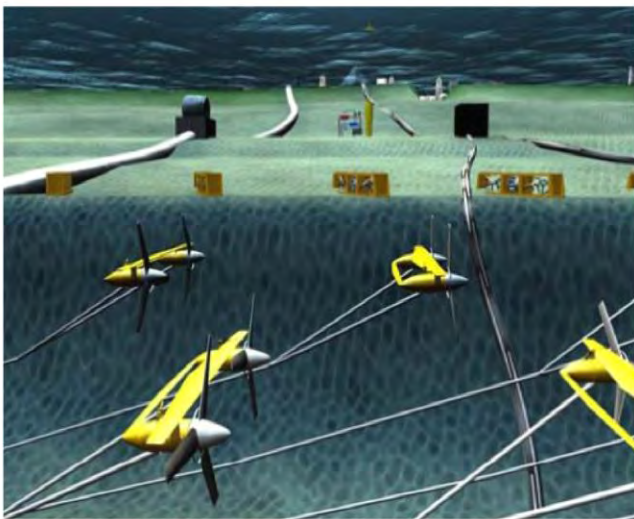




**Florida
Ocean
Alliance**



Oceans of Opportunity: Managing Future Uses of Florida's Ocean Spaces



June 2011

Preface

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. Recognizing the interconnection of Florida to its neighbors in the Caribbean Basin, along the Gulf of Mexico, and the Atlantic Coast, the Florida Ocean Alliance is committed to positioning Florida as an international leader to integrate ocean conservation, education, and responsible economic development. Private sector members include representatives from ocean-related industries in tourism, ports, shipping, cruising, recreational and commercial fishing, and recreational boating. Other members include representatives from nonprofit research organizations, academia, the ocean research community, and public interest groups.

The Alliance serves as a clearinghouse for information on key ocean and coastal issues facing Florida. It monitors and publicizes actions related to the oceans and coasts. The Alliance focuses on outreach and educational activities for the public and policymakers, including conferences, papers on ocean and coastal policies, economic studies, and testimony to national or state agencies and commissions concerned with ocean or coastal policy. Each year the Alliance sponsors Florida Oceans Day in the State Capitol in Tallahassee.

The Alliance was formed in late 1999 and evolved from the members participating in the Florida Governor's Ocean Committee. This group recognized the vital role of coastal and ocean resources to Florida's quality of life and economic vitality in their 1999 Final Report, available at: www.dca.state.fl.us/ffcm/FCMP/Programs/prog.htm. Since that time, two national commissions have considered the impact of the oceans on the nation, and a new effort is underway to develop a national ocean policy that includes marine spatial planning. Part of the Alliance's role is to ensure that Florida's perspective is represented in this national dialogue and that members have an opportunity to raise their issues with national and state policymakers. Additional information on the Alliance is available online at www.floridaoceanalliance.org.

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The Board of Directors of the Florida Ocean Alliance has guided the development and content of this report. The research effort was led by Dr. Lenore Alpert, Executive Director of the Florida Ocean Alliance, with key research assistance from Angela Grooms.

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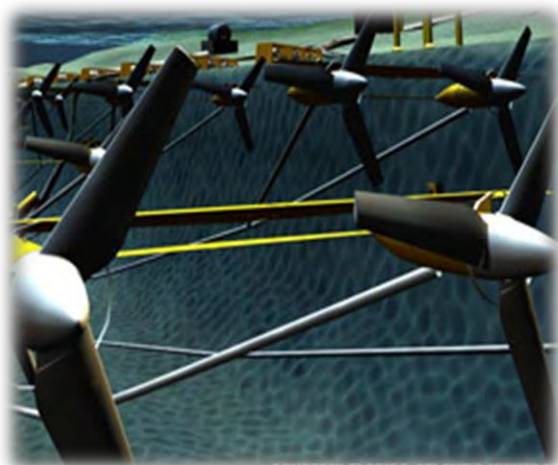
I. Executive Summary

Coastal and ocean spatial planning is an essential first step for Florida to manage its oceans and become a national and global leader in marine industry development, emergency planning and response and natural resource asset protection. The Florida Ocean Alliance (FOA) recommends that Florida be proactive in developing a comprehensive plan for use and protection of its oceans to leverage emerging opportunities for industry diversification, cluster development and job creation, while preserving the long-term integrity of natural systems. FOA members represent ocean-related industries in tourism, ports, shipping, fishing, boating, cruising, technology, as well as scientific research organizations, academic institutions and public interest groups.

Emerging economic opportunities for Florida's coastal oceans include oil and gas exploration and production, energy from wind and currents, and offshore aquaculture and mineral mining. As these opportunities emerge, so do the conflicts they create with existing activities and the need for healthy oceans. To encourage the development of new ocean industries in Florida and ensure that current uses and resources are managed sustainably, the state needs a plan for use of its ocean waters, just as it does for its land. Our economic and social well-being depends on it.

Our oceans and coasts drive our economy. In Florida, oceans and coasts generate a total of almost \$562 billion in cash flow and hundreds of thousands of jobs.¹ Directly related to the ocean are over 500,000 jobs and over \$13 billion in wages, for a total contribution of \$25 billion to Florida's total gross domestic product.²

"Florida will recover from its economic downturn. With the use of marine spatial planning to develop new uses of the oceans and enhance existing uses for better economic gain, we can hasten such recovery while ensuring sustainable benefits from our ocean resources." Michael W. Sole, former Secretary of the Florida Department of Environmental Protection



¹National Ocean Economics Project. *Phase II, Facts and Figures: Florida's Ocean and Coastal Economies Report*. (2008). Monterey Bay Aquarium Research Institute for Florida Oceans and Coastal Council. Available at <http://www.floridaoceanalliance.org>

²*Ibid.*

“Florida's coastal and ocean economies are extremely important. Almost 80% of Florida's economic activity occurs in the state's 35 coastal counties. Considering industry groups in Florida that depend completely on the ocean's resources, tourism and recreation generates 72% of all economic activity, and marine transportation generates 18%. These same two industry groups contribute 15% and 10%, respectively, to the US ocean-dependent economic activity.” Dr. James Cato, Professor Emeritus, University of Florida



Several examples illustrate the economic importance of oceans and coasts. Florida's beaches are the number one tourist attraction for some 90 million visitors who traveled to Florida in 2009. Revenues from out-of-state beach tourism contribute \$39.1 billion in total economic impact with direct and indirect spending, including \$19.3 billion in direct spending, \$600 million in state sales tax, and 500,000 jobs.³ Marine transportation is also of great significance to the state's economy, contributing \$66 billion in total economic value and 550,000 direct and indirect jobs in 2009, with \$1.7 billion for state and local tax revenues.⁴ The cruise industry provides almost 129,000 jobs in Florida and \$5.8 billion in direct spending in 2009.⁵ Wildlife-related tourism and recreation brings the state another \$20 billion and 250,000 jobs.⁶ There is an \$18.9 billion impact statewide from recreational boating, including over 220,000 jobs.⁷ As these numbers demonstrate, the state's economic stability and future prosperity is clearly dependent on its oceans and coasts and the resources they provide.

Federal and State Initiatives

Governments across the globe are redesigning regulatory strategies to accommodate and coordinate multiples uses of oceans. Marine spatial planning (MSP) is being proposed as the planning tool to guide this process. Both the federal government and other coastal states are addressing the need to prepare for multiple and often competing uses in our oceans and coasts while protecting marine resources and their economic benefits using MSP. As discussed below,

³Personal communication with Dr. William B. Stronge, February 2011.

⁴Florida Ports Council, “Florida Seaport Fast Facts.” Accessed February 1, 2011, at <http://flaports.org>

⁵Cruiselines International Association, Economic Benefit of the Cruise Industry in Florida (2009). Accessed February 1, 2011, at www.cruising.org

⁶Bill Cottrell, “Scott promotes Gulf, plans tourism trip,” *Florida Today*, February 24, 2011. <http://www.floridatoday.com>.

⁷Marine Industries Association of Florida, “Boating is Big Business,” 2005, adjusted through November 2008 by FWC. Accessed February 13, 2010, at http://myfwc.com/docs/AboutFWC/Economic/About_Economics_F&W_Rec2008.pdf. See also, Thomas J. Murray & Associates, “Economic Impact of the Recreational Marine Industry: Broward, Dade and Palm Beach Counties, Florida—2005,” Marine Industries Association of South Florida, Ft. Lauderdale, FL, 2005.

many coastal states are moving ahead with their own MSP process. Federal initiatives are also progressing to actions as a result of the 2010 release of “Final Recommendations of the Interagency Ocean Policy Task Force” (Task Force Report).⁸ The Executive Order that accompanied the Task Force Report adopts the recommendations of that report and directs executive agencies to implement them, including the provision for the development of coastal and marine spatial plans (CMSP) nationwide.⁹ Now is the time for Florida to forge ahead in order to ensure that Floridians determine how the plan is developed and that all stakeholders are really engaged in the process – rather than having to deal with another top-down “solution.” As the state’s economy begins regaining lost ground, it can rely on spatial planning to better develop its ocean resources in an effective and efficient way.

Marine Spatial Planning: The Process

For marine spatial planning to be successful, it must begin with collecting current information and mapping the spatial distribution of human and industry activities, marine resources, habitats, and physical features, such as currents. This planning process requires synthesis and analysis in a transparent, collaborative way to identify information gaps. Ultimately, the process will define management actions that will guide development, minimize user conflicts, and balance development with conservation. Having stakeholder input throughout the process is critical. As the Plan is developed, stakeholder engagement evolves so there is support and understanding for the final decisions, based on scientific and stakeholder input, in addition to state involvement. This marine spatial planning approach will also help the state to assemble and analyze the oceanographic, economic, and social information needed to make thoughtful decisions for the long-term use—and health—of our oceans. Coordination now will prevent conflicts that may jeopardize future uses and opportunities.

This report highlights what steps are needed in Florida to further the process of ocean management, including marine spatial planning, building on previous work and a workshop held during Oceans Day 2011. The Florida Ocean Alliance has supported MSP in Florida for three years and continues this work as other coastal states and the federal government move ahead on parallel tracks to implement MSP.

⁸White House Council on Environmental Quality. *Final Recommendations of the Interagency Ocean Policy Task Force*. Interagency Ocean Policy Task Force, July 19, 2010 (referred to as CEQ Final Recommendations). Accessed February 10, 2011, at www.whitehouse.gov/files/documents/OPTF_FinalRecs.pdf

⁹White House, *Executive Order 13547—Stewardship of the Ocean, Our Coasts and the Great Lakes*, July 19, 2010. Accessed February 10, 2011, at www.whitehouse.gov/executiveorders (referred to as Executive Order for Oceans).

II. Draft Recommendations

The Florida Ocean Alliance respectfully submits the following updated draft recommendations from the Oceans Day Workshop in Tallahassee on March 22, 2011, as a means to initiate a dialogue on ocean management in Florida. These recommendations will be offered to the state administration and legislature as they develop marine spatial planning.

