



Uniting Business for Good

Citrus County Chamber

Mark Wilson, President & CEO, Florida Chamber of Commerce
January 8, 2021

FLORIDA
CHAMBER
Foundation

Is A Single Parent* In Florida Better Off Making \$9/hour or \$25/hour?

*with two kids under 5 and living in poverty.



Citrus County Metrics (What is this?)

Click any metric to get more information!

Citrus County FutureCast

COVID-19

NUMBER OF COVID CASES

7,138
(Increasing)

Daily Average New Cases

68.7
(Increasing)

WEEKLY PERCENT OF POSITIVE CASES

12.46%
(Increasing)

DAYS SINCE 1ST VACCINE IN FLORIDA

25

DAYS SINCE 1ST CONFIRMED COVID-19 CASE

299

UNEMPLOYED PEOPLE

3,178
(Increasing)

Jobs Year Over Year Change

-2,741

The Florida 2030 Blueprint: Uniting Businesses For Good

17th to 10th



39 Goals



2021 Legislative Session

1. **COVID Liability Protections**

- Contact Andrew Wiggins awiggins@flchamber.com to join the Local Chamber Coalition

2. **E-Fairness/Online Sales Tax Reform**

- Contact Andrew Wiggins awiggins@flchamber.com to join the Local Chamber Coalition

3. **Reemployment Comp/Taxes**

- Contact Carolyn Johnson cjohnson@flchamber.com to join Reemployment Comp Working Group

4. **Lawsuit Abuse Reform**

- Fund or Support the Florida Chamber Litigation & Regulatory Reform Center
- Ask your General Counsels to contact David Hart dhart@flchamber.com to be added to the General Counsel Communications List to help with efforts to improve Florida's bottom-5 legal climate

5. **On Defense:**

- M-CORES repeal; Failed unemployment computer-driven UI benefit increases; COVID-driven employer mandates; Budget hole-driven tax increases

Other Opportunities for Involvement:

- Testifying via Zoom when business issues come before committees
- Utilizing close relationships with your delegation members to advocate a Chamber issue

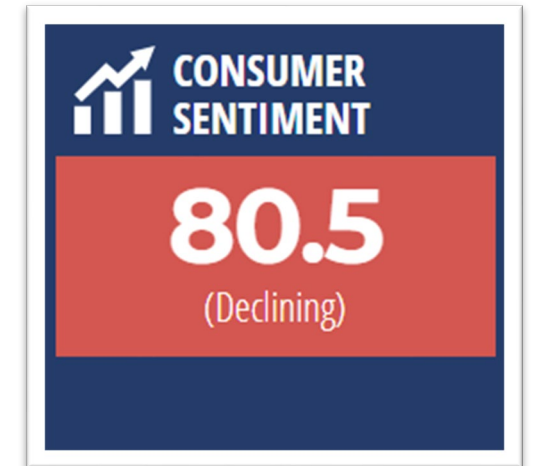
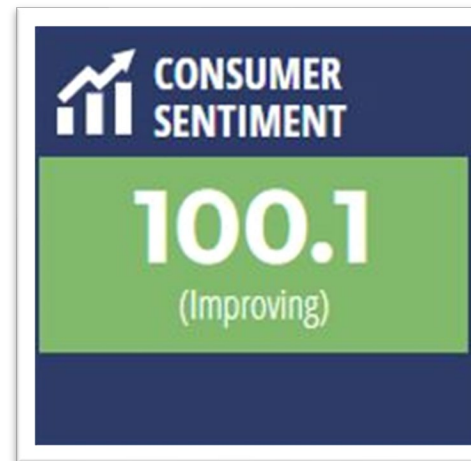
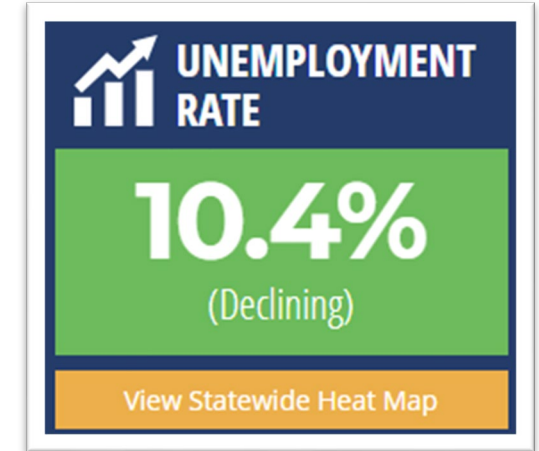
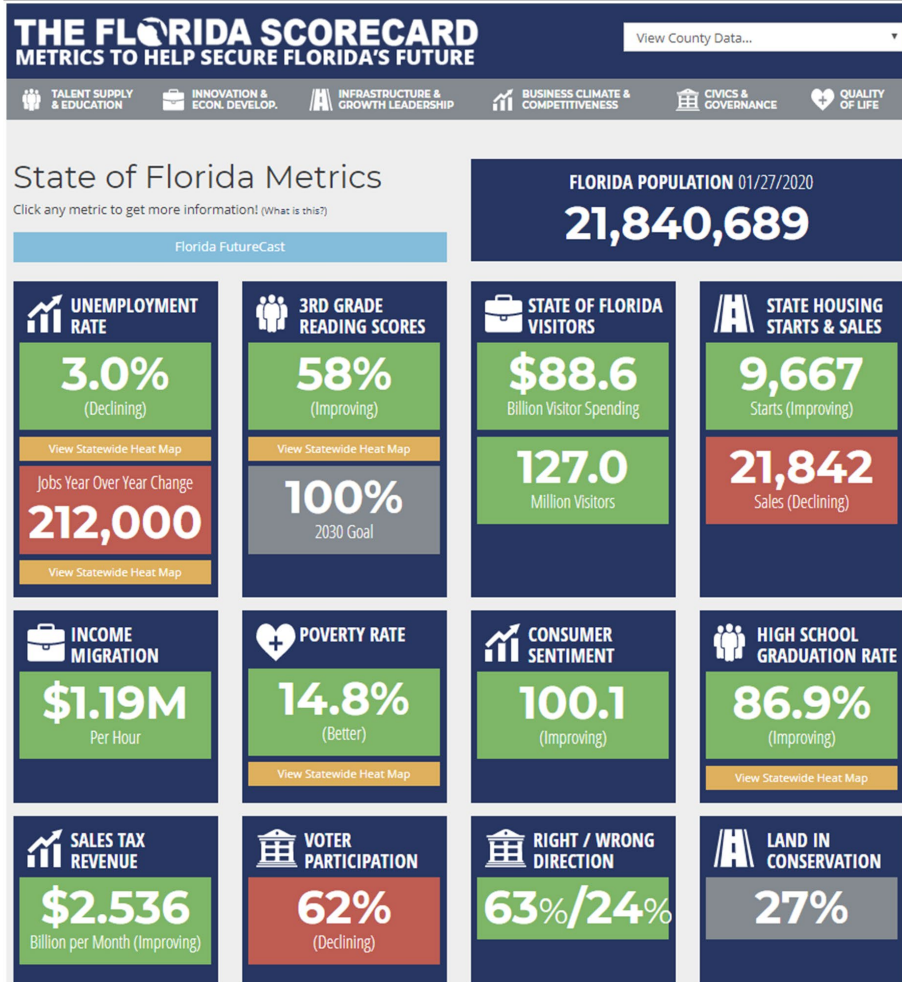
Florida At A Glance

