



Florida State of the State

Mark Wilson, President & CEO, Florida Chamber of Commerce

FLORIDA
CHAMBER
of Commerce

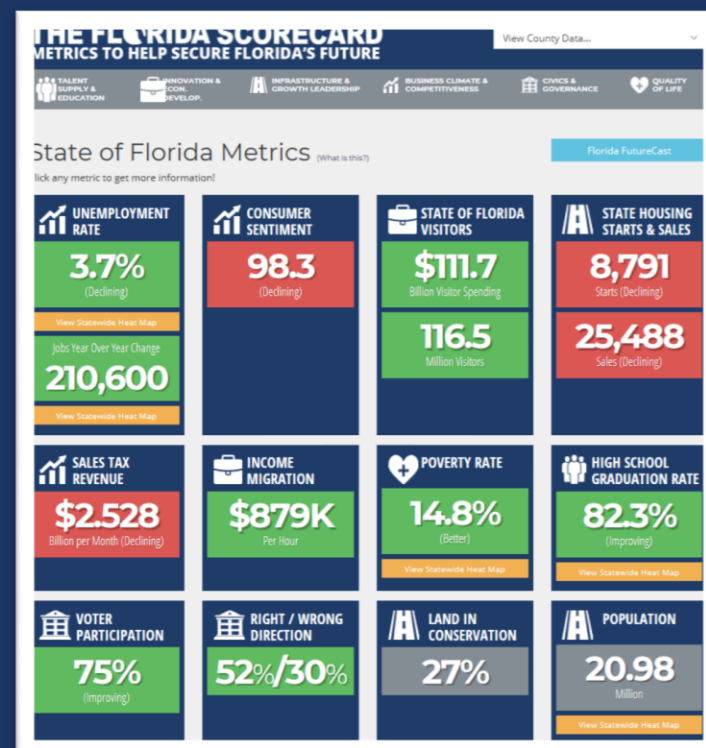
“Florida is changing. Our **economics**, our **demographics** and our **politics** are all changing and these changes are both opportunities and challenges.” – Mark Wilson



Unifying Florida's Business Community



Solutions
(Research)



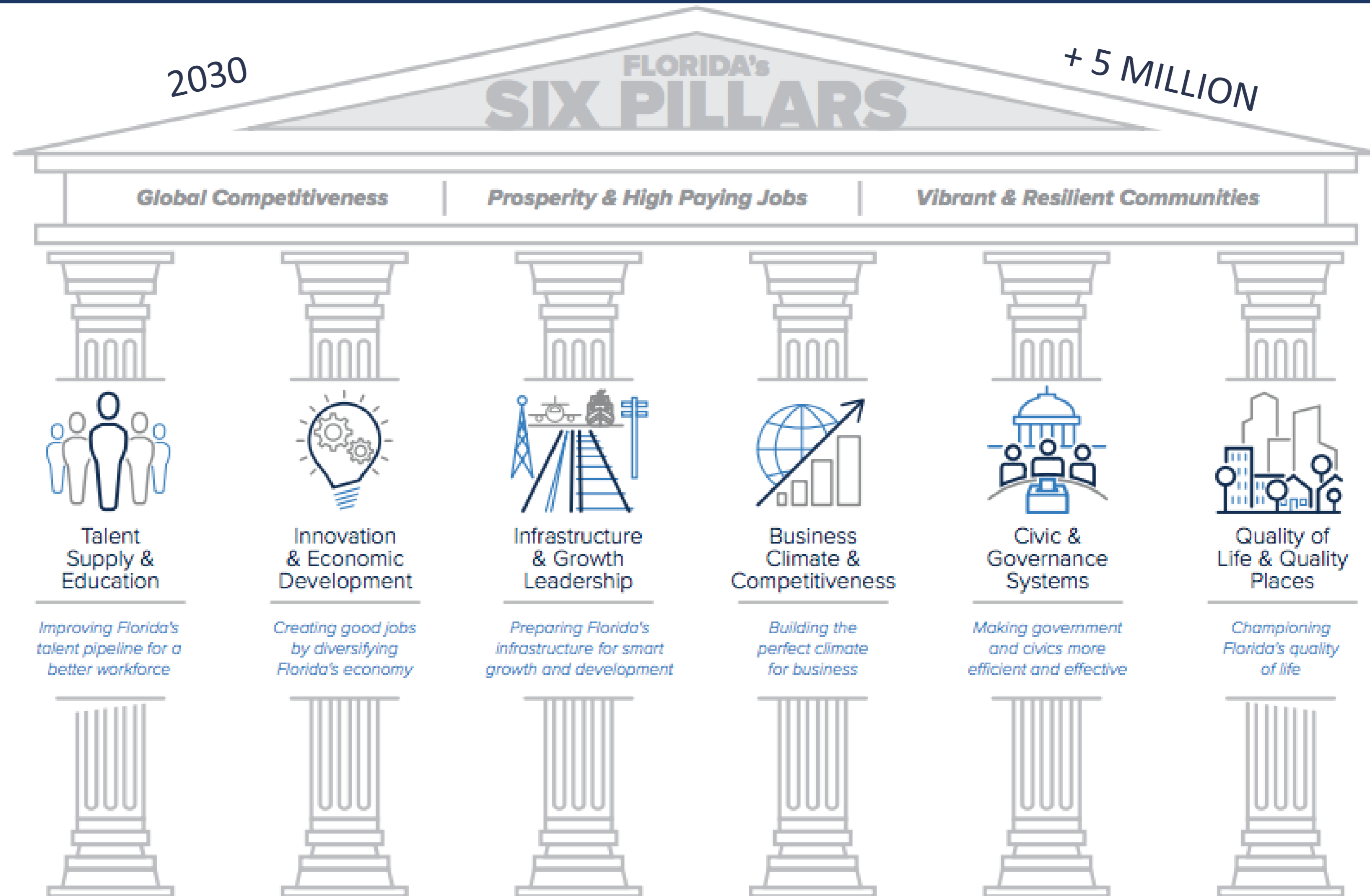
Actions (Lobbying
& Grassroots)



Leadership
(Elections)



Florida's Six-Pillar Framework



TheFloridaScorecard.org

- Florida's Economy \$1 Trillion GDP (17th largest in the world)
- 21 Million Residents (3rd / +5M by 2030 / more than 1,000/day)
 - 1.7 million jobs needed
 - >1 in 11 US Jobs
- 116.5 Million Visitors in 2017
- 3.7% Unemployment Rate
 - 238,100 jobs looking for people
 - 375,000 people looking for jobs

THE FLORIDA SCORECARD METRICS TO HELP SECURE FLORIDA'S FUTURE

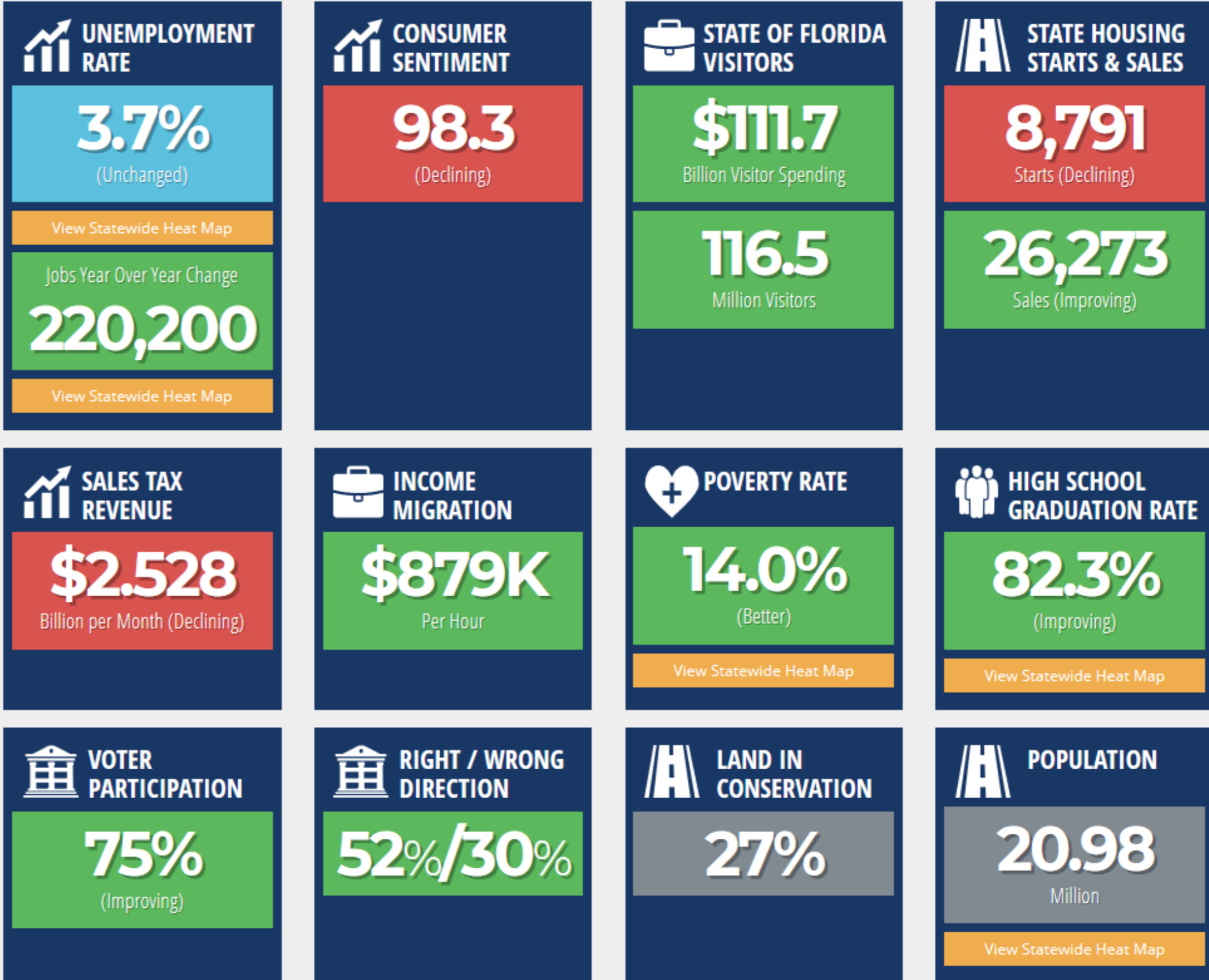
View County Data...

- TALENT SUPPLY & EDUCATION
- INNOVATION & ECON. DEVELOP.
- INFRASTRUCTURE & GROWTH LEADERSHIP
- BUSINESS CLIMATE & COMPETITIVENESS
- CIVICS & GOVERNANCE
- QUALITY OF LIFE

State of Florida Metrics (What is this?)

Florida FutureCast

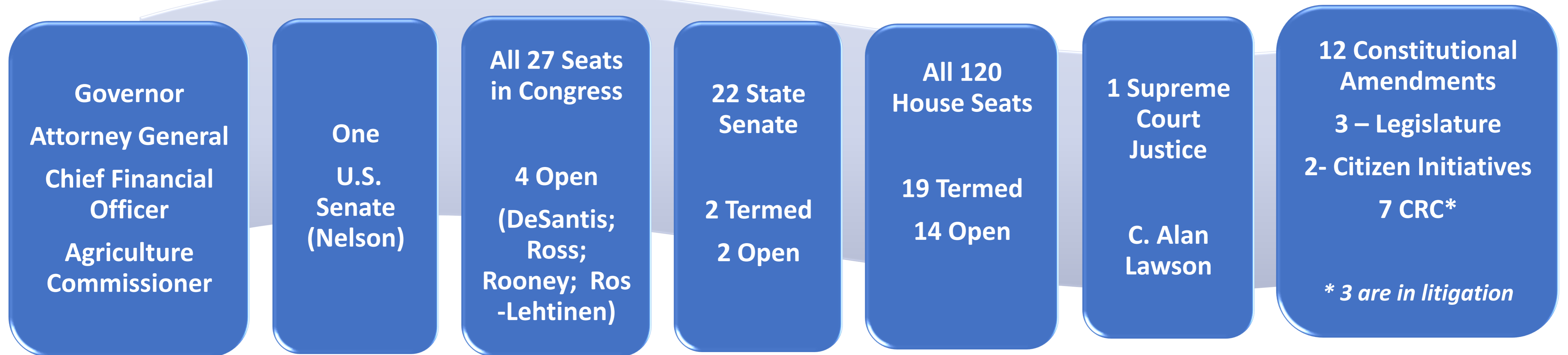
Click any metric to get more information!



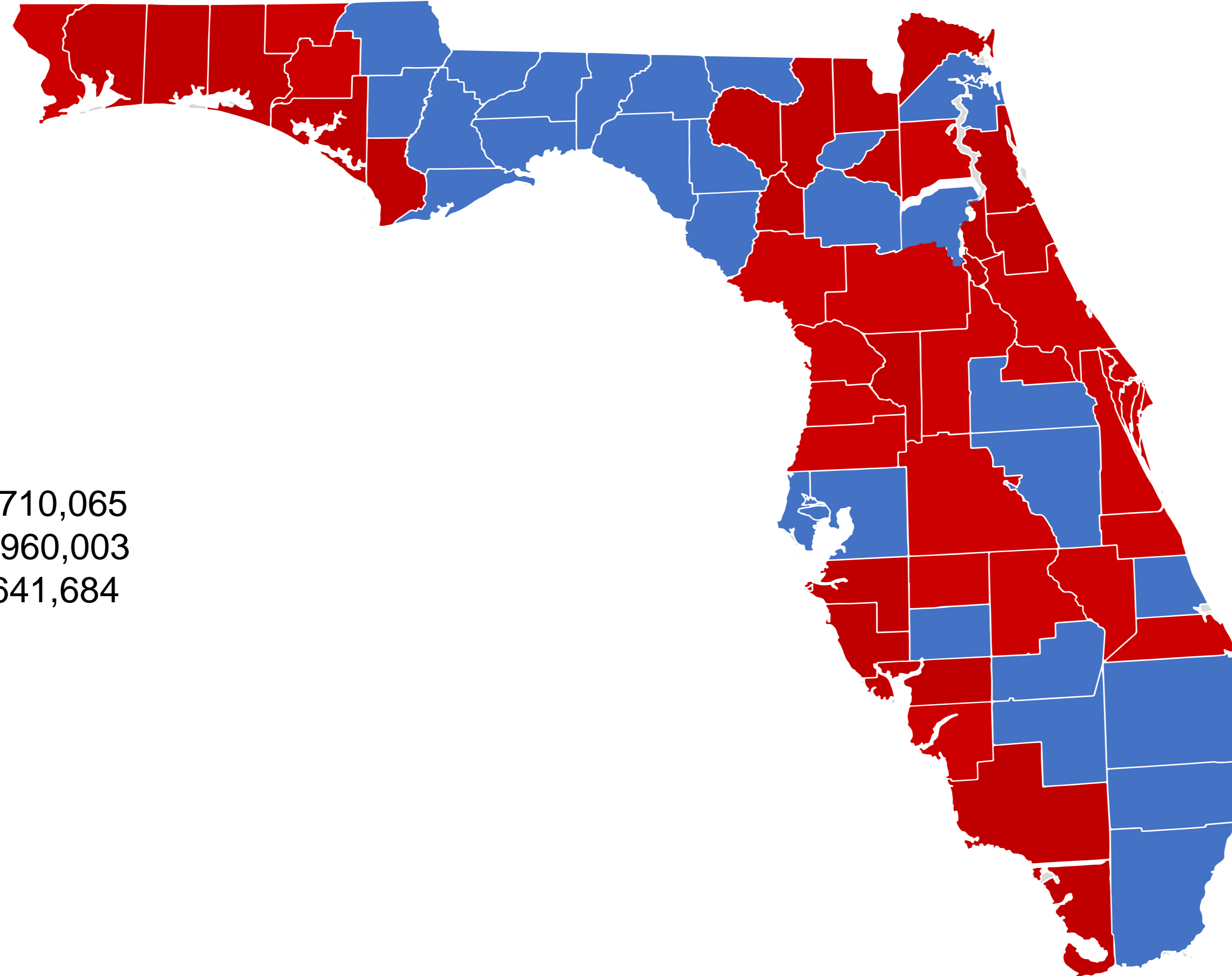
“Florida is changing. Our economics, our demographics and our POLITICS are all changing and these changes are both opportunities and challenges.” – Mark Wilson



California is 2,700 miles and only **ONE** vote away!



