



Securing Florida's Future

2018 Tallahassee Chamber of Commerce Annual Breakfast

Mark Wilson, President, Florida Chamber of Commerce

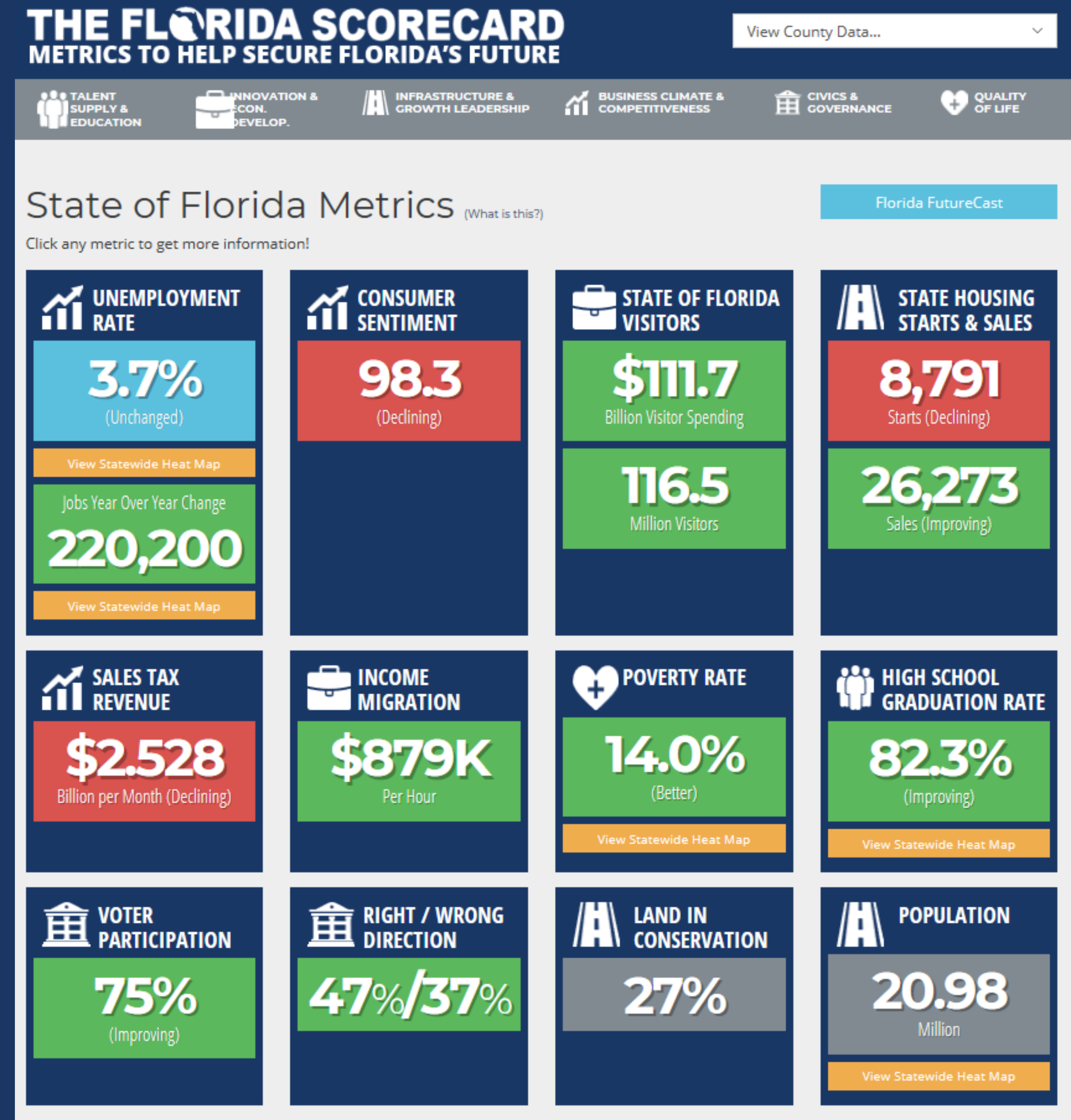
FLORIDA
CHAMBER
of Commerce

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

www.FloridaChamber.com/Tallahassee

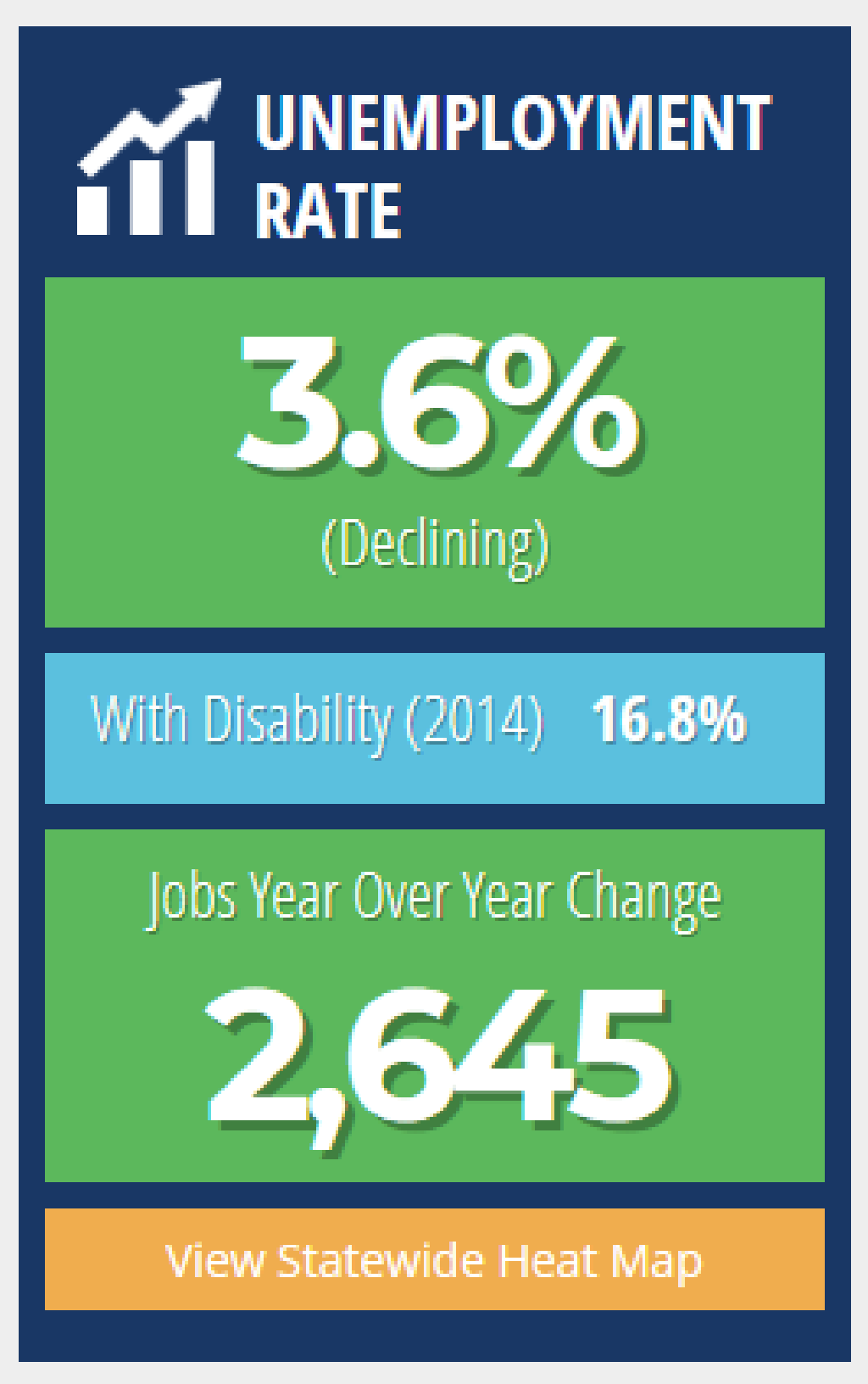
TheFloridaScorecard.org

- Florida's Economy \$1 trillion GDP (17th Largest in the World)
- 21 million residents (3rd / +5M by 2030 / more than 1,100/day)
 - 1.7 million jobs needed
 - Leon County jobs needed: 18,228
- 116.5 million visitors in 2017
- 3.7% Unemployment Rate
 - 238,100 jobs looking for people
 - 375,000 people looking for jobs