- **4 Million People, 2 Million Jobs by 2030**
- **Florida's Economy \$1.1 Trillion GDP (17th)**
- **22 Million Residents**
 - **3rd / 26M By 2030 / More Than 900/Day**
- **131.4 Million Visitors In 2019 (+50M by 2030)**
- **Florida Created 1 Out Of Every 11 New U.S. Jobs since 2015**

www.TheFloridaScorecard.org

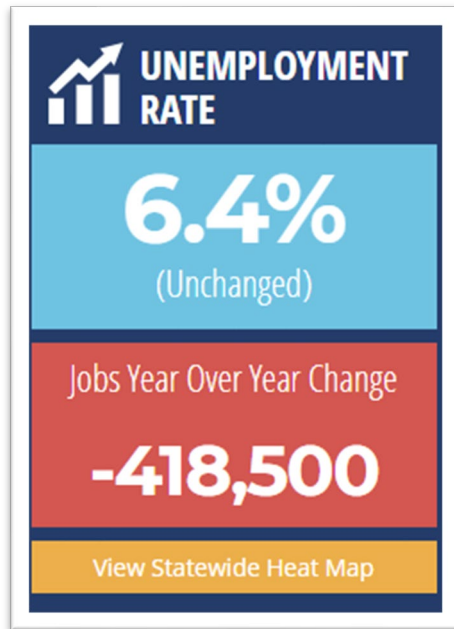
Florida's Economy Pre-COVID-19 vs. Now

The Florida Scorecard January 2020

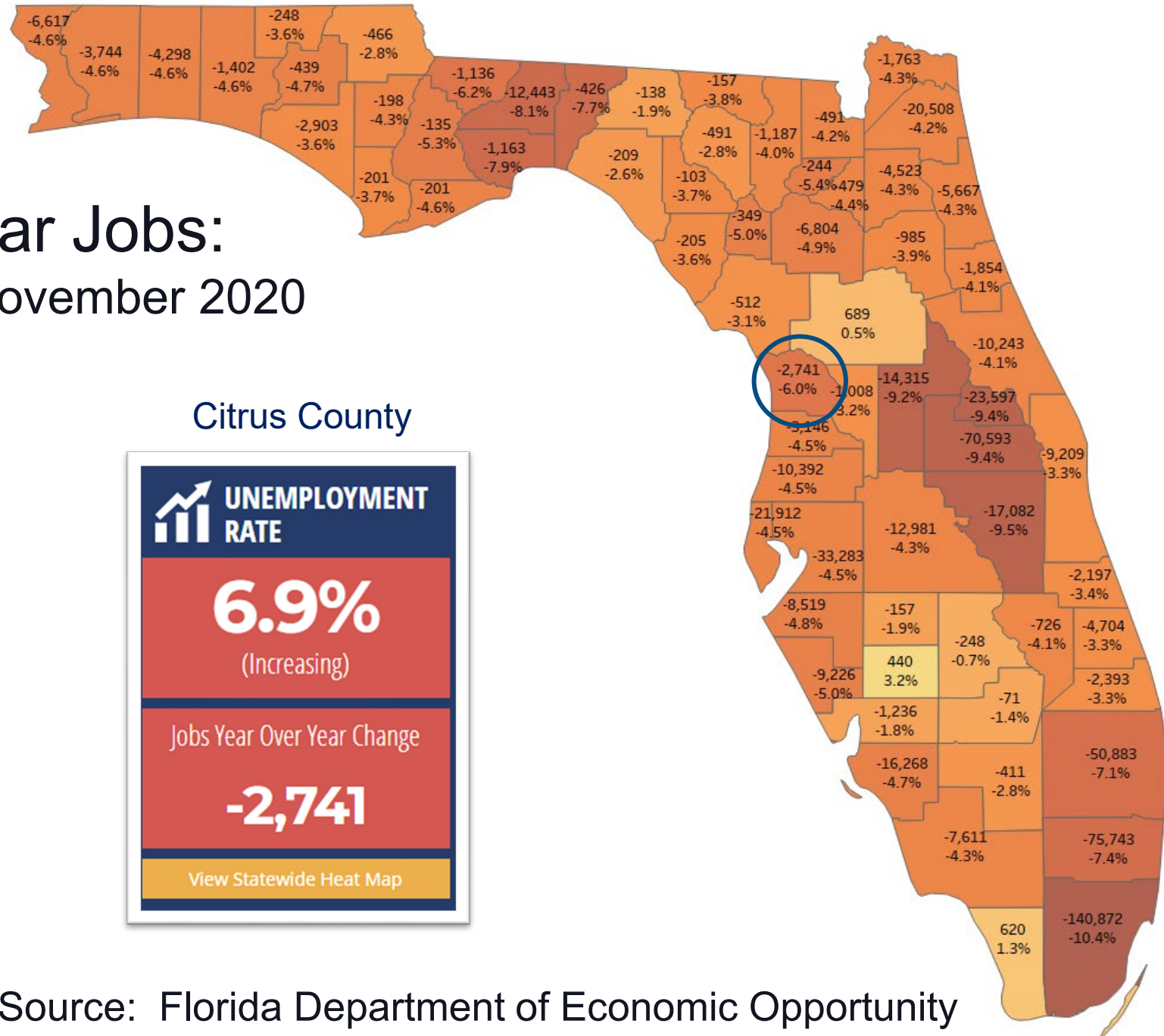
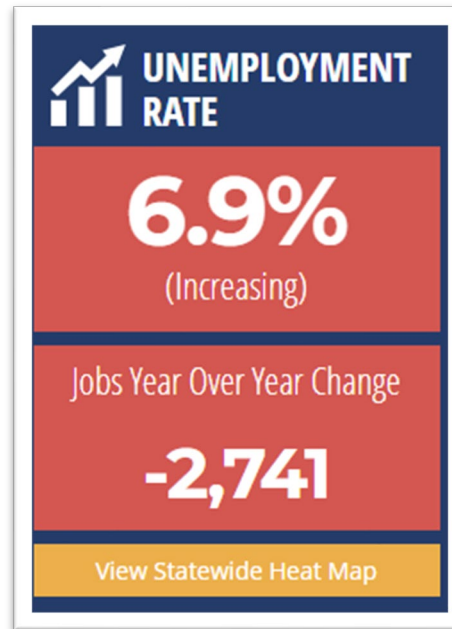


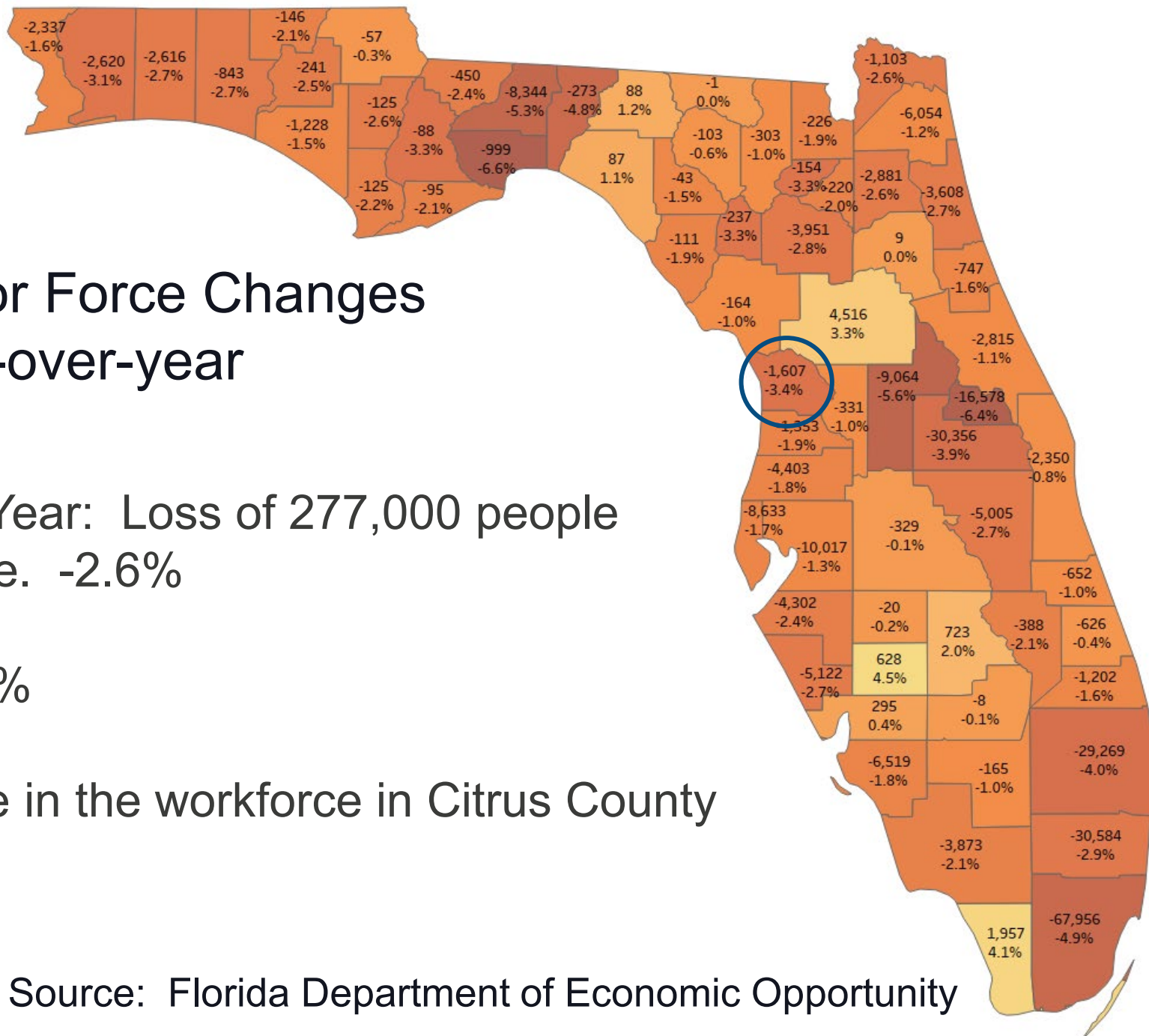
Year-over-year Jobs: November 2019 to November 2020

