Florida Trend

FLORIDA'S BUSINESS AUTHORITY

MAY 2022

Charging Ahead

Florida is paving the way for an electric car future, but there's a long road ahead. p76

PLUS ...

▶ Hurricane Season: Your Odds of Being Hit p88

> ► Florida's Body Language Expert p96

Custom Content: Miami-Dade Economic Profile p46

\$4.95

MAY_22_COVER.indd 1 4/7/22 4:30 PM

Florida Trend

FLORIDA'S BUSINESS AUTHORITY



Hurricane season p. 88

COVER STORY

76 **Charging Ahead:** Sales of electric vehicles are growing in Florida, but EVs still amount to less than 1% of registered vehicles, cost about a third more than gaspowered cars, and charging stations are far from universal. How fast can Florida really go electric? *By Amy Keller*

Plus: Roadblocks; EV incentives; electrified roads; stats

FEATURES

- **When to Worry:** History offers lessons about when storms are most likely to hit different regions of Florida and how hard. *By Mike Vogel*
- 96 **Body of Work:** Joe Navarro has made a career of reading non-verbal signals.

 By Sabrina L. Miller and Vickie Chachere



Randy Wells p. 10

TRENDLINES

- 4 **Up Front:** A nod to the past and future
- 6 Readers
- 8 NextGen: Lula app
- 10 Icon: Randy Wells
- 12 Economic Backbone:

Transportation; TopRank: Airports, seaports and FTZs

AROUND THE STATE

- 28 Miami-Dade: Robotic delivery service
- 30 **Southeast:** Candy for a cause
- 32 **Southwest:** Keeping meds secure
- 36 **Central:** Getting kids interested in space
- 40 Northeast: Postpartum app check
- **Northwest:** Lowering garbage costs
- 100 Editor's Page: Farewell

CUSTOM CONTENT

46 Regional Profile

Miami-Dade continues to reassert itself as a leader in the 21st century.

Florida Trend (ISSN 0015-4326) is published monthly with one special issue, a total of 13 times per year by Trend Magazines Inc. Street address: 490 First Avenue South, St. Petersburg, FL 33701. Telephone: 727/821-5800. Subscription rates in Florida are \$29.95 for one year, \$49.95 for two years and \$59.95 for three years; \$24.95 for one year for elected officials. All other states: \$39.95 a year. Customer Services online: FloridaTrend.com or phone 800/829-9103. Periodical postage paid at St. Petersburg, FL, and at additional mailing offices. POSTMASTER: Please send address changes to Florida Trend, P.O. Box 528, Lincolnshire, IL 60069. Send air express and bulk shipments to 490 First Avenue South, FL 4, St. Petersburg, FL 33701.

Up Front



A Nod to the Past — and Future

is bittersweet for me. It is the final issue that our longtime executive editor, Mark Howard, and I are collaborating on. Mark has been an amazing leader of

This month's FLORIDA TREND

our editorial department for nearly three decades. His many accomplishments, awards and recognitions are a testament to his hard work. Mark's mastery of his craft has been inspirational.

Over the years, Mark and I have had the pleasure of having conversations with some of the state's most interesting and influential leaders in business and government. Mark's rapport with these leaders who help to shape Florida allowed our discussions to be open, respectful and meaningful.

One of my greatest takeaways from Mark is his remarkable power of listening. He has an amazing knack for asking smart, pointed questions — and then just sitting back and listening. In today's world, too many people get caught up with trying to prove that they are the smartest person in the room by talking constantly - and never truly listening. Mark would say, "David, we are fortunate in our careers. We've earned our positions. We have no reason to have to prove ourselves to anyone. These executive conversations are opportunities for us to listen and learn." I carry those words from Mark into all my meetings.

Just about everyone who meets Mark is impressed. He is one of the smartest, kindest and most genuine individuals that I've had the pleasure of working with. I'm honored to call him a friend.

FLORIDA TREND'S success and editorial integrity are due to the efforts of Mark Howard.

I feel confident saying on behalf of FLORIDA TREND readers, Mark's peers across the state and our magazine's staff, that we all wish him a wonderful, fulfilling and much-deserved retirement. Be sure to read Mark's last column on page 100.

As we move forward, our editorial operations are in very good hands. Vickie Chachere, our new executive editor, has been working with Mark for the past three months to ensure a smooth transition upon his retirement. Vickie is an accomplished journalist and leader in her own right, bringing immense knowledge, sensibility and expertise to her new role. Having spent her entire career in Florida, Vickie knows the state well. She has also been an avid reader of FLORIDA TREND for more than 25 years.

In addition to Vickie, the depth of editorial talent is impressive. John Annunziata, our managing editor, has been helping to lead our editorial team and its operations for more than 20 years. Our full-time staff writers — namely Mike Vogel, Amy Keller and Art Levy — have been with us for a combined 50 years — an impressive and well-respected group with an incredible amount of institutional knowledge.

I could not be more excited about the prospects for FLORIDA TREND. It is well-positioned for continued growth. Our foundation could not be stronger, and our mission to keep you informed is stronger than ever.

- David G. Denor, Publisher ddenor@floridatrend.com

Florida Trend

FLORIDA'S BUSINESS AUTHORITY

Publisher David G. Denor
Executive Editor Mark R. Howard
Executive Editor Vickie Chachere

EDITORIAL

Managing Editor John Annunziata
South Florida Editor Mike Vogel
Associate Editors Amy Keller, Art Levy
Contributors Vanessa Caceres, Nancy Dahlberg,
Laura Hampton. Carlton Proctor

ART

Art Director Gary Bernloehr Associate Art Director Jason Morton

ADMINISTRATION

Business Manager Kristie Stotts **Staff Accountant** Charles Elequin

CIRCULATION

Director of Audience Development Bernadette Pace **Audience Development Manager** Connie Greenblatt

MARKETING

Director of Marketing Anne Meyer Senior Graphic Designer David Cimino Graphic Designer Katie Frank

PRODUCTION

Director of Production Jill South

DIGITAL PUBLISHING

Manager Digital Operations Robb Lee
Digital Editor Will Gorham

Digital Content Specialist Aimée Alexander

ADVERTISING

Senior Market Director / Central & Northeast Florida (Orlando - Treasure Coast - Gainesville -Brevard County - Jacksonville) Laura Armstrong 407/620-5232

Senior Market Director / Tampa Bay & Northwest FL. (Tampa - St. Petersburg - Sarasota - Naples -Ft. Myers - Tallahassee - Panama City - Pensacola) Christine King 727/892-2641

Senior Market Director / Southeast Florida (Miami - Ft. Lauderdale - Palm Beaches - Keys) Andreea Redis-Coste 954/802-4722

Advertising Coordinator

Rana Slager 727/892-2642

PUBLISHED BY TREND MAGAZINES INC.

ChairmanPaul TashPresidentConan GallatySecretaryKristie StottsTreasurerCheryl Collin

Made in the U.S.A. FLORIDA TREND (ISSN 0015-4326).
490 First Ave. S., St. Petersburg, FL 33701 Telephone:
727/821-5800. Copyright 2022 Trend Magazines Inc. All rights
reserved. The following are registered trademarks and logos
of Trend Magazines Inc., and their unauthorized use is strictly
prohibited: Florida Trend; Golden Spoon Awards; Tallahassee
Trend; Florida CEO Trends; dba Florida; Florida Small Business;
Florida Trend Research Florida; Legal Elite; Florida Trend's NEXT
- Your Future After High School; Florida DataMine; Florida 500.
Reproduction in whole or in part without written permission of the
publisher is prohibited. FLORIDA TREND accepts no responsibility
for unsolicited manuscripts, photographs, artwork or résumé
material. Subscriber Services online at www.floridatrend.com/
customerservice, or call 1-800-829-9103. Address Change: Send
address with mailing label from past Issue to Florida Trend, P.O.
Box 528, Lincolnshire, IL 60069, Allow six weeks.



Member: Certification Verification Council, Alliance of Area Business Publishers, Florida Magazine Association

4 MAY 2022 FLORIDATREND.COM photo: Mark Wemple

Readers

Semiconductors

Kudos to Amy Keller for her article "Chipping Away" (Florida Trend.com, March). The timing for this couldn't be better. It appears that she did her homework to put her finger on the pulse of what is actually happening inside of the semiconductor industry in Florida — citing companies that are developing and underlining the facts as to why it is crucial that America needs to pay close attention and find every way possible to fund chip manufacturing in the United States.

During the 1980s, while I was working for Hewlett-Packard, the majority of chip manufacturing was overseas. That was a red flag then and a monster-sized red flag now.

It will take a Herculean effort to continue funding, developing and proceeding with the multiple endeavors currently in process. The article was refreshing to review and exciting to learn about the progress in Florida.

Shauna Peterson

Cape Coral

Florida Virtual School

Can anyone explain to me why all the Florida public schools are not on the same payment plan as the Florida Virtual School? Payment should only be for students who pass. Failure should not be an option, and we certainly should not be paying for failure. Is it any surprise that students and their parents would decide to stay with the Florida Virtual School? They are succeeding.

Jerry Dawson
Citrus Hills



FLORIDA TREND ONLINE

▶ BUSINESS BEAT: Check out the top news to know from around the state with our video news brief hosted by FLORIDA TREND digital content specialist Aimée Alexander:

FloridaTrend.com/Business-Beat.

▶ NEWS ALERTS: Stay on top of Florida business by signing up for any of our free eNewsletters. They are easy to read on any device and are always filled with timely news, insights and analysis: FloridaTrend.com/Alerts.

REGIONAL ECONOMIC PROFILES

Check out FLORIDA TREND'S Community Portraits and Regional Spotlights at FloridaTrend.com/Portraits.

REACH FLORIDA TREND

LETTERS TO FLORIDA TREND

E-mail: Letters@FloridaTrend.com. All letters should include the author's telephone number or e-mail address. FLORIDA TREND edits some letters for length and clarity.

PRESS RELEASES:

Send press releases to PressRelease@FloridaTrend.com.

► REPRINTS/E-PRINTS:

To purchase article reprints or e-prints, contact Wright's Media at 877-652-5295 or WrightsMedia.com.

SUBSCRIBER SERVICES:

Online: 24/7 service at

Florida Trend.com/Customer Service

E-mail: CustomerService@FloridaTrend.com **Phone:** 800-829-9103, (9 a.m. to 5 p.m.)



Changing Gears

As business screeched to a halt during the pandemic, two brothers shifted from car sharing to insurance.

By Nancy Dahlberg

The Entrepreneurs

MATTHEW and MICHAEL VEGA-SANZ, 26

Founders, Lula

As they were growing up, a career in technology was never in the picture for Matthew and Michael Vega-Sanz, 26-year-old twins now running one of Miami's hottest tech startups.

The brothers did everything together, playing outside with chickens, goats and ponies on a small family farm in the aptly named Miami-Dade neighborhood of Horse Country, not indoors on video games. They were good students, played basketball and initially attended Miami Dade College before transferring to Babson College within a year, focused on pursuing Wall Street careers.

In Boston, the brothers were introduced to the world of tech. They met students who taught themselves how to code and were building startups; they could see themselves doing that, too. "In athletics, a lot of your success could be predicated on some sort of supernatural ability, but when it comes to tech, as long as you had internet

and a computer, it's essentially a level playing field," says Matthew. And with technology, they could solve big problems that everyday people were facing, says Michael. "I thought that was much more meaningful than chasing dollar figures on Wall Street."

The brothers, whose parents are from Cuba and Puerto Rico, founded Lula to enable college students to rent cars to one another. They went to tech meetups and asked a lot of questions. After months of development, they dropped out to pursue the car-sharing app full time in 2018, both thinking it would only be for a semester or two until the app became "self-serving." "I was naive because anybody with a startup knows it will never be self-serving," Matthew says.

He recalls the day they launched the app beyond Babson on Sept. 1, 2018: "I told my mom if we expand to 25 campuses in year one, I'll be happy." Within the first five months, Lula had members on more than 500 campuses nationwide. "People would see the company, and they thought it was this big, sophisticated company. In reality, it was just two kids out of a living room." The brothers relocated to Miami in 2019.

While the site gained tens of thousands of users, the path to profitability wasn't clear until the brothers created the insurance infrastructure "We never quit when we had every reason to. If you just keep the business alive long enough, good things will happen — people will see the effort you're putting in and want to help you. Promise yourself you're not going to quit."

- Matthew Vega-Sanz, CEO

software for their business.

When the pandemic shut college campuses down in March 2020, Lula's business was toast. "Matthew and I put our cars up for sale so we could make payroll, and then we got about \$20,000 or \$30,000 in PPP money, and that was gone in less than 90 minutes. Then I gave away my stimulus checks as well. The bank account had negative \$2,000, and we had creditors calling us."

They considered trying to sell their car-sharing app software but kept thinking about their Lula office sign, one they still have in their Miami-area headquarters. "We knew if that sign came down, it would mean the business would be dead," Matthew says. "Michael and I would go into our office every single day and put our heads together and think: 'How can we keep that sign up?'

Around that time, a car-sharing service for military bases inquired



about licensing Lula's insurance infrastructure technology that enabled car sharing and rental businesses to only pay for insurance when their vehicles are actually in use — known as episodic insurance — and managed insurance processes. That generated some revenue, but the founders also believed they had something special in that insurance tech they built that could help them evolve their business model. "College students were the riskiest demographic,"

and we had the lowest accident rate in the industry," Matthew says.

Soon after, Matthew and Michael began focusing exclusively on the insurance tech and making their tools accessible to other shared-mobility companies through an API (application programming interface).

Lula's revamped website launched in early 2021. Within weeks, 1,600 car-sharing and vehicle-rental companies signed up for the waitlist. To "Be customer obsessed. Start with the customer; work your way backward. Customers and sales take care of almost all of your problems."

— Michael Vega-Sanz, president

expand, the founders last summer raised \$18 million in venture capital from Founders Fund, Khosla Ventures, SoftBank, Florida Funders and others.

In 2021, business grew about 400%; Lula expects 500% to 600% growth this year. In a year, Lula went from employing a handful of people to about 50, and this summer expects to employ 60, including an experienced executive team, Matthew says.

Lula now is launching a product for the trucking industry, where insurance is expensive. Truckers are required to pay for 365 days a year of coverage, when the average trucker is only on the road 220 days. What's more, owner-operators don't want to have to worry about vetting drivers, organizing policies and managing claims. Lula's API provides for all that,

including episodic coverage.

The startup is eyeing e-commerce next. For the thousands of business owners who sell their wares on websites like Etsy or Shopify, refunding \$200 for an order lost or damaged in shipping, for example, is a high price to pay, Matthew says. Lula could provide access to insurance for a couple of bucks on every checkout screen for buyers who might want to save time and hassle trying to get a refund if necessary.

photo: Lula FLORIDATREND.COM MAY 2022 9

MAY_22_NextGen.indd 9 4/7/22 1:39 PM

Icon

Randy Wells

(Biologist, zoologist, director of the Chicago Zoological Society's Sarasota Dolphin Research Program, Sarasota; age 68)

I've known

some of these

dolphins since

the 1970s. I

know their

histories, their

dramas, what

they've been

through. I know

their kids, their

grandkids and

their great-

grandkids.

