



## Visibility – Public Relations Working Group

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### *Action Plan:*

Committee effort put in place to *create awareness* of the benefits that manufacturing contributes to the state's economy and get this message to our target audience of policy makers, general public, existing Florida manufacturers & businesses, education system and businesses outside the state of Florida.

- 1) Sub-Committee to create a collateral piece
  - a. Include a clear and concise statement about Florida manufacturing.
  - b. This handout to be used at any time we have the presence of a Florida local or state legislator, educator, etc.
  - c. Include benefits that manufacturing contributes to the economy
  - d. Include data or bullet point facts
    - i. How many mfg. companies & jobs in the state, etc.
    - ii. Present positive info in fact piece
  - e. Create 2<sup>nd</sup> handout w/ negative side of mfg. competitiveness, workforce and tax issues (use EFMAC sub-committees for this information)
  - f. Publicity article in Florida Trend, etc.
- 2) Take current "Florida Manufacturing Day" in September and invite legislators to tour facilities in their region – Florida Manufacturers Association is taking the lead on this project – more info will follow as available.
  - a. Promote heavily months prior to event day/week
  - b. Possibly include a "Buy Florida" campaign and expo
  - c. Invite Legislators, Students and Educators
- 3) Production of quarterly newsletter to go out to local and state legislators
  - a. Work with Metro Orlando EDC for creation of collateral piece and newsletter