Florida



Citrus County





County Labor Force Changes Year-over-year

Florida Year-over-Year: Loss of 277,000 people
from the labor force. -2.6%

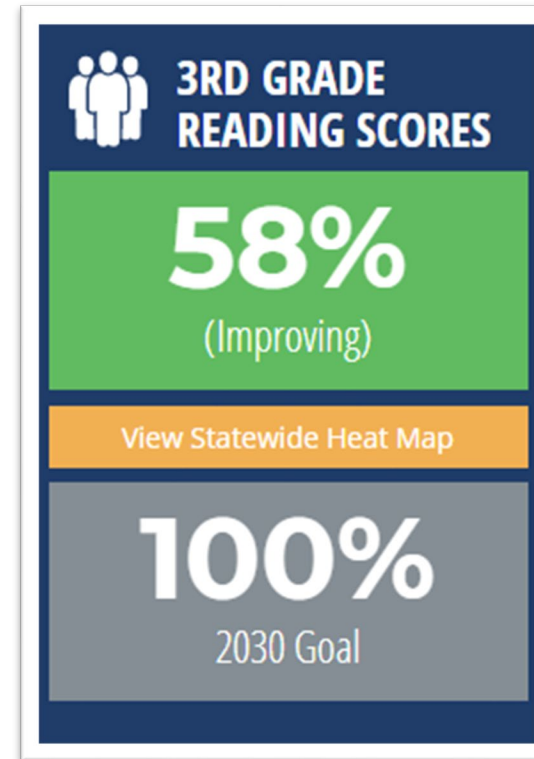
Citrus County -3.4%

1,607 fewer people in the workforce in Citrus County

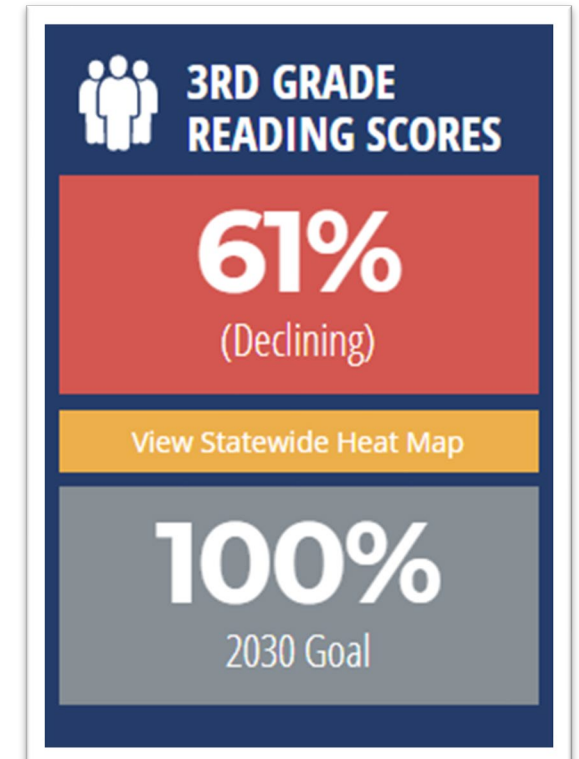
Florida 2030 Blueprint: Improving Florida's Talent Pipeline for a Better Workforce

By 2030:
100% of Florida's 3rd
graders read at or
above grade level

Florida



Citrus County



www.FLChamber.com/Florida2030

Florida's 3rd Grade Reading Proficiency

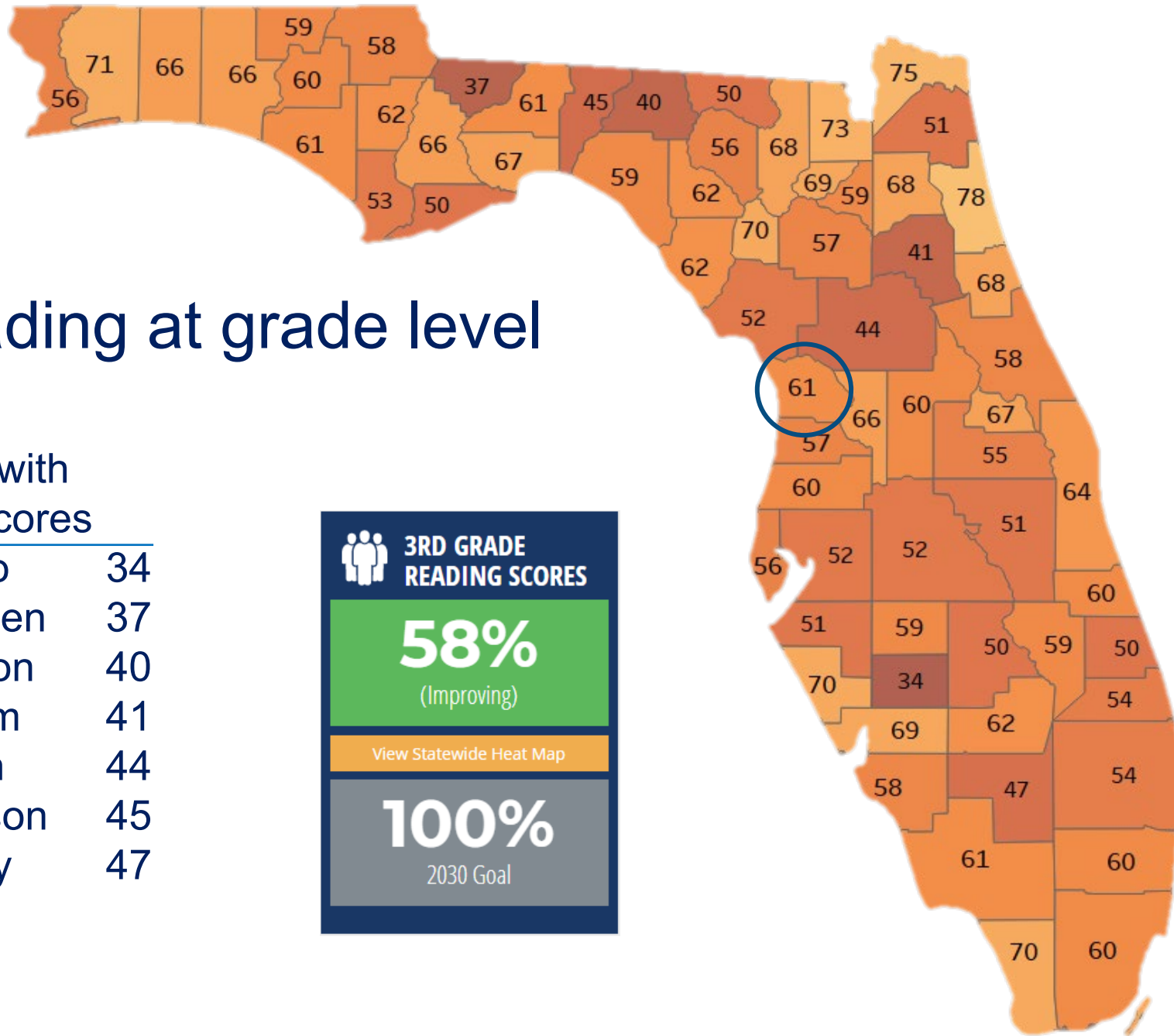
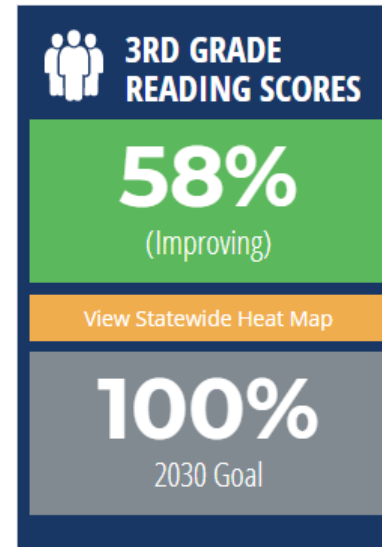
91,066 3rd graders not reading at grade level