We're at 51 years now, studying the dolphins of Sarasota Bay. When you're looking at a long-lived animal — and we've measured so far that our dolphins can live up to 67 years — having the ability to maintain continuity and consistency in how the data are collected, and getting people invested in the lives of these animals, is key.

I grew up in Peoria,

III. My parents started vacationing in Florida when I was pretty young, and it became an annual thing. Along about when I was in the middle of high school, they decided that Florida would be a better place to live than Illinois, and they picked up stakes and moved to Sarasota. I went to Riverview High School, which offered a great set of marine biology and oceanography classes. That stimulated my interest.

Between my junior and

senior years of high school, I wanted to pursue my interests and volunteer at Mote Marine Laboratories, which was then located at the south end of Siesta Key. They turned me down flat. Fortunately, a fellow named Blair Irvine, who was just coming into town to head up a project looking at the behavior interactions between sharks and dolphins, was buying a house through the real estate company that my dad worked for. My dad let him know that

he had this kid who would love an opportunity to get into the field, and Blair agreed to have an interview with me, and he took me on as a volunteer.

Blair began to tag dolphins in Sarasota Bay, and I tagged along with him, and that's when we began to learn that dolphins are local, locked into their own coastal communities. Before

that, we had no idea that dolphins lived in local communities.

I wish Florida was not so divided. I wish there was more of a coming together and appreciation of what truly makes Florida great. What makes Florida great is what brought us here, the natural environment, the climate. For us to lose track of those things, and the value of maintaining them, I think that's really sad.

The dolphin community here has no other place to go, so

what's going to happen as the waters get warmer? Right now, we see the highest mortality rates locally occur during summer when water temperature is highest. There are times when the water temperature approaches the body temperature of the animals, and these animals obviously can't sweat. Overheating is an issue that dolphins are going to be facing more and more, and that leads to health issues.

What we have found, unfortunately,

is that in the last couple of years, seagrasses are in decline once again. My understanding is there are more nutrients getting in the water, whether that's runoff from residential or agricultural sources. When nutrient levels go up, there's more algae, and the algae shades the waters, and the seagrasses can't thrive. The second part is the nutrients exacerbate red tides.

Once I went to work for the Chicago Zoological Society, I had the opportunity to serve either as an individual researcher and go out and watch dolphins, much like Jane Goodall watched chimpanzees and George Schaller watched gorillas, or I



could develop this program. I've been able to bring in a lot of collaborators from all over the world who could leverage my meager abilities and do a lot more to benefit dolphins here and around the world.

Dolphins and anglers are interested in many of the same fish species, so when those fish are in low abundance, such as during a red tide, everybody is vying for the same fish. In terms of the identifiable causes of death for dolphins, interaction with fishing gear is No. 1.

Sarasota's dolphins are used as a reference population for comparing against the health of dolphins in other places. For example, with the

Deepwater Horizon oil spill, the oil didn't get any closer than about 84 miles from Sarasota. When the National Marine Fisheries Service began to look at the impacts from the spill, they used techniques we use here in terms of monitoring the health of the animals, so they were able to do comparative studies of dolphins here with dolphins affected by the spill in Barataria Bay, La., and in Mississippi Sound. The thing that was most dramatic up there was lung disease, which occurred at five times the level you see in Sarasota Bay. Yearto-year survival in Sarasota Bay was on the order of 96%, which is sustainable. In Barataria Bay, it was 87%, and that's

not sustainable. Eighty-three percent of the pregnancies that we diagnose in Sarasota Bay end up with happy, healthy babies. Up there, it was 20%.

I'm concerned about how much time kids spend in front of devices, as opposed to being out in nature.

For the manatees, it's horrible. It has never been this bad. My heart goes out to the animals and to the people who are doing their very best to try to save them. What I hope is that people will take to heart how the Indian River Lagoon hit a tipping point and how quickly it went downhill and that we don't let the decline of seagrasses in other areas get to that same tipping point.

photo: Chris Lake FLORIDATREND, COM MAY 2022 11

MAY_22_lcon_Randy_Wells.indd 11 4/7/22 1:34 PM

Economic

Transportation

Reaping Dividends

Growth initiatives allow JaxPort to help relieve supply chain issues.

Though supply chain issues have plagued the transportation and logistics industry in the last year, Northeast Florida has kept freight moving smoothly from port to consumer, says Robert Peek, director and general manager of business development at JaxPort.

Uncongested berths and access to more than 100 trucking companies have allowed the port to receive ships that could not unload their cargo in other ports. Most notably, in the fall of 2021, Hapag-Loyd, one of the 10 largest shipping lines in the world, rerouted its European container



service from the Port of Savannah to JaxPort for three months.

"A considerable amount of money has been invested over the last few years to position JaxPort to accommodate new business, but beyond our normal growth, we see ourselves as part of the solution to the national supply chain crisis."

▶ Biggest Growth Initiative: Since 2018, the U.S. Army Corps of Engineers has led a project to deepen the Jacksonville shipping channel from its current depth of 40 feet to 47 feet. The \$484-million project will be completed in June, which will open the port



Robert Peek:
"We see
ourselves as
part of the
solution to
the national
supply chain
crisis."

to post-Panamax container ships coming from Asia.

Private Investment: Though local, state and federal funding is being used to prepare the port for growth, private companies are also investing in JaxPort's future.

SSA Atlantic, the company that operates SSA Jacksonville Container Terminal at Blount Island, has undertaken a \$72-million reconstruction project that includes two container berths. The berths will be equipped to handle 10 state-of-the-art, electric-powered, 100-guage container cranes.

In February, Ceres Terminals

signed a 20-year lease with JaxPort for the 158-container Dames Point Marine Terminal. Along with the lease deal, Ceres committed to investing \$15 million in terminal upgrades.

▶ Paying Off: This month, Singapore-based global shipping line Sea Lead Shipping will bring the first U.S. East Coast container service to JaxPort. With container ship arrivals planned for every two weeks, the carrier will connect Jacksonville to four locations in Asia: Nansha, Ningbo and Qingdao in China, and Busan in South Korea. — By Laura Hampton





Roaring Back

Port Canaveral's cruise business is charting a record pace.

More than two years after the pandemic brought cruising to a standstill, the industry is making a comeback. Roughly 741,000 passengers sailed out of Port Canaveral on multi-day cruises during the last quarter of 2021, and the port is poised to break a 4.6 million passenger record set in 2019 if the post-pandemic trajectory holds, port officials say.

The Central Florida port derives about 80% of its operating revenue from cruise-related businesses and now ranks as the second-busiest cruise port in the world after PortMiami.

As tourists return to the seas, they'll have even more cruising options. The number of home-ported ships at Port Canaveral grew from nine to a record 11 this year and will hit 13 by year's end, though several of those ships are seasonal. Among the notables: Disney Wish — the newest ship in the Disney Cruise Line fleet and the second ship out of Port Canaveral powered by liquefied natural gas (the first was Carnival's Mardi Gras)

— will make its maiden voyage from Port Canaveral this summer. Royal Caribbean's Wonder of the Seas, the largest cruise ship in the world, will begin sailing out of the port in November. MSC Cruises, a Swiss-Italian cruise line, is new to the Central Florida port, with sailings of the MSC Meraviglia cruise ship in the winter season and the MSC Divina in the summer.

In other Port Canaveral news:

Several improvement projects are underway, including a \$2.2-million pier extension that will allow cruise terminal 5 to accommodate ships more than 1,100 feet long;



Cargo revenue totaled a record \$11.1 million last year — up 15.7% from a year earlier.

\$2.9 million in upgrades to the Disney terminal; and a \$48-million rebuilding of an obsolete cargo berth empty since 2018.

continue.

▶ Cargo revenue at the port totaled a record \$11.1 million last year — a \$1.5 million (15.7%) increase over fiscal year 2020, with growth in shipments of fertilizer (103.7%); aggregate/limestone (32.7%); slag (49%); and lumber (83.8%). Last June, Ambassador Services International moved 13,752 bundles of lumber through the port over two days — a record amount fueled by the construction boom in Central Florida. While the port's cargo seg-

ment is at 75% capacity, current tenants and terminal operators are seeking more land and warehouse space to accommodate increasing business.

Canaveral Port Authority CEO and Port Director John Murray was elected chairman of the non-profit National Cargo Bureau, which assists the Coast Guard with meeting international safety regulations related to cargo transport.

— By Amy Keller

14 MAY 2022 FLORIDATREND.COM

bottom photo: Malcolm Denemark/USA Today Network

Brightline Connection

Following the completion of a 3.5-mile section of track leading into Orlando International Airport, Brightline's 170-mile extension between West Palm Beach and Orlando is 70% done and will be finished by the end of 2022. When service begins in 2023, passengers will be able to travel from OIA to downtown Miami in about three hours for about \$100. Trains will travel at 35 mph at the airport before heading east along S.R. 528 toward Cocoa, where they will approach 125 mph. Riders also will have the option of booking a ride in a private car, a shared ride aboard an eShuttle bus or bike rental to get from the train station to their final destination (as long as it's within five miles of the Brightline station) through a recently unveiled service called Brightline+.



I-4 Toll Lanes

II II

П

П

П

П

П

П

П

ш

П

П

П

П

ш

П

П

Central Florida drivers who avoid I-4 at all costs have a new travel option — the I-4 Express, a limited access toll road inside of I-4 that's designed to relieve traffic congestion. The managed lanes (which are separated from the general lanes by concrete barriers) stretch 21 miles from just west of Kirkman Road in Orange County to mile marker 95, east of S.R. 436 in Seminole County.

Right now, the state is charging motorists an introductory rate of 50 cents per segment, which equates to \$3.50 eastbound and \$3 westbound for the entire length of the expressway. Eventually, FDOT will adjust rates based on traffic volume to manage congestion. Drivers must have an approved transponder, such as SunPass, to drive on the road, or will be charged \$25 on top of the toll cost. — By Amy Keller

Your Global Supply Chain Solution! 3



SeaPort Manatee is Manatee County's premier deepwater cargo port located at the entrance to Tampa Bay. As one of Florida's fastest-growing deepwater ports, SeaPort Manatee offers efficient connections to I-75, I-275, the CSX mainline, and is the closest U.S. container seaport with a weekly liner service to Mexico and Central America.

From break-bulk to bulk, to project cargo, containers and more - let us show you why SeaPort Manatee is your global supply chain solution!



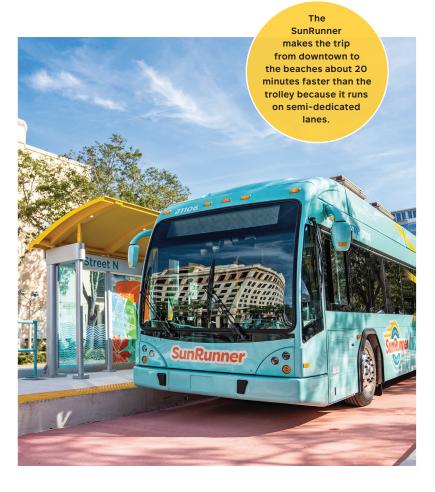
SeaPortManatee.com

MANATEE COUNTY PORT AUTHORITY 300 Tampa Bay Way • Palmetto, FL 34221 (941) 722 6621









Chasing the Sun

Pinellas County is hoping its new downtown-to-beach bus line will get more people hooked on mass transit.

Six years ago, the Pinellas Suncoast Transit Authority applied for a federal grant to help it create a rapidtransit bus route connecting downtown St. Petersburg with St. Pete Beach about 10 miles away. After winning the grant in 2020 — and nearly two years of infrastructure construction — the authority's \$43.9-million SunRunner bus line is expected to open later this year to begin transporting an expected 4,000 passengers each day.

The line will co-exist with the Central Avenue Trolley, which transports up to 2,500 passengers a day along essentially the same route. The trolley, however, will be scaled down slightly. The advantage to the SunRunner, says Abhishek Dayal, the Pinellas Suncoast Transit Authority's (PSTA) director of project management, is its buses will avoid some of the traffic that typically makes other buses late.

"The buses will be running on semi-dedicated bus lanes, and that just gives them the edge over the traffic. A lot of our buses today, they get stuck in traffic, so there's no predictability in terms



Abhishek Dayal, PSTA director of project management, touts the route's predictability.

of when you'll get to your destination," says Dayal.

The trip from downtown to the beaches, for example, takes about 55 minutes on the trolley. The SunRunner is predicted to make the trip in 35 minutes.

To achieve a more predictable arrival, one lane of traffic along the route will be reserved for buses, although motorists will still be able to use the bus lane when turning. Also, the buses will be equipped with technology enabling them to communicate with traffic signals along the route, ensuring they rarely encounter a red light.

Another aim of the project, which also received funding from PSTA and the city of St. Petersburg, is to encourage riders who might ordinarily make a trip by car to consider taking the bus. Dayal says a major part of that pitch will be the route's predictability, but another part is making the experience more inviting with public art at the line's 16 new stops and onboard amenities.

"The buses will have bike racks actually inside the bus, as opposed to outside, so we'll have a very cool unique feature where people can bring their bikes inside," Dayal says. "Each seat will have a USB port. We will not have any fare collection boxes that we have on our other buses. Everything will be paid using our Flamingo Fare, which is an app, or a card that you can buy from our transit centers or many retail outlets. All you'll have to do is to tap this card or scan your phone. For people who have a car or have more than one car to be able to use this service, that's definitely a change in mindset that we are hoping that this service will promote." — By Art Levy

Gaining Altitude

Northwest Florida's four major airports all had record traffic in 2021.



Pensacola International Airport

2021 PASSENGERS: 2,324,044

Total passenger counts during 2021 exceeded 2019's record-setting numbers by nearly 90,000.

Airport Director Matt Coughlin attributes much of the growth to a jump in tourism brought on, in large part, by the airlines marketing Pensacola.

In addition to Pensacola's record passenger numbers, the airport is tied with Newark Liberty International for having the lowest average passenger fares — 30% below the national average, Coughlin says.

Tallahassee International Airport

2021 PASSENGERS: **656,192**

Construction is underway on a \$28-million international passenger processing facility that will provide a passenger port-of-entry and a federal inspection station for the airport along with other improvements to accommodate international flights. Mayor John Dailey described the project as a "game changer" that could bring about international cargo shipping.

========



Biggest Florida Airports

Airport	Passengers
Orlando International Airport	40,351,063
Miami International Airport	37,302,456
Fort Lauderdale-Hollywood International Airport	28,076,808
Tampa International Airport	18,115,213
Southwest Florida International Airport	10,322,434
Palm Beach International Airport	5,260,748
Sarasota-Bradenton International Airport	3,136,543
Orlando Sanford International Airport	2,396,108
Pensacola International Airport	2,324,044
Jacksonville International Airport*	2,221,600
St. Petersburg-Clearwater International Airport	2,036,251
Destin-Fort Walton Beach Airport	1,998,587
Northwest Florida Beaches International Airport	1,598,492
Punta Gorda Airport	1,569,836
Key West International Airport	1,481,683
Tallahassee International Airport	656,192
Daytona Beach International Airport	576,637
Gainesville Regional Airport	405,600
Orlando Melbourne International Airport	372,287

Note: Ranked by 2021 total passengers.
*Jacksonville International Airport total reflects fiscal year, not calendar year.

