80 YEARS AND COUNTING... THE FLORIDA RETAIL FEDERATION REMAINS THE VOICE OF RETAILING IN FLORIDA.

“Just as the retail industry successfully faced a time of transformation to better meet the needs of its customers, so too did FRF and I’m very proud of our accomplishments. Collectively, we fought for all businesses to be on a level playing field when it comes to tax collection, lowered the cost of doing business, ensured all businesses and their customers were better protected, and remained a powerful voice in the halls of the Capitol.”

- FRF President & CEO R. Scott Shalley
FRF HAS BEEN THE VOICE OF RETAILING IN FLORIDA FOR MORE THAN 80 YEARS

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 respected, 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
- **274,000** retail businesses
- **$155 billion** in total GDP impact

- **1 in 5**: Number of jobs the retail industry is responsible for in Florida

- **$49 billion**: Total annual wages paid by retailers
- **$20 billion**: Total amount of sales taxes remitted by retailers for Florida’s governments each year

INFLUENTIAL RETAIL ADVOCACY

FRF’s membership consists of a wide ranging, diverse group of businesses with a shared interest in promoting and protecting Florida’s retail industry. FRF monitors hundreds of legislative proposals each year involving general retail issues as well as specialized proposals relating to groceries, pharmacies, convenience stores and others. In 2018 FRF:

- **Was actively engaged in dozens of legislative proposals providing testimony, expertise and data to legislative leaders.** Proposals dealt with issues such as workers’ compensation insurance, organized retail crime, employment law, personnel issues, local preemptions, and many others that affect retailers.

- **Helped lead the successful efforts to reduce the business rent tax.** With thousands of retailers leasing the space they use to run their business, this decrease in a retailer’s expenses can be used to reinvest in their company or create new jobs.

- **Helped lead the passage of 7-day Disaster Preparedness and 3-day Back-to-School sales tax holidays,** meaning extra sales for retailers and more than $40 million in tax relief for Florida families.

- **Led the fight to defeat proposals to lessen penalties for retail theft.** FRF led the way in opposing a proposed 500% increase in Florida’s current felony threshold.

- **Led the successful fight to protect high standards of training for beauty industry professionals.** FRF’s effort helped defeat legislation that would have compromised the quality of care and safety currently afforded to Florida residents.
RECOGNIZING OUR COMMUNITY LEADERS

OFFICER REBECCA RIVERA
City of Orlando Police Department
FRF Law Enforcement Officer of the Year

BRUCE PHILLIPS
Crowder Bros. Ace Hardware
FRF Chairman’s Award recipient

LISA MERGEL
Kanvas Beauty
National Retail Federation
America’s Retail Champion of the Year

SUCCESES

- Coordinated comprehensive industry response to Hurricane Michael recovery efforts. FRF staff was imbedded with the Governor’s Office and state emergency management officials for multiple weeks before, during and after the storm.

- Had a very successful general election featuring a number of retail-friendly candidates winning their contests. A total of 70 FRF-endorsed candidates won their House and Senate elections:
  - SENATE: 8/10 FRF-endorsed incumbents won re-election
  - SENATE: 4/5 FRF-endorsed candidates for open seats won election
  - HOUSE: 19/26 FRF-endorsed candidates for open seats won election
  - HOUSE: 39/41 FRF-endorsed incumbents won re-election

- Working to ensure that E-Fairness legislation is proposed and passed during the 2019 Legislative Session, including working closely with the Governor’s Office, state agencies, and national partners.

- Hired a new VP & General Counsel to provide the organization with expert legal advice and a direct point of contact for our Grocery Council members as well as any Spanish-speaking FRF members.

CHAIRMAN’S CIRCLE MEMBERS

- Altria
- American Chemistry Council
- American Safety Council
- CRI Carr Riggs & Ingram CPAs and Advisors
- DART
- Florida Beverage Association
- Florida Health Care Coalition Employers Who Care About Health Care!
- Novolex
- Ron Sellers & Associates Risk & Insurance Brokers
- Rumberger Kirk & Caldwell
- The Scotts Miracle-Gro Company
- Visit Florida
2019 SCHEDULE OF EVENTS:

June 24-25, Palm Beach: Summer Meeting

October 22-24, Orlando: Fall Retail Summit featuring Loss Prevention Conference and Law Enforcement Officer of the Year

CONNECT WITH US AND GET INVOLVED

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