Counties with Highest Scores

1. St. Johns	78
2. Nassau	75
3. Baker	73
4. Santa Rosa	71
5. Sarasota	70
6. Monroe	70
7. Gilchrist	70
24. Citrus	61

Counties with Lowest Scores

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



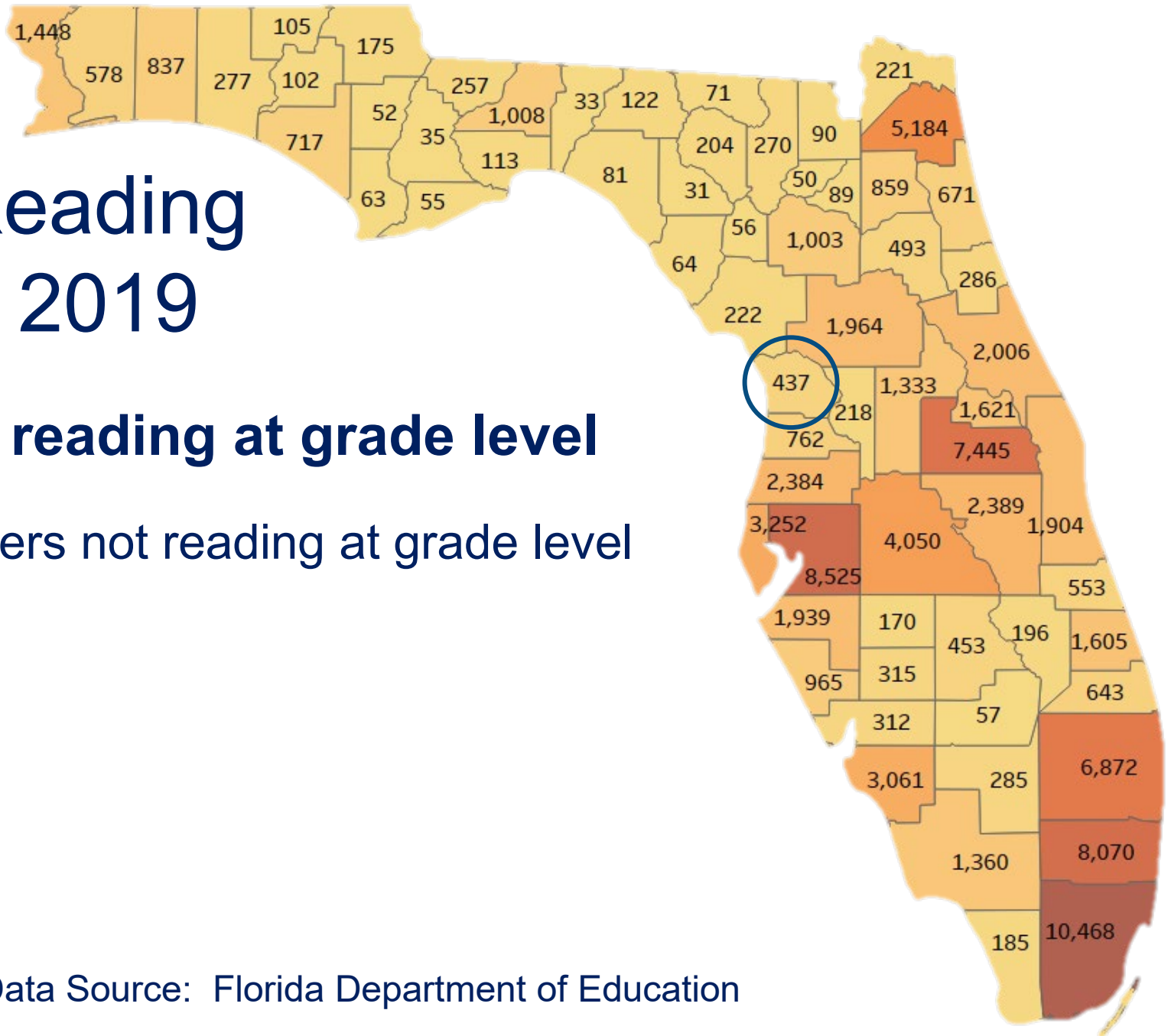
3rd Graders Not Reading at Grade Level - 2019

91,066 3rd graders not reading at grade level

Counties with most 3rd graders not reading at grade level

1. Miami-Dade	10,468
2. Hillsborough	8,525
3. Broward	8,070
4. Orange	7,445
5. Palm Beach	6,872
Citrus	437

Data Source: Florida Department of Education



3rd Grade Reading Scores and changes from 2015-2019

Top Number: 2019 Percent of 3rd graders reading at or above grade level
 Bottom Number: Percentage point change from 2015-2019

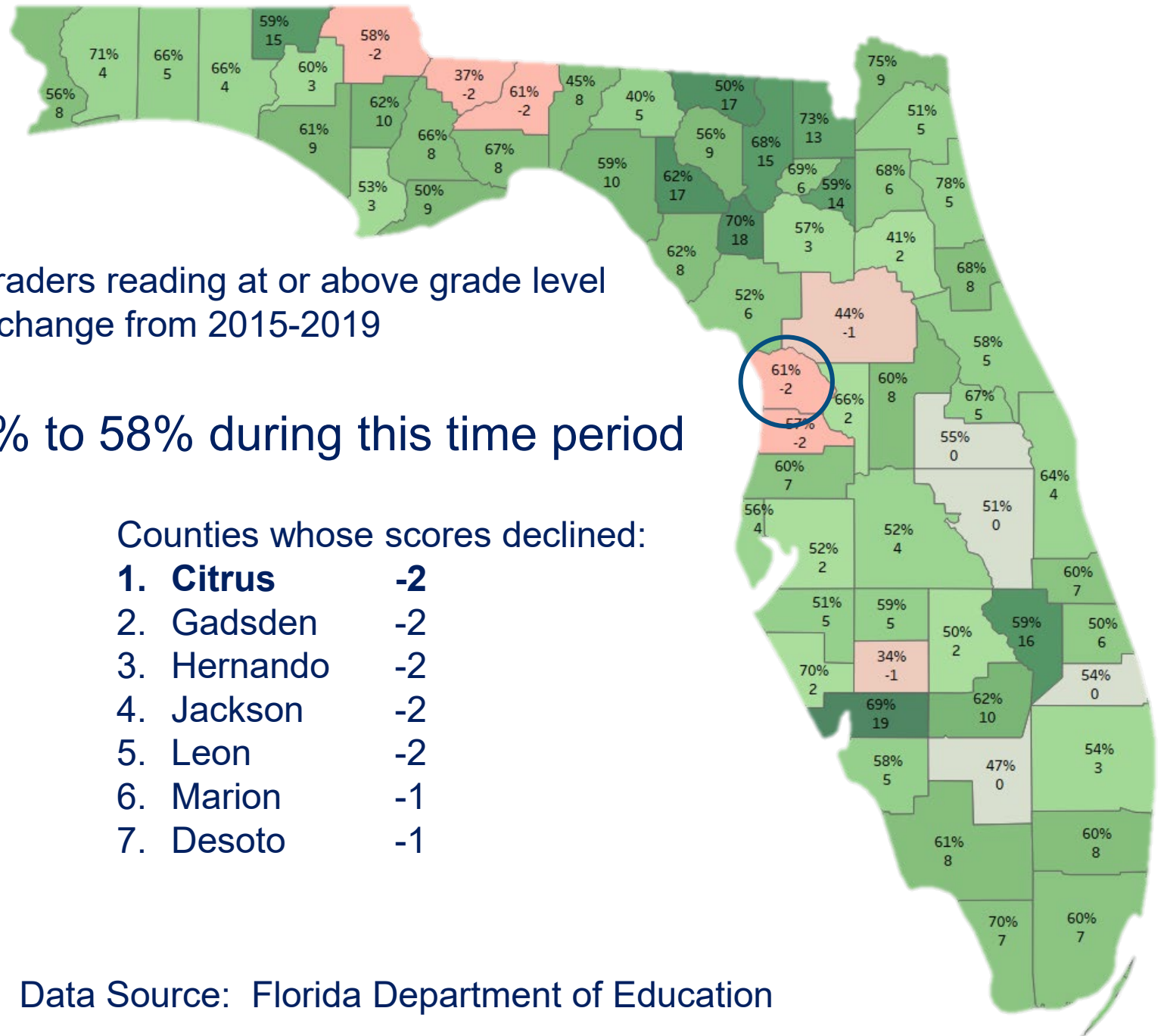
Florida score went from 53% to 58% during this time period

