



# Uniting Business for Good

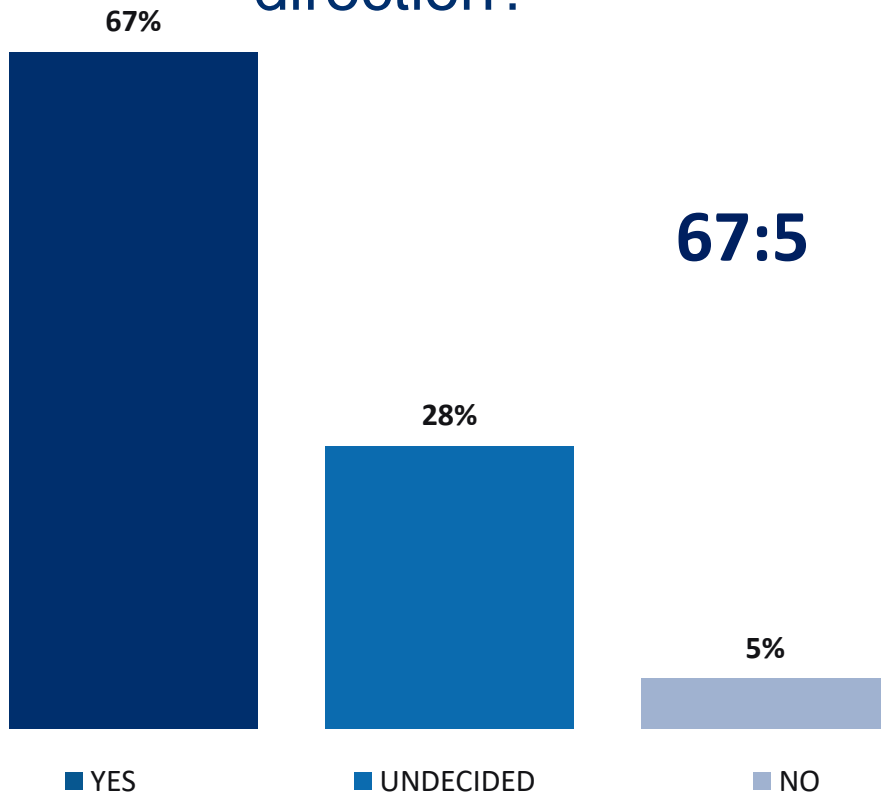
Enterprise Florida Board of Directors Meeting | September 29, 2021

Mark Wilson, President and CEO, [mwilson@flchamber.com](mailto:mwilson@flchamber.com)

