



Uniting Business for Good

NEBA Membership Luncheon | March 23, 2021

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Dr. Jerry Parrish | Chief Economist | jparrish@flfoundation.org

FLORIDA
CHAMBER
Foundation

Leadership Matters!



FLORIDA: MADE FOR TRADE
Florida Trade and Logistics Study 2.0

FDOT **Bank of America Merrill Lynch** **FLORIDA CHAMBER Foundation**
SECURING FLORIDA'S FUTURE
FloridaChamber.com

The cover of the report 'FLORIDA: MADE FOR TRADE' features a map of Florida overlaid with a complex network of white lines, symbolizing trade and logistics. Below the title, there are three small images: an airplane in flight, a cargo ship, and two men in suits. At the bottom, the logos for FDOT, Bank of America Merrill Lynch, and the Florida Chamber Foundation are displayed, along with the tagline 'SECURING FLORIDA'S FUTURE' and the website 'FloridaChamber.com'.

“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

17th to 10th



39 Goals

- +4 Million
- +2 Million
- +50 Million
- +3 Million

FLORIDA 2030
THE BLUEPRINT TO SECURE FLORIDA'S FUTURE

KEY TARGETS & STRATEGIES

FLORIDA CHAMBER
Foundation

50 YEARS
1968 - 2018

Thank you,



NEW YORK GOVERNOR
ANDREW CUOMO

FLORIDA
CHAMBER
of Commerce

2020

**BUSINESS PERSON
OF THE YEAR**

FLChamber.com/Open4Biz

Florida At-A-Glance

- Florida's Economy \$1.1 Trillion GDP (17th)
- 22 Million Residents
 - 3rd / 26M By 2030
- Pre-COVID
 - 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

www.TheFloridaScorecard.org

State of Florida Metrics

Click any metric to get more information! (What is this?)

Florida FutureCast

FLORIDA POPULATION 03/23/2021

22,289,218

COVID-19

NUMBER OF COVID CASES

2.01M
(Increasing)

Daily Average New Cases
4,493.1
(Decreasing)

WEEKLY PERCENT OF POSITIVE CASES

6.04%
(Decreasing)

DAYS SINCE 1ST VACCINE IN FLORIDA

100

DAYS SINCE 1ST CONFIRMED COVID-19 CASE

386

OPEN JOBS

371,000
(Increasing)

482,000
Unemployed Persons
(Declining)

UNEMPLOYMENT RATE

4.8%
(Declining)

View Statewide Heat Map

Jobs Year Over Year Change

-571,800

View Statewide Heat Map

3RD GRADE READING SCORES

58%
(Improving)

View Statewide Heat Map

100%
2030 Goal

View Statewide Heat Map

STATE OF FLORIDA VISITORS

\$94.0
Billion Visitor Spending

86.7
Million Visitors

STATE HOUSING STARTS & SALES

9,669
Starts (Declining)

23,947
Sales (Improving)

INCOME MIGRATION

\$1.19M
Per Hour

POVERTY RATE

14.0%
(Better)

View Statewide Heat Map

CONSUMER SENTIMENT

77.2
(Declining)

HIGH SCHOOL GRADUATION RATE

90.0%
(Improving)

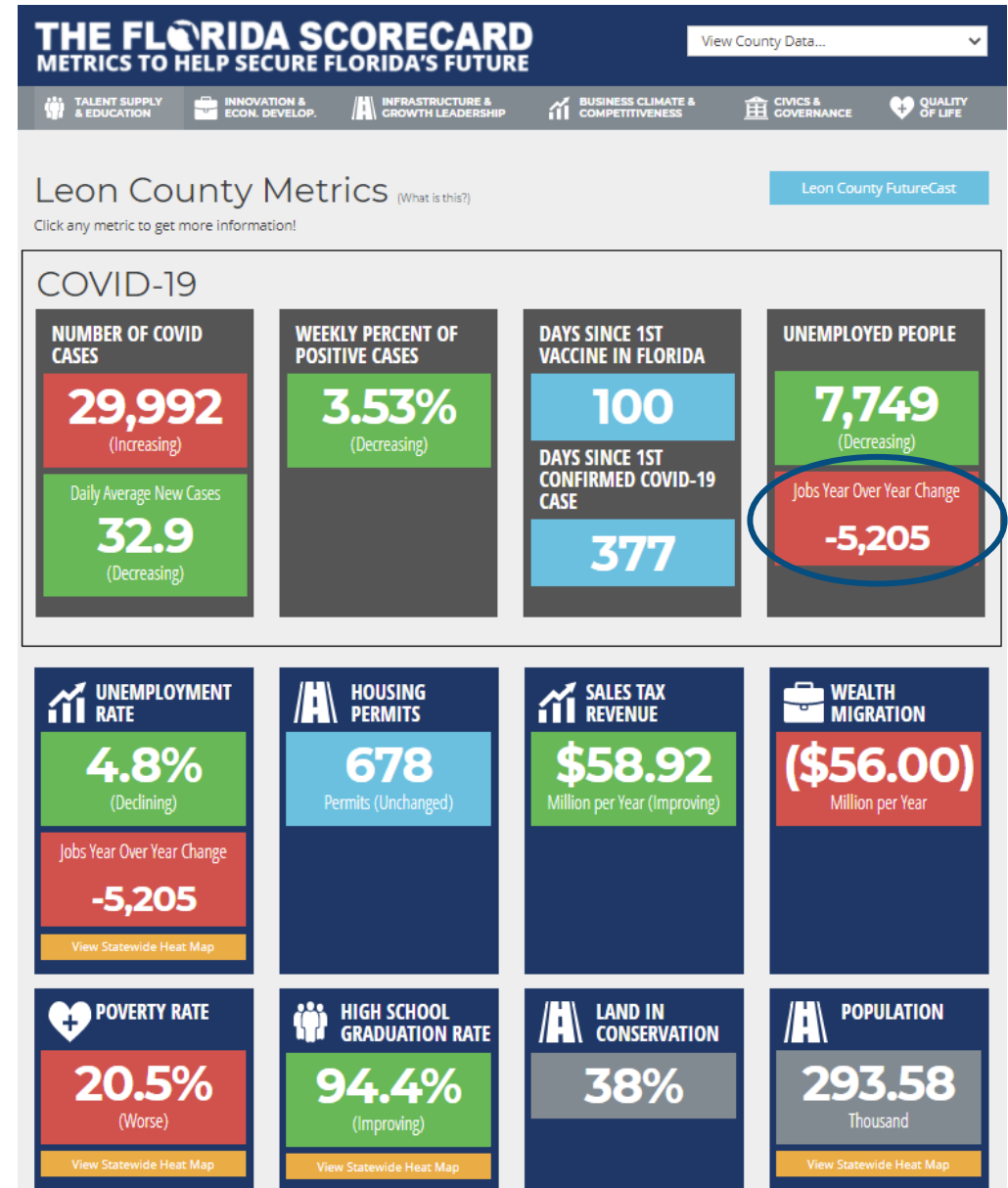
View Statewide Heat Map

Leon At A Glance

www.theFloridaScorecard.org

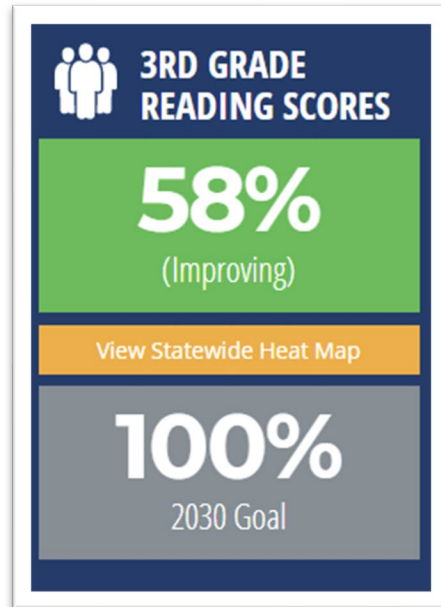
Pre-COVID Futurecast for Leon County

- 292,502 Current Residents
- 332,500 – 365,900 Residents Expected by 2030
- 16,303 Net New Jobs Needed by 2030