Recommendation 1

The Governor and Legislature, singly or in concert, should take a leadership role to improve the management of Florida's ocean resources, including marine spatial planning, by convening a body of ocean and coastal stakeholders immediately. This body should include Florida's ocean industries (including both traditional and new uses), state and federal government agency representatives, ocean research scientists in Florida, non-governmental organizations, and representatives of the public to help advise the state as it develops a Marine Spatial Plan. The marine spatial planning process should consider opportunities for industry diversification and job creation as a component of a robust and sustainable ocean and coastal economy.

Recommendation 2

The Florida Ocean Alliance and the ocean science community applaud efforts to improve the management of Florida's ocean resources and the appropriation by the 2010 Florida Legislature of start-up funding to initiate marine spatial planning. The state appropriation is a positive step, but additional funding will be required to complete the process. Adequate funding should be secured to pursue and complete this marine spatial planning process, either with federal, state, or private sector funding, or some combination of these source funds. The Florida Legislature should pass a bill requesting that the Florida Oceans Council, in cooperation with the Florida Department of Environmental Protection and the Florida Fish and Wildlife Conservation Commission, develop a 2012 work plan for proceeding with marine spatial planning in Florida waters, with a provision for seeking external funding, from private or public sources, for this effort.

Recommendation 3

The ocean stakeholder group should be charged with developing an inventory of the state's ocean management issues and begin the process of spatially prioritizing the uses of Florida's ocean and coastal assets. This should include analysis of data, uses, services, and impacts. The group should develop and evaluate future spatial management scenarios and tradeoffs. They should also coordinate actions with the National Ocean Council and regional bodies as they begin the process of federal implementation of marine spatial planning in Florida's offshore waters. The state should cooperate with neighboring states in the Gulf of Mexico and the South

Atlantic region and the federal government in implementing plans in the President's Executive Order.

Recommendation 4

A communication plan should be developed immediately to target interested groups of ocean users and engage them in the marine spatial planning process. Information should be provided in a consistent and transparent manner so ocean and coastal stakeholders can work together with both insight and foresight to plan for Florida's ocean and coastal future. It is critical to engage stakeholders and the public at key points in the process so that future implementation has addressed their concerns earlier in the process.

Recommendation 5

The state should help constitute and meet with a federal/state task force to address leasing and development of renewable energy off Florida, with particular attention to secure energy development in the Outer Continental Shelf (OCS) offshore Florida, using the Gulf Stream current.

III. Introduction

Numerous opportunities characterize Florida's seashores and coasts as ever increasing number of uses are being explored for the oceans. Florida beckons with more than 1,350 miles of coastline, the longest coastline and the largest continental shelf in the lower 48 states.¹⁰ Its coastal waters spawn some of the most productive fisheries, and the state leads the nation in the economic importance of tourism and recreation. Some fear that the growing competition for ocean spaces—new uses such as seafood farming, wind and wave energy production, underwater mineral mining, ever-larger cargo and cruise ships and the ports to serve them¹¹-- may lead to "ocean sprawl." This report links the opportunity for careful and planned use of ocean spaces in Florida with the economic benefits to the state and nation. Anyone who lives and works along the coast or on the ocean can speak from experience that our fisheries are threatened, pollution is increasing, coastal erosion is having a major impact, and formerly clear waters are clouded and unhealthy. At the same time, industries new to Florida offer great promise for the state's economy. Oil exploration and production, energy from wind and tides, and offshore fish farms, among others, are poised to stake future claims on our ocean real estate. The key is to encourage the development of new ocean industries and manage that activity as building blocks for the economic future of the people of Florida, while sustaining economic prosperity and maintaining our precious ocean resources.

A common theme in commentaries about the use of oceans is that the "time has come" to strategically prepare for these multiple and often competing uses while protecting the resources of the oceans and the economic benefits they provide. Florida cannot afford to jeopardize these new uses being proposed for the oceans. Governments are redesigning regulatory strategies to accommodate and coordinate multiples uses of oceans, relying on marine spatial planning. Coastal and marine spatial planning is being proposed as one planning tool to guide this process. As this report proceeds, a case will be made for developing such an ocean management process in the state as a tool for achieving economic prosperity and preserving Florida's oceans for future generations.

Florida's coastal and ocean bounties are a real boon to the state's economy. It is generally recognized that Florida's tourism and recreation help fuel the state's economy. What is not so well understood is the breadth and depth of the coastal and ocean economy. Oceans and coasts generate a total of almost \$562 billion in cash flow and hundreds of thousands of jobs, the single most crucial part of the state's economy. The ocean economy alone contributes over 500,000 jobs and over \$13 billion in wages, for a total contribution of \$25 billion to Florida's total gross

¹⁰Florida also has 2,276 miles of tidal shoreline, which takes bays, sounds and other bodies to the head of tidewater or where such waters narrow to 100 feet. Fast Facts, <http://myfwc.com>. U.S. Dept. of Commerce, National Oceanic and Atmospheric Administration, National Ocean Service. Accessed at <http://wiki.answers.com>,

¹¹ Ryck Lydecker, "Special Reports: Is Ocean Zoning in Boating's Future?" Boat U.S. Magazine (May-June 2010)

domestic product.¹² Not surprisingly, Florida's out-of-state beach tourism contributes \$39.1 billion in total economic impact with direct and indirect spending, including \$19.3 billion in direct spending, \$600 million in state sales tax, and 500,000 jobs.¹³ More recently, Visit Florida reported a rebound in tourism, linked to international visitors, generating a quarter of the state's sales tax revenue and nearly one million jobs, which means a growing tourism industry equates to increasing employment and a stronger economy.¹⁴

Florida's Oceans and Coasts

Fuel the State's Economy

"Florida's extensive seacoasts with their beautiful beaches and productive marine resources are the distinguishing factors of the state's sunshine economy. More than three fourths of the state's 18.5 million people live in the coastal counties. Beaches are the number one attraction for the state's 80 million out-of-state tourists. The state's 14 deepwater ports generate more than one half million jobs and handle more than 40 percent of US trade with Latin America. More than 70 million pounds of fish are landed annually by the state's large commercial fishing industry."

Dr. William B. Stronge, Economist and Author, The Sunshine Economy¹⁵



Less well known is the economic impact of the marine transportation industry, which contributed \$56.9 billion to the state's economy in 2009, down from \$82.5 billion in 2008. This accounted for 550,000 direct and indirect jobs in 2009 and \$66 billion in total economic value, providing \$1.7 billion to state and local tax revenues from maritime cargo activity at Florida's 14 deepwater ports.¹⁶ International trade through South Florida ports also set records in 2010 for the Miami Customs District at \$95.4 billion in total trade, projecting it as the 11th Customs District in the nation to reach the \$100 billion mark in 2011.¹⁷ As the cruise capital of the U.S., Florida benefits from the cruise industry that provides almost 129,000 jobs in Florida, 54 percent of all U.S. cruise embarkations,¹⁸ and \$5.8 billion in direct spending in 2009.¹⁹ The commercial fishing industry provides \$1 billion in commercial landings, processing, and wholesale distribution,²⁰ with \$3 billion in retail sales for over two million recreational saltwater anglers. The state's recreational saltwater fishery provides an economic impact of \$5.4 billion and over

¹² National Ocean Economics Project. *Phase II, Facts and Figures: Florida's Ocean and Coastal Economies Report*. (2008). Monterey Bay Aquarium Research Institute for Florida Oceans and Coastal Council. Available at <http://www.floridaoceanalliance.org>

¹³ Personal communication with Dr. William B. Stronge, February 2011.

¹⁴ Hemlock, Doreen, "More visitors coming to Florida," *Sun Sentinel* February 17, 2011.

¹⁵ Stronge, William B., Dr. *The Sunshine Economy: An Economic History of Florida Since the Civil War*. Gainesville: University Press of Florida, 2008.

¹⁶ Florida Ports Council, "Florida Seaport Fast Facts." Accessed February 1, 2011, at <http://flaports.org>

¹⁷ Whitefield, Mimi, "Trade through South Florida ports sets records," *Miami Herald*, February 17, 2011.

¹⁸ *Ibid.*

¹⁹ Cruiselines International Association, *Economic Benefit of the Cruise Industry in Florida* (2009). Accessed February 1, 2011, at www.cruising.org

²⁰ Personal communication with Chuck Adams, University of Florida, February 2011. This \$1 Billion includes dockside landings, seafood processing activities (including imports), expenditures for inputs into harvesting, processing, and wholesale activities.

54,000 jobs, including \$29 million revenue for all marine recreational fishing license sales.²¹ Coastal real estate generates another \$2 billion in property taxes. Recreation produces a \$963 million economic impact from state park attendance,²² an \$18.9 billion impact statewide from recreational boating and marinas, including over 220,000 jobs,²³ and an estimated \$20 billion supporting 250,000 jobs from wildlife-related tourism and recreation.²⁴ For example, marine tourism and recreation in counties adjacent to the Florida Keys National Marine Sanctuary contribute \$4.5 billion per year to state GDP. There is no doubt that the state's economic well-being is dependent upon the largess that comes from our coastal and ocean waters. More benefits will flow as new industries are being developed from the oceans.



“Maritime activities at Florida’s ports generate more than 550,000 direct and indirect jobs and \$66 billion in total economic value, including \$1.7 billion in state and local tax revenues. In addition, every dollar invested in ports yields nearly \$7 to the state’s economy. Add in the opportunities with the Panama Canal expansion, and I think it is clear that Florida’s seaports have much to offer when it comes to assisting with recovery of the state’s economy.” Doug Wheeler, President of the Florida Ports Council

²¹ “The Economic Impact of Saltwater Fishing in Florida,” (values updated through February 2010), Accessed February 2011 at <http://myfwc.com>.

²² National Ocean Economics Program. *Phase II, Facts and Figures: Florida’s Ocean and Coastal Economies Report*. (2008). Monterey Bay Aquarium Research Institute for Florida Oceans and Coastal Council. Accessed February 10, 2011, at www.floridaoceanalliance.org A state study found that for every 1,000 people attending a state park, the direct impact on local communities is more than \$43,000; in FY 2007-08, the Florida state park system had an overall direct economic impact of more than \$1 billion on local economies.

²³ Marine Industries Association of Florida, “Boating is Big Business,” 2005, adjusted through November 2008 by FWC. Accessed February 13, 2010, at http://myfwc.com/docs/AboutFWC/Economic/About_Economics_F&W_Rec2008.pdf. See also, Thomas J. Murray & Associates, “Economic Impact of the Recreational Marine Industry: Broward, Dade and Palm Beach Counties, Florida—2005,” Marine Industries Association of South Florida, Ft. Lauderdale, FL, 2005.

²⁴ Bill Cottrell, “Scott promotes Gulf, plans tourism trip,” February 24, 2011, <http://www.floridatoday.com>.



