



# Uniting Florida's Businesses For Good

Why Making Florida More Competitive Matters

A man in a suit, Mark Wilson, is speaking at a podium. Behind him is a large presentation board titled "THE FLORIDA CHAMBER OF COMMERCE" and "State of Florida Metrics". The board displays various economic indicators in colored boxes: 4.7% (blue), 88.2 (red), \$89.1 (green), 6,255 (red), 259,800 (green), 106.0 (green), and 24,083 (red). A Florida state flag is visible to the left of the speaker.

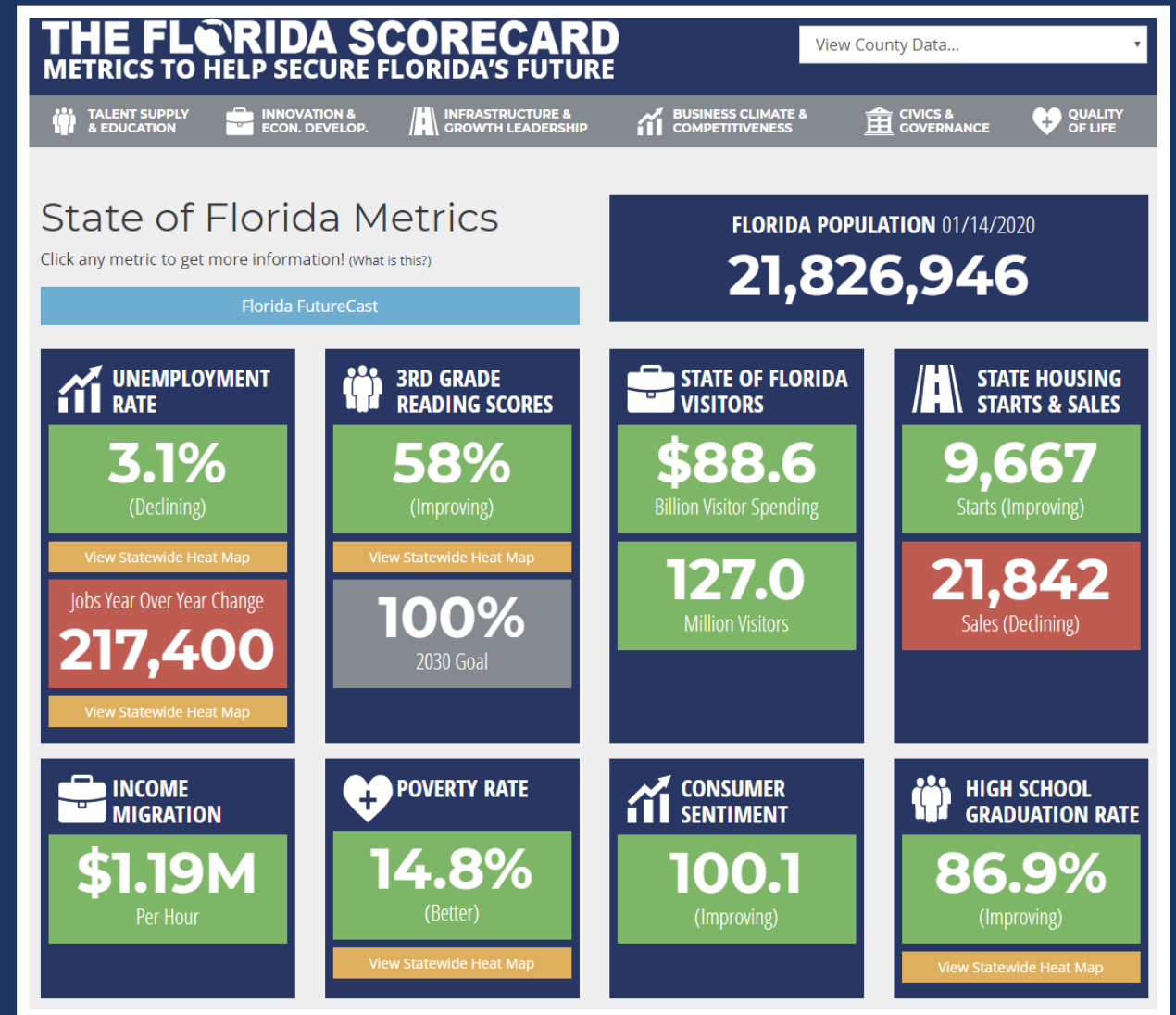
“Florida is changing. Our ECONOMICS, our demographics and our politics are all changing and these changes are both opportunities and challenges.” – Mark Wilson

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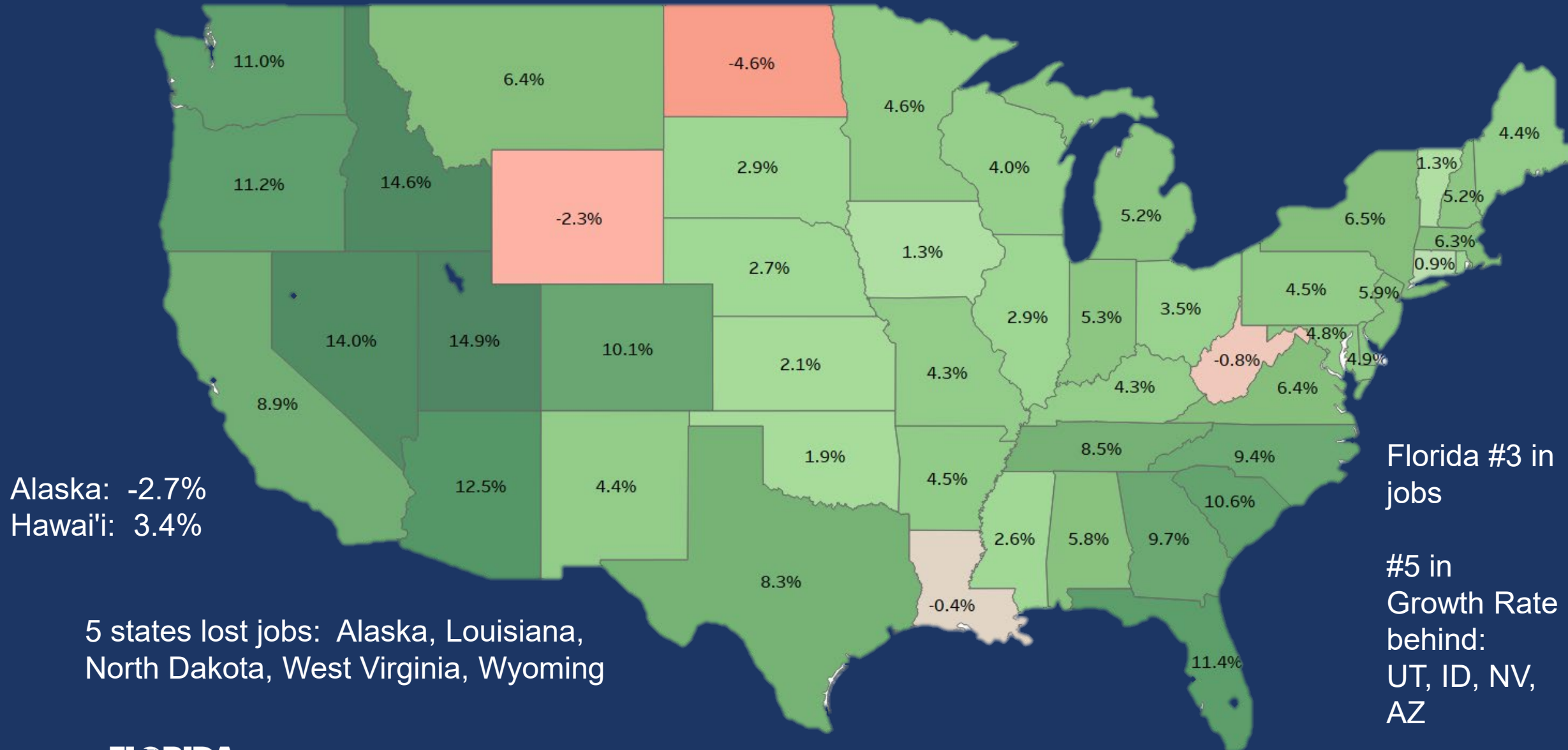
# Florida's Economy At A Glance