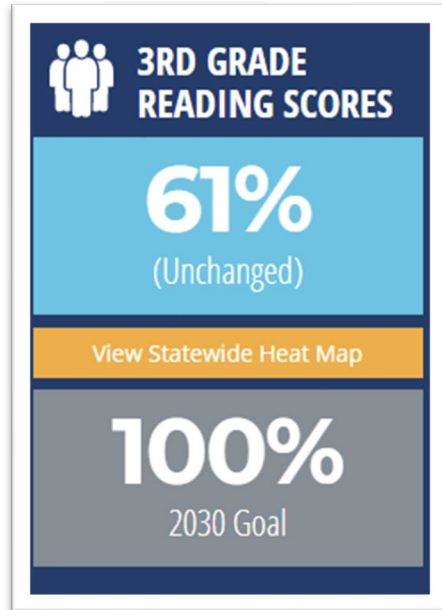


1,008 Leon County 3rd Grader's **Not** Reading at Grade Level

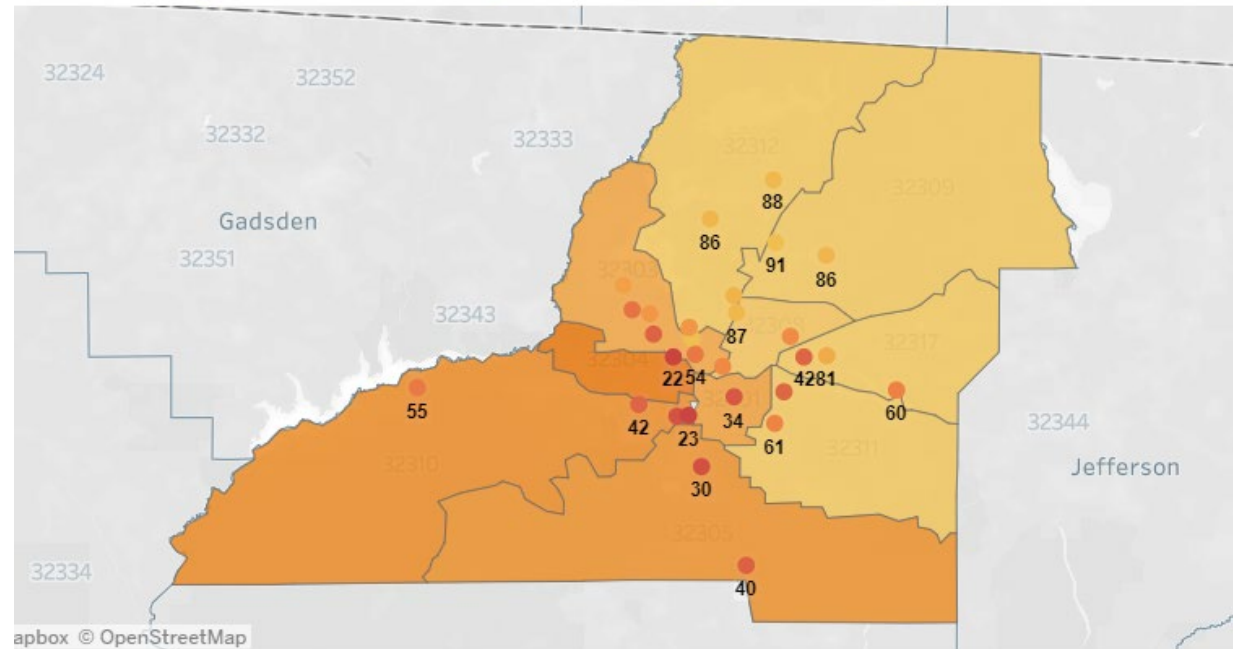
Florida



Leon



Elementary School Reading Proficiency and Poverty Rate of Children



www.TheFloridaGapMap.org

1,008 Leon County 3rd Grader's **Not** Reading at Grade Level

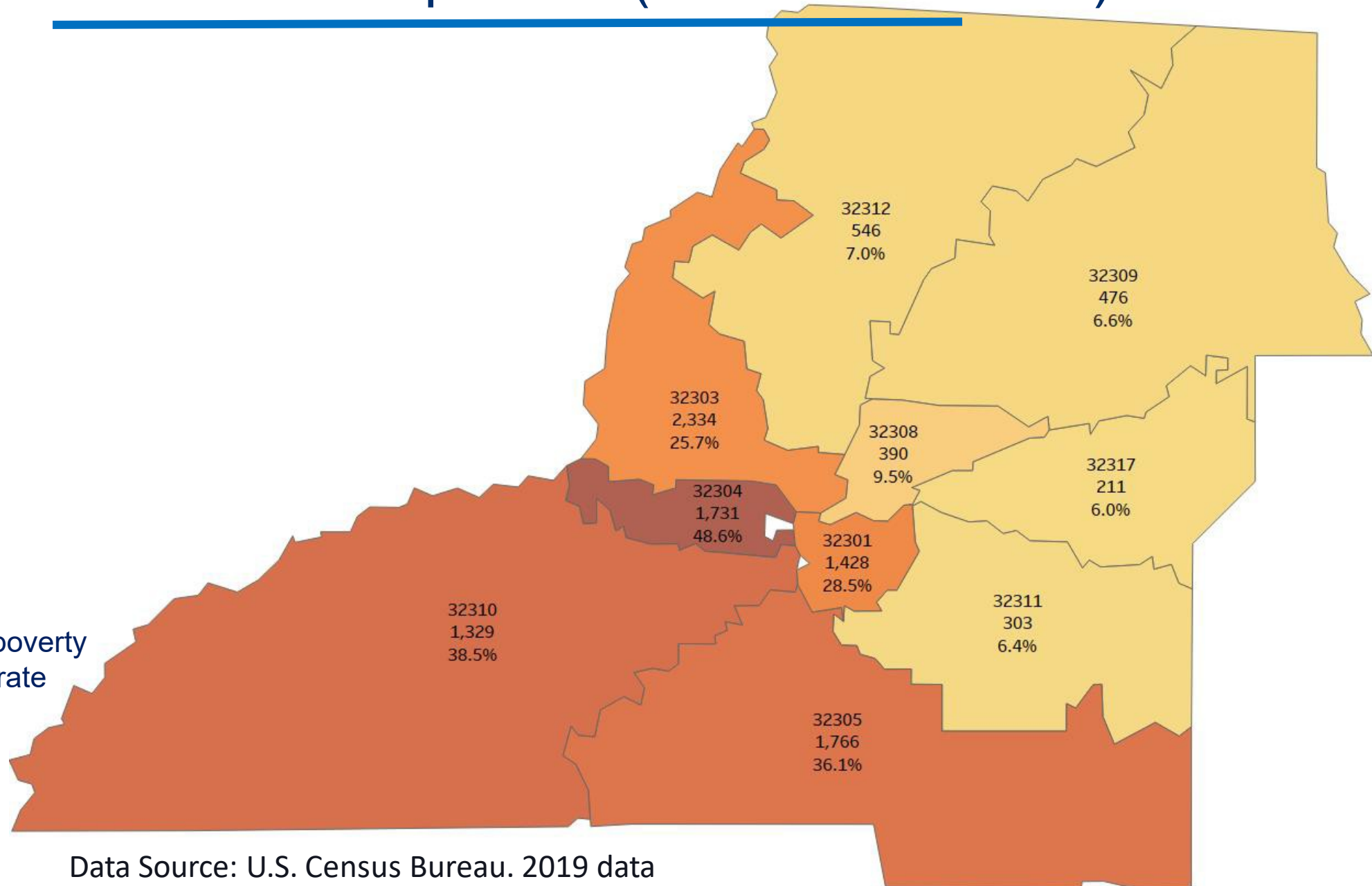
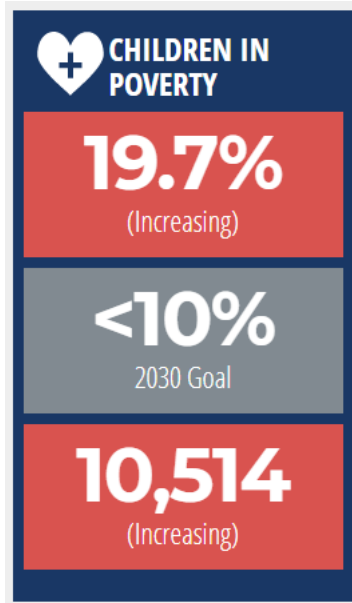
Elementary School Reading Scores in Leon County

School Name	Kids Not Reading At Grade Level	Third Grade Reading Score
BOND ELEMENTARY SCHOOL	89	23
JOHN G RILEY ELEMENTARY SCHOOL	76	22
APALACHEE ELEMENTARY SCHOOL	66	43
ASTORIA PARK ELEMENTARY SCHOOL	57	41
SABAL PALM ELEMENTARY SCHOOL (LEON)	57	42
OAK RIDGE ELEMENTARY SCHOOL	49	30
FRANK HARTSFIELD ELEM. SCHOOL	49	34
J MICHAEL CONLEY ELEM SCHOOL AT SOUTHW..	49	61
PINEVIEW ELEMENTARY SCHOOL	44	31
SPRINGWOOD ELEMENTARY SCHOOL	43	51



www.TheFloridaGapMap.org

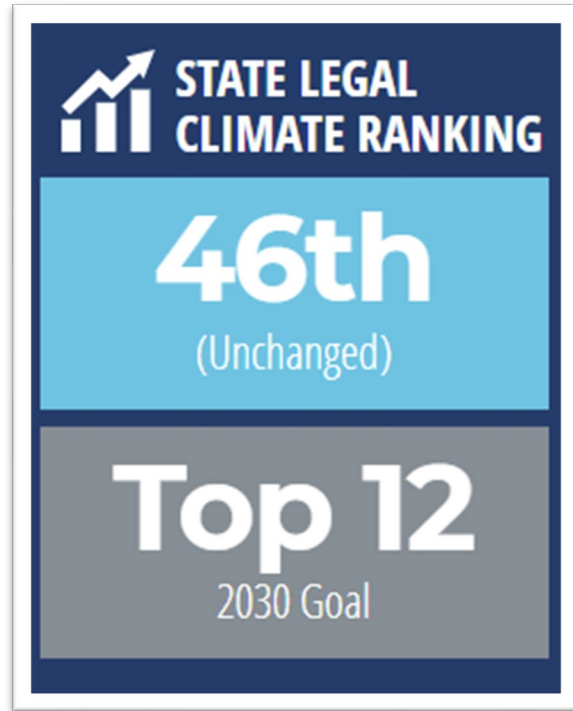
Do You Know Your Zip Code (Home and Office)?



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

Data Source: U.S. Census Bureau. 2019 data

Fixing Florida's Broken Legal Climate



State Lawsuit Climate Report



2021 Florida Business Agenda



**Moving
Florida
Forward**

2021

**FLORIDA
CHAMBER
of Commerce**

Where We Stand
The Florida Chamber's
Jobs and Competiveness Agenda



2021 Florida Legislative Session by the Numbers (as of March 22)

- Committee Weeks (January 11 – February 19)
- Session (March 2 – April 30)
 - 160 Legislators
 - House- R: 78 (+5), D: 42 (-5)
 - Senate- R: 24 (+1), D: 16 (-1)
- \$96.6B State Budget (\$2.74B COVID Gap)
- Bills Filed: **2,990** (So Far)
 - **1,973** House / **1,017** Senate
 - **103** Florida Chamber Scored Bills
- Florida Chamber has testified **68** times
- Sent **77** Your Vote Matters Letters (So Far)
- **1180** Votes Scored (So Far)
- Bills Passed : **7** House / **20** Senate
- **192** Florida Chamber meetings with legislators

The Florida Chamber Competitive Agenda

- COVID Liability Protections
- Remote Seller Sales Tax Collection
- Mitigate \$713M Unemployment Tax Increase
- Lawsuit Abuse Reform (46th)
- Workforce Development and Alignment
- Make Economic Development/Tourism Marketing Permanent
- Long-term Infrastructure Investment
- And More...

More than 100 Local Chambers Uniting in support of COVID-19 Liability Protections

African American Chamber of Central Florida
Anna Maria Island Chamber
Apopka Area Chamber
Bay County
Boca Raton Chamber
Capital City Chamber
Central Palm Beach County Chamber
Chamber of Commerce Cape Coral
Chamber of Commerce Okeechobee County
Chamber of Commerce Palm Beaches
Citrus County Chamber
Clay County Chamber
Cocoa Beach Chamber
Coral Gables Chamber
Coral Springs Coconut Creek Regional Chamber
Dade City Chamber
Daytona Regional Chamber
Delray Beach Chamber
DeSoto Chamber
Destin Chamber
East Orlando Chamber
Englewood Chamber
Estero Chamber
Fort Lauderdale Chamber
Fort Myers Beach Chamber
Fort Myers Chamber
Fort Walton Beach Chamber
Frostproof Area Chamber

Gainesville Chamber
Gulf Coast Minority Chamber
Gulf County Chamber
Hardee County Chamber
Hernando County Chamber
Hobe Sound Chamber
Holly Hill Chamber
Hispanic Chamber of Metro Orlando
Indian River Chamber
Indiantown Chamber
Islamorada Chamber
Jackson County Chamber
JAX Chamber
Key Largo Chamber
Kissimmee Osceola County Chamber
Lady Lake Chamber
Lake City Columbia County Chamber
Lake Nona Regional Chamber
Lake Wales Chamber
Lakeland Chamber
Manatee Chamber
Marathon Chamber
Marco Island Chamber
Melbourne Regional Chamber
Miami Chamber
Miami Dade Chamber
Miramar Pembroke Pines Chamber
Naples Chamber
Nassau County Chamber
North Tampa Bay Chamber

Northeast Polk Chamber
Ocala Marion Chamber & Economic Partnership
Ocean Reef Chamber
Orlando Economic Partnership
Ormond Beach Chamber
Oviedo-Winter Springs Chamber
Palm Bay Chamber
Palm Beach North Chamber
Palm City Chamber
Palm Coast - Flagler Regional Chamber
Palm Harbor Chamber
Panama City Beach Chamber
Pasco Chamber
Pensacola Chamber
Plant City Chamber
Pompano Beach Chamber
Port Orange South Daytona Chamber
Riverview Chamber
Safety Harbor Chamber
Sanibel Captiva Chamber
Sarasota Chamber
Sebring Chamber
Seminole Chamber
South Dade Chamber
South Hillsborough Chamber
South Lake Chamber
South Tampa Chamber

St. Johns County Chamber
St. Lucie Chamber
Stuart Martin County Chamber
Sumter County Chamber
Tallahassee Chamber
Tampa Bay Beaches Chamber
Tampa Bay Chamber
Tarpon Springs Chamber
Tavares Chamber
Titusville Chamber
Uptown Chamber
Venice Area Chamber
Vero Beach Chamber
Walton Area Chamber
Washington County Chamber
West Orange Chamber
Winter Haven Chamber
Ybor City Chamber
Zephyrhills Chamber

Weekly Legislative Update



FLORIDA CHAMBER
of Commerce

Uniting Business for Good

2021 Weekly Legislative Update
Week 2: March 12, 2021

Deal Struck on E-Fairness and Looming Unemployment Tax Increase Facing Employers

After an [announcement](#) Wednesday from President Wilton Simpson and Speaker Chris Sprowls, the Florida House Ways and Means Committee passed with bipartisan support an amendment to HB 15 to backfill the state unemployment compensation trust fund with the estimated \$1.3 billion in annual sales tax revenue from online sales that has largely gone uncollected. The amendment effectively combined two of the Florida Chamber's top priorities this legislative session by leveling the playing field for main street businesses and avoiding a \$713 million tax increase on Florida's job creators. The responsibility has long been on the consumer to remit their own tax on online purchases, and Rep. Clemons' bill simply shifts the collection point to internet retailers. Florida and Missouri are the only two states that collect a sales tax that have not passed such legislation.

Engage with us at these Upcoming Events:

SkillBridge Webinar
In Partnership with Veterans Florida



POWER PLAYS: SKILLBRIDGE WEBINAR
Featuring
U.S. Army Col. (Ret.) Derrick Fishback - Former SkillsBridge Participant
Tue, March 23 - 12:00 ET

Tuesday, March 23
@ 12:00pm

Hear from U.S. Army Col. (Ret.) Derrick Fishback on his transition to the civilian workforce.