"Florida's coastal waters and abundant marine fisheries support recreational and commercial fishing industries that are major contributors to Florida's economy. These industries support tourism, boating, lodging, restaurants, and retail businesses, contributing \$5.499 billion in expenditures from saltwater recreational fishing and \$5.657 billion in total sales impact from the Florida seafood industry. Total jobs exceed 150,000 for these industries and make our oceans a priority for the state. Managing the oceans and fishing effectively is a way to maintain these important industries and the jobs they create." Mark Robson, Florida Fish and Wildlife Conservation Commission

We must use our oceans but we cannot afford to use them up. People will stop coming to Florida if our beaches are polluted, our water is not clear, and if we do not have coasts that support birds and other wildlife. The U.S. Commission on Ocean Policy proposed comprehensive recommendations concerning the potential damage of free-for-all industrial development in the nation's coastal oceans in its 2004 report to President Bush.²⁵ With Florida's leadership, the Gulf of Mexico Alliance was created and took up some of these recommendations in a broad program to assess marine resources and their human uses. Similarly, the 2010 Interagency Ocean Policy Task Force outlined a national framework for coastal and marine spatial planning. This CMSP process begins by collecting existing information and mapping the spatial distribution of human activities, marine resources, habitats, and physical features, such as currents. These are then analyzed in a public, collaborative process to identify information gaps and ultimately to define management actions that will guide development, minimize user conflicts, and balance development with conservation.

This modern planning approach will help the state to assemble and analyze the oceanographic, economic, and social information needed to make thoughtful decisions for the long-term use—and health—of our oceans. Coordination now will prevent jeopardizing future uses. Instead of a balkanized approach to ocean management," characterized by lack of interagency coordination and consistency, a more balanced management approach can reduce conflicts among ocean users and protect ocean ecosystems.²⁶ The logic of this approach is inescapable. We would never allow major industrial development to happen on land without detailed planning, public involvement, and careful consideration of the consequences. We must do the same in the sea, our new frontier.

²⁵ *An Ocean Blueprint for the 21st Century: Final Report of the U.S. Commission on Ocean Policy*. (September 2004).

²⁶ "Marine Spatial Planning: A More Balanced Approach to Ocean Management," *Science News* (March 3, 2010). Accessed January 31, 2011, at www.sciencedaily.com/releases.

This report demonstrates the need for improved ocean governance and provides some detail on how it can be achieved. It addresses what Florida can do to better plan for multiple and potentially competing uses of its ocean and coastal resource assets. The focus is on balancing the economic value of Florida's ocean and coastal resources with the use, management, and conservation of its natural resources, while providing for the current and future energy needs of the state.

IV. Background

Marine spatial planning is one tool for managing and balancing the competing uses of the state's ocean spaces and resources. Complex policy arguments in both federal and state arenas are involved in this discussion. A visionary and comprehensive Marine Spatial Plan can guide how Florida uses and benefits from its ocean resources in the future. In the absence of marine spatial planning, Florida's ocean and coastal future is left to chance. In addition to a variety of historic uses and values, plans are needed for incorporating new uses of the state's oceans, including renewable energy, aquaculture, and mariculture.

The question is not *whether* Florida should act, but rather *how soon* Florida will act to make decisions on this important public policy. Federal initiatives are progressing to actions as a result of the 2010 release of “Final Recommendations of the Interagency Ocean Policy Task Force.”²⁷ The Executive Order that accompanied the Task Force Report adopts the recommendations of that report and directs executive agencies to implement them, including the provision for the development of coastal and marine spatial plans. The order “establishes a national policy to ensure the protection, maintenance, and restoration of the health of ocean, coastal and Great Lakes ecosystems and resources,” providing for sustainability of ocean and coastal economies while using adaptive management for climate change and ocean acidification and coordination with national security interests.²⁸

This recent action is pressing states to action so that they can provide strategic input into the federal response. The earlier Framework for Effective Coastal and Marine Spatial Planning²⁹ issued in December 2009 laid the groundwork for the policy recommendations that were ordered by the President. An imminent national ocean policy framework means that states coordinating with the federal government and providing meaningful stakeholder input will benefit by ensuring that their state's needs are addressed in implementing the federal initiatives.

It is difficult to participate in this process without a State Marine Spatial Plan to position Florida's multiple and varying stakeholder needs. Florida is addressing these challenges, as confirmed by increased activity over the past two years. Further, Florida's well established

²⁷ CEQ Final Recommendations. Accessed February 10, 2011, at www.whitehouse.gov/files/documents/OPTF_FinalRecs.pdf

²⁸ White House, *Executive Order for Oceans*. Accessed February 10, 2011, at www.whitehouse.gov/executiveorders

²⁹ White House Council on Environmental Quality. *Interim Framework for Effective Coastal and Marine Spatial Planning*. Interagency Ocean Policy Task Force, December 14, 2009. Accessed February 5, 2011, at www.whitehouse.gov/administration/eop/ceq/initiatives/oceans/interim-framework (referred to as CEQ Interim Framework).

tradition of leadership in coastal and ocean planning, including its aquatic areas,³⁰ suggests its capacity to effectively manage the development of such a plan.

Approaches to Ocean Management

Ocean management is a term used to describe the overall approach to planning for ocean uses and is the generic term for different tools that may be utilized, such as MSP, although it may include others. Marine spatial planning is an approach to oceans and coastal planning that improves the process by increasing efficiency and cooperation, thereby decreasing user conflicts and regulatory costs and delays. It is described as a –public process of analyzing areas to achieve ecological, economic and social objectives that are usually specified through a political process.”³¹ It encourages coordination instead of sector-focused decisions, fosters collaboration between federal and state governments, focuses on regional governance, relies on scientific data to make decisions, and involves all stakeholders in a participatory process. The value of a Marine Spatial Plan is that it approaches the ocean management issue from both economic and environmental perspectives.³² Coastal and marine spatial planning is a term developed by the federal Ocean Policy Task Force that includes all marine spatial activity seaward from the mean high water line.³³

Status of Marine Spatial Planning in Florida

For over ten years, the Florida Ocean Alliance (FOA) has championed oceans stewardship and economic sustainability. FOA was instrumental in the formation of the Florida Oceans Council in 2005 and supported their study of Florida's ocean and coastal economy in 2006 and 2007.³⁴ FOA is issuing this report on ocean management as a sequel to FOA's earlier ocean management reports over the past three years.³⁵ The organization has held three Oceans Day Workshops on this topic, first in 2009, then in 2010 and 2011. The FOA reports provide data for understanding the case for ocean management in Florida waters as a national and global priority and describe Florida's recent activity in this area.³⁶ They discuss the need to balance the economic value of Florida's ocean and coastal resources with the use and conservation of its natural resources, consistent with current and future energy needs of the state. This report highlights and updates the main messages of these earlier reports and focuses on how Florida should begin handling its oceans so that new activity occurs in a logical and thoughtful way.

³⁰ See Florida Aquatic Preserves Act, 1975.

³¹ Ehler, Charles and Fanny Douvère. (2009). *Marine Spatial Planning: A Step-by-Step Approach Toward Ecosystem-based Management*. Intergovernmental Oceanographic Commission and Man and the Biosphere Programme. IOC Manual and Guides No. 53, ICAM Dossier No. 6. Paris: UNESCO. (English), p. 18.

³² CEQ Interim Framework.

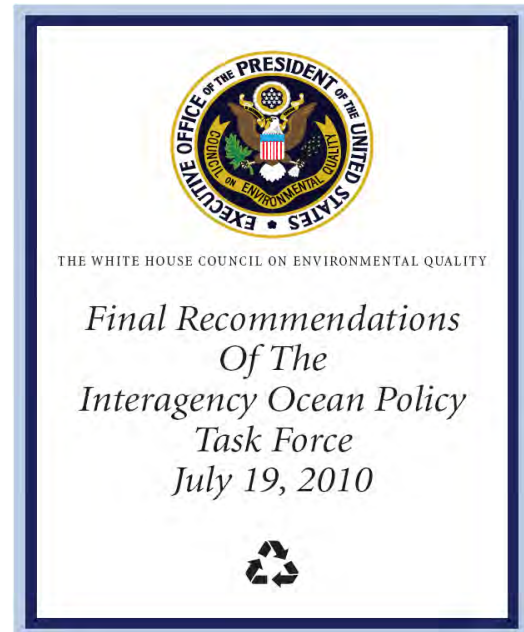
³³ *Ibid.*

³⁴ National Ocean Economics Program. *Phase I and II, Facts and Figures: Florida's Ocean and Coastal Economies Report*. (2006 and 2008). Monterey Bay Aquarium Research Institute for Florida Oceans and Coastal Council. Accessed February 10, 2011, at www.floridaoceanalliance.org

³⁵ *Florida's Journey Towards Marine Spatial Planning (2010) and Moving Ahead: The Next Step in Ocean Management for Florida*. (2009). Florida Ocean Alliance. Ft. Lauderdale, Florida. Available at www.floridaoceanalliance.org. The term coastal and marine spatial planning is used interchangeably with marine spatial planning in this report.

³⁶ *Ibid.*

As a response to these competing uses of the oceans, a longstanding position of the Florida Ocean Alliance is that marine spatial planning is urgently needed in Florida. Ocean management is critical for the long term health of the state's oceans, as a means for reconciling multiple uses while protecting ocean resources. Recent developments signal the beginning of state leadership and ownership for a marine spatial planning process for Florida. This is an essential prerequisite to preparing Florida for future policy discussions and potential changes in state policy on submerged lands and for proposed changes to federal submerged lands in the eastern Gulf of Mexico and mid and south Atlantic. The Florida Ocean Alliance is uniquely positioned to help develop the case for marine spatial planning as a response to escalating activity surrounding uses of Florida's ocean and coastal assets.



V. Federal Activity on Ocean Management

Ocean governance is not a new policy issue. It has been raised in public policy discussions since 2004 in the reports of the Pew Oceans Commission, the U.S. Commission on Ocean Policy and the Joint Ocean Commission Initiative.³⁷ These commission recommendations for ocean management prompted President Obama to establish the Interagency Ocean Policy Task Force in June of 2009, with a directive to formulate a national ocean policy. They have embraced the Task Force recommendations and the establishment of a national ocean policy with a federal coordinating structure and implementation based on coastal and marine spatial planning. The Joint Initiative strongly supports the President's action and the Task Force recommendations and has urged Congress to take action to secure a dedicated funding source for the national ocean policy.³⁸

The White House Interagency Ocean Policy Task Force first issued a Framework for Effective Coastal and Marine Spatial Planning in December 2009.³⁹ This framework was

³⁷ *An Ocean Blueprint for the 21st Century: Final Report of the U.S. Commission on Ocean Policy*. (September 2004). U.S. Commission on Ocean Policy. *America's Living Oceans: Charting A Course for Sea Change*. (May 2003). The Pew Oceans Commission. *Joint Ocean Commission Initiative: U.S. Ocean Policy Report Card*. (2007). The Joint Ocean Commission Initiative.

³⁸ Joint Ocean Commission Initiative. Accessed February 10, 2011, at www.jointoceancommission.org. The Joint Ocean Commission Initiative is a collaborative effort between the U.S. Commission on Ocean Policy and the Pew Oceans Commission.

