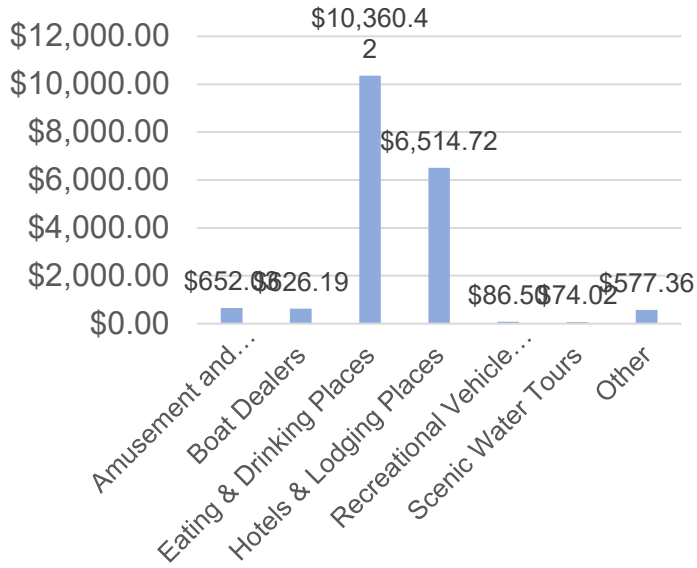
Transportation



Living Resources

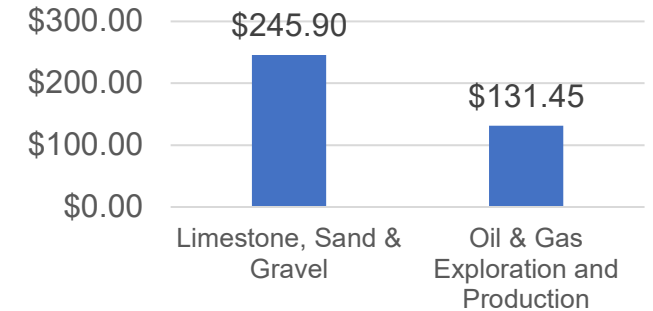


Tourism & Recreation

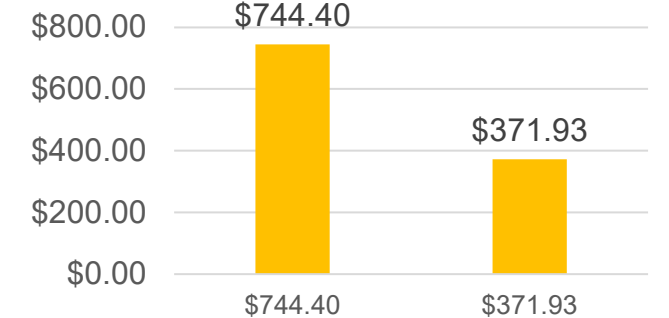