 <p>Pro-Biz </p> <p>Representative Fiona McFarland R - District 72</p> <p>Florida Chamber SUPPORTS</p>	<p>Autonomous Vehicles</p> <p>Expands the opportunities for the lawful deployment of low speed, autonomous shuttles on public roadways.</p>
<p>SB 1620: Sen. Jeff Brandes Passed the Senate Transportation Committee, 8-0.</p>	<p>HB 1289: Rep. Fiona McFarland The House did not take action this week.</p>
 <p>No-Biz </p> <p>Senator Tina Scott Polsky D - District 29</p> <p>Florida Chamber OPPOSES</p>	<p>Repeal of the M-CORES Program</p> <p>Repeals infrastructure and economic development investments.</p>
<p>SB 1030: Sen. Tina Scott Polsky The Senate did not take action this week.</p>	<p>HB 763: Rep. Ben Diamond The House did not take action this week.</p>
 <p>Pro-Biz </p> <p>Senator Ed Hooper R - District 16</p> <p>Florida Chamber SUPPORTS</p>	<p>State Funds</p> <p>Protects the Sadowski Housing Trust Funds from legislative sweeps.</p>
<p>SB 510: Sen. Ed Hooper The Senate did not take action this week.</p>	<p>HB 13: Rep. Sam Killebrew The House did not take action this week.</p>

To receive membership email alerts, email **Betsy Dawson** at bdawson@flchamber.com

2020 Election

97% success rate for Chamber-backed candidates

Winning 86 of the 89 Chamber endorsed races



1,000,000+
Digital Impressions



300,000+
Mail Pieces



20 Radio &
Digital Ads



8 Polls



1,100+
Contributions to Chamber PCs

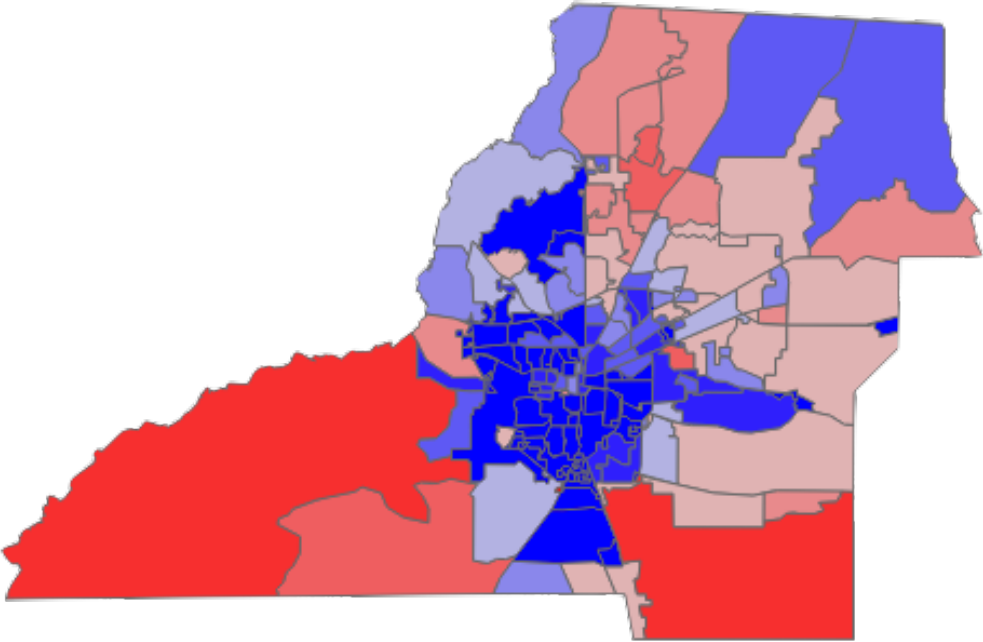


\$6.81 Million in
Voter Education

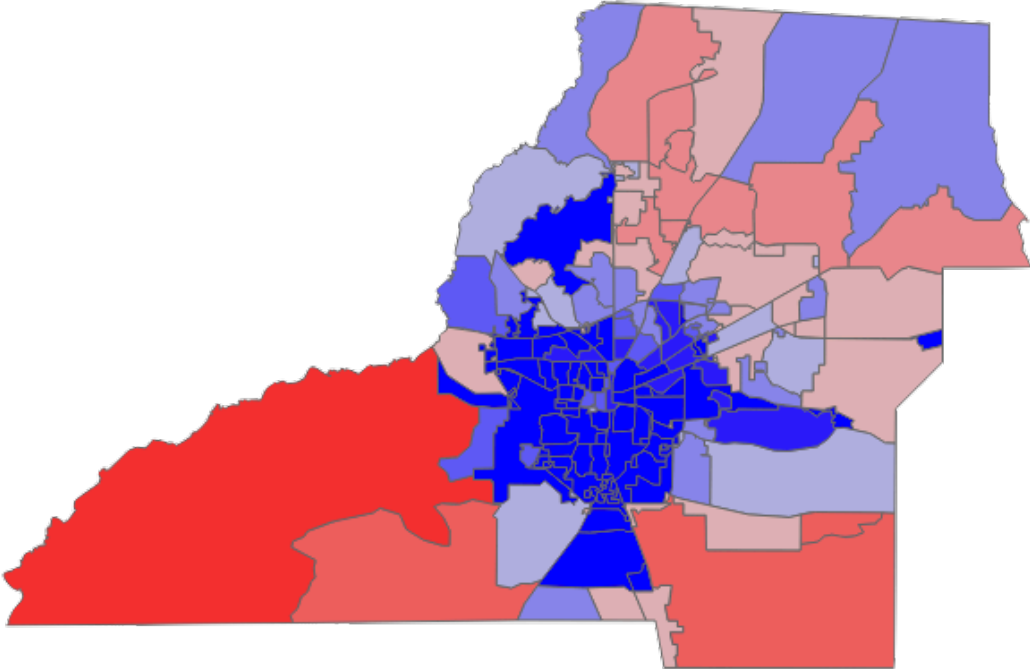
**FLORIDA
CHAMBER**
Political Operations

Leon County

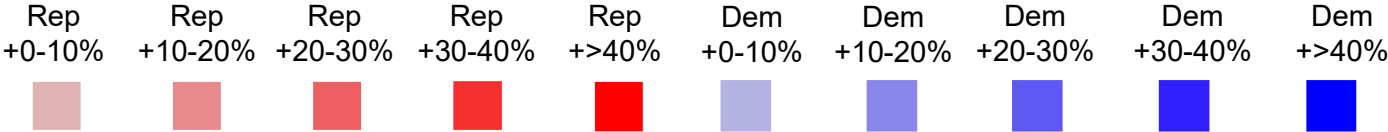
2016



2020



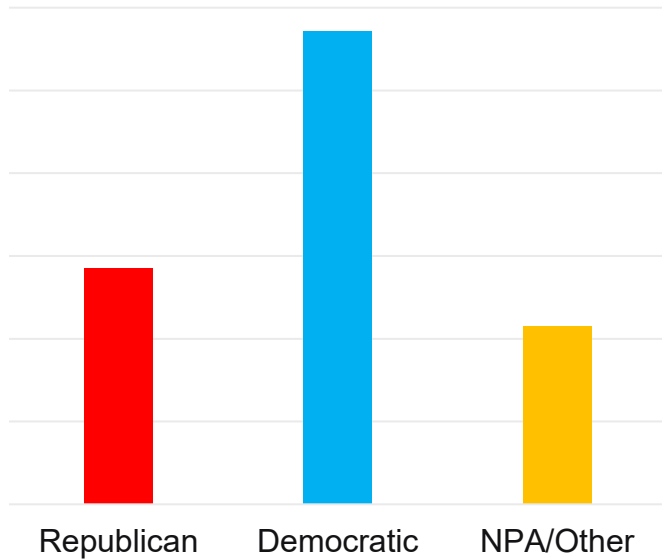
Results by precinct, presidential election



Leon County

Voter Registration (as of Jan. 31, 2021)

Republican: 57,035 (26.6%)
Democratic: 114,237 (53.3%)
NPA/Other: 43,170 (20.1%)



Key Insights Provided By:



Leon Registration by Race/Ethnicity

White: 59.3%
Black: 28.5%
Hispanic: 4.4%
Other/Unknown: 7.7%

Leon Registration by Age Group

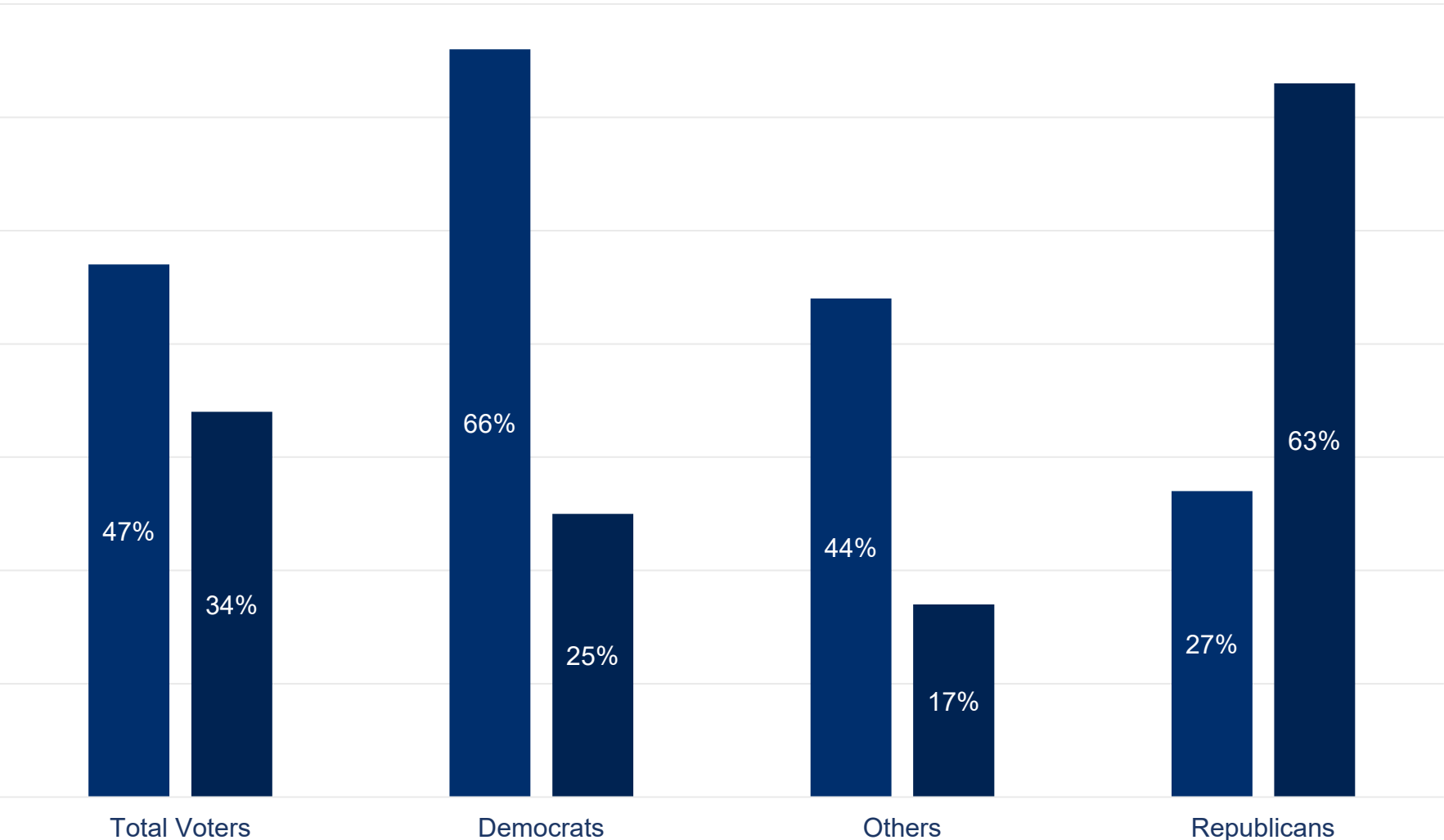
18-34: 38.1%
35-49: 21.9% } 60%
50-64: 20.0%
65+: 20.0%