³⁹ CEQ Interim Framework.

followed six months later by their Final Recommendations,⁴⁰ along with an Executive Order to reinforce implementation of the Task Force recommendations in July 2010.⁴¹ The Final Recommendations call for a national ocean management policy and the application of ecosystem-based and adaptive management as the nation responds to diverse challenges—environmental, social, economic, and security. The Task Force recommendations establish a National Ocean Council as the major decision making body responsible for overseeing the implementation and coordination of the national ocean policy. The recommendations anticipate new and expanding uses of the oceans, including energy development, shipping, aquaculture, and emerging security requirements.⁴² Balanced management is needed to ensure compatibility of uses as well as environmental sustainability under the rubric of an integrated and comprehensive planning framework.

The ultimate goal is to reduce conflicts among uses as well as human impacts on marine ecosystems, while providing greater certainty for public and private sectors in planning new ocean investments and preserving the environment for the future.⁴³ CMSP is specifically listed as a national priority objective for planning and managing the oceans and coasts because it will provide a means to coordinate siting and permitting for both traditional and new uses and activities. As a framework, CMSP will foster substantial economic, ecological, and social benefits⁴⁴ for the entire nation, streamlining the regulatory process and making it more efficient.⁴⁴ The Final Recommendations also promulgate national goals and guiding principles for CMSP.⁴⁵ In addition, they specify nine objectives to guide ocean management, with CMSP one of the national priority objectives: Implement comprehensive, integrated, ecosystem-based coastal and marine spatial planning and management in the United States.⁴⁶

The President's Executive Order adopted the Final Recommendations of the Ocean Policy Task Force as the basis for a national policy for providing stewardship of the oceans and coasts to ensure they are healthy and resilient, safe and productive . . . to promote the well-being, prosperity, and security of present and future generations.⁴⁷ It establishes a National Ocean Council to direct implementation by executive agencies and specifically calls for CMSP on a regional level to enhance planning and management of the nation's oceans and coasts. Regional Advisory Committees will help develop regional CMSPs, to be established by the lead federal department or agency to help the regional planning body develop their spatial plans.⁴⁸ The National Ocean Council solicited public comments by April 29, 2011, on the development of Strategic Action Plans to achieve nine priority objectives. The draft plans will be released in the summer of 2011, when there will be another public comment cycle. In a related development, Senators Whitehouse and Snowe introduced bipartisan legislation in May 2011 to create a

⁴⁰CEQ Final Recommendations. Accessed February 5, 2011, at www.whitehouse.gov/files/documents/OPTF_FinalRecs.pdf.

⁴¹White House, *Executive Order 13547*. Accessed February 5, 2011, at www.whitehouse.gov/executiveorders.

⁴²CEQ Final Recommendations, p. 13. Accessed February 5, 2011, at www.whitehouse.gov/files/documents/OPTF_FinalRecs.pdf.

⁴³*Ibid.*, p. 33.

⁴⁴*Ibid.*, p. 43.

⁴⁵*Ibid.*, p. 48.

⁴⁶National Oceans Council, "Open for Comments: National Ocean Policy Strategic Action Plans," January 24, 2011. Accessed February 11, 2011, at www.whitehouse.gov/administration/eop/oceans/objectives. See also, CEQ Final Recommendations, p. 28.

⁴⁷Executive Order for Oceans, Section 2.

⁴⁸*Ibid.*, Sections 4, 8.

National Endowment for the Oceans, Coasts, and Great Lakes for the study, conservation and restoration of America's coasts, oceans, and Great Lakes.⁴⁹ Florida's Senator Bill Nelson is one of the cosponsors of the bill. The bill would provide funding for research and preservation efforts, with a goal to support ocean-related jobs in the future. Funded from multiple sources, including the Oil Spill Liability Trust Fund and 12.5 % of revenues from offshore energy development, one of its eligible uses is to provide grants to reduce conflicts in uses of the oceans and to preserve ecosystem services, thereby helping states with their ocean management efforts.

National Ocean Policy for the Stewardship of the Ocean, Our Coasts, and the Great Lakes

It is the Policy of the United States to:

1. Protect, maintain, and restore the health and biological diversity of coastal, ocean, and Great Lakes ecosystems and resources;
2. Improve the resiliency of coastal, ocean, and Great Lakes ecosystems, communities, and economies;
3. Bolster the conservation and sustainable use of land in ways that will improve the health of ocean, coastal, and Great Lakes ecosystems;
4. Use the best available science and knowledge to inform decisions affecting the ocean, our coasts, the Great Lakes, and enhance humanity's capacity to understand, respond, and adapt to a changing global environment;
5. Support sustainable, safe, secure and productive access to and uses of the ocean, our coasts and the Great Lakes;
6. Respect and preserve our Nation's maritime heritage, including our social, cultural, recreational and historical values;
7. Exercise rights and jurisdiction and perform duties in accordance with applicable international law, including respect for and preservation of navigational rights and freedoms, which are essential for the global economy and international peace and security;
8. Increase scientific understanding of ocean, coastal and the Great Lakes ecosystems as part of the global interconnected systems of air, land, ice, and water including their relationship to humans and their activities;
9. Improve our understanding and awareness of changing environmental conditions, trends, and their causes and of human activities taking place in ocean, coastal, and Great Lakes waters; and
10. Foster a public understanding of the value of the ocean, our coasts, and the Great Lakes to build a foundation for improved stewardship.

Source: CEQ Final Recommendations, p. 3, at www.whitehouse.gov/files/documents/OPTF_FinalRecs.pdf

⁴⁹ "Sheldon Introduces Legislation to Support Coastal Jobs and Protect Oceans," May 12, 2011, <http://whitehouse.senate.gov/newsroom/press/release>.

Nine National Priority Objectives

1. **“Ecosystem-Based Management:** Adopt ecosystem-based management as a foundational principle for comprehensive management of the ocean, our coasts, and the Great Lakes.
2. **Coastal and Marine Spatial Planning:** Implement comprehensive, integrated, ecosystem based coastal and marine spatial planning and management in the United States.
3. **Inform Decisions and Improve Understanding:** Increase knowledge to continually inform and improve management and policy decisions and the capacity to respond to change and challenges. Better educate the public through formal and informal programs about the ocean, our coasts, and the Great Lakes.
4. **Coordinate and Support:** Better coordinate and support Federal, State, tribal, local, and regional management of the ocean, our coasts, and the Great Lakes. Improve coordination and integration across the Federal Government and, as appropriate, engage with the international community.
5. **Resiliency and Adaptation to Climate Change and Ocean Acidification:** Strengthen resiliency of coastal communities and marine and Great Lakes environments and their abilities to adapt to climate change impacts and ocean acidification.
6. **Regional Ecosystem Protection and Restoration:** Establish and implement an integrated ecosystem protection and restoration strategy that is science-based and aligns conservation and restoration goals at the Federal, state, tribal, local and regional levels.
7. **Water Quality and Sustainable Practices on Land:** Enhance water quality in the ocean, along our coasts, and in the Great Lakes by promoting and implementing sustainable practices on land.
8. **Changing Conditions in the Arctic:** Address environmental stewardship needs in the Arctic Ocean and adjacent coastal areas in the face of climate-induced and other environmental changes.
9. **Ocean, Coastal, and Great Lakes Observations, Mapping, and Infrastructure:** Strengthen and integrate Federal and non-Federal ocean observing systems, sensors, data collection platforms, data management, and mapping capabilities into a national system, and integrate that system into international observation efforts.”⁵⁰

A policy coordination framework will provide a structure for more enhanced engagement and effective policy coordination, linking it more closely to science, the economy, climate, and security bodies.⁵¹ More visible federal leadership will strengthen ocean governance, as well as facilitate participation by states, tribes, local authorities, and regional governance structures. In February 2011, the President appointed members to the new Governance Coordinating Committee, a group of state, local, and tribal representatives that will serve as a key coordinating body on ocean policy issues and solicit input from local stakeholders and governments.

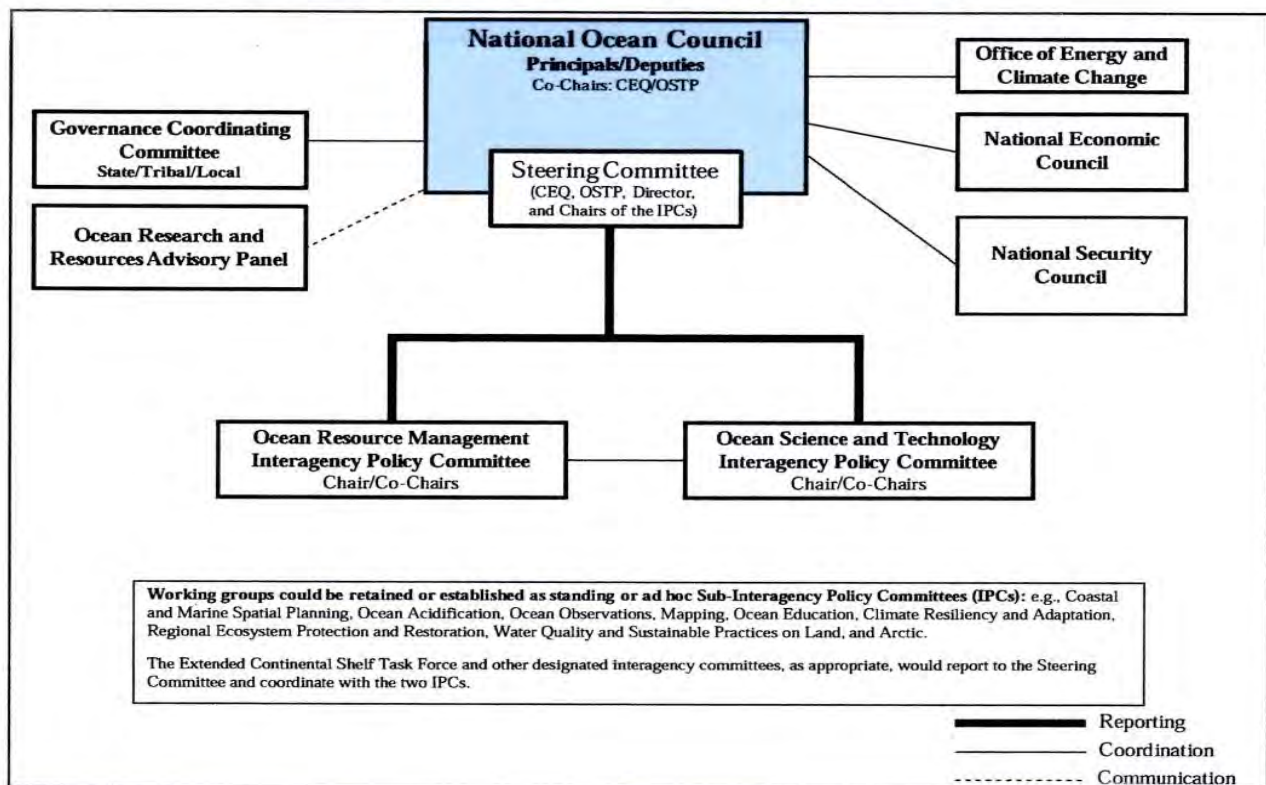
⁵⁰ National Oceans Council, “Open for Comments: National Ocean Policy Strategic Action Plans,” January 24, 2011. Accessed February 11, 2011, at www.whitehouse.gov/administration/eop/oceans/objectives. See also, CEQ Final Recommendations, p. 28.