Other: Marinas, Sporting Goods, Aquaria

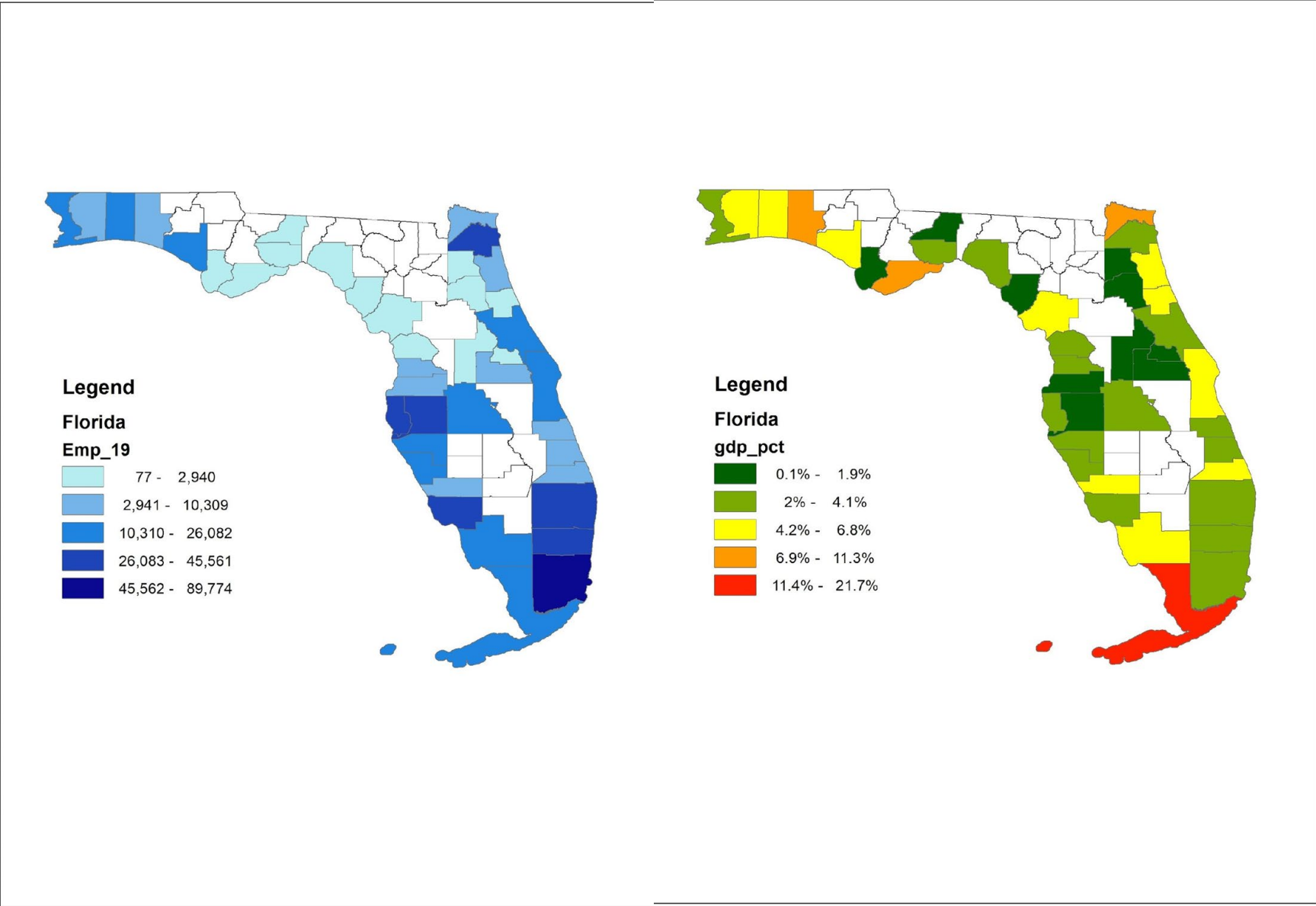
Minerals



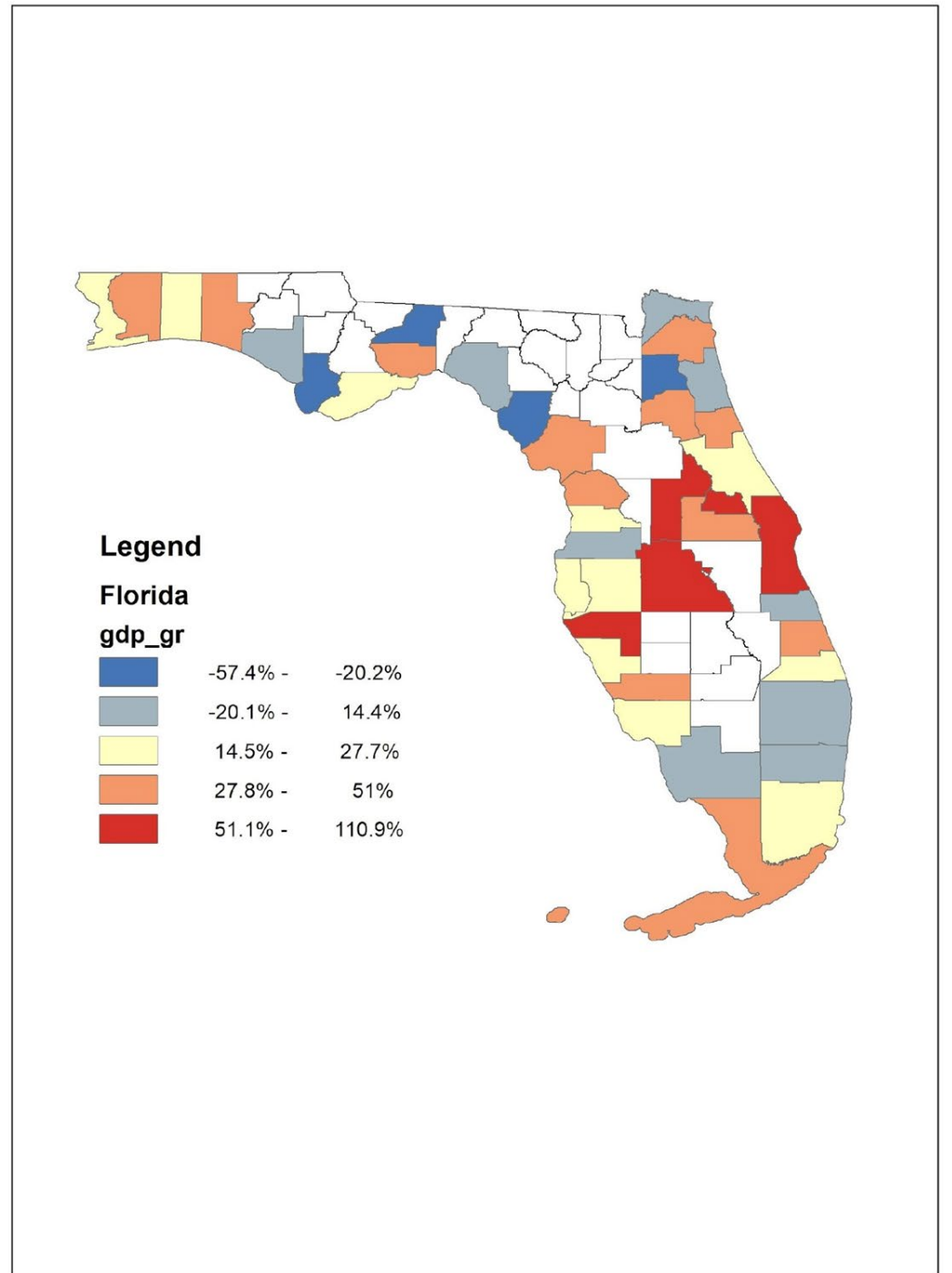
Ship & Boat Building



