

- 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 and creating jobs
- FL's Talent Gap: 284,300 People Looking for Jobs / 323,000 People Looking for Jobs.



# ACCE Webinar | Funding Community Impact Through Your Chamber Foundation

Mark Wilson | President & CEO | Florida Chamber | February 2, 2021



U.S. Chamber of Commerce



[mwilson@flchamber.com](mailto:mwilson@flchamber.com)

# Stop Selling Yugos to Billionaires (2004)

# Why try to sell this to someone...



... when they really want this



# Background

---

**Is your chamber MEMBER DRIVEN  
or MARKET DRIVEN?**

**“Potato Chip Principle”**

# Florida Chamber Hedgehog

**We attract, retain, connect & leverage  
champions of free enterprise who will invest  
in securing Florida's future.**

**“Leaders who are concerned enough about the future of Florida to  
fully invest in Florida's leading business advocate”  
– the Florida Chamber of Commerce**



“Florida is changing. Our **economics**, our **demographics** and our **politics** are all changing and these changes are both opportunities and challenges.”

**Mark Wilson**

*President & CEO, Florida Chamber of Commerce*





# The Florida 2030 Blueprint: Uniting Businesses For Good

17<sup>th</sup> to 10<sup>th</sup>



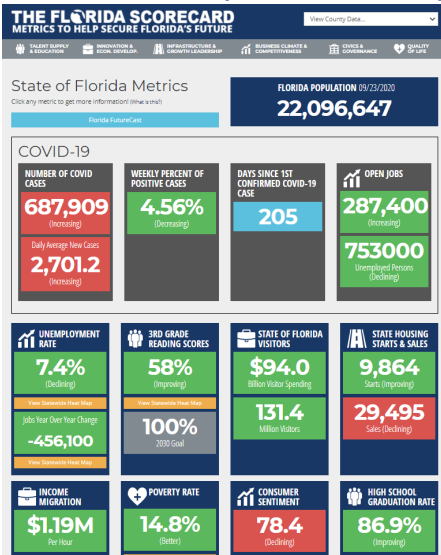
39 Goals



# Securing Florida's Future Together



## Solutions (Research)



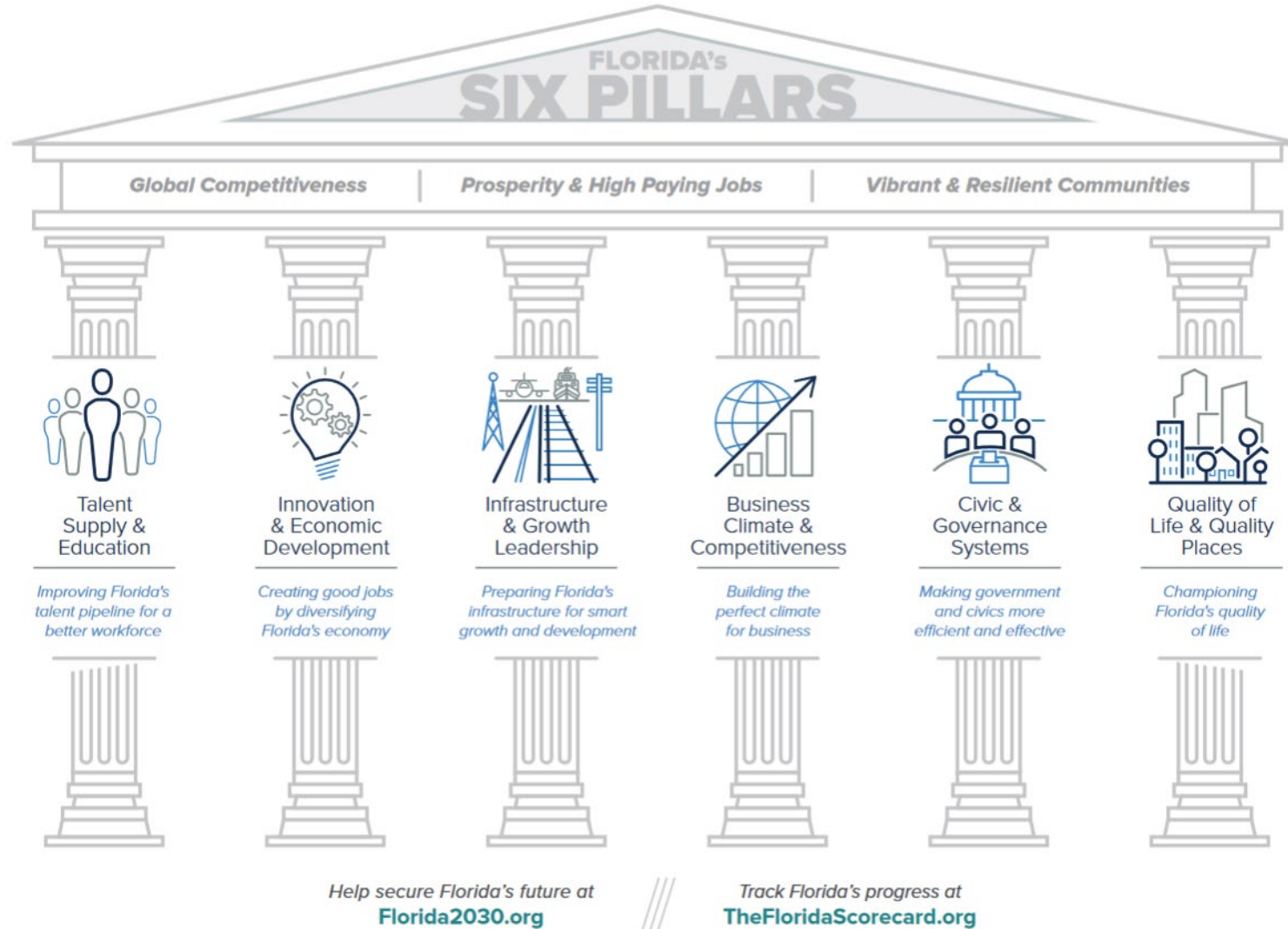
## Actions (Lobbying & Grassroots)



## Leadership (Elections)

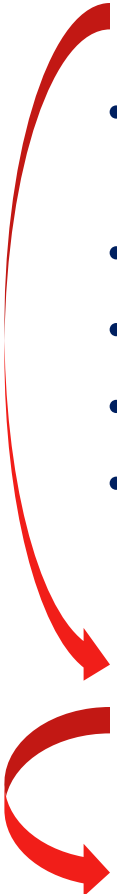


# Six Pillars Are Uniting Business For Good



# Florida Chamber Foundation (Solutions)


Florida Chamber Foundation

- 
- **501(c)(3): Independent, Non-partisan, Pro Business Research and Analysis**
  - **Policy Development**
  - **No Lobbying and No Political Action**
  - **May provide testimony at the request of legislative committees**
  - **Community Development Program – 6 Pillar Framework, Scorecard & Caucuses**