⁵¹ CEQ Final Recommendations, p. 19. Accessed February 5, 2011, at www.whitehouse.gov/files/documents/OTPF_FinalRecs.pdf.

Commissioner Kristin Jacobs of Broward County, Florida, was appointed to the Coordinating Committee, along with 12 other committee members from across the nation. The National Ocean Council has scheduled a National CMSP Workshop in June 2011 in Washington, D.C., and invited participation from the South Atlantic Alliance delegation, which includes Florida delegates Gil McRae of the Florida Wildlife Research Institute and Jim Murley of the Florida Energy and Climate Commission and the Florida Ocean Alliance. The Council is also hosting 11 regional listening sessions in June 2011 to solicit public input on strategic action plans for achieving national priority objectives, including one session at Jacksonville, FL, on June 15.⁵²

Policy Framework for the National Ocean Council⁵³

POLICY COORDINATION FRAMEWORK



Why should a state collaborate with this federal activity? First and foremost, it provides an opportunity to coordinate with the federal government as it begins to streamline the mix of 140 laws and mixed jurisdiction of 20 federal agencies that now govern oceans and coasts. What happens in federal waters offshore will affect state waters near shore, and vice versa. Because of its national scope, this integrated, comprehensive, ecosystem-based approach is flexible and proactive and specific to regional, state, and local needs. States with a Marine Spatial Plan are much better positioned to influence this federal regional process, as well as to ensure that local

⁵² www.whitehouse.gov/administration/eop/oceans/cmsp-works

⁵³ CEQ Final Recommendations, p. 19. Accessed February 5, 2011, at www.whitehouse.gov/files/documents/OPTF_FinalRecs.pdf.

and state perspectives are incorporated into plans. Without this leverage, it is easy to imagine a state being less influential in the process. This is why we urge Florida to begin the marine spatial planning process as one unified state with common economic and environmental issues on both its coasts.

Most importantly, a Florida Marine Spatial Plan can be used as a framework to guide decision-making that protects and expands the state's ocean and coastal economy. The marine spatial planning process should include opportunities to diversify industries and create jobs as part of a sustainable ocean and coastal economy. While a national effort is necessary to coordinate the regions, it will be difficult for a state like Florida, with significant coastal and ocean issues, to participate fully in the process without its own plan and without an opportunity for significant stakeholder participation in the process.

VI. Related Regional Alliances and Activities in Other States

Coastal states have begun to organize and manage MSP in their regions and last year formed the Caucus of Coastal State Legislators. The bi-partisan Caucus is composed of lawmakers in 29 coastal and Great Lakes state legislatures created to work with the White House Interagency Ocean Policy Task Force. Their goal is to address —passing economic, resource and environmental issues facing US coastal states.”⁵⁴ The Caucus sent a letter to President Obama supporting the Ocean Policy Task Force Recommendations and requesting that the federal government ensure responsibility for the BP Gulf Oil Spill and lift the liability cap on drilling companies, create a Gulf Coast and Estuaries Restoration Fund, and establish a Dedicated Ocean Trust Fund.⁵⁵ President Obama released an Executive Order in October 2010 officially forming the Gulf Coast Ecosystem Restoration Task Force. This group will continue recovery activity after the BP oil spill, coordinating efforts for restoration programs and projects on the Gulf Coast and working with federal agencies to enhance the economic benefits of this restoration activity. Each of the five Gulf states will have a Task Force representative, recommended by the governors and appointed by the President, on the task force.⁵⁶ More recently, a bipartisan House Gulf Caucus was formed in March 2011, by Congresswoman Kathy Castor of Florida and Congressman Steve Scalise of Louisiana to boost the Gulf Coast economy and environment, protecting jobs and interests of the Gulf Coast communities in the aftermath of the BP oil spill.⁵⁷

⁵⁴ “State Officials Form Coastal Caucus: Legislators to Engage Obama Administration on Behalf of State Legislators,” January 15, 2010, <http://ncel.net/newsmanager>.

⁵⁵ *ibid.*

⁵⁶ White House, Executive Order—Gulf Coast Ecosystem Restoration Task Force, October 5, 2010. Accessed February 10, 2011, at www.whitehouse.gov/briefing-room/presidential-actions/executive-orders.

⁵⁷ “Castor to Co-Chair Gulf Coast Caucus,” March 9, 2011, <http://castor.house.gov/News>.

The Gulf of Mexico Alliance was initiated in 2004 by the states of Alabama, Florida, Louisiana, Mississippi, and Texas, as a partnership to increase regional collaboration and improve the ecological and economic health of the Gulf of Mexico. The Great Lakes Regional Collaboration was convened in late 2004, and six New England Governors created the Northeast Regional Ocean Council in 2005. Since 2008, several other regional alliances have been formed to address MSP. In the West, California, Oregon, and Washington issued a regional Agreement on Ocean Health. In the Mid-Atlantic, New York, New Jersey, Delaware, Maryland, and Virginia formed a Mid-Atlantic Regional Council on Oceans. More recently in the Southeast, Florida, the Carolinas, and Georgia formed the Governors' South Atlantic Alliance. These alliances constitute the national regions for handling ocean management—the Gulf of Mexico Alliance, Governors' South Atlantic Alliance, Northeast Regional Ocean Council, Great Lakes Regional Collaboration, West Coast Governors' Agreement on Ocean Health and Mid-Atlantic Regional Council on the Ocean. Florida participates as a member of two regional alliances, the Gulf of Mexico Alliance and the Governors' South Atlantic Alliance. Depending on perspectives, Florida's placement in two alliances may double its importance or dilute its impact by splitting the state between two bodies. Regardless of the impact of being a member of two regional organizations, it is clear that Florida needs to position itself as an important ocean state that is working towards a unified, comprehensive system of ocean management.

Regional Alliances in U.S.

- 1. Gulf of Mexico Alliance*
- 2. Governors' South Atlantic Alliance*
- 3. Northeast Regional Ocean Council*
- 4. Great Lakes Regional Collaboration*
- 5. West Coast Governors' Agreement on Ocean Health*
- 6. Mid-Atlantic Regional Council on the Ocean*

Both alliances support the application of CMSP to the states in their alliance. They are both moving ahead with Action Plans, although the Gulf of Mexico Alliance (GOMA) is further ahead in its efforts because it began several years earlier than the Governors' South Atlantic Alliance (SAA). The SAA recently issued its Action Plan that covers key priority areas (healthy ecosystems, working waterfronts, clean coastal and ocean waters, and disaster resilient communities). It is holding a joint meeting with the Southeast Coastal Ocean Observing Regional Association (SECOORA) in September 2011 to discuss the SAA's science needs.

President Obama signed budget allocations of \$10 million for regional ocean efforts in the FY 2010 budget, as well as proposed \$20 million annually in FY 2011 and FY 2012 for regional ocean partnerships and \$6.8 million for CMSP and planning grants for marine zoning.⁵⁸ Requests are justified by the estimated \$230 billion contributed annually to the national economy in coastal areas by market-based outputs and ecological systems that raise property values and the coast's quality of life.⁵⁹ So the regional alliances across the country may have access to

⁵⁸ <http://oceanservice.noaa.gov>

⁵⁹ National Ocean Service Budget. www.corporateservices.noaa.gov/fy12_presidents_budget/national_ocean_service/fy12.pdf

funding that could assist MSP efforts in states. Because of potential federal funds, the two regional alliances may prove critical for funding efforts in their respective states.⁶⁰

Gulf of Mexico Alliance

This Alliance was initiated in 2004 by the Governors of five Gulf States (Alabama, Florida, Louisiana, Mississippi, and Texas) to protect the human and natural resources in and around the Gulf. It involves regional collaboration with six Mexican Gulf states and is a model for international cooperation for environmental and economic health of shared oceans. This partnership is supported by 13 federal agencies. Priorities range from water quality of healthy beaches and seafood to wetland and coastal conservation and restoration. GOMA has already completed a three year Governors' Action Plan and is implementing a second five year plan. The Action Plan and the more detailed supporting documents lay out goals for the five state priorities and the steps by which these goals will be achieved.⁶¹

Gulf of Mexico Alliance



GOMA's six teams include water quality, ecosystem integration and assessment, nutrient priority, coastal resiliency, habitat conservation and restoration and environmental education. The region is facing multiple pressures on its resources, including natural, environmental, economic, and cultural, and is collaborating to develop regional action to respond to these issues. Collective action is necessary to deal with the region's connected coastal watersheds, fisheries, and ocean currents, as well as similar habitats. In 2010, as a result of the Deepwater Horizon oil spill, GOMA has taken on responsibility for infrastructure support in distributing Gulf research funding provided by BP Oil (\$500 million over ten years).⁶²

⁶⁰ Winter, Allison. (February 5, 2010). *NOAA Grant Proposal Could Launch Marine Zoning*, New York Times. Accessed February 8, 2010 at <http://www.nytimes.com/gwire/2010/02/05/05greenwire-noaa-grant-proposal-could-launch>.

⁶¹ Gulf of Mexico Alliance. Retrieved February 2010 from <http://gulfofmexicoalliance.org/>.

⁶² Gulf of Mexico Alliance. Retrieved February 2010 from <http://gulfofmexicoalliance.org/> Personal Communication with Steve Wolfe, FDEP, February 2011.

Governors' South Atlantic Alliance

In 2009, the final regional alliance was formed, a partnership of four southeastern states (Florida, North Carolina, South Carolina, and Georgia). The first SAA Action Plan was issued in September 2010 for public comment and allows the SAA to help sustain the southeast region's resources.⁶³ This regional approach permits "scientifically sound, ecosystem-based management, strengthened and integrated ocean observation, and coastal marine spatial planning" for coastal and marine decisions.⁶⁴ Implementation of the Action Plan is underway, and member states expect to have some accomplishments complete by summer of 2011. It will be updated every five years and focus on four priority areas: disaster resilient communities, working waterfronts, clean coastal and ocean waters, and healthy ecosystems.⁶⁵ Both GOMA and SAA focus on resiliency, ecosystems, and water quality, but differ on other priorities. The regional SAA collaboration has benefitted its member states, resulting in "increased data collection and scientific research, engagement from a diverse group of federal, academic and private partners, increased stakeholder involvement and new funding to support marine and coastal management efforts."⁶⁶

Governors' South Atlantic Alliance



Other States

Ocean plans in other states were generally authorized by either state legislation or by an executive order from the Governor, or some hybrid combining these two policy actions. Many plans were preceded by strategic public/private partnership groups that proposed a strategic plan that was then formalized through a lead state agency, a state executive office of energy, or some type of state coastal commission. Processes vary by state and are customized to meet the particular needs of each state or area, a model beneficial to Florida. Timelines are in various stages of development, with California and Massachusetts leading the way. Given the varied approaches, there is much flexibility in molding an approach that meets the unique needs of Florida's oceans and coasts.