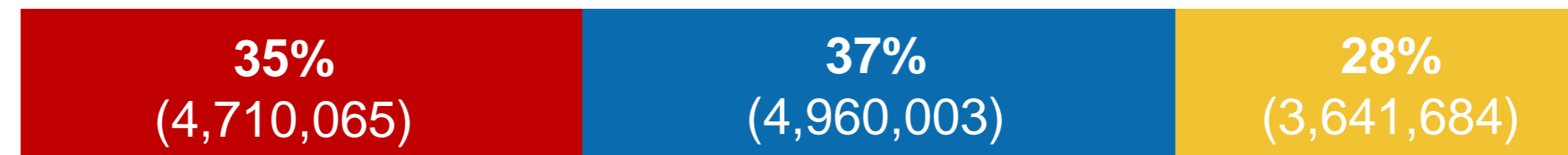
Total Voter Registration
By County (41R, 26D)



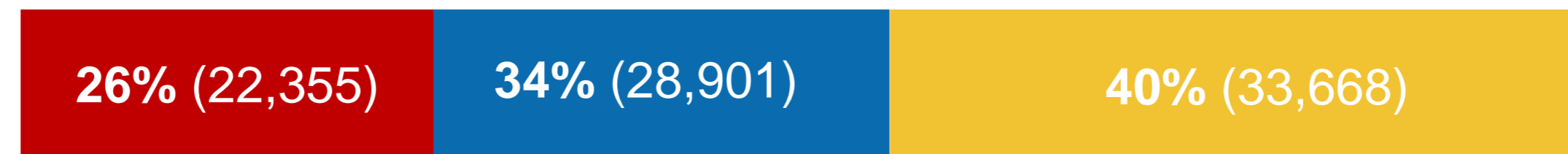
■ Republican= 4,710,065
■ Democratic= 4,960,003
■ NPA/Other= 3,641,684

Registration Comparisons Over Time

Total State



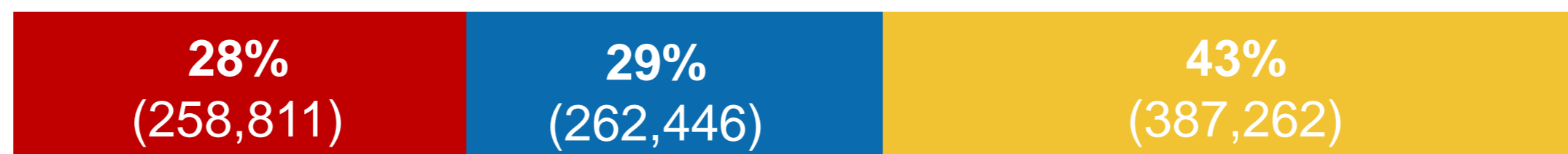
This Month



Year to Date



Since Last Election

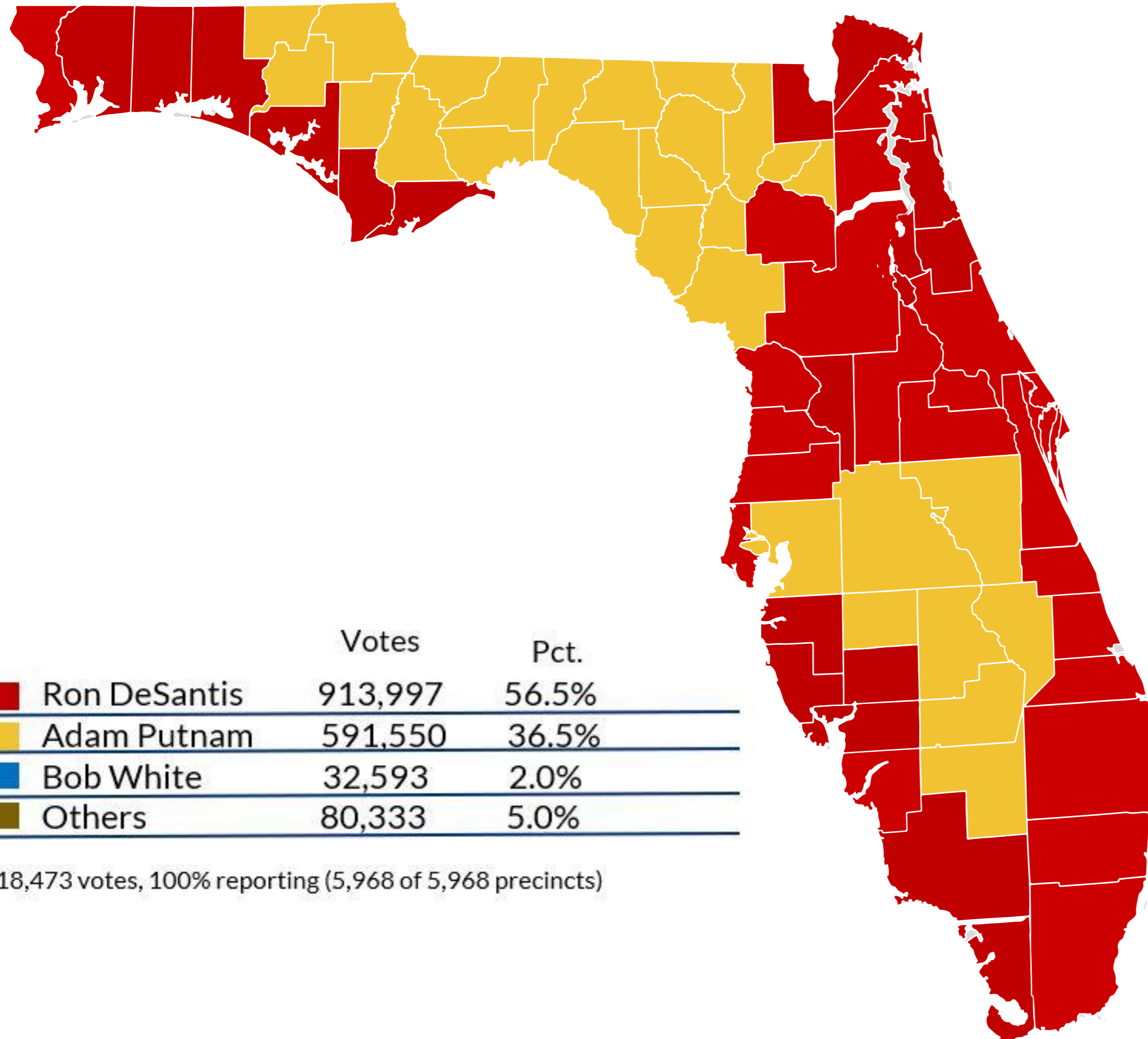


- Republican
- Democratic
- NPA/Other

← 908,519 New Registered Voters since 2016 election

Primary Results

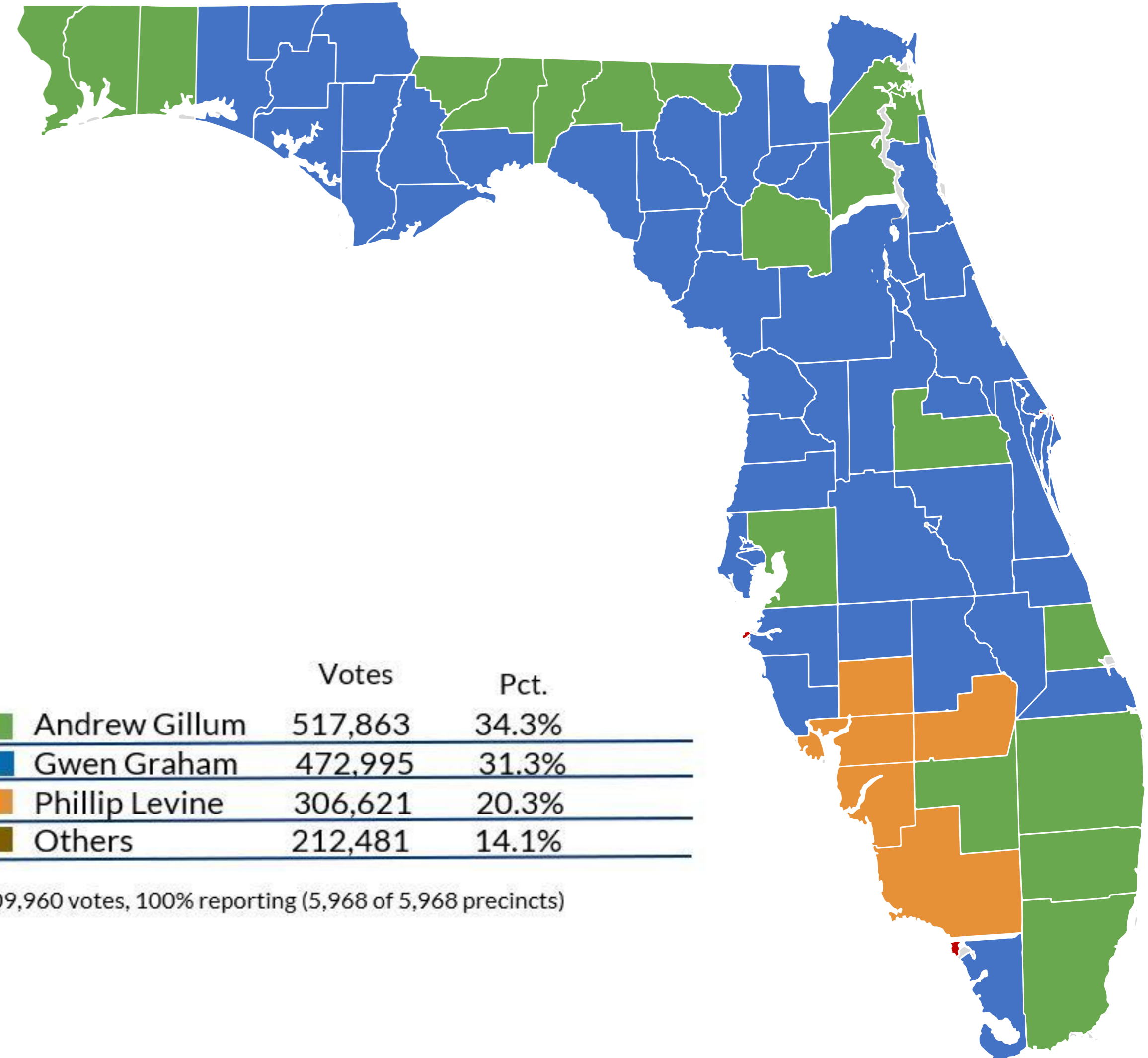
Republican



	Votes	Pct.
Ron DeSantis	913,997	56.5%
Adam Putnam	591,550	36.5%
Bob White	32,593	2.0%
Others	80,333	5.0%

1,618,473 votes, 100% reporting (5,968 of 5,968 precincts)

Democratic

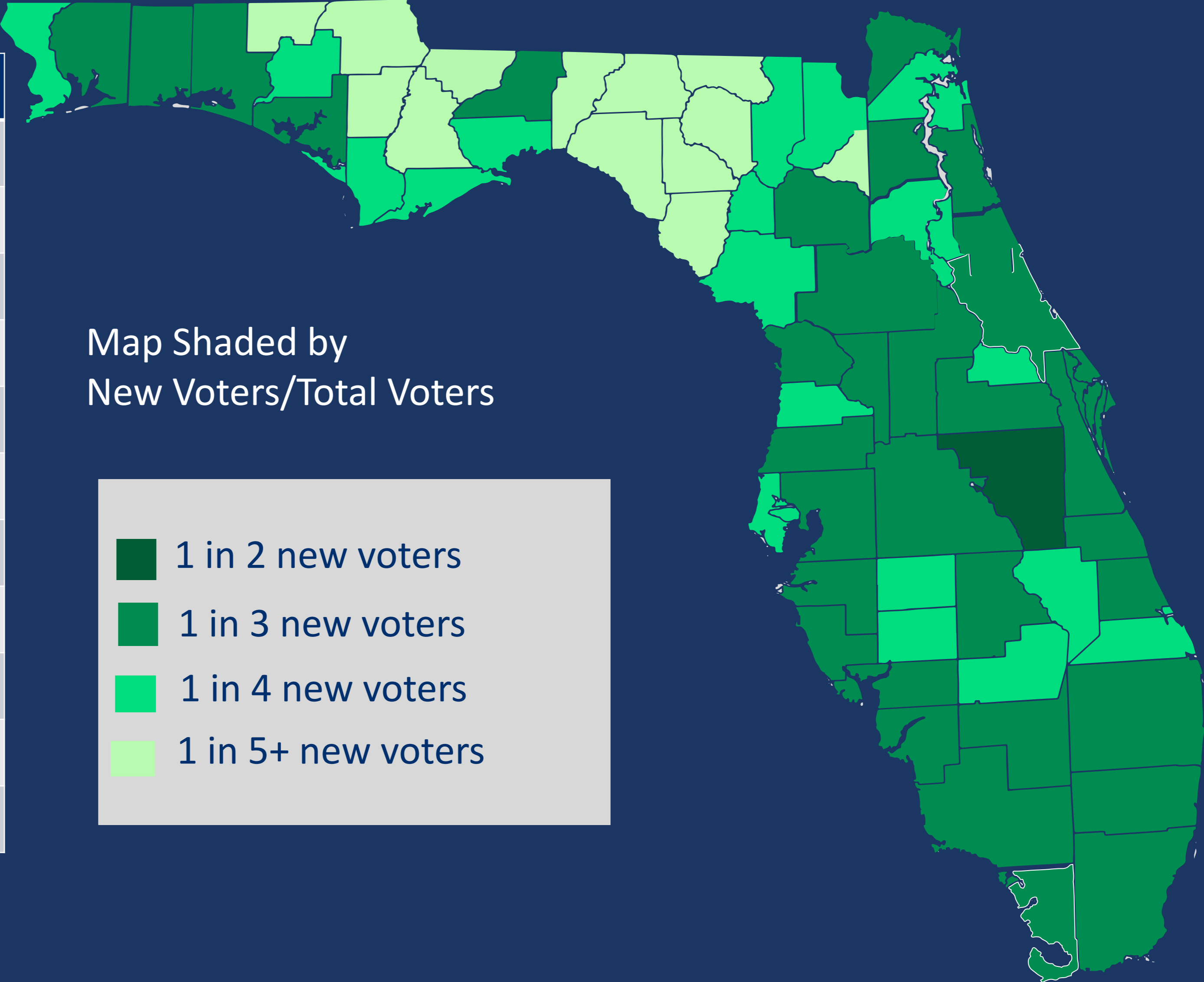


	Votes	Pct.
Andrew Gillum	517,863	34.3%
Gwen Graham	472,995	31.3%
Phillip Levine	306,621	20.3%
Others	212,481	14.1%

1,509,960 votes, 100% reporting (5,968 of 5,968 precincts)

Scott Era: New Voters

Statewide	4,574,839
Men	2,084,543 (46%)
Women	2,244,901 (49%)
Republicans	1,297,712 (28%)
Democrats	1,508,126 (33%)
NPA/Others	1,769,001 (38%)
White	2,601,405 (57%)
Black	567,957 (12%)
Hispanics	956,304 (21%)



Right Direction vs. Wrong Track

Statewide	47:37
Men	52:38
Women	42:36
Republicans	75:14
Democrats	21:60
Others	45:35
White	52:34
Black	23:51
Hispanic	55:30

Top Voter Concerns

Statewide	ENVIRONMENT	JOBS	EDUCATION	OTHER
	14	13	12	Healthcare 11% Immigration 6% Water Issues 4%
Men	14	16	7	Healthcare 10%
Women	14	10	16	Healthcare 11%
Republicans	11	20	9	Immigration 12%
Democrats	16	6	16	Healthcare 16%
NPA/Others	16	13	9	Healthcare 12%
White	17	13	10	Healthcare 9%
Black	6	6	22	Healthcare 15%
Hispanic	10	22	11	Healthcare 12%

