



Florida Ocean Perspective



Florida Ocean Alliance Board of Directors

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



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Business Development Advisor, Ocean Renewable Power Company LLC

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Mitchell A. Roffer, Ph.D.

President, Roffer's Ocean Fishing Forecasting Service, Inc.

Jerry Sansom

Executive Director, Organized Fishermen of Florida, Inc.

Richard Snow

President/CEO, The International SeaKeepers Society

Megan Stolen

Research Scientist, Hubbs-Sea World Research Institute

Strategic Recommendations for 2016

*Actions the Florida Governor and Legislature can take in 2016
to advance Florida as a global economic leader*

in ocean and coastal conservation, research, and innovative technology development

Recommendation 1:

Support Florida Ocean Alliance's 2016-2017 funding request for \$300,000 to:

1. Update and expand its Florida Oceans and Coasts Economic and Cluster Analysis and
2. Work with directed state agencies to develop a proposal for a comprehensive strategic ocean and coastal plan for the State of Florida. The economic analysis will document the economic value of Florida's ocean and coastal industries and natural assets. Creating a proposal for a coastal and ocean plan for the State of Florida will move the State towards its position as a national leader in ocean and coastal stewardship and strategic economic development.

Return on Investment Value – The last Florida Ocean Alliance assessment was completed in 2013 and was reliant on 2009-2011 economic data. The new assessment will capture economic valuation and trends for Florida's ocean and coastal industries and natural resource assets. The assessment will explore economic growth potential for Florida with a vision to position Florida as a national leader in responsible ocean and coastal economic development, conservation, scientific research, and technology innovation. The final report and executive summary will be distributed to the Governor's Office, Florida Legislature, Visit Florida, Career Source Florida Inc., Enterprise Florida Inc., and to the public through the Alliance website (<http://www.floridaoceanalliance.org/>)

Recommendation 2:

Request that the Florida Ocean Alliance work with state agencies in a public-private partnership to develop a preliminary proposal and cost estimate to prepare and deliver a comprehensive and strategic ocean and coastal plan for the State of Florida. This preliminary proposal and budget will be presented to the Governor and Florida Legislature in August 2016 for implementation consideration and funding during the 2017 Florida Legislative Session.

Return on Investment Value – The State of Florida is in a historic position to develop a strategic plan for its ocean and coastal economy that integrates natural resources conservation, economic growth and efficient use of available economic resources to restore and sustain its valuable water and coastal resources. A comprehensive, statewide planning process would establish a vision for Florida's ocean and coastal future, help decrease stakeholder use conflicts, identify innovative partnerships (e.g. coupled space and ocean research and technology development), and help cultivate a brand for excellence that will diversify and grow Florida's ocean and coastal industry clusters and jobs.

Why Florida Ocean Alliance?

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 to protect and restore Florida's ocean & 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 public-private-independent leadership alliance since 2000.



Vision

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

Mission

The Florida Ocean Alliance is a nonpartisan organization 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 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 development 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.
- Expert, multi-industry sector testimony to national or state agencies and commissions concerned with ocean or coastal policy.

Request More Information

Contact: Lenore Alpert, Executive Director
lalpert@floridaoceanalliance.org

Florida Ocean Alliance Past Initiatives

- Florida Ocean Alliance Annual Perspective on Florida's Oceans and Coasts: A Dispatch to the Florida Governor and Legislature (Inaugural dispatch 2014)
- Sponsor of Florida's Oceans Day at the Capitol in Tallahassee, FL (Held annually since 2001)
- Florida's Oceans and Coasts: An Economic Cluster Analysis (2013)
- Healthy Oceans Generate Jobs for Florida's Economy (2013)
- Florida Ocean Alliance Comments on the National Ocean Policy Draft Implementation Plan, filed with 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)

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Executive Director, Florida Ocean Alliance



December 1, 2015

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

Dear Governor Scott and Members of the Florida Legislature:

The Florida Ocean Alliance is pleased to present you with our third annual Ocean and Coastal Perspective 2016.

In this dispatch, we share two strategic and highly-focused recommendations and requests. We offer these as high-priority action issues for consideration by the Governor and Legislature in 2016.

The Florida Ocean Alliance believes strongly that these two recommendations for 2016 Legislative consideration will help to position Florida as a national leader in ocean and coastal innovation and planning. More importantly, these recommendations create a statewide framework to assist Florida's elected leaders to address complex ocean and coastal issues, respond to potential industry-natural resources conflicts, and prioritize annual Legislative funding for projects from a variety of revenue sources.

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Steven M. Cernak".

Steven M. Cernak, Chair