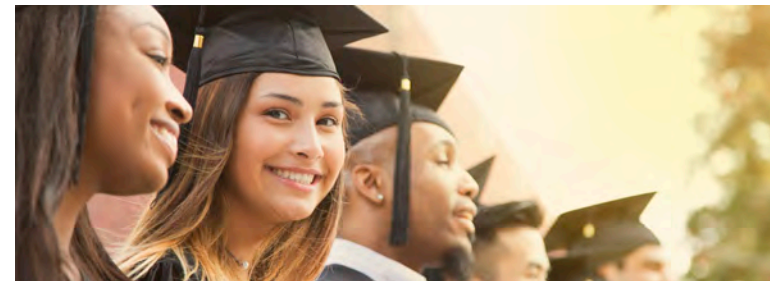
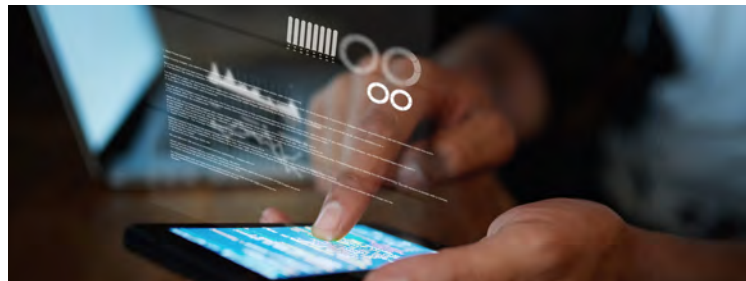
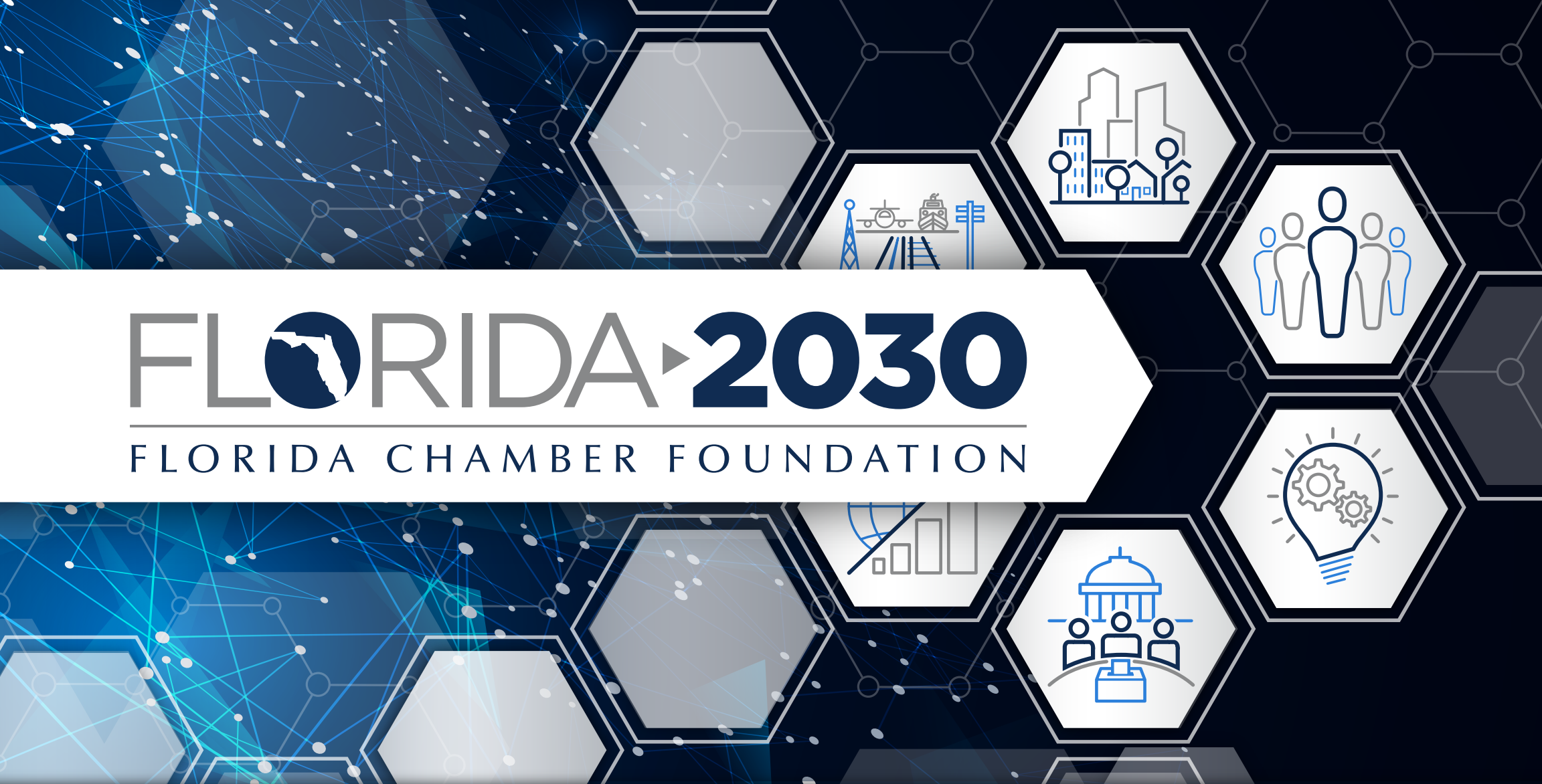


# FLORIDA 2030

FLORIDA CHAMBER FOUNDATION



**FLORIDA**  
**CHAMBER**  
Foundation

**50**  
YEARS  
1968 • 2018

## **Florida 2030** The Blueprint Uniting Leaders for Florida's Future

Everything about Florida is changing—our economy, our demographics, our brand, and our own politics. But the truth is, Florida has been a state of innovation and change since our founding in 1845.

In 1989, when the Florida Chamber Foundation launched its first *Cornerstone* report, we looked at how Florida could compete in a global and changing economy. This first report highlighted a crucial insight: Florida's potential is great, but its future is fragile.

For the past 50 years, the Florida Chamber Foundation has led research and made recommendations that have shaped the future of Florida. But as we look toward the future and what we need between now and 2030, Florida requires a plan that addresses challenges and opportunities, and brings long-term conversations and solutions to the table. That's where **Florida 2030** comes in— it's Florida's next, long-term, strategic plan, developed by Florida's top thinkers, futurists, business leaders, and more than 10,000 Floridians.

All of us at the Florida Chamber Foundation would like to thank the more than 100 state, regional, local, and national trade associations, local chambers of commerce, and statewide and national business organizations for their thought leadership in helping us write Florida's future. By working together and collaborating on a long-term plan for our future, we can remain globally competitive, create prosperity and high-wage jobs, foster vibrant and sustainable communities, and continue to secure Florida's future.



**DOUG DAVIDSON**

MARKET EXECUTIVE, BANK OF AMERICA AND CHAIR, FLORIDA CHAMBER FOUNDATION



**MARK WILSON**

PRESIDENT AND CHIEF EXECUTIVE OFFICER, FLORIDA CHAMBER OF COMMERCE

# INTRODUCTION

Florida's economy is in a period of change. During the past decade, we weathered the most severe recession since the Great Depression, followed by a robust recovery during which we reclaimed our place as one of the leading states for job growth.

We are closer today to the year 2030 than we are to the year 2001, when the 9/11 attacks occurred. The students entering first grade today will graduate high school in 2030. What will Florida look like for their generation?

Our markets are becoming more global; technology and innovation are sweeping through every industry; and our population is growing and becoming more diverse. Florida has the opportunity to take advantage of these changes and become the leading U.S. state in the 21st century—a place marked by global competitiveness, prosperity and high-paying jobs, and vibrant and sustainable communities.

**Florida 2030** offers a strategic blueprint for achieving this vision. It defines goals and strategies to guide Florida's economic future, and describes how public, private, and civic organizations statewide can work together toward this vision.

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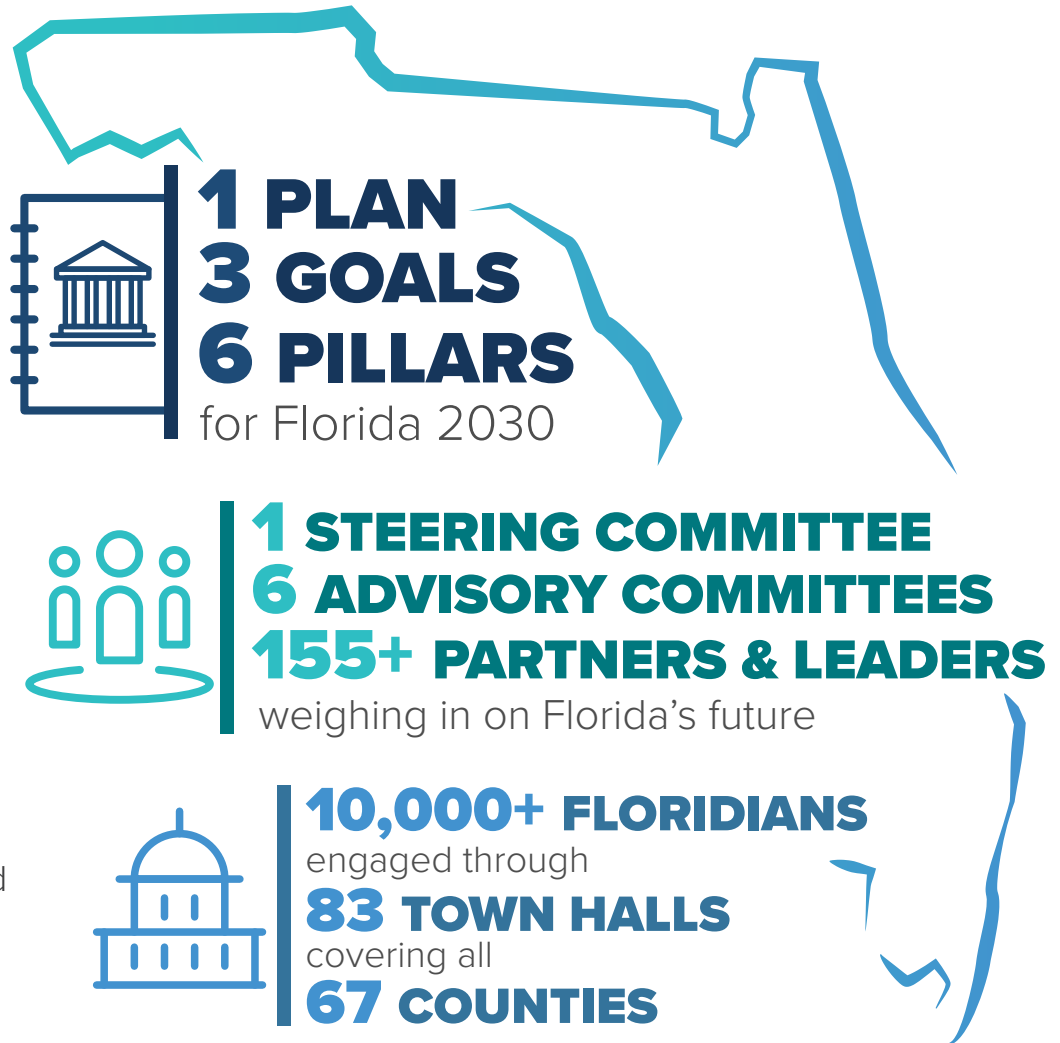
# BUILDING FLORIDA'S NEXT STRATEGIC PLAN

**Florida 2030** is a collaborative effort of private, public, and civic organizations across Florida, under the leadership of the Florida Chamber Foundation.