Top Improvements:

1. Charlotte 19
2. Gilchrist 18
3. Lafayette 17
4. Hamilton 17
5. Okeechobee 16
6. Columbia 15
7. Holmes 15
8. Bradford 14
9. Baker 13

Counties whose scores declined:

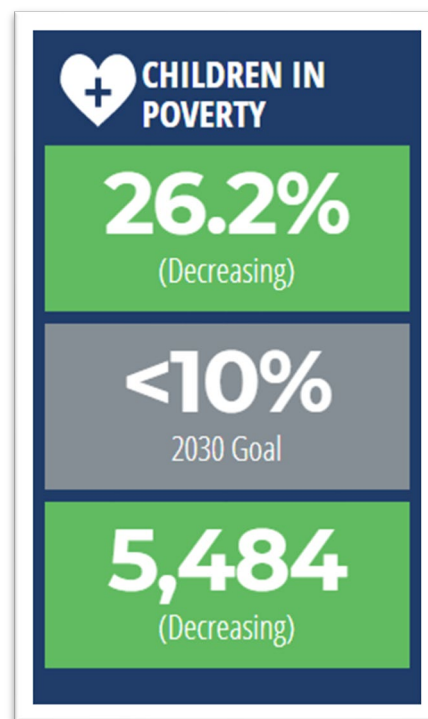
1. **Citrus** -2
2. Gadsden -2
3. Hernando -2
4. Jackson -2
5. Leon -2
6. Marion -1
7. Desoto -1



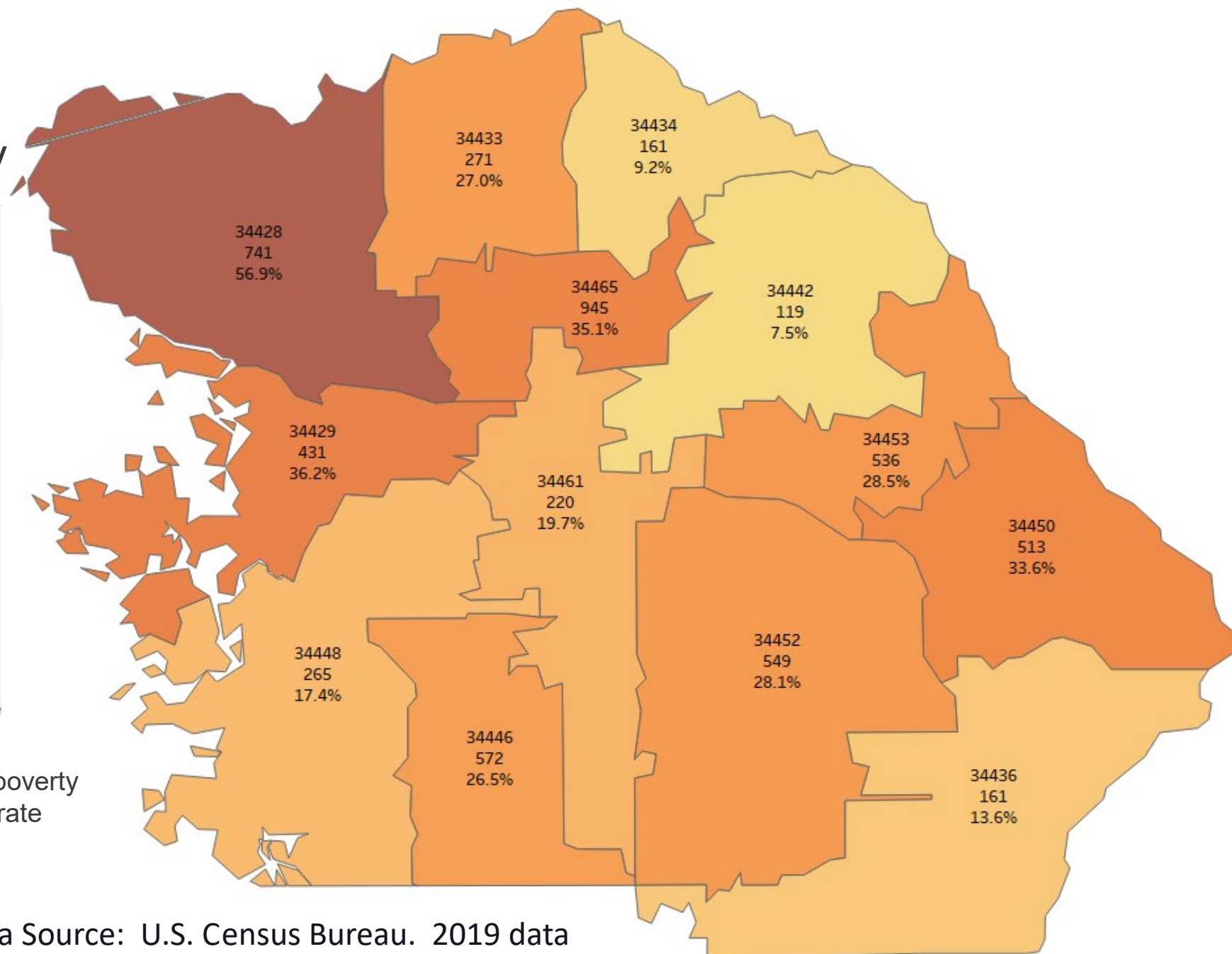
The Florida GAP MAP

TheFloridaGapMap.org

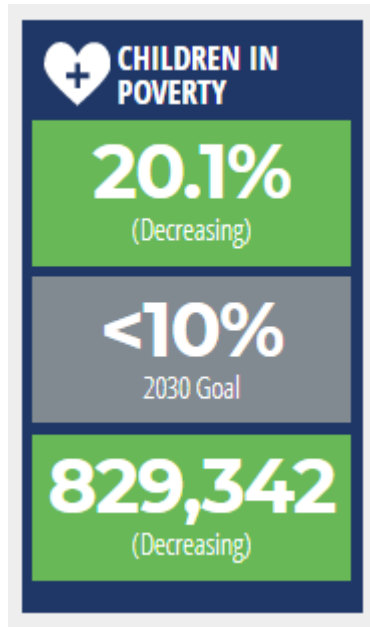
Citrus County Under-18 Poverty



Top Number: Zip Code
Middle: Number of kids in poverty
Bottom: Under-18 poverty rate