Freedom Preference

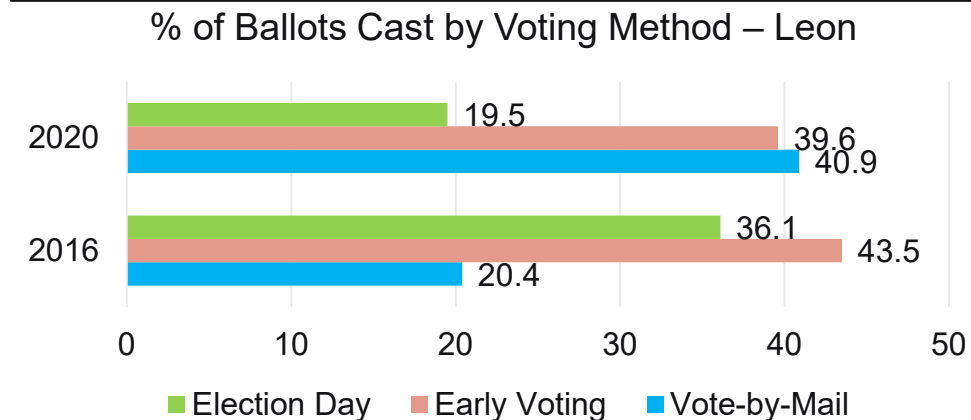
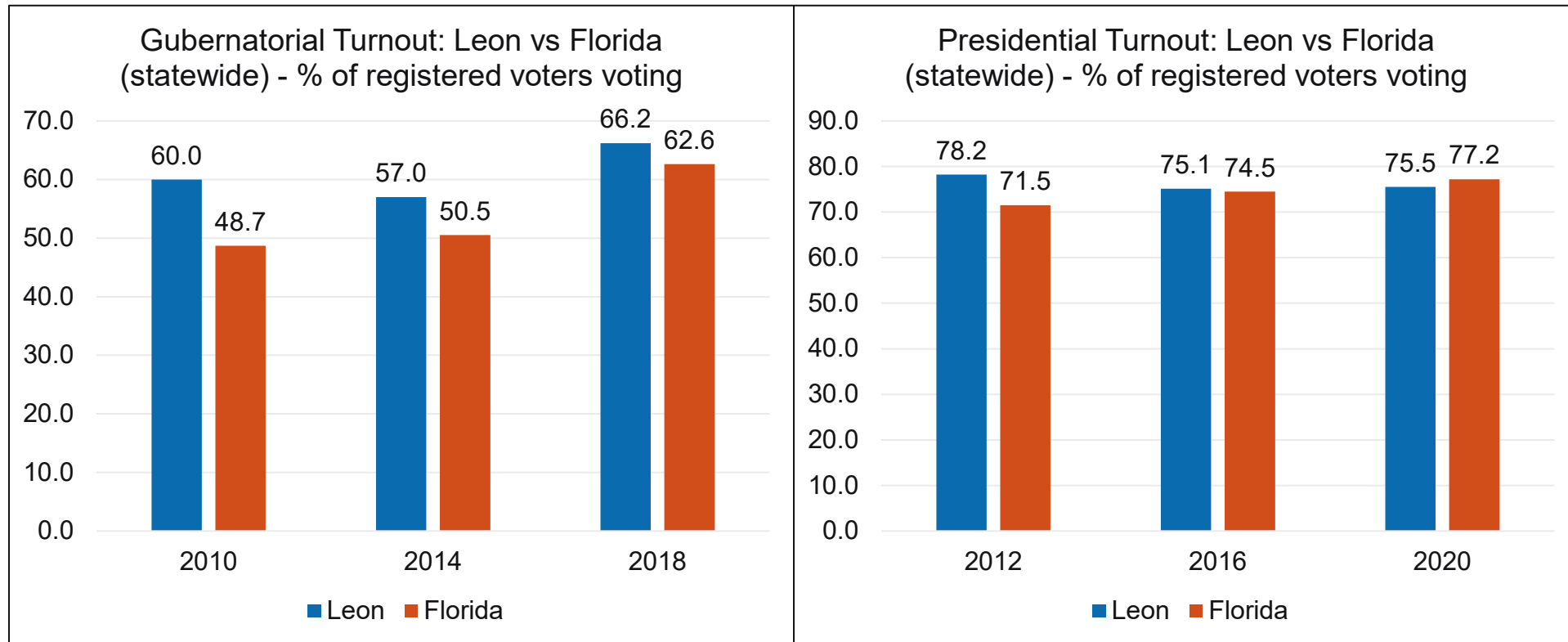
What's Better? Socialism or Capitalism?
Voters Under 40

■ Socialism and
"About the
Same"

■ Capitalism



Leon County



Recent Election Results

<p><u>2014 Governor</u> Crist (Dem) 61.7% Scott (Rep) 35.4%</p>	<p><u>2016 President</u> Clinton (Dem) 60.5% Trump (Rep) 35.4%</p>
<p><u>2018 Governor</u> Gillum (Dem) 63.4% DeSantis (Rep) 35.7%</p>	<p><u>2020 President</u> Biden (Dem) 63.5% Trump (Rep) 35.3%</p>

The 2022 Ballot (Redistricting)

President and Vice President (Vote for One)	Shall Judge Scott Makar of the First District Court of Appeal be retained in office? <input type="radio"/> Yes <input type="radio"/> No	No. 1 Constitutional Amendment, Article VI, Section 2 Citizenship Requirement to Vote in Florida Elections This amendment provides that only United States Citizens who are at least eighteen years of age, a permanent resident of Florida and registered to vote, as provided by law, shall be qualified to vote in a Florida election.
<input type="radio"/> Donald J. Trump Michael R. Pence REP	Shall Judge Rachel Nordby of the First District Court of Appeal be retained in office? <input type="radio"/> Yes <input type="radio"/> No	Because the proposed amendment is not expected to result in any changes to the vote registration process in Florida, it will have no impact on state or local government costs or revenue. Further, it will have no effect on the state's economy.
<input type="radio"/> Joseph R. Biden Kamala D. Harris DEM	Shall Judge Tim Osterhaus of the First District Court of Appeal be retained in office? <input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
<input type="radio"/> Jo Jorgensen Jeremy "Spike" Cohen LPF	Shall Judge Clay Roberts of the First District Court of Appeal be retained in office? <input type="radio"/> Yes <input type="radio"/> No	No. 2 Constitutional Amendment, Article X, Section 24 Raising Florida's Minimum Wage Raises minimum wage to \$10.00 per hour effective September 30th, 2021. Each September 30th thereafter, minimum wage shall increase by \$1.00 per hour until the minimum wage reaches \$15.00 per hour on September 30th, 2026. From that point forward, future minimum wage increases shall revert to being adjusted annually for inflation starting September 30th, 2027.
<input type="radio"/> Roque "Rocky" De La Fuente Darcy G. Richardson REF	Shall Judge Adam S. Tanenbaum of the First District Court of Appeal be retained in office? <input type="radio"/> Yes <input type="radio"/> No	State and local government costs will increase to comply with the new minimum wage levels. Additional annual wage costs will be approximately \$16 million in 2022, increasing to about \$540 million in 2027 and thereafter. Government actions to mitigate these costs are unlikely to produce material savings. Other government costs and revenue impacts, both positive and negative, are not quantifiable.
<input type="radio"/> Gloria La Riva Sunil Freeman PSL	Write-in _____	THIS PROPOSED CONSTITUTIONAL AMENDMENT IS ESTIMATED TO HAVE A NET NEGATIVE IMPACT ON THE STATE BUDGET. THIS IMPACT MAY RESULT IN
<input type="radio"/> Howie Hawkins Angela Nicole Walker GRE	Representative in Congress District 2 (Vote for One)	Circuit Judge 2nd Judicial Circuit, Group 4 (Vote for One)
<input type="radio"/> Don Blankenship William Mohr CFP	<input type="radio"/> Neal Dunn Write-in _____ REP	<input type="radio"/> Tiffany Baker <input type="radio"/> Amanda P. Wall
<input type="radio"/> Write-in _____	State Senator District 3 (Vote for One)	Board of County Commissioners At Large, Group 1 (Vote for One)
Representative in Congress District 2 (Vote for One)	<input type="radio"/> Marva Harris Preston REP	<input type="radio"/> Carolyn Cummings
<input type="radio"/> Neal Dunn Write-in _____ REP	<input type="radio"/> Lorraine Ausley DEM	<input type="radio"/> Kelly Otte Write-in _____
State Senator District 3 (Vote for One)	State Representative District 9 (Vote for One)	City Commissioner Seat 2 (Vote for One)
<input type="radio"/> Marva Harris Preston REP	<input type="radio"/> Jim Kallinger REP	
<input type="radio"/> Lorraine Ausley DEM		
<input type="radio"/> Write-in _____		

Governor, Attorney General, CFO, Commissioner of Agriculture

1 – U.S. Senate (Rubio)

27 – U.S. House of Representatives

40 – Florida State Senate
 (Florida Senate is a 24-16 Republican majority)

120 – Florida State House
 (Florida House is a 78-42 Republican majority)


State Attorney, Public Defender, County Commission, School Board

5 – Florida Supreme Court Justices
 (Canady, Polston, Labarga, Couriel, Grosshans)

Constitutional Amendments? *Recreational Marijuana?*

Help Us Recruit Better Local Candidates in Florida

Nominate Someone to Run for Local Office Here >

An initiative by 



Florida Institute
for Political Leadership

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1

STATE

67

COUNTIES

4,502

ELECTABLE POSITIONS

Recruiting Better Candidates



Florida Institute
for Political Leadership

An initiative by **FLORIDA CHAMBER**
of Commerce

"TOMORROW'S LEADERS START HERE"

Gadsden County has 25+ local elections in 2021-2022

2021/2022 Local Races:

- 3 School Board Seats
- 2 County Commission Seats
- 1 Quincy City Commission Seat
- 5 Chattahoochee City Commission Seats
- 4 Midway City Commission Seats
- 7 Town of Havana Commission Seats



To learn about running for office or to host a local candidate school

– Contact Andrew Wiggins | awiggins@flchamber.com

www.FIPL.org

Recruiting Better Candidates



Florida Institute
for Political Leadership

An initiative by **FLORIDA CHAMBER**
of Commerce

"TOMORROW'S LEADERS START HERE"

Madison County has 20+ local elections in 2021-2022

2021/2022 Local Races:

- 3 School Board Seats
- 2 County Commission Seats
- 3 Madison City Commission Seat
- 5 Town of Greenville Commission Seats
- 3 Town of Lee Commission Seats



To learn about running for office or to host a local candidate school

– Contact Andrew Wiggins | awiggins@flchamber.com

www.FIPL.org

Recruiting Better Candidates (2022)



Florida Institute
for Political Leadership

An initiative by **FLORIDA**
CHAMBER
of Commerce

"TOMORROW'S LEADERS START HERE"

Leon County has 20+ local elections in 2021-2022

2022 Local Races:

- 2 County Judge
- 3 School Board Seats
- 4 County Commission Seats
- 3 Soil and Water Conservation Seats
- 3 Tallahassee City Commission Seats
- 3 Capital Region Community Development Seats
- 3 Piney-Z Community Development Seats