Distribution of the Ocean GDP in Florida

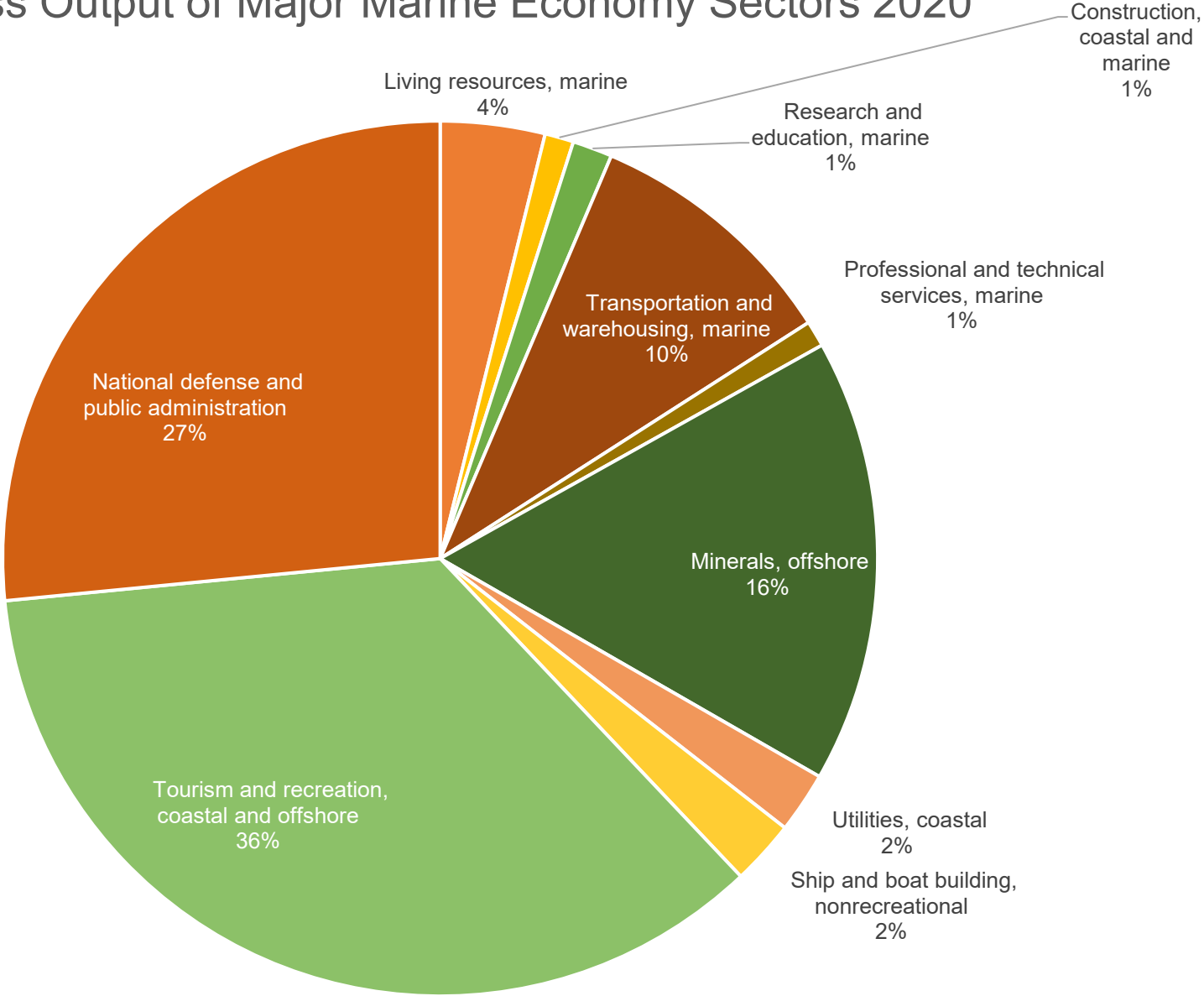


Growth in Ocean Real GDP 2010-2019

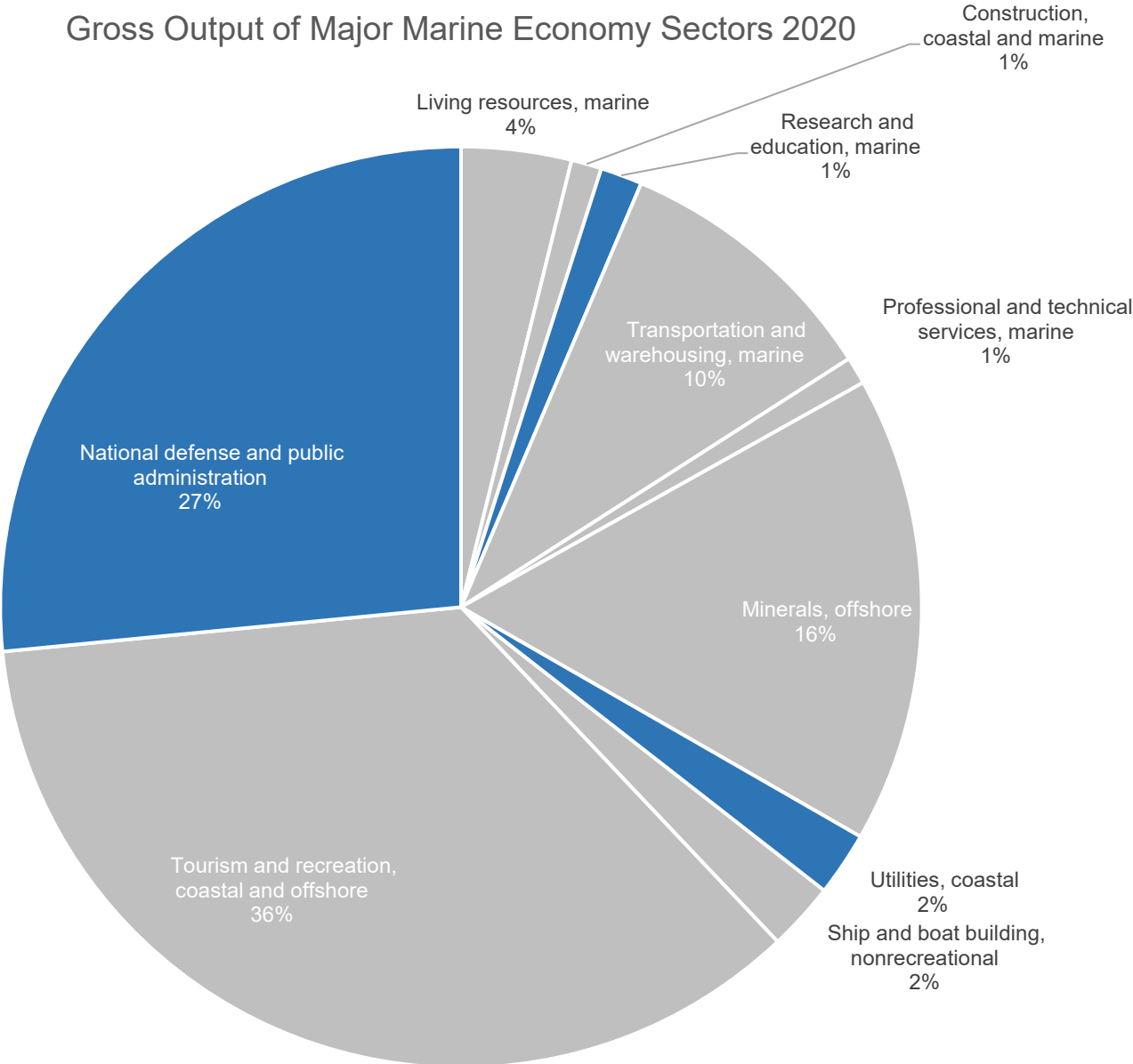