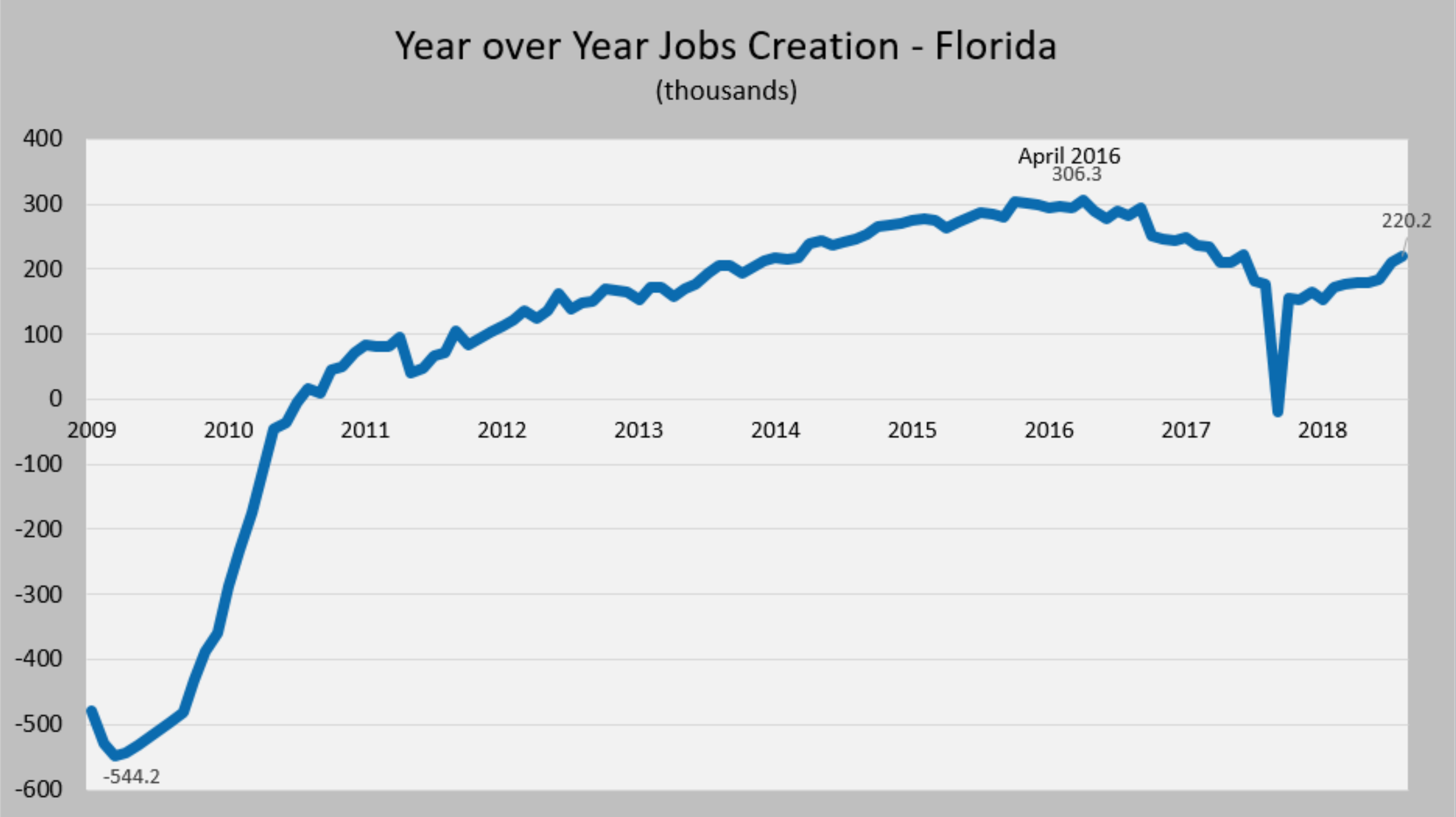
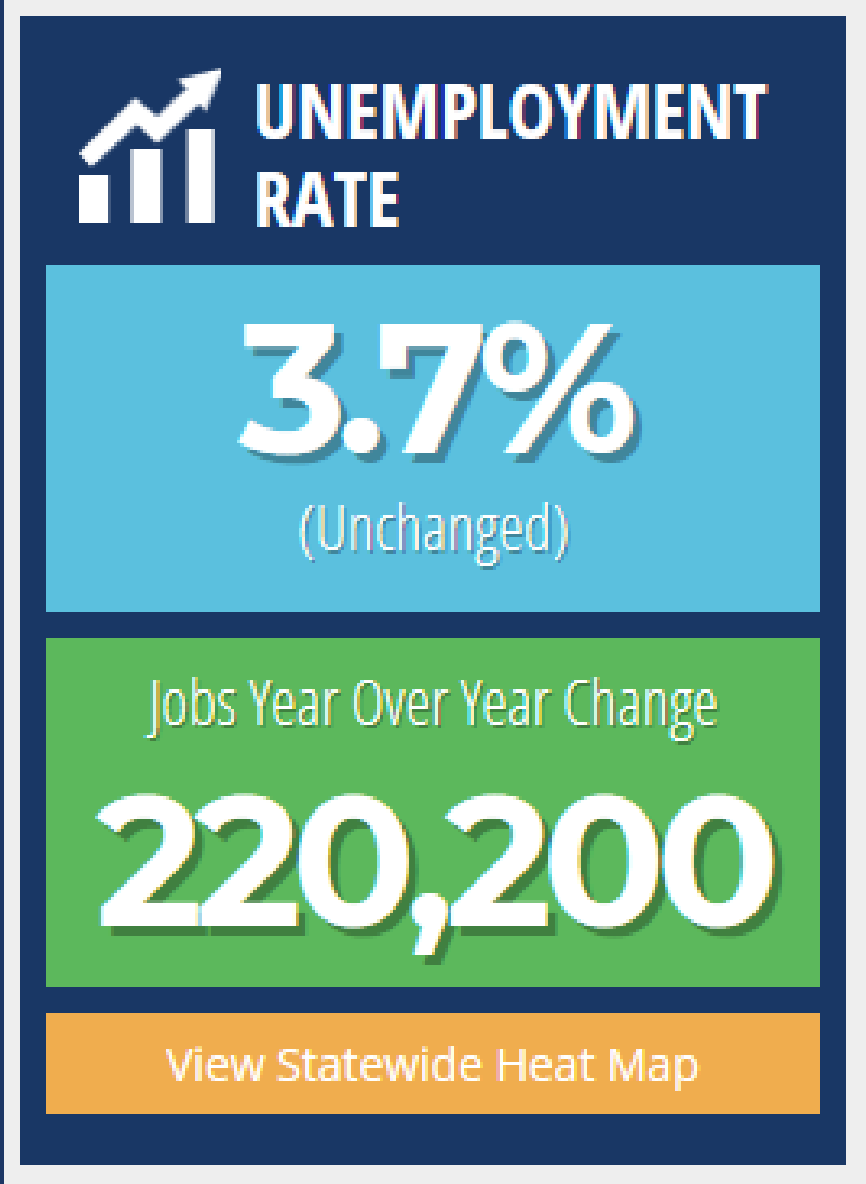