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www.FIPL.org

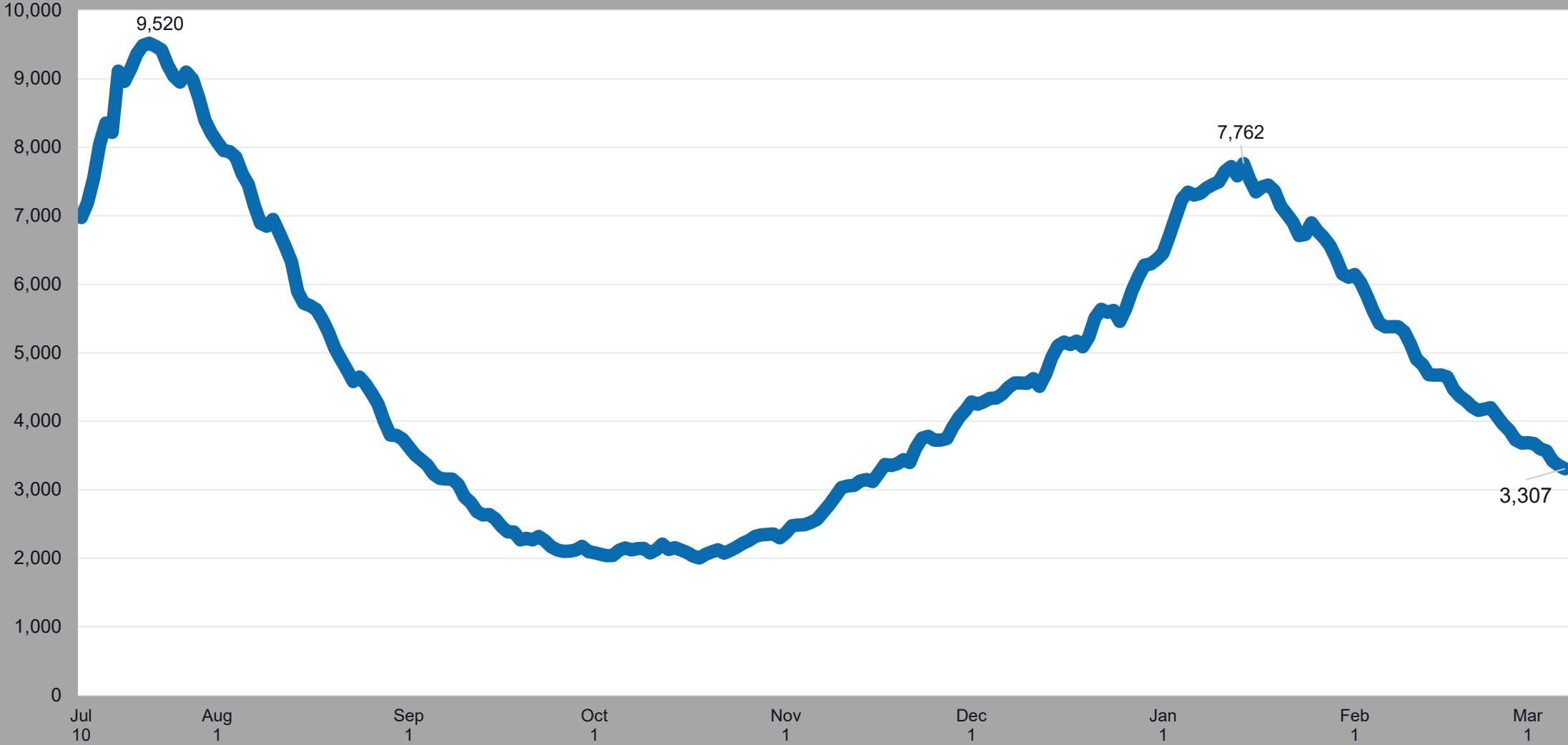


**FLORIDA
CHAMBER**
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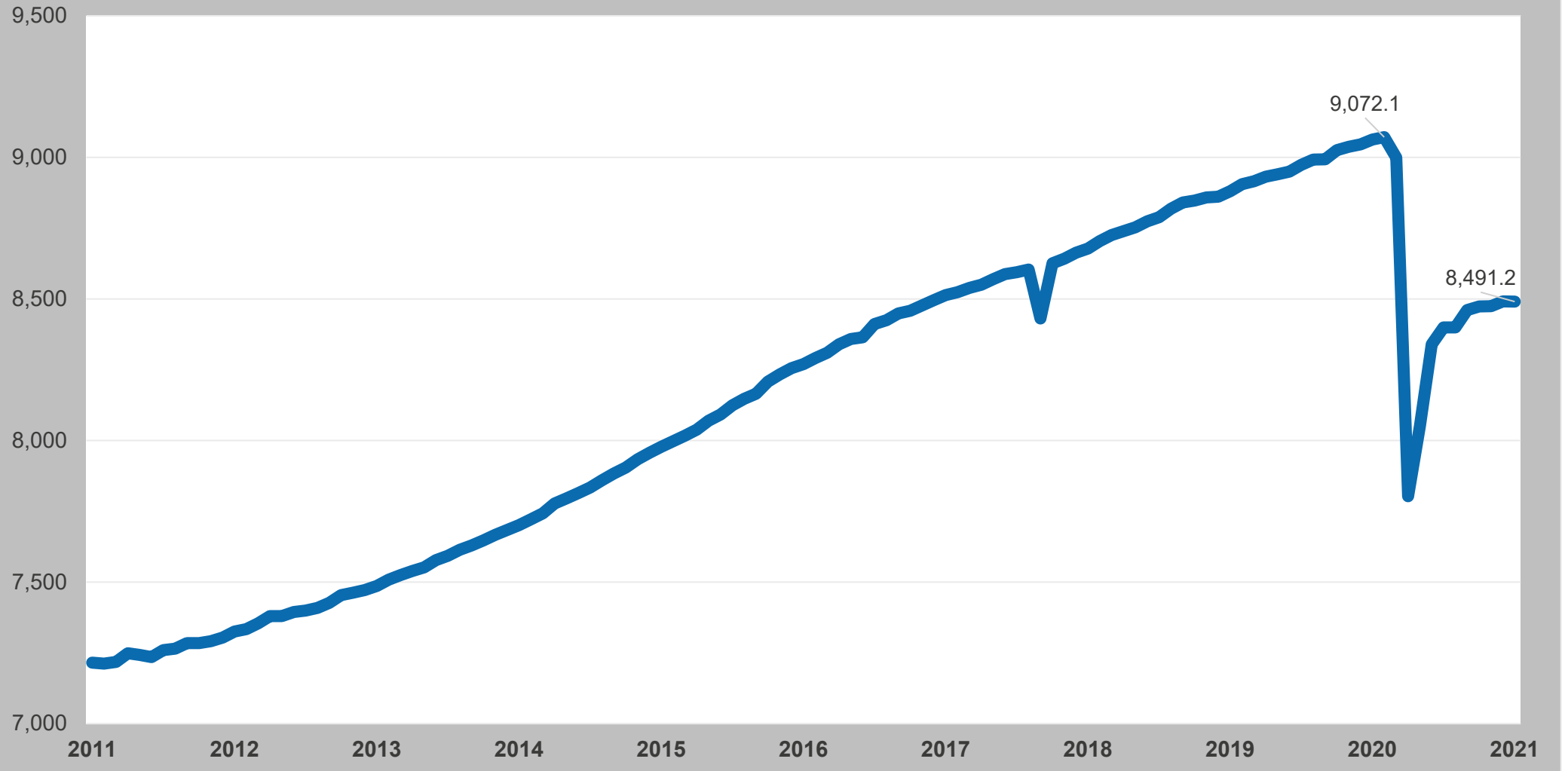
Dr. Jerry Parrish, Chief Economist
jparrish@flfoundation.org

**FLORIDA
CHAMBER**
Foundation

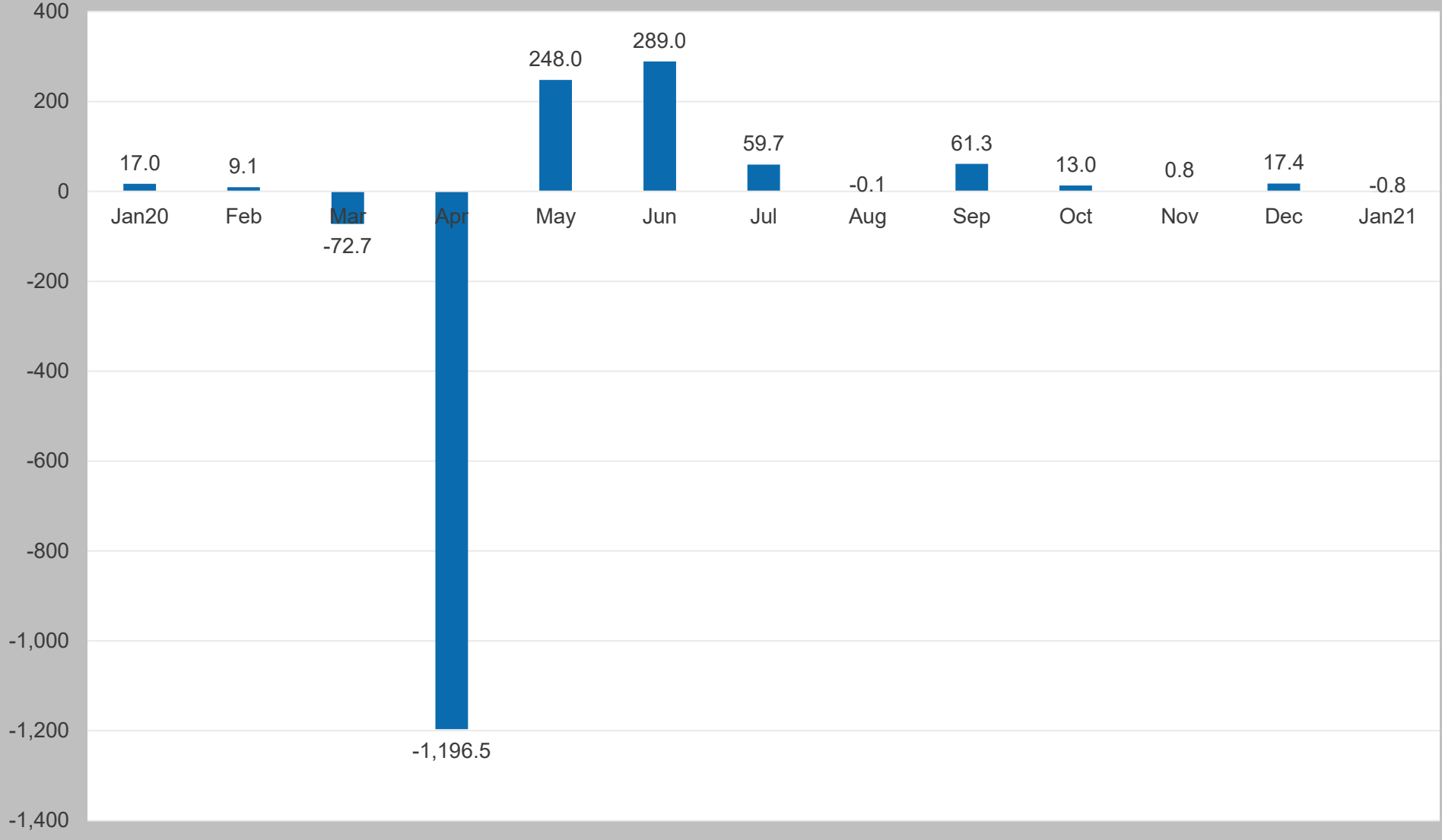
Current COVID Hospitalizations (series stops March 7th)



Florida non-farm jobs, seasonally-adjusted, in thousands



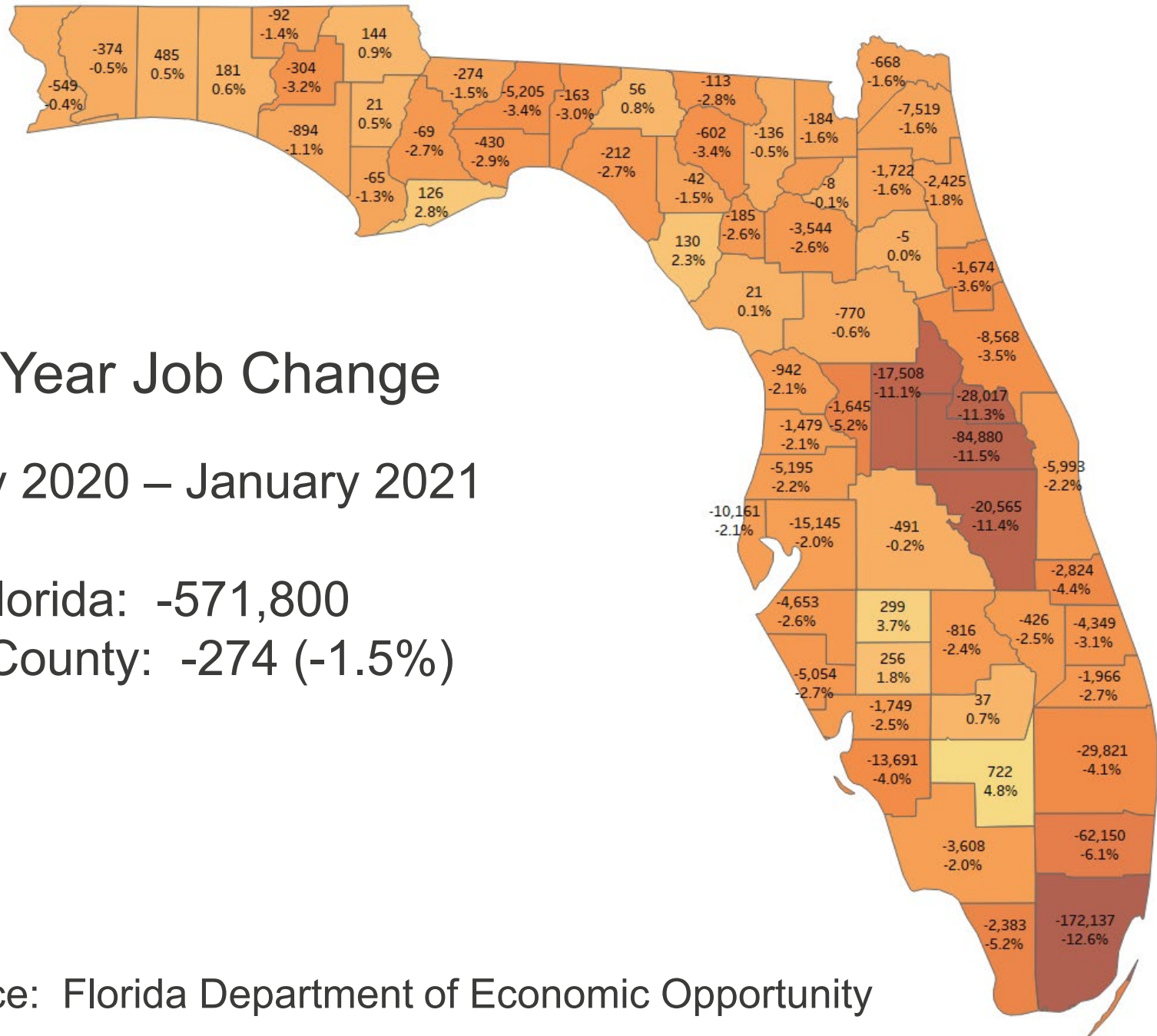
2020-21 Month-over-Month Non-farm Job Changes