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



Growth to 2030 by Age Group

Age Group

85+

80-

84

75-

79

70-

74

65-

69

60-

64

55-

59

50-

54

45-

49

40-

44

35-

39

30-

34

25-

29

20-

24

15-

19

0-

14

0%

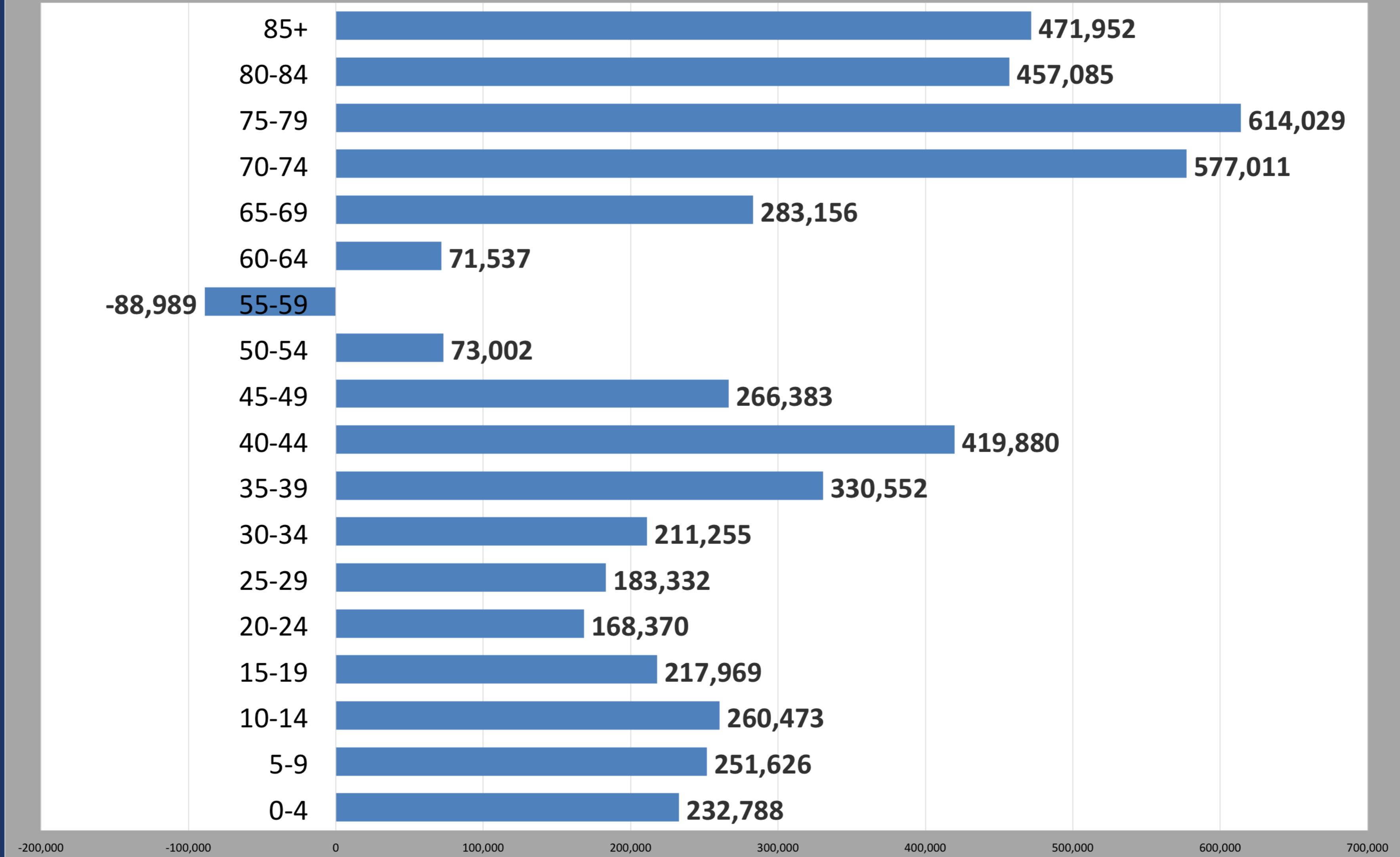
20%

40%

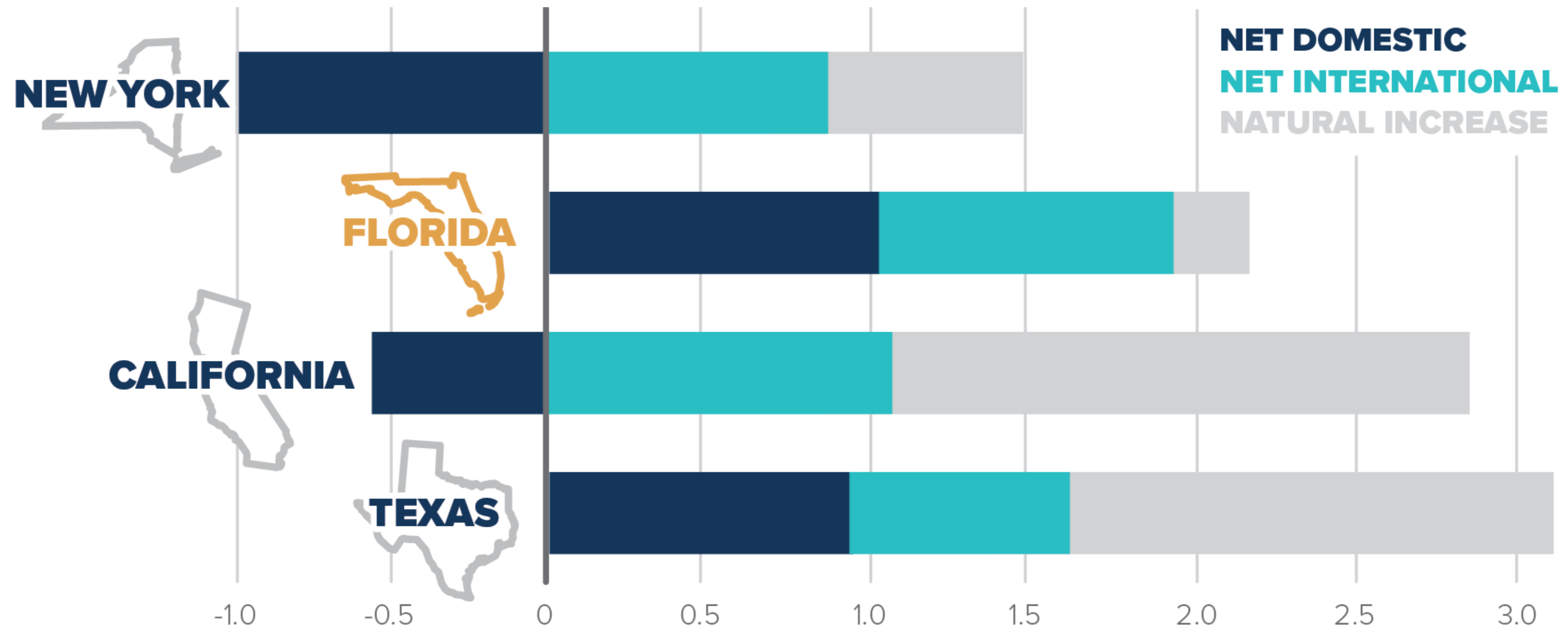
60%

80%

Florida's Next 5 Million People by Age Group



Where Does Our Growth Come From?



“Taxpayers in New York have about twice the tax burden as the average person in Florida. The tax advantages in Florida are even greater than they were.”

– Mark Wilson, 850 Business Magazine



Florida ready to take in New Yorkers seeking tax shelter

By Carl Campanile February 4, 2018

Florida is ready to take a deeper bite out of the Big Apple.

The new federal tax structures signed into law by President Trump hurts New York by limiting state and local tax deductions for its high income earners and widens the cost disparity with Florida — which has no state income tax.

Florida, already a magnet for New York retirees, is aggressively wooing businesses and wealthy residents here to relocate to the Sunshine State and benefit rather than get punished by the new law.

The fear of a stampede of well-to-do New York taxpayers to Florida and other lower tax states is real, said a rep from the city's top business advocacy group.

“Yes they are actively poaching and yes change of residence is easy,” Kathryn Wylde, president of the New York City Partnership, said of her Florida counterparts.



THE WALL STREET JOURNAL.

Tax Overhaul Just Another Reason to Move to Florida, Chamber Says

December 1, 2017

Forget the weather—the Florida Chamber of Commerce is touting the federal tax overhaul as a come-on to businesses that might relocate to the Sunshine State.

In an email blasted out to its chapters “from Pensacola to Key West” this week, the Florida Chamber brags that people moving to Florida from seven states in the Northeast and Midwest brought with them some \$80 billion in income. The states include New York (\$25.1 billion), New Jersey (\$15.9 billion), Illinois (\$11.6 billion) and Ohio (\$8.8 billion).

Or, as the email put it: “\$80 Billion Reasons To Start Dialing Tomorrow.”

“As the tax package nears passage, the Florida Chamber encourages you to consider calling companies looking to expand and grow,” the email says. “When you call them, please invite them to look at the additional advantages Florida will have after the tax package passes.”

In the Florida Chamber’s eyes, those advantages include no personal income tax and good showings in various rankings of state business-friendliness.

Of course, the \$80 billion in the headline was racked up over nearly a quarter-century, from 1992 to 2015.

**WE DON'T LIKE GOLD WEATHER
OR HIGH TAXES. THAT'S WHY
WE LIVE IN FLORIDA.**

**FIND OUT JUST HOW MUCH MONEY YOU
AND YOUR BUSINESS CAN SAVE IN FLORIDA.**



Dear Business Leader,
If you've been thinking about moving your business and your family to Florida, the new federal tax law and our work to make Florida business-friendly has made relocating to Florida a better deal than ever before.

The new tax law caps federal tax deductions for state property and income taxes at \$10,000 annually. You and your executive team likely deducted far in excess of that last tax year. Not surprisingly, the treatment of your state and local tax payments make it more costly for you to remain where you are today.

But, what if you moved to Florida, where we have no income tax?

You will save thousands – even tens of thousands – of dollars on your annual federal income tax.

In Florida, taxes have been cut more than 80 times, saving taxpayers over \$7.5 billion. Thousands of burdensome regulations have been eliminated. This means you can do business in a regulatory environment that welcomes business, encourages job creation and you will not be penalized by the new tax law.

But Florida is not just a great place to live and do business because of our reasonable tax policies and business-friendly environment. We also have spectacular recreational opportunities, an excellent public and private school system with world-class universities, diverse cultural opportunities, and the lowest crime rate in 46 years.

Making the choice to cut taxes and grow your business by moving to Florida, that's up to you. **IT'S YOUR BUSINESS.**

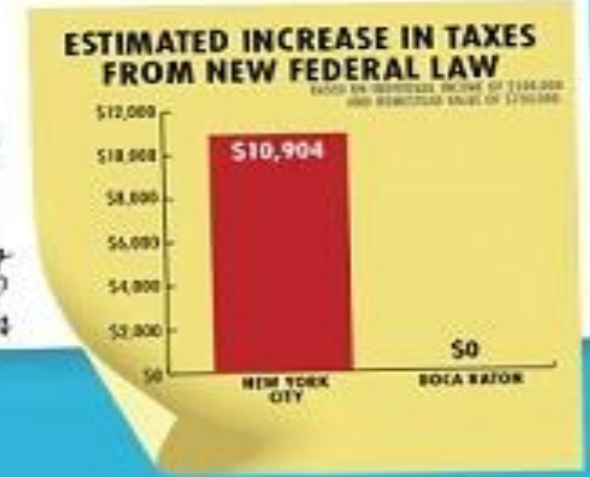
Helping you find the right place for you and your business in Florida after that? **THAT'S OUR BUSINESS.**

Join the Florida success story. Contact Enterprise Florida at (407) 956-5544 or at ItsYourBusiness@EnterpriseFlorida.com to learn about the benefits of relocating to Florida.

Sincerely,
Peter Antonacci
Peter Antonacci
CEO, Enterprise Florida

Mark Wilson
Mark Wilson
CEO, Florida Chamber of Commerce

Contributed by
Mark Fishkind, PhD
www.fishkind.com



ITSYOURBUSINESS@ENTERPRISEFLORIDA.COM
(407) 956-5544



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Year-Over-Year Jobs- Currently

 **UNEMPLOYMENT RATE**

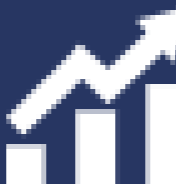
3.7%
(Unchanged)

[View Statewide Heat Map](#)

Jobs Year Over Year Change

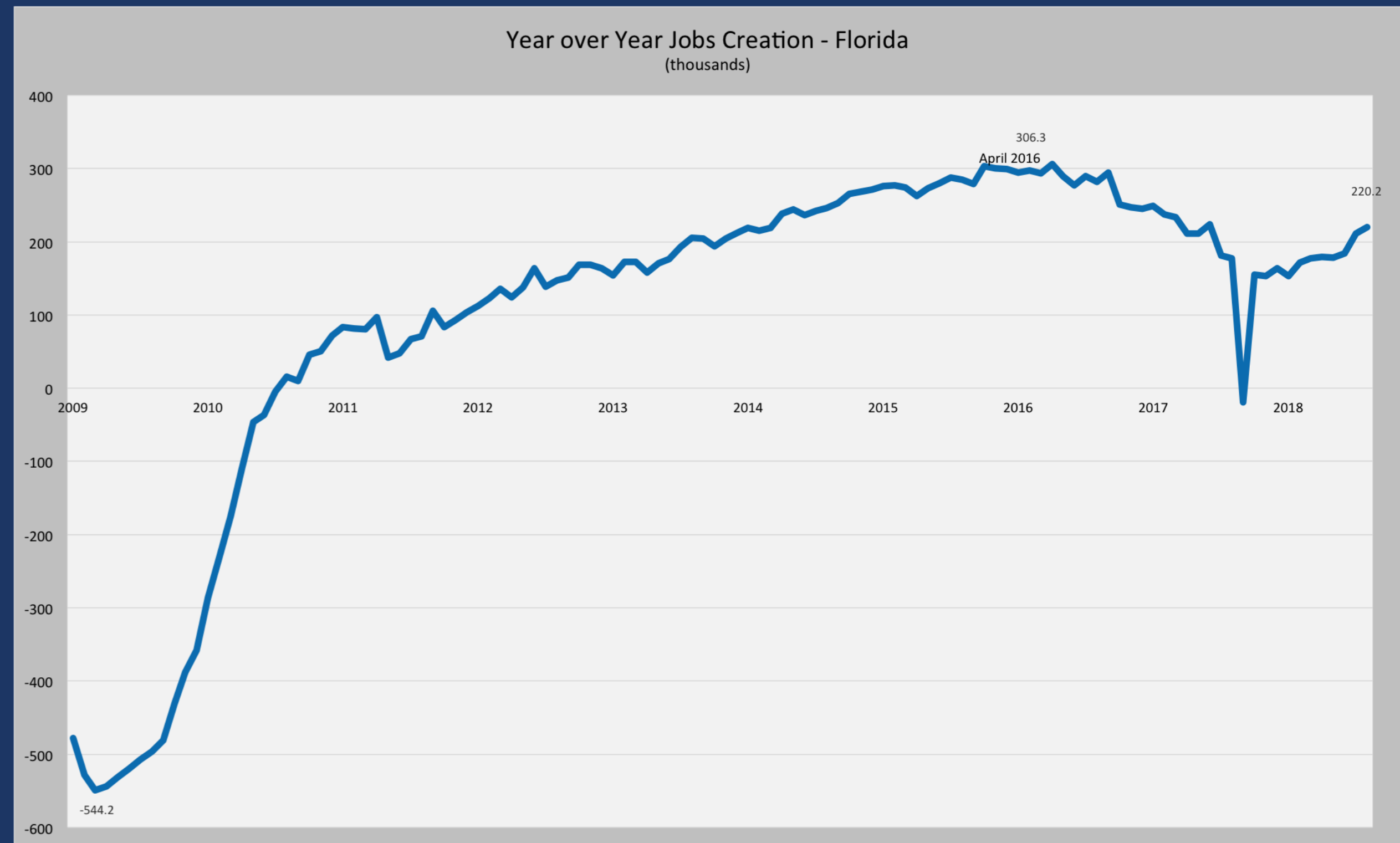
220,200

[View Statewide Heat Map](#)

 **OPEN JOBS**

238,100
(Declining)

375,000
Unemployed Persons (Declining)