Unemployment and Year over Year Jobs Creation

Leon County

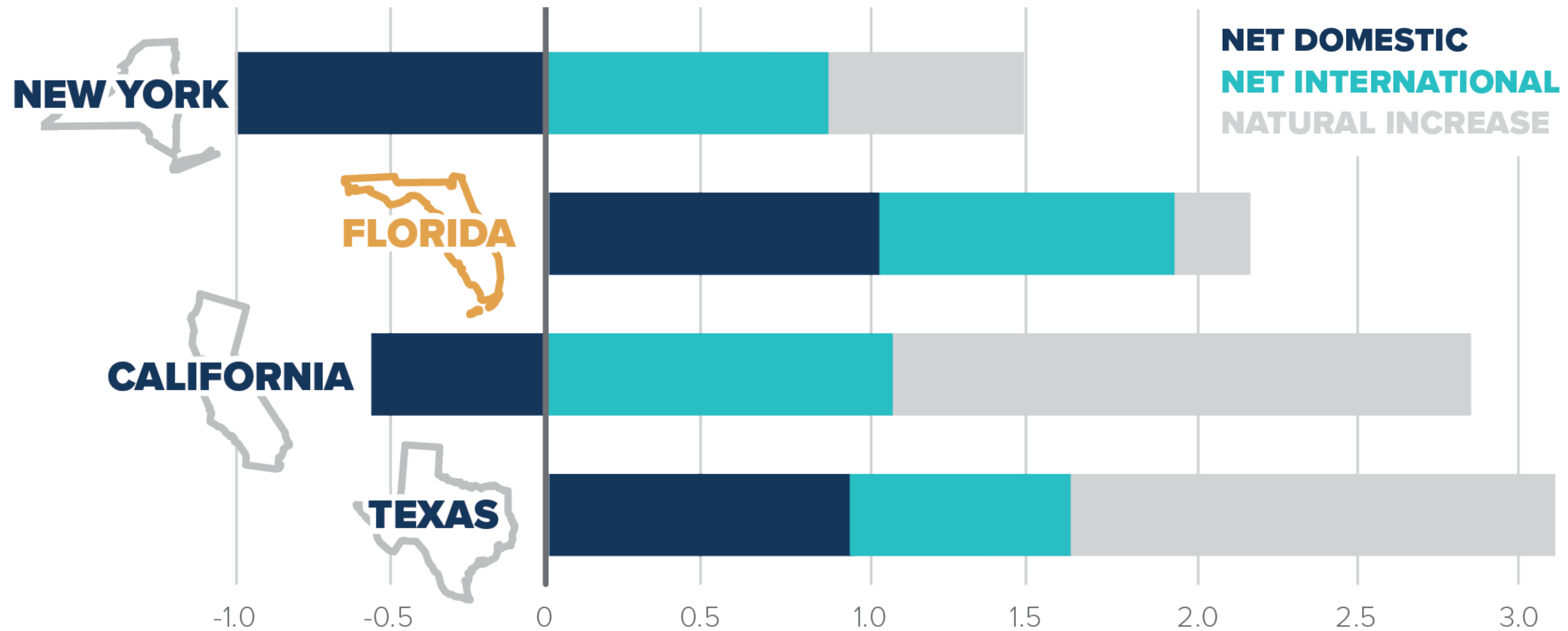


Florida



*51 Counties Added Jobs

Where Does Florida's 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 COLD 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.

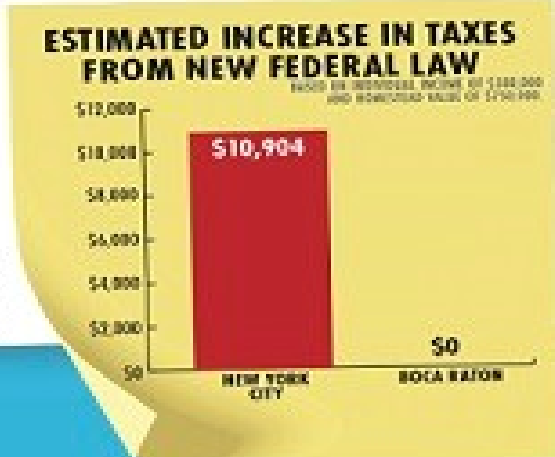
Join the Florida success story. Contact Enterprise Florida at (407) 956-5544 or at ItsYourBusiness@EnterpriseFlorida.com to learn about the benefits of relocating to Florida.