Job Loss by Category: January 2020 to January 2021

Industry	Job Change	Percent of Industry
Total – All Industries	-571,800	-6.3%
Leisure & Hospitality	-284,100	-22.3%
Trade, Transportation & Utilities	-74,400	-4.1%
Education & Health Services	-55,500	-4.1%
Professional & Business Services	-36,700	-2.6%
Information	-11,100	-8.0%
Manufacturing	-10,300	-2.6%
Construction	-9,900	-1.7%
Financial Activities	-6,900	-1.1%

Food Services: -15.1%
 Accommodation: -45.0%
 Amusement Parks: -58.7%



Year-over-Year Job Change

January 2020 – January 2021

Florida: -571,800
 Leon County: -274 (-1.5%)

Data Source: Florida Department of Economic Opportunity

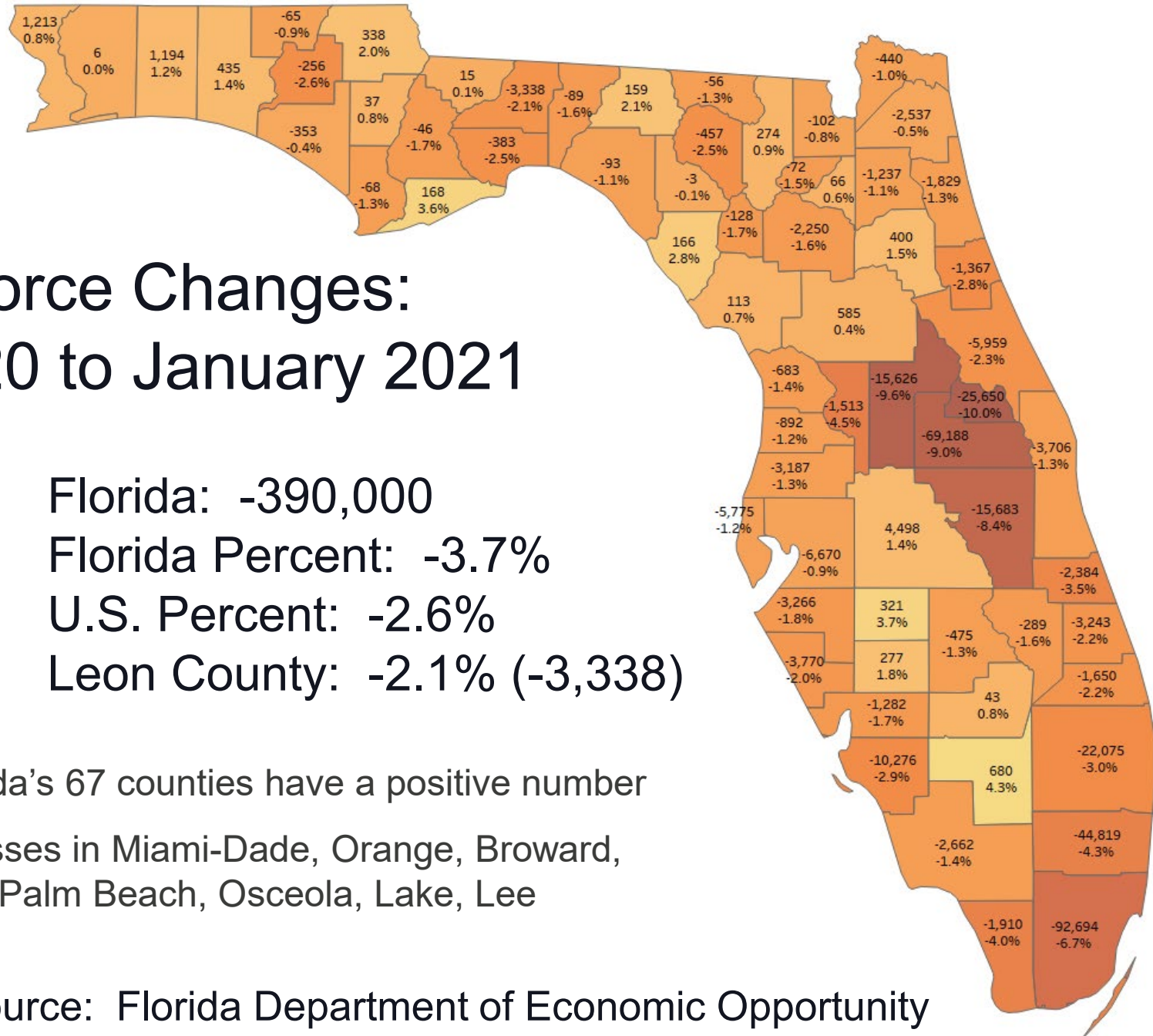
Labor Force Changes: January 2020 to January 2021

Florida: -390,000
Florida Percent: -3.7%
U.S. Percent: -2.6%
Leon County: -2.1% (-3,338)

20 of Florida's 67 counties have a positive number

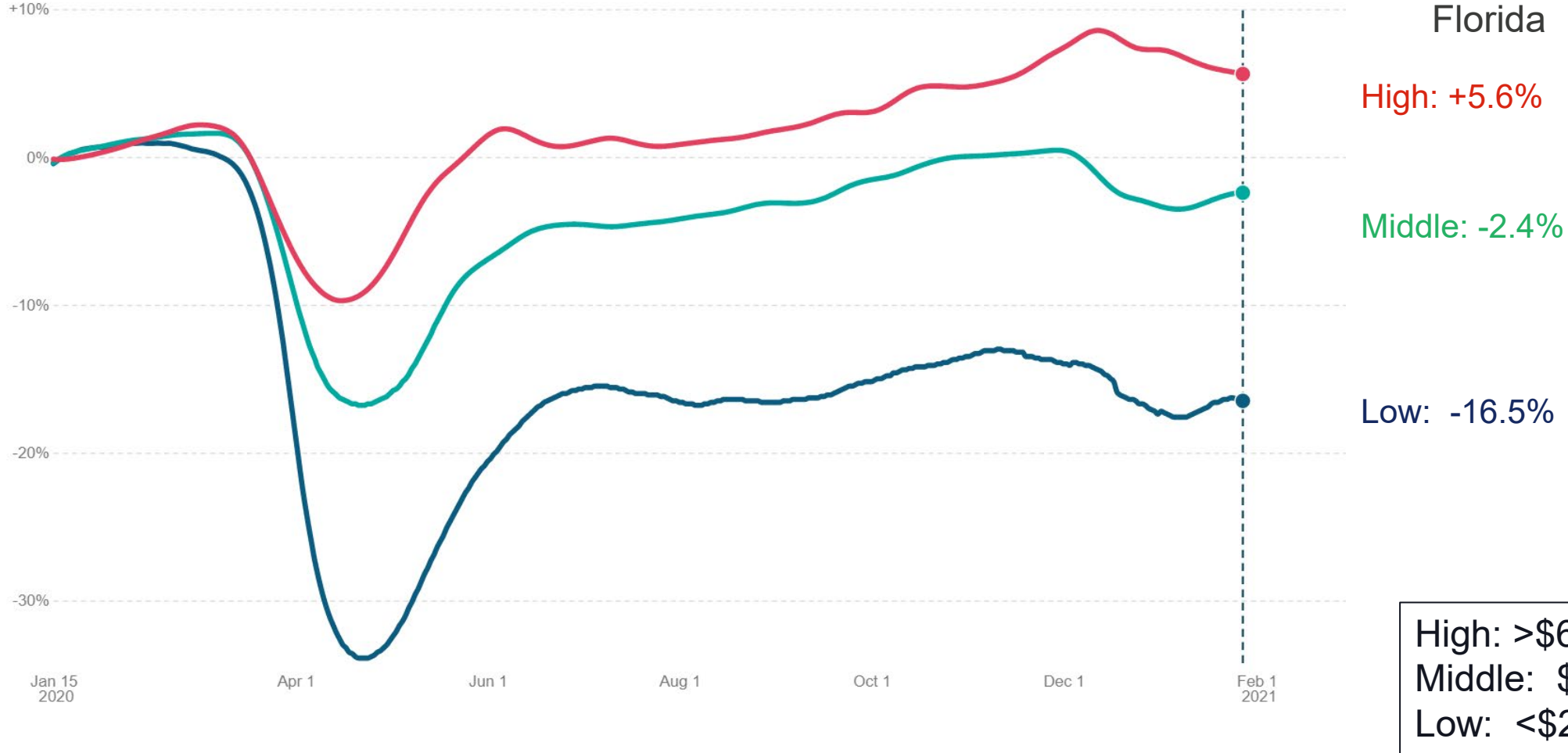
Largest losses in Miami-Dade, Orange, Broward,
Seminole, Palm Beach, Osceola, Lake, Lee

Data Source: Florida Department of Economic Opportunity



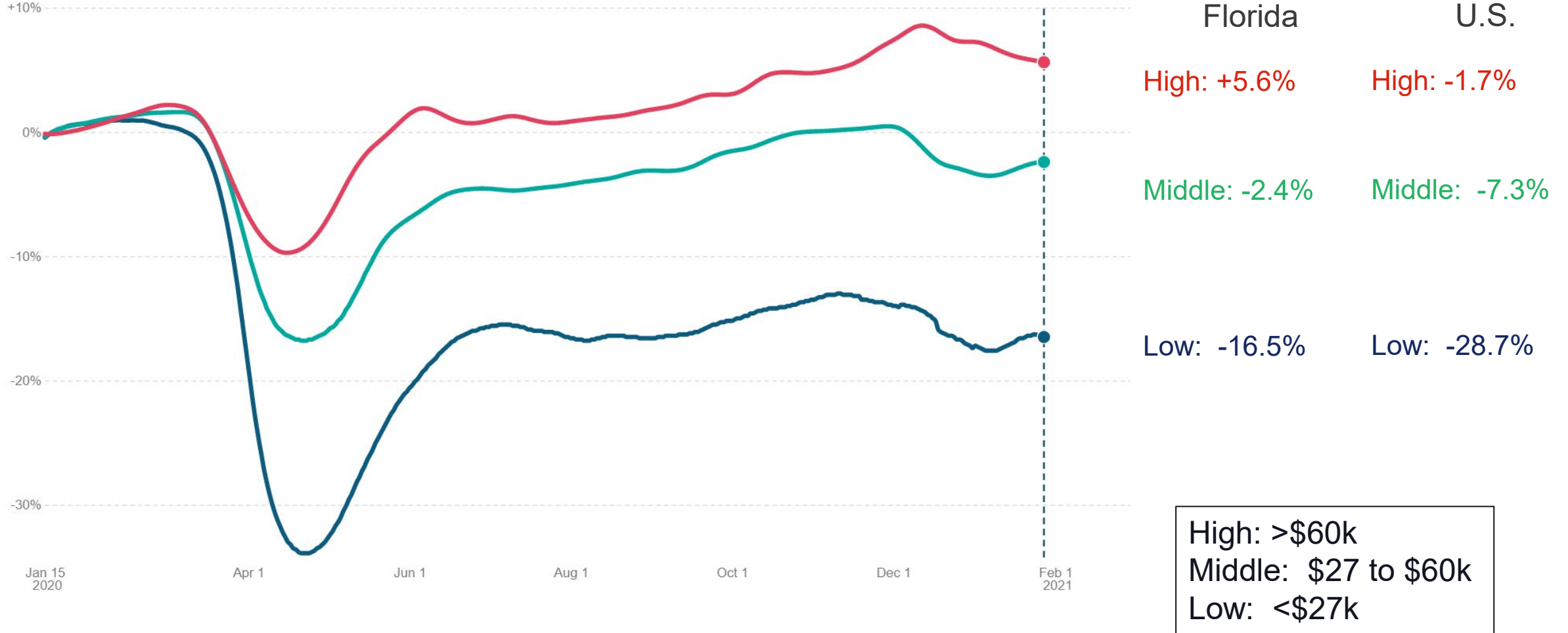
Percent Change in Employment*

In **Florida**, as of **January 27 2021**, employment rates among workers in the bottom wage quartile **decreased** by **16.5%** compared to January 2020 (not seasonally adjusted).