Florida Chamber of Commerce

Florida Chamber Political Operations

# Florida Chamber Lobbying (Action)



Florida Chamber Foundation

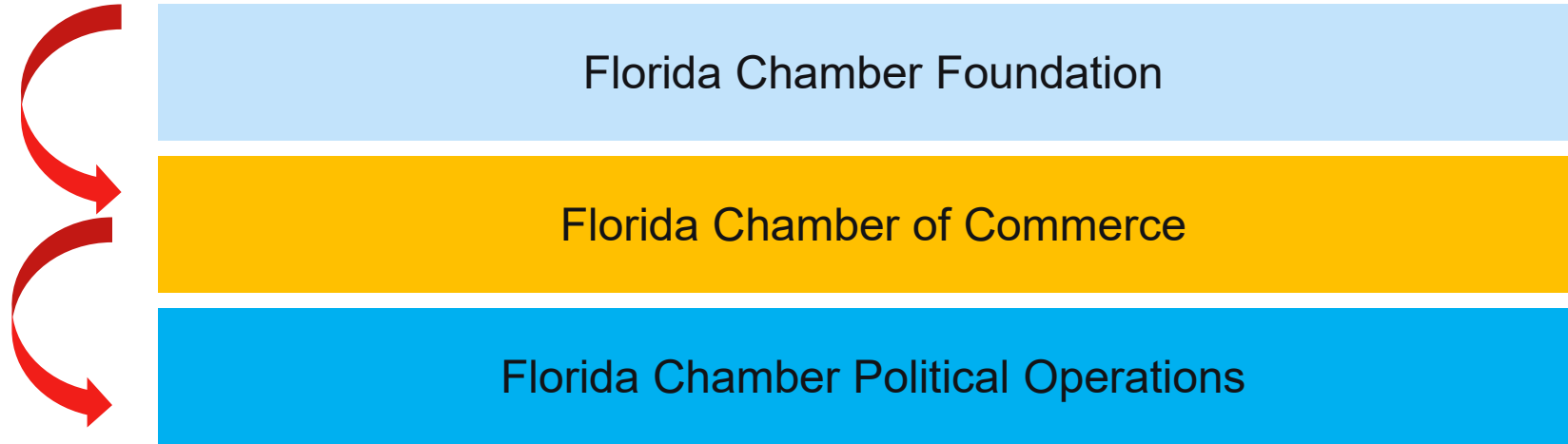
Florida Chamber of Commerce

- **501(c)(6): Membership Organization**
- **Grassroots, Lobbying and Advocacy**
- **Annual Florida Business Agenda**
- **Annual Legislative Report Card**
- **Issue Committees**

Florida Chamber Political Operations



# Florida Chamber Political Operations (Leadership)



- **Recruit & Elect Pro Business Candidates (interviews)**
- **Support or Oppose Constitutional Amendments**
- **12 Political Committees (PCs)**
- **2 501c(4)**



## Enterprise Strategic Plan 2020-2025

	2013-2018 Actual	2020-2025 Plan	Variance
Florida Chamber	\$39,058,365	\$50,400,000	\$11,341,635
Foundation	\$12,618,199	\$18,400,000	\$5,781,801
Elections	\$24,076,362	\$26,200,000	\$2,123,638
Constitutional Amendments	\$7,850,000	\$10,000,000	\$2,150,000
Total	\$83,602,926	\$105,000,000	\$21,397,074

# 39 Goals to Create Economic Opportunity in Every Zip Code

## WHERE DO WE WANT TO GO?

2030 Targets

### GOALS

Global Competitiveness	Prosperity & High Paying Jobs	Vibrant & Resilient Communities
Grow Florida into a top 10 global economy	Create a path to prosperity for all zip codes in Florida	Position Florida among the top states for attracting and retaining talent and visitors of all ages
Improving Florida's talent pipeline for a better workforce	Creating good jobs by diversifying Florida's economy	Preparing Florida's infrastructure for smart growth and development
<p>&gt;<b>80%</b> of Florida's workforce has essential <b>employability skills</b></p> <p>&gt;<b>60%</b> of Floridians 25-64 have a high-value <b>postsecondary certificate, degree, or training experience</b></p> <p><b>95%</b> of entering <b>high school students graduate within 4 years</b></p> <p><b>100%</b> of Florida <b>8th graders read &amp; perform math at or above grade level</b></p> <p><b>100%</b> of Florida <b>3rd graders read at or above grade level</b></p> <p><b>100%</b> of children are <b>ready for kindergarten</b></p>	<p><b>Top</b> state for <b>gross domestic product</b> and <b>top quartile most diversified state economy</b></p> <p><b>#1</b> state for <b>overseas visitors</b></p> <p><b>Goods</b> exports <b>double</b> and <b>services</b> exports <b>triple</b></p> <p><b>Top 5</b> state for <b>manufacturing jobs</b></p> <p><b>Top 3</b> state for <b>technology jobs</b></p> <p><b>#1</b> state for <b>business startups</b></p> <p><b>Top 3</b> state for <b>venture capital investments</b></p> <p><b>Top 3</b> state for <b>research and development funding</b> and <b>patents issued</b></p> <p><b>Rural county</b> share of Florida gross domestic product <b>doubles</b></p>	<p><b>Diverse, attainable housing</b> to meet future demand</p> <p>Every resident has access to <b>public and private mobility services</b></p> <p><b>All major population and economic centers connected</b> to regional, national, and global markets by <b>high-capacity corridors</b></p> <p>World's <b>most capable spaceport, top-tier airports, seaports, and surface transportation hubs</b> in U.S.</p> <p><b>100%</b> of Florida residents have access to <b>high-speed communications connectivity</b></p> <p><b>Diverse and reliable energy, water, and waste management resources</b> to meet future demand</p> <p><b>All Florida residents</b> protected by <b>resiliency plans</b></p>

