Florida continues to move in the right direction. The Florida Legislature, Governor and Cabinet have made significant strides in education reform, taxes, regulations, infrastructure and more. In fact, our state has one of the best business climates in the nation, our fourth grade reading scores in 2013 continued to outpace the nation and we currently are one of the top states for tech-sector job growth. Florida should invest in telling our story to decision-makers.

Did you know, Florida has a $77 billion state budget, but only recently invested $10 million in branding and marketing campaigns in target states? Yet, other states spend the following:

- California: $50 Million
- Connecticut: $27 Million
- Michigan: $25 Million
- New York: $140 Million
- Texas: $21.2 Million

Why It Matters to Florida

As more states dedicate dollars to attract businesses away from Florida, we must also tell out-of-state businesses the story of our successes and attract them to our business-friendly climate.

The Florida Chamber, along with several partner organizations, are advocating the Florida Legislature to dedicate at least $20 million in annual funding to continue marketing Florida’s business brand to out-of-state companies.

The Fight for Free Enterprise Continues

Our state is moving in the right direction, but Florida can no longer rely on sunshine and word-of-mouth alone to tell our success story. Join our effort to market Florida by signing up to help make this campaign a success. You will be added to our email information exchange and we’ll keep you up to date on our progress.

ACT NOW:

Visit www.FloridaChamber.com/MarketFlorida and learn how you can share your voice.