- Florida's Economy \$1 Trillion GDP (17<sup>th</sup>)
- 21.8 Million Residents
  - 3<sup>rd</sup> / 26M By 2030 / More Than 900/Day
- 127 Million Visitors In 2018 (+50M by 2030)
- FL outpacing national average in creating jobs
- **FL's Talent Gap:** 284,300 Jobs Looking for People / 323,000 People Looking for Jobs.

[www.TheFloridaScorecard.org](http://www.TheFloridaScorecard.org)



# All States – Job Growth Rates 2015-2019





Florida Growth Rate 2.5%

**Highest Growth Rate:**

Glades	5.8%
Miami-Dade	3.7%
Baker	3.5%

Map of Florida showing county growth rates for 2019. The map is color-coded: green for positive growth, yellow for moderate growth, and red for negative growth. Each county is labeled with its name, population, and growth rate. The state average is 2.5%.

County	Population	Growth Rate
Alachua	1,391	1.0%
Baker	573	0.7%
Bay	2,297	2.5%
Brevard	668	2.3%
Calhoun	74	1.1%
Charlotte	193	1.1%
Clay	98	1.0%
Collier	370	0.4%
Columbia	32	0.7%
DeSoto	3	0.1%
Duval	17	0.3%
Escambia	97	2.1%
Flagler	566	3.2%
Franklin	3,973	2.6%
Gadsden	142	2.6%
Hamilton	58	0.8%
Hand	37	0.9%
Harris	487	1.7%
Hernando	395	3.5%
Indian River	1,281	3.3%
Jefferson	16,047	3.4%
Lake	3,970	3.2%
Lee	3,522	3.4%
Leon	153	3.4%
Levy	199	1.8%
Lindsey	40	0.6%
Manatee	48	0.9%
Marion	193	1.2%
Matanzas	3,034	2.3%
Meade	604	1.3%
Monroe	1,410	2.1%
Murray	4,801	2.1%
Nassau	10,608	2.2%
Neptune	15,174	2.1%
Okaloosa	4,375	2.5%
Okeechobee	4,136	2.3%
Osceola	2,008	2.9%
Oswald	10,806	3.2%
Palm Beach	5,436	3.1%
Palm Bay	275	1.9%
Palm Jumeirah	1,206	2.7%
Palm Jumeirah	50,022	3.7%
Palm Jumeirah	13,500	1.3%
Palm Jumeirah	4,089	0.6%
Palm Jumeirah	1,235	1.7%
Palm Jumeirah	2,329	1.7%
Palm Jumeirah	1,929	3.0%
Palm Jumeirah	8,904	3.3%
Palm Jumeirah	5,029	2.9%
Palm Jumeirah	4,592	1.6%
Palm Jumeirah	15,174	2.1%
Palm Jumeirah	10,608	2.2%
Palm Jumeirah	4,801	2.1%
Palm Jumeirah	1,410	2.1%
Palm Jumeirah	946	3.2%
Palm Jumeirah	604	1.3%
Palm Jumeirah	3,034	2.3%
Palm Jumeirah	193	1.2%
Palm Jumeirah	48	0.9%
Palm Jumeirah	40	0.6%
Palm Jumeirah	1,339	1.0%
Palm Jumeirah	153	3.4%
Palm Jumeirah	395	3.5%
Palm Jumeirah	487	1.7%
Palm Jumeirah	37	0.9%
Palm Jumeirah	58	0.8%
Palm Jumeirah	142	2.6%
Palm Jumeirah	3,973	2.6%
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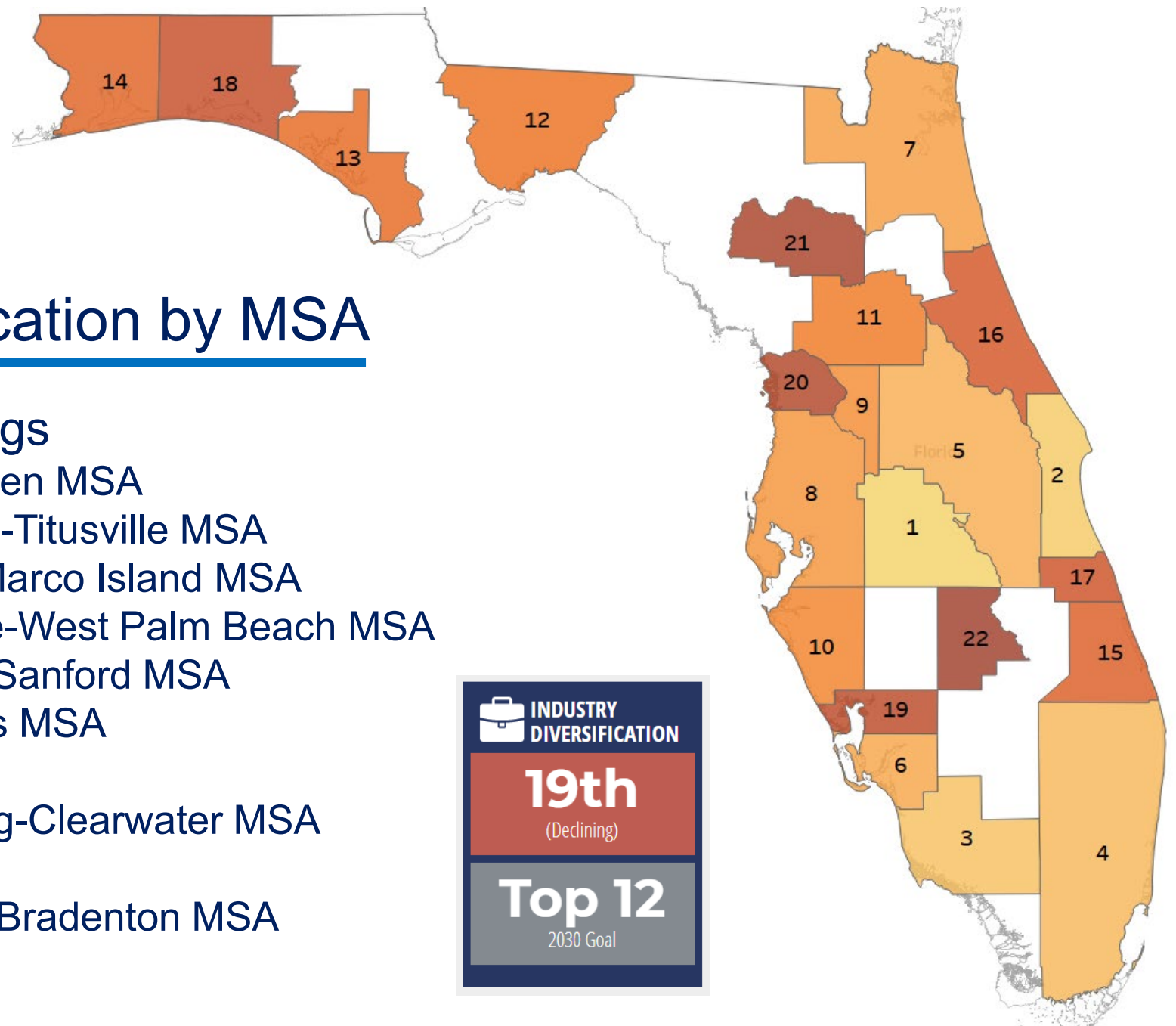
# Florida Growth Rate 2.5%