51 Counties Added Jobs/16 Lost Jobs

Job Creation –
August 2017 through August 2018

U.S. Growth Rate: 1.6%

Florida Growth Rate: 2.6%

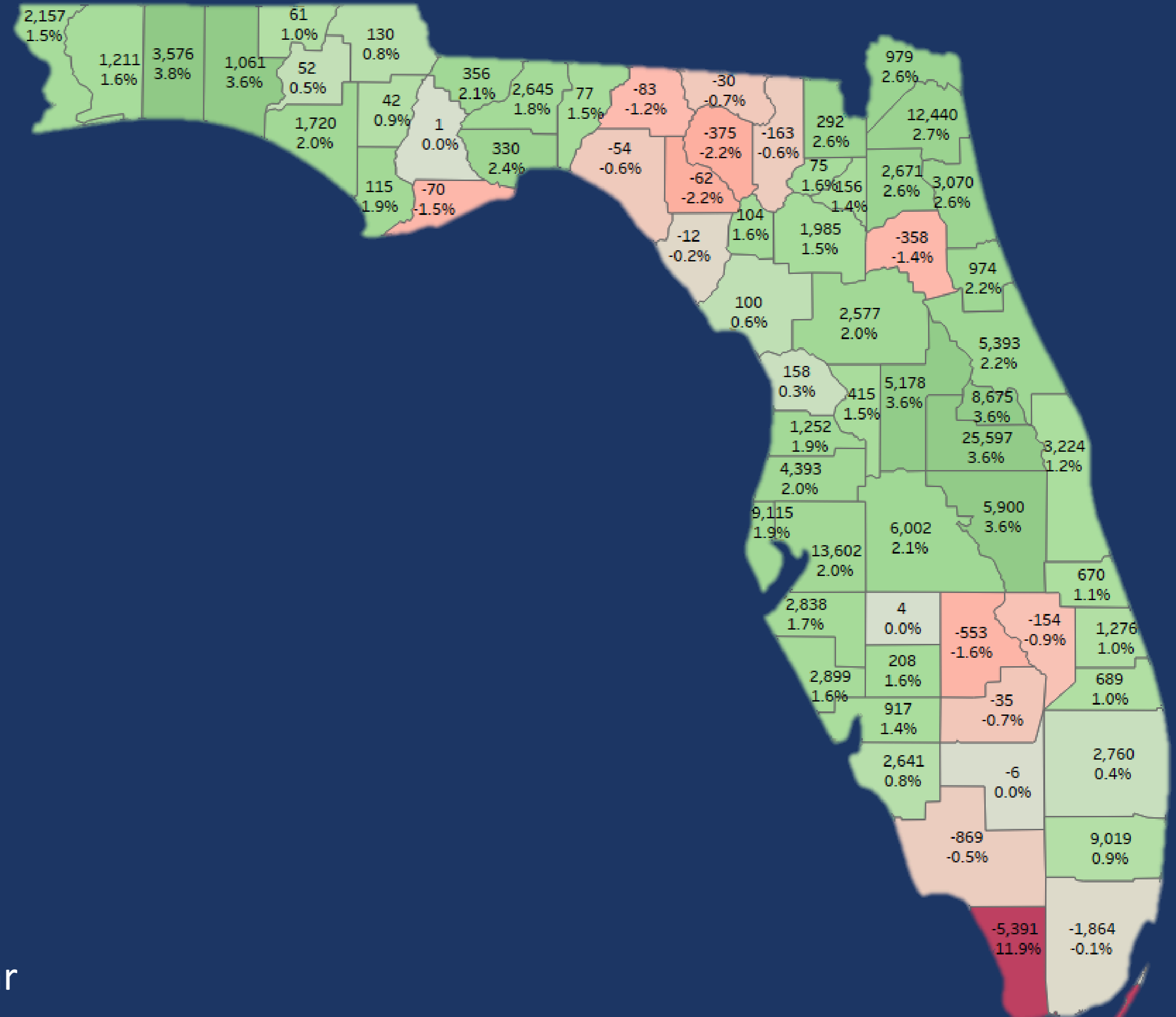
Top Increases:

1. Orange 25,597
2. Hillsborough 13,602
3. Duval 12,440

Top Growth Rates:

1. Okaloosa 3.8%
2. Walton 3.6%
2. Orange 3.6%
2. Osceola 3.6%
2. Seminole 3.6%
2. Lake 3.6%

16 Florida Counties Lost Jobs over the past year



Economics: Income Migration



INCOME MIGRATION

\$879K

Per Hour

Gained Wealth From:

\$27.89 billion	New York
\$18.29 billion	New Jersey
\$12.89 billion	Illinois
\$10.93 billion	Pennsylvania
\$10.65 billion	Connecticut

Lost Wealth To:

\$1.19 billion	North Carolina
\$1.18 billion	Texas
\$748.39 million	Tennessee
\$426.29 million	South Carolina
421.30 million	Arizona

2030

+ 5 MILLION

FLORIDA'S SIX PILLARS

Global Competitiveness

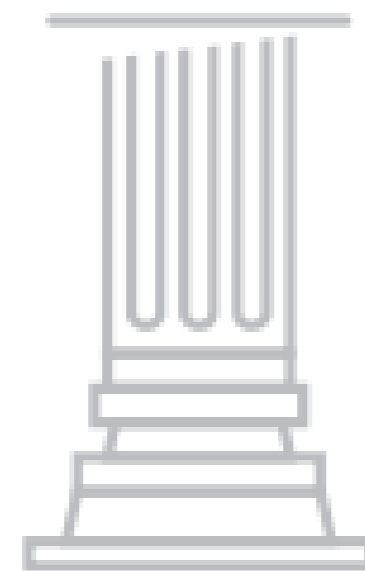
Prosperity & High Paying Jobs

Vibrant & Resilient Communities



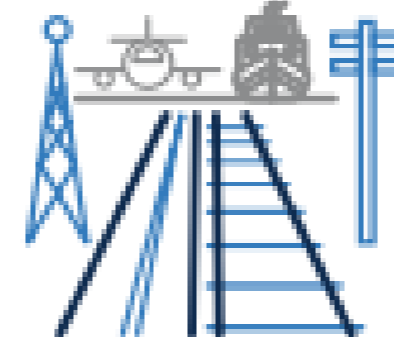
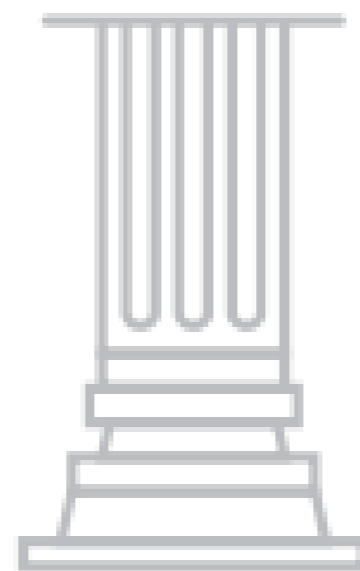
**Talent
Supply &
Education**

*Improving Florida's
talent pipeline for a
better workforce*



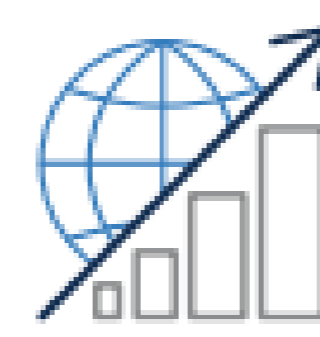
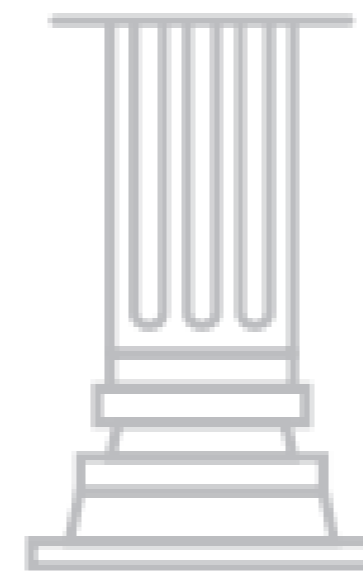
**Innovation
& Economic
Development**