**Florida 2030** builds on the Chamber Foundation's 50-year history of conducting forward-looking research, including prior landmark reports that set strategic direction over a 10-15 year period: *Cornerstone* in 1989 and *New Cornerstone* in 2003. Like these prior reports, **Florida 2030** is a blueprint and call to action to guide Florida.

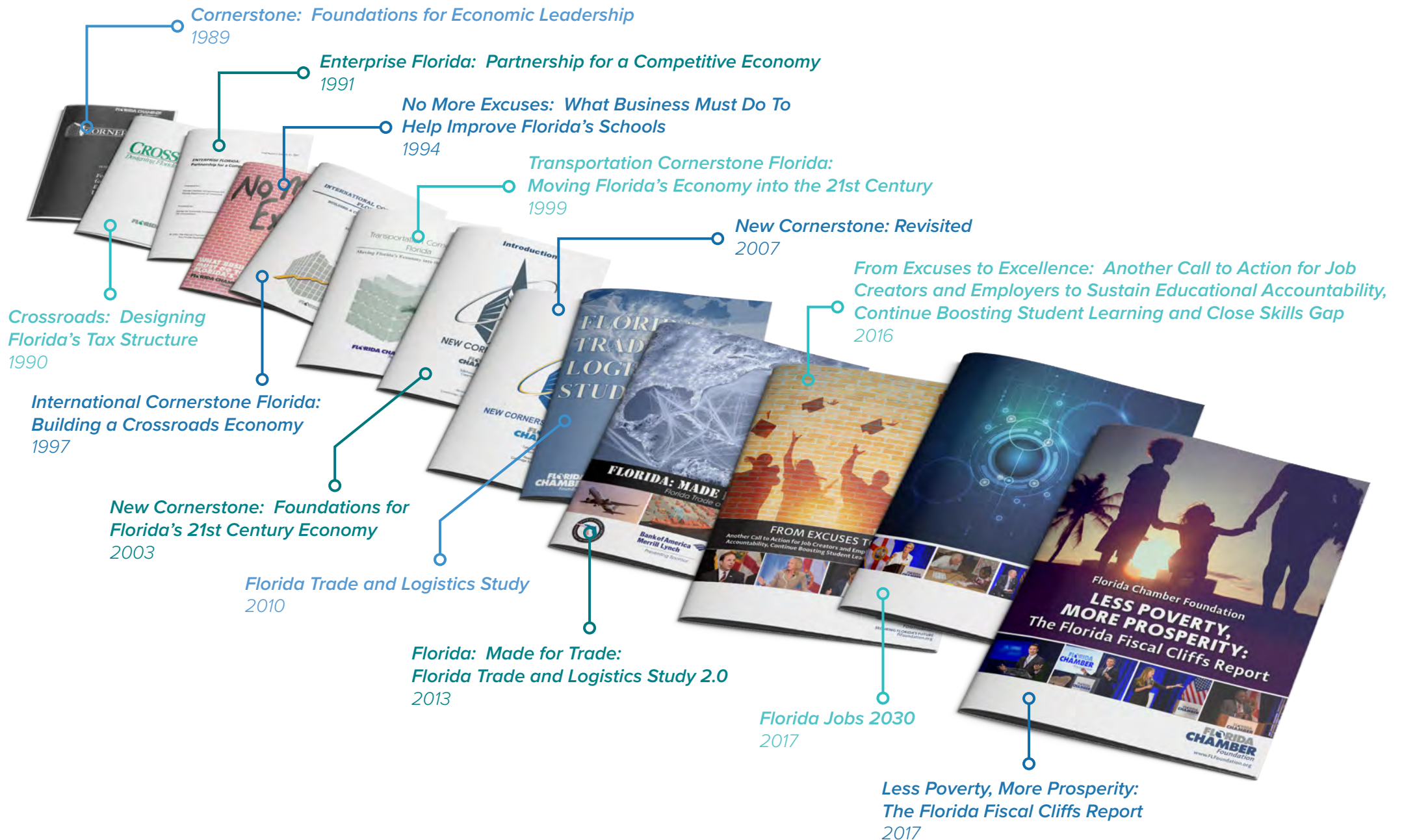
**Florida 2030** is the culmination of three years of research, engagement, and collaboration. The blueprint is organized around the Six Pillars of Florida's Future Economy, which were developed through prior Foundation research. The Chamber Foundation partnered with six nationally recognized research firms to develop detailed reports describing the overall trends and disruptions shaping Florida's future, as well as specific challenges and opportunities for each pillar. The process also included one of the most extensive statewide engagement efforts in Florida's history, which engaged more than 10,000 Floridians in conversations about the future.

This document highlights some of the big trends we know of today that will impact our trajectory. If recent history has taught us anything, though, it is that there is more change ahead that we have not imagined yet. We hope that you still stay engaged with us so that together we can secure Florida's future.





# A HISTORY OF FORWARD-LOOKING RESEARCH



# BUILDING ON OUR ASSETS

Florida is the 3rd largest state by population and the 17th largest economy in the world. Long recognized as a place to live and visit, Florida increasingly is ranked highly as a place to learn, work, and do business. Florida boasts a large and diverse workforce, global connections, and leadership in industries as varied as agriculture, aerospace, and life sciences.

Going forward, we must plan effectively for our next 5 million residents by addressing needs for additional jobs, housing, transportation, water, energy, and other services. In particular, we must continue to ensure future growth occurs in a way that builds

on our quality of life and creates a path to prosperity for all of Florida's communities.

We also must prepare for a future marked by disruption and uncertainty. We've faced change in the past and prospered—the automobile, airplane, air conditioning, theme parks, and space exploration all had transformative impacts on Florida over the past 100 years. But never before has Florida faced so many fast emerging disruptions at one time. Working together, we can build on our assets to succeed over the next 100 years.

## Florida Fast Facts

### **\$930 BILLION ECONOMY**

*4th largest in the U.S.  
17th largest in the world*

U.S. Bureau of Economic Analysis, 2016.

### **21 MILLION RESIDENTS**

*3rd most populous state  
More than 5 million additional  
residents predicted by 2030*

U.S. Census Bureau, 2017;  
Florida Chamber Foundation projection.

### **\$879,000 OF INCOME**

*Migrating into Florida each  
hour from other states*

www.howmoneywalks.com analysis of  
Internal Revenue Service data, 2016.

### **8.6 MILLION JOBS**

*1.7 million more  
jobs needed by 2030*

U.S. Bureau of Labor Statistics, 2017;  
Florida Chamber Foundation projection.

### **47% HOLD HIGH QUALITY DEGREES**

*Residents age 25-64,  
including certificates and  
post-secondary degrees*

Lumina Foundation, 2016.

### **\$9.5 BILLION IN RESEARCH**

*Annual public & private  
research & development  
expenditures*

National Science Foundation, 2015.

### **\$55 BILLION IN INTERNATIONAL EXPORTS**

*8th most valuable locally  
produced international  
exports*

U.S. Census Bureau, 2017.

### **116.5 MILLION OUT OF STATE VISITORS**

*Including 14.2 million international visitors  
Projected to exceed 175 million  
visitors per year in 2027*

Visit Florida, 2017; Florida Economic  
Estimating Conference, 2018.

### **EXTENSIVE MULTIMODAL TRANSPORTATION SYSTEM**

*15 deepwater seaports  
20 commercial service airports  
2 spaceports  
12,106 centerline miles  
of State Highway System  
2,743 miles of mainline rail*

Florida Department of Transportation, 2018.

### **#2 STATE IN THE NATION**

*For doing business*

Chief Executive Magazine, 2018.

# PREPARING FOR DISRUPTION AND TRANSFORMATION

Technology is reshaping every industry and the very nature of how we work and live. Global markets offer unprecedented opportunity and, at the same time, unprecedented competition. Florida's population is becoming greater, more diverse, and more urban—yet our rural and inland areas offer opportunities seen in few other states.

Some disruptions create great challenges for Florida—others create great opportunities. Imagine if Florida continued its growth to become a global leader in emerging technology. Or if Florida extended its leadership in making use of new water

or energy resources, continued improving the quality of life for all residents, or further adapted the resiliency of its coastal communities. Or if Florida shifted from being the end of the line on U.S. supply chains to the port of entry and gateway to the Americas for trade in goods, services, and information.

Our research found that eight drivers are reshaping the future of Florida. Each of these drivers is significant alone; their convergence—and the accelerating pace of change—could make the next few decades among the most transformative in Florida's history.

## ***Eight Key Drivers of Change through 2030***

### HOW WILL FLORIDA **WORK** IN 2030?

Global Markets



Innovation



Future of Work



Resources

Risk & Resiliency



### HOW WILL FLORIDA **LIVE** IN 2030?



Growth



Diversity



Urbanization

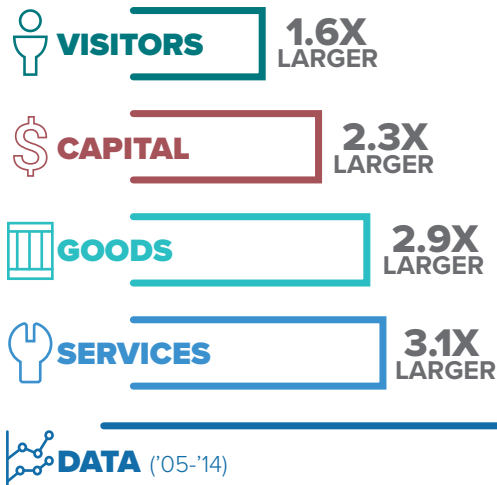
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## Our Markets—and Our Competition—Will Be Global

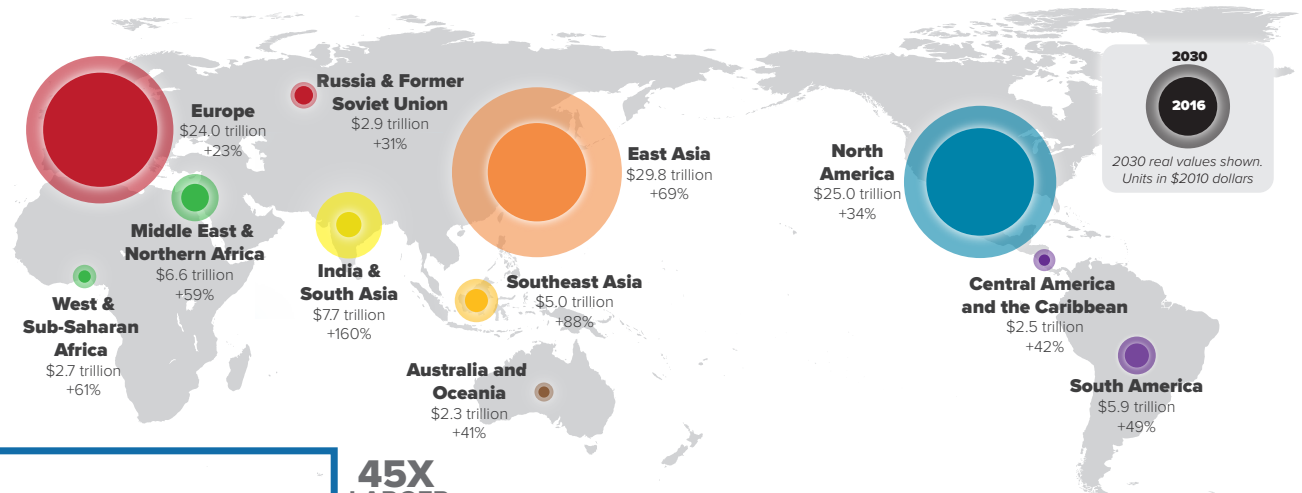
**What's changing:** Trade patterns are shifting—reflecting growth in emerging markets, the widening of the Panama and Suez canals, adoption of new technologies, restructuring of supply chains, and changing consumer demand. Global demand for services, technology, and data continues to rise. As emerging economies mature, the global competition for market share, investment, and, most significantly, talent, is just beginning.