## WHERE DO WE WANT TO GO?

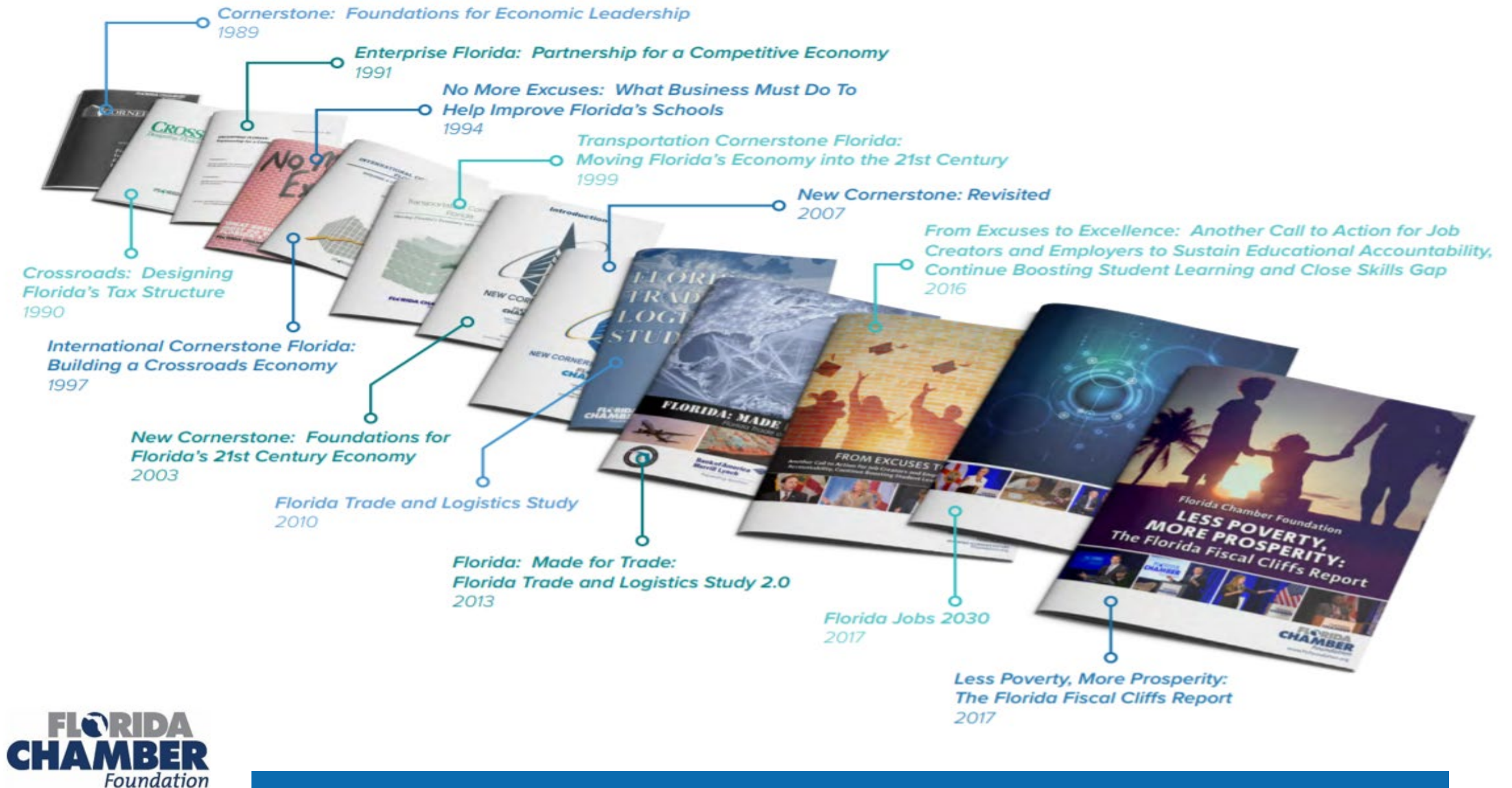
2030 Targets

### GOALS

Global Competitiveness	Prosperity & High Paying Jobs	Vibrant & Resilient Communities
Grow Florida into a top 10 global economy	Create a path to prosperity for all zip codes in Florida	Position Florida among the top states for attracting and retaining talent and visitors of all ages
Building the perfect climate for business	Making government and civics more efficient and effective	Championing Florida's quality of life
<p>Actuarially sound <b>property insurance</b> rates based on <b>actual risk and competition</b></p> <p><b>#1 business tax climate</b> in the nation</p> <p><b>Regulatory, labor, and operating risk environments</b> rated among <b>top 5</b> in the nation</p> <p><b>Environmental permitting and local land use</b> processes rated among <b>top quartile in the nation</b></p> <p><b>Occupational licensing laws</b> rated among <b>top 5 in the nation</b></p> <p><b>Legal climate</b> improves to <b>top quartile in the nation</b></p>	<p><b>100%</b> of <b>state agencies</b> aligned with Florida 2030 goals</p> <p><b>100%</b> of <b>regional economic development plans</b> aligned with Florida 2030 goals</p> <p><b>100%</b> of Florida residents covered by <b>regional visioning processes</b></p> <p><b>Increased</b> size and impact of <b>nonprofit and philanthropic sectors</b></p> <p><b>Doubling</b> the rate of Floridians who <b>volunteer and participate in civic and public service</b>, moving us from the bottom to the <b>top quartile</b></p>	<p><b>Top 5</b> state for <b>overall well being</b></p> <p>Florida's brand and reputation as <b>best place to live, work, raise a family, visit, learn, play, relocate, and compete</b> remains <b>top in the nation</b></p> <p>&lt;<b>10%</b> of Florida children <b>live in poverty</b> and <b>100%</b> have a <b>pathway out</b></p> <p>&lt; <b>10%</b> of Florida residents live in <b>housing-cost burdened households</b></p> <p><b>Crime rates</b> rank among the <b>lowest 10 states</b></p> <p>Florida <b>protects and enhances</b> the value of its <b>arts, culture, heritage, and sense of place</b></p>



