



**Florida
Ocean
Alliance**



2021

Florida Ocean Perspective

<http://www.floridaoceanalliance.org/>



Port of Palm Beach



The Beaches of Fort Myers and Sanibel

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

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Lenore Alpert, Ph.D.

Executive Director, Florida Ocean Alliance

Florida Ocean Alliance Update on 2020 Legislative Direction & Priority Recommendation for 2021

Report on 2020 Legislative Direction

As Florida struggles to recover from the COVID pandemic, it is critical to focus on the opportunities offered by the state's invaluable Blue Economy. These opportunities and the bold actions needed are outlined in recommendations of the 2020 Strategic Plan "Securing Florida's Blue Economy: A Strategic Plan for Florida's Oceans and Coasts." The Plan was called for and supported by a grant in 2019 from the Florida Legislature to the Florida Ocean Alliance (FOA).

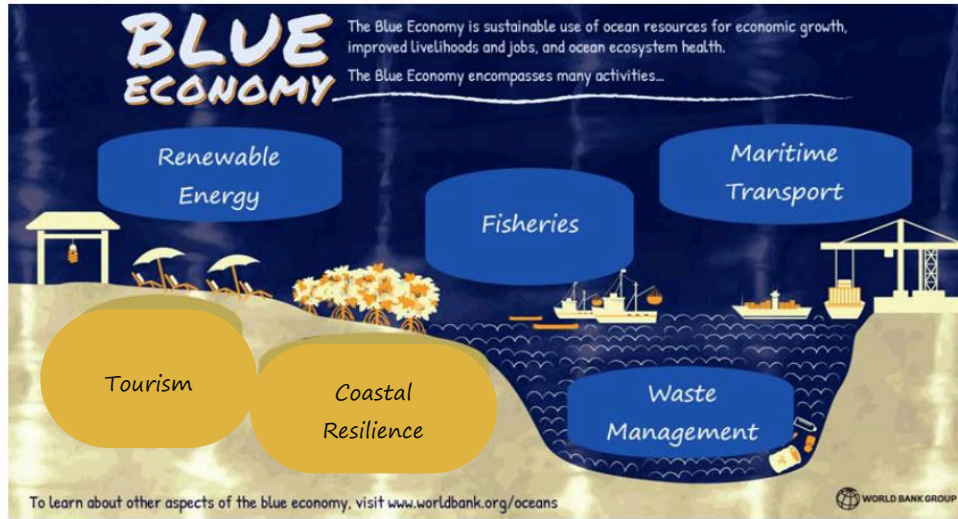
The Strategic Plan contains priority issues, strategies and actions that bridge the gap between policy and stewardship of Florida's rich portfolio of ocean and coastal resource assets (natural and human-built). Implementation of the Plan will result in economic expansion and improved resilience. Plan priorities can be implemented in the near-term without a need for extensive resources.

The top priority action is to create a forward-thinking, innovative, statewide, public-private partnership under the Executive Office of the Governor, similar to other executive-level state partnerships. The purpose of this public-private partnership is to bring together key representatives from the public sector and private industry to apply their experience, expertise, and resources to help solve ocean and coastal issues. This structure would provide a connected leadership that is critical to addressing ocean and coastal issues.

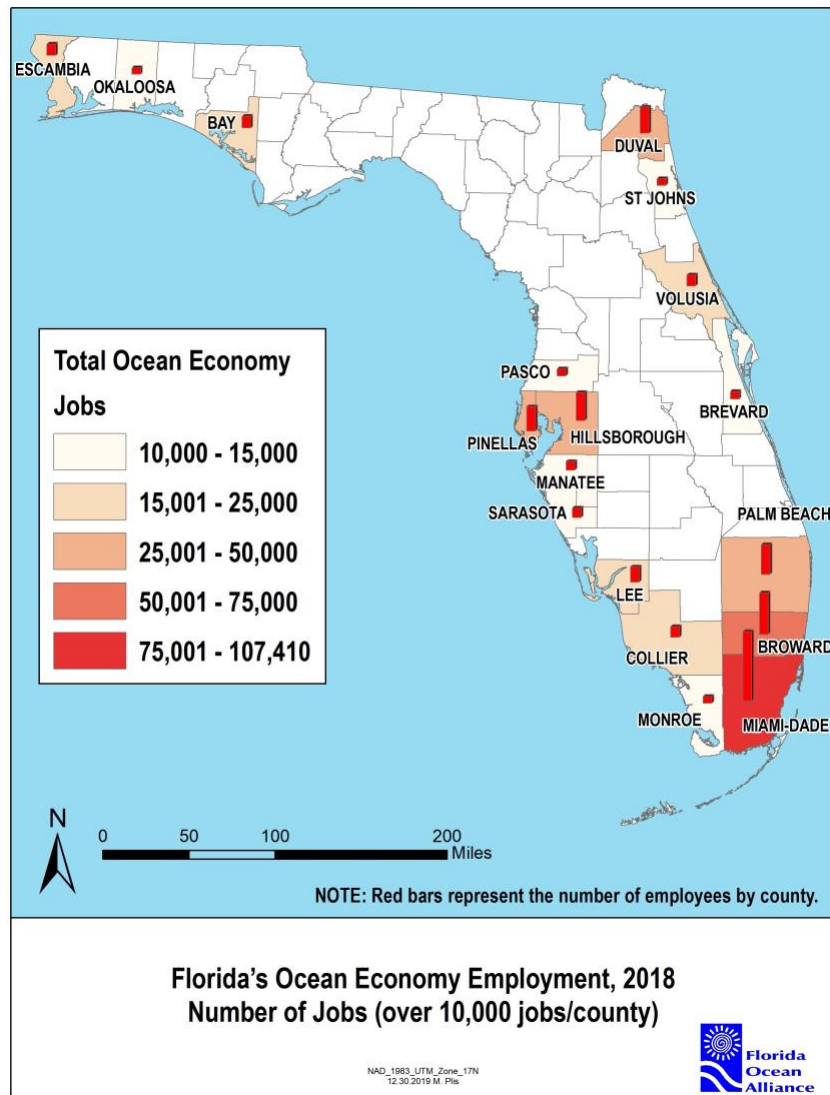
Recommendation for the 2021 Legislative Session

The Florida Ocean Alliance requests your support of legislation that would amend and revise the 2005 Florida Oceans and Coastal Resources Act to update the legislation, remove cumbersome language, and develop a long-lasting ocean and coastal public-private partnership for Florida. The new legislation calls for a targeted biennial priorities report from the Florida Ocean Alliance for consideration and codifies an on-call role for FOA to assist ocean and coastal decision-making. The Florida Ocean and Coastal Resources Act of 2021 contains no appropriation request, yet will significantly enhance the ability of Florida to make strategic decisions and investments in its Blue Economy, resulting in greater prosperity, improved coastal resilience and increased sustainability of our shared natural resources.

The Florida Ocean Alliance 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 & 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 20 years.



Florida's Blue Economy is a key driver of economic activity, providing hundreds of thousands of jobs. The state's ocean and coastal resources are critical to Florida's prosperity. The Strategic Plan 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 directly accounted for \$37.6 billion in economic activity in 2018. Leading industries include ocean tourism, ocean transportation, marine industries, ocean recreation, and living resources.



Background on Florida Ocean Alliance

Vision

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

Mission

The Florida Ocean Alliance is a nonpartisan organization dedicated to bringing together the private sector, academia, and non-profit research organizations in Florida to promote economic growth while protecting and enhancing 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 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.

Past 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 DC (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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