⁶³ Personal Communication with Becky Prado, Florida Department of Environmental Protection, February 2011.

⁶⁴ Governors' South Atlantic Alliance, Action Plan, p. 3. Retrieved February 25, 2011 from www.southatlanticalliance.org/.

⁶⁵ *Ibid.* Retrieved February 10, 2011 from www.southatlanticalliance.org/work.htm. Personal communication with Becky Prado, FDEP, February 2011.

⁶⁶ *Ibid.*, Action Plan, p. 3. Retrieved February 25, 2011 from www.southatlanticalliance.org/.

In a recent two year study by Brown University, natural and social scientists studied the successes of marine management efforts across the country. Their recommendations suggest that local efforts need to be incorporated into the planning process for optimal results. Some examples of best practices include involving all stakeholders, from fishermen to scientists; establishing early objectives and an institutional structure where all issues can be managed, as well as top down funding; and developing a sense of commitment to a specific place as motivation for action.⁶⁷

Massachusetts released its Ocean Management Plan in January 2010 after multi-year efforts and is now beginning implementation. The state's Coastal Zone Management Program is identifying and analyzing data for the new Plan's indicators of program effectiveness. These indicators will provide a means to monitor environmental and socioeconomic changes and assess the effectiveness of the Plan's management. Oceanographic modeling is underway, and spatial and economic data are being gathered where there are data gaps.⁶⁸ A public-private partnership (Massachusetts Ocean Partnership) has been successful in convincing the state Legislature to pass legislation requiring the state's Coastal Zone Management Program to develop an Ocean Plan and helped secure funding from the Moore Foundation. This partnership ensured robust stakeholder involvement and development of mutually acceptable goals, along with broad management strategies. The Gulf of Maine is moving ahead to extend this Ocean Plan to states and provinces bordering that area.

California developed a network of marine protected areas in 2007 as a result of widespread stakeholder efforts. These marine areas are being used in MSP planning for the state, as part of the process of developing the State Marine Spatial Plan. A legal gap analysis has been completed to identify impediments to MSP and interagency coordination, as a complement to the earlier multi-year, science-driven efforts developing marine protected areas. A new law in September 2010 amended the California Ocean Protection Act to share scientific and geospatial information among state agencies for coastal and ocean decision-making, including MSP. It also required the California Ocean Protection Council (OPC) to assess public agency needs, develop baseline scientific and geospatial information, and identify decision tools. The OPC developed a conceptual work plan in November 2010 that recommends implementation activity for MSP in California, incorporating provisions of the new law.⁶⁹

In Rhode Island, the Coastal Resources Management Council has developed the Ocean Special Area Management Plan, which is being used as an MSP. Through this process, the state has been able to effectively manage offshore waters, particularly the development of offshore wind farms, which the Governor hopes to provide 15 percent of the state's electrical power by 2020. The process has proactively engaged the public and provided recommendations for siting offshore renewable energy, while using the best available science and monitoring to support adaptive management.⁷⁰

⁶⁷ "How Do You Manage US Oceans? Look at Local Successes," *Science Daily* (April 18, 2011). Accessed August 20, 2011, at www.sciencedaily.com/released2011/04/110418114200.htm

⁶⁸ Personal communication with Jack Wiggin, Urban Harbors Institute, University of Massachusetts-Boston, January 2011.

⁶⁹ Memorandum to Ocean Protection Council on Coastal and Marine Spatial Planning, November 9-10, 2010. www.opc.ca.gov

⁷⁰ Executive Summary, Ocean SAMP in Rhode Island, Approved 10/19/2010.

In North Carolina, a proposal is being developed for NOAA to use existing state committees and commissions to develop underlying data and resources for a draft Marine Spatial Plan by FY 2015. The state hopes to work with the North Carolina Coastal Resources Commission, the Environmental Management Commission, and the Marine Fisheries Commission, along with the Dept. of Administration, during FY 2011-2015 to formulate the state's Marine Spatial Plan. They have requested monies from NOAA Section 309 funding for the State Coastal Zone Management Program to draft the North Carolina Marine Spatial Plan.⁷¹

In New Jersey, the Governor has launched an environmental initiative to foster renewable energy and to protect the environmental health of coastal waters. He is promoting tourism and fishing/shellfish industries as key economic drivers for the state's economy. He recently vetoed a proposed deepwater liquefied natural gas operation 16 miles off the coast in order to protect the state's coastline and keep the oceans healthy and productive.⁷²

In Washington, a final report on MSP was submitted to the legislature on January 14, 2011, including 21 recommendations for advancing MSP in Washington State. The report was the culmination of six months work on MSP, using existing state resources. The process involved State Ocean Caucus representatives, federal liaisons, the public, and observers. As federal or non-state funds become available, the law directed state agencies to carry out MSP in state waters, guide the siting of renewable energy facilities, and incorporate spatial data into current plans. The law authorized the Governor's office to chair an interagency team to assess and report on MSP information and recommend an MSP framework for the state.⁷³

In Oregon, ocean-related activities are currently underway to move toward MSP. The state is now initiating spatial planning activities because of its ideal location for wave energy and the expressed interest by companies in developing renewable commercial power. The Territorial Sea Plan was amended in November 2010 to provide for development of renewable energy facilities in Oregon. The state is conducting a spatial analysis/mapping of ocean uses and ecological resources to allocate areas within the territorial sea appropriate for renewable energy development. A series of research and mapping projects are being carried out to provide the data and information for MSP, including mapping of fishing efforts, marine ecosystems, seafloor, regulated uses, and recreational uses; an inventory of other spatial data; and an economic impact study.⁷⁴

⁷¹ Personal communication with Scott Geis, North Carolina Dept. of Environment and Natural Resources, Division of Coastal Management, February 2011.

⁷² Press Release, "Governor Christie Vetoes LNG Offshore Natural Gas Project to Safeguard New Jersey's Environment, Economy and Security," February 8, 2011. Accessed at www.nj.gov/governor.

⁷³ Hennessey, J. and the State Ocean Caucus. Marine Spatial Planning in Washington: Final Report and Recommendations of the State Ocean Caucus to the Washington State Legislature. Washington Dept. of Ecology, Olympia, WA, January 14, 2011, Pub. #10-06-027. Accessed at www.ecy.wa.gov

⁷⁴ www.oregonocean.info

VII. State Activity on Ocean Management

In 2010, there were several important developments at the state level in Florida that brought ocean management to the forefront of policymaking. In March 2010, the Senate President requested the Century Commission and the Collins Center to write a report and hold meetings on their behalf on the oil and gas issue. Statewide meetings were held on oil/gas explorations off the state's Gulf coast, culminating in a report.⁷⁵ A second report was issued by the Florida Select Policy Council on Strategic and Economic Planning, Florida House of Representatives, in April 2010⁷⁶ to assess the main risks to the state of oil and gas development in Florida's coastal waters. Noteworthy is the number one recommendation from this risk reduction study: "Integrated maritime planning and management is critical to reducing risks from prospective oil and gas activities."⁷⁷

The 2010 Florida Legislature appropriated \$250,000 to develop a web mapping tool to track natural resources and activity in the ocean as a means to aid the state in marine spatial planning. The funding, targeted for the Florida Department of Environmental Protection in cooperation with the Florida Fish and Wildlife Conservation Commission, allowed the two state agencies to begin collecting data that is an essential foundation for ocean management and marine spatial planning.

The 2011 legislative session focused on the state funding crisis out of necessity, and it is speculative as to what they will address in the 2012 session. However, state agencies are moving ahead on the MSP issue. The state coastal zone management program is partnering with the FWC to map, monitor, and manage the Florida reef tract from Martin County south to the Keys National Marine Sanctuary. This dataset will be available for MSP when it is needed, although it is being gathered for a different purpose--to reduce threats from anchoring incidents, increased boater activity, and potential climate change. Further, the FWC is working on Critical Wildlife Areas to reduce human-wildlife conflicts, particularly on beach habitats, as a means to improve the suitability of habitats. This will also provide important coastal data for an MSP process.⁷⁸

Other federal-state coordination is underway on submerged lands. In 2010, the Alternative Energy Program in the U.S. Minerals Management Service (MMS) agreed to establish a federal/state task force in Florida to coordinate alternative ocean energy activity on federal submerged lands, and where there may be a future connection, activity on state submerged lands. Similar joint task forces exist in other coastal states to help coordinate alternative energy activity. Although the MMS granted the request of the Secretary, Florida

⁷⁵ *Potential Impacts of Oil & Gas Exploration in the Gulf*. (February 2010). Century Commission for a Sustainable Florida. The Collins Center, <http://www.collinscenter.org/resource/resmgr/OilDrilling/oilHome.html>.

⁷⁶ Florida Select Policy Council on Strategic and Economic Planning, Florida House of Representatives, *Florida Gulf Coast Oil and Gas Risk Assessment*. Prepared by Willis Structured Risk Solutions, April 9, 2010.

⁷⁷ *Ibid.*, p. 6.

⁷⁸ Personal communication with Danny Clayton, Florida Department of Environmental Protection, February 2011.

Department of Environmental Protection, for a federal/state task force to address leasing for and development of renewable energy off Florida, with particular attention to secure energy development in the Outer Continental Shelf (OCS) offshore Florida,⁷⁹ it has never met. However, a meeting was held in September 2010 with FDEP, the US Army Corps of Engineers, NOAA, and the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement (BOEMRE), Offshore Energy and Minerals Management Program (formerly MMS) to develop protocols for siting alternative energy projects.⁸⁰

BOEMRE held six stakeholder workshops on “Offshore Renewable Energy and Potential Ocean Space Use Conflicts” across the country, including one in south Florida in May 2011. The workshops gave stakeholders an opportunity to share information on the use of the outer continental shelf, offer views on potential conflicts with future alternative energy projects and communicate potential conflicts. The Dept. of Interior initiated an Environmental Assessment in May 2011 to consider leasing offshore submerged lands to Florida Atlantic University’s Southeast National Marine Renewable Energy Center for research to turn ocean currents into renewable baseload electricity and test new technologies in the leasing area.⁸¹

The National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling (Oil Spill Commission) released its report to the nation on January 11, 2011. Co-chaired by former Senator (and past Florida Governor) Bob Graham, the bipartisan group found that the Deepwater Horizon disaster was “foreseeable and preventable,” resulting from failures and inadequate safety procedures by three industry players and failed government oversight. The Oil Spill Commission described the economic impact on Gulf residents as “severe,” particularly on the seafood and tourism industries. Their recommendations impact government oversight and agencies, as well as industry procedures. As Senator Graham summarized, “The future of offshore drilling must be in the context of a national energy policy” by helping ensure that America does not become “totally dependent on foreign sources of oil for our national security, economy, and way of life.” He described domestic oil and gas reserves as “an American asset,” and the government “not just the regulator of offshore oil” . . . but also “the steward of the American people of this asset.” He concluded that “Drilling offshore is a privilege to be earned, not simply a right to be exercised by private corporations.”⁸²

The Florida Oceans and Coastal Council is also addressing ocean policy issues in Florida. Created by the 2005 Legislature,⁸³ the Council is charged each year with developing priorities for ocean and coastal research and establishing a statewide ocean research plan. In their 2011-2012 research priorities, they recommend ocean management using marine spatial planning and assessment to achieve ecosystem-based management. The Council coordinates public and private ocean research by examining the management and research needs of Florida agencies with coastal and marine resource management responsibilities.⁸⁴

⁷⁹ Personal communication with James F. Murley, April 2010.