*Creating good jobs
by diversifying
Florida's economy*



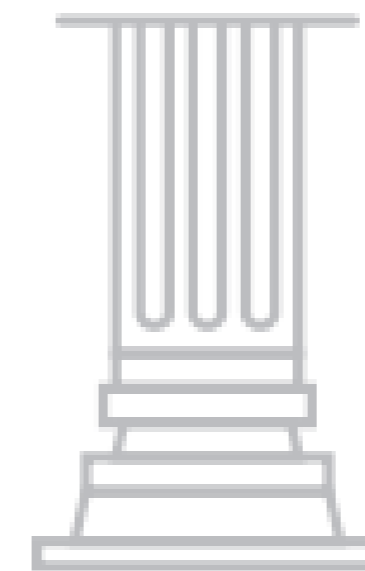
**Infrastructure
& Growth
Leadership**

*Preparing Florida's
infrastructure for smart
growth and development*



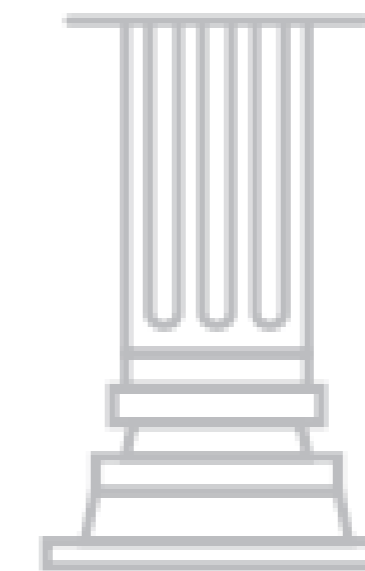
**Business
Climate &
Competitiveness**

*Building the
perfect climate
for business*



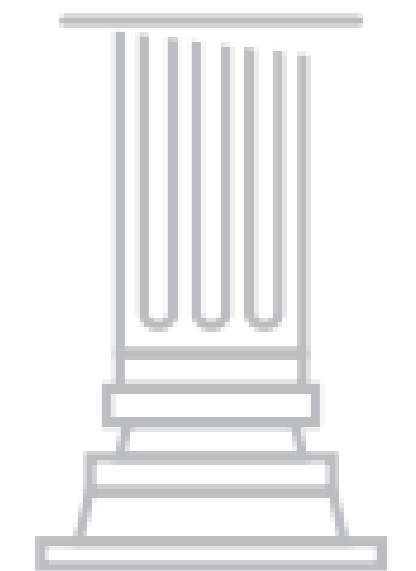
**Civic &
Governance
Systems**

*Making government
and civics more
efficient and effective*



**Quality of
Life & Quality
Places**

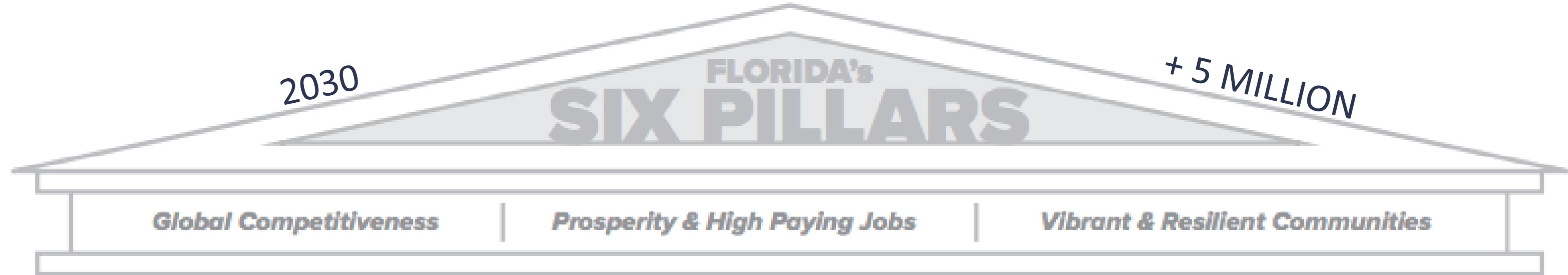
*Championing
Florida's quality
of life*



Help secure Florida's future at
Florida2030.org

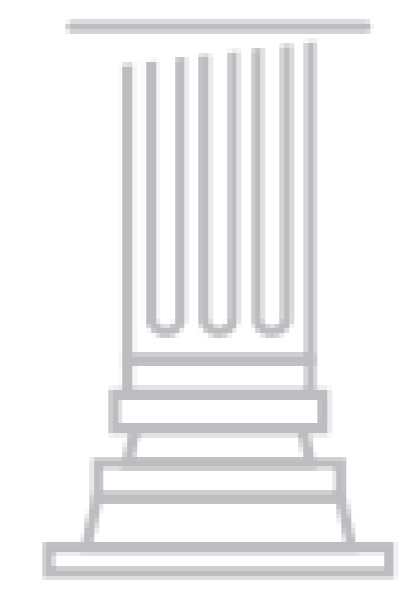


Track Florida's progress at
TheFloridaScorecard.org



Talent
Supply &
Education

*Improving Florida's
talent pipeline for a
better workforce*

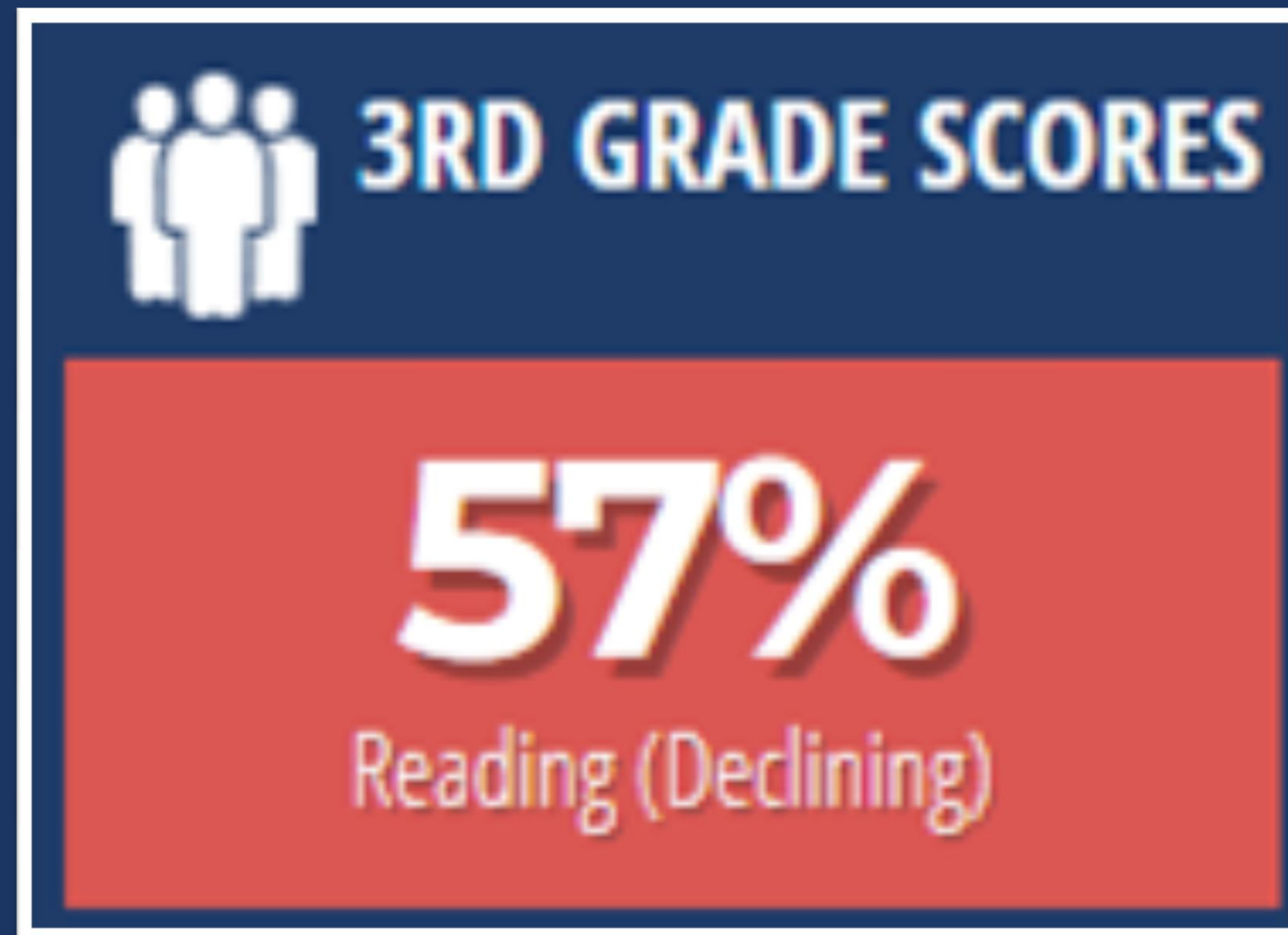


- Early Learning
- K-12
- Higher Education
- Workforce Training

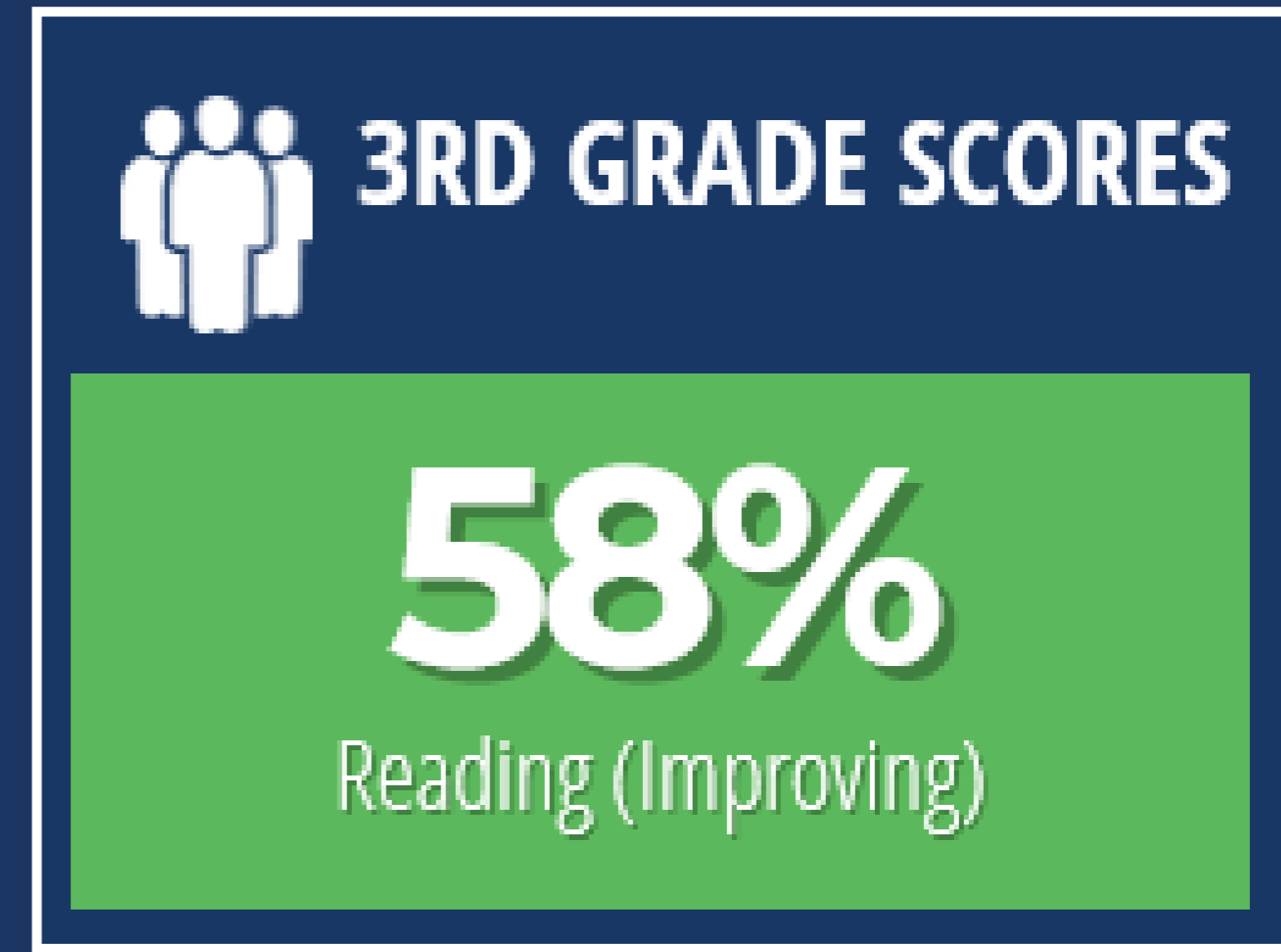


Closing Florida's Talent Gap

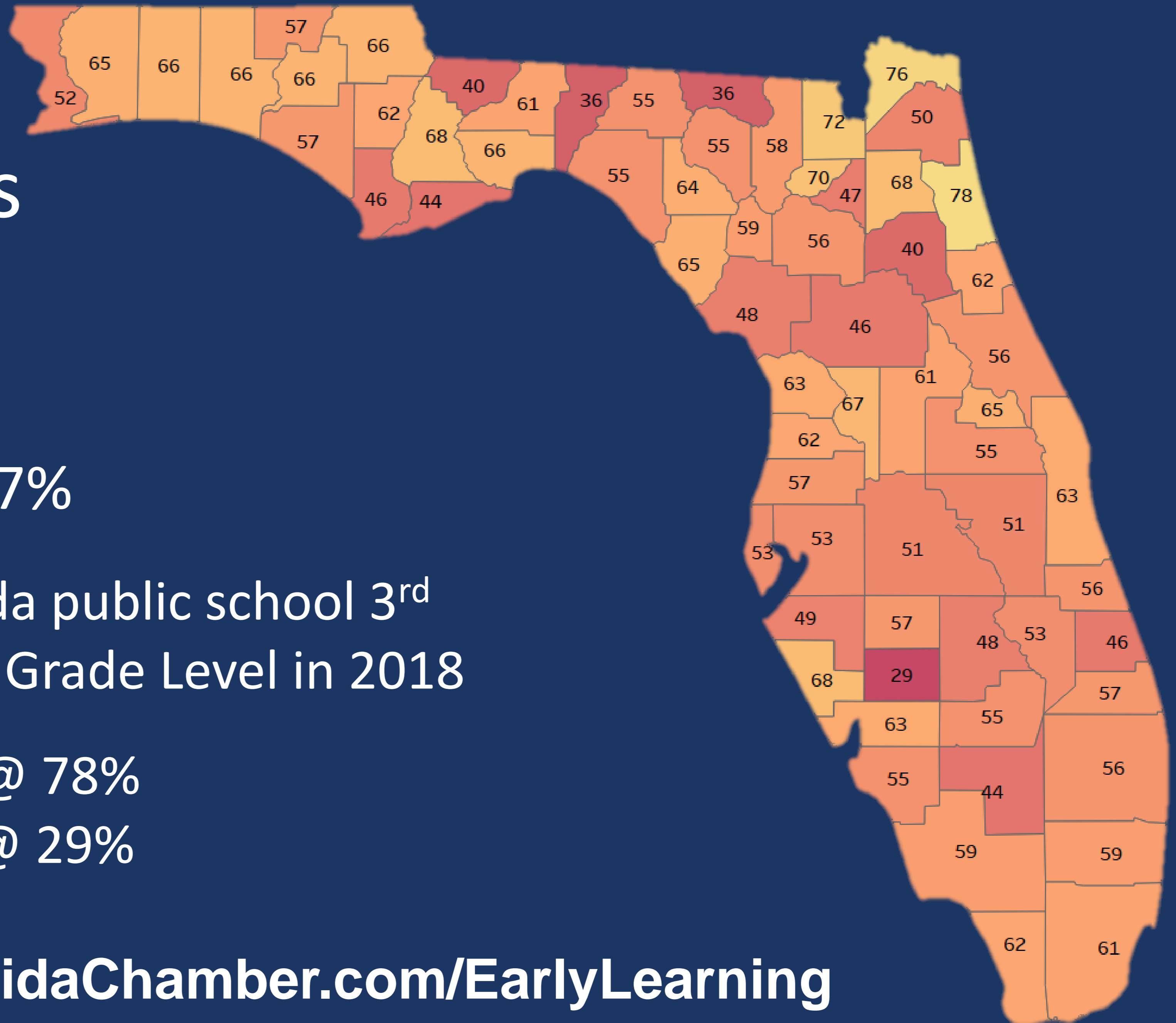
Florida-current



Florida-2017



3rd Grade Reading Scores by County



- Florida average is 57%
- There are 95,370 Florida public school 3rd Graders not reading at Grade Level in 2018
- #1 County = St. Johns @ 78%
- #67 County = DeSoto @ 29%

Closing Florida's Talent Gap

Florida 2017

 HIGH SCHOOL GRADUATION RATE

82.3%

(Improving)

Florida 2016

 HIGH SCHOOL GRADUATION RATE

80.7%

(Improving)

Florida 2017 (using 2016 data)

 EDUCATIONAL ATTAINMENT

37.4%

AA (Improving)

27.8%

Bachelor (Improving)

[View Statewide Heat Map](#)

Last year (using 2015 data)

 EDUCATIONAL ATTAINMENT

36.7%

AA (Improving)

27.3%

Bachelor (Declining)

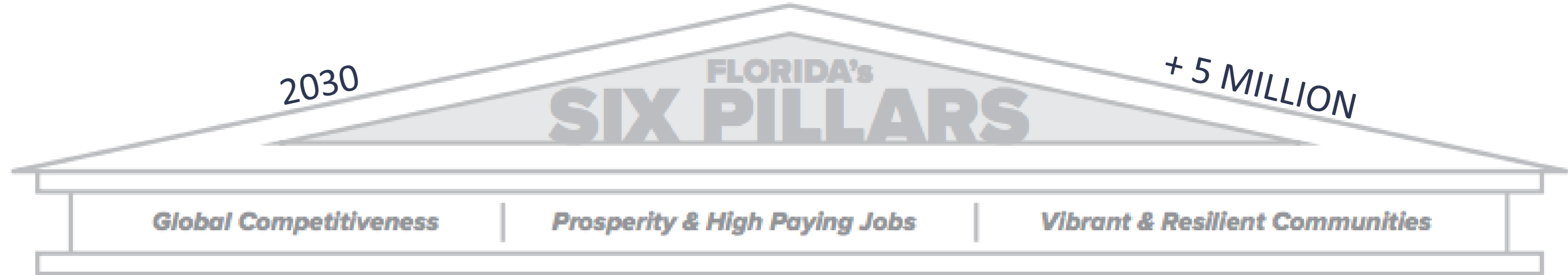
[View Statewide Heat Map](#)

>60%

Join Us

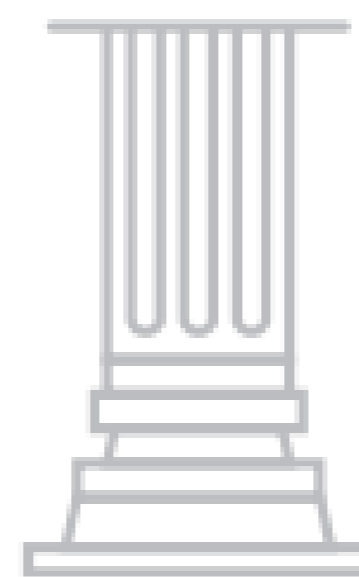
Florida Chamber Foundation's Learners to Earners Workforce Summit May, 2019





**Innovation
& Economic
Development**

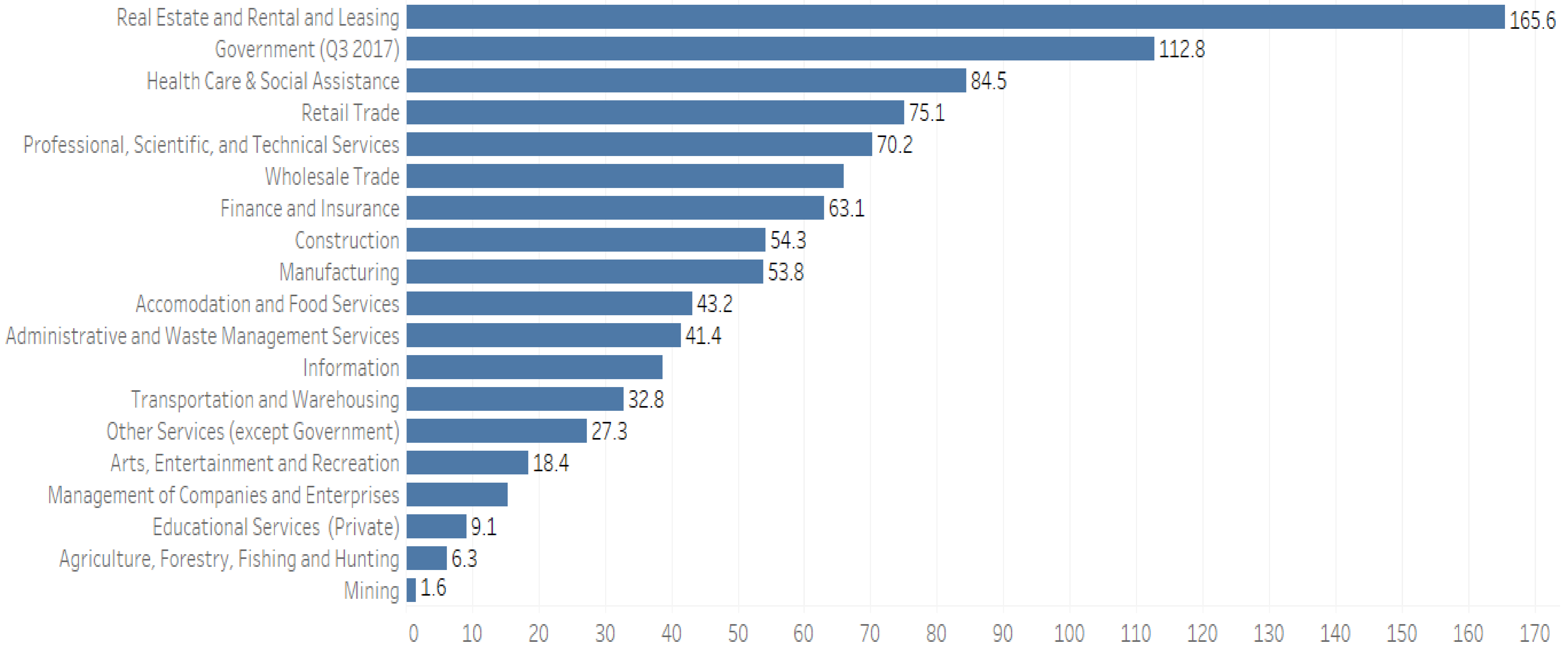
*Creating good jobs
by diversifying
Florida's economy*



- Diversify Florida's Economic Portfolio
- Innovation Economy
- Entrepreneurism
- Capital & Investments
- Global Trade



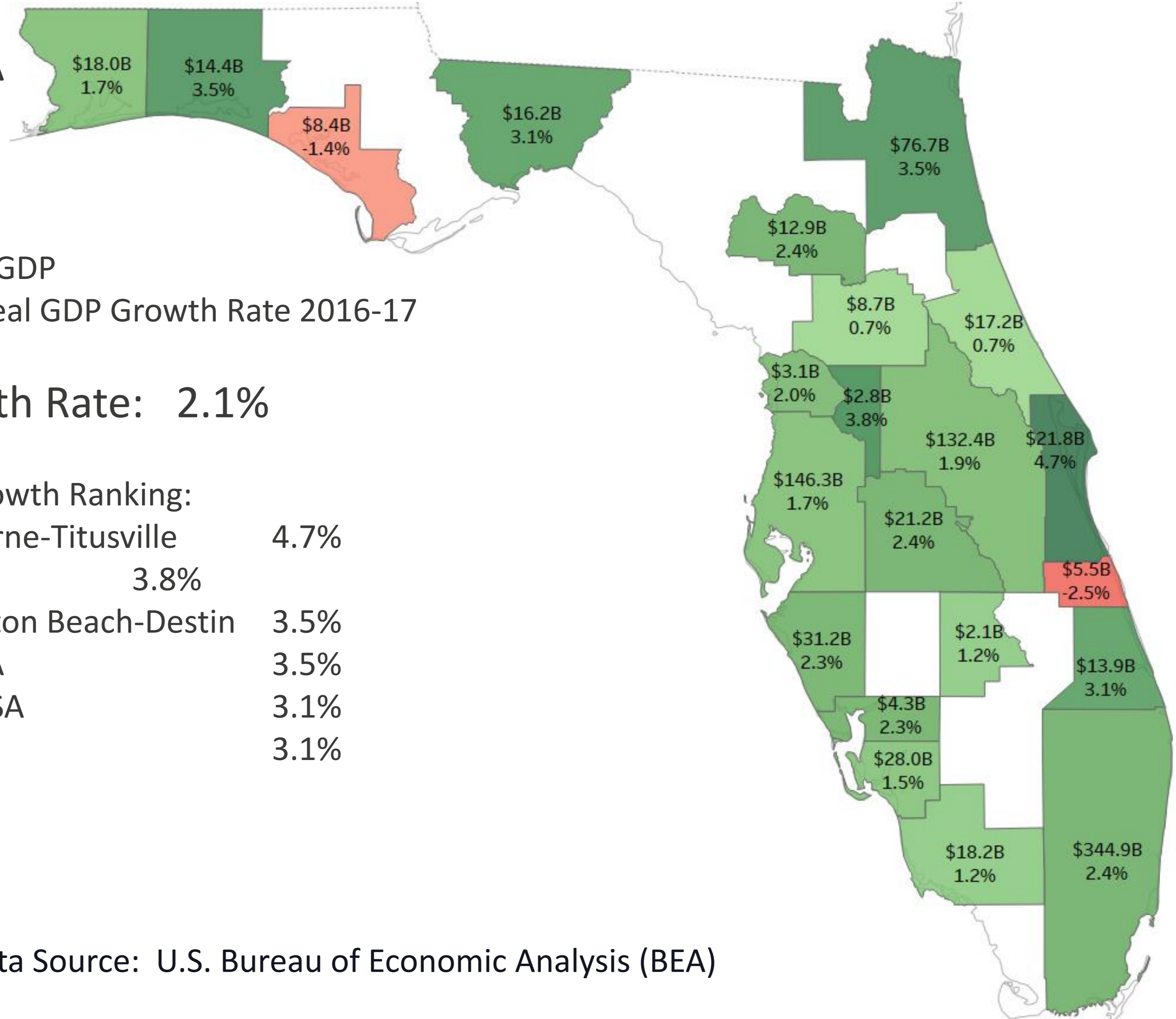
Florida's \$1 Trillion GDP by Industry – Q1 2018 (\$Billion)



Q1 2018

Source: Federal Reserve (FRED) Data

Florida's GDP by MSA



Top Number: 2017 GDP

Bottom Number: Real GDP Growth Rate 2016-17

U.S. Real Growth Rate: 2.1%

Top Florida MSA Growth Ranking:

1. Palm Bay-Melbourne-Titusville 4.7%
2. The Villages MSA 3.8%
3. Crestview-Ft. Walton Beach-Destin 3.5%
3. Jacksonville MSA 3.5%
5. Port St. Lucie MSA 3.1%
5. Tallahassee MSA 3.1%