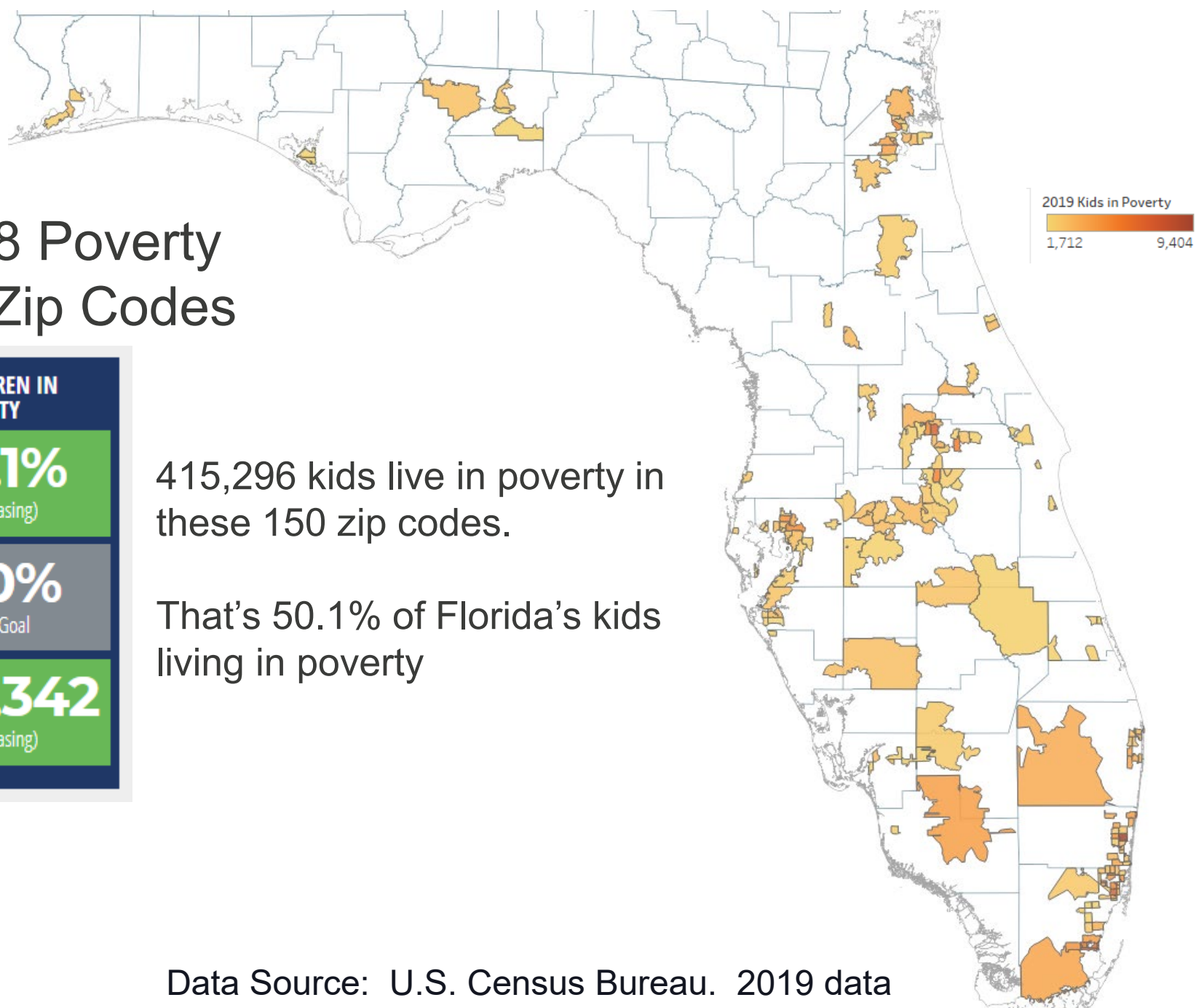


Under-18 Poverty Top 150 Zip Codes



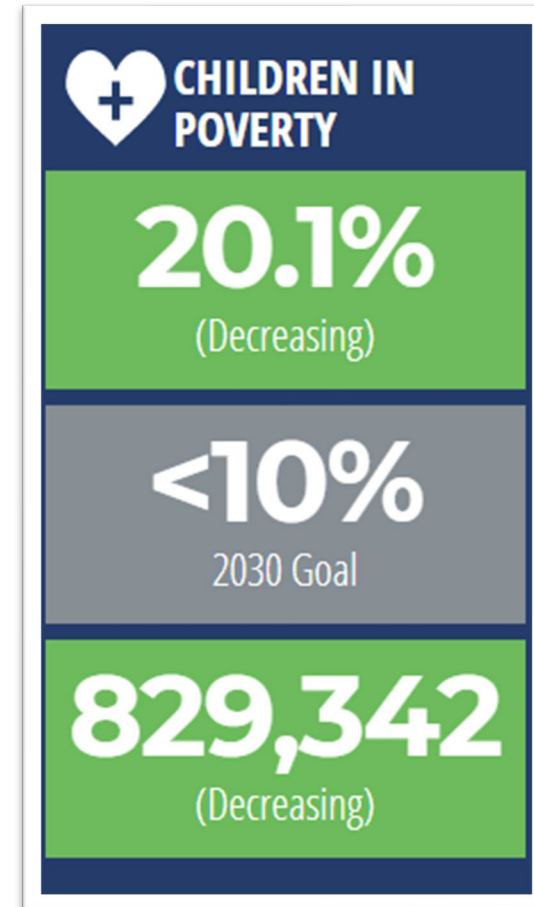
415,296 kids live in poverty in these 150 zip codes.

That's 50.1% of Florida's kids living in poverty



Florida 2030 Blueprint Goal

Cut Florida's
childhood poverty in
half, and ensure
100% will have a
pathway out.