Source: Individual airports. Research by Vanessa Caceres

Destin Fort Walton Beach Airport

2021 PASSENGERS: 1,998,587

The airport reported a 20% increase in passengers during 2021 compared to 2019's record total of 1,673,226. The airport's airlines include Allegiant, American, Delta and Southwest, which provide nonstop flights to Chicago, Houston, Dallas, Denver and Washington, D.C.





Northwest Florida Beaches International Airport

2021 PASSENGERS: 1,598,492

II II

П

П

П

П

11 11 11

П

II II

П

П

П

н

Panama City's airport saw a 33% passenger growth spurt in 2021 from the year before. As with other Northwest Florida airports, tourism was the biggest factor in the record-breaking numbers. The airport continues to add carriers and passenger capacity and is serviced by American Airlines, Delta Air Lines, Southwest Airlines and United Airlines. — By Carlton Proctor



MAY_22_Backbone_Transportation.indd 21

4/7/22 11:42 AM



PortMiami is home to Virgin Voyages' Scarlet Lady cruise ship.

PortMiami: Terminal Activity

Virgin Voyages' new cruise terminal is open at PortMiami. The terminal, part of a county project aimed at reducing emissions from vessels at berth, is home to the 2,770-passenger Scarlet Lady.

There are two other terminals under construction at PortMiami. MSC Cruises' terminal will be able to accommodate two ships, making it one of the largest cruise terminals in the world when it opens in 2024. Carnival Cruises' terminal is closer to completion. It is renovating terminal F, built in December 2010, to accommodate its newer ships joining the fleet.



Hydi Webb has been named director of PortMiami. She had been serving as interim director. She replaces Juan Kuryla, who left to work at Norwegian Cruise Line Holdings last year.



MIA: Record Cargo, ITA Airways, Biometric Update

Miami International Airport is coming off a second record year for air cargo in 2021, with 2.7 million tons, 17% above the 2.3 million tons handled in 2020. International freight grew 17% to 2.2 million tons, while domestic freight rose 15% to 500,000 tons. Late last year, both DHL Express and FedEx Express completed major renovations and expansions of their cargo hubs. For international freight, MIA continues to rank as the busiest airport in the U.S. and ninth busiest in the world.

In other MIA news, Italy's new national airline, ITA Airways, launched service and plans to offer daily flights in June. Italy was one of MIA's top 20 international markets before the pandemic, generating nearly 400,000 passengers in 2019. Italy is not currently served by any other airline at MIA.

Installation of biometric boarding at all of MIA departure gates, which will replace manual boarding pass scanning with facial comparison screening, is expected to be complete by the end of the year. — By Nancy Dahlberg

▶ Florida Ports

Port	Cruise Passengers	Cargo (Tons)
Port Canaveral	368,906	5,202,533
PortMiami	247,529	705,322
Port of Key West	161,197	0
Port Everglades	116,946	121,437,894
Port of Palm Beach	13,935	2,466,773
Port of St. Petersburg	203	0
Port Tampa Bay	0	33,396,991
JaxPort	0	9,369,782
Port Manatee	0	10,182,737
Port Panama City	0	1,952,282
Port of Fernandina	0	0
Port of Pensacola	0	274,313
Port Citrus	0	0
Port of Fort Pierce	0	0
Port of Port St. Joe	0	0

Note: Ranked by cruise passengers. Not all numbers are finalized. Not all ports resumed cruises post-COVID at the same time. Totals include one-day and multi-day cruises and for the majority of ports represent October 2020 to September 2021. Each port has a unique mix of types of cargo and public and privately held facilities; these figures are intended to reflect all cargo and cruise passengers. However, port rankings will vary depending on the metrics, time frame, and facilities included. Source: Florida Ports Council. Research by Vanessa Caceres



an operator for a new maintenance, repair and overhaul hangar at the airport. The airport and port "are each in a state of dramatic transformation," Payne says.

For decades, the Fort Pierce seaport was unique in Florida as a privately owned working waterfront. In 2018, the county acquired the site as part of a plan to build the port into a shipyard for mega-yachts in hopes of sparking an economic transformation.

Colossal Cruise

Royal Caribbean brought its Wonder of the Seas cruise ship, the world's largest, to Port Everglades. It's the fourth Oasis-class ship to debut at the port. Its inaugural cruise was to the Bahamas, Haiti and Puerto Rico.

Terminal Addition

JetBlue and Broward County plan to break ground this year on a fifth terminal at Fort Lauderdale-Hollywood International Airport. The project will cost \$306 million and add five gates. JetBlue will manage the project on behalf of the county.

— By Mike Vogel 🛅

In the Zone

St. Lucie County reorganizes and expands its FTZ.

The foreign trade zone in St. Lucie County sat largely dormant for the 26 years since it was created, covering the Treasure Coast Airport near Fort Pierce and three nearby parcels. This year, the county received federal approval to reorganize the zone to allow expedited designation of sites for companies ready to conduct trade-zone activity such as manufacturing. The zone was expanded to include all of St. Lucie, Indian River and Okeechobee counties.

Foreign trade zones, known internationally as free trade zones, provide tax relief in that goods imported into them are exempt from usual Customs procedures

and duties until they are moved into the domestic consumer market. This allows companies to land, handle and manufacture goods more cheaply. There's also tax relief for exporters to foreign markets.

Stan Payne, the airport's executive director who also serves as director of the Port of Fort Pierce, says the zone also will benefit the mega-yacht servicing operation at the port created and run by maintenance, refit and overhaul company Derecktor Shipyards. At the port, the company has built the largest mobile boat hoist in the Western Hemisphere.

The county, meanwhile, is choosing



"We believe it will become an important vehicle for growth of manufacturing and distribution in our county," says Stan Payne.

Foreign Trade Zones

Trade Zones	Federal Zone Number
Brevard County/Port Canaveral	136
Broward County/Port Everglades	25
Fort Lauderdale	241
Fort Myers/Lee County	213
Homestead	166
Jacksonville	64
Manatee County	169
Miami	32
Miami-Dade County	281
Orlando	42
Palm Beach County	135
Panama City	65
Pensacola	249
Pinellas County	193
Sebring	215
Seminole County	250
St. Lucie County	218
Tampa	79
Volusia County	198
Wynwood Community Economic Development Corp.	18

Note: Listed alphabetically. Research by Vanessa Caceres

Miami-Dade

MIAMI MIAMI BEACH THE KEYS



INNOVATION

Bot Delivery

Kiwibot, a robotic delivery service startup founded in Colombia and now head-quartered in Miami, closed a \$20-million contract with Sodexo, a Fortune 500 food services company. The deal will expand Kiwibot's fleet of robots by 1,200 to serve 50 college campuses nationwide by the end of this year. Kiwibot also raised \$7.5 million in VC funding.

Founded in 2017, Kiwibot's robots have delivered more than 200,000 meals to students. Through a Knight Foundation partnership, the robots have been doing community service in Miami's Little Havana, delivering food from local restaurants. Uses beyond food delivery are being developed.

BANKING

Professional Holding, owner of Professional Bank, chose Abel Iglesias to replace Daniel Sheehan as CEO of the Coral Gables-based publicly traded parent company and the bank. Iglesias has decades of executive banking experience and is serving his second term on the Miami board of the Federal Reserve Bank of Atlanta.

TECHNOLOGY

▶ Kaseya, a global provider of cloud-based information technology management and security software, nearly tripled its office space in Brickell, leasing 64,716 square feet at 777 Brickell. ▶ Miami Dade College received a \$15-million grant from the John S. and James L. Knight Foundation,

Miami-Dade County, Miami and the Miami Downtown Development Authority to bolster its emerging technology programs. Every MDC student will soon be required to take at least one course in artificial intelligence. The college



After 34 seasons with the orchestra he co-founded. Michael Tilson Thomas stepped down as artistic director of the **New World** Symphony to focus on his health. The world-renowned conductor, at 77, had undergone treatment for glioblastoma multiforme, an aggressive form of brain cancer.

will also offer a bachelor's degree and a certificate program in A.I. MDC will also open an A.I. center that will bring together industry leaders, teachers and students. MDC and Miami are also creating a Miami Tech Charter School, planned to open this August on MDC's Wolfson campus. Students will graduate with an associate's degree from Miami Dade College for free. **Supernal**, an air taxi service planned by Hyundai that would use electric vertical takeoff and landing aircraft, has signed a memorandum of understanding with Miami city officials aimed at establishing Miami as a "model" for the service. Supernal will work with the city to develop policies to enable the service, which Supernal plans to launch commercially in

28 MAY 2022 FLORIDATREND.COM

top photo: Ulysses Ortega/Newscom

2028. Blockchain.com, a global cryptocurrency trading exchange now headquartered in Miami, is moving into 22,000 square feet of space in the Wynwood neighborhood. Miami-based banking-software company **Technisys** has been acquired for about \$1.1 billion in an all-stock deal. The buyer, SoFi Technologies, a publicly traded digital personal finance company, will use Technisys' platform to roll out personalized financial services for its banking customers, as well as let other banks and fintech companies use the platform. > Relief, a Miami startup that says it can cut a consumer's credit card debt in half for free, raised \$15 million in a funding round led by Nava Ventures and including former CEOs of American Express and Citigroup. The app's technology automatically analyzes a user's personal finances, negotiates directly with creditors and then creates a more affordable payment schedule. > Taxfyle, a Miami-based startup that connects consumers and businesses with tax professionals, raised \$20 million in funding led by Fuel Venture Capital and IDC Ventures. Picsart, the world's largest digital creation platform with 150 million active users, is moving from San Francisco to Miami Beach.

REAL ESTATE

Miami-Dade County's school district is selling 1.3 acres of its downtown Miami property to development company Crescent Heights, which plans a 55-story tower with 1,441 residential units, plus retail and office space. > Ryder **System** is putting its 238,420-sq.-ft. headquarters in Miami-Dade up for sale. It plans to buy or lease a smaller office location in the county. > Terra, a Miami-based developer, revealed

plans for the first phase of



dubbed Upland Park, at the Dolphin Station park-and-ride facility under construction in west Miami-Dade County, Ultimately, 709 apartments, 50,000 square feet of retail, a grocery store and 1,270 parking spaces are planned. Fontainebleau **Development**, led by Jeffrey Soffer, is seeking to build a pair of 24-story luxury condo towers at the Turnberry Isle Yacht Club in Aventura. The towers would replace a 50-room hotel and eight tennis courts now on the property.

NON-PROFITS

▶ Wells Fargo granted \$20 million to the Miami Foundation to support small businesses and non-profits through a combination of grants, loans and technical assistance. > JPMorgan Chase is providing three Miami-based nonprofits — Neighborhood Housing Patrick Dovigi, a former goalie for the Edmonton Oilers, paid \$21.4 million, or a record \$4,811 per square foot, for a 4,417-sq.-ft., four-bedroom luxury condo at Palazzo Della Luna on Fisher Island, one of the wealthiest ZIP codes in the country.

Services of South Florida, Miami Workers Center and Catalyst

Miami — with \$5 million over three years for winning its AdvanceCities competition aimed at devising sustainable solutions for communities and professionals affected by CO-VID-19. The non-profits plan to use the money to help people working in child care, home health, cleaning and other similar professions.

HOSPITALITY

The show is over for Lolita, a 7,000-pound orca at the Miami Seaquarium. She will no longer do tricks for tourists, under an agreement between the theme park's new owners, MS Leisure, and federal regulators. ▶ Shortly after its parent company, Genting Hong Kong, filed to liquidate, Crystal Cruises laid off 238 employees.

HEALTH CARE

Miami-based Genuine Health Group, owned by 30 physicians, acquired Premier Care Associates, a local medical group with 26 locations that served 4,500 Medicare patients. Terms of the deal were not disclosed.

> Sprouts Family Market is coming to Grove Central, a mixeduse, transit-oriented development being built in Miami's Coconut Grove neighborhood. 1



FLORIDATREND.COM MAY 2022 29

Southeast

FORT LAUDERDALE WEST PALM BEACH BOCA RATON HOLLYWOOD PORT ST. LUCIE By Mike Vogel mvogel@floridatrend.com



Candy for a Cause

Tracy Ernst got the idea for her nausea-easing candies after seeing a friend with cancer battle the side effects of chemotherapy. An avid cyclist, she was riding solo one day when an image of the friend came to mind. She says she later received a "divine message to make hard candies with essential oils."

She and her husband, Dean, in 2018 founded Essential Candy in Wellington in Palm Beach County. The candies are infused with oils from peppermint, elderberry, turmeric, cayenne and other sources. A separate line of candies and gummies have CBD. "Candy with func-

tional benefits," says Dean Ernst, such as for digestive health. Most customers take just one to three a day.

A 3-ounce bag runs from \$10.95 to \$11.95. A 1.9-ounce bag of 15 CBD candies costs \$20. The company donates a bag of candy to cancer support groups for every bag purchased.

The Ernsts wouldn't share revenue information but say the company has made more than a half-million candies. A new facility can churn out 20,000 to 30,000 per day and can scale to 100,000. The couple anticipate employing 12 people by year-end and are expanding into Canada and Australia.

MANUFACTURING

▶ France-based Daher plans to acquire **Triumph Group's aerostructure production and assembly business** in Stuart, which employs 400. Aerostructures include fuselages, wings and doors. ▶ Germany-based **Schroth Safety Products**, which makes seat belts and restraints for the aerospace, defense and motorsport markets, opened its Americas headquarters and manufacturing plant in Fort Lauderdale, where it will employ 60. Previously, it had a smaller facility in Pompano Beach.

HIGHER EDUCATION

▶ Florida Atlantic University and Max Planck Florida Institute for Neuroscience partnered to launch the first U.S.-based International Max Planck Research School for Synapses and Circuits in Jupiter. ▶ Indian River State College is offering tuition-free associate's degrees for qualifying 2022 high school graduates of public schools in Indian River, Martin, Okeechobee and St. Lucie counties. Students must have at least a 2.0 GPA and maintain at least a 2.0 GPA at IRSC.

NON-PROFITS

The National Endowment for the Arts gave \$10,000 to the Arc of Palm Beach County to provide people with developmental disabilities art lessons and showcase their artistic talents in the community.

REAL ESTATE

Virginia-based Garcia Cos. and

Sponsored Content

Corporate barter media company ICON International has relocated to a larger office at 301 E. Las Olas Blvd., occupying the third and eighth floors for a total of 25,589 square feet. The Greenwich, Conn.-headquartered company has 54 full-time employees in Fort Lauderdale and is seeking to fill approximately 30 openings. ICON International, whose logo adorns the Las Olas building, worked with the Greater Fort Lauderdale Alliance, Broward County's official



public/private partnership for economic development, in 2019 to expand into Florida and on its recent expansion.

Warfield Investments received Indiantown village approval to develop Terra Lago. The 800-acre, mixeduse project will include 2,000 singlefamily homes, 174 townhouses, 300 apartments and 100,000 square feet of commercial space in a town center. The project may include a 200-bed assisted living center. It will be Indiantown's largest development. A joint venture of New York- and Miami-based Hyperion Group and New York-based partner Winter Properties plans 348 apartments and 12,000 square feet of commercial space on a 3.5-acre

Premier Estate Properties said a three-level, 6,812-sq.-ft. Mediterranean estate at 1255 Little Harbour Lane on the river in Vero Beach sold for \$12.55 million, a record for a river property.



site on Federal Highway in Boynton Beach. Florida-based builder Luxcom plans a 235-unit, garden-style rental development at Oakland Park Boulevard and University Drive in Sunrise.