Sincerely,

Peter Antonacci
CEO, Enterprise Florida

Mark Wilson
CEO, Florida Chamber of Commerce

Contributed by
Mark Fishkind, PhD
www.fishkind.com



ITSYOURBUSINESS@ENTERPRISEFLORIDA.COM

(407) 956-5544

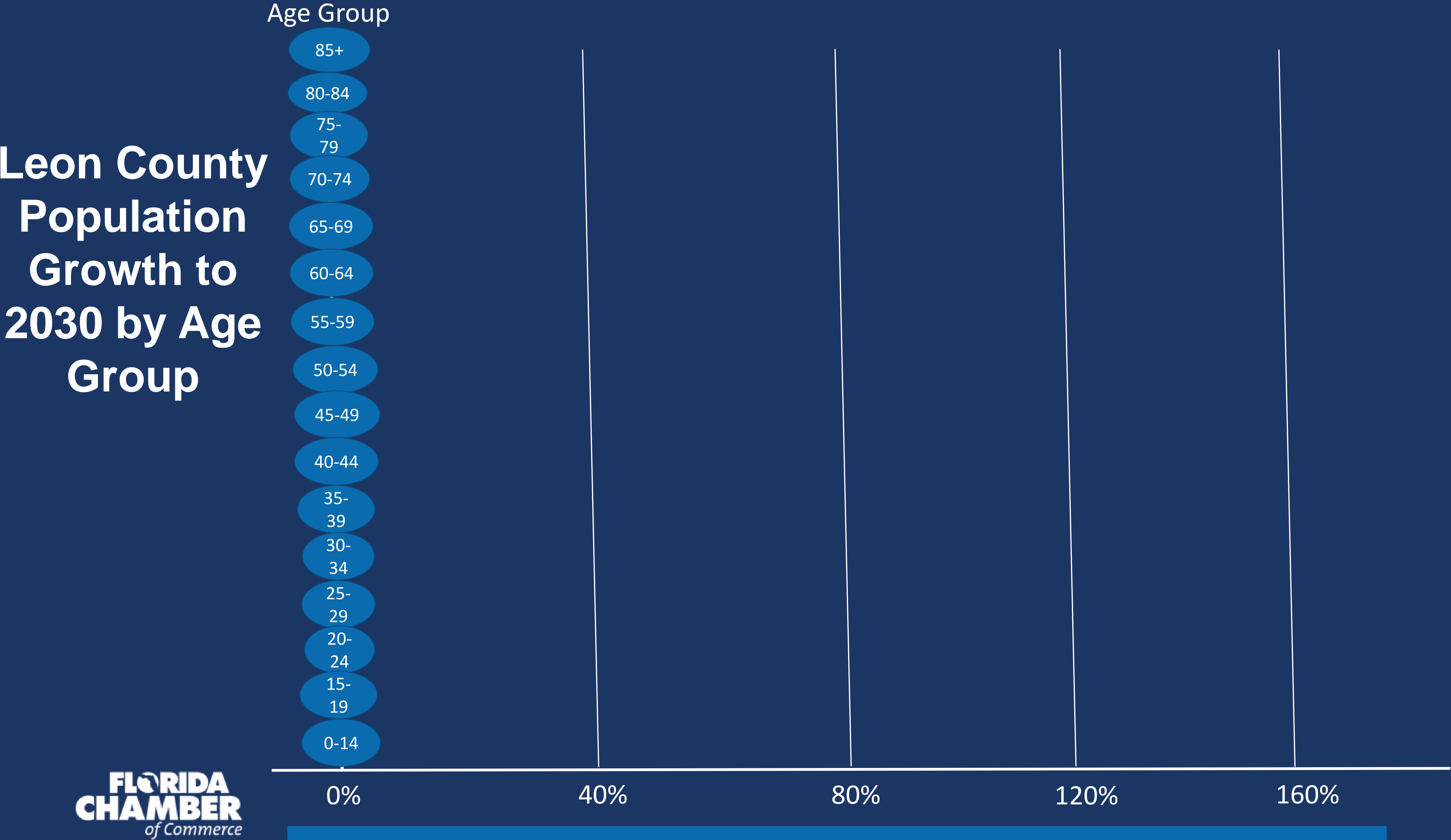


WWW.ENTERPRISEFLORIDA.COM/ITSYOURBUSINESS



WWW.FLCHAMBER.COM

Leon County Population Growth to 2030 by Age Group



Current Leon County Population and Increase by Age Group to 2030

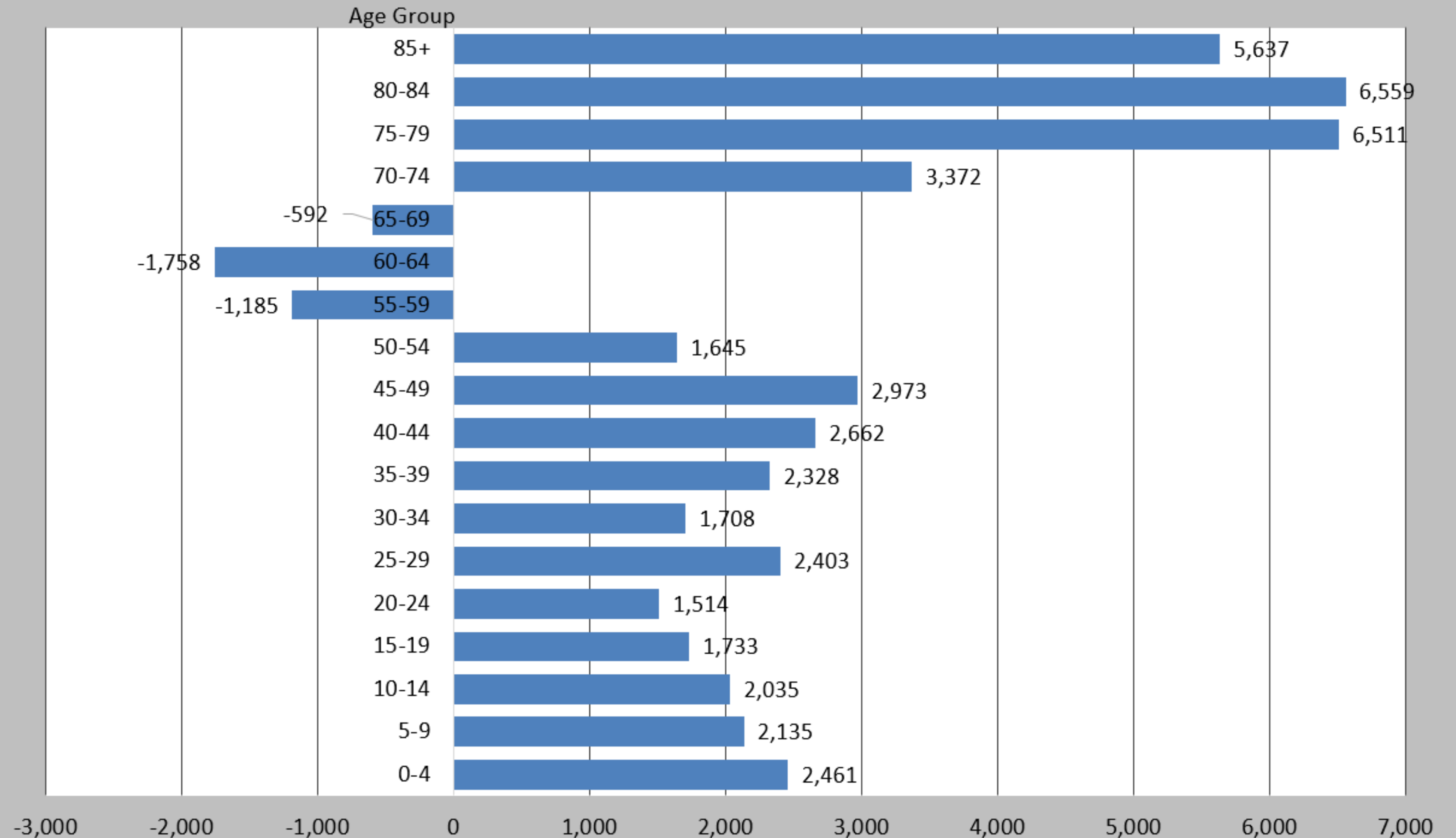
POPULATION

287.90
Thousand

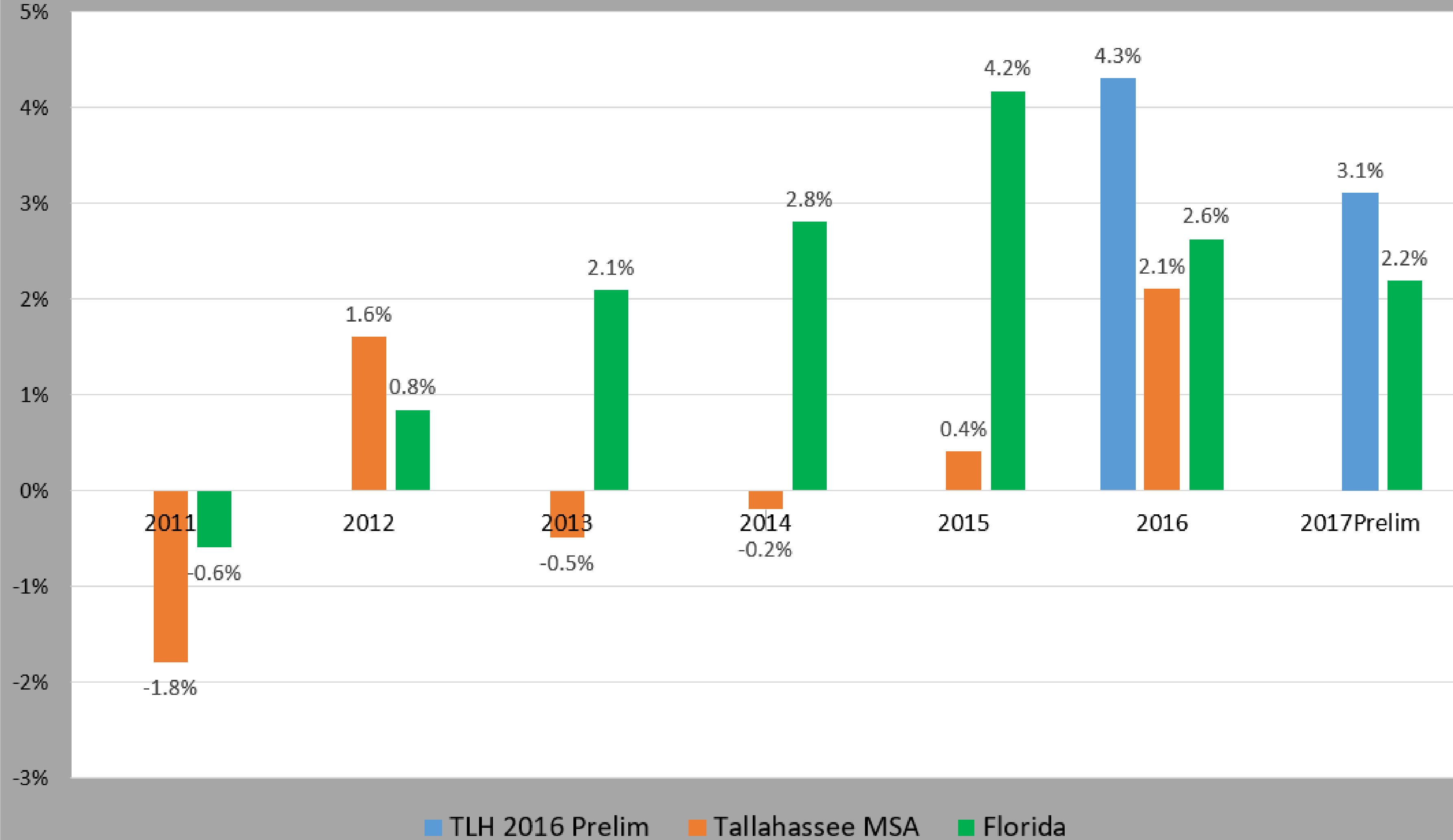
[View Statewide Heat Map](#)