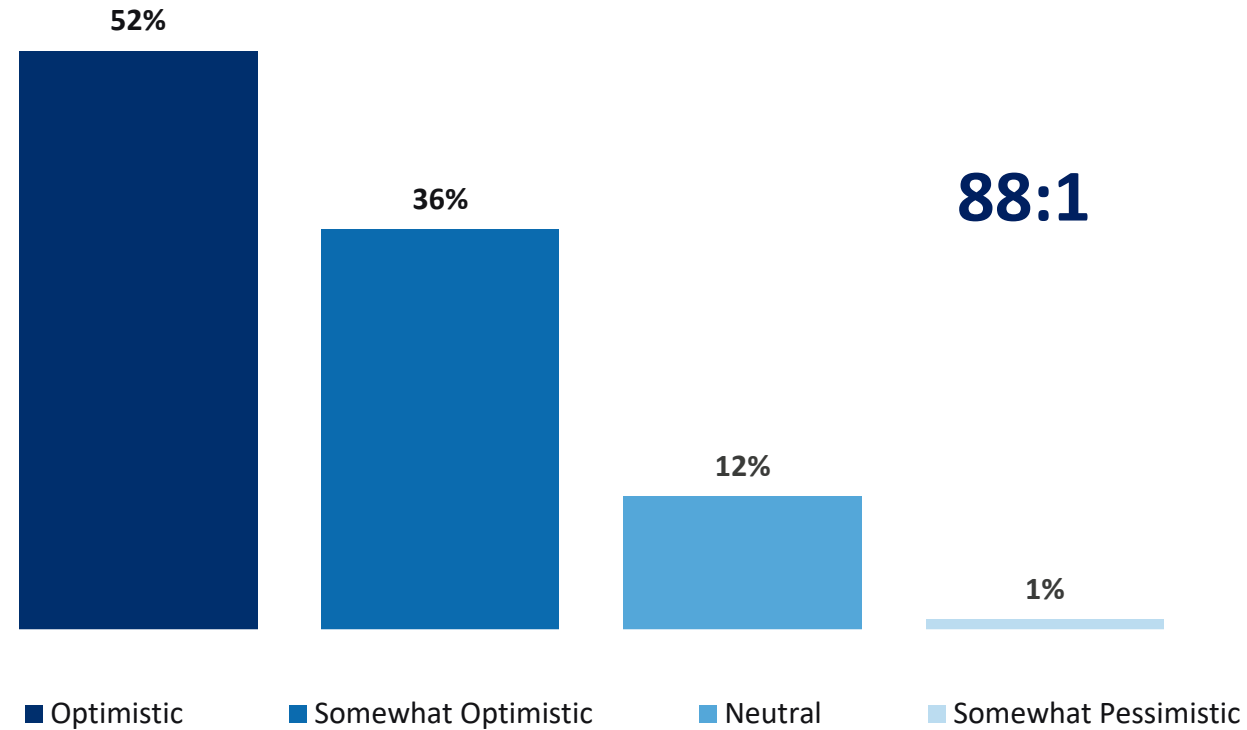


# Florida Chamber Membership Survey Results

Do you think Florida is  
headed in the right  
direction?



What is your opinion on Florida's  
Economy?



# ENTERPRISE FLORIDA

*Partnership for a Competitive Economy*



FLORIDA  
DEPARTMENT  
OF COMMERCE



**“Today’s economic challenges require a strategic approach to economic development that goes well beyond traditional ways of doing business. Enterprise Florida will give more focus to economic development than now exists under our fragmented system.”**