**Florida's opportunity:** Position Florida to be the gateway to the Americas and beyond for goods, services, visitors, capital, and information—and the premier location in the world for global businesses.

### GLOBAL GROWTH IN CROSS BORDER FLOWS, 2002-2014



### PROJECTED GROSS DOMESTIC PRODUCT GROWTH BY REGION, 2016-2030



Source: U.S. Department of Agriculture, Economic Research Service, 2016.

Source: United Nations World Tourism Organization; United Nations Conference on Trade and Development; World Bank; International Monetary Fund; TeleGeography; McKinsey Global Institute analysis; Cambridge Systematics analysis.

### ► SIGNPOSTS

**3 billion** new consumers may enter the **global middle class** by 2030.

Florida currently accounts for **less than 1% of U.S. exports** with the **7 most industrialized nations**, but **25-30% of exports** with many emerging **Latin American countries**.

**Emerging markets** could account for **45% of all Fortune Global 500 companies** by 2025, up from 17% in 2010.

### POTENTIAL STRATEGIES ◀

#### TALENT SUPPLY & EDUCATION



Continue to develop, attract, and retain a globally oriented workforce with strong business, technological, language, and cultural skills.

#### INNOVATION & ECONOMIC DEVELOPMENT



Expand manufacturing, technology, and services industries to meet global demand.

#### INFRASTRUCTURE & GROWTH LEADERSHIP



Increase connectivity to global markets via sea, air, space, surface, and digital technology.



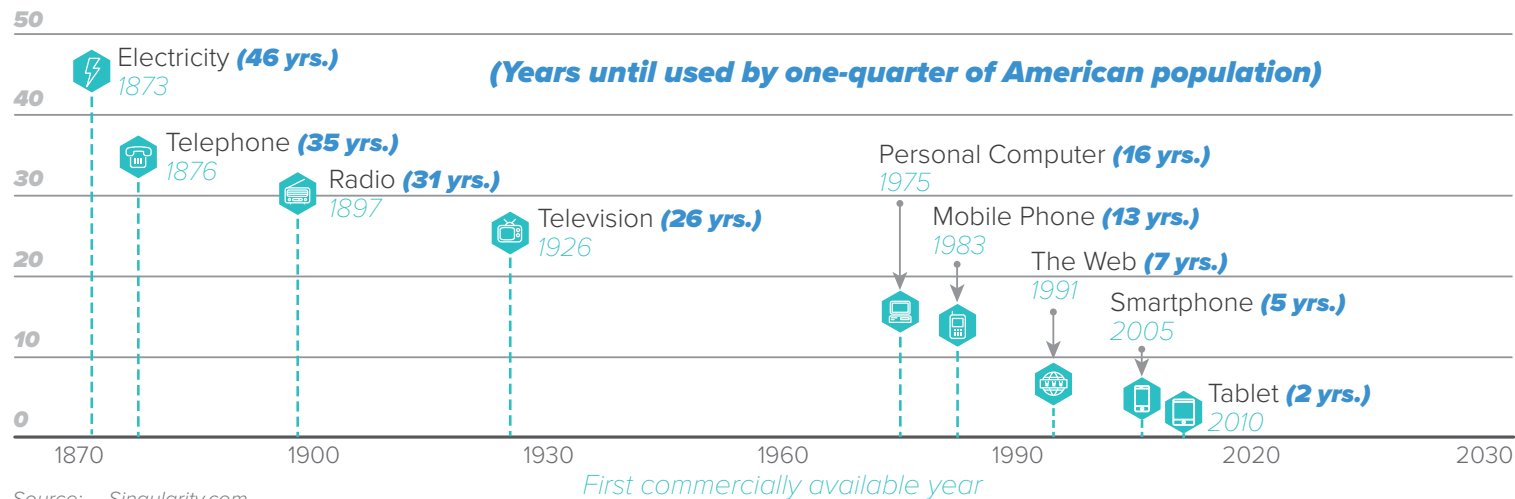
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## Innovation Will Reshape Every Industry...

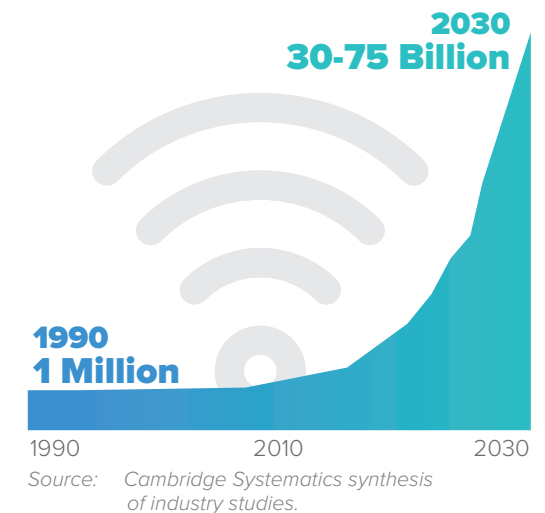
**What's changing:** Innovation and technology are reshaping almost every aspect of our economy—and the pace of change is accelerating. Digital commerce, sensors, automation, artificial intelligence, and advanced materials are creating new capabilities for many industries. An explosion in connectivity is magnifying the impacts of these changes. More affordable, cleaner energy and materials are revitalizing the competitiveness of U.S. manufacturing.

**Florida's opportunity:** Nurture emerging industries in information, life sciences, sensors, simulation, and space—while helping established industries such as tourism, healthcare, manufacturing, logistics, and construction navigate change.

### ACCELERATING PACE OF TECHNOLOGY ADOPTION



### CONNECTED DEVICES



#### ► SIGNPOSTS

**95%** of the U.S. population have a **cell phone**; **77%** have a **smartphone**.

**More than 1 out of 5** of the vehicles on the road could have some form of a **wireless network connection** by 2020; **more than 25% of all miles driven** could be by **autonomous vehicles** in 2030.

**96%** of Floridians have access to **wired broadband service** 25 mbps or faster.

#### POTENTIAL STRATEGIES ◀

##### TALENT SUPPLY & EDUCATION



Continue to strengthen workforce skills in science, technology, engineering, mathematics, medicine, and related services.

##### INNOVATION & ECONOMIC DEVELOPMENT



Increase emphasis on research and development, technology transfer, commercialization, entrepreneurship, and business formation across a wide range of industries.

##### INFRASTRUCTURE & GROWTH LEADERSHIP



Provide digital and multimodal transportation connectivity to ensure access to markets and talent for all Florida regions.

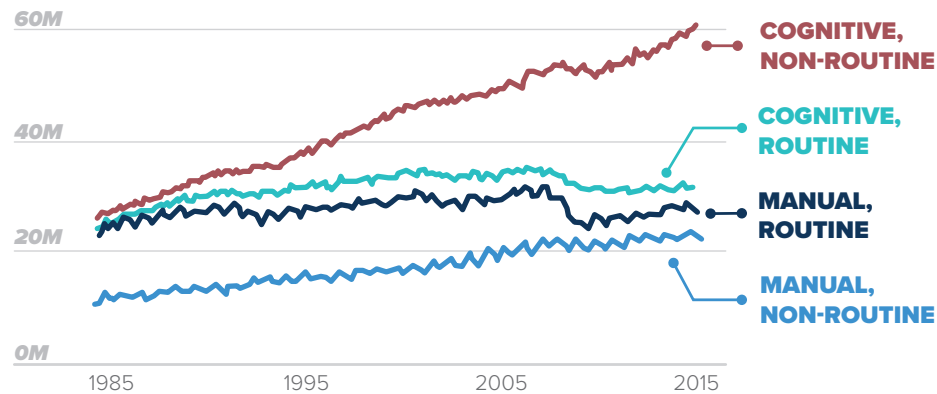
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## ...and Change the Very Nature of Our Work

**What's changing:** Americans are working in different ways, at more places, and in varied kinds of jobs. Emphasis continues to shift to cognitive skills, creativity, and communication. Automation, robotics, information, and the power of the internet are disrupting traditional jobs and creating entirely new ones. Formal employment at a single establishment is increasingly expected to shift to multiple, on-demand work opportunities in a “gig” economy.

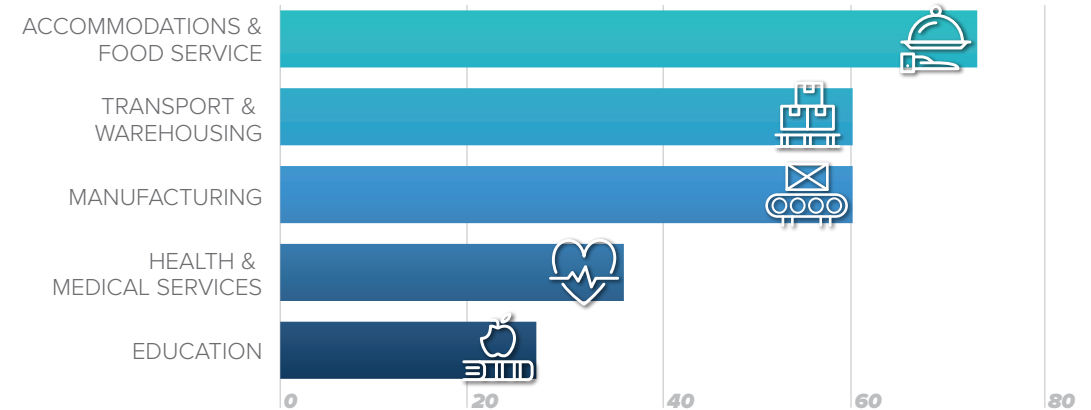
**Florida's opportunity:** Leverage our quality of life and globally competitive business climate to attract and retain increasingly mobile entrepreneurs, contractors, and on-demand employees and employers.

### U.S. EMPLOYMENT BY JOB TYPE



Source: Federal Reserve Bank of St. Louis analysis of Bureau of Labor Statistics occupational data.

### PERCENT OF SELECTED JOBS THAT COULD BE AUTOMATED USING EXISTING TECH



Source: McKinsey Global Institute, 2017.

### ► SIGNPOSTS

More than ½ of all jobs could be automated today using currently available technologies.

Up to 85% of all jobs in 2030 could be in industries or occupations that **do not exist** today.

Projected 9.2 million jobs in “gig” economy nationwide by 2025.

### POTENTIAL STRATEGIES ◀

#### TALENT SUPPLY & EDUCATION



Adapt education and training to emphasize cognitive and employability skills and accommodate “gig” workers.