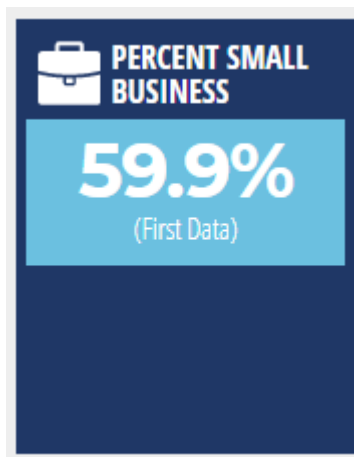
Percent Change in Employment*

In **Florida**, as of **January 27 2021**, employment rates among workers in the bottom wage quartile **decreased** by **16.5%** compared to January 2020 (not seasonally adjusted).



www.FIChamber.com/covidimpact

Percent of Florida's Net New Jobs
Created by Businesses with Less
than 100 employees



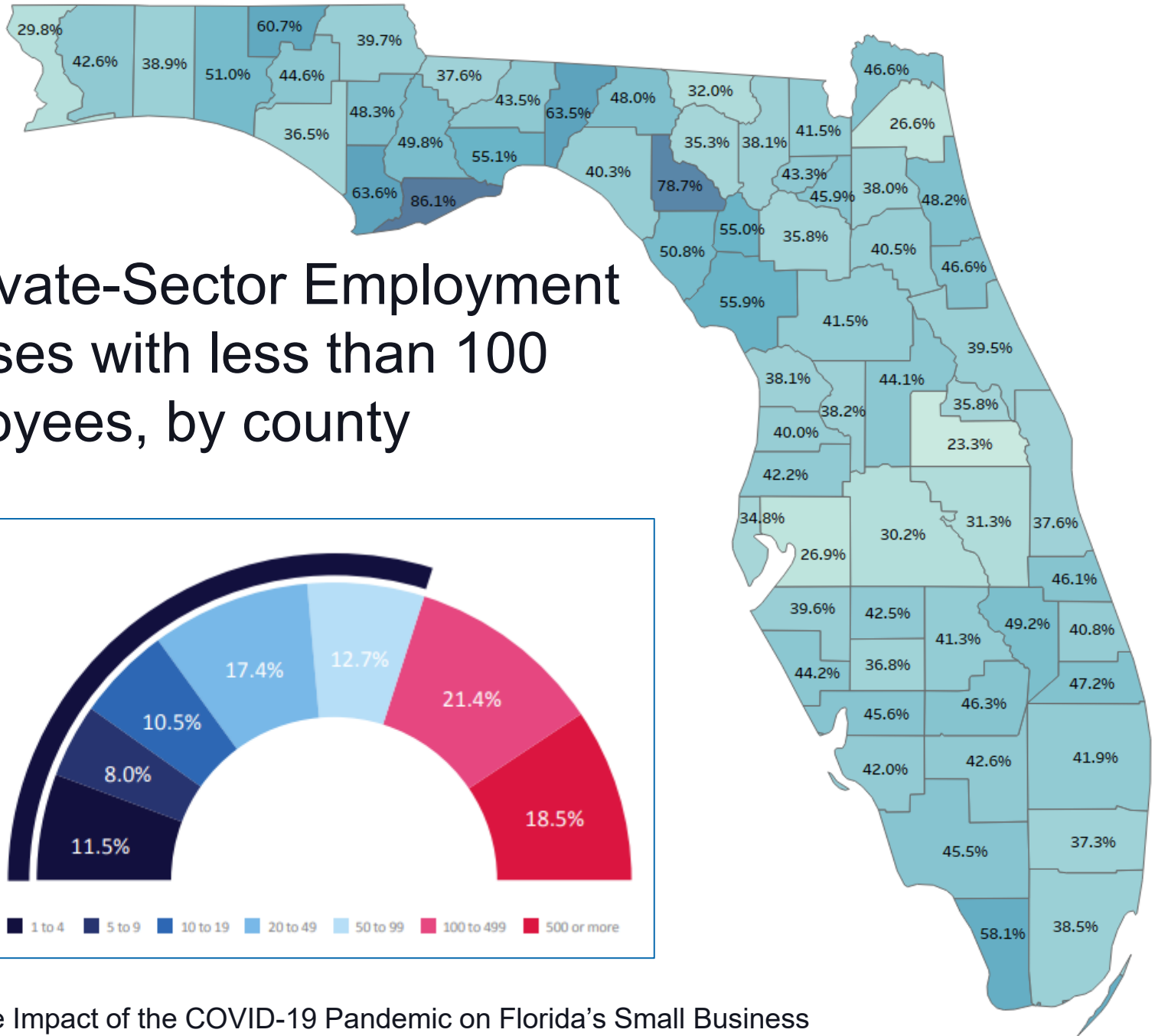
The Impact of the **COVID-19 PANDEMIC** on Florida's Small Businesses

October 2020

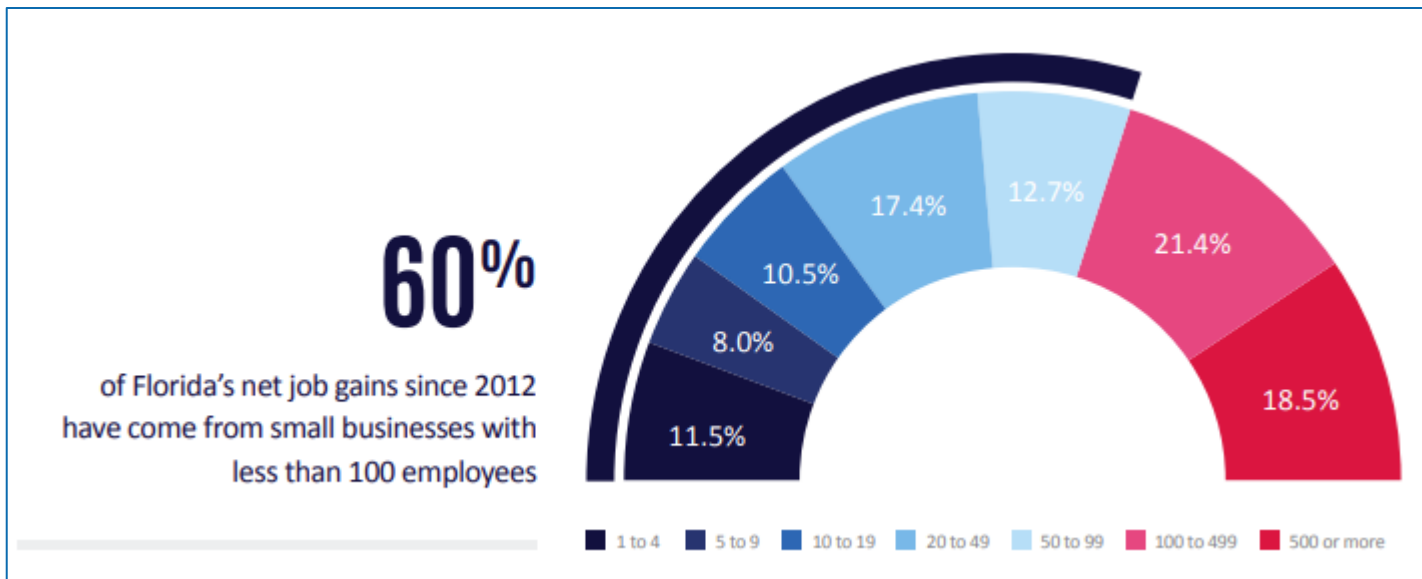
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AMERICA'S
SBDC
FLORIDA

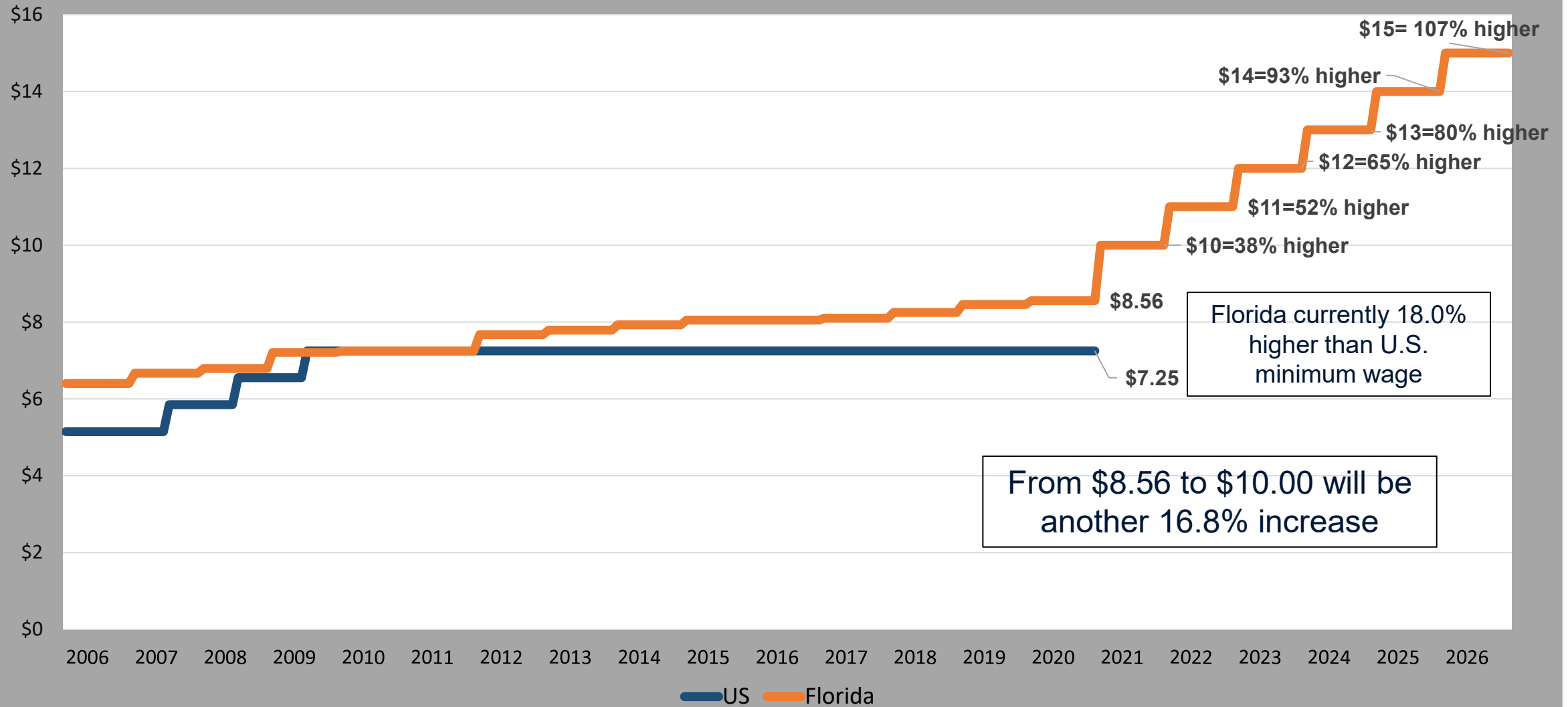
Haas Center
UNIVERSITY OF WEST FLORIDA



Percent of Private-Sector Employment at Businesses with less than 100 employees, by county



Florida and U.S. Minimum Wage – plus proposed increases



From: How Many Jobs Would the \$15 Minimum Wage Kill?

