

ECONOMIC DEVELOPMENT

Diversifying Florida's Economy



Former Florida Chamber board member Bill Johnson, Florida Secretary of Commerce and President of Enterprise Florida, shares the importance of economic development initiatives to Florida Chamber members.

“The Florida Chamber’s Trade and Logistics Study is the most insightful and actionable economic impact study I have had the privilege of reading.”

BILL JOHNSON
Florida Secretary of Commerce
President, Enterprise Florida

Why It Matters to Florida

Since December 2010, Florida businesses have created nearly one million private-sector jobs.

Although more than 98 percent of all jobs in Florida are created by businesses that didn’t receive incentives, the fact is that several states and nations are targeting the same high-wage industries Florida is targeting. In order to continue to diversify our economy, the Florida Chamber will continue to support Enterprise Florida’s (EFI) efforts to attract competitive new projects within and to our state.

Florida’s Competitiveness Agenda

- ▶ **Florida’s Economic Toolkit**
Florida’s economic toolkit funds all competitive incentives and is used to attract and retain businesses in Florida in several high-wage, high-skilled industries. These incentives provide Florida a competitive advantage when targeting businesses growth in Florida, or preventing existing businesses from leaving our state. Now is the time to ask the Florida Legislature to fully fund Florida’s economic development toolkit to keep Florida competitive.
- ▶ **Diversifying Florida’s Economy**
The Florida Chamber supports the \$250 million Florida Enterprise Fund and other improvements to EFI, which will ensure we continue to diversify and improve Florida’s business climate.
- ▶ **Growing and Attracting Targeted Industries**
We believe growing and attracting Florida’s targeted industries, as well as capital investments, will help create high-wage, high-skill jobs.
- ▶ **Championing Rural Business Opportunities**
Creating more opportunities for businesses and entrepreneurs in rural Florida paves the way for more economic diversity and job growth.

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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100 YEARS OF SECURING FLORIDA’S FUTURE