Gross Output of Major Marine Economy Sectors 2020

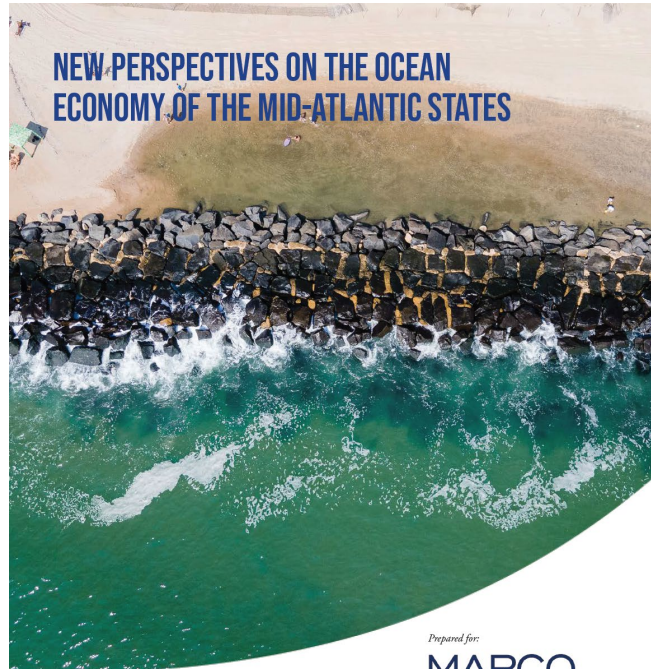
The Next Generation Ocean Economy: Marine Economy Satellite Account