# The Florida 2030 Blueprint: Uniting Businesses For Good

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



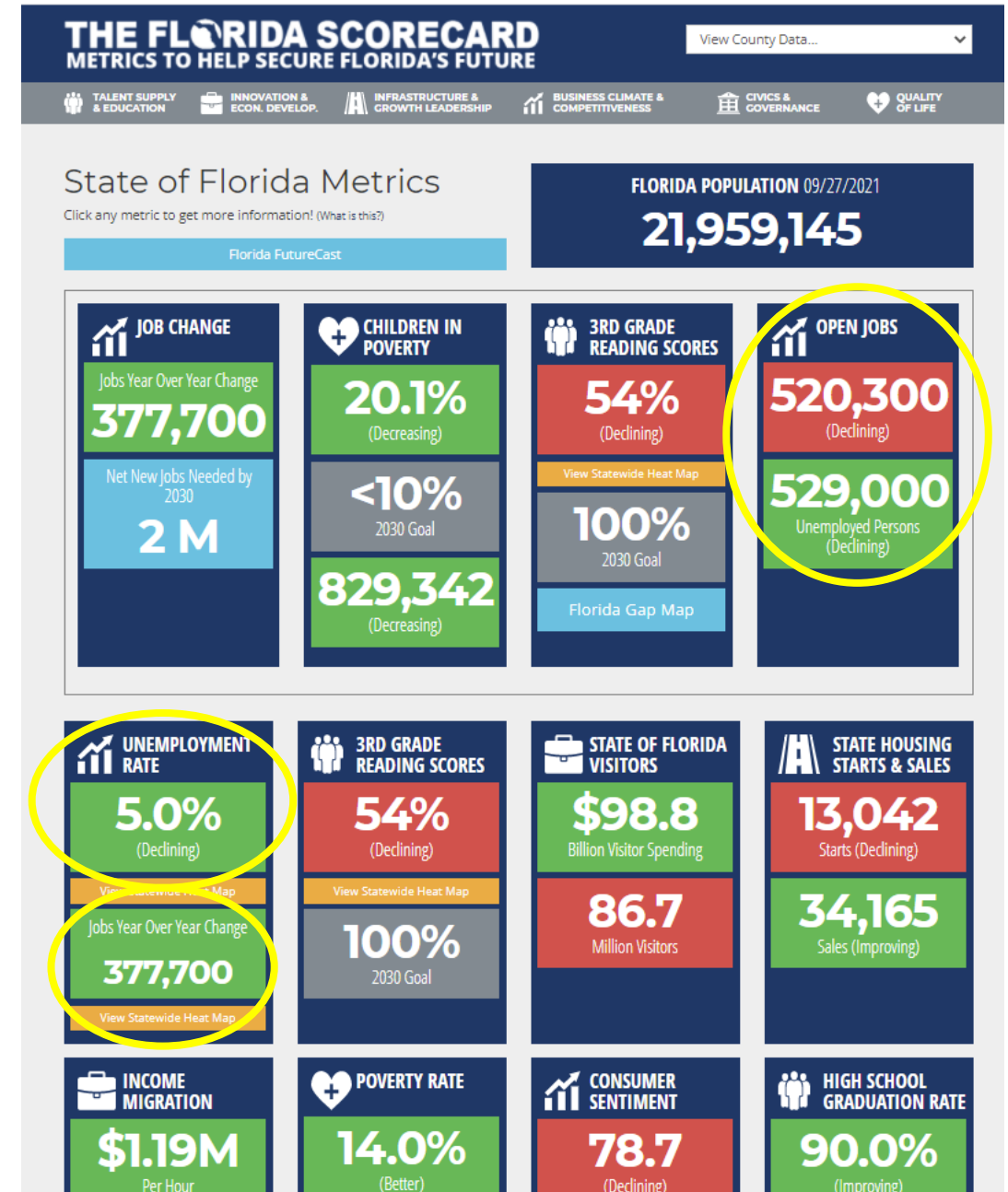
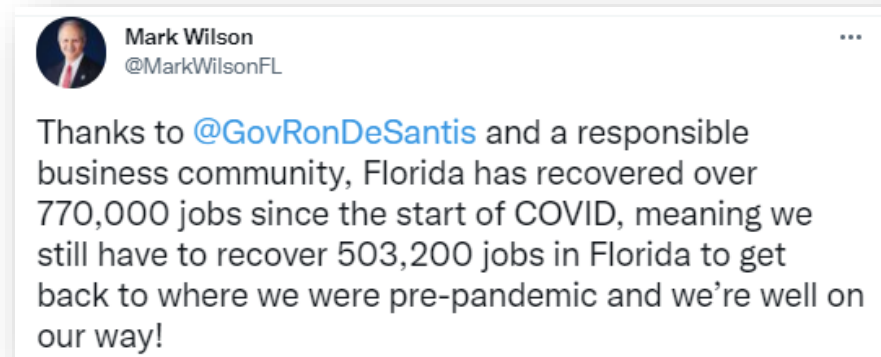
39 Goals