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Baker 3.5%



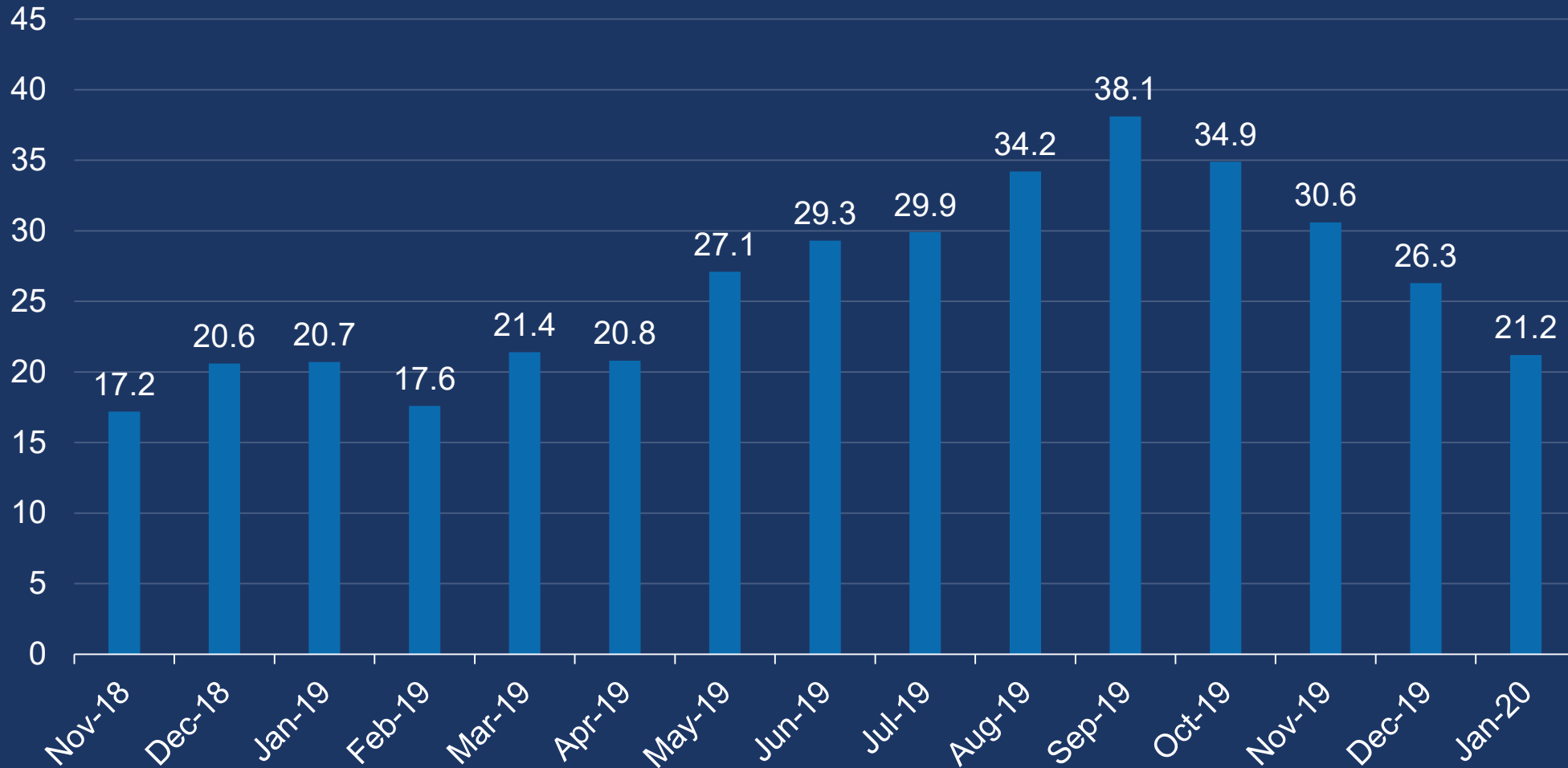
## Industry Diversification by MSA


### Diversification Rankings

- #1 Lakeland-Winter Haven MSA
- #2 Palm Bay-Melbourne-Titusville MSA
- #3 Naples-Immokalee-Marco Island MSA
- #4 Miami-Ft. Lauderdale-West Palm Beach MSA
- #5 Orlando-Kissimmee-Sanford MSA
- #6 Cape Coral-Ft. Myers MSA
- #7 Jacksonville MSA
- #8 Tampa-St. Petersburg-Clearwater MSA
- #9 The Villages MSA
- #10 North Port-Sarasota-Bradenton MSA

# Probability of a Florida Recession

Since November 2018



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# Florida's Next 4.5 Million People

## Top 10 Growth in People

1. Miami-Dade	639,060
2. Orange	451,990
3. Hillsborough	412,926
4. Broward	329,843
5. Palm Beach	279,976
6. Duval	225,250
7. Lee	212,763
8. Osceola	178,394
9. Polk	171,439
10. Pasco	129,769