Gross Output of Major Marine Economy Sectors 2020



Adding MESA data to Ocean Economy



DECEMBER 2021

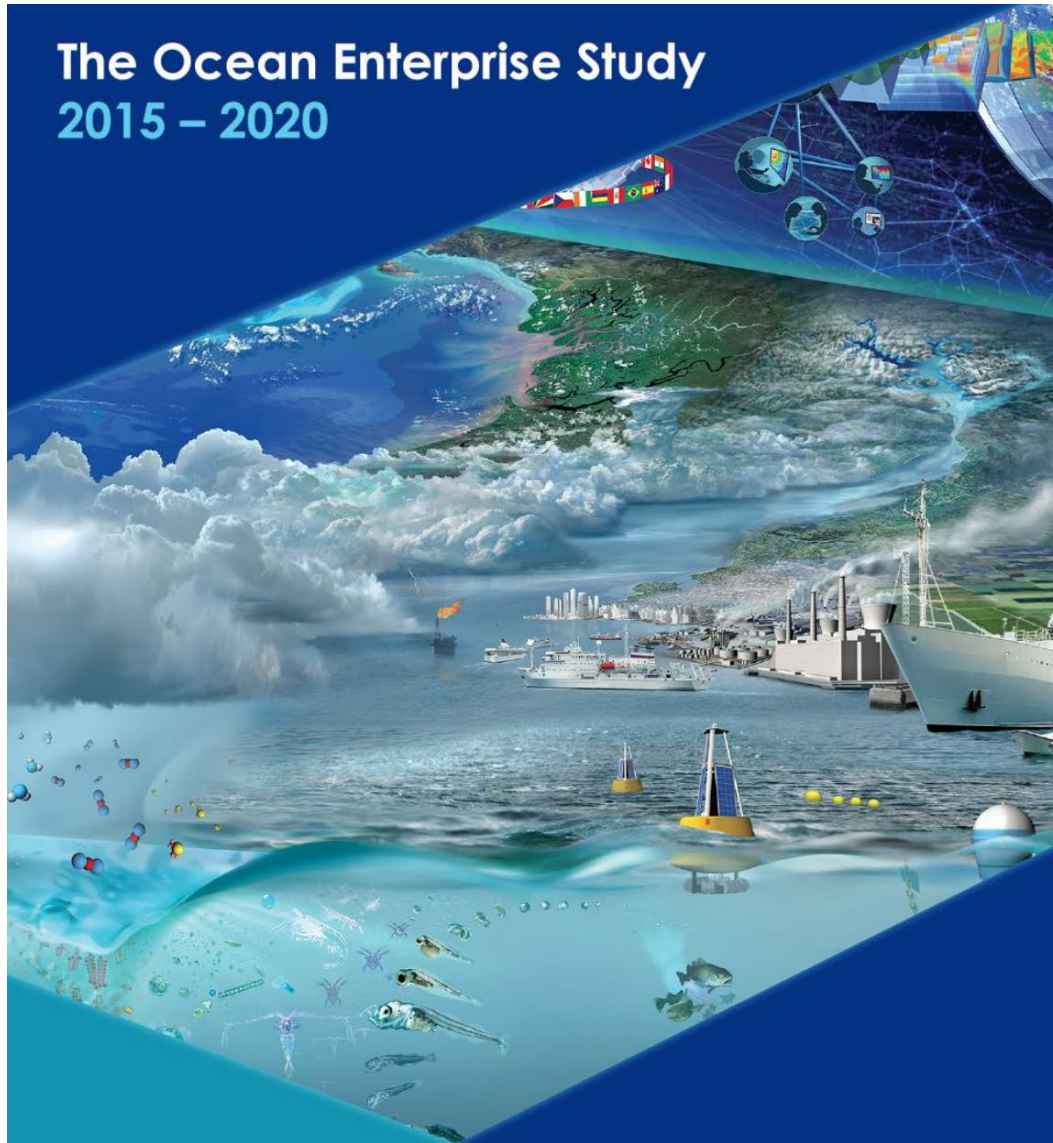
Prepared for:
MARCO
MID-ATLANTIC REGIONAL
COUNCIL ON THE OCEAN

By
 Middlebury Institute of
International Studies at Monterey
Center for the Blue Economy



Ocean Sector	Establishments	Employment	Wages (\$M)	GDP (\$M)
Marine Construction	595	8,977	\$769.09	\$1,422.41
Living Resources	1,668	14,026	\$619.88	\$1,923.38
Offshore Mineral Extraction	289	1,527	\$107.04	\$292.01
Ship and Boat Building	154	40,837	\$3,024.82	\$4,278.06
Tourism and Recreation	39,597	628,927	\$18,616.81	\$41,596.83
Marine Transportation	2,326	153,373	\$10,203.62	\$17,384.25
ENOW Ocean Sectors	44,612	847,667	\$33,341.25	\$66,896.93
Marine Research and Education	37	7,231	\$235.35	\$316.87
State Government*	31	6,360	\$397.64	\$654.66
Tourism & Recreation Revised	21,852	417,411	\$2,615.40	\$5,810.70
Electric Power Generation	328	24,522	\$3,182.37	\$22,408.61
ENOW +	21,920	431,003	\$3,248.39	\$6,782.22
TOTAL REVISED OCEAN ECONOMY	26,935	649,743	\$17,972.83	\$32,082.32
Tourism & Recreation Peak	37,534	696,447	\$4,531.02	\$10,093.85

The Ocean Enterprise Study 2015 – 2020



A study of U.S. New Blue
Economy business activity

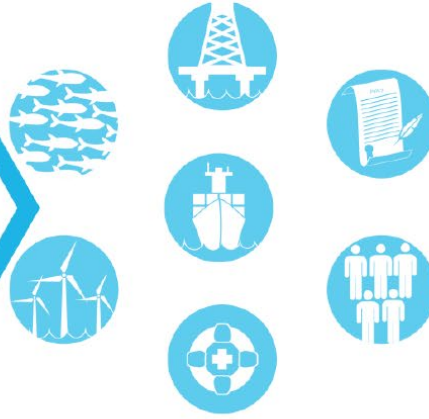


The Blue Economy

The New Blue Economy

End-Users

Public and private organizations that derive safety, economic or stewardship benefits from New Blue Economy products and services



Intermediaries

Public and private organizations that add value to public and private ocean data and information, tailoring it to meet specific end-user needs

Private syntheses and models

Public good core ocean information

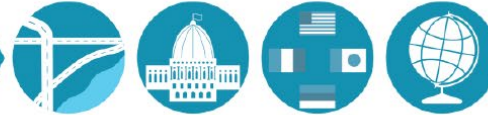


Private observations and measurements

Producers

Public organizations delivering core ocean observations, measurements, analyses and model outputs as public goods

Local National Regional Global



Public good observations and measurements

Providers

Businesses delivering the technological means to undertake ocean observations and measurements