#### INNOVATION & ECONOMIC DEVELOPMENT



Foster innovation clusters with co-location of leading-edge businesses, research institutions, and skilled workers.

#### QUALITY OF LIFE & QUALITY PLACES



Enhance Florida's quality places as the state's critical differentiator in attracting mobile and connected workers.

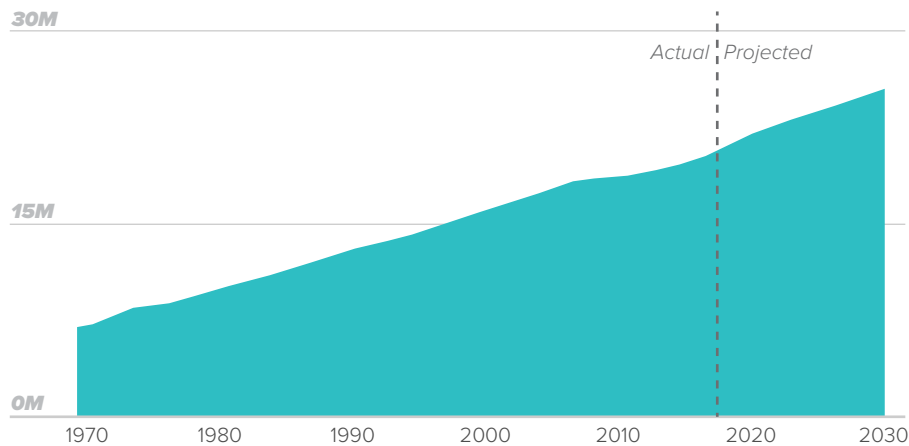
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## Our Population Will Continue to Grow

**What's changing:** The United States is among the fastest-growing major industrialized nations, with population growth continuing to shift to the south and west.

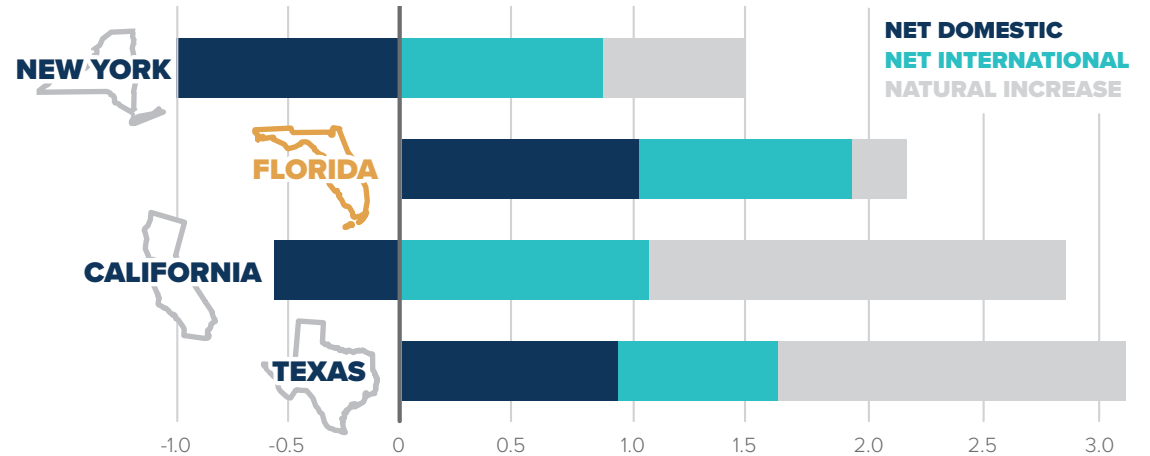
**Florida's opportunity:** Florida may add as many as 5 million new residents by 2030, with the most significant gains coming in the next few years as the Baby Boomers head to retirement.

FLORIDA TOTAL POPULATION, 1970-2030



Source: U.S. Census Bureau, University of Florida Bureau of Economic and Business Research, Florida Chamber Foundation.

MIGRATION TO FLORIDA AND OTHER LARGE STATES, 2010-2017



Source: U.S. Census Bureau.

### ► SIGNPOSTS

More than **72%** of all population change through 2030 will be concentrated in **nine counties**: Miami-Dade, Orange, Hillsborough, Broward, Palm Beach, Lee, Duval, Polk, and Osceola.

**Migration** from other states and nations will account for **93% of population growth** through 2030.

Just under 35 million people nationwide moved their primary residence in 2017, the **lowest number since 1960**.

### POTENTIAL STRATEGIES ◀

#### TALENT SUPPLY & EDUCATION



Create the 1.7 million net new jobs needed by 2030 to support population gains.

Provide more talent to spur innovation and start and grow businesses.

#### INFRASTRUCTURE & GROWTH LEADERSHIP



Accelerate innovations in transportation, water, energy, and development practices to support growing communities.

#### QUALITY OF LIFE & QUALITY PLACES



Rethink housing, healthcare, education, and other services to support an additional 5 million residents.

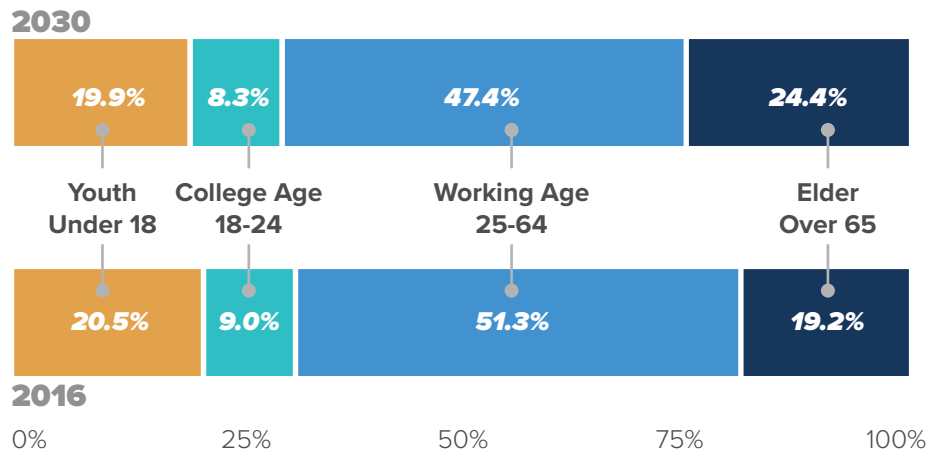
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## Our State Will Be More Diverse

**What's changing:** Aging Baby Boomers should continue to swell Florida's elder population. At the same time, the Millennial and GenX generations are growing as a share of Florida's total population. By 2030 today's largest ethnic group, non-Hispanic whites, will account for less than half of all residents—making Florida a “majority minority” state.

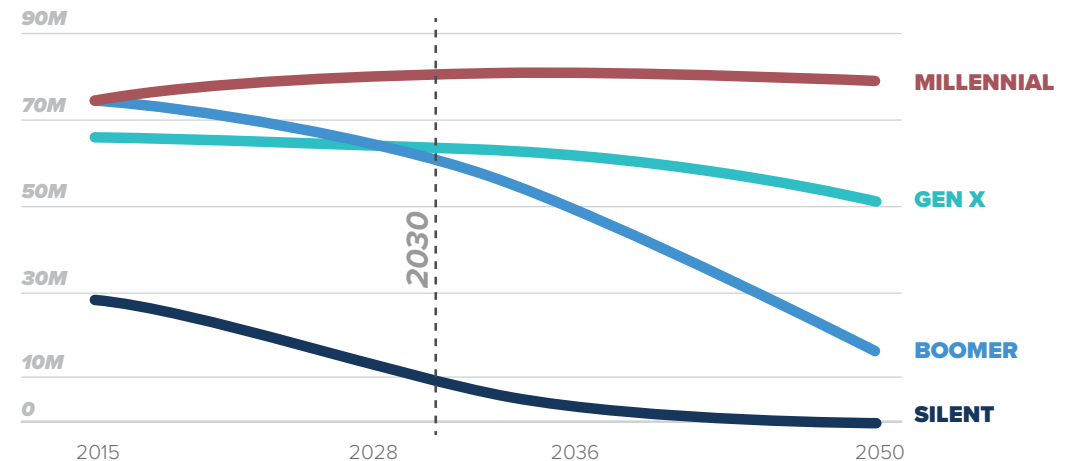
**Florida's opportunity:** View an increasingly diverse population and workforce as an economic asset—while ensuring all communities have an opportunity to fully participate in the 21st century economy.

### FLORIDA POPULATION BY AGE GROUP



Source: University of Florida, Bureau of Economic and Business Research.

### PROJECTED U.S. POPULATION BY GENERATION



Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2015 population estimates

#### ► SIGNPOSTS

Nearly **one out of every four** Floridians could be over the age of **65 by the year 2030**.

**Millennials** are now the **largest segment** of the U.S. **workforce**.

Nearly **one in five** Floridians are **foreign-born**; nearly **one in eight** are U.S.-born with at least **one immigrant parent**.

#### POTENTIAL STRATEGIES ◀

##### TALENT SUPPLY & EDUCATION



Adapt education, training, and lifelong learning for both a younger and an older, as well as a more diverse, workforce.

##### INFRASTRUCTURE & GROWTH LEADERSHIP



Support growing demand for a wide range of mobility options—from walking and bicycling to transit to shared and automated vehicles.

##### CIVIC & GOVERNANCE SYSTEMS



Balance needs of children, young professionals and families, elders, households in poverty or with limited assets and income, and other groups.



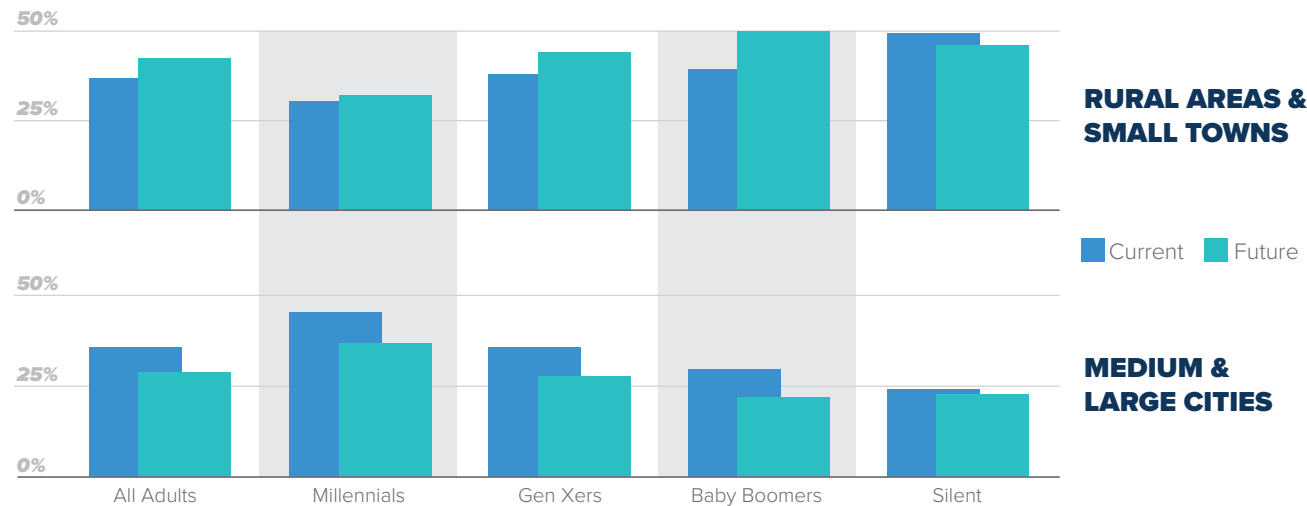
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## Our State Will Be More Urban