By 2030; we will grow by 55,000 – 78,000 residents

Population increase by Age Group to 2030 - Leon County



Real GDP Growth Rates - Tallahassee MSA and Florida

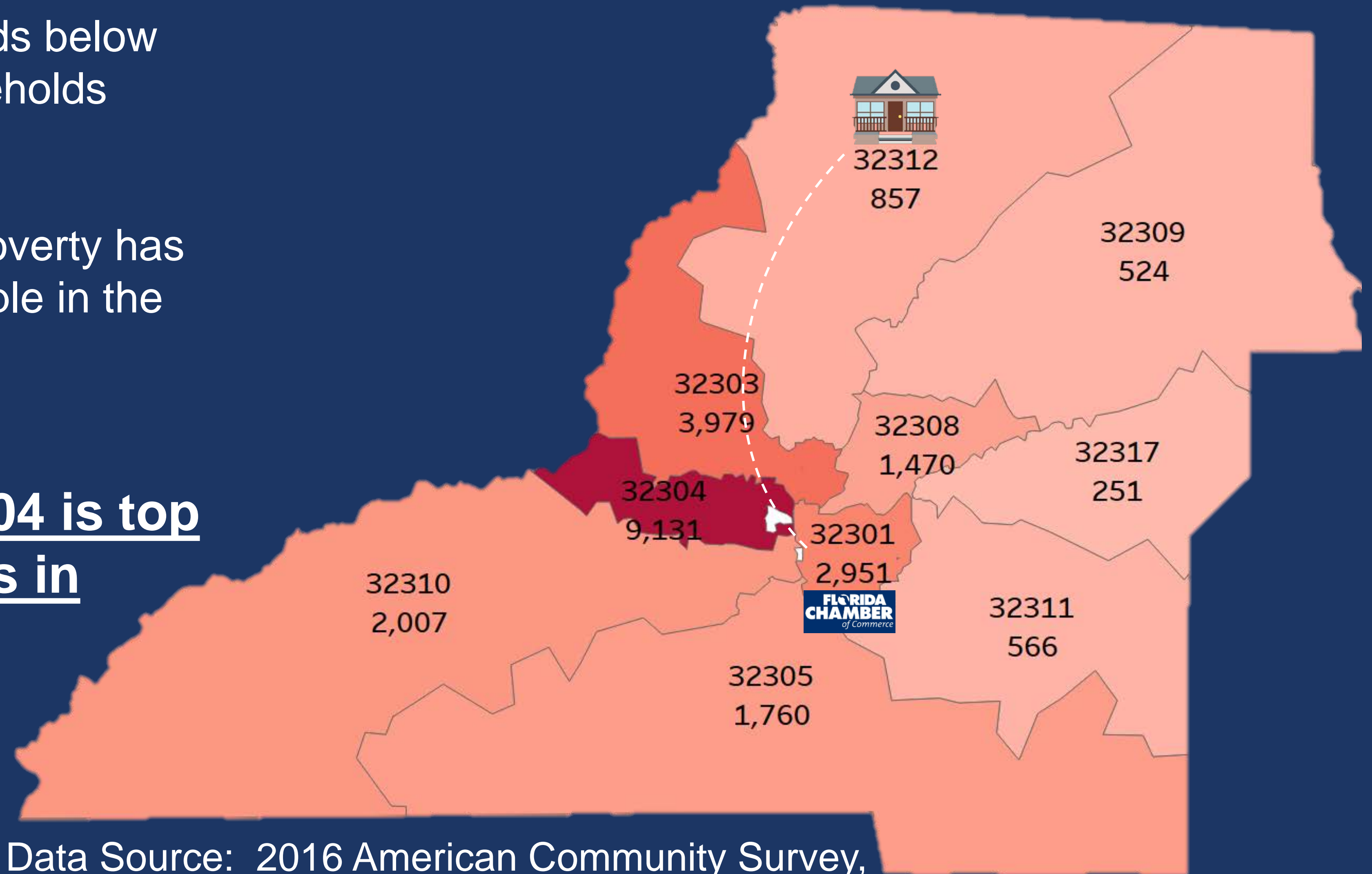


Households in Leon County Living Below the Poverty Level

Florida: 1.1 million households below poverty level - 15.1% of households

The number of Floridians in poverty has dropped by over 200,000 people in the last report

At 9,131 – zip code 32304 is top zip code for households in poverty in Florida



Data Source: 2016 American Community Survey,
U.S. Census Bureau

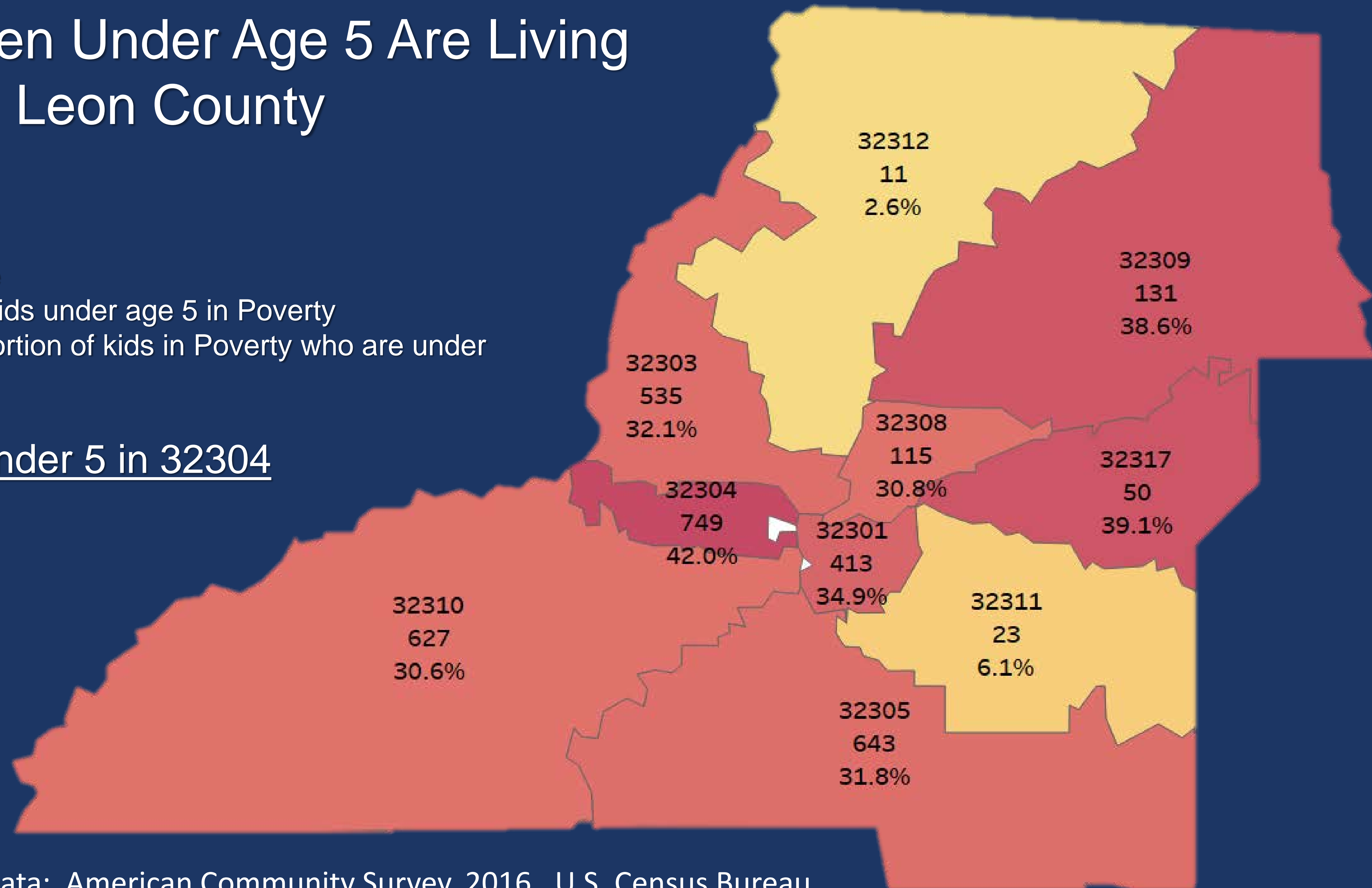
3,297 Children Under Age 5 Are Living in Poverty in Leon County

Top Number: Zip Code

Middle Number: # of Kids under age 5 in Poverty

Bottom Number: Proportion of kids in Poverty who are under 5 years old

- 749 children under 5 in 32304



61% of Leon County 3rd Graders Can Read at or Above 3rd Grade Level (2018)

Florida Average: 57% (Leon County - 25th out of 67 counties)

Apalachee	45	Kate Sullivan	64
Astoria Park	57	Killearn Lakes	87
Bond	26	Oak Ridge	40
Buck Lake	76	Pineview	17
Canopy Oaks	65	Roberts	86
Chaires	59	Ruediger	40
Desoto Trail	85	Sabal Palm	41
Fort Braden	51	Sealey	68
Frank Hartsfield	33	Springwood	46
Gilchrist	83	Tallahassee School of Math & Science	63
Governor's Charter	46	School of Arts & Science Centre	84
Hawks Rise	86	School of Arts & Science on Thomasville	84
J Michael Conley	68	W T Moore	64
John G Riley	30	Woodville	44

1,307 of Leon County Public 3rd Graders Cannot Read at Grade Level

Apalachee	62	Kate Sullivan	47
Astoria Park	39	Killearn Lakes	19
Bond	75	Oak Ridge	45
Buck Lake	27	Pineview	40
Canopy Oaks	41	Roberts	20
Chaires	39	Ruediger	46
Desoto Trail	17	Sabal Palm	51
Fort Braden	44	Sealey	21
Frank Hartsfield	44	Springwood	59
Gilchrist	26	Tallahassee School of Math & Science	17
Governor's Charter	34	School of Arts & Science Centre	8
Hawks Rise	19	School of Arts & Science on Thomasville	9
J Michael Conley	42	W T Moore	37
John G Riley	70	Woodville	41

Leon County High School Graduation Rates

Leon
County



HIGH SCHOOL
GRADUATION RATE

88.6%
(Declining)