⁸⁰ Personal communication with Debby Tucker, Florida Dept. of Environmental Protection, February 2011.

⁸¹ Personal communication with James F. Murley, May 2010.

⁸² “Oil Spill Commission Landmark Report on Gulf Disaster Proposes Urgent Reform of Industry and Government Practices to Overhaul U.S. Offshore Drilling Safety,” Press release, January 11, 2011, pp. 2, 4-5 and Senator Bob Graham Remarks. Accessed January 26, 2011, at www.oilspillcommission.gov/final-report.

⁸³ Ocean and Coastal Resources Act, Florida Statutes Chapter 161.70-161.76.

⁸⁴ Additional information is available at the Florida Oceans and Coastal Council, <http://www.floridaoceanscouncil.org>.

VIII. Other Activity on Ocean Management

Related Activity by Nongovernmental Organizations (NGOs) in Florida

The Nature Conservancy has worked on MSP in national projects for several years. It is currently working on a project for South Atlantic Seascape Mapping. In this project, The Nature Conservancy is compiling, synthesizing, and analyzing deep benthic, pelagic and coastal biological, ecological and physical geospatial data as a means of supporting the data and informational needs of coastal and marine spatial plans across the US South Atlantic. This South Atlantic Seascape Mapping has an anticipated completion date of 2012 and will provide an important data base for the MSP mapping process.⁸⁵

The Florida Coastal Ocean Observing System (FLCOOS) Consortium, a private-public partnership of 18 academic, non-profit, and private marine science organizations, is developing a coastal ocean observing system to provide real-time ocean conditions and forecast future conditions from Florida's estuaries to its Exclusive Economic Zone. Remote observations and models will enable FLCOOS to address critical issues of the deep-ocean and coastal environment, ranging from climate and weather to homeland security, fisheries and ocean health, and water quality.⁸⁶ Such observations will also allow the state to map and model ocean spaces. In 2010, members of the Florida COOS Consortium helped monitor the spread of oil in the Gulf, together with the prevailing atmospheric and ocean weather conditions, including the Loop Current.

Two regional non-profit organizations, both public-private partnerships, are also working to provide regional baseline data that will aid Florida in its marine spatial planning efforts. The Southeast Coastal Ocean Observing Regional Association (SECOORA) and the Gulf Coast Coastal Ocean Observing System (GCOOS), both part of the national network of 11 regions developed as part of the US Integrated Ocean Observing System, are gathering oceanographic, environmental, and ecological baseline data that will assist in the mapping and modeling process. Their system gathers observations of the ocean, using a combination of instruments from buoys to ships and underwater vehicles, and then develops computer models for ocean forecasts. The data and models benefit their states and regions by providing data for emergency preparedness and response, homeland security, alternative energy, and conservation and sustainability.⁸⁷

⁸⁵ Personal communication with Laura Geselbracht of The Nature Conservancy, March 2011.

⁸⁶ Additional information is available at Florida Coastal Ocean Observing System (FLCOOS) Consortium, <http://marine.usf.edu/flcoos>.

⁸⁷ Southeast Coastal Ocean Observing Regional Association (SECOORA) and the Gulf Coast Coastal Ocean Observing System (GCOOS), 2011. More information is available at www.secoora.org and www.gcoos.org.

A new NGO, “Save Our Seas, Beaches and Shores,” was formed when the Florida Legislature rejected an amendment banning oil drilling in near shore waters in the summer legislative special session of 2010. The bipartisan group is advocating an oil drill ban in the State Constitution and has begun organizing a citizen campaign to put the measure on the November 2012 ballot as a constitutional amendment. The proposed amendment would stop drilling within ten miles on the Gulf coast and within three miles on the Atlantic coast. The group wants to protect the state’s beaches and coasts from the economic and environmental damage that may occur from near shore drilling.⁸⁸

Another NGO, the Florida Coastal and Ocean Coalition, a group of seven nonprofit conservation organizations, continues to be engaged in ocean management efforts. Their goal is to conserve, protect and restore Florida’s coastal and marine environments. They held an ocean policy workshop in June 2010, making recommendations for state policy in their report. One key recommendation supports a comprehensive coastal and marine policy that uses MSP to implement the policy.⁸⁹

IX. Summary of 2011 Oceans Day

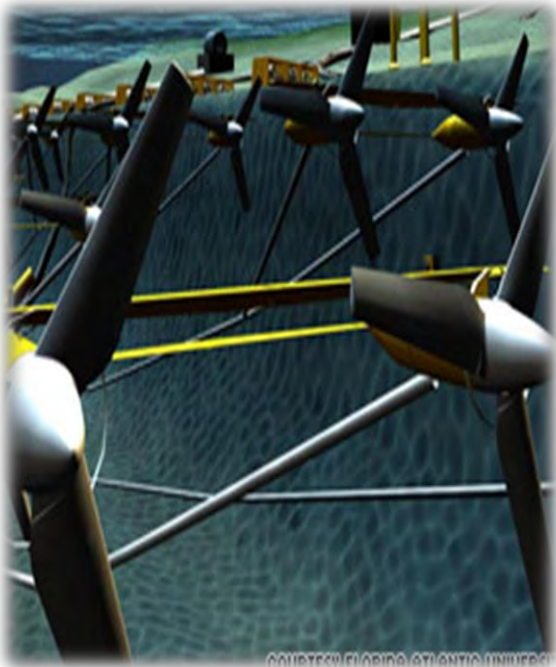
The Florida Ocean Alliance dedicated their annual Oceans Day on March 22, 2011, to the economics of oceans and the need for ocean management and MSP to plan for future uses of ocean spaces. The day’s theme, “Florida’s Oceans Generate Jobs and Economic Development,” highlighted the need to preserve and protect the uses of the oceans for the state’s industries. A workshop featured speakers representing user groups on tourism, ports/shipping, cruise lines, recreational fishing, and restoration activity. Speakers agreed on the importance of oceans to their industry sector and the need to protect the use of traditional uses of oceans as well as plan for new uses to benefit the state’s prosperity. The panel’s experts provided economic impact data and anecdotal data as support for the importance of the oceans to Florida’s economic well being.

The plenary speaker, Dr. Jim Cato, Professor Emeritus of Food and Resource Economics at the University of Florida, spoke on “The Contribution of Florida’s Coasts and Oceans to our State and National Economies.” He stressed the significance of the ocean economy to Florida and the nation, based on evidence from the NOEP study in 2008.⁹⁰ Nearly 50 stakeholders attended the workshop, representing public and private sectors in Florida. (See Appendices for a list of Workshop participants and the workshop agenda. Presentation material from Oceans Day is posted at www.floridaoceanalliance.org.)

⁸⁸ Gina Presson, “Group Wants Oil Drilling Ban in State Constitution,” October 22, 2010. Accessed February 11, 2011 at www.sosbs.org.

⁸⁹ “Planning for Florida’s Ocean and Coastal Future: Recommendations of the Florida Coastal and Ocean Coalition,” The Florida Coastal and Ocean Coalition, June 2010. Accessed January 15, 2011, at www.flcoastalandocean.org.

⁹⁰ National Ocean Economics Project. *Phase II, Facts and Figures: Florida’s Ocean and Coastal Economies Report*. (2008). Monterey Bay Aquarium Research Institute for Florida Oceans and Coastal Council. Available at <http://www.floridaoceanalliance.org>



"This year's Oceans Day highlights our ocean and coastal economies, valued at \$562 billion. We are focusing on how ocean management can help plan for traditional and new uses of Florida's oceans and coasts. To encourage the development of current and new ocean industries in Florida and ensure that resources are managed sustainably, the state needs a plan for use of its ocean waters, just as it does for its land. Our economic and social well-being depends on it. We also want to heighten awareness by the public and legislators of the challenges we face." David L. McDonald, Executive Director of Port Manatee and Former Chair, Florida Ports Council

"Florida's beaches are the reason that tourists visit our coasts to enjoy Florida's clear waters, pristine sands and beautiful sunshine. Tourism is rebounding in Florida in 2010 and 2011, and the beaches of St. Petersburg and Clearwater demonstrate how critical this sector is to the state's economic well-being. Our beaches alone produce \$2.8 billion in economic impact to the state's economy, with \$88 million in state and local taxes." DT Minich, Executive Director of the St. Petersburg/Clearwater Convention and Visitors Bureau





"Coastal restoration is becoming a big economic driver in Florida and is bringing with it hundreds of jobs for scientists, engineers, specialized equipment operators, construction crews and other skilled laborers as well as much needed revenues to coastal economies that have been harmed by the Gulf oil spill." Laura Geselbracht, The Nature Conservancy

*"Florida's cruise industry attracts millions of passengers to the state every year, with five cruise ports, including several of the leading ports in the world: Port of Miami, Port Everglades, Port Canaveral, Port of Tampa and Port of Jacksonville. Cruiselines contribute \$5.8 billion in direct spending and 115,093 jobs, with wages of nearly \$4.9 billion for Florida workers. Onshore visits produce an estimated \$784 million in spending from 7.6 million passengers and crew."
Bob Sharak, Cruise Lines International Association*



X. Appendices

A. OCEANS DAY WORKSHOP AGENDA

B. BIOGRAPHIES OF PANELISTS

C. WORKSHOP PARTICIPANTS

APPENDIX A - Oceans Day Workshop Agenda

Oceans Day 2011: Florida's Oceans Generate Jobs and Economic Development Tuesday - March 22, 2011

9:00 a.m. – 4:00 p.m. Exhibits in the Capitol: Rotunda and 2d Floor

Agenda for Workshop Old Senate Chambers, Historic Capitol Building, 2d Floor

10:00 a.m. – 10:30 a.m.

Welcome – David McDonald, Chair, Florida Ocean Alliance and Kumar Mahadevan, Vice Chair

Keynote Speaker: Dr. Jim Cato, Professor Emeritus of Food and Resource Economics, University of Florida, *“The Contribution of Florida's Coasts and Oceans to our State and National Economies”*

10:30 a.m. – 11:30 a.m.