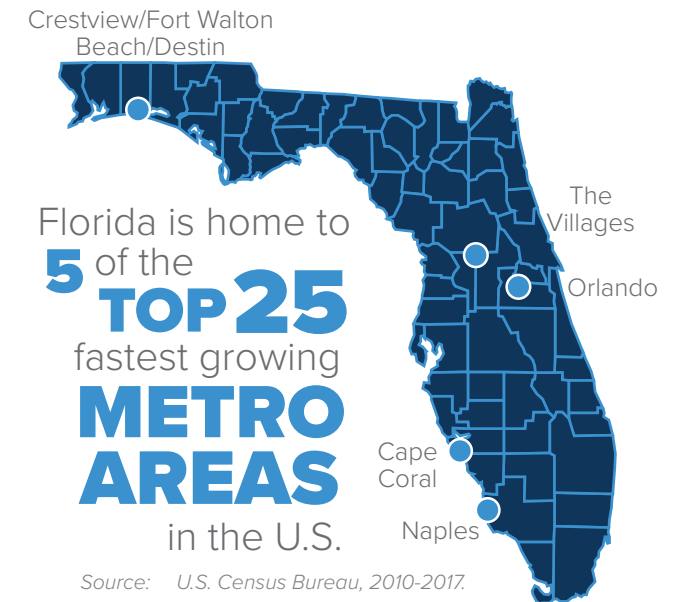
**What's changing:** Urbanized areas account for a dominant share of Florida's population and economic activity. Ten to 12 "megaregions" of linked urban areas are projected to dominate U.S. growth in the coming decades. Florida is part of two of these megaregions.

**Florida's opportunity:** Strengthen connectivity among Florida's largest cities to compete as a global megaregion; improve transportation and digital connectivity to Florida's rural and inland areas to provide competitive business and living locations close to major cities.

### COMMUNITY PREFERENCES



Source: Urban Land Institute, America in 2015.



### ► SIGNPOSTS

More than **9 out of 10** Floridians live in an **urban area** today.

Nearly **1/2 of Millennials** show interest in living in a **medium to large city**.

**Rural areas** account for **86%** of Florida's land area but less than **10%** of population.

### POTENTIAL STRATEGIES ◀

#### INFRASTRUCTURE & GROWTH LEADERSHIP



Make strategic investments to strengthen urban centers, improve access to inland markets, and better connect all of Florida's regions.

#### CIVIC & GOVERNANCE SYSTEMS



Strengthen coordination among Florida's counties and 412 cities at a regional level to match the scale of the economy.

#### QUALITY OF LIFE & QUALITY PLACES



Support demand from residents and visitors for quality choices for where to live, learn, work, and play.

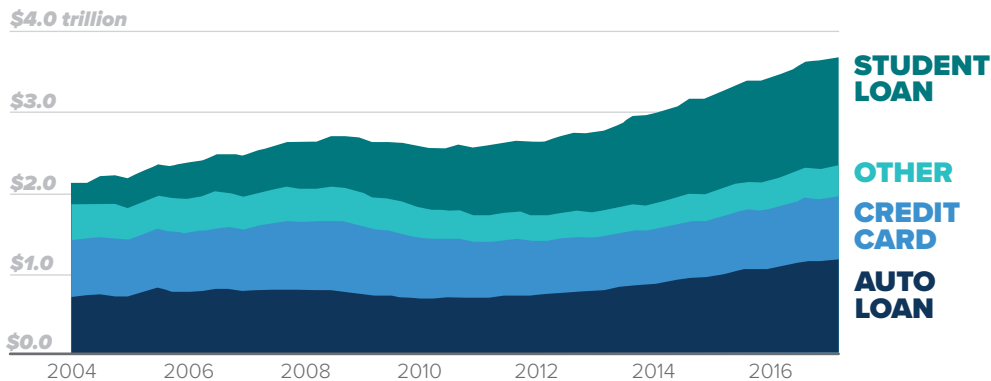
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## Resources Will Shift...

**What's changing:** U.S. private household debt reached a record high in 2017, but the intergenerational transfer of wealth from aging Baby Boomers could provide billions of dollars for future investment. State and local governments increasingly could feel pinched by growing elder and childrens populations; the erosion of traditional revenue sources; and mounting long-term pension, infrastructure, and environmental stewardship needs.

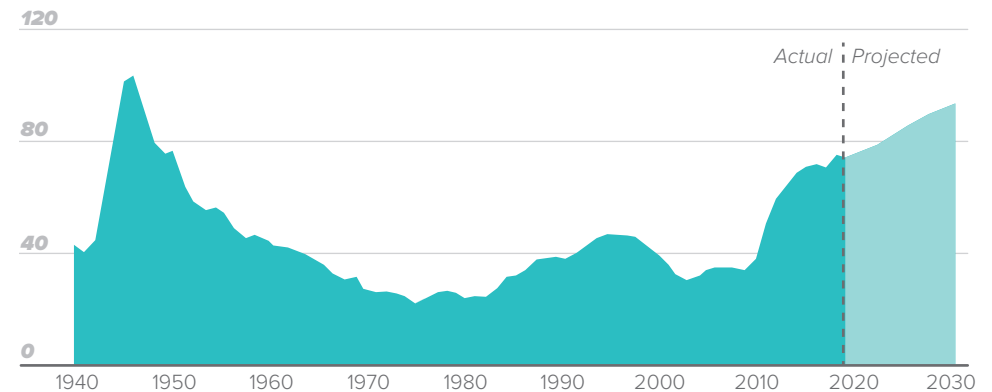
**Florida's opportunity:** Continue to leverage Florida's strong income migration and stable state government funding and credit rating as economic assets.

### U.S. NON-MORTGAGE HOUSEHOLD DEBT



Source: Federal Reserve Bank of New York Consumer Credit Panel/Equifax (2017).

### FEDERAL DEBT HELD BY THE PUBLIC (% GROSS DOMESTIC PRODUCT)



Source: Congressional Budget Office (April 2018 projection).

#### ► SIGNPOSTS

**\$30 trillion in assets** is expected to change hands over the next 30 to 40 years as the Baby Boomer generation transfers wealth in North America.

Florida gained **\$139 billion in annual gross income** from residents moving from other states between 1992 and 2015—the **greatest increase of any state**.

**Unfunded pension and retiree health care costs**, plus debt, in Florida totaled **\$58 billion in 2013**.

#### POTENTIAL STRATEGIES ◀

##### INFRASTRUCTURE & GROWTH LEADERSHIP



Address growing investment needs in transportation, water, energy, and other infrastructure as traditional revenue sources erode.

##### BUSINESS CLIMATE & COMPETITIVENESS



Keep tax and regulatory costs low while ensuring sufficient investment in education, workforce, infrastructure, and other systems.

##### CIVIC & GOVERNANCE SYSTEMS



Rethink the roles of and partnerships between private, public, and nonprofit sectors.

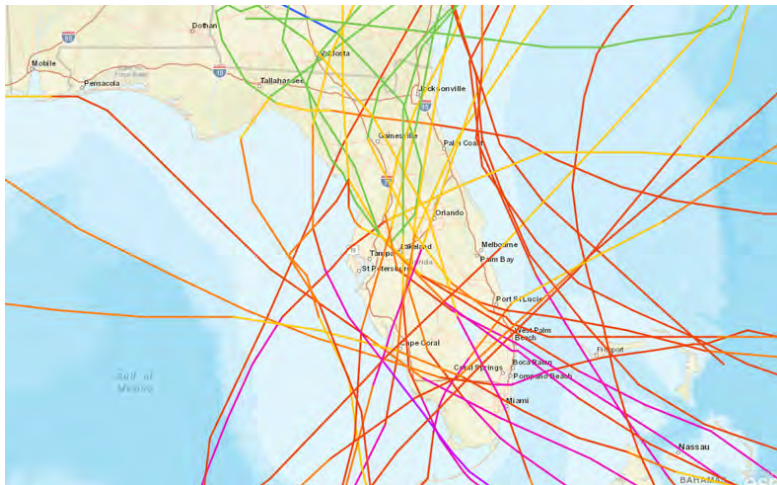
# PREPARING FOR DISRUPTION AND TRANSFORMATION

## ...And Risks May Multiply

**What's changing:** Florida and other states are exposed to a growing range of risks, including extreme weather events; sea level rise and other climate trends; cross-border flows of invasive species and infectious diseases; the potential for terror attacks; and cybersecurity threats.

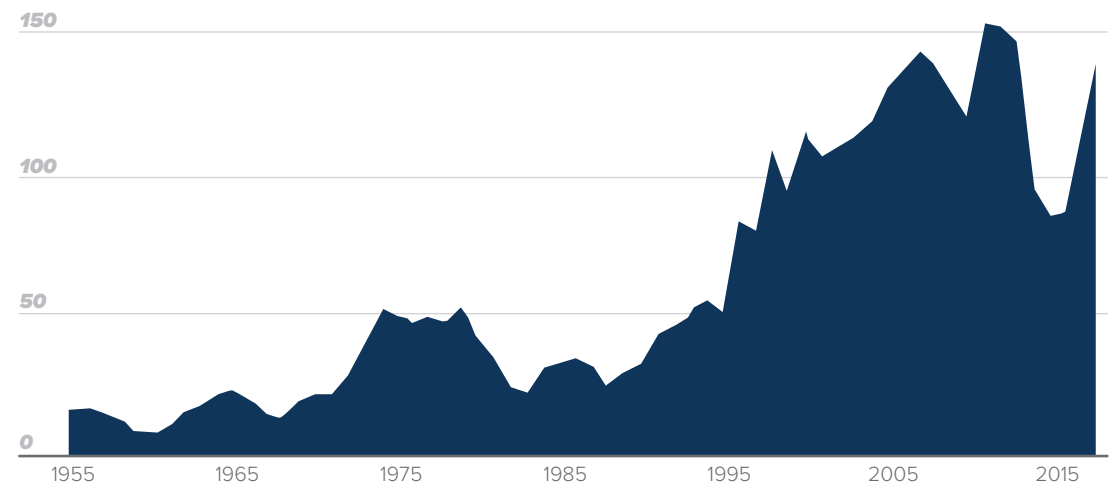
**Florida's opportunity:** Identifying, preparing for, and responding to these risks will position Florida for growth and competitiveness in the years ahead.

CATEGORY 3+ HURRICANES NEAR FLORIDA, 1854-2017



Source: National Oceanic and Atmospheric Administration.

DECLARED U.S. DISASTERS PER YEAR, 1955-2017



Source: Federal Emergency Management Administration. Three-year rolling average.

### ► SIGNPOSTS

Nearly **80%** of Florida's population lives in **coastal areas**.

Florida experienced **43 billion-dollar disaster events** involving coastal areas **between 1980 and 2016**.

**Sea levels** in Southeast Florida are **projected to rise** from 2018 levels by a median amount of **2.5 inches by 2030 and 10.5 inches by 2060**.

