

ECONOMIC DEVELOPMENT

Diversifying Florida's Economy



Ken Lawson, Executive Director, Florida Department of Economic Opportunity addresses business leaders at the Florida Chamber Foundation's Economic Outlook & Jobs Summit.

Why It Matters to Florida

Diversifying Florida's economy is key to creating jobs and opportunities. To do so, the Florida Chamber will continue to build our core industries, tourism, agriculture, and construction while diversifying Florida's economy into next generation targeted industries. We must continue to attract growing and innovative industries and new technologies that will allow Florida to lead the way in high-skill, high-wage job creation. Florida wins when we continue to diversify our base of job creators and work to attract and grow targeted high-wage industries.

Florida's Competitiveness Agenda

- ▶ **Diversifying Our Economy and Creating Jobs through Economic Development**
The Florida Chamber supports the Florida Job Growth Grant Fund and other improvements to EFi, which will ensure we continue to diversify and improve Florida's business climate by investing in workforce development and infrastructure.
- ▶ **Championing Rural Business Opportunities**
In order to double the rural county share of Florida gross domestic product by 2030, Florida must continue to provide resources and assistance to Rural Areas of Opportunity and other rural counties and continue to advance economic development opportunities.
- ▶ **Fostering Innovation by Growing Targeted Industries**
The Florida Chamber supports projects that will diversify Florida's economy and attract businesses through innovations in technology, research, and development and public-private partnerships.

The Fight for Free Enterprise Continues

Florida continues to move in the right direction by growing private-sector jobs, expanding new industries and strengthening international trade and logistics relationships. But our work is far from over. The Florida Chamber believes a globally competitive business climate helps businesses and families succeed.

ACT NOW:

When we stay the course of creating a diverse and globally competitive economy, Florida wins. Join our fight to secure Florida's future.



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