Data Source: U.S. Bureau of Economic Analysis (BEA)

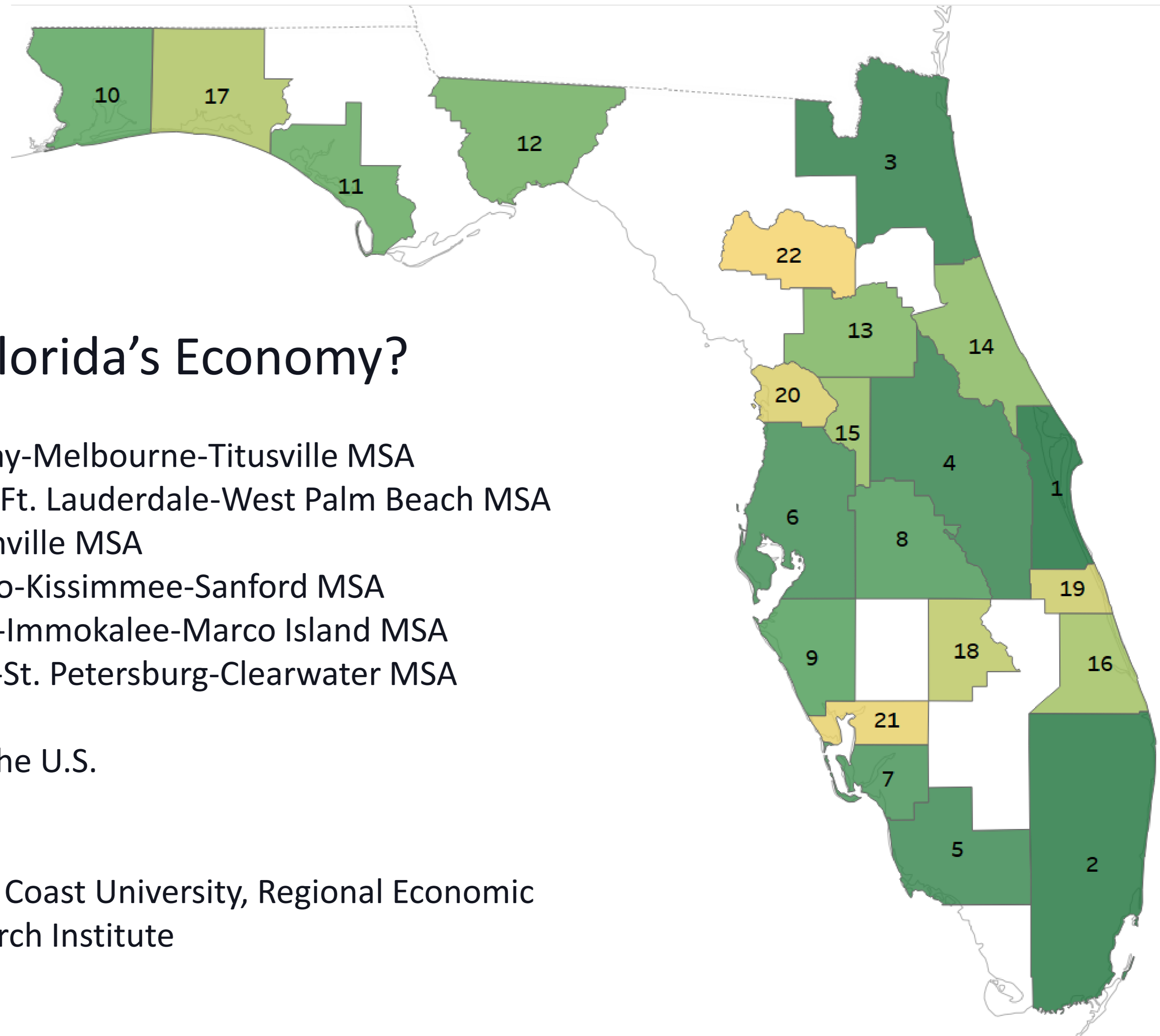
Innovation and Economic Development

Florida-current



Florida-2017





How Diverse is Florida's Economy?

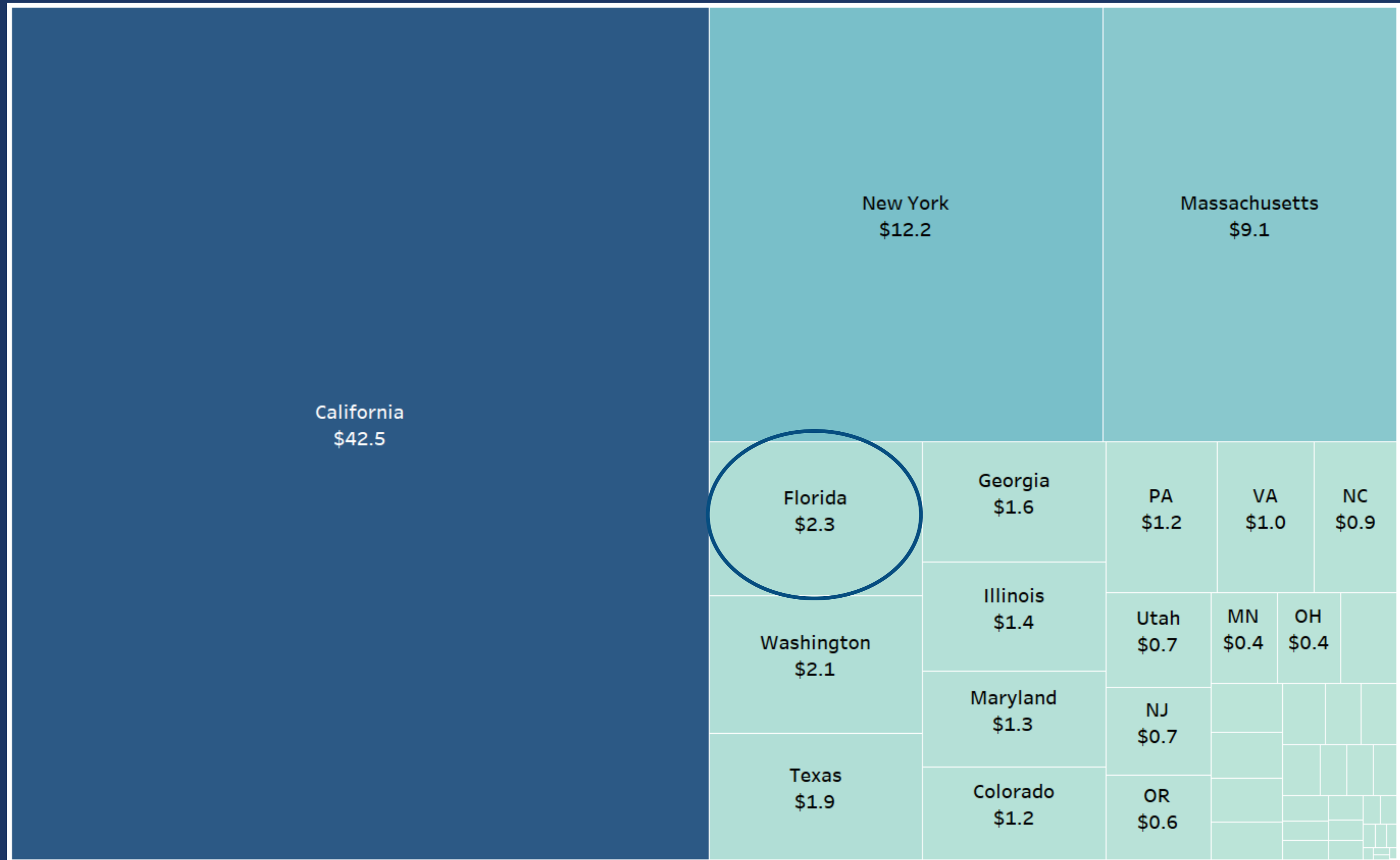
- #1 Most Diverse - Palm Bay-Melbourne-Titusville MSA
- #2 Most Diverse – Miami-Ft. Lauderdale-West Palm Beach MSA
- #3 Most Diverse – Jacksonville MSA
- #4 Most Diverse – Orlando-Kissimmee-Sanford MSA
- #5 Most Diverse – Naples-Immokalee-Marco Island MSA
- #6 Most Diverse – Tampa-St. Petersburg-Clearwater MSA

State of Florida is **#20** in the U.S.

Data Source: Florida Gulf Coast University, Regional Economic Research Institute

Venture Capital Increasing But Needs to Accelerate

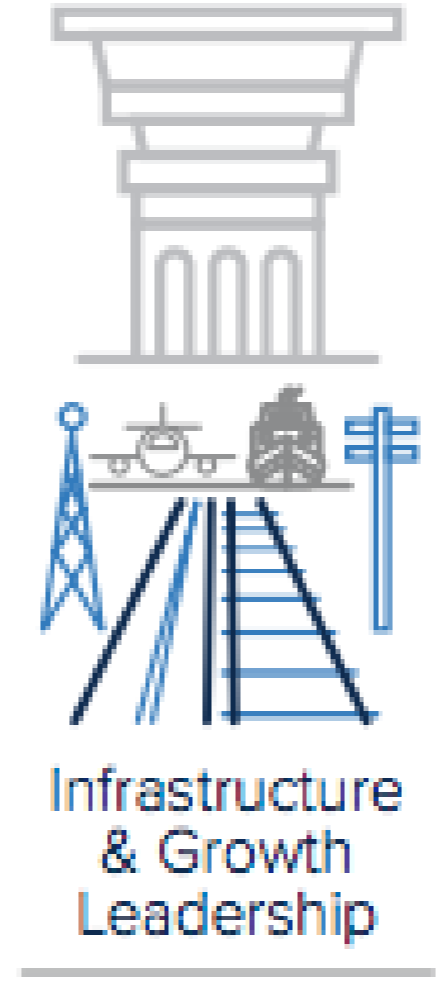
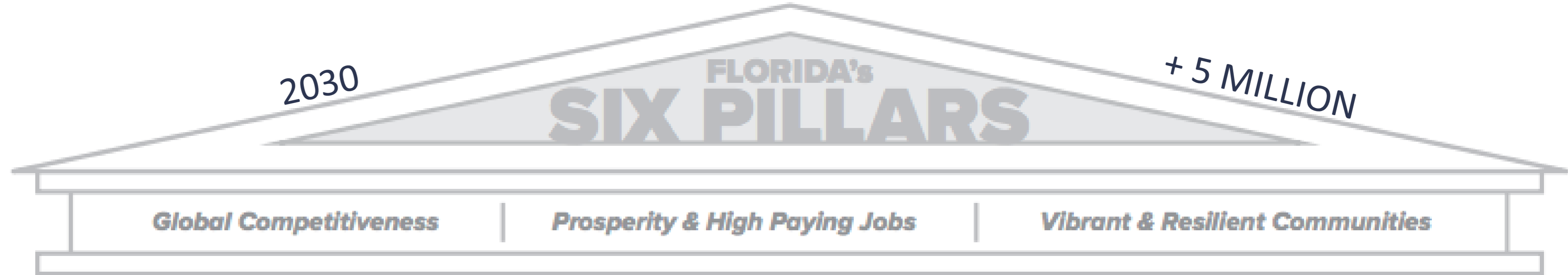
- U.S. = \$84.7 Billion
- Florida #4 @ \$2.34 B
- California equals Florida on January 20th



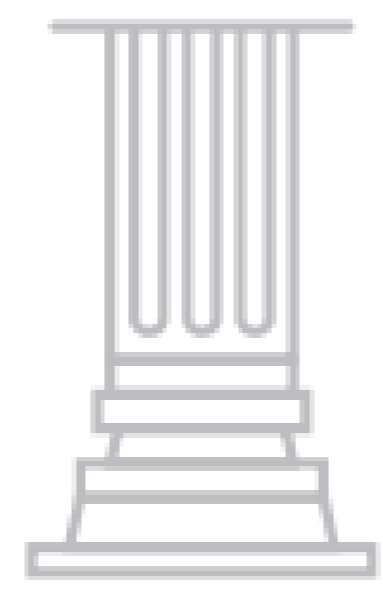
Join Us

Florida Chamber Foundation's Economic Outlook Summit January 14, 2019





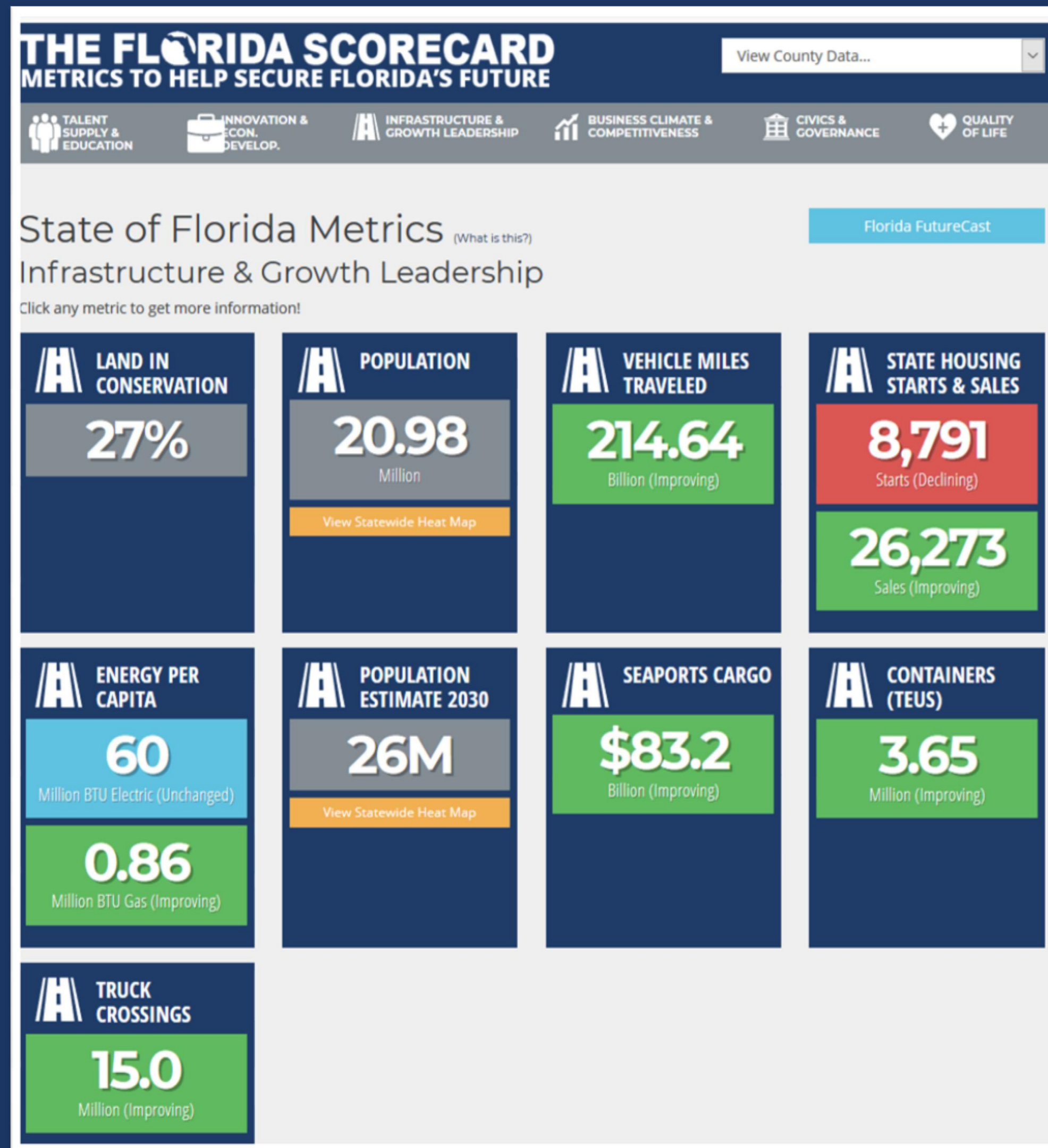
Preparing Florida's infrastructure for smart growth and development



- Planning and Development
- Transportation and Logistics
- Water
- Energy
- Communications
- Waste Management
- Environmental Issues
- Risk Preparedness & Mitigation



Preparing Florida's Infrastructure For Smart Growth



- 20% More Water
- 3 Million More Drivers
- 50 Million More Visitors
- 5 Million More Residents
- Autonomous/Drones