### POTENTIAL STRATEGIES ◀

#### INFRASTRUCTURE & GROWTH LEADERSHIP



Make careful decisions about how to protect, increase responsiveness, and invest in regions and communities at risk.

#### BUSINESS CLIMATE & COMPETITIVENESS



Continue to reduce state exposure to long-term insurance and other risks related to extreme weather.

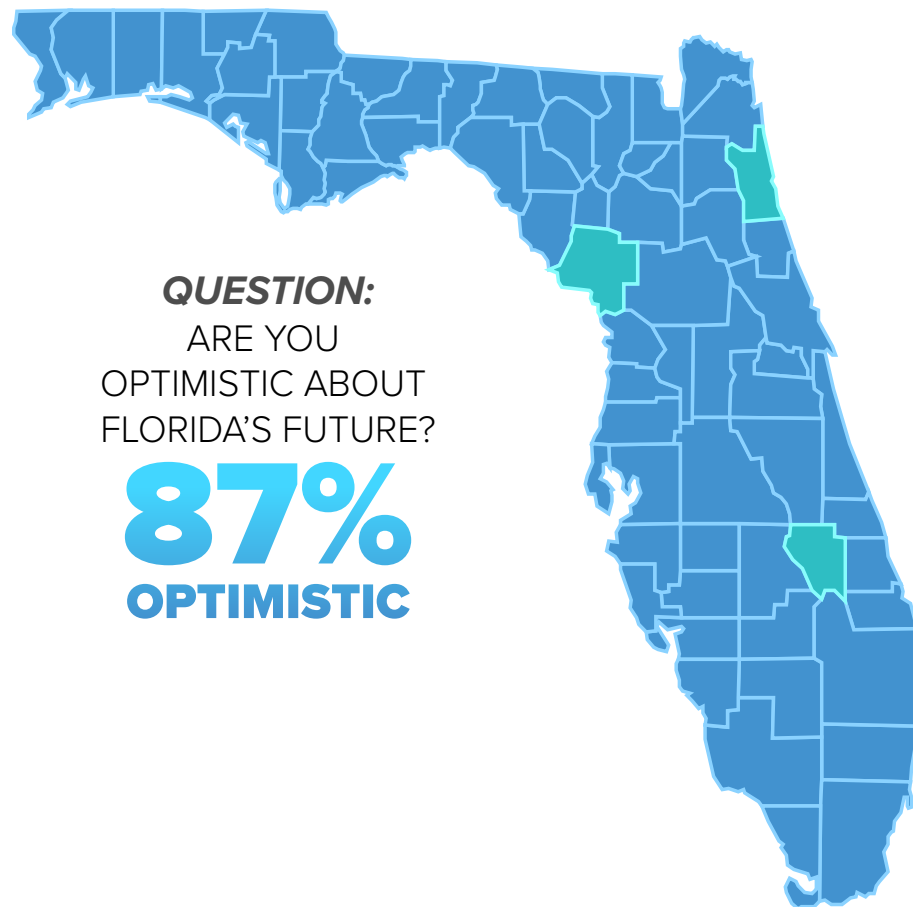
#### CIVIC & GOVERNANCE SYSTEMS



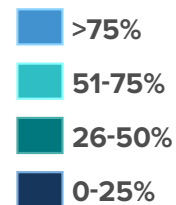
Improve the capacity of local, regional, and state agencies and nonprofit organizations to prepare for and respond to risks.

# ARE WE READY FOR 2030?

In town halls across all 67 counties, 87 percent of participants said they are optimistic about the future of Florida, often citing Florida's population growth and diversity, natural resources, weather, and lack of a personal income tax as reasons for their optimism. In only 12 counties did a majority of town hall participants express confidence that their own community or region was independently prepared for global competitiveness, prosperity, and vibrant and sustainable communities.



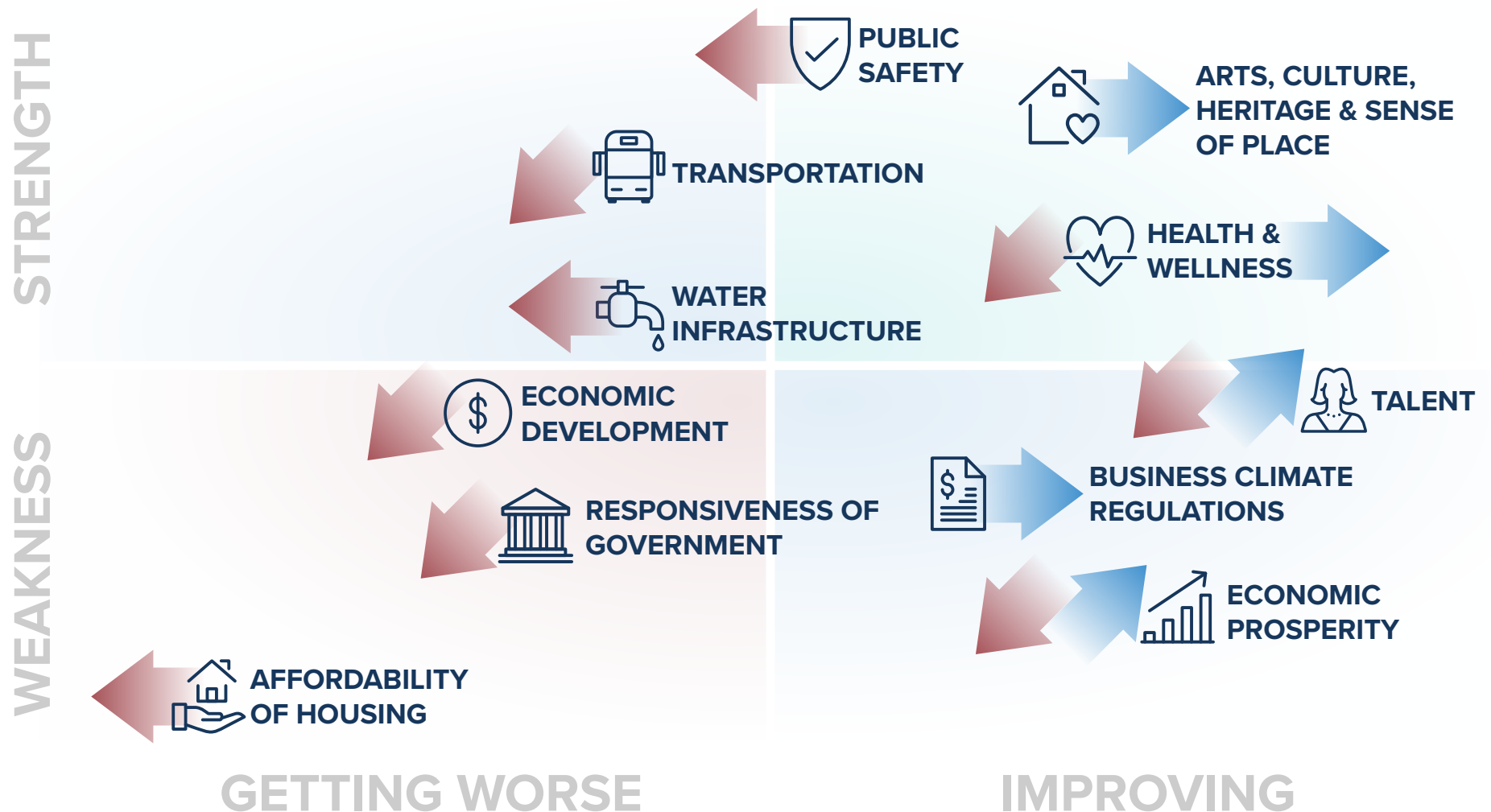
## % YES





# ARE WE READY FOR 2030?

Indeed, many Floridians recognize there is work ahead. We see arts, culture, and sense of place, as well as health and wellness, as clear strengths, and we see progress in talent and business climate. But many believe we are losing ground on local infrastructure, government responsiveness, and economic development. We are divided on whether economic prosperity is spread across the state, but nearly all agree that housing affordability is a critical need to address to ensure our future competitiveness.

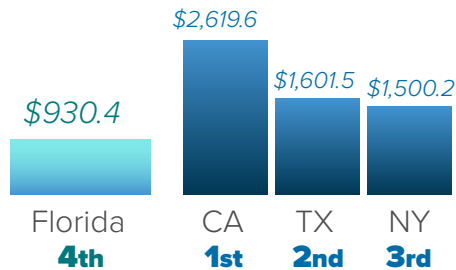


*Summary of input from 83 town hall meetings engaging more than 10,000 Floridians in all 67 counties*

# ARE WE READY FOR 2030?

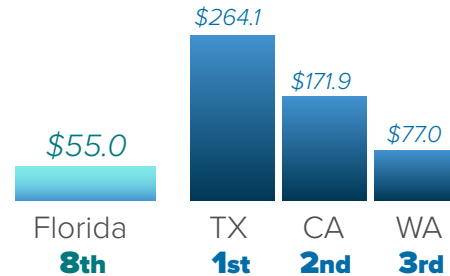
## Global Competitiveness

**GDP (\$Billions, 2016)**



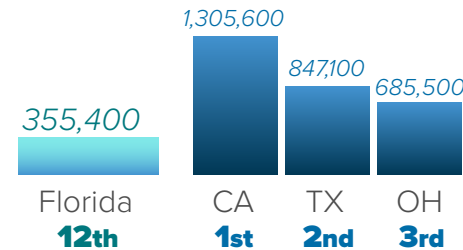
Source: U.S. Bureau of Economic Analysis.

**State of Origin International Exports (\$Billions, 2017)**



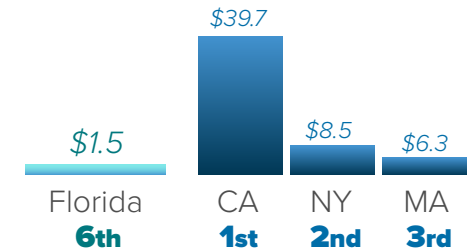
Source: U.S. Census Bureau.

**Manufacturing Employment (2016)**



Source: U.S. Bureau of Labor Statistics.

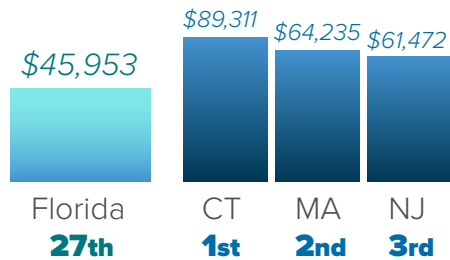
**Total Venture Capital (\$Billions, 2016)**



Source: National Science Foundation.

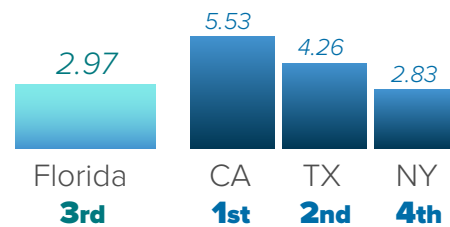
## Prosperity and High Paying Jobs

**Personal Income Per Capita (2016)**



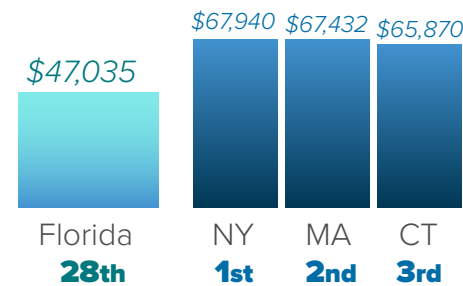
Source: U.S. Bureau of Economic Analysis.