## Top 10 Growth in Percent

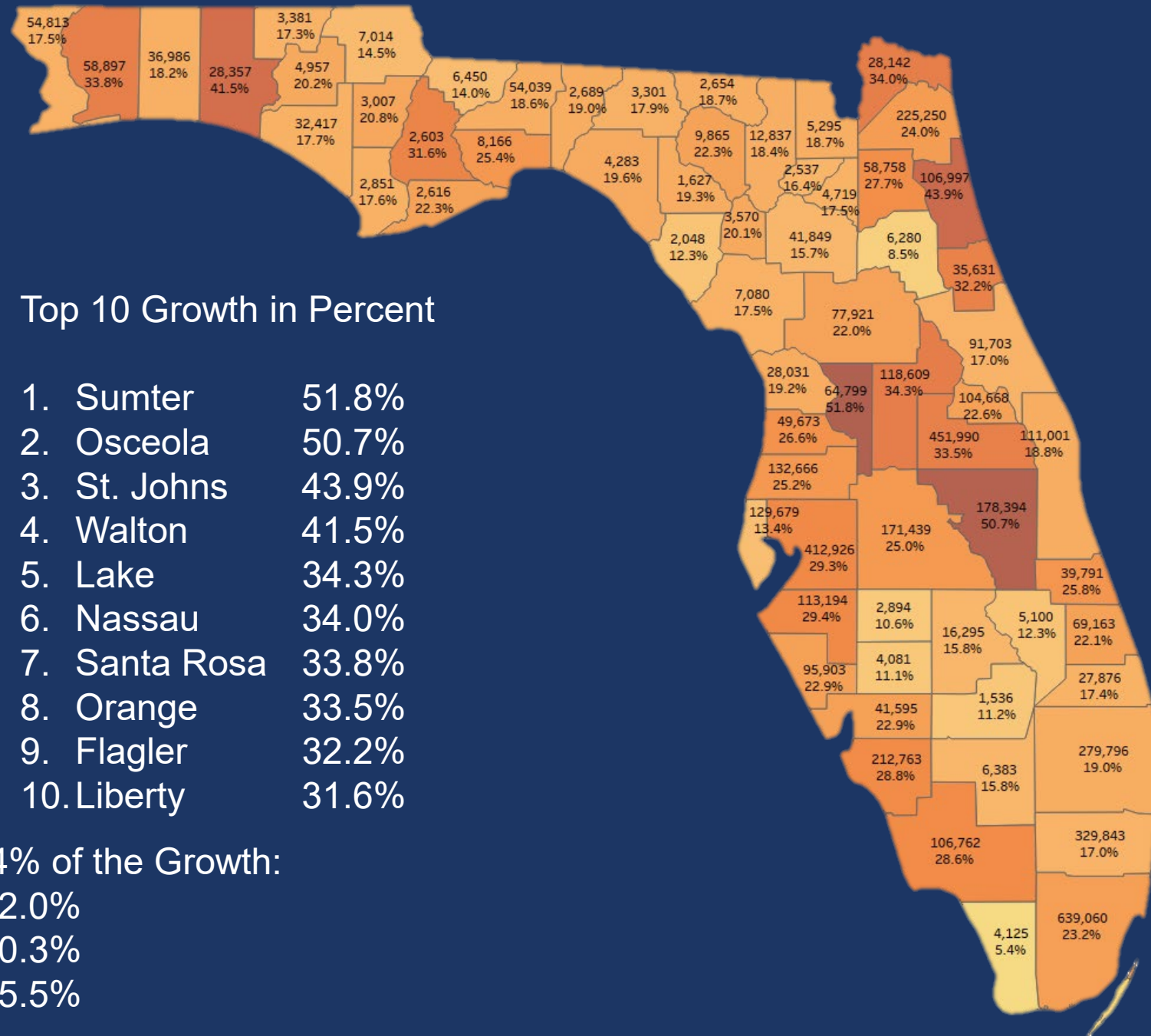
1. Sumter	51.8%
2. Osceola	50.7%
3. St. Johns	43.9%
4. Walton	41.5%
5. Lake	34.3%
6. Nassau	34.0%
7. Santa Rosa	33.8%
8. Orange	33.5%
9. Flagler	32.2%
10. Liberty	31.6%

The top 3 Counties get 33.4% of the Growth:

Top 6: 52.0%

Top 11: 70.3%

Top 13: 75.5%



# Growth to 2030 by Age Group



Age Group

0%

20%

40%

60%

80%

Increase in Age 65+ by  
2030: **2,265,615**

Under 50: **2,339,370**

60-64

50-54

65-69

45-49

40-44

35-39

30-34

25-29

20-24

15-19

0-14

70-74

75-79

85+

80-84

# Florida's Next 4.5 Million People

- Florida adds **900 new residents** per day
  - 810 come from other states and countries
- Florida gains **\$1.19M** in income every hour of every day

# Can Florida's 3<sup>rd</sup> Graders Read?

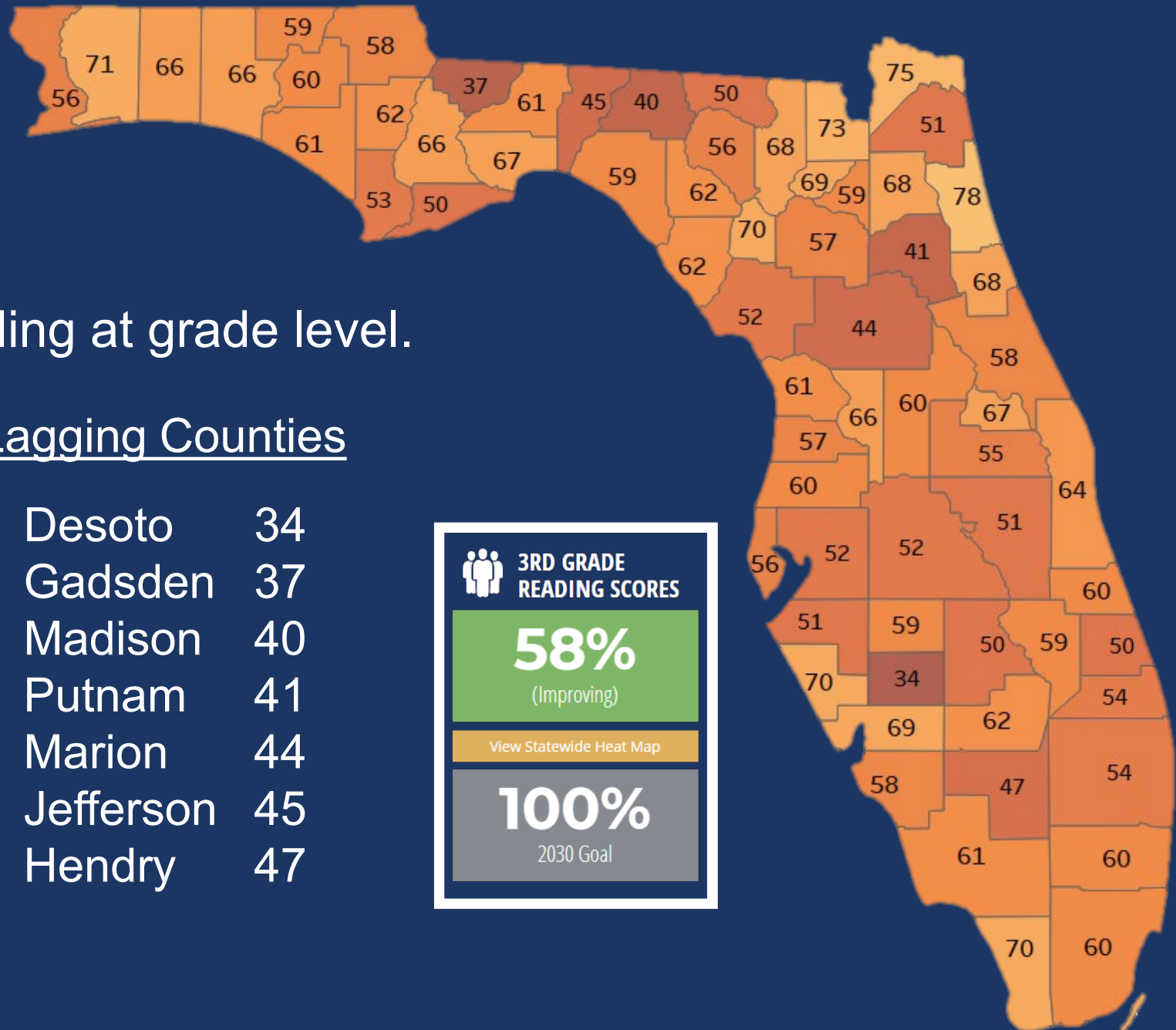
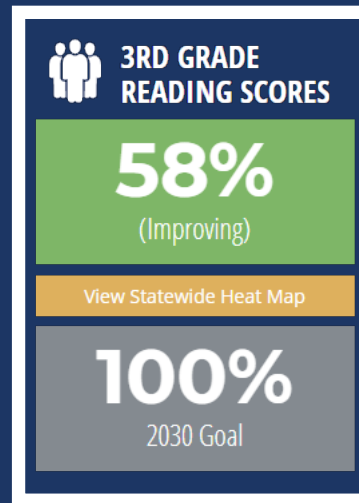
**91,066** 3<sup>rd</sup> graders not reading at grade level.

