

FOR MORE THAN 80 YEARS,  
THE FLORIDA RETAIL  
FEDERATION REMAINS **THE VOICE**  
OF RETAILING IN FLORIDA.

FRF will continue to work with legislators at the state and federal levels for reform on issues like workers' compensation, paid sick leave, predictive scheduling and regulatory fairness as well as restricting local ordinances which hurt local businesses



**2018 SCHEDULE OF EVENTS:**

**February 5-6:** FRF Retail Days at the Capitol

**October:** Retailer of the Year Award

**October:** Loss Prevention Conference - Orlando

**October:** Law Enforcement Officer of the Year Awards Dinner

**October:** FRF Fall Meeting & Retail Summit

**CONNECT WITH US AND GET INVOLVED**

Florida Retail Federation

227 South Adams St.

Tallahassee, FL 32301-1720

1.850.222.4082

Outside Tallahassee and National Toll-Free: 1.888.FL.RETAIL (357.3824)

**www.FRF.org**

Facebook.com/FloridaRetail

Twitter: @FloridaRetail

Youtube.com/FLORIDARETAIL



2017-18  
**IMPACT**  
REPORT



## FRF CELEBRATED ITS 80<sup>TH</sup> YEAR AS THE VOICE OF RETAILING IN FLORIDA

FRF is the ONLY trade group in the Sunshine State focused exclusively on helping retailers – large and small – to operate successfully.

FRF is one of the most influential and impactful retail associations in the country.

FRF takes a significant leadership position in the development of public policy and regulatory measures impacting retailers large and small.

FRF is a key voice and resource representing Florida's retail industry to assist policymakers, community leaders, stakeholders and consumers who recognize the critical roles of retailers across the state.

### RETAIL'S ECONOMIC IMPACT ON FLORIDA

- **2.7 million** jobs supported by retail in Florida | **270,000** retail businesses | **\$155 billion** in total GDP impact
- **\$49 billion:** Total annual wages paid by retailers
- **\$20 billion:** Total amount of sales taxes remitted by retailers for Florida's governments each year
- **12:** The number of times larger retail's total GDP impact in Florida is than the state's golf industry
- **1 in 5:** Number of jobs the retail industry is responsible for in Florida

### INFLUENTIAL RETAIL ADVOCACY

- **Passed Back-to-School and Disaster Preparedness Sales Tax Holidays:** These two popular holidays meant increased sales for Florida retailers and more than \$40 million in savings for consumers.
- **Said no to unfair utility costs:** Successfully helped to prevent the passage of a natural gas bill that would have allowed Florida utility companies to frack out of the state and pass 100% of the costs onto consumers.
- **Protected retailers:** FRF successfully opposed legislation to award pre-judgment interest in personal injury cases and opposed a measure that would have provided criminals a cost of living increase on the backs of retailers.
- **Defeated proposed national tax:** Engaged with national partners and U.S. legislators to help defeat the controversial Border Adjustment Tax which would've significantly raised supply costs for all retailers.

 **270,000**  
NUMBER OF RETAIL ESTABLISHMENTS IN FLORIDA

 **21,500**  
INCREASE IN THE NUMBER OF RETAIL JOBS IN FLORIDA FROM 2016

**40** TOTAL NUMBER OF PIECES OF DIFFERENT LEGISLATION FRF WAS INVOLVED IN DURING 2017 SESSION

**2** NUMBER OF SALES TAX HOLIDAYS THAT FLORIDIANS AND RETAILERS ENJOYED THANKS TO FRF'S EFFORTS

 **1999**  
THE FIRST YEAR THAT FRF RECOGNIZED ITS FIRST RETAILER OF THE YEAR

 **160**  
NUMBER OF NEW FRF MEMBERS IN 2017

**91** PERCENT OF SHOPPING THAT TAKES PLACE AT BRICK-AND-MORTAR RETAIL STORES

**10** PERCENT OF GROWTH PREDICTED FOR FLORIDA'S RETAIL INDUSTRY OVER THE NEXT SEVEN YEARS

**\$1,240**  
SAVINGS FOR FRF MEMBERS ON DISCOUNTED SHIPPING SERVICES

 **383 | 118**  
NUMBER OF MUNICIPALITIES AND ISSUE AREAS MONITORED BY FRF'S EXCLUSIVE ORDINANCEWATCH™ LOCAL GOVERNMENT TRACKING SYSTEM

**70** PERCENT OF MEMBERS WHO SAVE MONEY SWITCHING TO FRF'S BANKCARD PROGRAM

**95** PERCENT OF BUSINESSES IN FLORIDA WITH LESS THAN 20 EMPLOYEES

**43** NUMBER OF YEARS FRF HAS RECOGNIZED ITS LAW ENFORCEMENT OFFICER OF THE YEAR

**0.2%** REDUCTION IN STATE'S BUSINESS RENT TAX THANKS TO FRF, WHICH SAVED RETAILERS MILLIONS OF DOLLARS

**80** NUMBER OF YEARS FRF HAS BEEN ADVOCATING FOR FLORIDA'S RETAIL INDUSTRY

### RECOGNIZING OUR COMMUNITY LEADERS

**MICHAEL CARROLL**  
Hub City Smokehouse & Grill  
FRF Retailer of the Year

**DETECTIVE SANDRA MARQUEZ**  
City of Aventura Police Department  
FRF Law Enforcement Officer of the Year

**GARY MALAK**  
State of Florida Office of the Attorney General  
FRF Assistant State Attorney of the Year

**LARY SINEWITZ**  
Brandsmart USA  
FRF Chairman's Award recipient

**JIM DUNN**  
Ira Higdon Company  
FGA Legacy Award recipient

### SUCCESSSES

- **Increased influence at Capitol:** FRF expanded its Government Affairs lobbying team to provide even more influence on retail-related legislation.
- **Prevented unlawful minimum wage increase in Miami Beach:** FRF filed a successful lawsuit invalidating a wage ordinance adopted by the City of Miami Beach which would've raised the minimum wage to \$15.
- **Defeated polystyrene ordinance:** Filed suit against City of Coral Gables to prevent it from passing a local ordinance banning the use of polystyrene within the city.
- **Launched the FRF Convenience Store Council:** Focuses specifically on the legislative needs and opportunities of Florida's c-stores, and identifies ways to reduce burdensome regulations and expand the industry.
- **Installed new President & CEO:** Scott Shalley takes over the leadership of FRF, and brings years of experience working with elected officials at the local, state and national levels.

### CHAIRMAN'S CIRCLE MEMBERS