RETAIL

Deerfield Beach-based franchisor **Learning Experience** plans to open another 13 locations in Florida and 100 nationally in the next two years.

HOSPITALITY

> St. Louis-based hotelier Drury wants to redevelop the old **Loehmann's Plaza** at I-95 and PGA Boulevard in Palm Beach Gardens into a 292-room Drury hotel, its first in Southeast Florida, and a 315-unit apartment building.

GOVERNMENT

▶ Broward's school board appointed interim **superintendent Vickie Cartwright** to the position permanently and will pay her \$350,000 per year. ▶ After losing its contract with Florida Healthy Kids, contractor **Maximus** laid off 96 administrative employees in Fort



The last Bobby Rubino's, a Florida rib chain once linked in a federal case to the Gambino crime family, closed in Pompano Beach. It will be replaced by Louisiana chicken restaurant Raising Cane.

Pierce and four in Tallahassee who worked on the project.

FINANCIAL

Stuart-based **Seacoast Bank** opened two branches in Broward, one in Victoria Park in Fort Lauderdale and the other in Plantation.

Atlanta-based Aaron's, the publicly held leaseto-own outfit, agreed to buy Fort Lauderdalebased appliance and consumer electronics superstore retailer BrandsMart U.S.A. for \$230 million in cash from the Perlman family. BrandsMart has 10 stores in Florida and Georgia and an online store. BrandsMart, which had \$757 million in annual revenue, will remain based in Broward.

MAY_22_ATS_Southeast.indd 31



4/7/22 11:24 AM

Southwest

TAMPA ST. PETERSBURG SARASOTA FORT MYERS LAKELAND By Art Levy alevy@floridatrend.com



The Saddlebrook Resort, owned by Thomas L. Dempsey since 1988, has been sold for an undisclosed price to Mast Capital, a Miami real estate investment and development firm. The 480acre resort in Wesley Chapel includes more than 500 condo/hotel units, two 18hole golf courses, 45 tennis courts and a tennis academy. Jordan Kornberg (below), Mast Capital's managing director, says Mast plans "a significant investment to renovate the resort." The purchase is Mast's second in Wesley Chapel since November 2021, when it bought 16 acres to develop a 248-unit apartment complex.



Tampa attorney Rhea Law has become the University of South Florida's eighth president, shedding the interim title she held for seven months following the July 2021 resignation of Steve Currall. Law is a USF alumna and a former chair of the national law firm of Buchanan, Ingersoll & Rooney's Florida offices.



BANKING

▶ The **Bank of Tampa** has opened a branch in Lakewood Ranch, giving it a total of 15 locations.

ECONOMIC DEVELOPMENT

appointed president and CEO of the Greater Winter Haven Chamber of Commerce. She replaces Katie Worthington Decker, who stepped down in January to become senior vice president of the Lakeland Economic Development Council. Wyatt is also a member of the Polk County School Board.

HIGHER EDUCATION

▶ USF is considering a 27-acre site on its Tampa campus for a **new football stadium**. The USF Bulls currently play home games at Tampa's Raymond James Stadium, where USF's lease runs through the 2027 season.

HEALTH CARE

▶ Tampa General Hospital, BayCare Health System's St. Joseph's Hospital-North and AdventHealth Carrollwood Hospital will share \$16.4 million in federal American Rescue Plan funds for projects including a 28-bed COVID-19 unit at Tampa General and a 24-bed psychiatric unit at St. Joseph's Hospital-North. Also, AdventHealth Carrollwood Hospital will add 25 beds to its COVID-19 treatment facilities.

GOVERNMENT

The Cape Coral City Council has imposed an **annual tax on vacation rental properties**

32 MAY 2022 FLORIDATREND.COM

bottom photo: Arielle Bader/Tampa Bay Times

Southwest

amounting to \$5.50 for every rented bedroom. The city, home to an estimated 5,000 vacation rental properties, says the tax will help it to keep better track of which homes are being used as vacation rental properties and ensure the properties comply with city codes. With its employees working out of rented space since 2019, Clearwater has set aside \$30 million for a **new city hall**. The city vacated its former city hall building three years ago to make way for downtown redevelopment.

INSURANCE

Tampa insurance company startup **Slide** has acquired about 150,000 insurance policies, worth \$400 million, from Orlando-based St. Johns Insurance, after St. Johns' A rating was pulled by ratings agency Demotech.

MARKETING

▶ Tampa Bay area marketing firms **Big Sea** and **Sparxoo** have merged, creating a company called Big Sea with 42 employees and \$6 million in annual revenue. ▶ **TrendyMinds**, an Indiana digital marketing firm, plans to open an office in St. Petersburg and hire 100. The company focuses on the

health care, pharmaceutical and technology industries.

REAL ESTATE

Construction is underway on **54** Crossings, an office park featuring a pair of 60,000-sq.-ft. office buildings near the Suncoast Parkway in Pasco County.

TRANSPORTATION

▶ The first phase of the Suncoast Parkway's Citrus County extension, stretching from U.S. 98 north to S.R. 44 in Crystal River and costing \$135 million, has opened. ▶ Estero-based **Hertz** is investing \$19 million in UFODrive, a self-service electric car rental company based in Luxembourg. Hertz, which last year ordered 100,000 electric vehicles from Tesla, plans to incorporate UFO-Drive's app-driven rental technology into its own operations. After a two-year hiatus spurred by the COVID-19 pandemic, Edelweiss Air has resumed flights between Tampa and Zurich. Before the pause, the Swiss airline shuttled 30,376 passengers between the cities in 2019. Allegiant has instituted twice-weekly flights between Punta Gorda Airport and Akron-Canton Airport. The

INNOVATION

Secure Drugs

Scripps Safe, a Naples company that provides security for narcotics storage, transportation and dispensing, plans to boost its workforce from six to 40 this year and is exploring a move to go public. The company makes safes, vaults, smart locks, inventory tracking software and also offers consulting services for the health care industry.

"The objective is to protect the chain of custody and prevent diversion, theft and

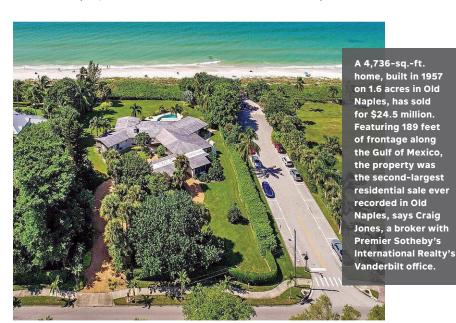
abuse," says Jacqueline
Anz-von Zwehl, the firm's
president and CEO.
In March, Scripps
Safe was awarded a
patent for its latest version of cloud software
that tracks pharmaceutical inventory. Last year, the
company won an
innovation award
at the 2021 EMS
World Expo.



Punta Gorda Airport, meanwhile, reported that its 2021 operating revenue was \$15.6 million, a 17.3% increase over 2020. ▶ A proposed privately operated ferry that would shuttle passengers between south Hillsborough County and MacDill Air Force Base won a \$4.9-million U.S. Department of Transportation grant, allowing backers to buy a 350-seat passenger boat. Plans call for the ferry to start operation in 2025. ▶ Manatee County's Port Manatee has rebranded itself as SeaPort Manatee.

WORKFORCE

▶ Zillow is cutting nearly 40 jobs at its Tampa office as part of the Seattle-based real estate company's elimination of its Zillow Offers home-buying/selling program. ▶ Exercise-cycle company Peloton Interactive has cut 58 jobs at its Lakeland facility. ■



ORLANDO
DAYTONA BEACH
MELBOURNE
TITUSVILLE

By Amy Keller akeller@floridatrend.com



DEVELOPMENT

Alliance Residential, a multifamily developer based in Scottsdale, Ariz., will build a 300-unit apartment building in south Winter Garden called Prose Horizon Village. Alliance owns eight properties throughout Central Florida, with three under construction and five scheduled to break ground this year. Adelon Capital, a development company based out of Hollywood in South Florida, and Crystal Lagoons plan to develop an artificial, public access lagoon in Brevard County. The companies have several more lagoon projects in the works in inland parts of Central Florida, including Orlando.

Derek Lewis. Orlando-based president of PepsiCo's south division. and a 34-year veteran of the company, will become the soft drink giant's first president of multicultural business and equity development. **Heather Hoytink** has moved into Lewis' former role.

HIGHER EDUCATION

In an effort to minimize student debt and reduce financial barriers for low-income, historically underrepresented populations, **Stetson University** in DeLand will cover all costs above what families can afford for students who qualify as Presidential Scholars beginning



with those enrolling in fall 2022. The awards — worth up to \$31,000 a year — are based on high school records, standardized test scores and community service. ▶ Orlandobased **AdventHealth University** has launched a degree program in medical laboratory science. The program — which will start with 20 students and grow to 60 — will create five faculty jobs.

MANUFACTURING

▶ GenH2 — a liquid hydrogen fuel company that's building a \$35-million, global headquarters in Titusville — has acquired Pratt Plastics, a nearby plastic fabrication and manufacturing company. GenH2 says the move will enable it to produce "mass quantities of components and finished products" in-house, without supply chain-related delays.

NON-PROFITS

Dominique Greco, former nighttime economy manager for the city of Orlando, has launched the Orlando Hospitality Alliance, a non-profit that will serve and advocate on behalf of hospitality establishments in Central Florida.

SPACE

▶ Space Perspective, a

Titusville-based space tourism company that will fly people to the edge of the atmosphere in its Spaceship Neptune balloon beginning in 2024, is now accepting cryptocurrency as payment for future flights. A ticket costs \$100,000 and requires a \$1,000 deposit. The University of Central Florida is leading a \$10-million NASA project to develop carbon emission-free jet engines fueled by liquid ammonia. UCF is collaborating with Georgia Tech, Purdue, Boeing, General Electric, ANSYS, the Southwest Research Institute and the Greater Orlando Aviation Authority to evaluate the concept.

36 MAY 2022 FLORIDATREND.COM

MAY_22_ATS_Central.indd 36 47/22 11:11 AM

TECHNOLOGY

Partnership is working with San Francisco-based software developer Unity to create a "digital twin" technology platform to assist with urban planning. The 3-D, interactive technology will allow companies, local government and non-profits to map out different scenarios across 800 square miles of Orange, Seminole and Osceola Counties to see how their plans will impact the region.

THEME PARKS

▶ Disney has named Gail Evans executive vice president, chief digital and technology officer of its parks, experiences and products division, which is moving to Lake Nona. Evans most recently served as chief digital officer for asset management firm Mercer and previously held senior positions at Microsoft, Hewlett-Packard and Bank of America.

NON-PROFITS

The Ginsburg Family Foundation, based in Winter Park, made three grants totaling \$40 million to three Central Florida groups. **Nemours Children's Health** received \$25 million to launch the Ginsburg Institute for Health Equity at Nemours Children's Health — an initiative designed to advance health equity for children in underserved communities. The **Holocaust Museum for Hope &** Humanity received \$10 million for a 40,000-sq.-ft. museum it plans to build in downtown Orlando, and the University of Central Florida received \$5 million to create the Ginsburg Center for Inclusion and Community Engagement. Andrea Guzman (pictured) — UCF's first vice president for diversity, equity and inclusion — will lead the center.





"Kids think there is only one opportunity in space and that's being an astronaut. We're making space for everyone," says Sharon Hagle.

SPOTLIGHT

Making Space for Kids

Sharon Hagle's non-profit aims to put kids on a path to outer space.

Sharon Hagle caught the space bug in 2007, when she and husband Marc took a zero-gravity

flight at Kennedy Space Center to celebrate their wedding anniversary. A sales team from Virgin Galactic happened to be on the same flight and sold the Hagles on another experience — two tickets aboard one of Virgin's future suborbital space flights.

The Hagles finally made that trip on March 31. In the time since then, Sharon has been working to inspire future generations of astronauts through a non-profit called **SpaceKids Global** that she founded in 2015. Last summer, the Winter Park-based group teamed up with the Girl Scouts of Citrus Council to sponsor a national science competition called Making Space for Girls. Entrants were challenged to design a Girl Scout space mission patch, write an essay about future space travel or come up with an idea for a science experiment in space.

Hagle is now looking to connect with other companies on hands-on projects that will entice elementary school students to enter STEAM (science, technology, engineering, arts and mathematics) fields. "We want to bring the possibility of space to as many kids as we can," Hagle says.

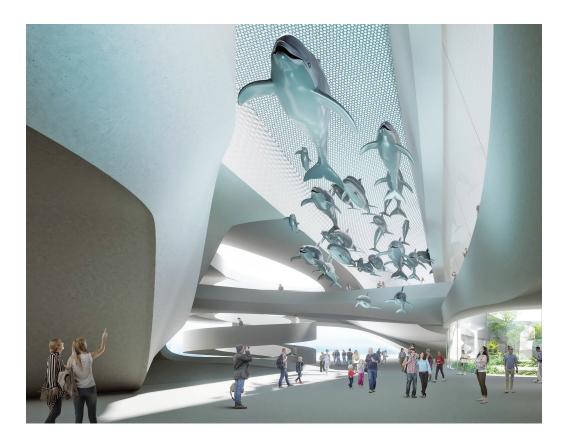
JACKSONVILLE GAINESVILLE ST. AUGUSTINE

HIGHER EDUCATION

▶ The University of Florida reported \$960 million in research spending in 2021, a \$17.8-million increase over the university's previous record in 2020. University of North Florida assistant professor of electrical engineering Mona Nasseri has been awarded \$199,000 by the National Science Foundation to research wearable devices for women with epilepsy to help predict the onset of a seizure. Beginning in the summer 2022, Jacksonville University will offer a three-year master's of science degree in dentistry with a certificate in comprehensive oral implantology. The University of North Florida has named Richmond Wynn chief diversity officer. Before accepting the role on an interim basis in November 2021, Wynn was director of the master's of science in clinical mental health counseling program and interim coordinator of the LGBTQ Center. Jacksonville University is offering a one-year practical nurse certification program in partnership with Baptist Health and the JU Healthcare Simulation Center. The program will prepare students to sit for the National Council Licensure Exam. Classes will begin this fall at Jacksonville University's new College of Law. Jacksonville has committed \$5 million to the program, which will open with 20 to 30 students and is expected to enroll 150 by 2024. Researcher and UF alumna Linda Aiken has committed \$1 million to the UF College of Nursing. The endowment will be used to create the Linda Harman Aikin Chair and fund research into challenges facing nurses.

RETAIL

Atlantic Beach-based restaurant **Southern Grounds & Co.** is planning to sell franchises in 12 southern states. A recent sale to the Sogro St. Pete Hospitality Group will bring nine outlets to



south Tampa, St. Petersburg and Clearwater. The restaurants will begin opening in the fall.

HEALTH CARE

▶ Guidewell has named Dr.