# 50 Years of Securing Florida's Future

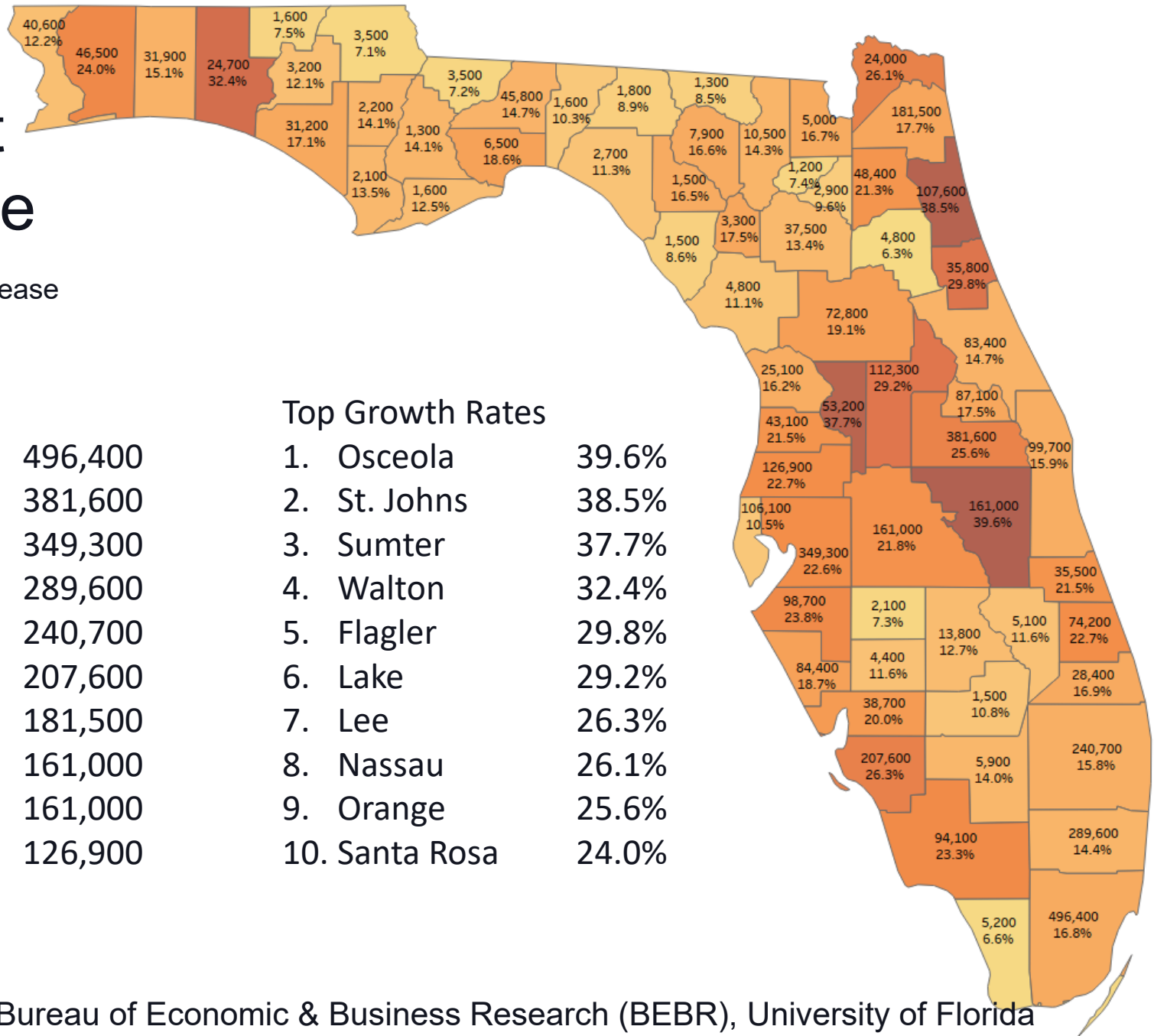


# Florida's Next 4 Million People

Top Number: Estimated Increase  
Bottom Number: Percent

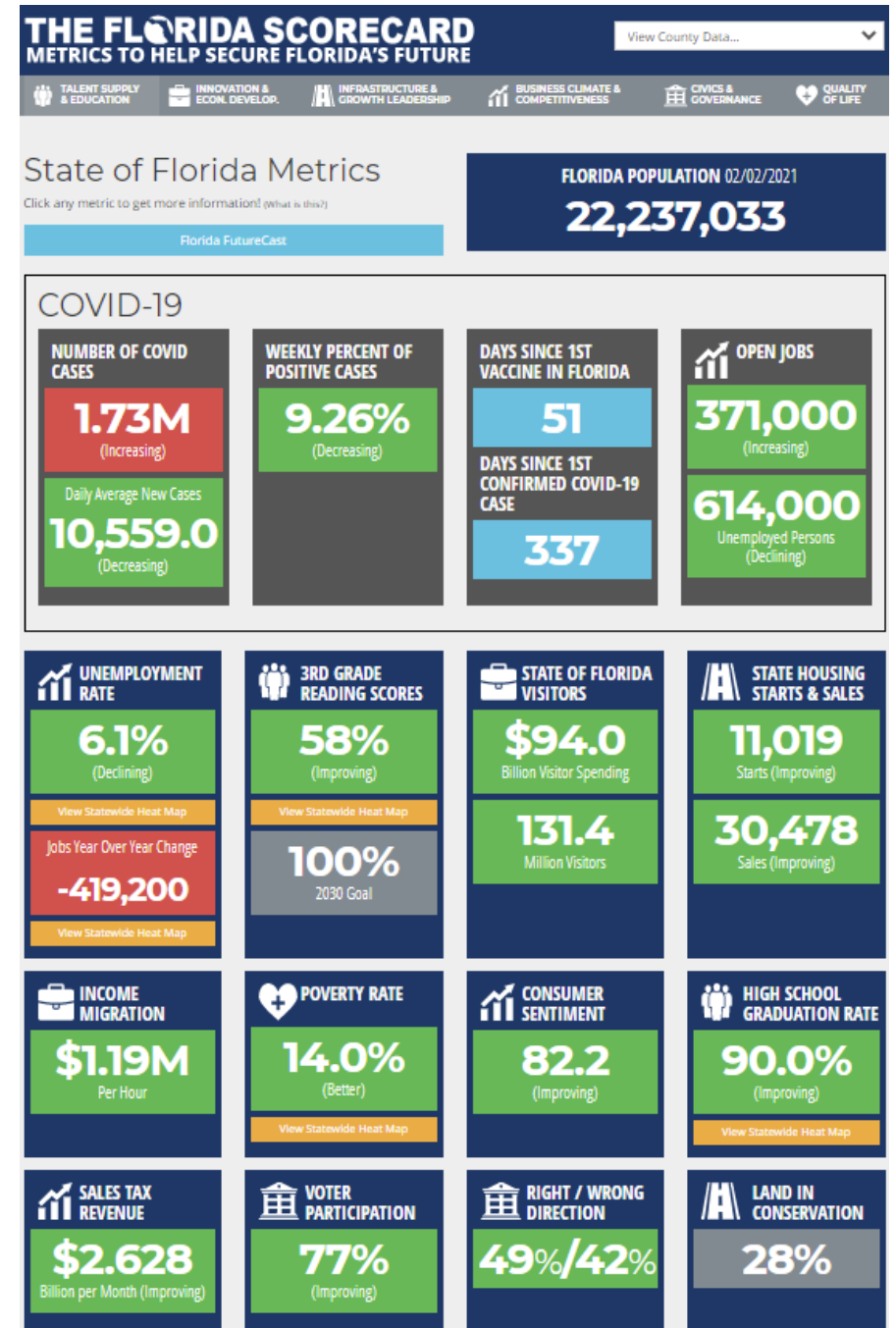
	Top Increases	
Top 4:	1. Miami-Dade 496,400	
35.1%	2. Orange 381,600	
	3. Hillsborough 349,300	
	4. Broward 289,600	
Top 7:	5. Palm Beach 240,700	
49.7%	6. Lee 207,600	
	7. Duval 181,500	
	8. Osceola 161,000	
	9. Polk 161,000	
Top 17:	10. Pasco 126,900	
76.4%		

Top Growth Rates	
1. Osceola	39.6%
2. St. Johns	38.5%
3. Sumter	37.7%
4. Walton	32.4%
5. Flagler	29.8%
6. Lake	29.2%
7. Lee	26.3%
8. Nassau	26.1%
9. Orange	25.6%
10. Santa Rosa	24.0%