## Leading Counties

1. St. Johns	78
2. Nassau	75
3. Baker	73
4. Santa Rosa	71
5. Sarasota	70
6. Monroe	70
7. Gilchrist	70

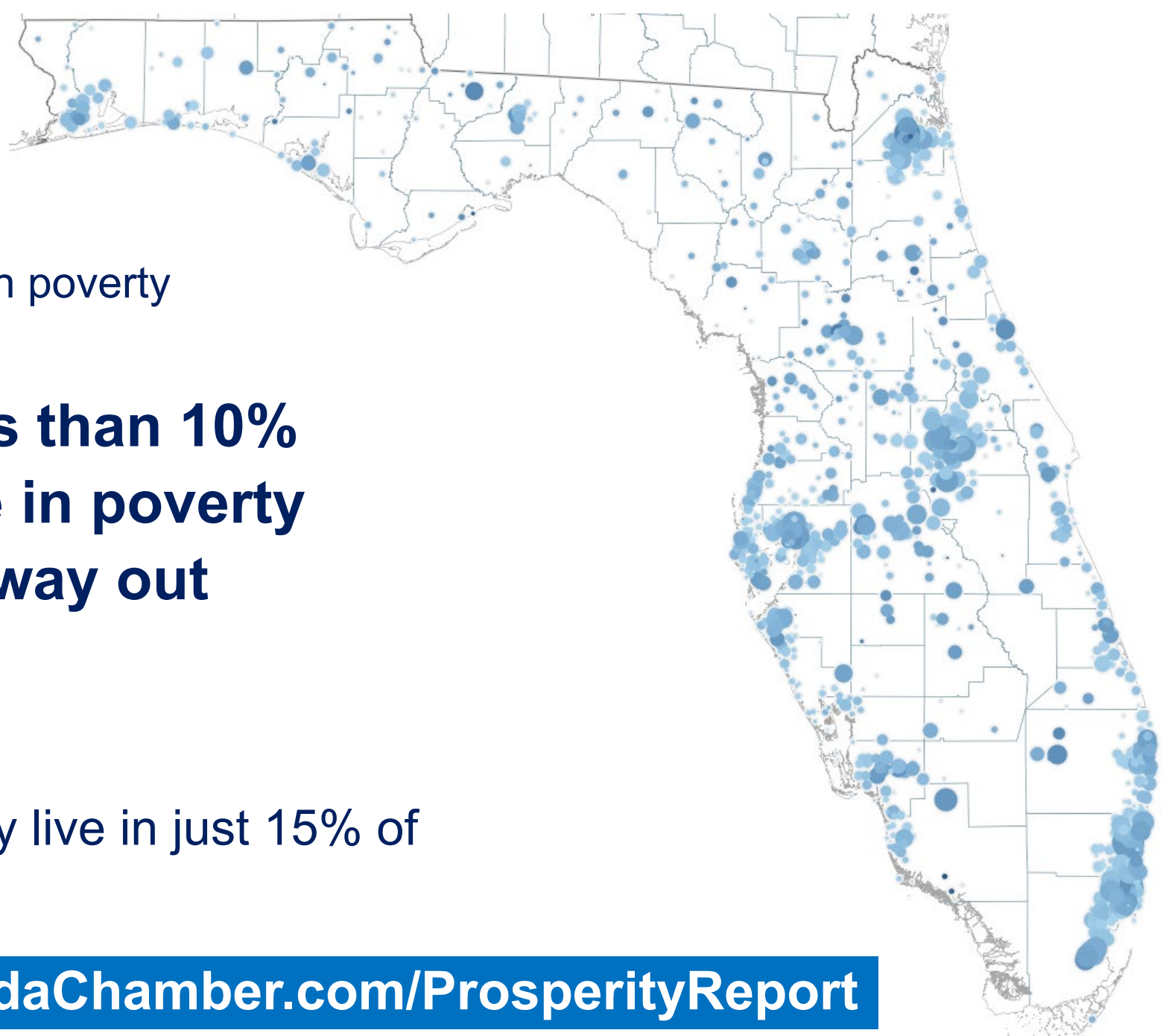
## Lagging Counties

1. Desoto	34
2. Gadsden	37
3. Madison	40
4. Putnam	41
5. Marion	44
6. Jefferson	45
7. Hendry	47





## Ending Generational Poverty

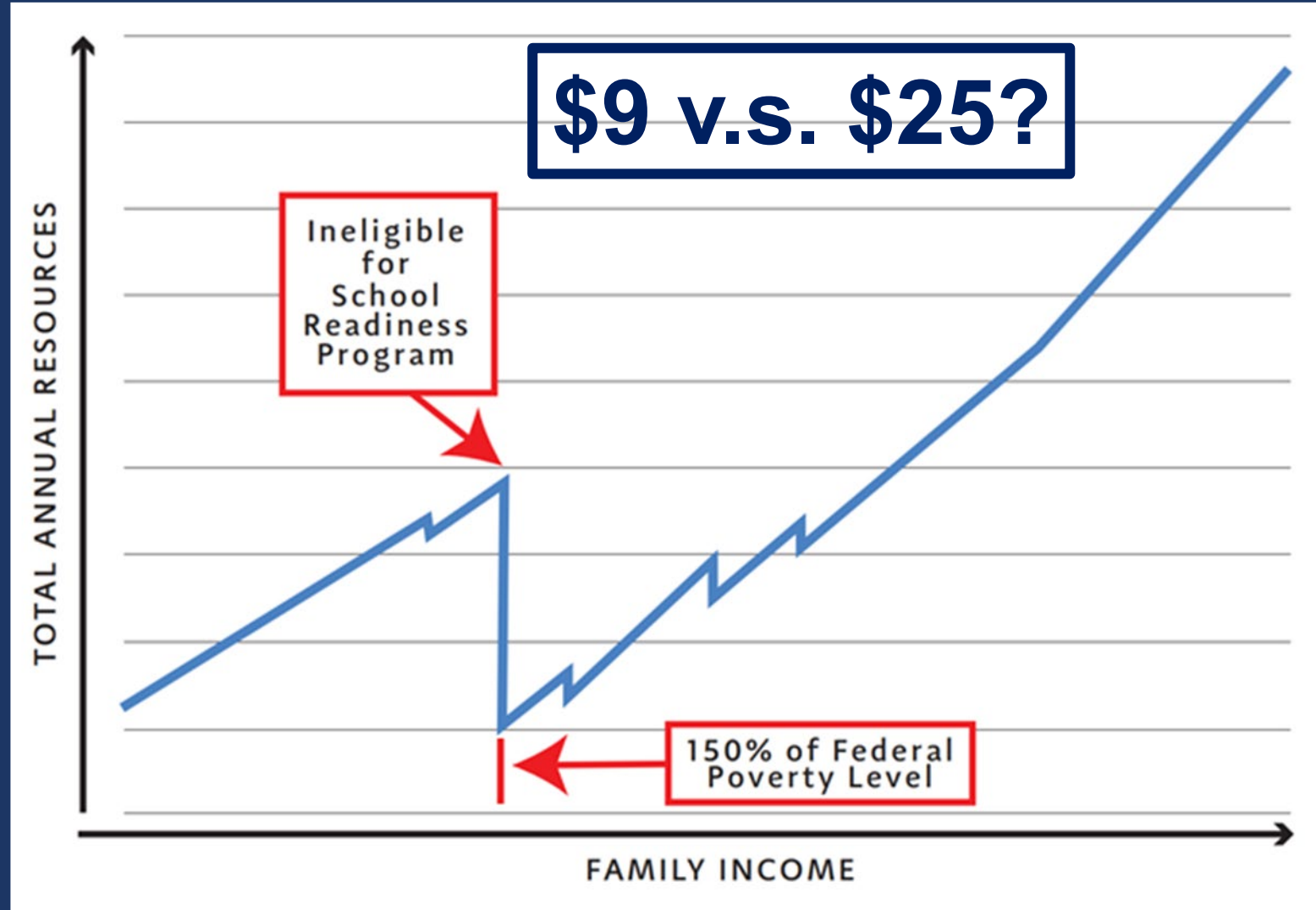


**870,505** kids under-18 living in poverty

**Florida 2030 Goal: Less than 10%  
of Florida children live in poverty  
and 100% have a pathway out**