Panel Discussion

Introduction – Moderator – Jim Murley, Florida Ocean Alliance

- I. Tourism – D. T. Minich, St. Petersburg/Clearwater Convention and Visitors Bureau
- II. Economic Losses from Oil Spill – Senator Don Gaetz (invited)
- III. Ports/Shipping – Doug Wheeler, Florida Ports Council
- IV. Cruiselines – Bob Sharak, Cruise Lines International Association
- V. Recreational Fishing – Mark Robson, Florida Fish & Wildlife Conservation Commission
- VI. Economics of Restoration Activity – Laura Geselbracht, The Nature Conservancy
- VII. Wrap Up and Adjourn

5:30 p.m. – 7:30 p.m. Mote Reception – Top of Capitol, 22d Floor

APPENDIX B – Biographies of Panelists

Florida Ocean Alliance Workshop Florida Oceans Day, March 22, 2011 Biographies of Speaker and Panelists

Plenary Speaker

James (Jim) C. Cato is professor emeritus, Food and Resource Economics Department, University of Florida. He has served as Senior Associate Dean and Director, School of Natural Resources and Environment, and Director, Florida Sea Grant College Program, University of Florida. He has B.S. and M.S. degrees from Texas Tech University and completed a Ph.D. in Food and Resource Economics at the University of Florida in 1973. In 2005, he was appointed to the Florida Ocean and Coastal Council and is now in his second term.

Panel

Moderator: James F. Murley serves as Assistant Dean for External Affairs, College of Design and Social Inquiry, and as Senior Advisor for Energy and Climate, Center for Environmental Studies at Florida Atlantic University. Governor Charlie Crist appointed Jim the first Chair of the Florida Energy and Climate Commission. In Southeast Florida, he serves on Climate Change Task Forces for Miami Dade and Broward Counties, Chair of the Sustainability Committee of the Urban Land Institute's Southeast Florida/Caribbean District Council and is a member of the Water Resources Advisory Commission of the South Florida Water Management District. Jim is Treasurer of the Board of Directors of the Florida Ocean Alliance. Nationally, Jim is a Fellow at the National Academy of Public Administration and a member of the Climate Leadership Project at the University of Oregon. Jim is a former Secretary of the Florida Department of Community Affairs and was the first Executive Director of 1000 Friends of Florida. Jim graduated from Denison University in Granville, Ohio, with a BA in History and from the George Washington University Law School. He is a member of the Achievement Hall of Fame at the Chagrin Falls, Ohio, High School and a graduate of Class IX, Leadership Florida.

Panelists

Tourism: D. T. Minich, St. Petersburg/Clearwater Convention and Visitors Bureau is Executive Director of Visit St. Pete/Clearwater (VSPC), which is the official Destination Marketing Organization (DMO) of Pinellas County, the most popular tourist destination on Florida's Gulf Coast. Minich oversees all operations of the organization, which has an annual operating budget of \$25 million and a full-time staff of 32, including international offices in the United Kingdom, Central Europe and South America. A member of the board of both the U.S. Travel Association and the American Shore and Beach Preservation Association, Minich is also an active member of the state tourism marketing organization, Visit Florida, serves on the Board of Trustees of St. Petersburg's Dali Museum, and is past president of the Florida Association of Convention and Visitor Bureaus (FACVB). A vocal supporter of responsible and sustainable tourism, Minich has testified numerous times in both Tallahassee and Washington DC on issues related to beach preservation, most recently in opposition to expanded offshore drilling in the

Gulf of Mexico. Prior to his appointment as VSPC's Executive Director, he served for 6 years as the Executive Director of the Fort Myers/Sanibel CVB. He holds a Bachelor of Arts in History from the University of Kentucky and a Certified Destination Management Executive designation from Destination Marketing Association International.

Economic Losses from Oil Spill: Senator Don Gaetz was chosen in 2010 to represent Northwest Florida for another term in the Senate. In 2006, he became the first non-legislator in more than 50 years to be elected to the Senate without opposition. Senator Gaetz is Chairman of the Reapportionment Committee as well as the Transportation, Tourism and Economic Development Appropriations Committee. In addition, he serves on several other Senate Committees including Health Regulation, Commerce and Tourism, Budget, Health and Human Services Appropriations, Rules, Rules Committee on Ethics and Elections and the Joint Legislative Budget Commission. Before being elected to the Senate, Don Gaetz was the Superintendent of the Okaloosa County School District. During his term of office from 2000 to 2006, Okaloosa Schools became the highest performing public school system in Florida and won numerous national awards for academic excellence. Senator Gaetz earned undergraduate degrees in religion and political science and a masters in public administration. He is the retired Co-founder and Vice Chairman of VITAS Healthcare Corporation and former President of the National Hospice Organization. He is a member of St. Paul's Lutheran Church in Niceville. Senator Gaetz and his wife, Victoria, have two children. His son, Matt Gaetz is State Representative for District 4 in Northwest Florida.

Ports/Shipping: Doug Wheeler serves as President of the Florida Ports Council (FPC), a nonprofit corporation that serves as the professional association for Florida's fourteen deepwater seaports and their management. The FPC provides leadership, advocacy and information on seaport-related issues before the Legislative and Executive Branches of State and Federal Government. Wheeler has more than fifteen years of governmental affairs and association leadership at both the state and federal levels, where he held previous positions with Associated Builders and Contractors, and more recently, the Florida Chamber of Commerce, where he served as Vice President of Grassroots Advocacy and Political Action Development. Under Wheeler's leadership and management of Florida's largest federation of businesses, associations, and local chamber of commerce – encompassing more than 139,000 grassroots members, the Chamber worked aggressively and effectively to represent the interests of business in Florida. Wheeler was also previously with Associated Builders and Contractors (ABC) for nearly six years, serving as the Southeast Political Manager covering seven southeastern states. He worked closely with ABC chapters and members on all areas of political affairs at the federal level, including candidate outreach, PAC fundraising, lobbying and grassroots efforts. Before joining ABC, he was the Governmental Affairs firm of Watson, Daley and Gosnell, located in Tallahassee. He has also worked for the Florida House of Representatives during five Legislative Sessions and the Republican Party of Florida during the 1994 elections. Wheeler graduated from Florida State University with a degree in Political Science, with an emphasis in Public Communications.

Cruiselines: Bob Sharak, executive vice president of marketing and distribution for the nonprofit Cruise Lines International Association (CLIA), is charged with furthering the association's strategic promotional goals and objectives and serving the needs of its over 16,000

travel agency members and the world's 25 major cruise lines, which collectively represent 97 percent of the cruise capacity marketed in North America. Sharak, who joined CLIA in March 1993, directs all consumer and trade marketing efforts and promotional initiatives, including the association's annual **cruise3sixty** travel agent conference and trade show, Web site development (www.cruising.org), advertising and E-marketing, collateral production, CLIA's annual *National Cruise Vacation Month* and *World's Largest Cruise Night* campaigns. In addition, he manages industry alliances and partnerships, and spearheads CLIA's travel agency membership programs, including its portfolio of gold-standard training programs. Prior to entering the nonprofit arena, Sharak held senior marketing positions for several travel companies, including the Hertz Corporation, the Trump Organization, PeopleExpress and Continental Airlines. Sharak graduated from Kent State University in 1980, with a Bachelor's degree in marketing.

Recreational Fishing: Mark Robson has been the Director of the Division of Marine Fisheries Management for the Florida Fish and Wildlife Conservation Commission (FWC) since August 2003. The Division employs 30 staff and is responsible for the management and regulatory programs relating to marine fish, invertebrates and other marine life. The Division reviews science and public input and makes recommendations to the seven-member Commission. Additionally, the division supports agency efforts to protect coastal ecosystems, manages Florida's artificial reef program, provides outreach and education to commercial and recreational fishing interests, and serves as the Commission liaison to federal, state, local, and private marine resource agencies and organizations. Mr. Robson has served as the FWC representative to the South Atlantic Fishery Management Council since 2003. Mr. Robson is a native of West Palm Beach, Florida. He has a Bachelor of Science degree in Wildlife Management from the University of Maine, and a master of science in Wildlife Ecology from the University of Florida. Mr. Robson's entire professional career has been with the FWC. He started working for the former Florida Game and Fresh Water Fish Commission in 1977. Prior to his current position Mr. Robson has held positions as a wildlife technician, wildlife management biologist, regional nongame wildlife biologist, and regional director.

Economics of Restoration Activity: Laura Geselbracht is Senior Marine Scientist with The Nature Conservancy (TNC) and Secretary of the Board of Directors of the Florida Ocean Alliance. She has over twenty years of professional experience in the areas of environmental/conservation science, planning and policy. In her work with TNC, Ms. Geselbracht has headed up development of a marine site prioritization framework for Florida, the marine component of Florida's Comprehensive Wildlife Conservation Strategy and a marine gap assessment for Florida. Prior to this, Ms. Geselbracht headed up TNC's Everglades Large-scale Conservation Area and played a key role building support for ballot initiatives that have contributed more than \$225 million to conservation land acquisition in South Florida. Most recently, Ms. Geselbracht conducted a sea level rise analysis of coastal Hernando County, using the Sea Level Affecting Marshes Model. Ms. Geselbracht holds a master's degree in Marine Affairs from the University of Washington and a bachelor's degree in Aquatic Biology from the University of California, Santa Barbara.

APPENDIX C - Workshop Participants

NAME	TITLE	ORGANIZATION	EMAIL
Richard Pruitt	AVP, Env. Programs	Royal Caribbean	rpruitt@rccl.com
James C. Cato	Professor	University of Florida	jccato@ufl.edu
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Gil McRae	FWC	FWC	g.l.mcrae@myfwc.com
David McDonald	Exec. Director	Port Manatee/FL Ports Council	
Duane DeFreese	Sr. VP Science & Business	Aqua Fiber	Duane.defreese@aquifiber.com
Don Kent	President	HSWRI	Dkent@hswri.org
Megan Stolen	Research Scientist	Hubbs-Seaworld R.I.	mstolen@hswri.org
Mark Robson	Div. Marine Fishery	FL Fish & Wildlife	Mark.robson@myfwc.com
Bob Sharak	EVP Marketing	CLIA	bsharak@cruising.org
D.T. Minich	Executive Director	Visit St. Pete/Clearwater	DT@visitspc.com
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Ken Leber	Director, Fisheries Rec.	Mote Marine Lab	kleber@mote.org
Jim Muller	Principal	Muller & Associates, Inc.	mullerjw@mullerassoc.com
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George L. Jones	Indian River Keeper	Treasure Coast Environmental Defense	georgejonesl@aol.com
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Kumar Mahadevan	President & CEO	Mote Marine Laboratory	Kumar@mote.org
Michael Crosby	Senior Vice President	Mote Marine Laboratory	mcrosby@mote.org
Ellen Prager	President	Earth2Ocean, Inc.	pragere@earthlink.net
Janet Bowman	AVP	The Nature Conservancy	Janet_bowman@tnc.org
Jim Muller	President	Muller & Associates	mullerjw@mullerassoc.com
Jerry Sansom	Director	Organized Fishermen of Florida	fishhawk@aol.com
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John Ogden	Professor	University of South Florida	jogden@marine.usf.edu
Jim Murley	AVP	Florida Atlantic University	jmurley@fau.edu
Doug Wheeler	President	Florida Ports Council	doug@flaports.org
Bill Hogarth	Director	FIO, USF	Hogarth@fio.usf.edu
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