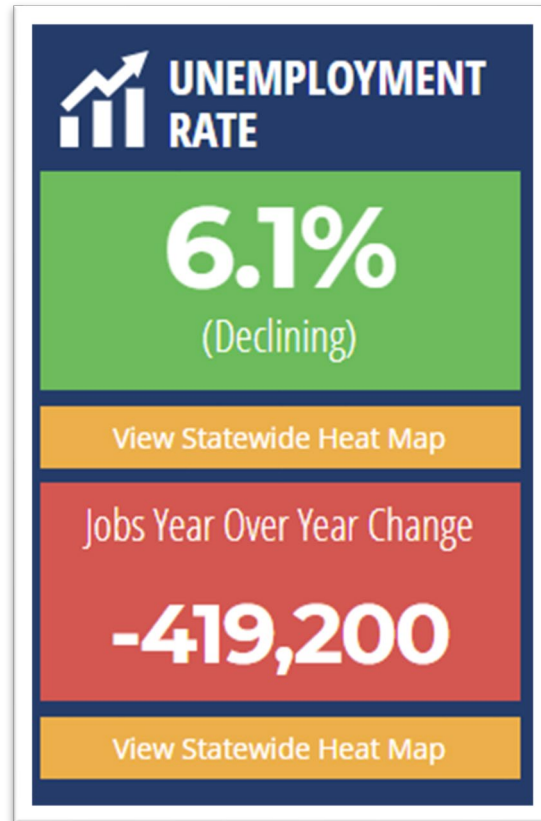
# Metrics that Matter

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

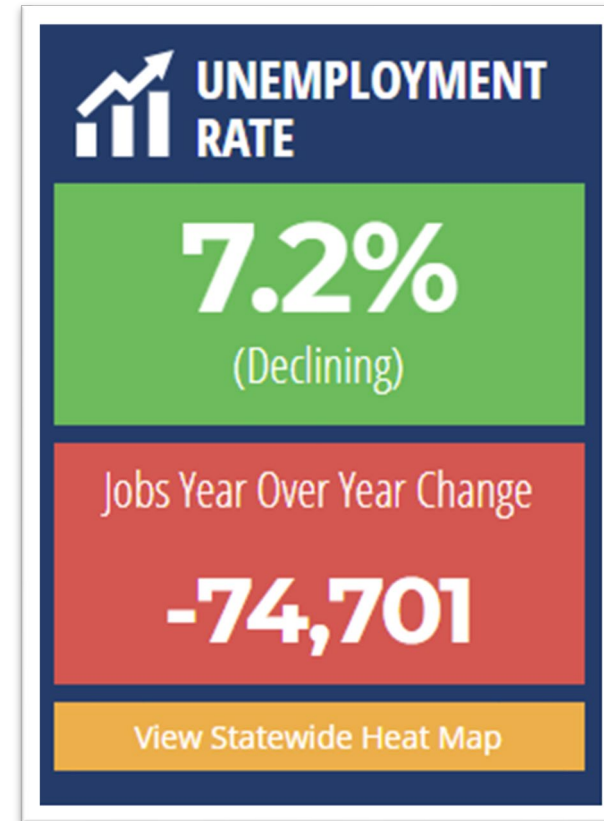


# Metrics that Matter

## Florida



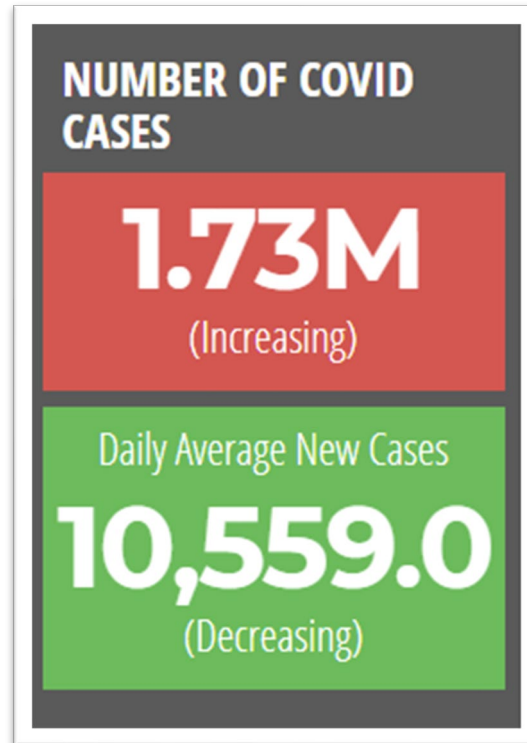
## Orange County



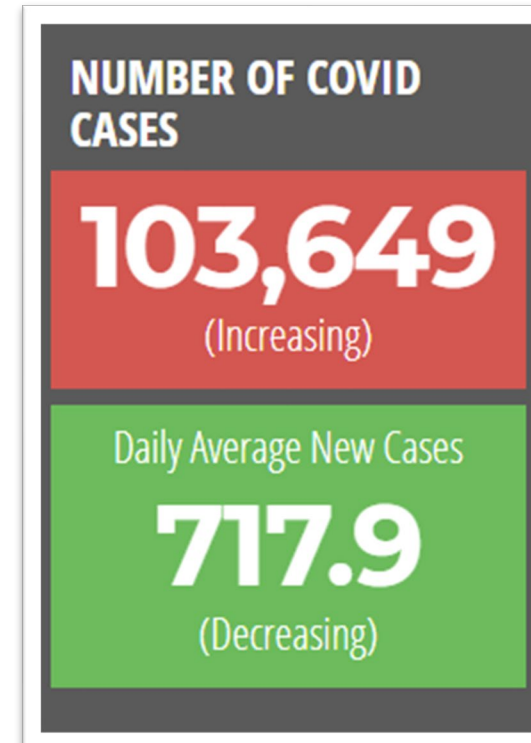


# Metrics that Matter

## Florida

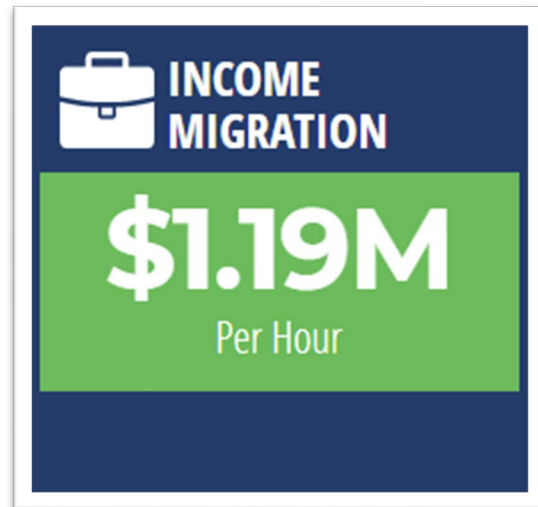


## Orange County



# Metrics that Matter

## Florida

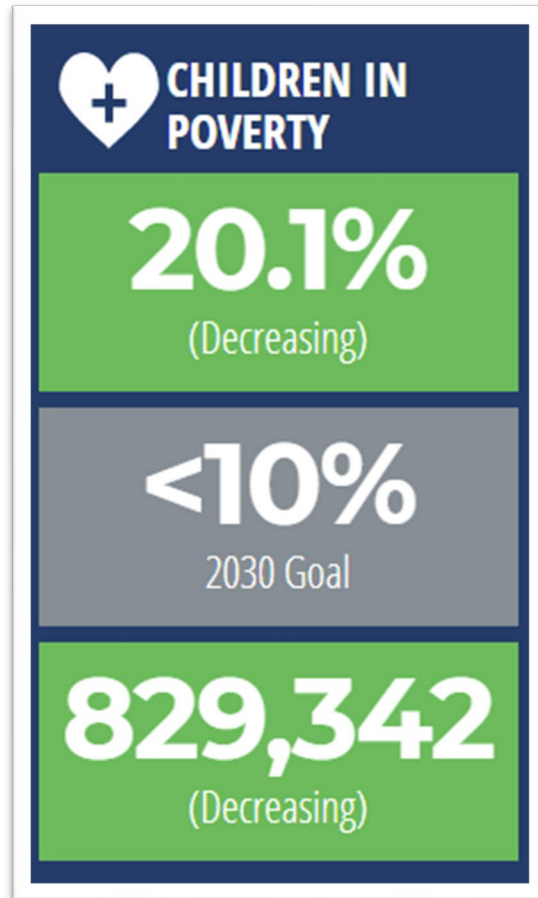


## Orange County

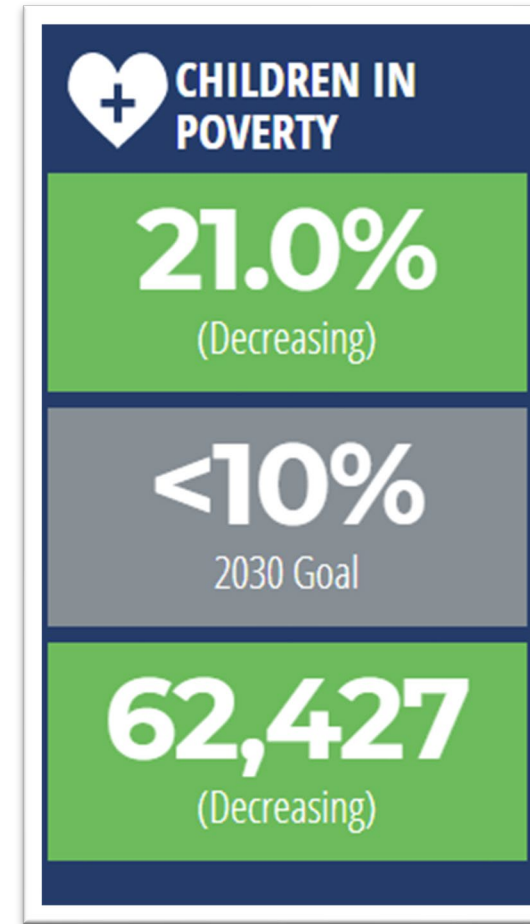


# Metrics that Matter

## Florida

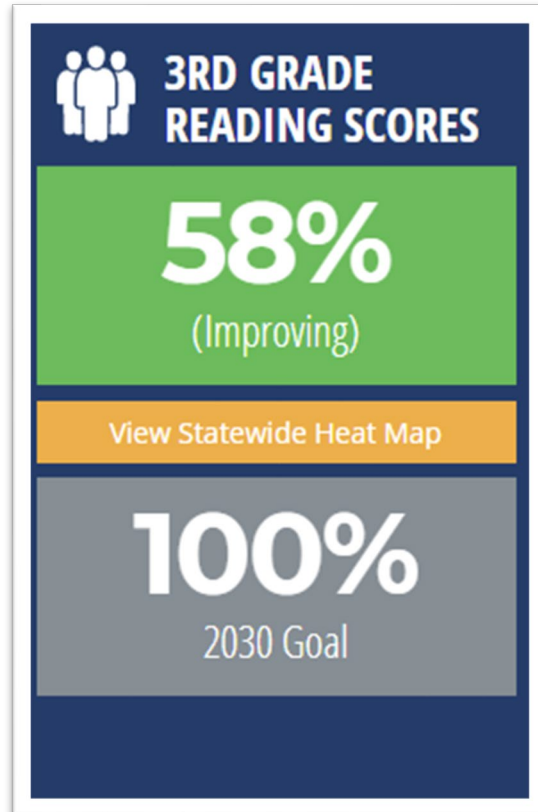


## Orange County

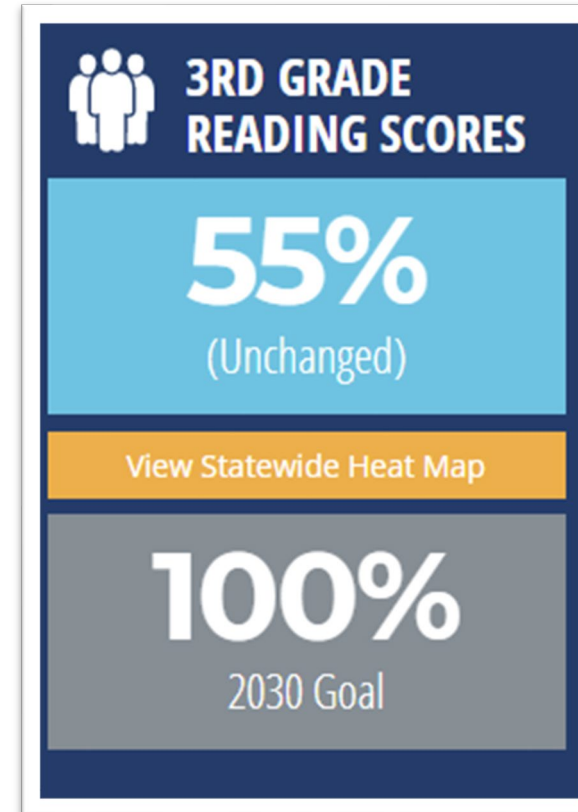


# Metrics that Matter

## Florida



## Orange County



# Metrics that Matter

## **Florida** *Future cast*

**Net New Jobs Needed by 2030**

1,500,000