Observing technologies

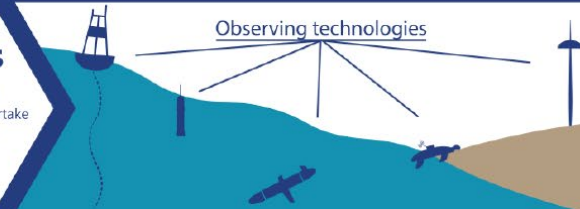
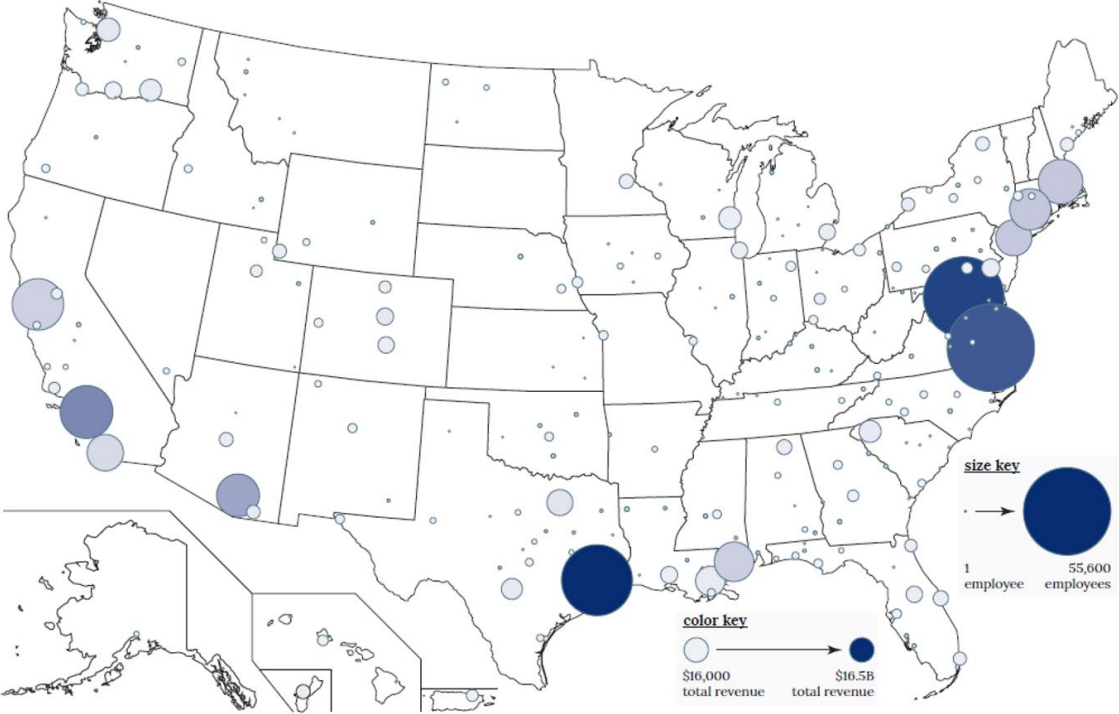
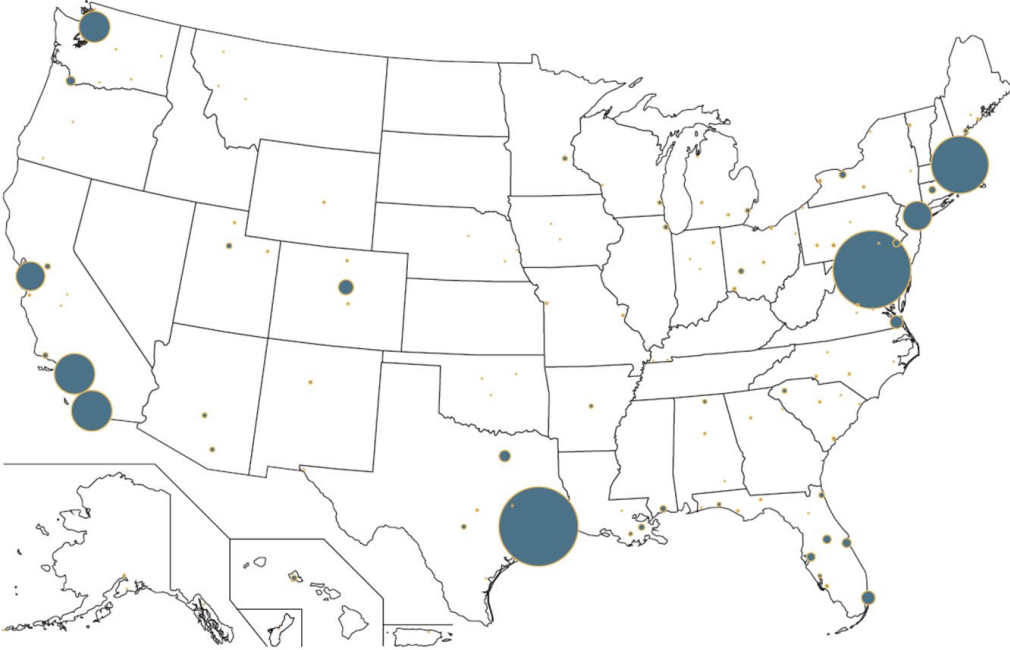


Figure 3.13. Geographic distribution of total employment and revenue of Ocean Enterprise businesses.