Florida

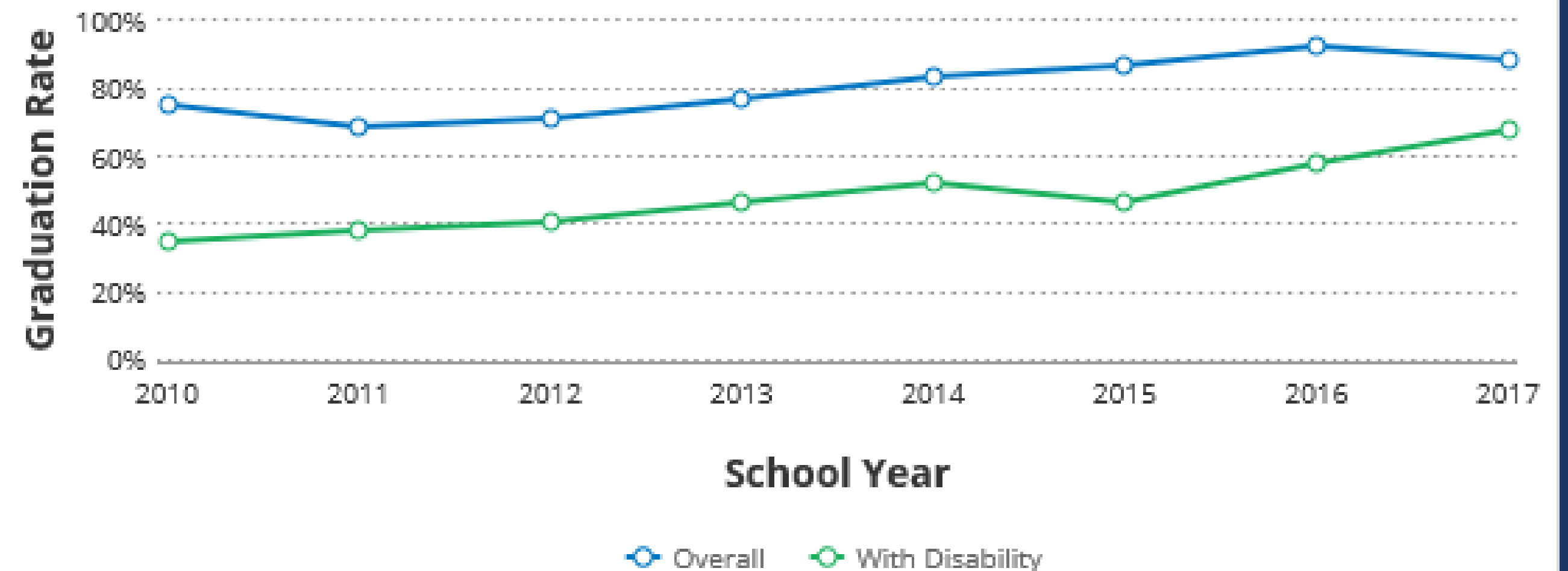


HIGH SCHOOL
GRADUATION RATE

82.3%
(Improving)

[View Statewide Heat Map](#)

High School Graduation Rates
Leon County



208 Leon County High School Kids Did Not Graduate With Their Cohort

58.2% male
41.8 female

School	2016/17 Cohort	Did not Graduate with Cohort	Female: did not graduate	Male: did not graduate
Godby	295	46	18	28
Rickards	282	27	14	13
Chiles	472	11	4	7
Leon	460	39	16	23
Lincoln	493	45	14	31
Sail	83	5	3	2
Success Academy	73	35	18	17

Small Business Matters

1. Workforce Quality – 29%
2. Economic Uncertainty – 14%
3. Government Regulations – 9%
4. Lawsuit Abuse – 9%
5. Healthcare Costs – 6%
6. Growth Management Issues – 6%