Autonomous Florida



Syd Kitson
Chair, Autonomous Florida

Chairman & CEO,
Kitson & Partners



**Contact Florida's
Autonomous Guy**

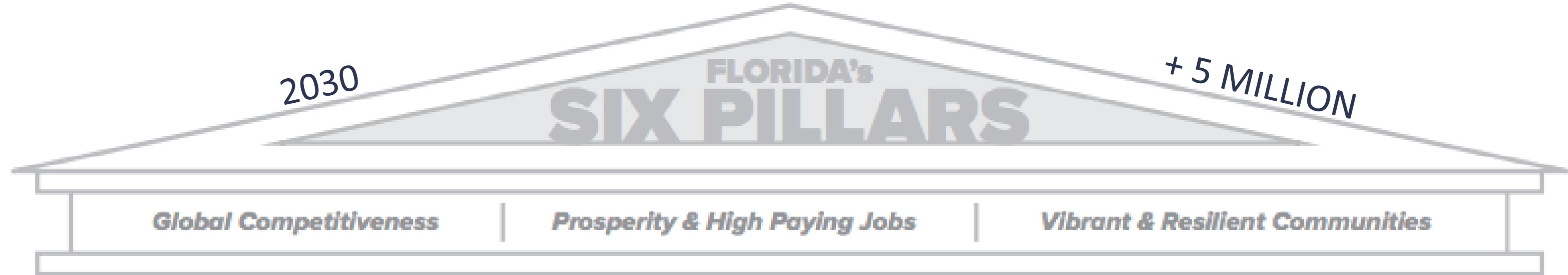
(850) 521-1242

cemmanuel@flchamber.com

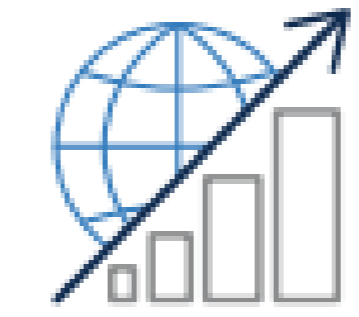
Join Us

Florida Chamber Foundation's Growth and Infrastructure Summit December 11, 2018



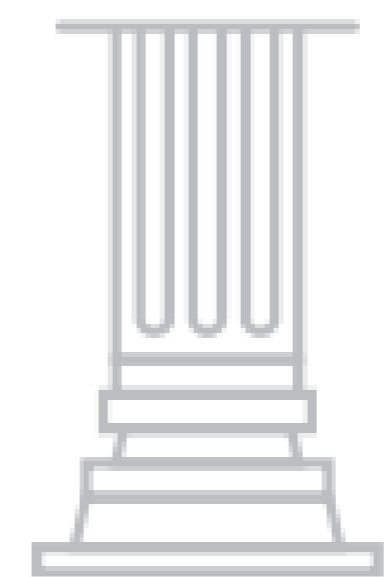


- Taxes
- Regulation
- Legal Reform
- Permitting
- Property Rights
- Workplace & Employment Issues
- Insurance

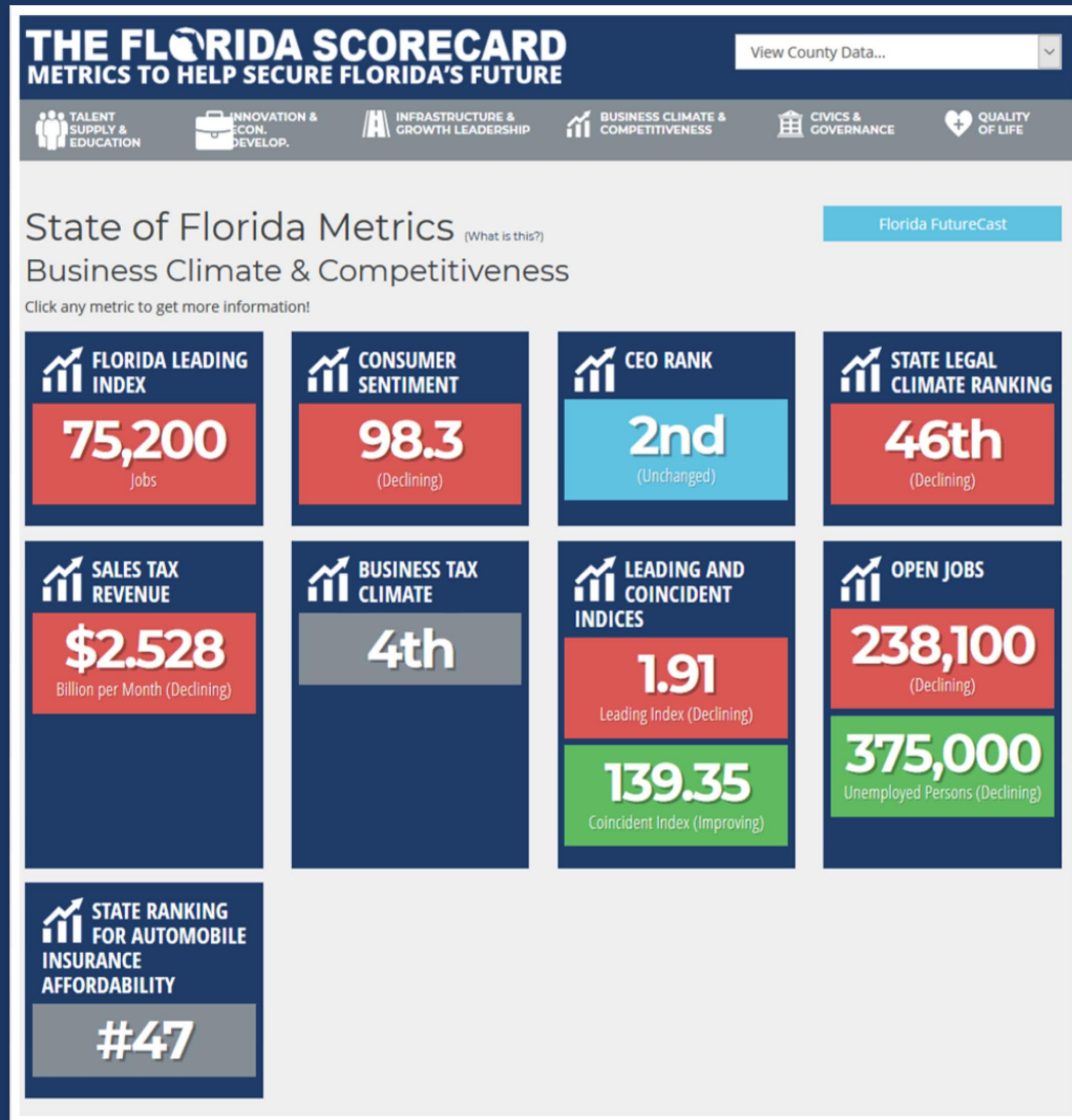


Business
Climate &
Competitiveness

*Building the
perfect climate
for business*



Making Florida's Business Climate More Competitive



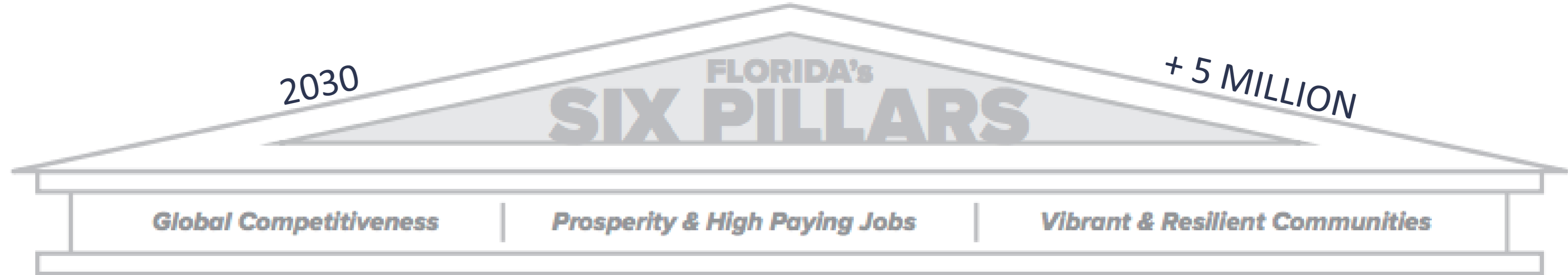
Join Us



Florida Chamber's
Insurance Summit
November 27, 2018



Florida Chamber's
Legislative Fly-In
February 19, 2019



- Florida's Budget
- Government Systems
- Federal Issues
- Local Government Issues
- Regional Stewardship
- Public/Private Partnerships
- Ethics & Elections
- Florida's Constitution
- Civic Infrastructure

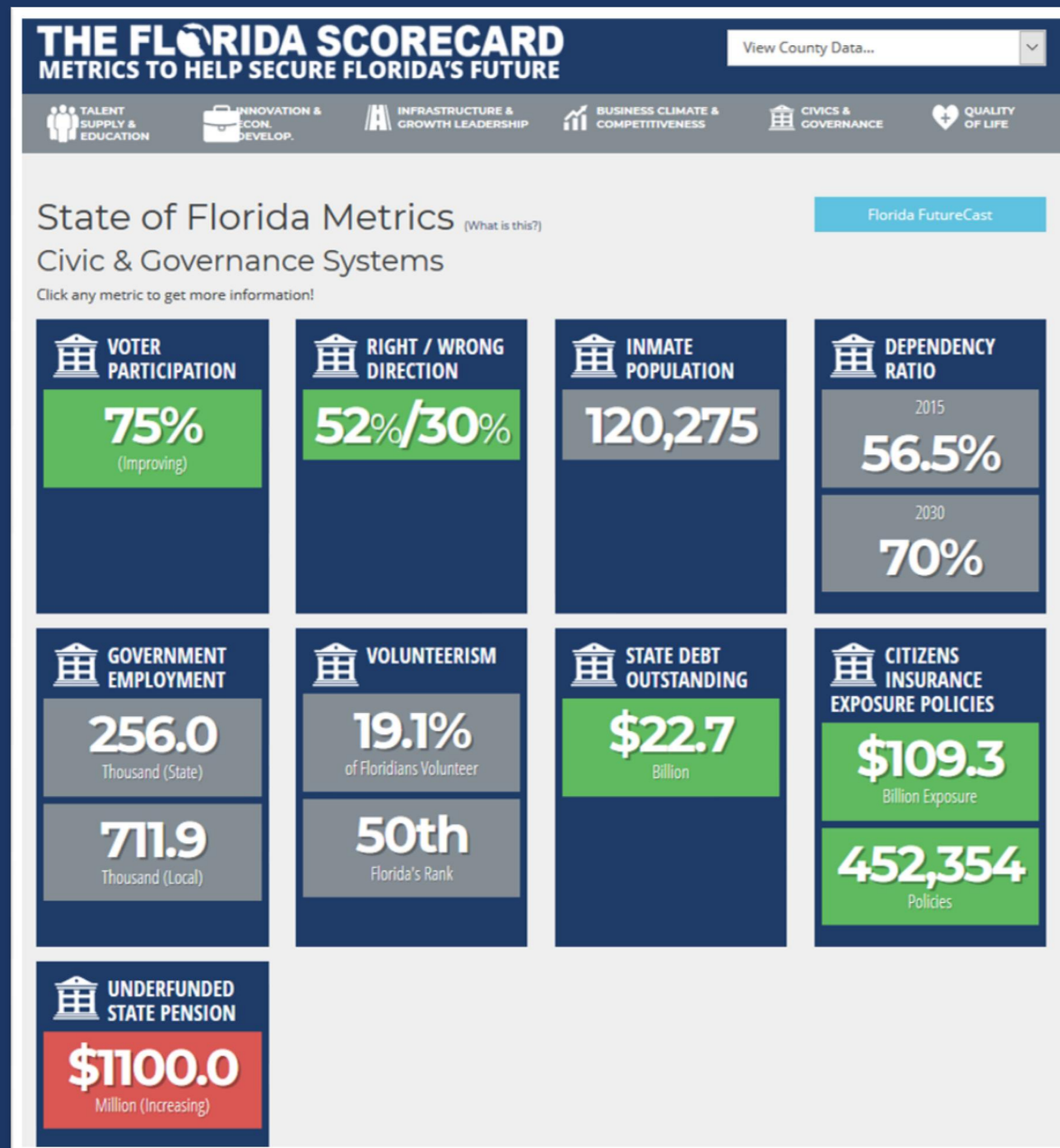


Civic & Governance Systems

Making government and civics more efficient and effective

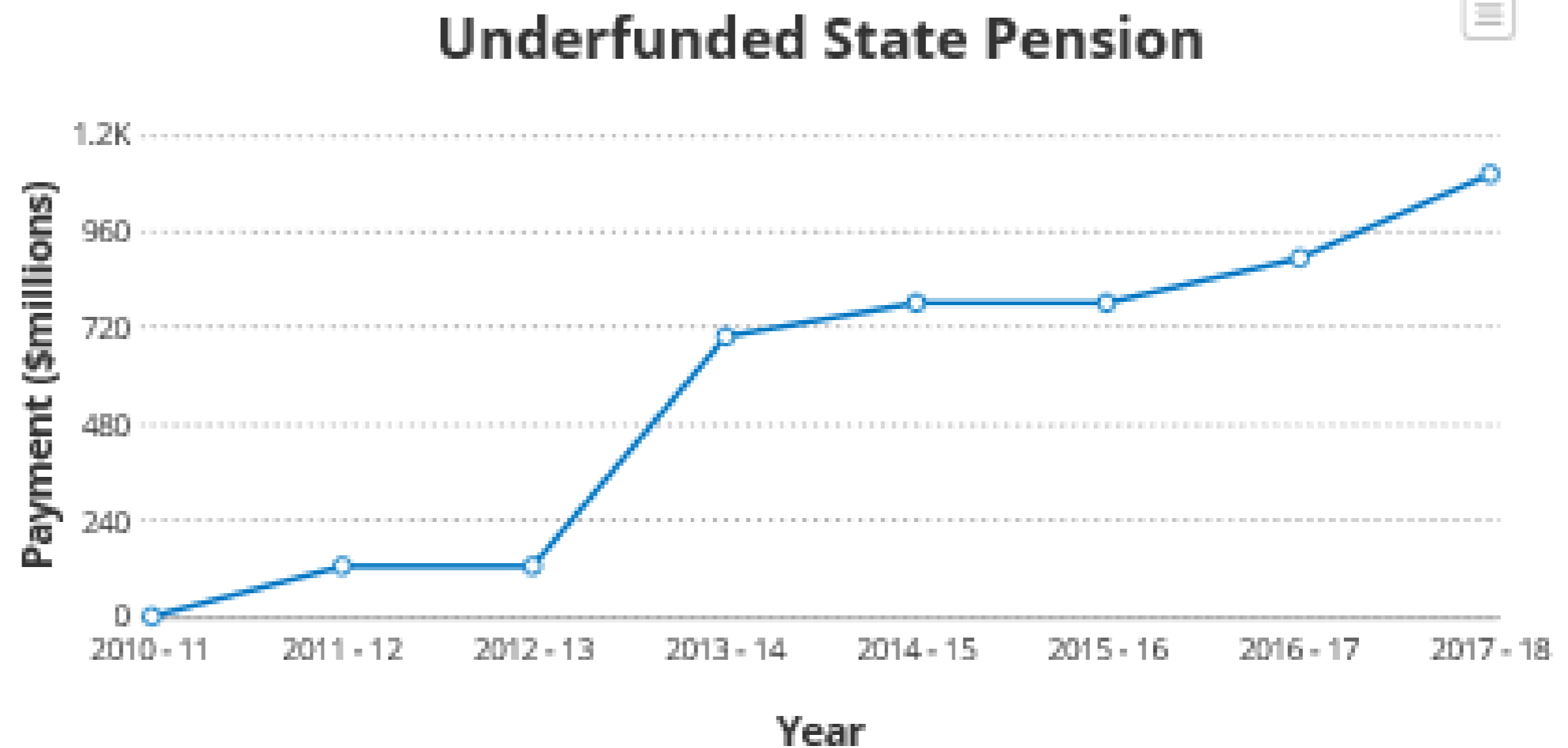
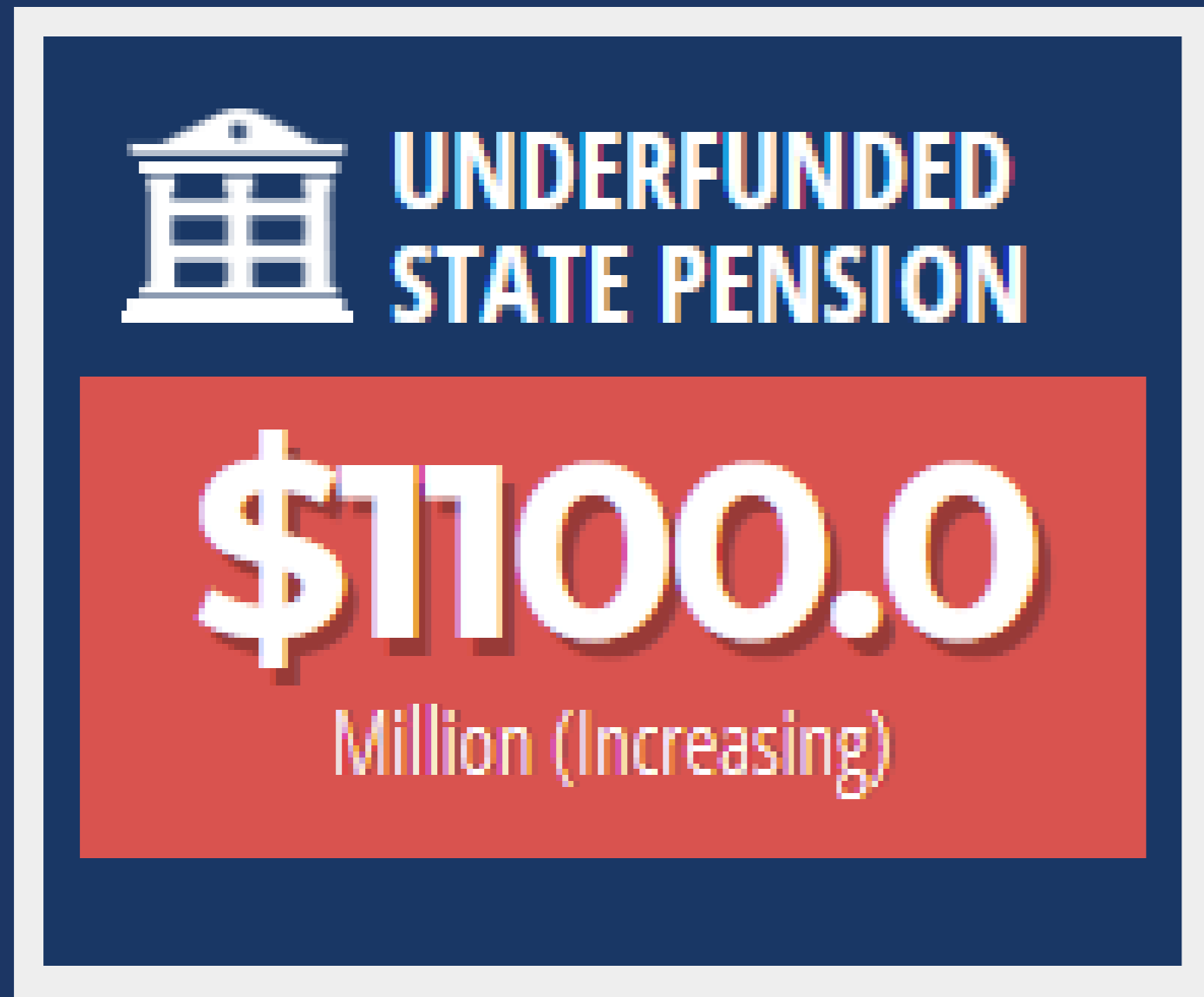