**Individuals Living in Poverty (Millions, 2016)**



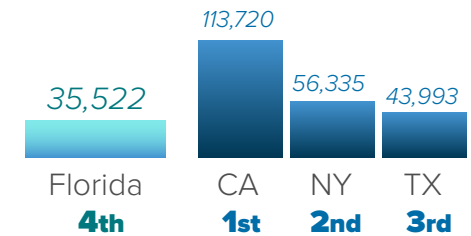
Source: U.S. Census Bureau.

**Average Annual Earnings (2016)**



Source: U.S. Bureau of Labor Statistics.

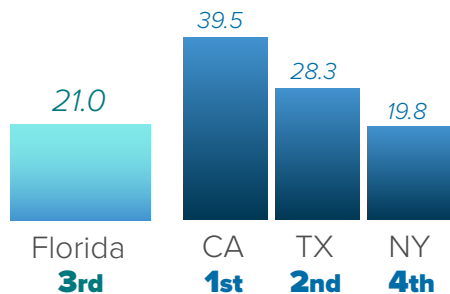
**Science, Technology, Engineering, and Mathematics Associate's and Bachelor's Degrees Conferred (2016)**



Source: National Science Foundation.

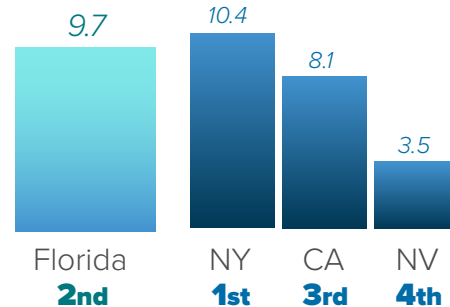
## Vibrant and Sustainable Communities

**Population (Millions, 2017)**



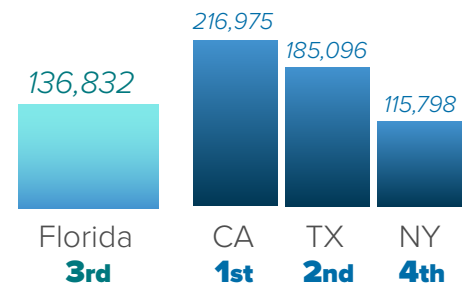
Source: U.S. Census Bureau.

**Overseas Visitors (Millions, 2015)**



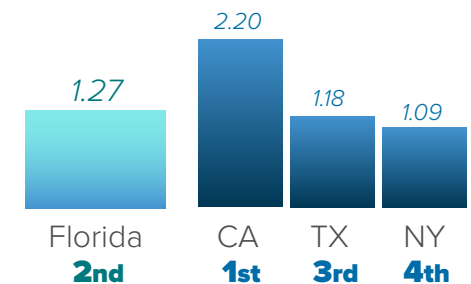
Source: International Trade Administration.

**Migration of New Residents to Florida Aged 25-34 (2016)**



Source: U.S. Census Bureau.

**Housing Cost-Burdened Households (Millions, 2016)**

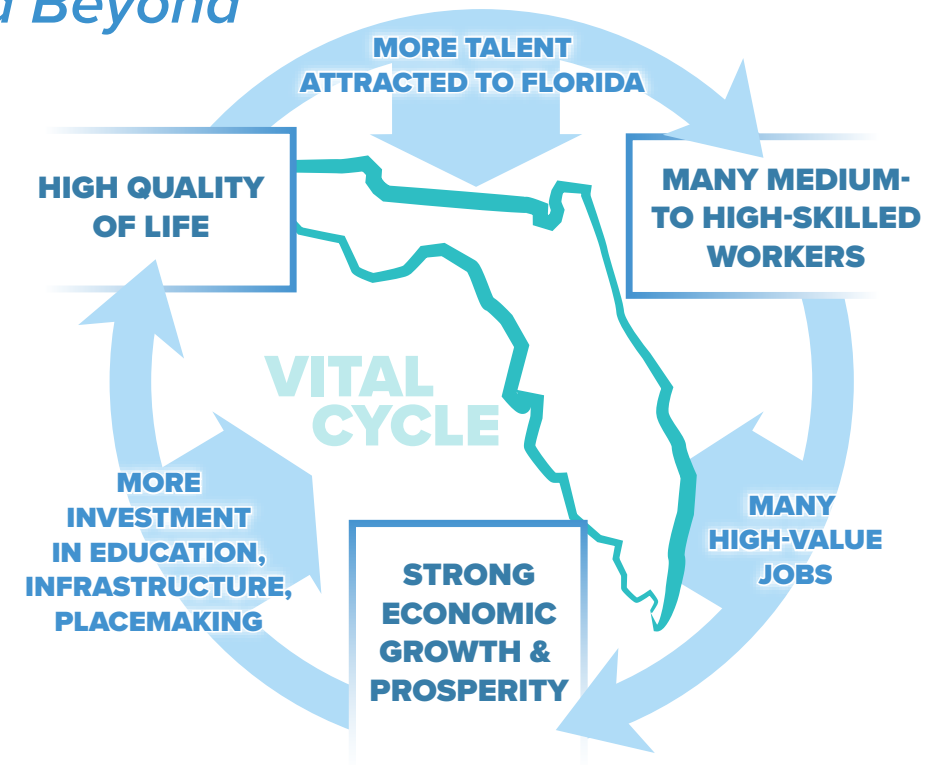
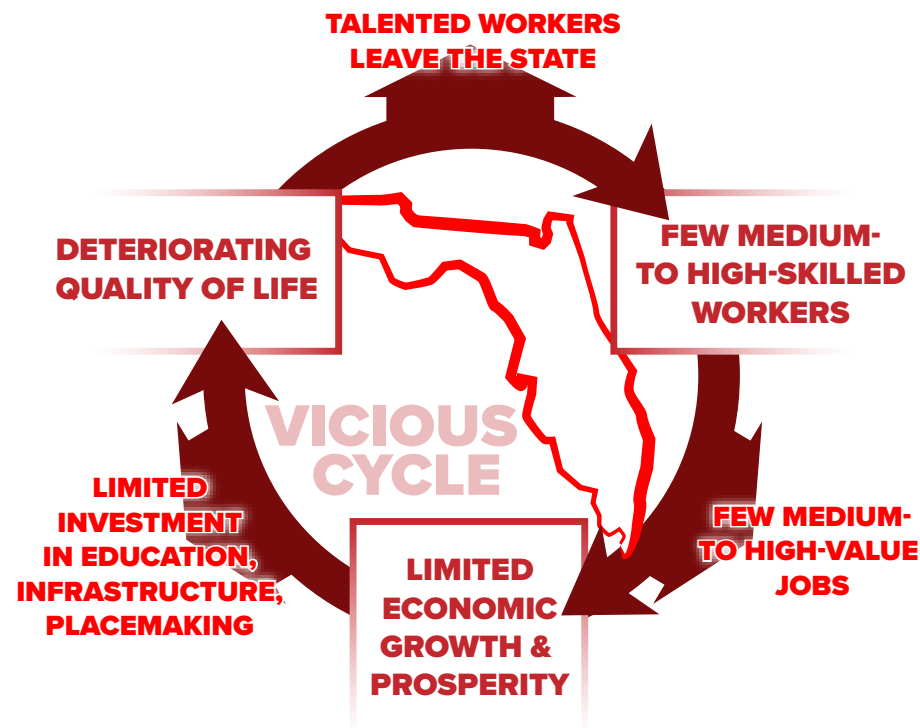


Source: U.S. Census Bureau.

# CHOOSING OUR PATH

## *We Face Two Paths as We Look to 2030 and Beyond*

In one path, our education system continues the strong improvements of the past decade and we attract and retain skilled labor. A vibrant, growing workforce sparks innovation across a range of industries and businesses, diversifying our economy toward higher-skill jobs. Growing profits spur more business investment, growing wages attract more workers, and growing resources help us reinvest in schools, infrastructure, the environment, and communities. A **vital cycle** of growth, prosperity, and quality of life would position Florida for global leadership in 2030.



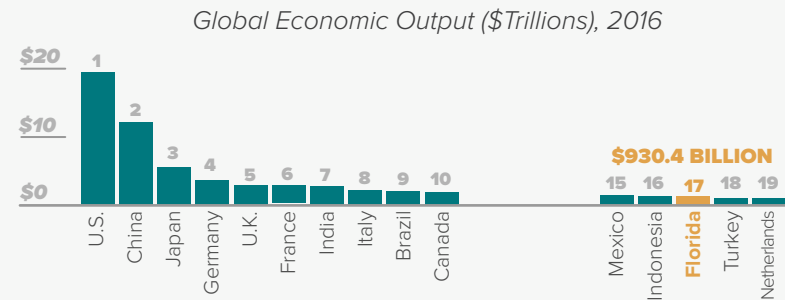
Now imagine an alternative path where we just maintain current activities and react to events as they occur. Our workforce skills and preparedness might not be much different from today. We would struggle to gain a foothold in emerging industries and our economy would miss out on next-generation opportunities and only remain focused on services and trade jobs. We would not see major increases in business investment, household spending, or tax revenues. This means less opportunity to improve infrastructure and enhance the quality of our communities—which, in turn, will make Florida less attractive to talent and investment. We must avoid this **vicious cycle** in which we reach 2030 with a few million more residents but increasing challenges.

# SETTING OUR GOALS

## WHAT ARE OUR GOALS?

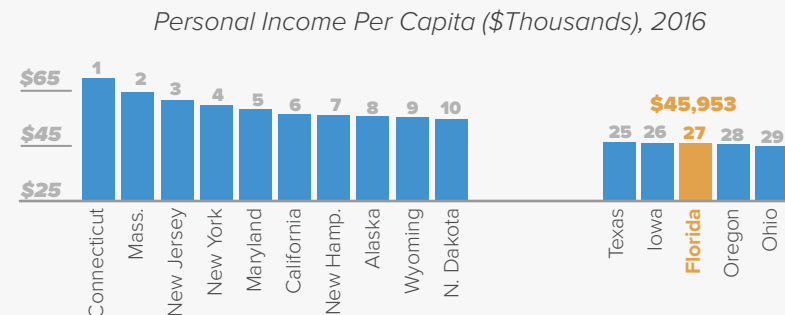
### GLOBAL COMPETITIVENESS

## WHERE ARE WE NOW?



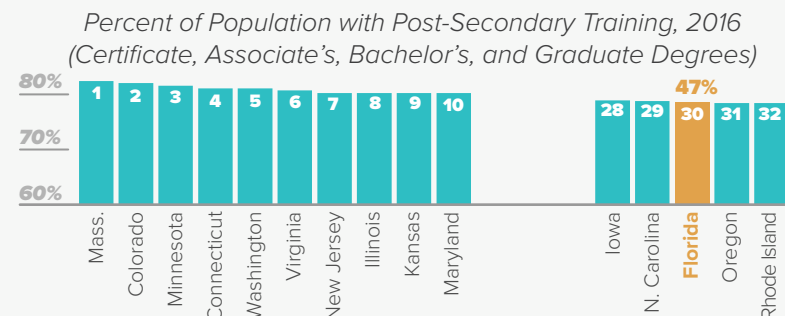
Florida is the **17th** largest economy in the world in terms of total economic output measured by gross domestic product (GDP).