- Florida has 983 zip codes
- Half of all children in poverty live in just 15% of Florida's zip codes (150)

# Fiscal Cliffs Are Roadblocks to Prosperity



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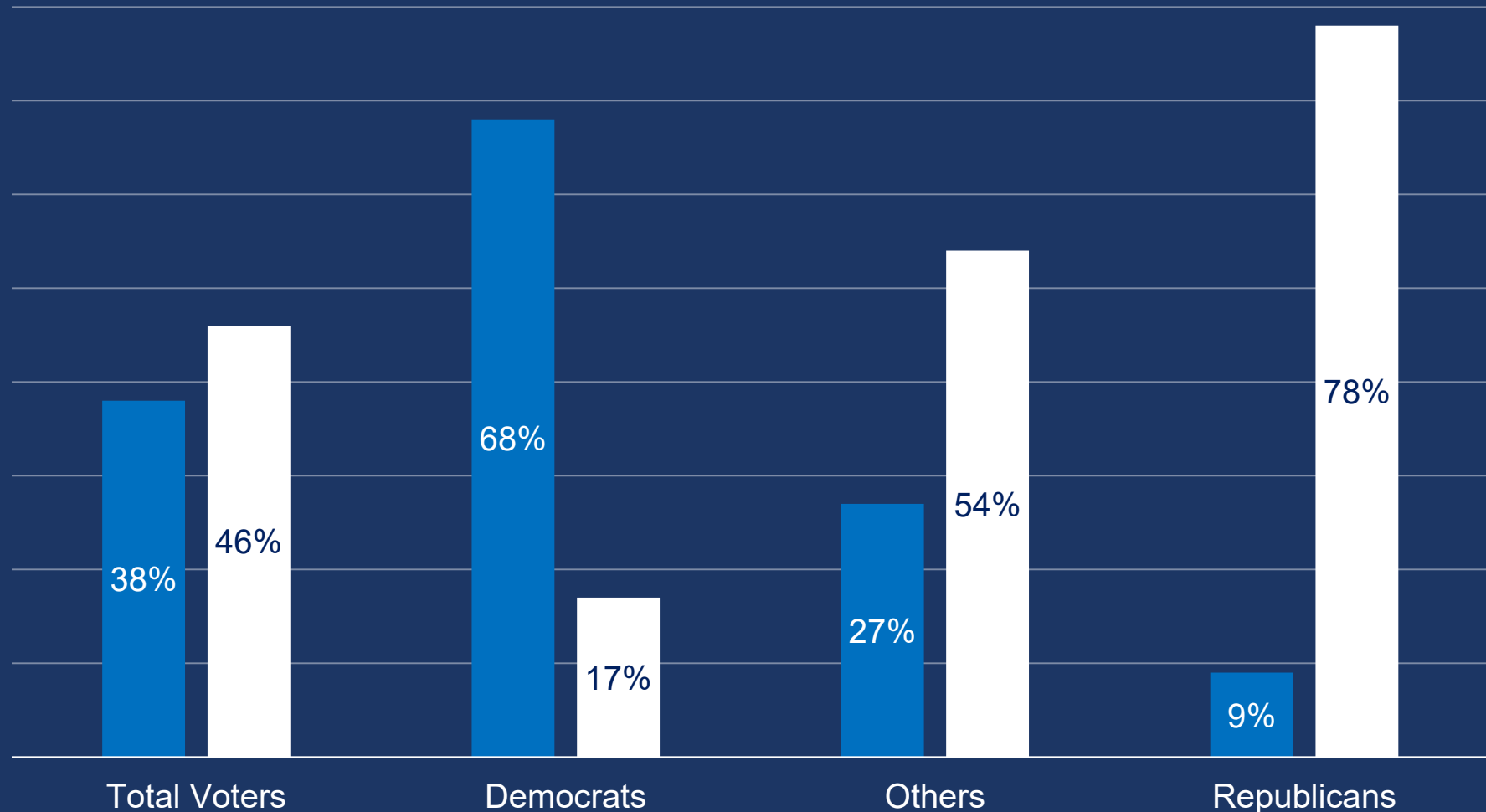
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# Which is Better? Socialism or Capitalism?

*Voters Under 40*

 Socialism  
and “About  
the Same”

 Capitalism





# 2020 Election Cycle

The road to the  
**2020 White  
House** goes  
through Florida.