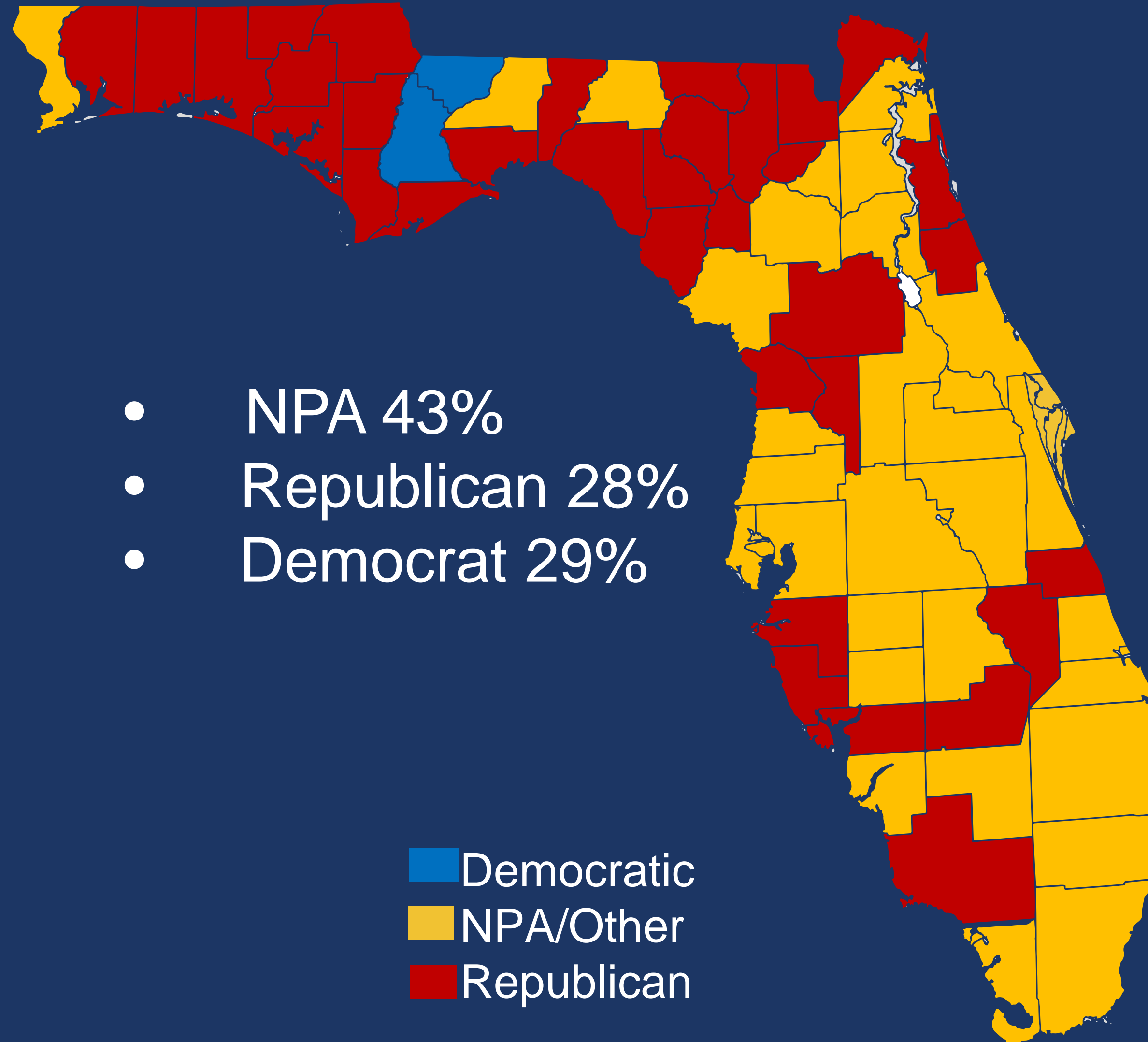


Florida Small Business Index

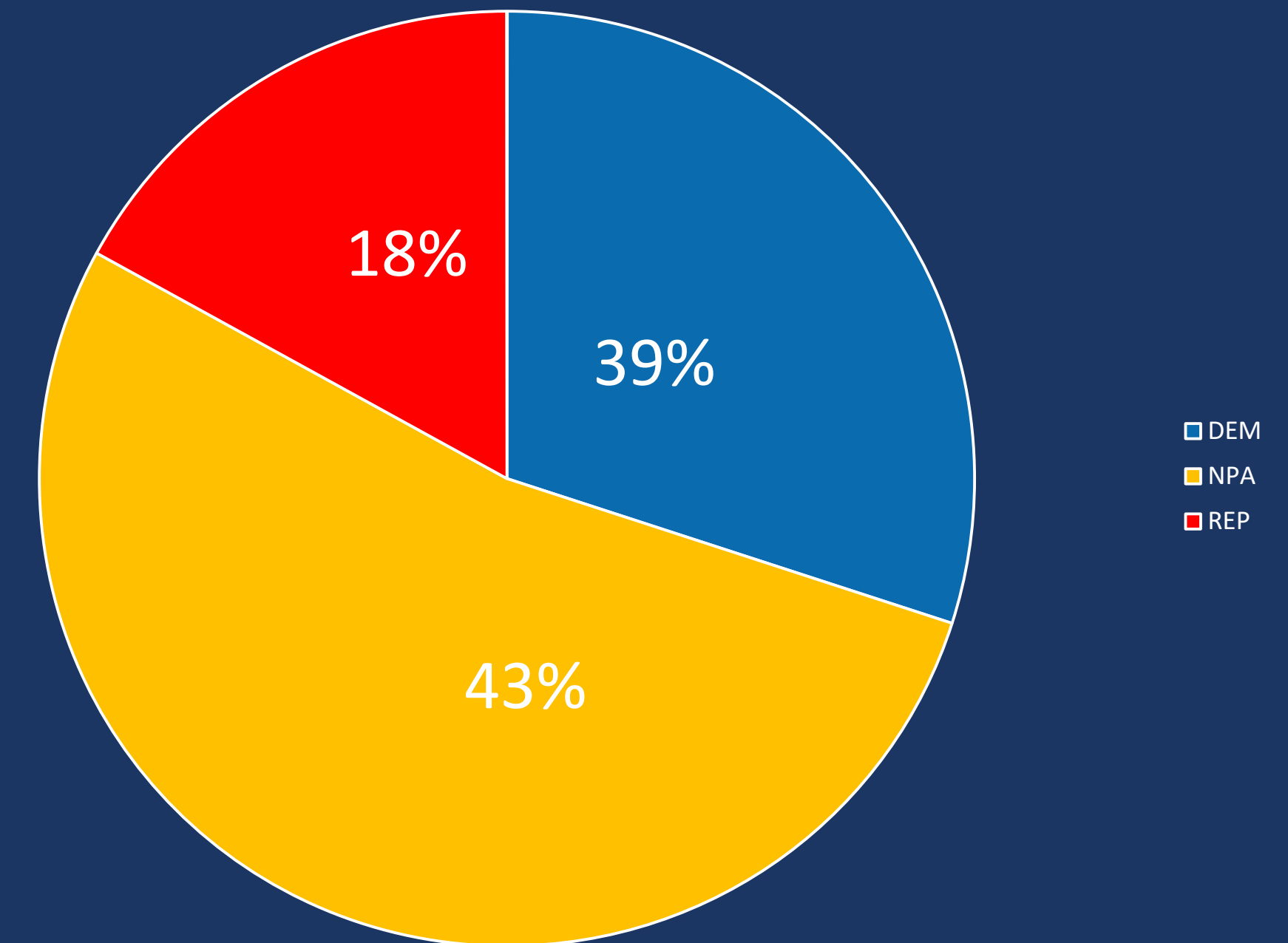
2018 Quarter 3 Survey Results

New Voters By County (Florida v. Leon County)

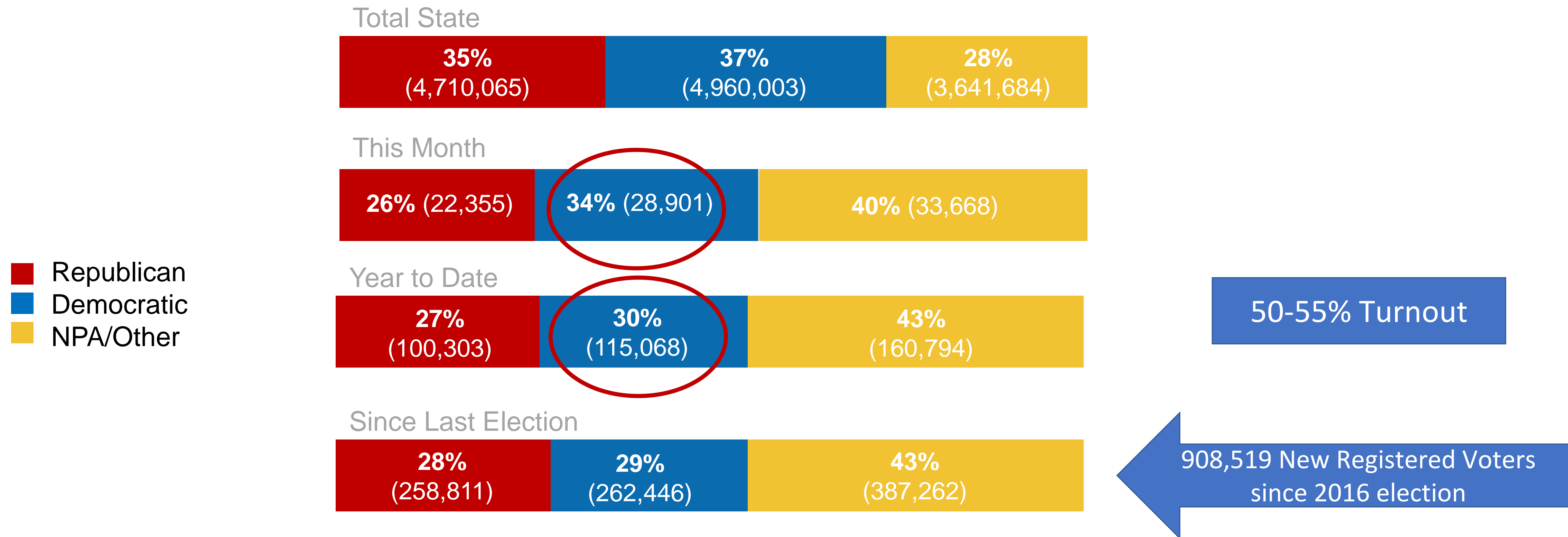
Statewide Since Last Election

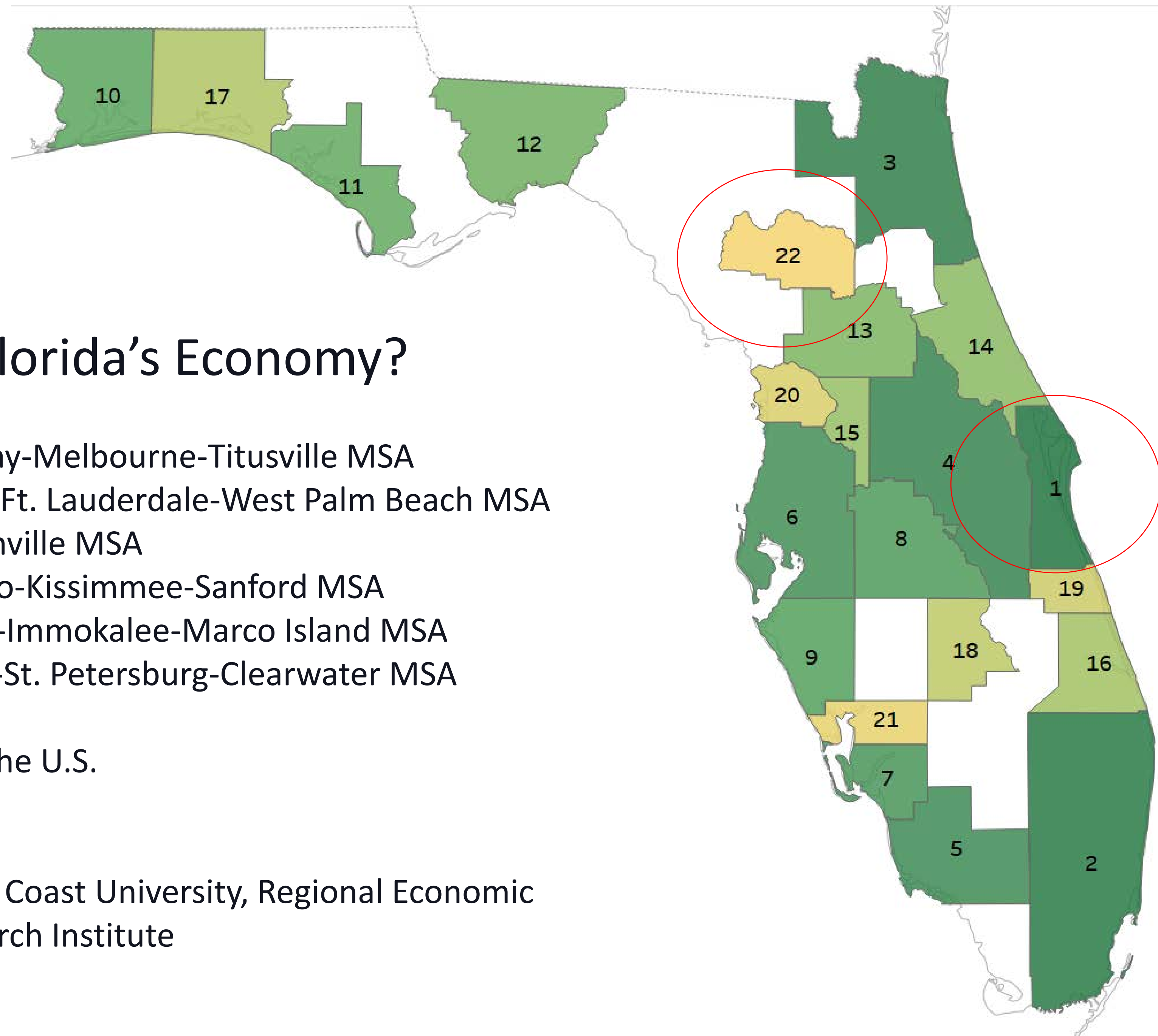


Leon County
Since Last Election



Registration Comparisons Over Time





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.