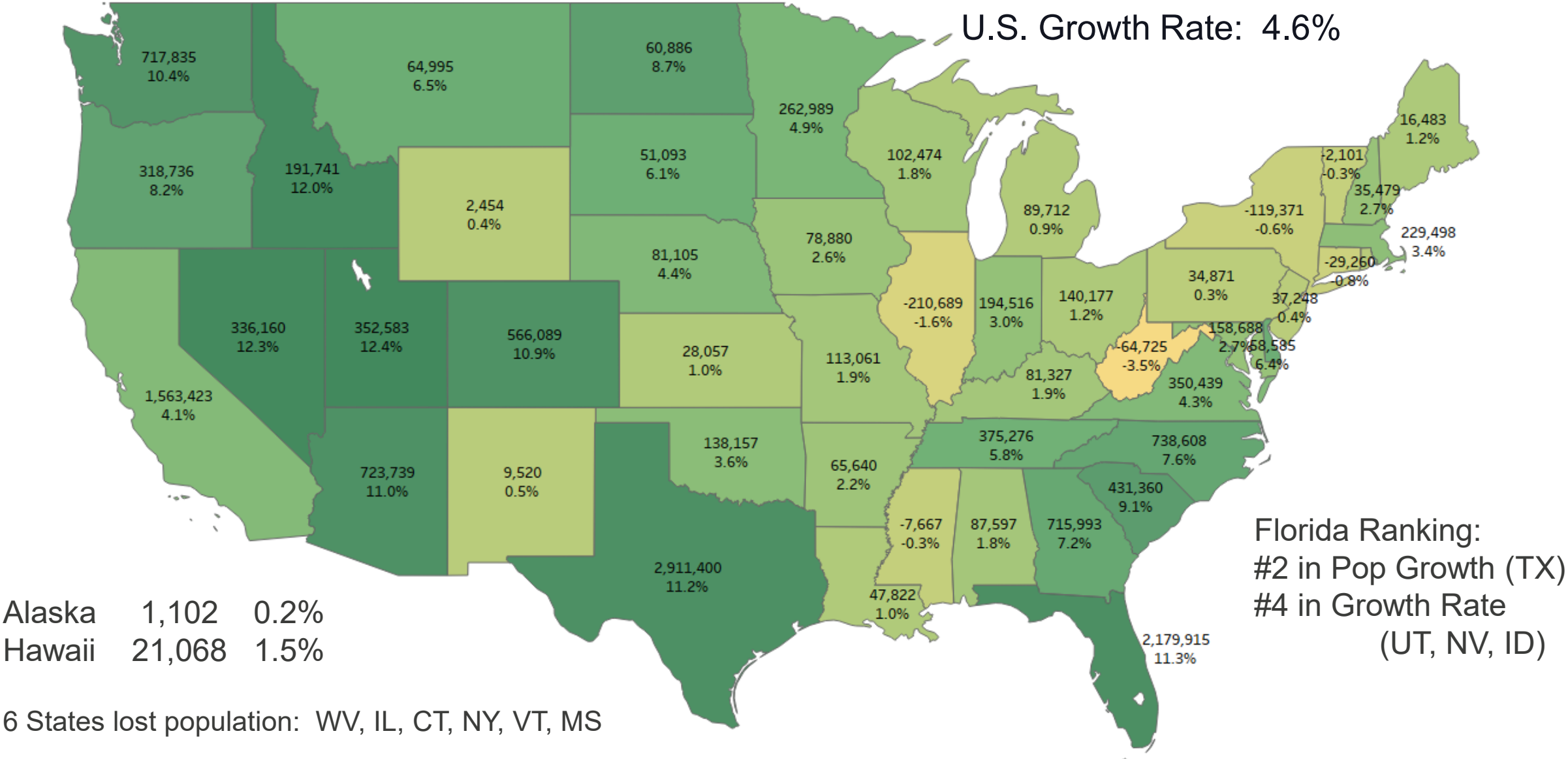
Michael Saltzman, July 2020, Wall Street Journal

“.....as many as three people would lose their jobs for each person no longer in poverty.”

Source: <https://www.wsj.com/articles/how-many-jobs-would-the-15-minimum-wage-kill-11562626215>

Population Growth 2012-2019

U.S. Growth Rate: 4.6%



Florida Ranking:
#2 in Pop Growth (TX)
#4 in Growth Rate
(UT, NV, ID)

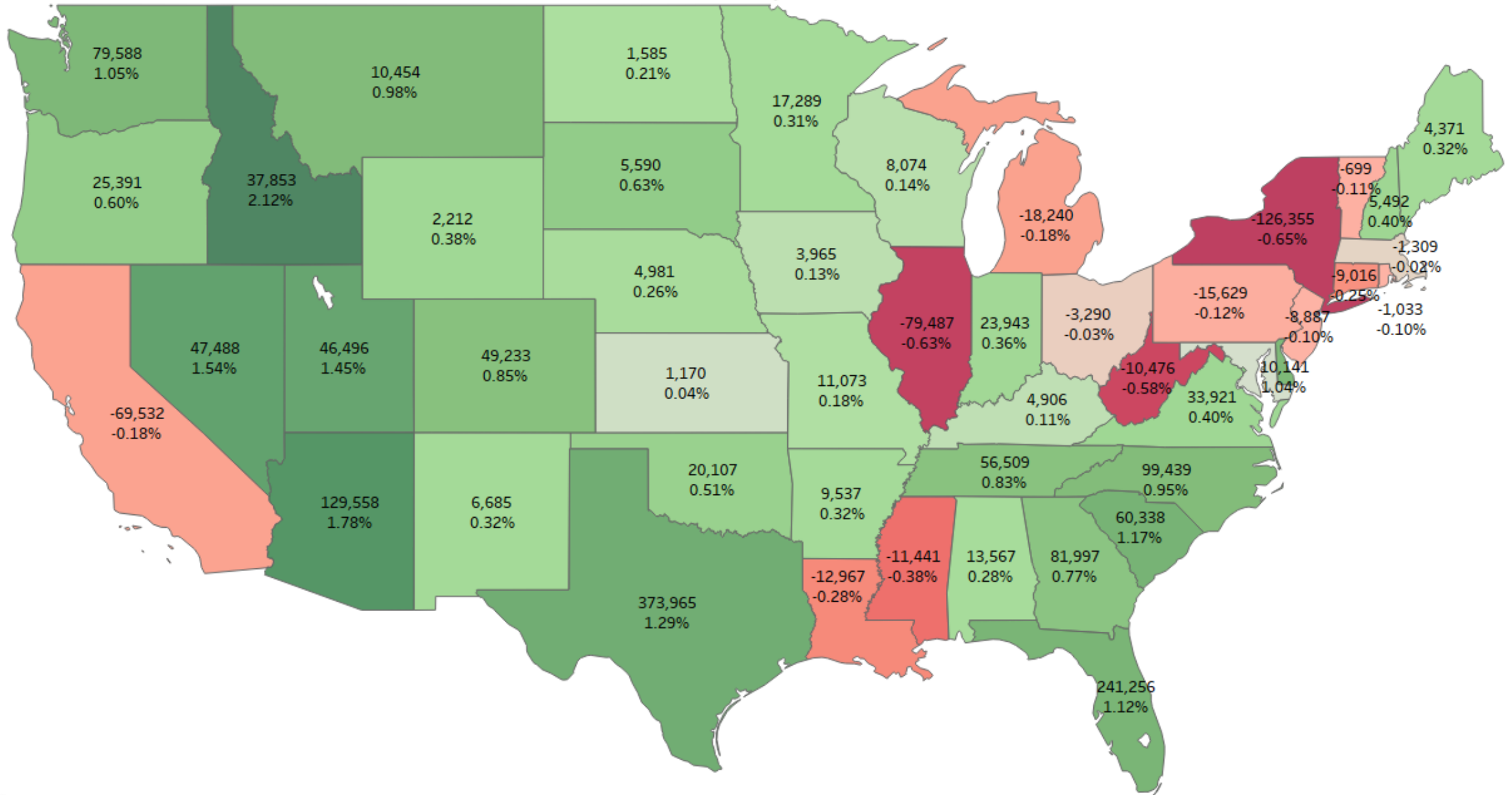
Alaska 1,102 0.2%
Hawaii 21,068 1.5%

6 States lost population: WV, IL, CT, NY, VT, MS



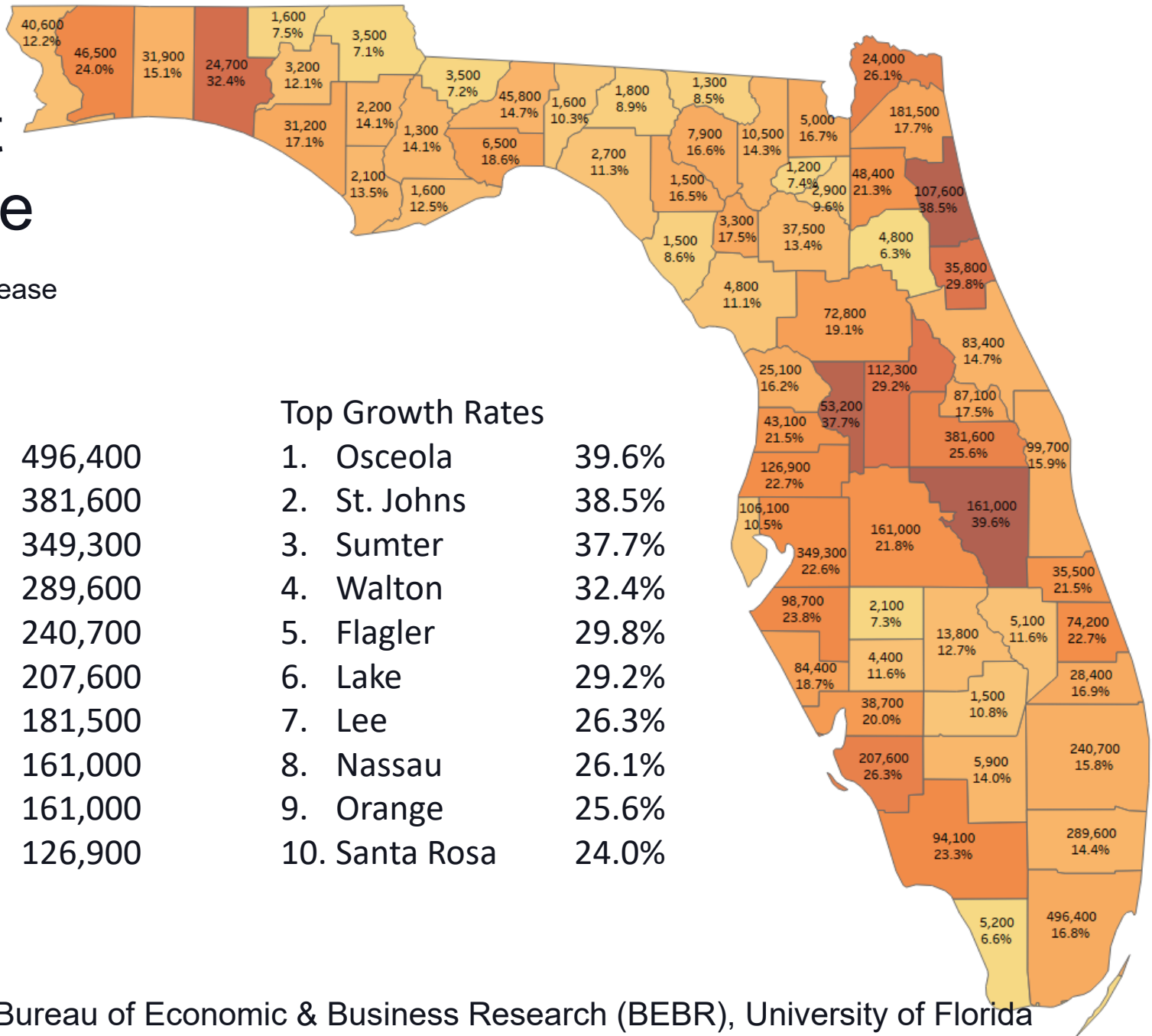
Data Source: U.S. Census Bureau

Population Change Estimates for 2020



Data Source: U.S. Census Bureau

Florida's Next 4 Million People



Top Number: Estimated Increase
Bottom Number: Percent

Top Increases

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

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%



Download this presentation here:
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