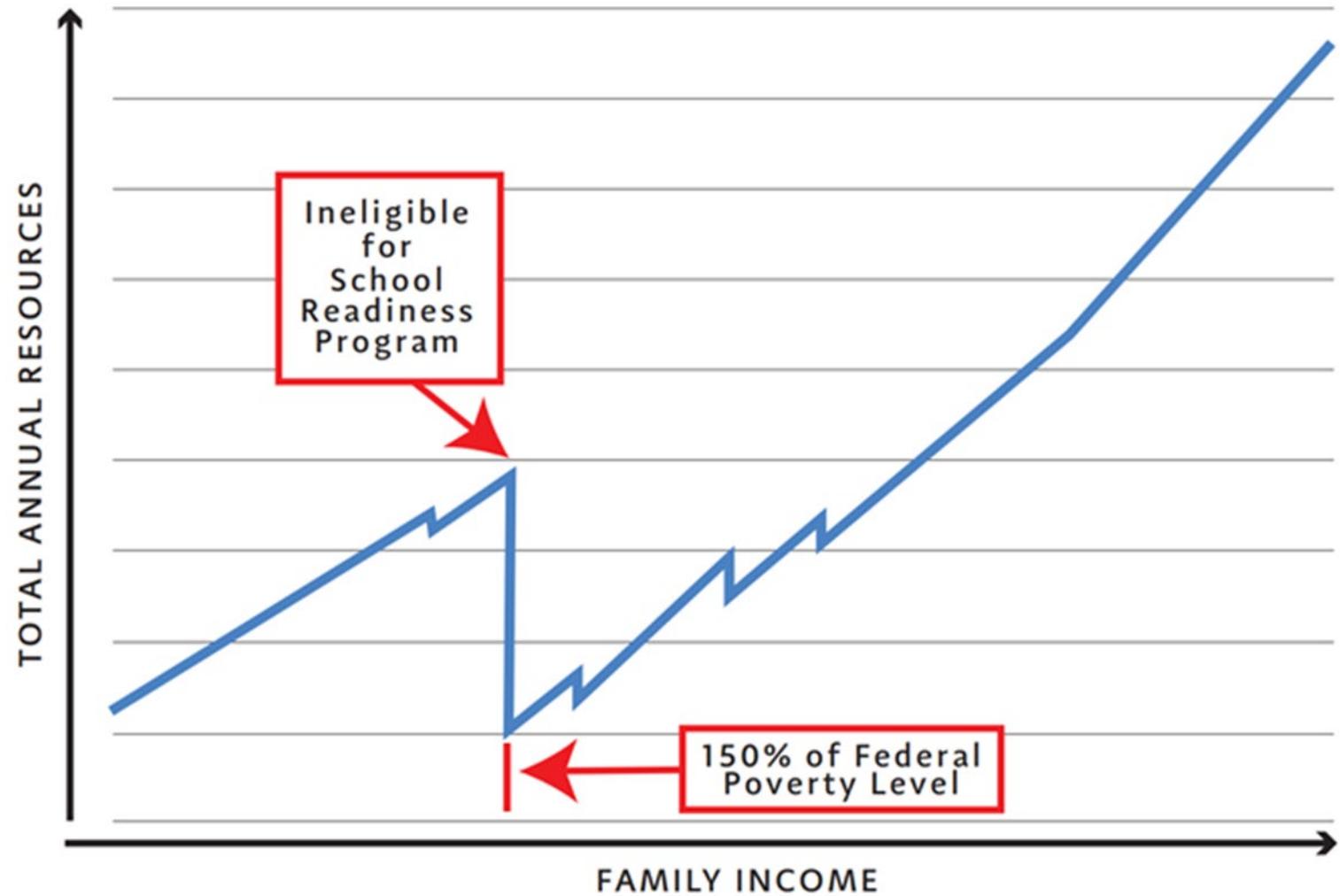


10 Root Causes of Poverty and Paths to Prosperity



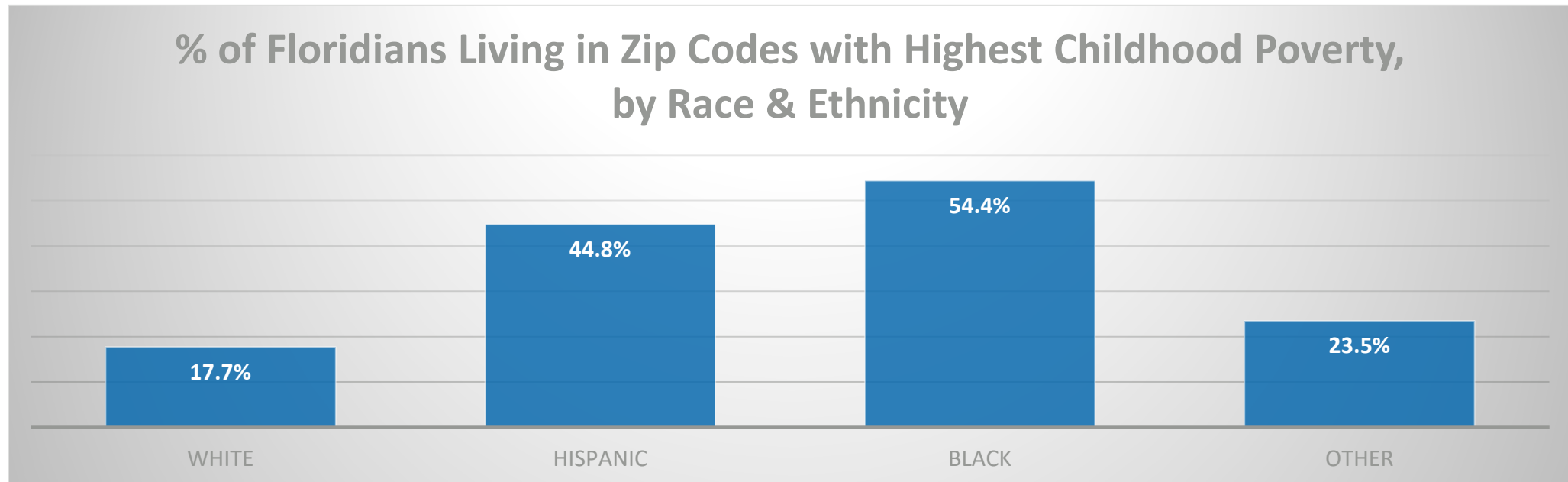
- Job Opportunities
- Education / Training
- Housing
- Transportation
- Health
- Food Security
- Child & Family Care
- Safety
- Justice
- Agency-Community Voice

The Florida Chamber Foundation Fiscal Cliffs Report (\$9/hr v.s. \$25/hr)



Impact on Equality of Opportunity for Floridians

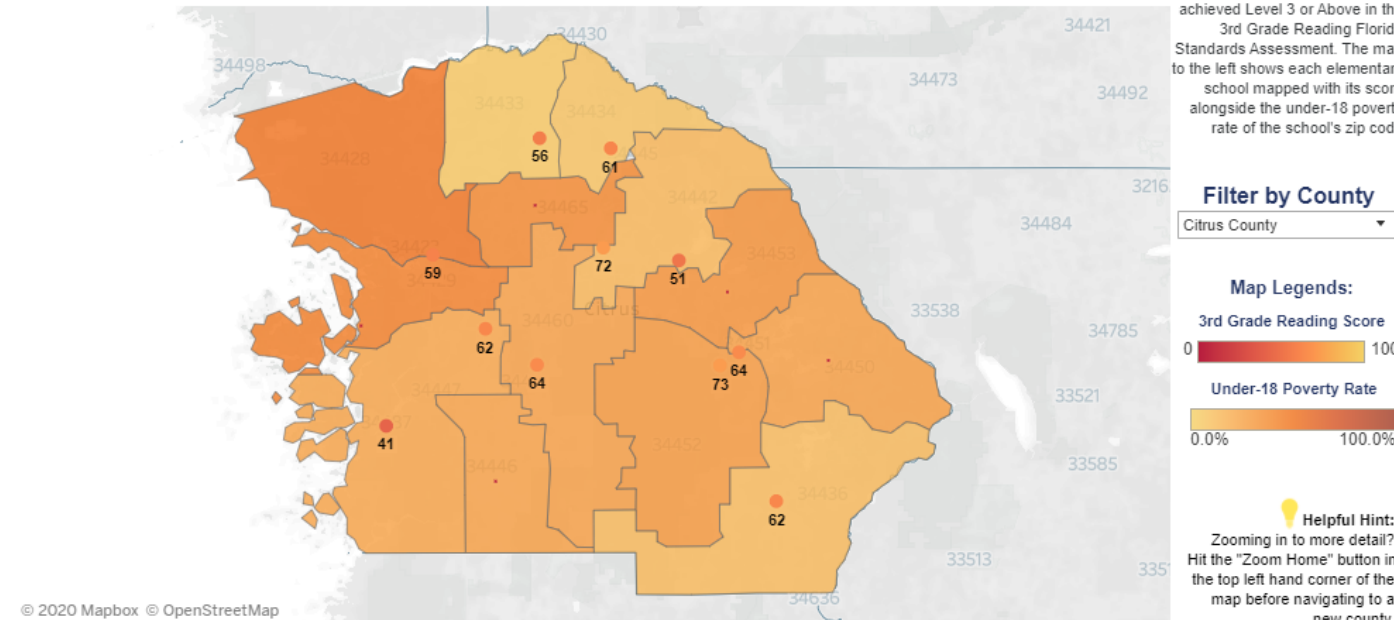
Even for those above the poverty level in these 150 zip codes, the impact of heightened levels of childhood poverty in these communities inhibits the opportunities afforded to the next generation of Floridians growing up there. The impact of this is most harshly felt by Black and Hispanic Floridians. A majority of Florida's 3.2 million Black residents live in these zip codes where childhood poverty is most prevalent, and a Black Floridian is three times more likely than a White Floridian to live in one of these 150 zip codes. Black Floridians are more than twice as likely to live below poverty level than White Floridians.



Elementary School Reading Scores by Poverty Rate of Children

Each orange dot shows the 3rd grade reading score for the school in that zip code.

Each zip code is color-coded by Under-18 Poverty Rate.



© 2020 Mapbox © OpenStreetMap

Third grade reading scores are available below for each of the elementary schools in the county. Scroll down to see all of the school listings.

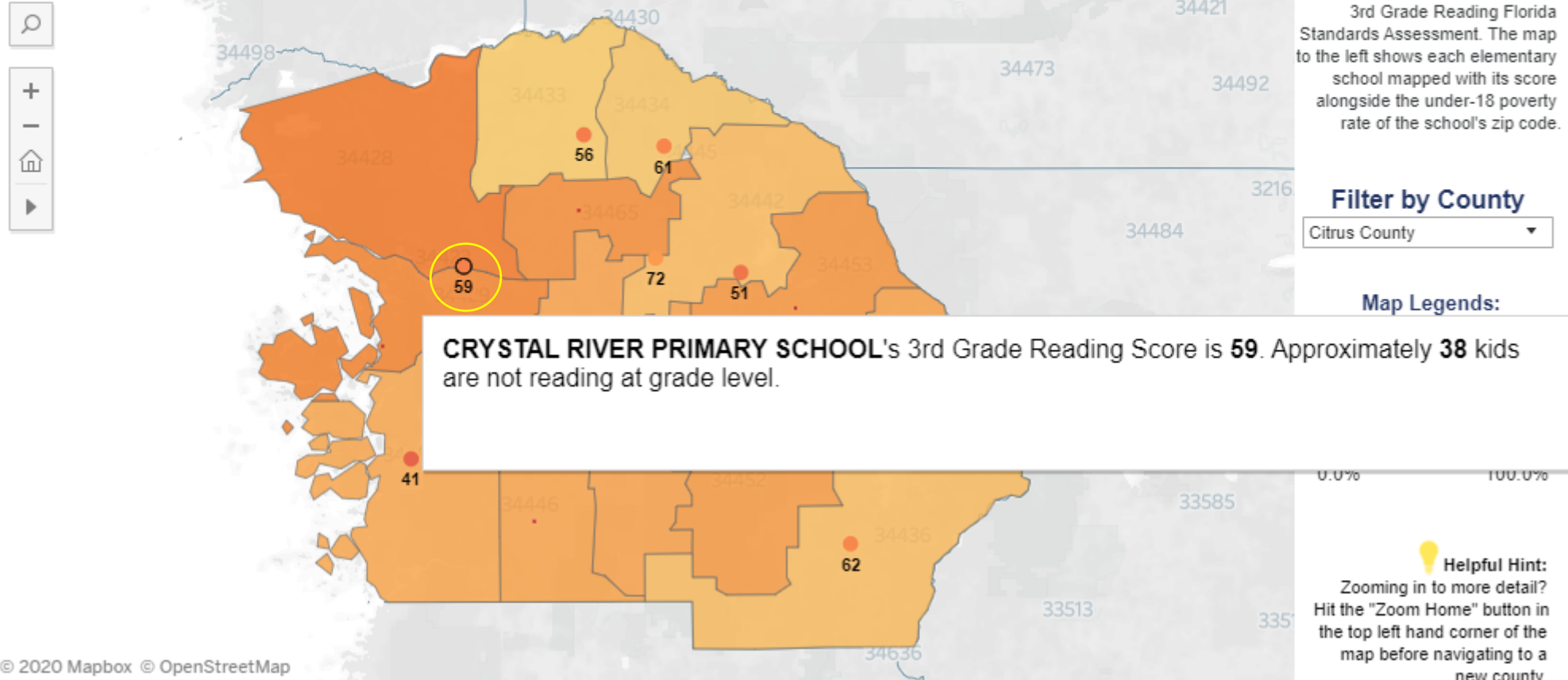
Elementary School Reading Scores in Citrus County

School Name	Kids Not Reading At Grade Level	Third Grade Reading Score
CENTRAL RIDGE ELEMENTARY SCHOOL	46	61
CITRUS SPRINGS ELEMENTARY SCHOOL	53	56
CRYSTAL RIVER PRIMARY SCHOOL	38	59
FLORAL CITY ELEMENTARY SCHOOL	25	62
FOREST RIDGE ELEMENTARY SCHOOL	30	72
HERNANDO ELEMENTARY SCHOOL	59	51

Dashboard powered by the



Elementary School Reading Scores by Poverty Rate of Children



Citrus County Elementary Schools

Third grade reading score: Percentage of students who achieved Level 3 or above on the Florida Department of Education 3rd Grade Reading Standards Assessment.