## 2020 Election Cycle

- Presidential race
- Entire FL House/about half FL Senate on ballot
  - 7 term-limited Florida Senate members
  - 18 term-limited Florida House members
- All Florida congressional races
- Constitutional Amendments
- >2500 local elections

# Constitutional Amendments on the Horizon

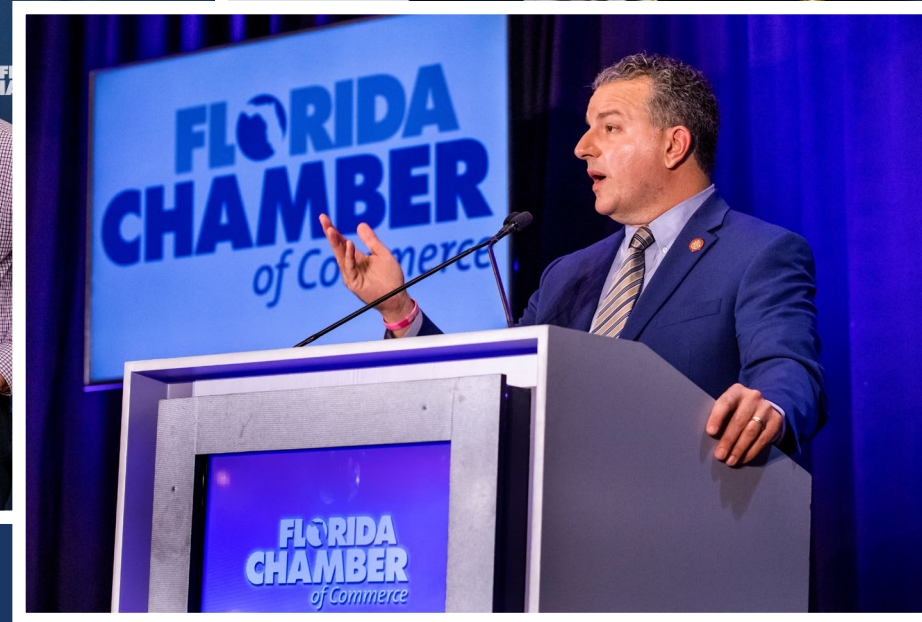
Others filed:

- Adult Use of Marijuana
- Vote by Internet
- All tolls shall be approved by voters
- All traffic citations must be issued without use of red light cameras or speed cameras
- \$50 Per Hour (wage mandate)
- All traffic citations must be issued without use of red light cameras or speed cameras

Title	Sponsor	Number of Signatures
Citizenship Requirement to Vote	Florida Citizen Voters	928,169
Raising Florida's Minimum Wage	Florida for a Fair Wage	770,115
All Voters Vote in Primary Elections for State Legislature, Governor and Cabinet	All Voters Vote, Inc.	777,003
Allowing Energy Choice	Citizens for Energy Choices	642,115
Ban Assault Weapons	Ban Assault Weapons Now	130,802
Regulate Marijuana Like Alcohol	Sensible Florida, Inc.	92,556
Provide Medicaid Coverage to Low-Income Adults	Florida Decides Healthcare, Inc.	90,393



# Florida's Governor, Cabinet and Legislative Leaders





# 2020 Legislative Outlook

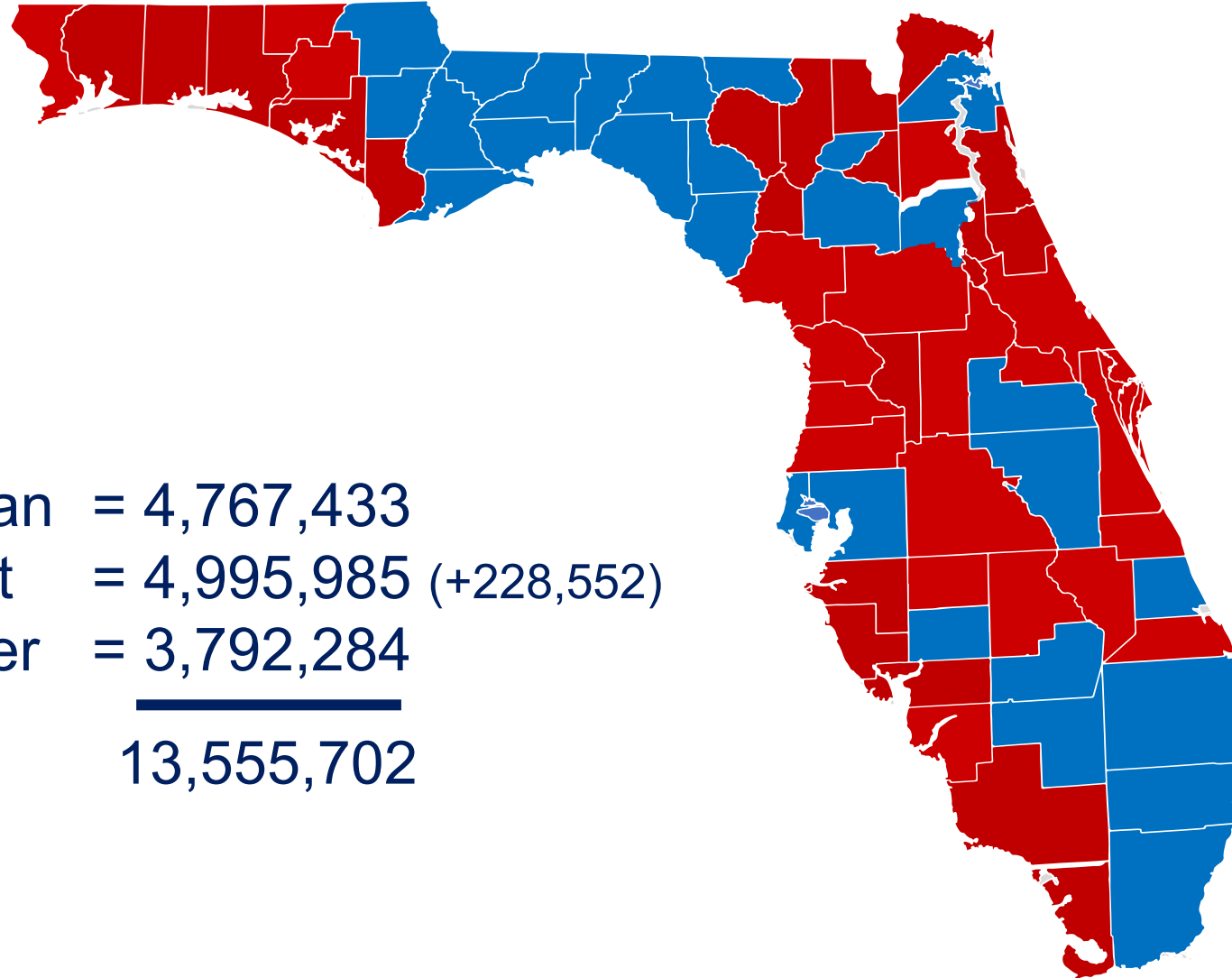


- The Florida Legislature - 160 Legislators
  - House- R: 73, D: 47,
  - Senate- R: 23, D: 17
- 2020 Session: January 14 – March 13
- Bills Filed/Passed:
  - 2020: 1593/TBD
  - 2019: 3361/195
- 1,100+ lobbyists, Florida Chamber = 30+