Kelli Tice its first chief health equity officer. A former director for the Florida Department of Health, Tice will help Guidewell Mutual Holding, the parent company for Florida Blue, address social, health and racial inequities in the communities it serves. ▶ Mayo Clinic plans to add five floors to its eight-floor structure. The \$432-million expansion will include 121 inpatient beds, including 56 ICU beds, and is expected to be completed by the end of 2026.

PROFESSIONAL SERVICES

▶ First Coast Security Services has laid off more than 250 statewide after the company's contract with the medical marijuana company Trulieve ended.

REAL ESTATE

Jacksonville-based **Steine-mann & Co.** purchased 17 acres at World Commerce Center to build a 162,000-sq.-ft. Costco at I-95 and International Golf Parkway. The store is expected to open in June.

SPORTS BUSINESS

Jacksonville sports apparel company **Fanatics** has purchased Philadelphia-based vintage sports apparel brand Mitchell & Ness with a group of celebrity investors that includes Jay-Z. Fanatics will own 75% and the investor group 25%.

TECHNOLOGY

Jacksonville-based Quadrant Information Security has been acquired by New York-based Worklyn Partners, a growth equity firm investing in cyber-security and IT services.



been chief

officer.

administrative

40 MAY 2022 FLORIDATREND.COM

MAY_22_ATS_Northeast.indd 40 47/22 11:18 AM



TOURISM

After a three-year renovation, Atlantic Beach's **Salt Air Inn & Suites** has reopened. The 76-year-old motel is now a 15-room coastal boutique property and sits next to another '40s-era lodge one block off A1A. Cruising out of Jacksonville has returned after two-plus years with the **American Queen Voyages** 12-day cruises and Carnival Cruise's **Sailabration Cruise**. Both cruises include stops in the Bahamas.

The World Equestrian Center in Ocala plans a five-story, 400-room hotel, the second at the 378-acre park. It is to open in June 2024.



TRADE

The Northeast Florida **Builders Association** named St. Augustine-based MasterCraft Builder Group the Builder of the Year for 2022. In addition, CEO Chris Shee was named 2022 chairman of Builders Care, the non-profit arm of the builder's association. Jacksonville-based Sauer Construction has received a \$19.2-million contract to repair the fitness center at Marine Corps Base Camp Lejeune. > UF has launched a two-year Emerging Small Business Program for the construction industry. The construction business must be in Alachua, Bradford, Clay, Columbia, Gilchrist, Levy, Marion, Putnam or Union counties and have fewer than 15 employees. Through the program, they will receive guidance from UF experts and opportunities to work on university-led projects valued at up to \$15,000.

TRANSPORTATION

Spirit Airlines has partnered with Jacksonville-based ATP Flight School to train pilots to fly A30 aircraft in about two years. Elite Airways has added weekly service to Portland, Maine, from the Northeast Florida Regional Airport in St. Augustine. The company has also added a third day of flights to Newark, N.J. Jacksonville-based Crowley Government Services has received a \$41.7-million contract to continue maintaining and operating five T-AGOS vessels for the Navy for another 10 months. The company has held the contract since 2014.

INNOVATION

Postpartum App Check

To help physicians better communicate with patients, the UF Department of Medicine's Obstetrics and Gynecology Department has developed a phone app called **Gator MOMiter**.

Currently in the pilot phase, the app sends questions to patients who have recently given birth. The questions are tailored to the individual patient and are focused on early detection of problems in four catego-

"Up to 20% of women will have postpartum depression," says Dr. Kay Roussos-Ross, who conceived the program.

ries: Infections from C-sections, high blood pressure, high blood sugar and postpartum depression.

Conceived by Dr. Kay Roussos-Ross and financed through a \$190,000 grant from the Florida Department of Health, the program has an enrollment of 250 patients but wants 500 to generate enough data to analyze. Ultimately, Roussos-Ross hopes the app will prove useful to patients and will decrease morbidity, so it can be rolled out to OB/GYN practices throughout the state.

MAY_22_ATS_Northeast.indd 41 4/7/22 11:21 AM

TALLAHASSEE PENSACOLA PANAMA CITY By Carlton Proctor carlproc@aol.com



SPOTLIGHT

Putting a Lid on Garbage Costs

Elevate Waste Solutions saves commercial customers, such as restaurants, strip malls and apartment complexes, penalties imposed by large trash service companies when dumpsters are filled beyond capacity or contain large objects like mattresses or other bulky items.

"It used to be that garbage companies didn't care about what was in or around dumpsters," says Cary Stephens, who started the company with his son. "But now with new regulations, they're charging customers higher fees for overflow. For example, if a dumpster lid is not completely shut, some garbage companies will charge customers an extra \$150," he says. "Other trash-collecting companies will simply drive on if they see large objects lying outside the dumpster."

Elevate's monthly service charge depends on what the current customer is paying for waste management. A typical strip mall, for example, depending on size, will be charged from \$1,000 to \$2,000. Stephens says he saves companies 20% to 30% in monthly service fees by monitoring trash bins weekly. Son Aidan loads overflowing items or any large uncontained object on a large truck and hauls them to a landfill.



The Gulfarium Marine Adventure Park on Okaloosa Island has begun construction on Dolphin Oasis, a multi-million-dollar habitat on 2.2 acres. The habitat will feature more than 1 million gallons of water fed from the Gulf of Mexico with room for up to 15 dolphins. The Gulfarium first opened in 1955. Patrick Berry, Gulfarium's senior vice president and COO, says Dolphin Oasis will benefit the park's existing dolphin population and also offer the public a "lush green immersive environment with sand and picturesque waters."

ECONOMIC DEVELOPMENT

trash bins to

make sure

customers

don't face

overflow

penalties.

Pensacola has approved a \$110-million apartment and retail development proposal for Community Maritime Park downtown. Inspired Communities of Florida will build up to 600 apartment units, a 900-space parking garage and up to 50,000 square feet of retail space. Inspired Communities developers include Dallas-based EJ Smith Enterprises, owned by famed NFL running back and Pensacola native Emmitt Smith.

AEROSPACE

▶ UAV Corp. is expanding its **Skyborne Technologies** operations in Gulf County with the goal of making space travel cheaper and

more accessible to the public. UAV CEO Mike Lawson says by lowering the cost of space travel, the company can remain competitive in a fast-growing field. Lawson says UAV's plans include development of a SkySpace airship that could transport passengers to space for about \$50,000. The company's current Gulf County facility also is developing a high-tech balloon that can be launched following natural disasters to provide temporary emergency communication access to law enforcement, FEMA personnel and first responders.

DEFENSE

California-based defense contractor **American Metal Bearing**

42 MAY 2022 FLORIDATREND.COM

MAY_22_ATS_Northwest.indd 42 47/22 11:22 AM

Northwest

is moving to Northwest Florida. The company's new headquarters will be built on 11 acres in the Walton County Industrial Park near Freeport. American Metal manufactures propulsion bearings for the U.S. Navy and NATO allies. CEO Michael Litton says the company is outgrowing its current manufacturing plant location outside Los Angeles.

REAL ESTATE

The Santa Rosa County Commission approved a **350-unit** apartment development at the defunct Moors Golf Club near Milton. The approval came after the developer, East Avalon, agreed to add setbacks and create a greenbelt barrier after residents initially opposed the project. More than 40 major single-family housing

developments totaling 4,300 units are under construction or at some level of permit review, according to the recent data from Tallahassee-Leon County Office of Economic Vitality.

HOSPITALITY

Construction has begun on a 12-story hotel/condo tower on Pensacola Beach. Rich Chism, vice president of development and asset management with Innisfree Hotels, says the \$60-million project includes renovation of the existing Hampton Inn, damaged by Hurricane Sally in 2020, and a heliport. The new tower, says Chism, will include 89 hotel rooms, 16 condos on the upper level and a 250-space garage. Construction is expected to get underway this fall and be completed in 2024.



The Florida Institute for Human and Machine Cognition plans to build a \$20-million research facility adjacent to its campus in downtown Pensacola. Once completed, the facility will house the Healthspan, Resilience and Performance division of IHMC and complement existing artificial intelligence and robotics-focused health research. The four-story building is expected to be completed in 2024, says CEO Ken Ford.



MAY_22_ATS_Northwest.indd 44 47/22 11:23 AM

Future SHOCK

Sales of electric vehicles are growing in Florida, but EVs still amount to less than 1% of registered vehicles, cost about a third more than gas cars, and charging stations are far from universal. How fast can Florida really go electric?

By Amy Keller

When he first started looking at electric cars in 2009, Nick Howe was underwhelmed by the options. "Almost everything that was electric was low-performance, low-range, tiny and they had the reputation of being golf carts, essentially, and that absolutely wasn't what I was looking for," the Boca Raton retiree says.

He eventually found a comfortable four-seater with solid performance and an acceptable battery range in the Tesla Model S, a luxury sports sedan that sells for upward of \$99,000 today.

In 2020, Howe bought his second Tesla, a Model Y. His wife ditched her gas-powered Lexus for the 8-year-old Model S. Howe says she was inspired to switch after they evacuated to Georgia in separate cars during Hurricane Irma in 2017 and he had an easier time



76 MAY 2022 FLORIDATREND.COM

MAY_22_Electric_Vehichles.indd 76 4/7/22 1:18 PM

Electric Vehicle Snapshot

.77% — Share of all registered vehicles in Florida that are EVs, up from .41% in July 2020

124,961 — Approximate number of electric vehicles registered in Florida in January 2022, up from 107,000 in July 2021, a nearly 17% increase. Of the total, about 97,000 were pure EVs (battery only), and another 23,000 were plug-in hybrids (gas engine and a battery).

45,000 — Number of electric vehicles sold in Florida in 2021, a 114% increase over the previous year's sales

3.5% — Share of vehicle sales in Florida that are EVs, amounting to six EVs sold per 1,000 Florida residents



photo: Tesla

FLORIDATREND.COM MAY 2022 77



finding a charging station than she did a gas station. "I came back two days before she did. That kind of convinced her that you don't actually need a gas car," says Howe, who now heads the Tesla Owners Club of Florida.

As of January, there were more than 120,000-plus light-duty electric (or hybrid) vehicles on Florida's roads — nearly double the number from two years ago, according to vehicle registration data, and nearly two-thirds (63%) of them were Teslas.

That's still just a sliver — roughly 0.77% — of 16.3 million cars and pickups registered in Florida, but EV enthusiasts like Howe and some others believe the EV market is poised for exponential growth as automakers invest billions in EV development and commit to ambi-

tious electrification goals.

Ford plans to invest \$5 billion in electric vehicles this year (double what it spent in 2021) as it splits its iconic company into two business units — Ford Blue, which will continue to make vehicles with traditional internal combustion engines, and Ford Model e, which will build electric vehicles, such as the F-150 Lightning and Mustang Mach-E. The carmaker plans to spend \$50 billion on its EV initiative through 2026, with electric vehicles reaching 40% to 50% of its global vehicle volume by 2030.

Other car manufacturers have made similar promises. Honda is aiming for EVs to account for 40% of its sales by 2030 and 80% by 2035. Volvo says it will be fully electric by 2030, as will BMW's Mini brand. GM has promised

Nick Howe is on his second Tesla, a Model Y that he bought in 2020. He gave his first one, a Model S, to his wife, Linda, who became convinced she didn't need a gas-powered car.

78 MAY 2022 FLORIDATREND.COM photo: Eileen Escarda



30 new electric vehicles by 2025. Those timelines appear to come with a caveat: GM and Chrysler parent Stellantis, for instance, have said they'll only meet those targets with a range a government subsidies — including purchase incentives for consumers, a bolstered charging network, investments in research and development and incentives to expand vehicle manufacturing and supply chains in the United States.

"Will everybody be driving these? Yeah, they will," says Doug Kettles, director of the Central Florida Clean Cities Coalition, a Department of Energy vehicle technology program focused on sustainable transportation research and deployment. "But when is the question."

Full electrification is a long way off. Conservative estimates predict that Florida's EV market share will increase to 5% by 2035 and 10% by 2040 if "growth is limited due to factors such as cost, technology innovation pace and existing policy," according to the Florida Department of Transportation's 2021 "EV Infrastructure Master Plan." Alternatively, with "reductions in cost, rapid technological improvements and bold policy or funding incentives," penetration could hit 5% before 2030 and reach 35% by 2040, the report says.

At the end of the day, the pace of change will depend in large part on how well the technology resonates with consumers — and whether it can overcome barriers to mainstream adoption, such as higher upfront costs, range anxiety and gaps in charging infrastructure. Following is a closer look at some of the issues involved in a substantial shift to EVs.

Market Dominance

▶ 78% — Tesla's share of battery-only vehicles (not including hybrids) in Florida. The Austin-based automaker (led by Elon Musk) dominates EV sales in the state, averaging roughly 75 sales a day. Its closest competitor, Volvo, sells six cars per day on average in Florida. Florida ranks No. 1 in the Southeast for electric vehicle sales, utility investment and government funding of EV infrastructure.

Top Electric Vehicles in Florida

(as of January)

Model	Registrations
Tesla (all models)	75,181
Chevrolet Volt	6,305
Nissan Leaf	4,429
Chevrolet Bolt	3,242
Ford Fusion Energi*	2,267
Chrysler Pacifica Hybrid*	2,204
Toyota Prius Prime	2,115
Ford C-Max*	1,637
Ford Mustang Mach-E	1,565
BMW i3 Rex*	1,450

^{*} Plug-in hybrid (PHEV)
Sources: Florida Department of Highway
Safety and Motor Vehicles; Southern Alliance
for Clean Energy; Atlas Public Policy;
Florida Department of Transportation

Perspective and Context

- ▶ "Florida's EV adoption rates are accelerating. The challenge now is to accommodate the accelerated deployment rate of EVs and improve the performance and capabilities of Florida's charging infrastructure."
 - Florida Electric Vehicle Roadmap
- ▶ 12% Rough portion of global emissions accounted for by road transport, including both passenger vehicles and transport trucks. The transportation sector overall accounts for about a quarter of global emissions, but that includes emissions from jets and other airplanes, passenger boats and freighters.
- "Estimates are hard to find, but private non-business passenger vehicles likely account for no more than 6% of global emissions, of which at best half might be eliminated if consumers could be impelled to switch to electric cars, which they have good reasons to avoid."
 - Holman Jenkins Jr., columnist, Wall Street Journal
- Oil and natural gas make up about 55% of global energy use today. By 2040, 10 of the 13 assessed CO² mitigation scenarios that use a full complement of technology to try to limit global warming to 2 degrees Celsius project that oil and gas will continue to supply more than 50% of global energy, according to an analysis by ExxonMobil.
- ▶ 13.5% Portion of global CO² emissions accounted for by the U.S. in 2020, down from 55.6% in 1946
- ▶ 30.7% Portion of global CO² emissions accounted for by China in 2020, up from 1.2% in 1946

FLORIDATREND.COM MAY 2022 79

photo: Tesla

ROADBLOCKS ...

Sticker Shock

Electric vehicles sell for an average of nearly \$56,437 before rebates, according to Kelley Blue Book, versus an average price of \$25,650 for a compact and \$42,804 for a full-size gasoline-powered car. EVs have fewer moving parts, so owners spend about half as much as gas-powered car owners (\$0.03 per mile versus \$0.06 cents per mile) on maintenance and repairs, according to a 2020 analysis by *Consumer Reports*. Those savings — between \$6,000 and \$10,000 over the life of the car — don't make up the difference.