Making Government More Efficient



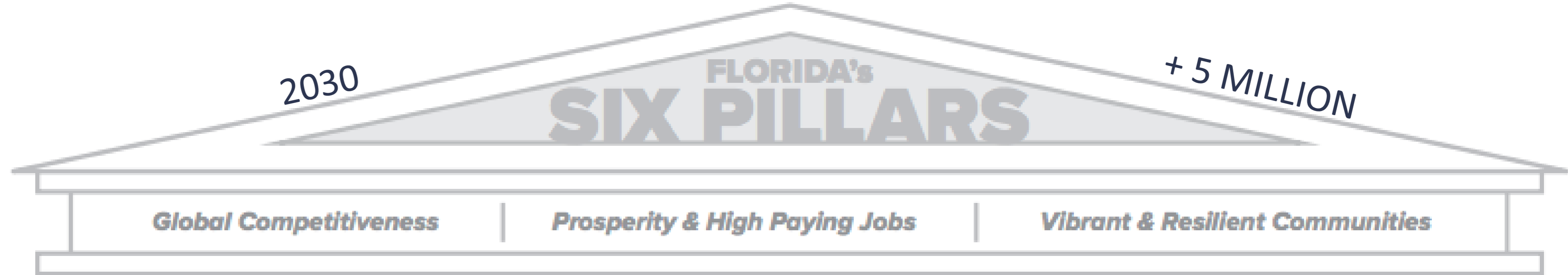
- 405/67/34
- \$89 Billion State Budget

Civic and Governance Systems



Annual payment transferred from the Florida Budget to the Florida Retirement System to reduce the unfunded actuarial liability (UAL) in the pension plan for state employees.

Source: The Florida Budget



- Health & Wellness
- Retirement & Lifelong Engagement
- Safety & Security
- Housing & Livability
- Families & Children
- Retirement & Lifelong Engagement
- Economic Opportunity & Prosperity
- Sense of Place & Community
- Opposing Gambling Expansion

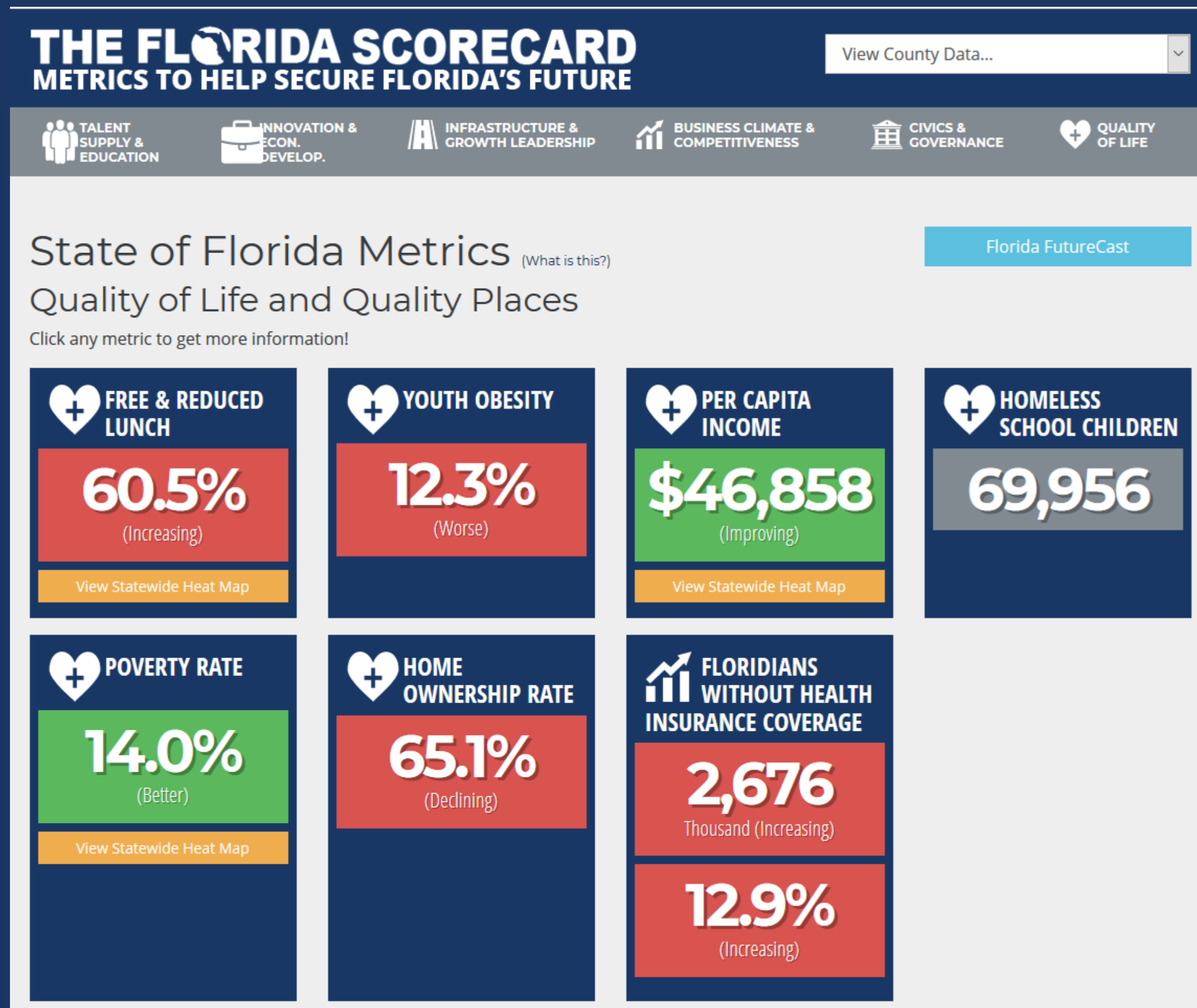


Quality of Life & Quality Places

Championing Florida's quality of life




Championing Florida's Quality of Life



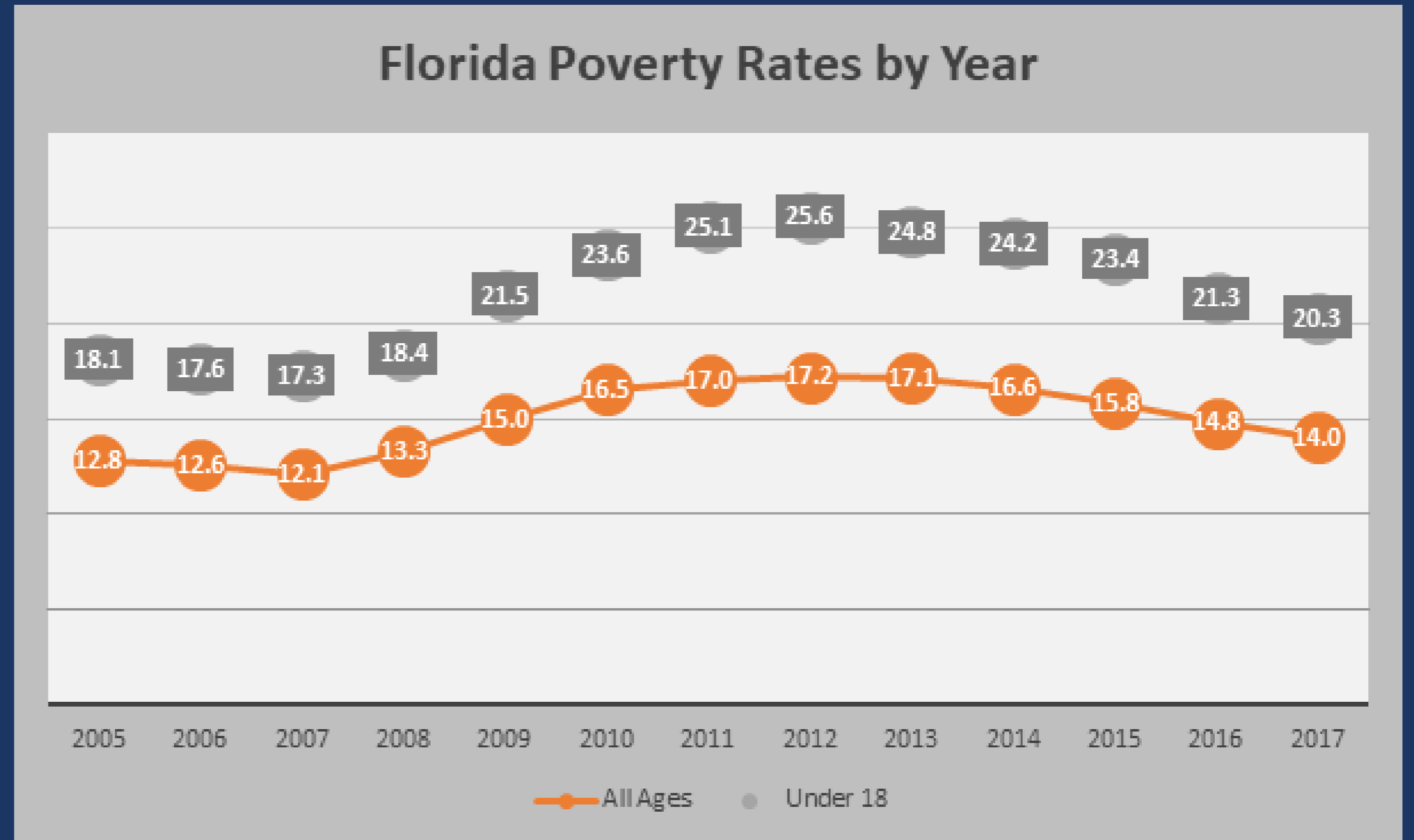
- Healthcare is 1/6th of our Economy
- Medicaid is 32.1% of Florida's budget and growing
- Education is 29.3% of the budget

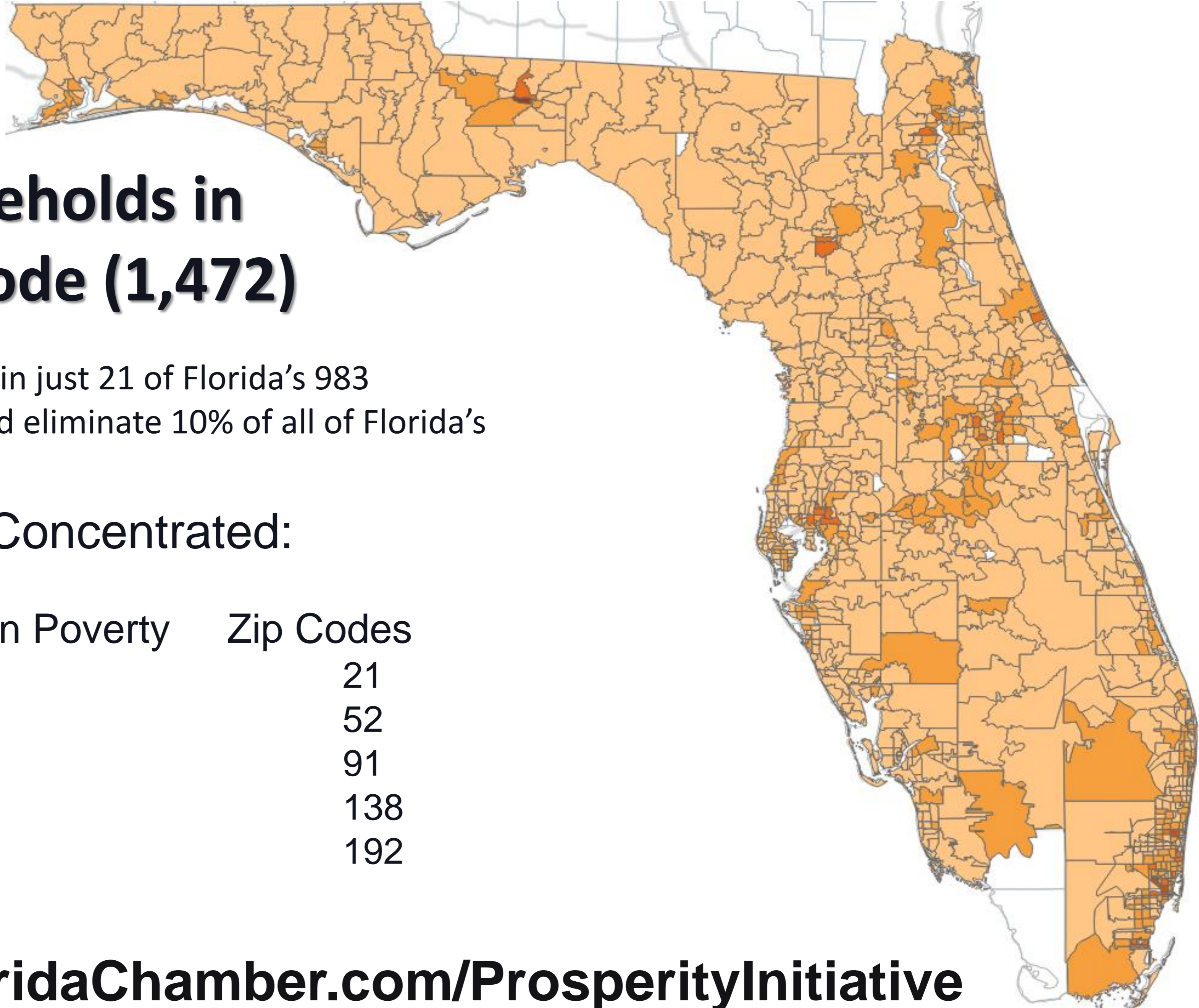
Ending Poverty Through Prosperity

 **POVERTY RATE**

14.0%
(Better)

[View Statewide Heat Map](#)





Number of Households in Poverty by Zip Code (1,472)

“If you eliminated the poverty in just 21 of Florida’s 983 populated zip codes, you would eliminate 10% of all of Florida’s poverty”

Poverty is Concentrated:

Households in Poverty	Zip Codes
10%	21
20%	52
30%	91
40%	138
50%	192

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Florida Business Leaders' Summit on
Economic Prosperity
May, 2019



FLORIDA 2030

FLORIDA CHAMBER FOUNDATION



What Would You Do?

➤ Buy?

➤ Sell?

➤ Hold?

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FORUM



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