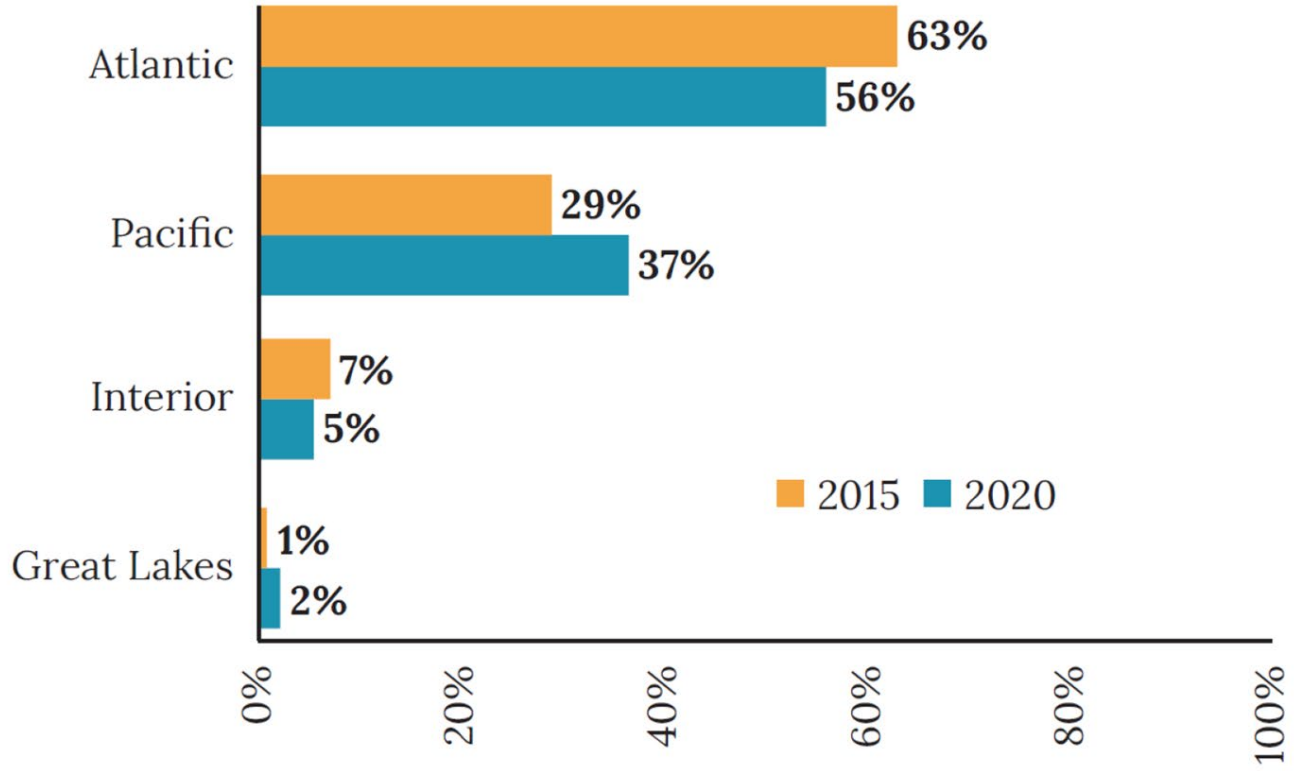


2020 U.S. Ocean Enterprise: 814 Businesses across 45 States supporting 325,000 Employees generating \$8.0B Ocean Enterprise Revenue



The New Blue Economy (Blue Tech)

Figure 3.7. Ocean of access of respondent businesses.





Natural Capital: The Value of Ecosystem Services



Natural Infrastructure: Wetlands Attenuating Flood Damages:

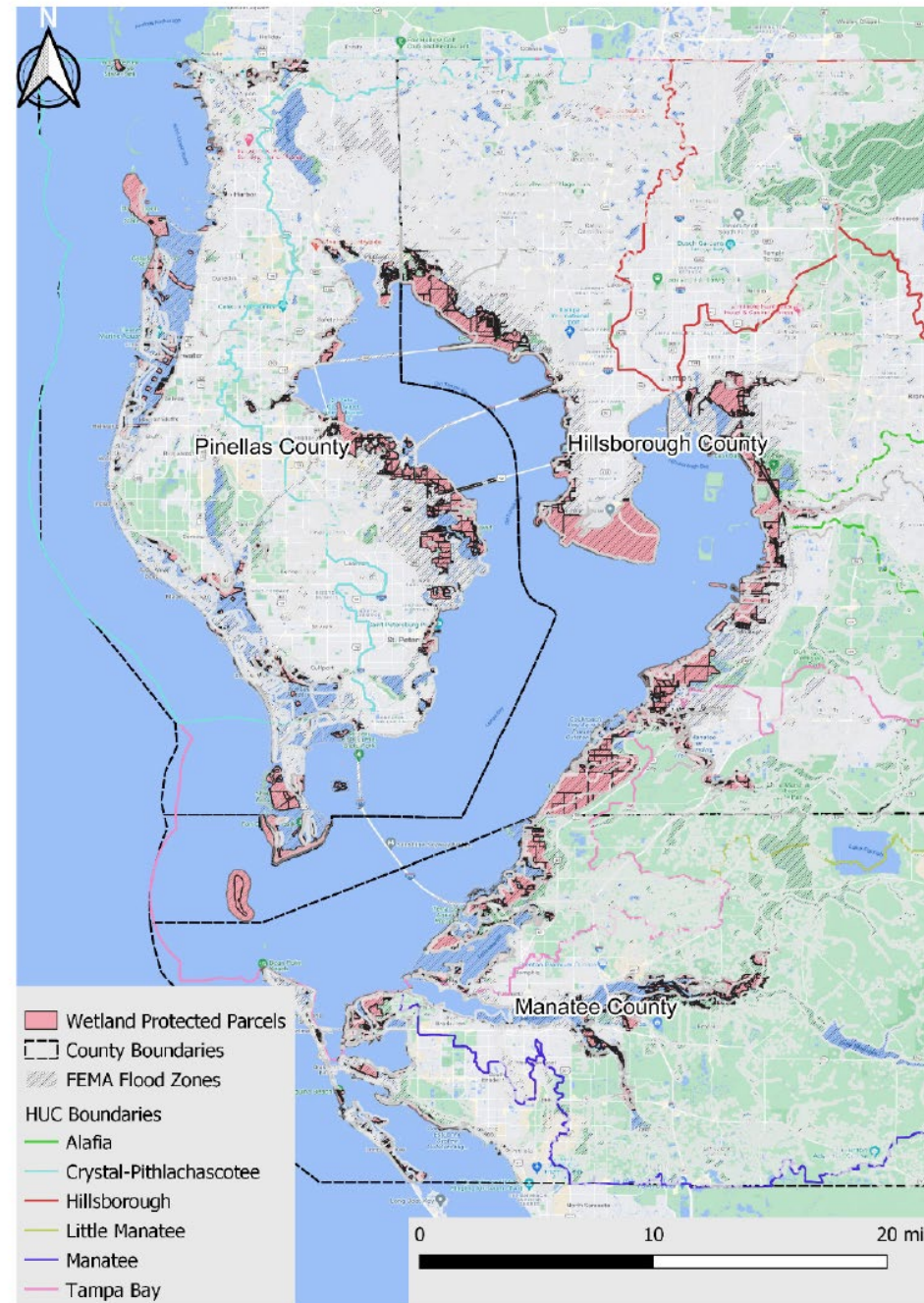
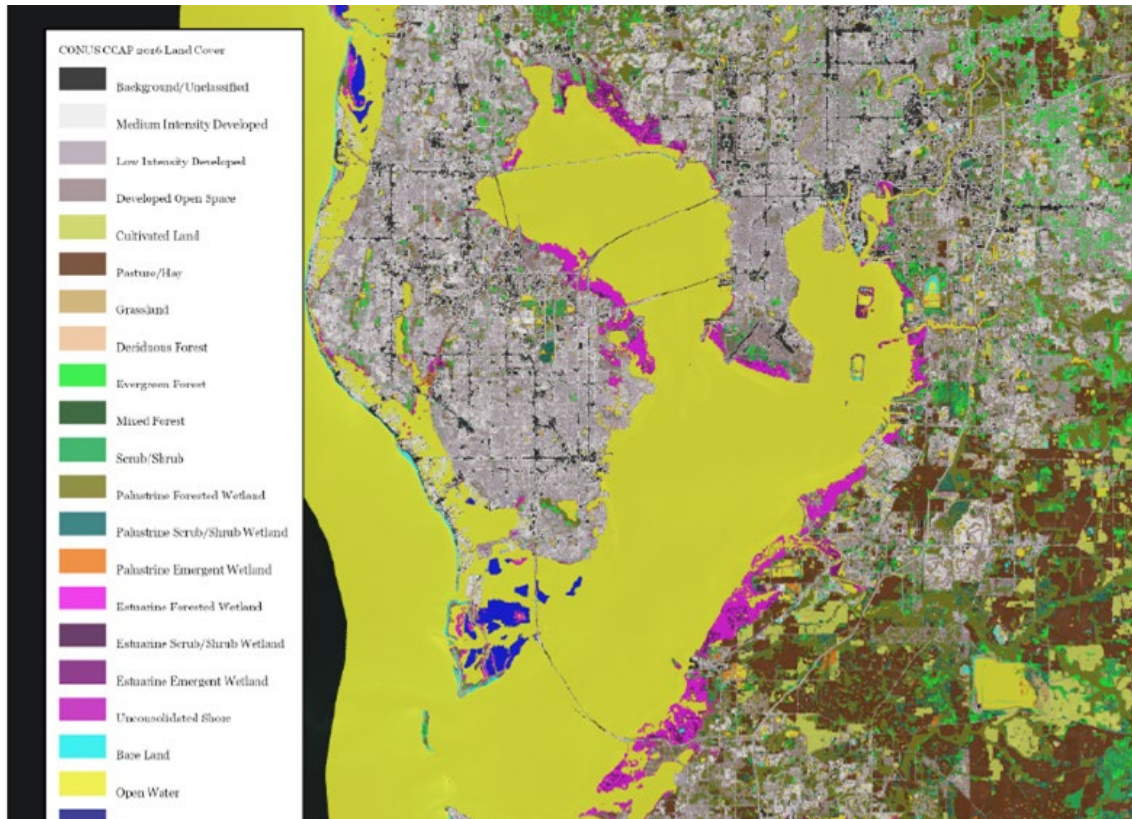


Figure VIII-3. Tampa Bay Wetlands and Parcels

Blue Carbon: Keeping Wetlands Intact and Carbon out of the Atmosphere



Tampa Bay	Total hectares in analysis	Estimated benefits per hectare of wetlands (\$Thousands)		Total Estimated Benefits (\$Millions)	
		Low estimate	High estimate	Low estimate	High Estimate
Natural Infrastructure	34,377	\$26.2	\$78.7	\$902.0	\$2,705.1
Coastal Blue Carbon ⁷³	24,439	\$1.2	\$6.6	\$7.7	\$44.2
Total				\$909.7	\$2,749.3

The Value of the Ocean and Coasts for Florida

- In 2019
 - 24,000 establishments
 - 557,000 employees
 - \$17.4 billion in wages
 - \$30.7 billion in GDP
- To Be Added:
 - National Defense
 - Research and Education
 - State Government
 - Services
 - Real Estate
 - Natural Capital



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