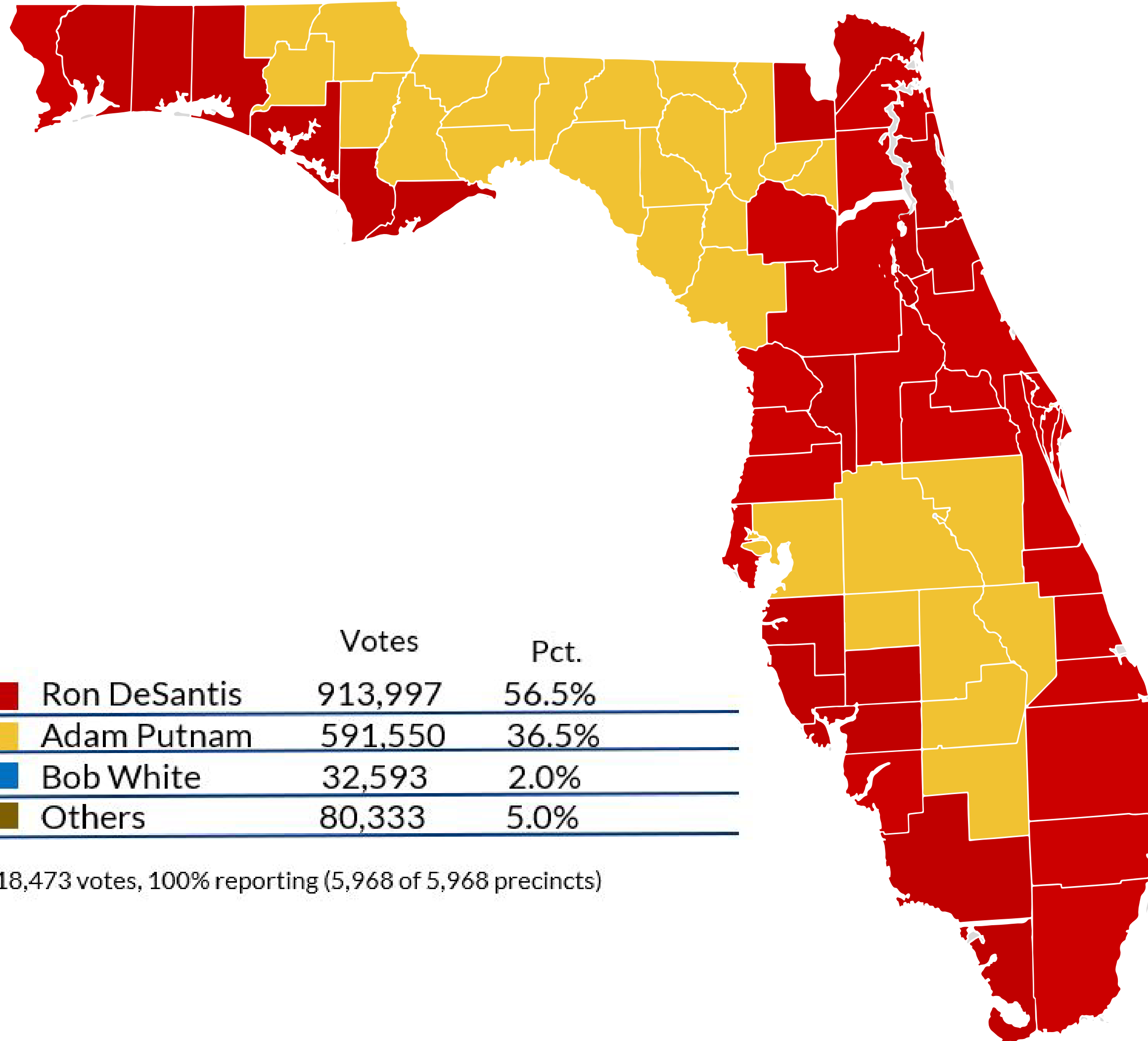
Data Source: Florida Gulf Coast University, Regional Economic Research Institute

Changing Voter Attitudes

Statewide	ENVIRO	JOB	ED	OTHER	Statewide	47:37	Statewide	47:37
	14	13	12	Healthcare 11% Immigration 6% Water Issues 4%	Jacksonville	60:21		
Jacksonville	5	14	18	Immigration 11%	Gainesville	42:50	Men	52:38
Gainesville	17	8	8	Healthcare 17%	Tallahassee	33:53	Women	42:36
Tallahassee	22	17	11	Healthcare 11%	Panama City/Pensacola	63:28		
Panama City/Pensacola	2	19	14	Healthcare 14%	Orlando/Daytona	50:33	Republicans	75:14
Orlando/Daytona	10	10	18	Immigration 8%	Tampa/St. Pete	51:32	Democrats	21:60
Tampa/St. Pete	13	11	9	Healthcare 13%	Ft. Myers/Naples	54:38	Others	45:35
Ft. Myers/Naples	27	8	0	Water Issues 19%	Broward/Miami	36:50		
Broward/Miami	17	12	12	Healthcare 13%	Palm Beach	35:41	White	52:34
Palm Beach	23	18	6	Healthcare 11%			Black	23:51
							Hispanics	55:30

Primary Results

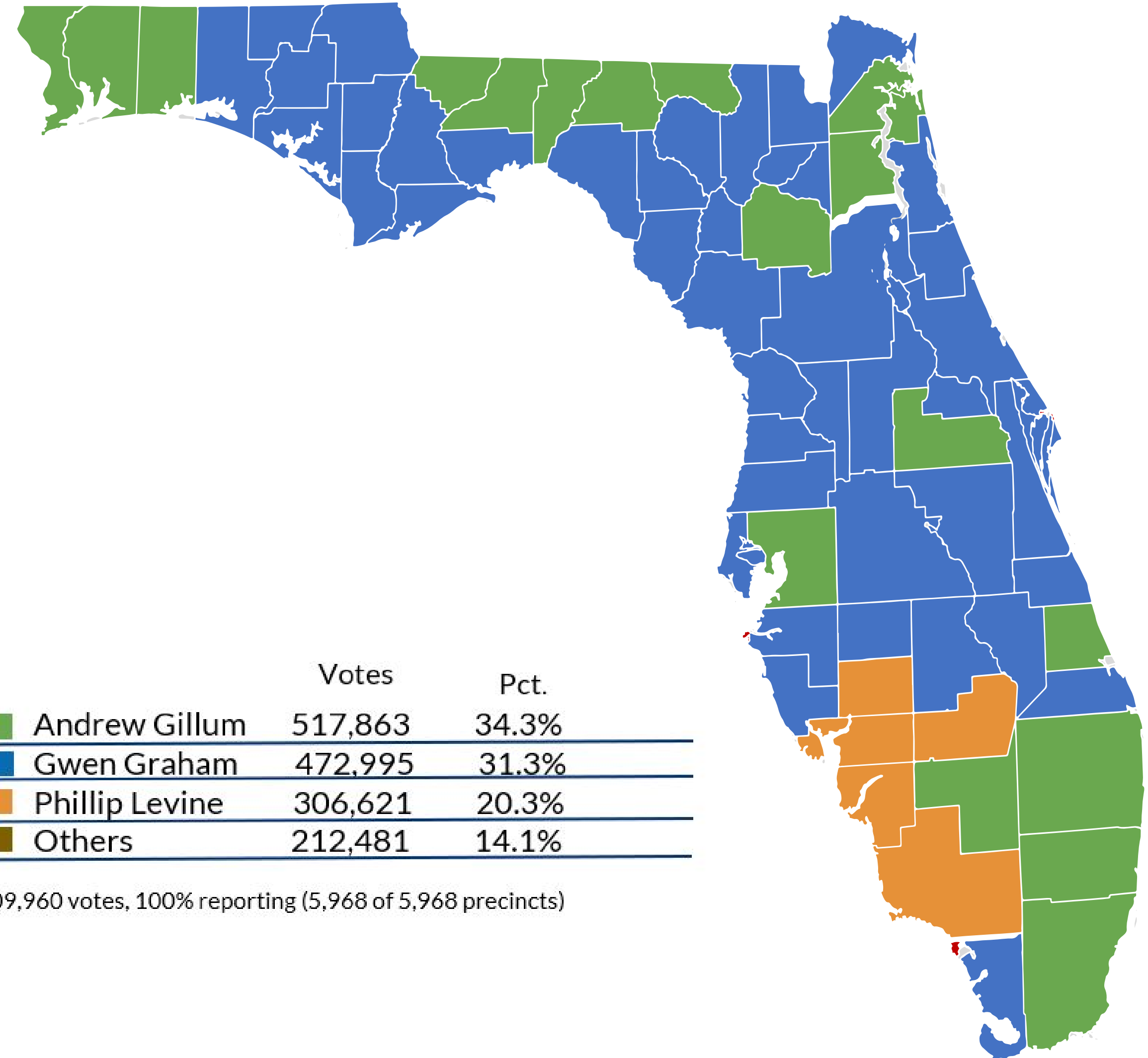
Republican



	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)

Talent Is The Key To Florida's Economic Future