School Name	Percentage of Students at Level 3 or Above	Number of Students Below Level 3 - Not Reading at Grade Level	Zip Code
CENTRAL RIDGE ELEMENTARY SCHOOL	61	46	34434-7400
CITRUS SPRINGS ELEMENTARY SCHOOL	56	53	34433-5000
CRYSTAL RIVER PRIMARY SCHOOL	59	38	34428-4469
FLORAL CITY ELEMENTARY SCHOOL	62	25	34436-0340
FOREST RIDGE ELEMENTARY SCHOOL	72	30	34442-5121
HERNANDO ELEMENTARY SCHOOL	51	59	34442-5055
HOMOSASSA ELEMENTARY SCHOOL	41	32	34448-3821
INVERNESS PRIMARY SCHOOL	64	37	34452-4602
LECANTO PRIMARY SCHOOL	64	44	34461-7551
PLEASANT GROVE ELEMENTARY SCHL	73	30	34452-5747
ROCK CRUSHER ELEMENTARY SCHOOL	62	38	34448-1300
	61%	437 Students	

One Zip Code at a Time

Tallahassee Democrat.

'No access': Poor, isolated and forgotten, kids of 32304 see their health care compromised

FLAPOL

Florida Chamber maps reveal childhood poverty rates across the state

Tampa Bay Times

Persistent poverty; Prosperity continues to bypass Black communities in Tampa Bay

SRQ

SARASOTA | BRADENTON
[Community] Florida Chamber Foundation's Prosperity Initiative Publishes Zip Code Level Childhood Poverty Maps

Tallahassee Democrat.

Going granular: Why deep dives into health data can help kids in poor zip codes like 32304

Tallahassee Democrat.

Beyond 32304: In high-poverty Leon County zip codes, health and resources a 'luxury'

NorthEscambia.com

Child Poverty: North Escambia Has One Of The Worst Zip Codes, And The Best, In Escambia County.

Tallahassee Democrat.

At 32304's Riley Elementary, staff 'serve a greater need than just educating the mind'

Florida Trend

FLORIDA'S BUSINESS AUTHORITY

Breaking the Cycle

Editor's Page – Mark Howard

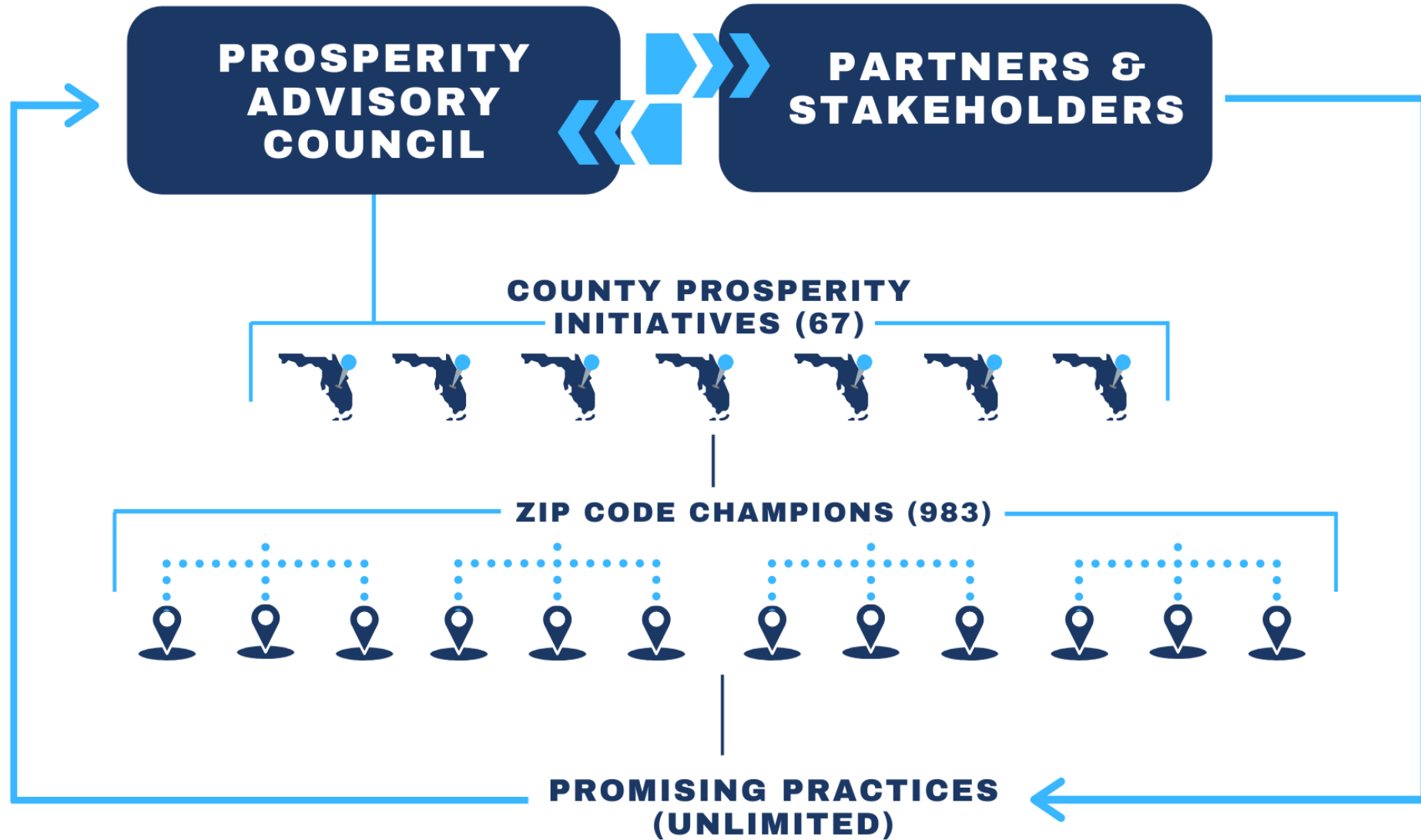
JACKSONVILLE BUSINESS JOURNAL

Prosperity initiative: Here's how many children live in poverty on the First Coast

Keys To Success

- Always putting the long-term ahead of the short-term.
- Expect setbacks, naysayers and criticisms.
- Remember that awareness really matters!
- Private sector best practices are more efficient and effective than stand-alone government solutions.

Prosperity Citrus



PROMISING PRACTICES

**Forough B.
Hosseini**



“Some community issues are too massive for any single nonprofit to solve and yet too important for community leaders to ignore.

Family and youth homelessness is one such issue for communities around the country.”

ECONOMIC OUTLOOK AND JOBS SOLUTION SUMMIT



Register your entire management team TODAY!

JANUARY 28, 2021
A Virtual Event, 1:00-4:00pm EST

Registration deadline: Tuesday, January 26th

**FLORIDA
CHAMBER**
Foundation

REGISTER HERE: www.flchamber.com/EconomicOutlook

SPONSORSHIP OPPORTUNITIES: Contact Aaron Kinnon, akinnon@flfoundation.org

A man in a dark suit, white shirt, and patterned tie stands in front of a blue background. To his right is a Florida state flag. Further right is a presentation slide with the text "Economic Prosp" and "and the Role".

Download this presentation here

www.FLChamber.com/CitrusCounty

mwilson@flchamber.com

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