Fuel costs are another matter. Kettles, the Central Florida Clean Cities Coalition director, drives a Chevy Volt and says he pays the equivalent of 87 cents a gallon, saving him about \$5,000 a year in gas costs. "What that means is after a couple years, I can fix about anything on that car and still come out way ahead," he says. Some speculate that sticker prices will come down as battery technology improves. And Bloomberg New Energy Finance, a research subsidiary of Bloomberg that focuses on the clean energy market, predicts that the cost of an EV will be equivalent to a conventionally fueled vehicle by the year 2025.

Range Anxiety

The current bottom line for EVs remains that they're viable for most daily driving, less so for longer trips. Over the past decade, the average range of EVs has increased from about 75 miles on a single charge to between 150 and 300 miles. While the standard 2019 Chevy Bolt has a range of 259 miles, a fully charged Ford Mustang Mach-E can travel up to 314, and a 2022 Tesla Model S can go up to 405 miles on a single charge — far more than most people need for daily driving. The American driver averages about 2.5 daily trips in the car for a total of 30 miles, according to the AAA Foundation for Traffic Safety. Long-distance driving, however, still requires planning, with EV advocates hoping that expanding the charging grid will help allay drivers' anxiety about running out of juice.

Charging Infrastructure

Filling up a 15-gallon gas tank at the pump takes less than five minutes versus the 20 minutes or so it takes to recharge an EV at the fastest EV charging station — but faster-charging batteries are on the horizon. StoreDot, an Israeli battery company, has recently started manufacturing silicon-based battery cells that can recharge in just five minutes enough to go 100 miles. The company plans to mass produce them by 2024. There's just one catch — the charging grid will need an upgrade, too.

Right now, the state has enough DC fast chargers (which can recharge a battery in 20 to 30 minutes) to meet charging demand until 2025 and enough level 2 chargers (which take hours to fully charge an EV) to meet demand for the next 10 years, according to the Florida Department of Agriculture and Consumer Services' Office of Energy's "Florida EV Roadmap."

Even so, the geographic distribution of the equipment is uneven. While Tesla "supercharger" stations are sprouting up at Winn-Dixie, Wawa and other locations in major metropolitan areas, many rural communities have no electric vehicle charging stations where drivers can pull up, plug in and pay for a charge — and there are few options in interior regions and along significant stretches of I-75 and 1-10 in the Panhandle.

At a legislative hearing last September, Brad Thoburn, the Florida Department of Transportation's assistant secretary for strategic development, told state lawmakers that FDOT





MAY_22_Electric_Vehichles.indd 80 4/7/22 1:21 PM



"Rolling up to a charging station you think is going to be available and then it's broken is one of the worst things that can happen," says Brenna Kaminski, co-founder of the Space Coast Electric Vehicle Drivers club.

is looking at ways to shrink the gaps and create a "more robust" network of a greater number of charging stations. The agency has suggested using existing state property to develop and deploy mobile charging stations along major evacuation routes, as well as at Florida's welcome centers.

In addition to being limited, much of the state's EV charging infrastructure is also more than 6 years old — meaning it has surpassed two-thirds of its useful life. Many charging stations are not networked, employ older technology, have proprietary operating and billing systems and typically have lower charging capabilities, according to the state's EV "roadmap" report.

"Some of these charging stations have been around for five or 10 years. They're sun-bleached, there are key marks on them, and it could be because that whoever owns the station just doesn't want to invest in keeping them up. Rolling up to a charging station you think is going to be available and then it's broken is one of the worst things that can happen," says Brenna Kaminski, co-founder of the Space Coast Electric Vehicle Drivers club.

Convenience

A 2021 study by the National Center for Sustainable Transportation found that approximately one in five Californians who bought an electric or hybrid vehicle between 2012 and 2018 went back to gaspowered vehicles. Those who switched were more likely to have slower charging at home (29% vs. 50%), and 28% reported having no access to charging at home.

Apartment dwellers, in particular, face significant challenges when it comes to charging at home. Under Florida law, condominium associations and homeowner associations can't prohibit residents with electric vehicles from installing a charging station in common public parking areas, but car owners must pay for the equipment and installation — which can cost tens of thousands of dollars if the existing infrastructure isn't up to par.

Last year, the Orlando City Council approved an Electric Vehicle Readiness code that requires commercial developments as well as multi-family and industrial structures to equip 2% of parking spaces with EV charging stations and make 10% to 20% of parking spaces "EV capable," with dedicated electrical panel capacity and wiring infrastructure.

Information

A lack of knowledge continues to plague EV adoption — and it isn't just drivers who are in the dark. The sales staff at dealerships are often unacquainted with electric vehicles. In 2020, OUC, Orlando's municipal utility, launched an Electrified Dealership Program to help spur sales of EVs. Sales staff at participating dealerships receive incentives for selling EVs as well as specialized EV training and educational materials, and customers have access to rebates if they buy an electric car. Both FDOT and the Florida Department of Agriculture and Consumer Services' Office of Energy have recommended that the state develop a consumer-oriented EV education and outreach program.

photo: Dominic Agostini FLORIDATREND, COM MAY 2022 81

MAY_22_Electric_Vehichles.indd 81 4/7/22 PM



Types of Charging

LEVEL 1

- Standard equipment included with most vehicles. Slowest charging speed: Adds about four miles of range per hour.
- Can recharge most EV batteries overnight, though a completely depleted battery may take up to 20 hours to recharge.



LEVEL 2

- Upgraded equipment that can require professional installation. Slow charging speed: Adds 15 to 30 miles of range per hour.
- ▶ Can recharge a completely depleted battery in about seven hours.



DIRECT CURRENT FAST CHARGERS

- Commercial equipment ranging from \$10,000 to \$40,000.
- Fast charging: Generally adds 80 to 100 miles of range in 20 to 30 minutes.
- A high-powered system (such as a Tesla supercharger) can fully recharge a depleted battery within 30 minutes.

- There are 3,907 level 2 charging plugs and 844 direct current fast chargers in Florida. Tesla chargers account for about half of the state's charging infrastructure.
- Florida is slated to receive \$29 million this year (and \$198 million over the next five years) to expand its EV charging capabilities under the federal Infrastructure Investment and Jobs Act, signed into law last year. The state must submit a plan to the federal government by Aug. 1 on how it plans to use the funds, which are intended to replace and upgrade chargers along the highway system.



Utility Participation



FPL

Since launching its EVolution program in 2019, the utility has constructed or is in the process of constructing more than 1,000 charging ports at more than 200 locations in Florida — "and that's only going to continue to grow," says Ashley Weber, FPL's senior project manager for E-Mobility. Customers pay 30 cents per kilowatt hour at FPL-operated fast-charging stations — an amount that is three times cheaper than the typical cost of fueling up a gasoline-powered vehicle.

Last year, the utility started a fleet pilot program to help commercial customers electrify their fleets, providing everything from advisory services and recommendations on vehicles to installation of charging infrastructure and any needed service upgrades.

"I think a lot of people think it's easy to buy an EV, but it's really difficult to figure out the charging infrastructure. We kind of bundle all that into one and allow customers to have a one-stop shop to support electrifying their fleet. No upfront capital costs (for charging equipment), and it allows customers to pay over 10-year period," Weber says. "We have our own workplace charging program within our own company — over 400 vehicles in our own workplace. That number doubled in the last 12 to 14 months."

Duke Energy Florida

Duke recently installed 627 charging stations under its Park & Plug pilot program. To date, drivers have used Duke Energy's Park & Plug network for more than 114,000 charging sessions, displacing more than 200,000 gallons of gas. Duke's customers



FPL has installed about 1,000 charging ports statewide. "That's only going to continue to grow," says Ashley Weber, FPL's senior project manager for E-Mobility.

are paying up to 50% less for electricity to power their cars than they'd pay for gas, when it was \$3 a gallon. Residential customers are eligible for a \$10 per month credit in exchange for managing their charging to off-peak periods.

Tampa Electric

The utility is installing 200 plug-in level 2 charging ports (and contributing \$5,000 toward installation costs) at business customer locations as part of a four-year, \$2-million Drive Smart program.

OUC

Orlando will soon be home to the largest high-speed charging facility in Florida. The Robinson Recharge Mobility Hub — located near I-4 in downtown Orlando — will feature approximately 20 level 3 charging ports, which provide the fastest type of charging available. "The intention is to provide people with a place to bring their vehicles to charge, get about 100 miles of range in 10 to 15 minutes and really increase the confidence folks have in using electric vehicles," says Thomas Nealssohn, OUC's director of new product and market development. "We think that it's in great proximity, not only to people who work downtown, but people who are in multi-family units."

OUC, Orange County, Orlando and Power Electronics (an EV equipment manufacturer) collaborated on the \$1.8-million project, of which \$500,000 came from a state grant.



Duke Energy Florida has more than 600 charging stations around Florida.

photos: Ryan Jones top FLORIDATREND, COM MAY 2022 83

MAY_22_Electric_Vehichles.indd 83 4/7/22 1:22 PM

EV Incentives

Federal

Depending on the vehicle, EV buyers may qualify for \$7,500 when they purchase a plug-in vehicle that weighs no more than 14,000 pounds. Because the tax credits are limited to the first 200,000 vehicles sold by a specific automaker, EVs made by Tesla and General Motors no longer qualify for the incentive. President Joe Biden's Build Back Better bill would have raised the federal tax credit for American-made EVs to \$12,500 and reopened eligibility for Tesla and GM vehicles, but the legislation is stalled in the U.S. Senate.

State

There are no state rebates for EV purchases in Florida, but several utilities offer their own incentives:

Kissimmee Utility Authority offers a \$100 rebate to customers purchasing electric vehicles, as well as a \$100 rebate for installation of a home charger.

JEA, Jacksonville's public utility, offers a charging rebate of up to \$7 each month to residential customers who charge their electric vehicles during off-peak hours. JEA also offers electrification rebates for commercial customers — including rebates of up to \$17,000 for electric school buses, \$100,000 rebates for electric transit buses and \$5,200 in rebates for businesses that install level 2 charging stations for fleets, employees or the public.

OUC, Orlando's municipal utility, provides customers with a \$200 rebate after they purchase or lease a plug-in vehicle and will also give customers a \$50 gift card if they test drive an EV at one of seven Orlando area dealerships.

HOV Lane Exemption

Electric and hybrid vehicles can be driven in high occupancy lanes at any time, regardless of the number of passengers in a vehicle. Cars must display a decal issued by the Florida Department of Highway Safety and Motor Vehicles for a \$5 annual fee. Vehicles traveling on the I-95 Express Lanes in Miami must also obtain an I-95 Express Hybrid decal from the South Florida Commuter Services program.

Indirect Costs

State Rep. Rick Roth points out that one advantage to operating an EV in Florida is that "batteries are more efficient in warmer temperatures." Roth also points out a negative, however — more electric cars mean less money for Florida's roads. The reason:



Sen. Jeff Brandes was unsuccessful in pushing for a \$135 fee on electric cars and \$235 on trucks.

Every 1% increase in EV adoption translates into a half-percent reduction in state transportation trust funds because of lost gas tax revenue, says Brad Thoburn, FDOT's assistant secretary for strategic development.

Speaking to state lawmakers last fall, Thoburn said that revenue could dip 5.6% by 2040 under conservative EV growth scenarios or by as much as 20% if EV adoption accelerates. While at least 30 states charge registration fees for plug-in electric vehicles to make up for the lost road dollars, Florida lawmakers have been reluctant to do so. Last year, Sen. Jeff Brandes proposed legislation to levy a fee of \$135 to register most electric cars and \$235 for trucks and vehicles weighing more than 10,000 pounds. The proposal died in committee.

Annual Fees for EVs and Plug-Ins

State	Annual Battery EV Fee	Annual Plug-in Hybrid Fee
Alabama	\$200	\$100
Florida	0	0
Georgia	214	0
North Carolina	130	0
South Carolina	60	30
Tennessee	100	0
National Average	\$121	\$75

Source: Atlas Public Policy, Southern Alliance for Clean Energy

84 MAY 2022 FLORIDATREND.COM photo: Mark Wallheiser

MAY_22_Electric_Vehichles.indd 84 4/7/22 1:23 PM

Electric Avenue?

In Utah, an engineering research center known as ASPIRE (Advancing Sustainability through Powered Infrastructure for Roadway Electrification)



is testing an in-road wireless system that recharges vehicles while they drive. The Utah State University-based group is also collaborating with the Central Florida Expressway Authority on a pilot project that

will install the technology along a one-mile stretch of the expressway authority's new Lake/Orange Expressway, which will connect U.S. 27 to S.R. 429.

The technology relies on electromagnetic induction, which is produced by electric cables embedded in the concrete of the road. That generates a current that triggers a magnetic field stimulating a second electric current in equipment attached to the underside of the vehicle. While the \$680-million road project is still in the design phase — with construction set to start in 2023 and finish in 2025 — Laura Kelley, executive director of Central Florida Expressway Authority, believes the pilot program could be a game changer for freight movement and the entire EV landscape. "With wireless charging in motion at highway speeds, it takes the battery question out of it," she says. "In order to move semis at highway speeds, with clean, electric energy, it will require a solution like the one we're talking about."



E-Trash Trucks

Last year, Ocala put three electric garbage trucks in service — a first in Florida and city officials are thrilled with the results. While the vehicles came with a hefty

price tag of \$525,000 apiece, they are generating significant savings. The emissions-free trucks consume about \$30 of electricity per day — versus the \$150 a day spent on fuel for their diesel counterparts. Combined with 76% lower maintenance costs, the city expects to save \$270,000 over the lifetime of each vehicle. "As diesel fuel costs continue to increase, so will our savings," says John King, director of fleet and facilities management for the city. The 70,000-pound vehicles are also stronger than their diesel counterparts, with 65% more horsepower, and they're much quieter to boot. "The drivers love these trucks," says Darren Park, the city's public works director. "They're quieter, much quieter." The city will put two more electric garbage trucks into operation this year, bringing the total cost for the five-truck fleet to \$2.6 million, \$770,000 of which came from an EPA grant.

Electric Rentals

Months after emerging from bankruptcy, Hertz is betting big on electric cars. Last fall, the Estero-based rental giant announced it was purchasing 100,000 Tesla Model 3s — an investment of more than \$4 billion that will make 20% of its fleet electric. More recently, it coled a \$19-million investment in UFODrive, a European



EV-only car rental company that allows customers to book and rent vehicles entirely through an app. The contactless process takes about two minutes.

Assembly Plant

Cenntro Automotive, a New Jersey-based manufacturer of light- and medium-duty electric commercial vehicles, is building a \$25-million, 100,000-sq.-ft. assembly plant in northwest Jacksonville. The company — which is getting a \$450,000 property tax rebate from the Jacksonville City Council — has manufactured and sold more than 3,600 commercial electric vehicles since 2017 and plans to produce 50,000 vehicles over the next four years at its Florida



plant. Cenntro gets most of its revenue from sales of the Metro, a compact electric utility vehicle used for city services, such as street cleaning and last-mile delivery, according to Securities and Exchange Commission filings. The company manufactures "vehicle kits" for the Metro in China, which are then distributed to facilities in Europe and the United States for local assembly, according to its filings. Cenntro plans to assemble two new vehicle models — the CityPorter (an electric cargo van with a 220-mile range) and Terramak (an off-road electric utility vehicle with a 50-mile range) — at the Jacksonville plant.