**Current Population**

22,237,037

**2030 Population Range**

26,000,000

## **Orange County** *Future cast*

**Net New Jobs Needed by 2030**

219,655

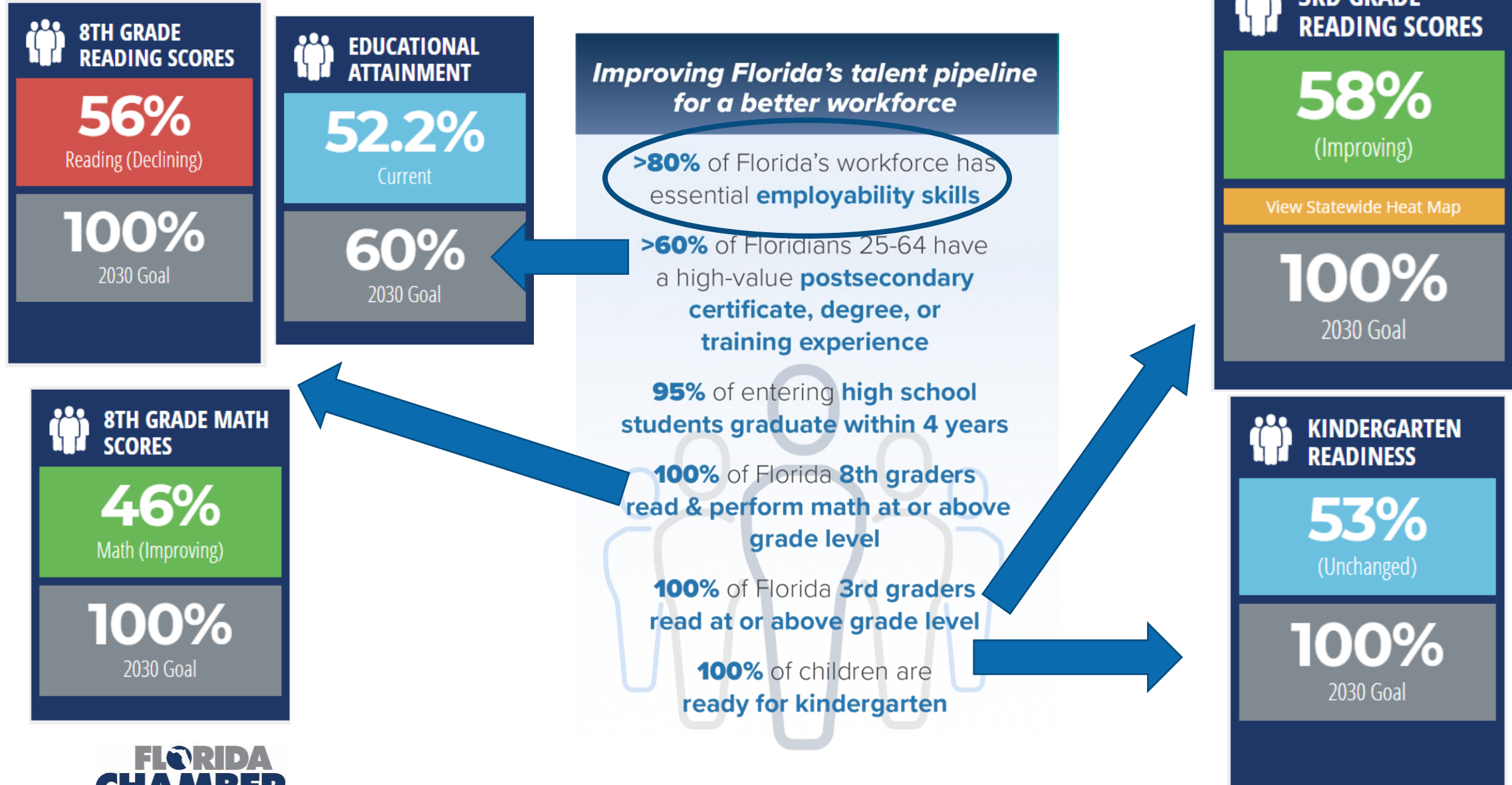
**Current Population**

1,380,645

**2030 Population Range**

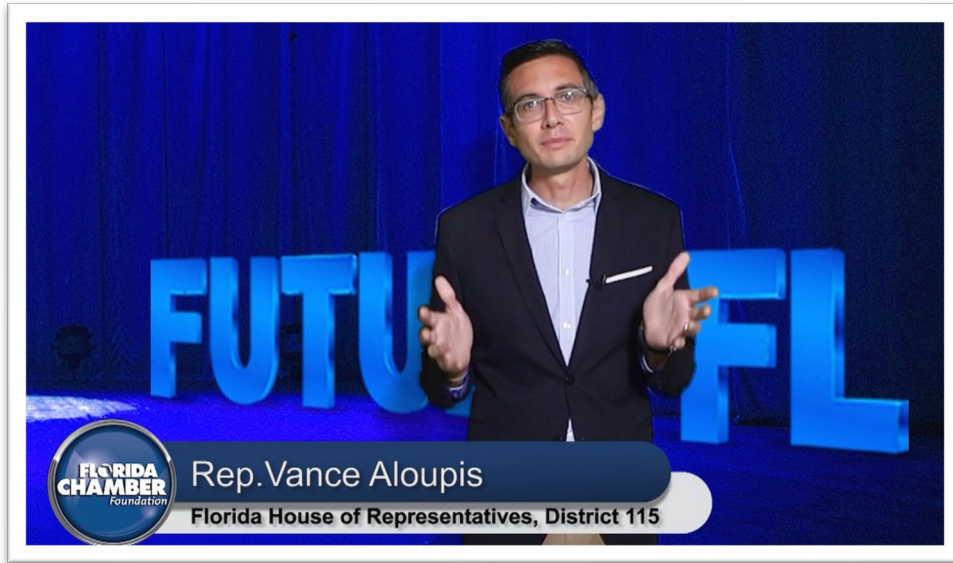
1,682,300 – 1,870,500

# Talent Matters: TheFloridaScorecard.org





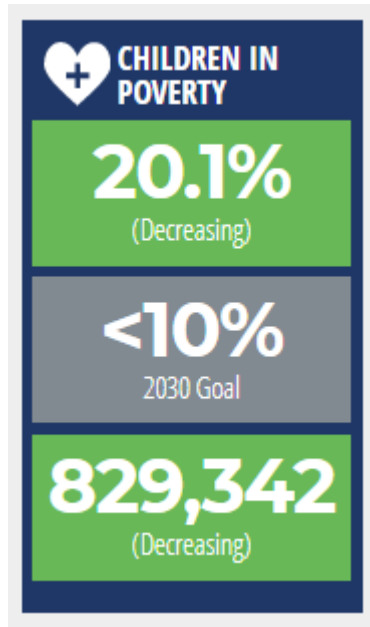
# The Business Case for Early Learning



*“The Florida Chamber of Commerce coming to the table on early childhood is probably the most significant thing that has happened in early childhood in our state. Because at the end of the day, you are the ones who are going to win this war.”*