### PROSPERITY AND HIGH-PAYING JOBS



Florida's per capita personal income ranks **27th** among all states. Personal income is driven by job earnings as well as investment, rental, transfer, and other forms of income.

### VIBRANT AND SUSTAINABLE COMMUNITIES



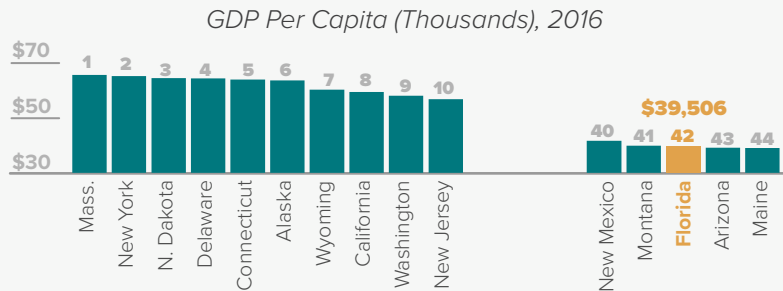
**47%** of Florida residents have some form of postsecondary education or training, from a certificate to an advanced degree. This share ranks **30th** in the nation.

Sources: World Bank | U.S. Bureau of Economic Analysis | Lumina Foundation, Stronger Nation.



# SETTING OUR GOALS

## WHERE ARE WE NOW?

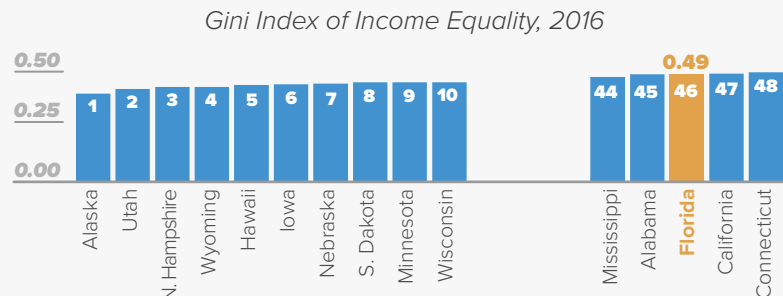


Florida ranks **42nd** among all states in terms of GDP per capita. Of the 10 largest states in the nation, Florida is well behind in this measure of economic output.

## WHERE DO WE WANT TO BE?

**Grow Florida into a top 10 global economy.**

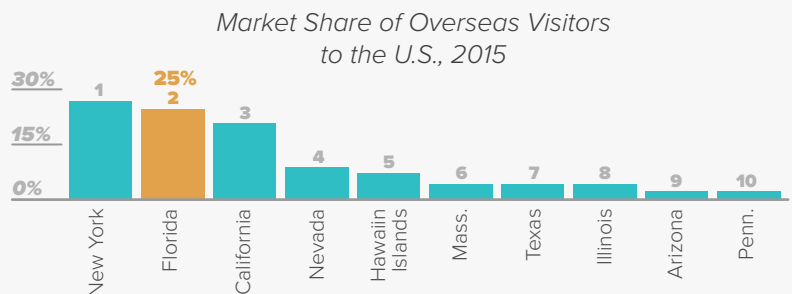
This means moving from an economy the size of Mexico today to the size of Canada. To do so, we must grow faster and bigger than other states and nations trying to pass us.



Florida ranks as the **46th** least equal state in terms of income equality. The Gini Index is an international measure of income distribution among the most and least wealthy.

**Create a path to prosperity for all zip codes in Florida.**

This means seeing per capita income rise above the national average, with greater access to opportunities for all communities—urban, suburban, and rural.



Florida ranks **2nd** among U.S. destinations in terms of market share of overseas visitors, with more than 9.7 million overseas visitors in 2015.

**Position Florida among the top states for attracting and retaining talent and visitors of all ages.**

Top states offer diverse quality of life experiences, job opportunities, and unique places to work, live, learn, and play.

Sources: U.S. Bureau of Economic Analysis | U.S. Census Bureau | International Trade Administration.

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# MOVING AHEAD

## *Six Ecosystem Essentials*

### **1. BE A GLOBAL TALENT MAGNET**

Florida must develop, attract, and retain a disproportionate share of the global talent pool. If we lead in talent, we will lead in innovation, competitiveness, and prosperity. We must recommit to long-term, continuous strengthening of every stage of our education system in a “cradle-to-career” cycle focused on industry needs.

### **2. CREATE AND SUSTAIN FLORIDA’S GREAT PLACES AND SPACES**

We also must continue to create and sustain quality places for people to live, work, learn, play, and run a business—recognizing our quality of life as our (not-so-secret) weapon in the global battle for talent. We must provide quality choices for a diverse population—including housing, mobility, health and wellness, arts, culture, and recreation—and maintain our commitment to protection of lands and water. And we should plan and design our communities to be resilient for a growing range of risks and opportunities.

### **3. BUILD A VALUE-ADDED, INNOVATION ECONOMY**

We must accelerate a shift toward an economy based on transactions to an economy based on value-added innovation. This will require a focus on research and development, innovation, and business formation in all industries: both traditional sectors such as agriculture, tourism, construction, and the military, and emerging industries such as commercial space, autonomous vehicles, and artificial intelligence.

### **4. CONNECT ALL OF FLORIDA FOR THE 21st CENTURY**

We must continue to modernize our infrastructure to provide connectivity needed to speed talent, goods, services, and ideas to market. The infrastructure of the future must include high-speed digital connectivity for all communities in the state; expanded choices for moving people both within and between our regions; global connectivity for goods, data, and ideas; and reliable access to a diverse portfolio of energy resources.

### **5. SECURE FLORIDA’S ROLE AS A GLOBAL HUB**

We must continue to expand Florida’s role as a global hub for trade, logistics, visitors, talent, and investment. We also must position Florida for the next wave of growth in global commerce: emerging markets; advanced manufacturing products; travel and tourism; health, education, and other services; and digital trade.

### **6. COLLABORATE AT THE SPEED OF OPPORTUNITY**

Finally, we must build partnerships between the private, public, and civic sectors—at statewide, regional, and local scales—so we can quickly identify, prepare for, and respond to economic opportunities in a changing world. Whether a new technology, a new trading partner, or a new demographic group, Florida should be ahead of the curve on embracing opportunity and change.

# MOVING AHEAD

## *Six Ecosystem Essentials*

### ecosystem

[ek-oh-sis-tuh m]

1. a system, or a group of interconnected elements, formed by the interaction of a community of organisms with their environment.
2. any system or network of interconnecting and interacting parts, as in a business.

### agility

[uh-jil-i-tee]

1. the power of moving quickly and easily; nimbleness.
2. the ability to think and draw conclusions quickly; intellectual acuity.

### resiliency

[ri-zil-yuh n-see]

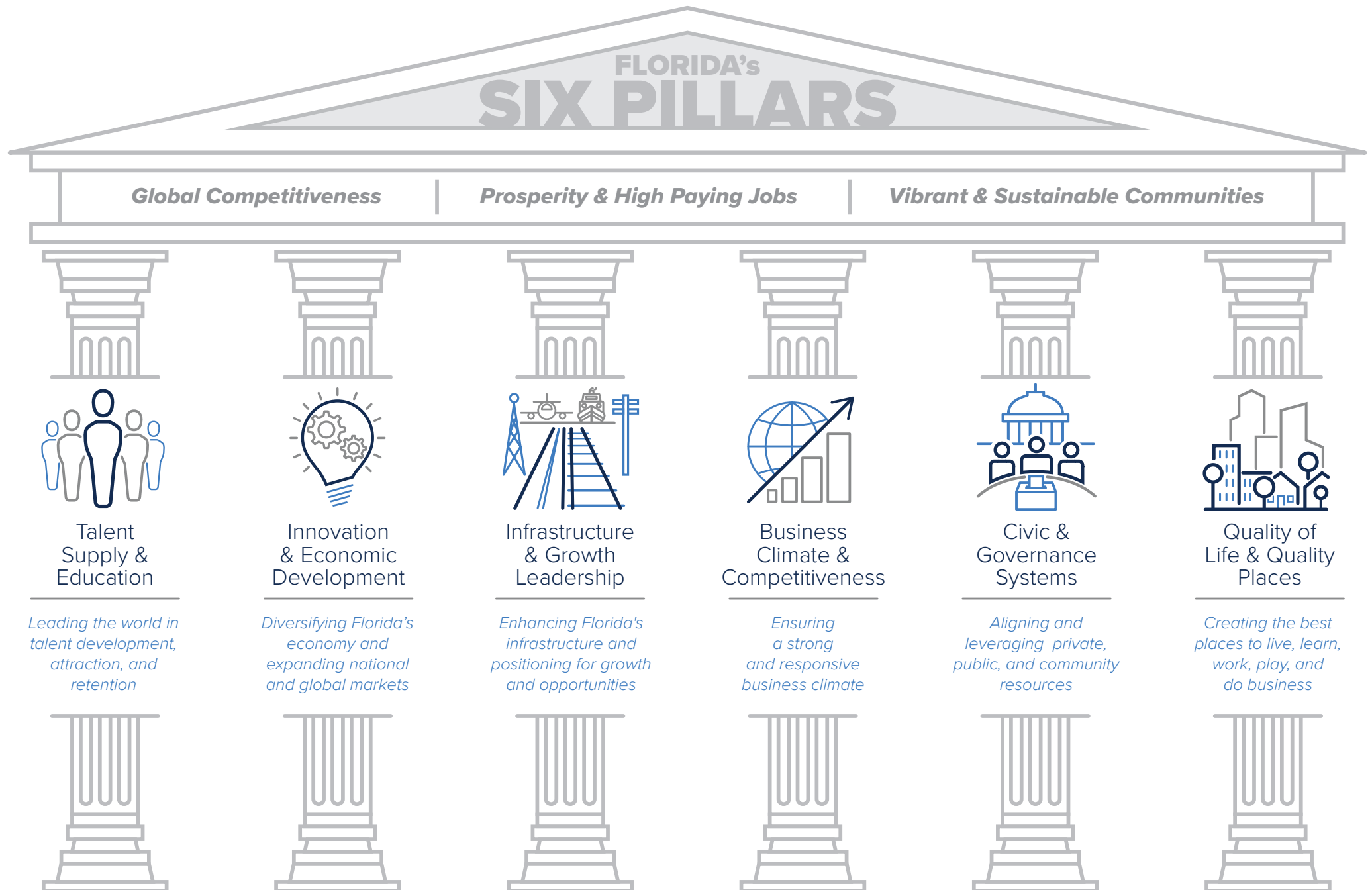
1. the power or ability to return to the original form, position, etc., after being bent, compressed, or stretched; elasticity.
2. ability to recover readily from illness, depression, adversity, or the like; buoyancy.



With these essentials as a guide, Florida 2030 reaffirms the role of the Six Pillars as the blueprint for Florida's future economy. Specific goals and strategies for each pillar are documented at:

**[WWW.FLORIDA2030.ORG](http://WWW.FLORIDA2030.ORG)**

# MOVING AHEAD





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# NOTES

Sources for ‘signpost’ indicators on previous pages are listed below in the order they appear.

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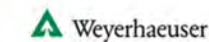
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