For more on Electric Vehicles visit FloridaTrend.com/electricvehicles

86 MAY 2022 FLORIDATREND.COM

photos: ASPIRE top left; City of Ocala top right; Hertz right; Cenntro bottom right



Florida and its 1,350 miles of coastline stand like a set of 10 pins at the end of Hurricane Alley — a stretch of warm water from the coast of North Africa to the Gulf Coast of the U.S. and Central America. That's why, statewide, the annual odds that a hurricane will make landfall are 46% — and 21% that a major hurricane will occur.

Nature, however, is notoriously variable. In 2004 and 2005, hurricane landfalls were as dependable as the heat. Then none landed for a decade. St. Petersburg's odds of a major hurricane landfall are 2%. Yet Tampa Bay hasn't had a major landfall since 1921. And, no, it's not overdue. The odds this year remain 2%.

Not all regions are created equal. North of Cape Canaveral on the Atlantic coast is the most worry-free place in Florida, with only four hurricanes — none major — in 121 years.

Odds

History offers lessons about when storms are most likely to hit different regions of Florida — and their intensity. The bottom line: While you should be prepared, you don't always need to be afraid.

By Mike Vogel

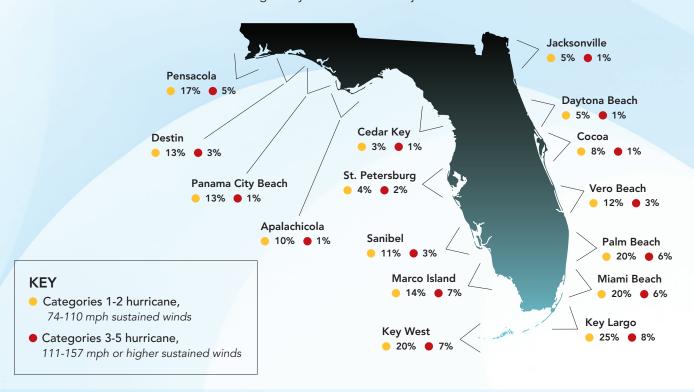
A Few Cautionary Points

- The site of landfall can be immaterial. Winds, flooding and storm surge can affect broad areas. Misery occurs as storms track across the state.
- It only takes one. This is the 30th anniversary of the 1992 season, a season so quiet it took until August to spawn the first named storm. But it was Andrew, the Category 5 monster that devastated south-central Miami-Dade and from which the state property insurance market has never really recovered.
- ▶ 2021 marked the seventh consecutive year a pre-season storm occurred.

photo: NASA 88 MAY 2022 FLORIDATREND.COM

MAY_22_Hurricanes.indd 88 4/7/22 1:25 PM

What History Shows ... Here are the historical odds of your area being hit by a Cat 1-2 or a major hurricane of Cat 3-5:



A Note about Climate Change

Every damaging hurricane brings attempts to link it to humancaused climate change and predictions of more and worse in the future. And why not? The 2020 hurricane season saw a record number of named storms and an above average number of major hurricanes.

But it's not that simple. Satellites now make it easy to spot short-lived storms at sea — meaning we're counting storms now that occurred, but weren't counted, previously. In addition, the use of aerosols probably suppressed storm formation for decades, so we could be getting back to the natural state. And 1950, 1933 and 1926 had the same number of major storms as 2020.

The U.N.-endorsed Intergovernmental Panel on Climate Change's latest report in February warns that climate change overall is causing widespread disruption to nature and impacting the lives of billions of people worldwide. But the report indicates the data don't show with "high confidence" — certainty of more than 80% — that human-caused warming, as opposed to natural variability, has affected tropical cyclone activity so far.

For the future? ScienceBrief synthesized 90 peer-reviewed articles on the subject. Its conclusions on the future of cyclone

activity due to human-induced warming:

- ▶ The number of tropical cyclones is projected to decrease or maybe hold steady, not increase.
- ▶ Our children and grandchildren could see a substantially higher proportion of the most intense storms up 35% by 2100. But other research says no.
- ▶ There's moderate consensus that storms will more rapidly intensify and wind speeds could increase by 5%. Research conflicts about whether storm size will change.
- Warmer air holds more moisture, so rainfall should increase. A study blamed human-induced climate change for a 15% to 38% increase in rainfall in 2017's super soaker Hurricane Harvey in Texas.
 - Studies conflict about whether storms will move slower.
 - ▶ Seas are rising, which means more storm flooding.



To read more about the research of hurricanes and climate change, visit FloridaTrend.com/hurricanes.

Breaking Down the Hurricane Season

With the six-month hurricane season beginning soon, here's when your part of the state can expect hurricanes based on history.



TREND:

Seasonal Sputter

WHO SHOULD WORRY:

Panhandle, Big Bend

JUNE 1-15

The Forecast:

Wet, weak tropical storms in the Big Bend and Panhandle. Watch the Gulf and Caribbean.

Risk:

▶ Intensity: 4.5%

Notable: Florida's only early June hurricane, Alma, hit the Panhandle in 1966.



The Record:

(1900-2021)

- ▶ Tropical Storms: 14
- ▶ Hurricanes: 1
- ▶ Major Hurricanes: 0



The Forecast:

▶ Florida has a pause. Storms go to Texas and Louisiana.





The Record:

(1900-2021)

- ▶ Tropical Storms: 7
- ▶ Hurricanes: 3
- ▶ Major Hurricanes: 0

Risk:

- Intensity: 2.5%
- Notable: June 19 marks the 50th anniversary of Hurricane Agnes. Not terrible for Florida, but it went on in other states to be one of the most destructive in U.S. history.

Intensity is a measure of the power and duration of a season worth of storms. Percentages represent a given share of the season's total storm longevity and energy.

90 MAY 2022 FLORIDATREND.COM

MAY_22_Hurricanes.indd 90 4/7/22 1:26 PM

▶JULY

TREND:

The Big Lull

WHO SHOULD WORRY:

Breathe Easy, Floridians

JULY 1-15

The Forecast:

Just 2% of retired hurricane names were for July storms.

The Record:

(1900-2021)

▶ Tropical Storms: 4

▶ Hurricanes: 0

▶ Major Hurricanes: 1

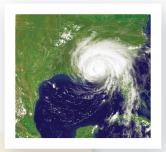


Risk:

▶ Intensity: 0.5%

Notable: 2005's Hurricane Dennis hit Navarre Beach as a small, fast-moving Cat 3.

JULY 16-31



The Forecast:

Don't look to June and July for a sign of how busy the season will be. Colorado State hurricane guru Phil Klotzbach says activity in those months doesn't correlate well with the remainder of the season.

Hurricane Dennis, Panhandle – 2005

The Record:

(1900-2021)

▶ Tropical Storms: 6

▶ Hurricanes: 3

▶ Major Hurricanes: 0



Risk:

Intensity: 3.5%

Notable: An unpredictable time. Even Northeast Florida got a rare, for it, hurricane.



Ryan Truchelut

About the Data

Ryan Truchelut compiled much of the information in this package for FLORIDA TREND. He and wife Erica Staehling founded Tallahassee-based WeatherTiger in 2015 to provide custom forecasts and analysis for farmers, traders and other players in agricultural commodities such as corn, soybeans and wheat. Their credentials include Princeton and Florida State University and a list of honors, including for Truchelut, the American Meteorological Society's Max Mayfield Award in Weather Forecasting, and for Staehling, a National Defense Science and Engineering Graduate Fellowship. They've authored scientific papers and, during hurricane season, Truchulet writes for Gannett news media as well as authoring a Substack newsletter.

AUGUST

TREND:

Hold Your Breath

WHO SHOULD WORRY:

Panhandle, Southeast Florida, Big Bend



Hurricane Charley, Southwest Florida – 2004

The Forecast:

In terms of storm activity, 90% of the season comes after Aug. 1. The prior two months are one-third of the season time-wise but just around 10% of the punch.



The Record:

(1900-2021)

- ▶ Tropical Storms: 6
- ▶ Hurricanes: 7
- ▶ Major Hurricanes: 1

Risk:

- ▶ Intensity: 7%
- ▶ **Notable:** The only hurricane to hit Southwest Florida in this timeframe was a major hurricane, Charley, in 2004. The devastating storm was the first of four hurricanes to hit Florida over six weeks and the first of eight over two years.

AUG. 16-31



Hurricane Andrew, Homestead – 1992

The Forecast:

▶ Two-plus months of throat clearing is over. One-quarter of landfalls in Florida happen from Aug. 28 to Sept. 10. Another way to see it: 80% of a season's hurricane activity comes after Aug. 20. It's all about Southeast Florida.



The Record:

(1900-2021)

- ▶ Tropical Storms: 14
- ▶ Hurricanes: 2
- ▶ Major Hurricanes: 2

Risk:

- ▶ Intensity: 8.5%
- ▶ **Notable:** This year is the 30th anniversary of Cat 5 Andrew, which mauled south-central Miami-Dade.

92 MAY 2022 FLORIDATREND.COM

photos: AP left; Tampa Bay Times right

▶ SEPTEMBER

TREND:

Showtime

WHO SHOULD WORRY:

Everybody but the Northeast

SEPT. 1-15



Hurricane Dora, Jacksonville - 1964



The Record:

(1900-2021)

- ▶ Tropical Storms: 11
- ▶ Hurricanes: 10
- ▶ Major Hurricanes: 7

The Forecast:

▶ By itself, September accounts for nearly half of Florida landfalls. Florida leads with its chin the Keys.

Risk:

▶ Intensity: 29%

▶ **Notable:** Many. Hurricane Easy in 1950 hit Florida twice, first at Cedar Key, which it devastated. Cat 1 Hermine, in 2016, hit near St. Marks and broke the state's 11-year hurricane drought that began after 2005's Wilma. In 1964, Hurricane Dora become the first hurricane on record to make landfall in North Florida.

SEPT. 16-30

The Forecast:

In this period, the Southeast takes its turn. In energy terms, the season is slowing. However, in landfalls of major hurricanes, it's peaking. For South Florida, a Iull sets in around Sept. 20 that generally lasts until Oct. 10.

The Record:

(1900-2021)

▶ Tropical Storms: 12

▶ Hurricanes: 4

▶ Major Hurricanes: 10



Risk:

▶ Intensity: 18.5%

Notable: 1926's Great Miami hurricane killed the land boom and gave Florida a head-start on the Great Depression. The 1928 Okeechobee hurricane was the state's deadliest with more than 2,500 killed. Read Zora Neale Hurston's novel Their Eyes Were Watching God for what the hurricane was like. The storm led to the creation of the Herbert Hoover Dike around the lake, which has caused environmental issues ever since.

photos: Florida Audubon left; Wikimedia Commons right

▶OCTOBER

TREND:

Trouble in the Gulf

WHO SHOULD WORRY:

Southwest, Panhandle



Hurricane Michael, Mexico Beach – 2020

OCT. 1-15

The Forecast:

About a quarter of storm season action happens after Oct. 1. The threat to the East Coast shrinks.



The Record:

(1900-2021)

▶ Tropical Storms: 11

▶ Hurricanes: 11

▶ Major Hurricanes: 3

Risk:

▶ Intensity: 10%

▶ **Notable:** Michael, 2020, the first Cat 5 since 1992's Andrew, had the latest landfall in the Panhandle of any major hurricane.

OCT. 16-31

The Forecast:

Around mid-month comes a steep dropoff for North Florida. Action shifts south. Activity overall falls off a cliff after Oct. 25.

The Record:

(1900-2021)

▶ Tropical Storms: 7

▶ Hurricanes: 7

▶ Major Hurricanes: 4



Risk:

▶ Intensity: 12.5%

Notable: Wilma, Oct. 24, 2005, came in from the southwest.

Back on Oct. 21, 1921, a major storm hit Tampa Bay near Tarpon Springs, the first major to hit Tampa Bay since 1848.

94 MAY 2022 FLORIDATREND.COM

photo: John Moran

▶NOVEMBER

TREND:

A Smattering of Action

WHO SHOULD WORRY:

Gulf Coast (but not too much)

NOV. 1-15

The Record:

(1900-2021)

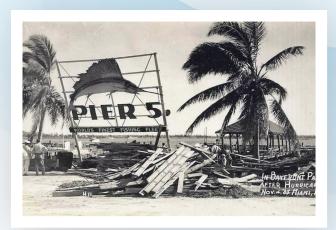
- ▶ Tropical Storms: 5
- ▶ Hurricanes: 1
- ▶ Major Hurricanes: 0

Risk:

- ▶ Intensity: 1.5%
- ► **Notable:** 1935's Cat 2 Yankee hurricane hit Miami.



It's rare for hurricanes to make landfall in Florida in November and even more unlikely for major hurricanes.



Yankee hurricane, Miami — 1935

photo: Tropmet

NOV. 16-30

The Forecast:

A smattering of action

The Record:

(1900-2021)

- ▶ Tropical Storms: 2
- ▶ Hurricanes: 1
- ▶ Major Hurricanes: 0



Risk:

▶ Intensity: 1%

• Notable: Hurricane Kate in 1985 ended a 10-year absence of Panhandle hurricanes by hitting Mexico Beach — the same place Michael hit in 2020 — as a minimal Cat 2, still the strongest November storm ever to hit the U.S.

Body of Work

Facing a language barrier as a young refugee in Miami, Joe Navarro developed an interest in body language that led him to become an FBI spy catcher and a global expert in reading people.

By Sabrina L. Miller and Vickie Chachere

On an April morning in 1961 when Joe Navarro was just 8, he heard the rumble of war planes above his home in Cienfuegos, Cuba, and ran outside to see them. Instinctively, his father knocked him down and coiled his body around the boy to protect him. Sixty miles away, the Bay of Pigs invasion was underway.

Soon after, Navarro's family fled to Miami, where a young Joe struggled to learn English and fit into his new homeland. He loved books about Thomas Edison and the Wright Brothers, heroes who were always taking notes of things they were studying. Finding the mannerisms of the people in his new neighborhood interesting, in the evenings the boy would type out the observations from his day, making his own notes. "For me as a child, it was always the non-verbals. I don't know why, but I just latched onto them. I'd think, "That's a genuine smile' or 'Hmm ... that's not a genuine smile.' Or, 'Oh, these people don't want us here,' and I'd figure out how to navigate a situation, and so forth. I built a reliance on that. I developed that interest based on curiosity. I just became enamored with humans and the things that we do."