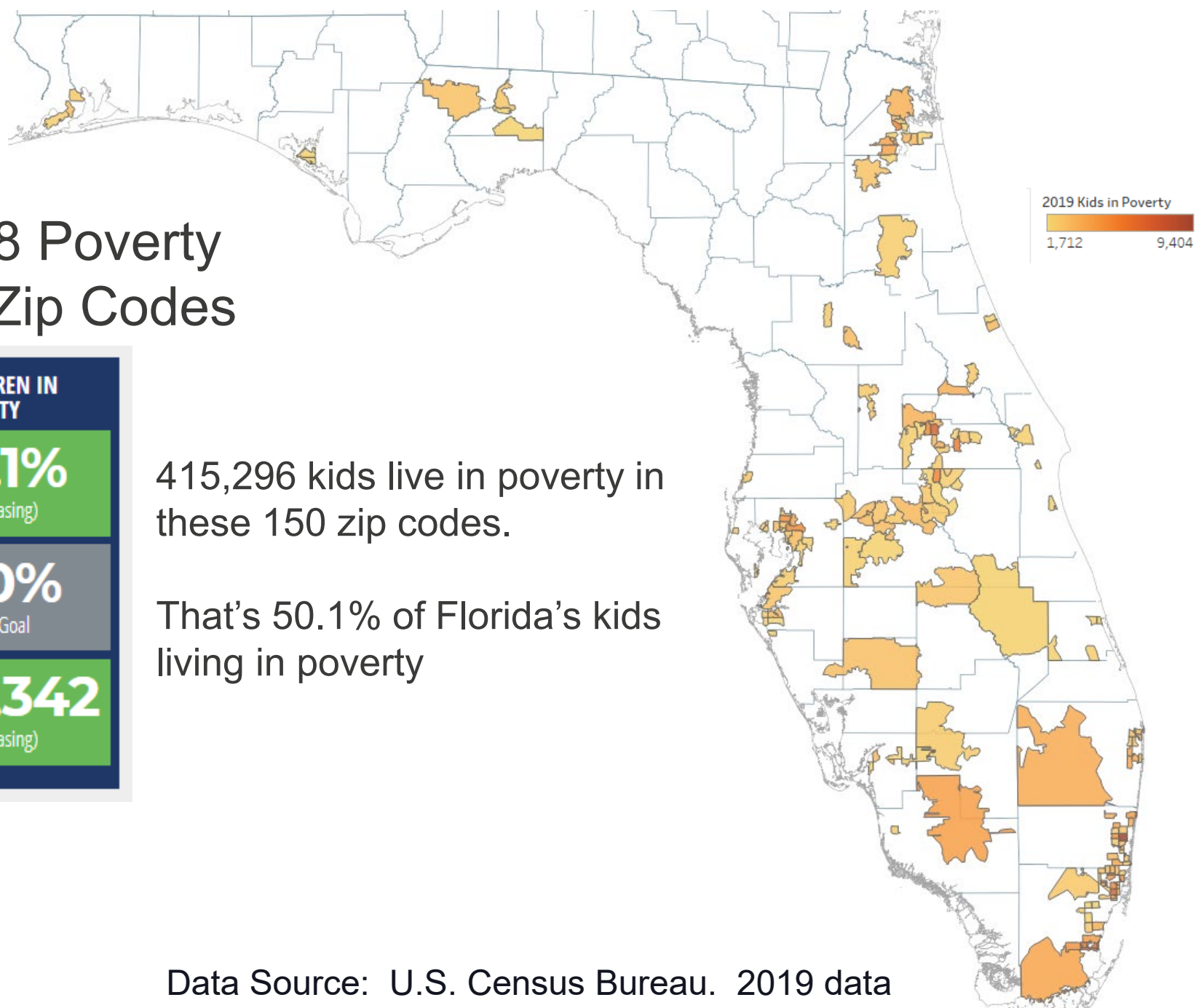
**The Honorable Vance Aloupis**  
CEO, The Children’s Movement of Florida  
Florida House of Representatives, District 115

# 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



# 10 Root Causes of Poverty and Paths to Prosperity



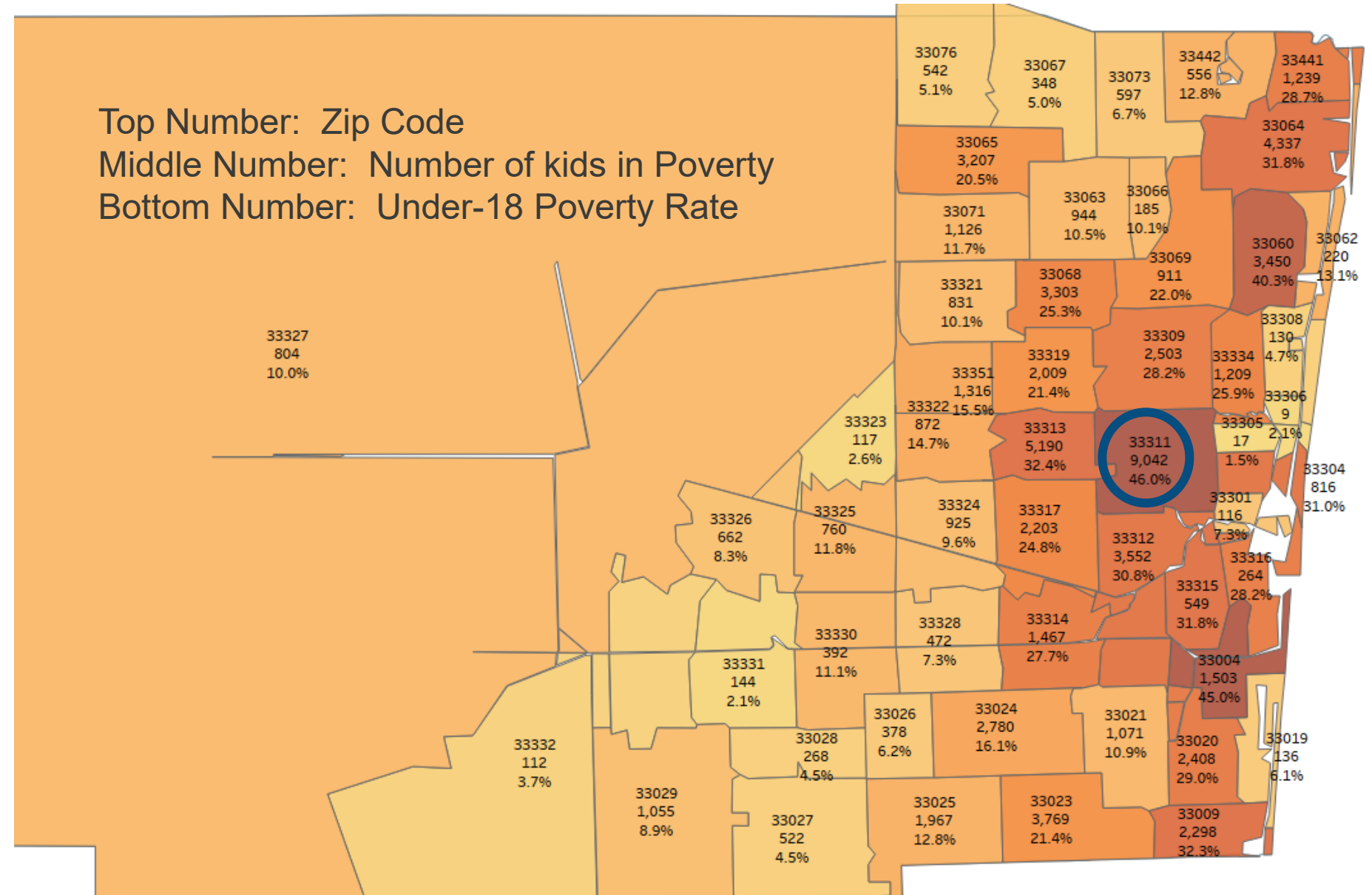
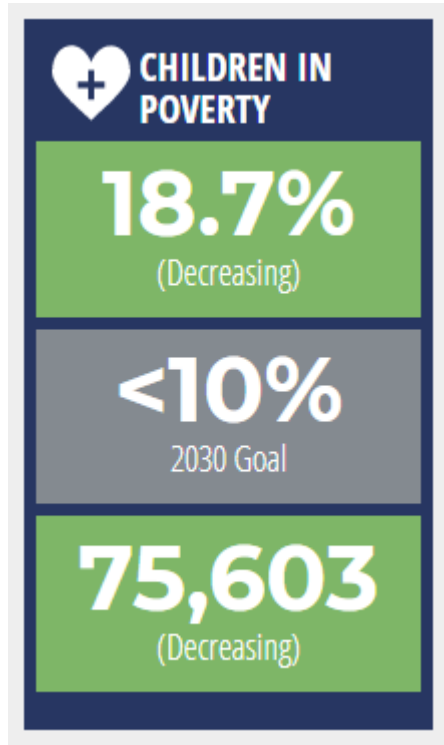
- Job Opportunities
- Education / Training
- Housing
- Transportation
- Health
- Food Security
- Child & Family Care
- Safety
- Justice
- Agency-Community Voice