TOTAL VOTER REGISTRATION  
By County (39R, 28D)

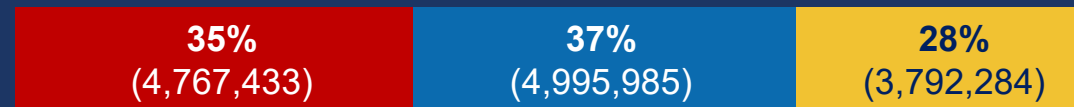
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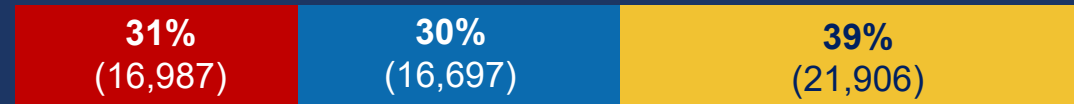
Republican	= 4,767,433
Democrat	= 4,995,985 (+228,552)
NPA/Other	= 3,792,284
	<hr/>
	13,555,702

# Registration Comparisons Over Time

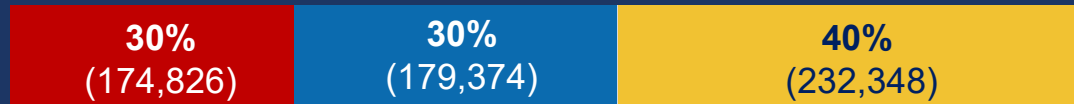
Total State: 13,555,702



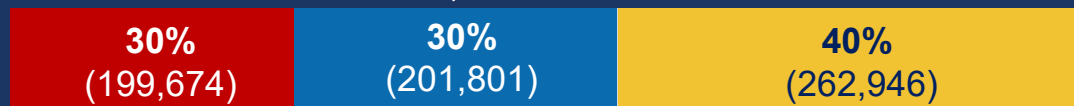
This Month: 55,590



Year to Date: 586,548

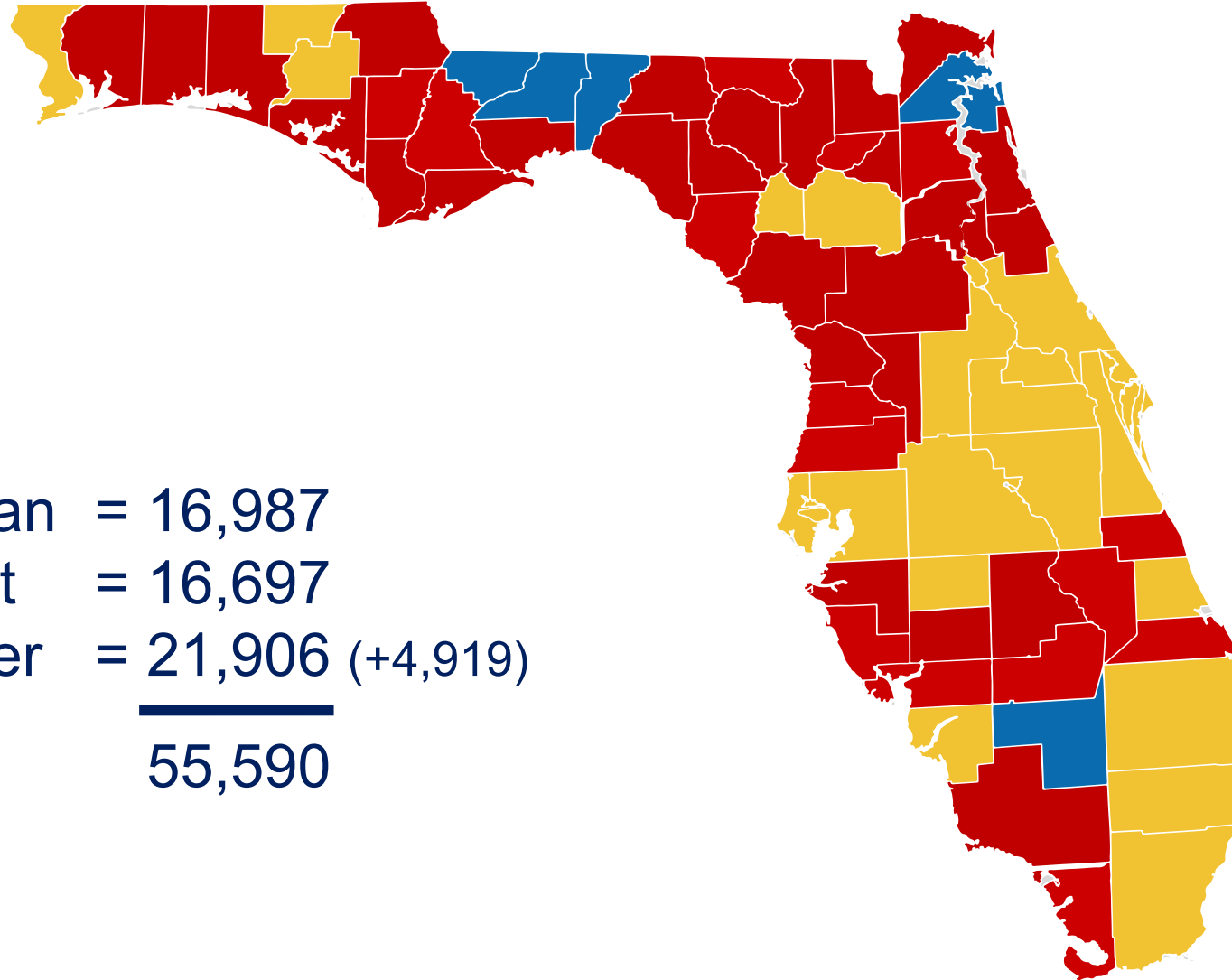


Since Last Election: 664,421



■ Republican  
■ Democrat  
■ NPA/Other

NOVEMBER NEW VOTERS  
By County



Republican	= 16,987
Democrat	= 16,697
NPA/Other	= 21,906 (+4,919)
	<hr/>
	55,590

# Top Voter Concerns

Statewide	Healthcare	Jobs	Global Warming	Other
	18	12	9	Education 9% Immigration 6%
Men	17	15	10	Immigration 6%
Women	19	8	8	Education 12%
Republicans	12	12	6	Immigration 12%
Democrats	25	12	12	Education 7%
NPA/Other	18	12	8	Education 9%
White	15	10	11	Education 10%
Black	24	14	5	Education 5%
Hispanic	22	13	9	Education 10%


# Political Views Impact Policy Decisions

## Right Direction vs. Wrong Direction

Statewide	Current 63:24
Jacksonville	62:29
Gainesville	33:25
Tallahassee	72:11
Panama City/Pensacola	59:30
Orlando/Daytona	64:23
Tampa/St. Pete	67:21
Ft. Myers/Naples	63:18
Broward/Miami	60:28
West Palm	64:24

Statewide	Current 63:24
Men	73:17
Women	54:31
Republicans	85:9
Democrats	44:38
Others	57:26
White	69:20
Black	38:38
Hispanic	62:25





Mark Wilson  
President and CEO  
mwilson@flchamber.com  
850.521.1209



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