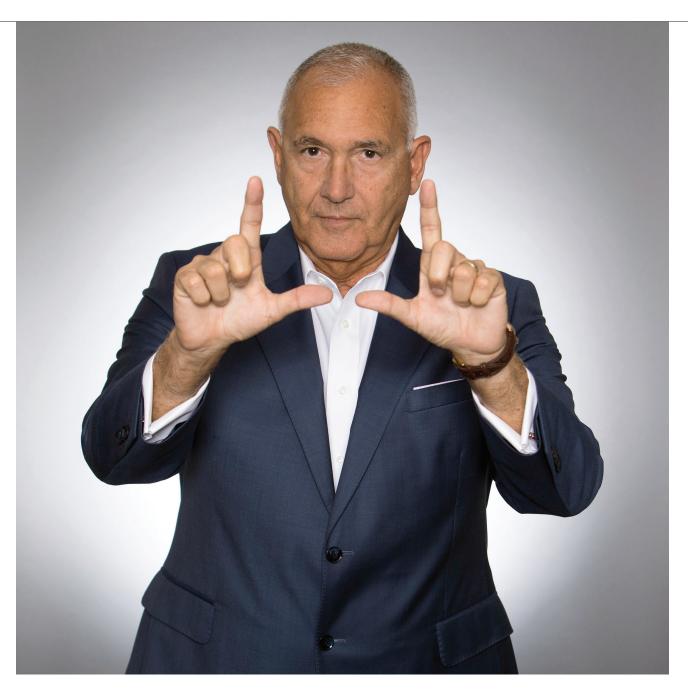
He eventually abandoned his note taking for the life of a typical American teenager, growing into a star high school football player in Miami sought after by more than a dozen universities, only to have violence again send his life spinning in a new direction. While working an afterschool job in security at a department store, Navarro tried to stop a robbery and was stabbed. His injuries were lifethreatening. In the months it took him to recover, the ath-

letic scholarship offers vanished. One school, Brigham Young University, offered him a chance to attend while waiting to see if he'd regain his athletic abilities. He never made it back to the field, but he found a new calling in criminology, going on to become one of the youngest FBI agents in the nation at age 23.

Still fascinated by human mannerisms, Navarro caught the attention of higher-ups when his insights on body language helped resolve a child kidnapping case. "It was still not something a lot of emphasis was placed on," Navarro says. But his ideas took root after being promoted to a counterintelligence unit in New York City, where Navarro used his body language expertise to identify potential international spies. He became one of just six agents in the founding of the FBI's elite Behavioral Analysis Program and the only agent with an expertise in body language, training his colleagues to sharpen their investigative skills by paying attention to more than a suspect's words. "In the end, you can't convict someone on body language. You can only use it to guide an investigation," Navarro says.

Assigned to the FBI's Tampa office, Navarro's skill as an interrogator helped catch former American soldier and spy Rod Ramsay in the late 1980s for selling NATO secrets to the Soviets — a case Navarro detailed in his best-selling book, Three Minutes to Doomsday. When on a routine assignment in Tampa to interview a "person of interest" following the detection of a spy ring in Germany, Navarro noticed Ramsay's hand trembling slightly when asked about another soldier who had been arrested on espionage charges. The involuntary movement was enough for Navarro to convince his bosses to eventually widen the investigation, leading to Ramsay's

96 MAY 2022 FLORIDATREND.COM



arrest and conviction. Navarro also was a case agent in the 2000 arrest of retired Army Reserve Col. George Trofimoff, who spied for the Soviets in Germany during the Cold War and evaded detection for decades. The Florida retiree was the highest-ranking American officer ever convicted of espionage.

Retired since 2003 and still living in Tampa, Navarro has spent the past two decades churning out books on how to understand body language and personality types; writing a blog for *Psychology Today*, where some entries have more than a million views; appearing on network morning shows; and coaching business leaders around the world. In recent years, Navarro earned

another unusual title: YouTube star. Collaborating with *Wired* magazine on a video series, one episode racked up 42.5 million views alone. His tips on body language have practical application beyond catching spies and negotiating business deals. "You can have a poker face, but you can't have a poker body," he says.



Read an excerpt of Sabrina L. Miller's interview with Navarro at FloridaTrend.com/bodylanguage. Leaders who make strong gestures when making their point are better understood and help their audiences understand the boundaries of their message.

photo: Mark Wemple FLORIDATREND.COM MAY 2022 97

MAY_22_Navarro.indd 97 4/7/22 4:44 PM

Joe Knows

There are things this retired FBI agent knows just by looking at you.

Without you saying a word and only with the slightest gesture, or the squint of your eyes or a twitch of your nose, Joe Navarro can detect if you are anxious, happy or scared. The way you stand lets him know if you are a confident person. After a quarter-century as an FBI counterintelligence agent — during which he conducted thousands of interviews and interrogations and earned the reputation as one of the agency's best spy catchers — what Navarro can't prove from body language is if you are lying. "There's not one single behavior that indicates deception," he says.

The longtime Tampa resident says what most people don't realize is their brain's limbic system is more in control of their body language than they are. It's a part of the brain that evolved from the earliest humans and carries over reactive movements from the time people communicated with gestures rather than spoken words and while trying to survive predators. Ever wonder why you instinctively cover your mouth when you see something shocking? Navarro says that goes back to when our ancestors didn't want to attract the attention of predators by breathing.

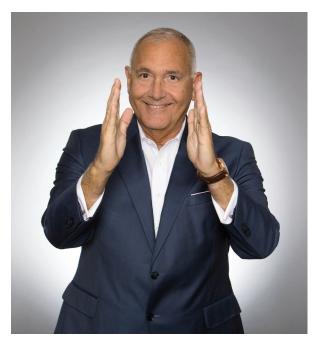
Navarro bases his teachings on peer-reviewed science from the world's leading academics in anthropology, psychology and other disciplines, and at times collaborates with them on academic research projects. His first book, What Every BODY is Saying, in 2008, remains the best-selling body language book in the world and has been translated into 29 languages. His 2021 book, Be Exceptional, focuses on the traits that set effective leaders apart.

Since 2007, Navarro has lectured on body language at Harvard Business School to MBA students. "When you are trying to recruit someone to work for you — let's say I was trying to get a Russian to work for the U.S. — I would use non-verbal (techniques) to communicate that I was trustworthy and honest, all the things you would use in business," he says.

"I've had executives tell me now 'I can't read (people), Joe. What do I look for?' We can look for the arching eyebrows. Even the smile, a genuine smile engages the corners of the eyes, the head tilt is engaging; it's powerful. What we forget is that we are always subconsciously decoding others."

Confidence

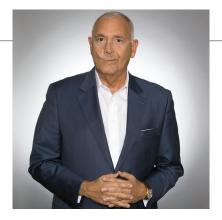
Projecting confidence comes natural to some leaders, but for everyone else it's a skill to be learned. Navarro coaches his clients on how to adopt the movements of confident people well beyond the power pose. Confident people have smooth and broad movements, he says. "Confidence can be quiet," he says. But behind the relaxed demeanor needs to be plenty of preparation — do your homework, he advises. Be prepared to answer questions and have a command of the knowledge at hand while moderating the loudness of your voice and the pace of your speech. One of his most useful lessons involves a simple gesture he says all negotiators should know. "It's steepling - where the fingers are together — this is the most powerful gesture we have of confidence," he says. If you are negotiating and want to "demonstrate to the other side that you are not moving from a number, just steeple."



Strong gestures make a point that something is finite and defined. Hands are crucial in human communication as is touch, which is why handshakes can make a lasting impression.

98 MAY 2022 FLORIDATREND.COM photo: Mark Wemple

MAY_22_Navarro.indd 98 4/7/22 1:36 PM



Hand gestures and facial expressions can be in conflict. With a smile, the interlaced fingers send a message that all is well, but when lips are pulled to the right, it indicates something is wrong.

Faces

Our bodies reflect comfort and discomfort in real time. Relaxed face muscles, a smooth forehead and a smile project to others that all is well. But the very second there is psychological discomfort, it begins to register in the forehead and eyes. Someone tucking down her chin has just experienced discomfort, and if it's an emotional discomfort the chin will begin to vibrate. Covering your eyes is another sign of psychological discomfort. "The arching of the eyebrows is our exclamation point," he says.

While you may not notice if someone's pupils are widening or narrowing, your brain does, he says. Also disconcerting, devious people will often project one emotion from one side of their face and an opposite emotion from the other side — telegraphing conflicting expressions. "We never stop communicating with our faces. It's constantly telegraphing our emotions and our sentiments."

Neck

We think of clutching pearls as an expression of shock and dismay, but the physical action of moving your hand to your neck is really a defensive motion, Navarro says. It's another gesture that's been held over from when early humans

witnessed large cats and wild dogs take down their prey. "Three behaviors are associated with large felines: The first was if we saw anything that threatens us, we would freeze. If you ran, it would initiate the 'chasetrip-bite' sequence. To this day if you get bad news or you see something frightening, you freeze. The second thing we do is we cover our mouth when we see



Neck scratching is usually a sign that there is an issue, concern or there is embarrassment.

something shocking. That was so that predators would not hear us breathing and to stop the particulates released into the air (from breathing), so they couldn't tell where you were. The third is the neck covering. These are shortcuts that we take, we don't think about them. But they have evolved with us because of large predators."

Head and Hands

Upper body language in this age of virtual meetings can make or break an impression. The neck, shoulder, hands and thumbs especially are effective in communicating. Scared people will instinctively tuck their thumbs in, another leftover from primitive humans who wanted to protect their opposable thumbs while fleeing a predator.

A more modern challenge is video conferencing, especially when it comes to hiring. "The early comments from a lot of CEOs and HR people were that they were trying to hire somebody, but for the first time they can only see this much (head and torso) of their body, and we miss all that other information that helps with getting a read on somebody," he says. "We didn't realize how important that was. People are unsettled right now when it comes to hiring because they can't really see the hands anymore."



Confident people are relaxed and make smooth, broad movements, but confidence doesn't come naturally — most people have to work at it.

Trust Your Gut

"Most of the observations we make are made subconsciously; the gut feeling is very accurate. Most people don't realize that the vagus nerve is directly connected from the brain stem down to the stomach," Navarro says. "As we are processing information subconsciously, it registers viscerally in that gut feeling."

photos: Mark Wemple FLORIDATREND.COM MAY 2022 99

MAY_22_Navarro.indd 99 4/7/22 1:37 PM



Farewell

Rabbi Moshe Scheiner, leader of the Palm Beach Synagogue and a wonderful thinker and teacher, regularly records short commentaries that he posts on YouTube. His audience is primarily Jewish, but he consistently offers plenty of food for thought for anyone inclined to learn about faith and life.

Recently, he spoke of how the first instructions that the Jewish people got when they became free and left Egypt had to do with how to count months and years — counting time. In answering why that instruction was paramount, Rabbi Scheiner says there are three kinds of time.

The first, he says, is "restless time — time that we're bored, going around aimlessly, not knowing what to do." The second is productive time — "time that is used maximally, where you're so busy that you have more things to do than the time allows."

The third type of time — the ultimate form, Rabbi Scheiner says, is

"redemptive time" — when we do things that have a transcendent impact, not just on our own lives but on the lives of others. "Because then we release and redeem the power and the potential of the moment" — and surpass the limitations of time, which, as he notes, is the greatest teacher of all, but one that ultimately kills all of its students.

For Rabbi Scheiner, redemptive time lies in making small steps in observance and learning that collectively leave an

enduring effect. As I've moved toward retirement these past few months, I've thought a lot, in a more secular context, about how I've counted time over the past quarter-century and 11 months.

I have experienced a few restless, idle hours during my years at Florida Trend — putting golf balls down a 75-foot hallway at work with my managing editor comes to mind. And I think Trend's edit staff and I have had plenty of productive time as well — somewhere north of 125 journalistic awards, and commercial success as well, perhaps the only real measure of a business's value. At a time when other print publications have faltered or failed by failing to adapt their business models and journalistic

styles to changing times, FLORIDA TREND has been able to grow both its circulation and ad revenue.

As for redemptive time, I'm neither egotistical nor naive enough to think the magazine's work over the past 25 years has made an earth-shattering difference in how Florida has evolved.

But I do think that we have spent our time — or tried to — in redemptive ways. In each issue, in each story, we've tried to provide a sober, uncynical, sophisticated alternative to the blizzard of misinformation, tripe and vitriol that has infused most daily media and social media, particularly in the past decade. We've tried to give our readers a fair, informed, reliable place to turn for an account of the people, issues and events that have defined Florida over the past 25 years. In my columns, I've tried to be more thought-provoking than preachy, and as challenging to the people I agree with as to those with

different opinions.

Collectively, I think we at TREND have modeled an understanding of how to keep our craft a higher calling, one worthy of the status accorded to it in the U.S. Constitution as essential to the functioning of our democracy and civic life. I'm proud of that, and I wish more publications would aspire to do the same.

A comment I got from a reader years ago testified to the competence we've brought to at least some of our coverage: He told me he'd read a story about a

company in the magazine. He didn't know the company, he said, "but I know that industry, and whoever wrote that story understood that industry."

We've also tried to be true to the magazine's title, consistently reflecting the evolution and growing diversity of the state's business community. Some have noticed: An attorney at a major firm in Southeast Florida, an African-American woman, pulled me aside after a roundtable event a decade ago and told me she had noticed more African-American faces and more women in Trend's pages. She asked whether that was happening intentionally. I smiled at her. I was proud that she noticed. And I was proud that what she'd noticed had come about



100 MAY 2022 FLORIDATREND.COM

photos: Bob Croslin top; Jocelyn Howard bottom

not as the result of an edict or some "inclusionary," quota-driven corporate policy, but simply because we pay attention to what's going on in the state's business community and reflect that in our pages.

As executive editor, I get more than my share of credit. The plaudits belong most to the writers and others with whom I've been so fortunate to work: Lisa Gibbs, John Finotti, Barbara Miracle, Cynthia Barnett, Lilly Rockwell, Jason Garcia, Amy Martinez and our current powerhouse cadre of Art Levy, Amy Keller and Mike Vogel. John Annunziata, as skilled a managing editor and as good a friend as I could have wished to spend the past 20-plus years with, has kept us running on time, and with good humor. Gary Bernloehr, an artistic genius, has created a look and feel for the magazine that's as compelling as any in the country. The publishers I've worked for — Lynda Keever, who put me in this job, Bruce Faulmann, Andy Corty and David Denor — have supported everything the editorial staff has tried to do, and they've even been amenable to business-related suggestions from the edit side, some of which actually generated revenue.

My successor, Vickie Chachere (pronounced Sasheree), is someone I admire and respect enormously. She'll continue to elevate Trend's aspirations and ensure that the magazine finds a new generation of readers. I'm grateful she was interested and willing to take on the job.

All these people have enriched my life beyond all measure, made me a better thinker, a better journalist, a better person. I'm proud of their work and its impact on the state, however that may be measured. I'm grateful as well to all the readers and advertisers who have supported Florida Trend and validated our approach to serving them. Trend is important to Florida, and I hope you will continue to read and advertise in the years to come.

And so, farewell. I'm off to my next chapter and new adventures.

For a quarter-century and 11 months, I've lived a life of abject professional luxury. I've come to work each day looking forward to working with people I admired and loved, in a workplace that has been kind and supportive, doing work I enjoyed that I felt was meaningful. My working life has left time for a healthy personal life — with plenty of room for family and friends and pastimes. And I have done my best to ensure that the people I worked with enjoyed that same luxury.

I hope that in some way it all meets the rabbi's test for redemptive time. "Counting time," he says, "means that not only do you count time, it means that you make sure that your time counts. And that your time leaves a mark. Not only on yourself, but on others."

A good goal for us all.