# 10 Root Causes of Poverty and Paths to Prosperity



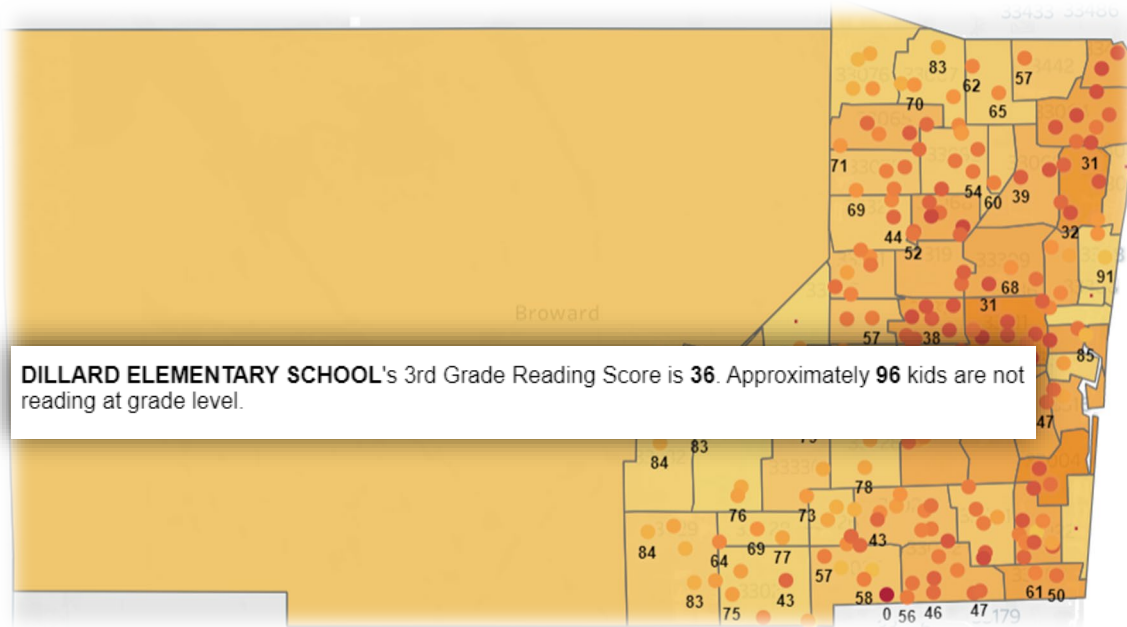


# Example: Broward County Under-18 Poverty



# Innovative Tools to Produce Measurable Results To End Inequality of Opportunity The Florida Gap Map

3<sup>rd</sup> Grade Reading Scores Map National Reveal September 10, 2020



Elementary School Reading Scores by  
Childhood Poverty Rate of Your County

School Name	Kids Not Reading At Grade Level	Third Grade Reading Score
ALPHA INTERNATIONAL ACADEMY	9	36
ANNABEL C. PERRY PK-8	46	46
ATLANTIC MONTESSORI CHARTER SCHOOL	12	45
ATLANTIC MONTESSORI CHARTER WEST CAMPUS	4	79
ATLANTIC WEST ELEMENTARY SCHL	71	39
AVANT GARDE ACADEMY K-8 BROWARD	62	63
BANYAN ELEMENTARY SCHOOL (BROWARD)	49	53
BAYVIEW ELEMENTARY SCHOOL (BROWARD)	15	85
BEACHSIDE MONTESSORI VILLAGE	6	92
BEN GAMLA CHARTER SCHOOL (BROWARD)	21	61
BEN GAMLA CHARTER SCHOOL NORTH CAMPUS	7	82
BENNETT ELEMENTARY SCHOOL	23	51
BETHUNE MARY M ELEMENTARY SCHOOL	48	32
BOULEVARD HEIGHTS ELEMENTARY	45	59
BRIDGEPREP ACADEMY OF HOLLYWOOD HILLS	20	56
BROADVIEW ELEMENTARY SCHOOL	65	45
BROWARD ESTATES ELEMENTARY SCHOOL	39	34
BROWARD MATH AND SCIENCE SCHOOLS	10	73
CASTLE HILL ELEMENTARY SCHOOL	60	33
CENTRAL CHARTER SCHOOL	94	39
CENTRAL PARK ELEMENTARY SCHOOL	42	71
CHALLENGER ELEMENTARY SCHOOL	60	60
CHAMPIONSHIP ACAD OF DISTINCTION WEST BROW..	25	26
CHAMPIONSHIP ACADEMY OF DISTINCTION AT DAVIE	21	69
CHAMPIONSHIP ACADEMY OF DISTINCTION HOLLYW..	35	57
CHAPEL TRAIL ELEMENTARY SCHOOL	26	78
CHARLES DREW ELEMENTARY SCHOOL	49	39
CHARTER SCHOOL OF EXCELLENCE	26	45
CHARTER SCHOOL OF EXCELLENCE AT DAVIE	12	74
COCONUT CREEK ELEMENTARY SCHL	32	60



# Philanthropic Alignment

**Is your chamber's c(3) helping to align and leverage philanthropic efforts in your community, region or state?**



“The Florida Chamber is showing up day after day and making sure the right things happen in Florida.”

– Former Florida Governor and Current U.S. Senator Rick Scott



# SOLUTION SUMMITS

*Driving Solutions to Secure Florida's Future*



## Transportation, Growth & Infrastructure Solution Summit

Date: December 8-9, 2020

Presented by:  **BOEING**



## Economic Outlook & Jobs Solution Summit

Date: January 28, 2021

Presented by:  **DUKE  
ENERGY**



## Prosperity & Economic Opportunity Solution Summit


Date: May 26, 2021

Presented by:  **STANLEY G. TATE  
FLORIDA  
PREPAID  
COLLEGE FOUNDATION**



## Learners to Earners Workforce Solution Summit

Date: June 15, 2021

Presented by:  **Helios**  
Education Foundation



## Technology & Innovation Solution Summit

Date: August TBD, 2021

Presented by:  **PhRMA**



## Future of Florida Forum

Date: September 22-23, 2021

Presented by:  **Fidelity**  
INVESTMENTS

- 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 and creating jobs
- FL's Talent Gap: 284,300 People Looking for Jobs / 323,000 People Looking for Jobs.



Download this presentation at:  
[www.FLChamber.com/ACCE](http://www.FLChamber.com/ACCE)  
[mwilson@flchamber.com](mailto:mwilson@flchamber.com)