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

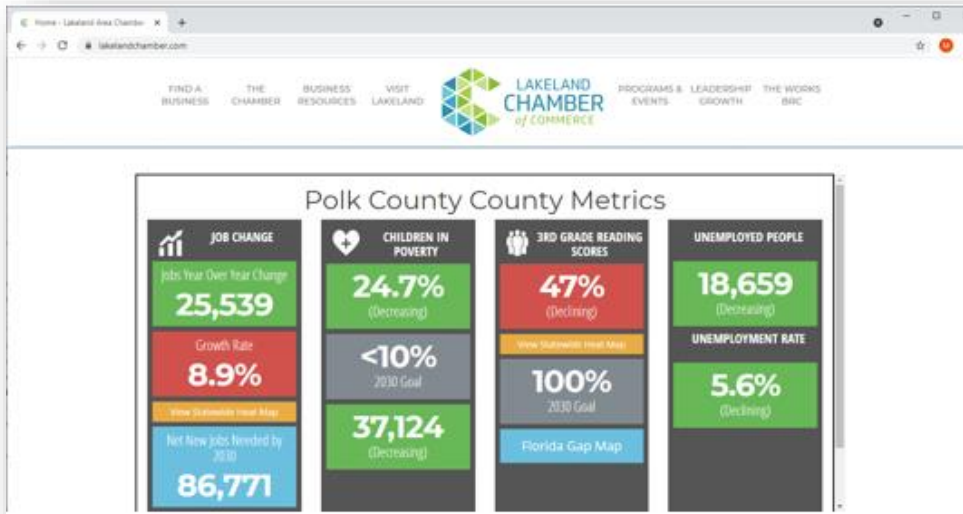
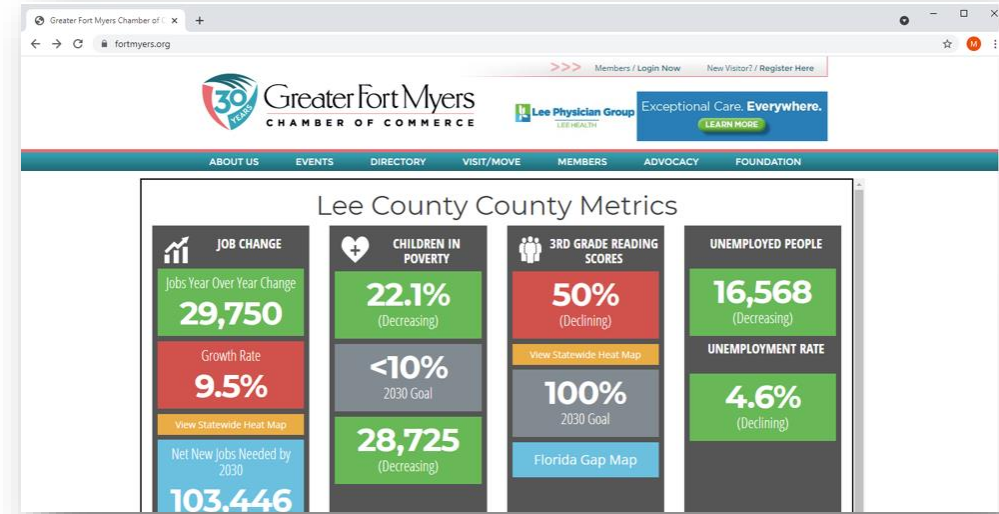
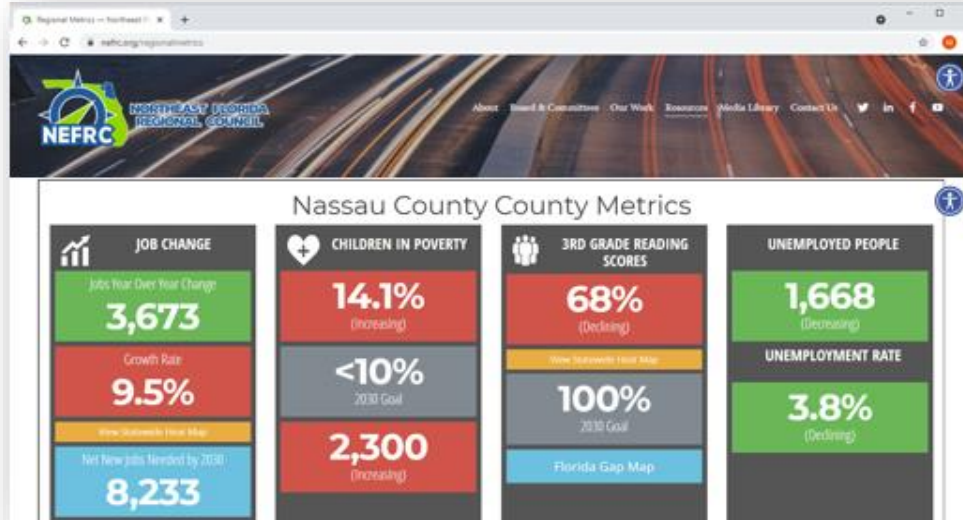


# Florida “At-A-Glance”

- Florida’s Economy \$1.15 Trillion GDP (15<sup>th</sup>)
- 21.9 Million Residents
  - 3<sup>rd</sup> / 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



# 67 Counties, 1 Goal





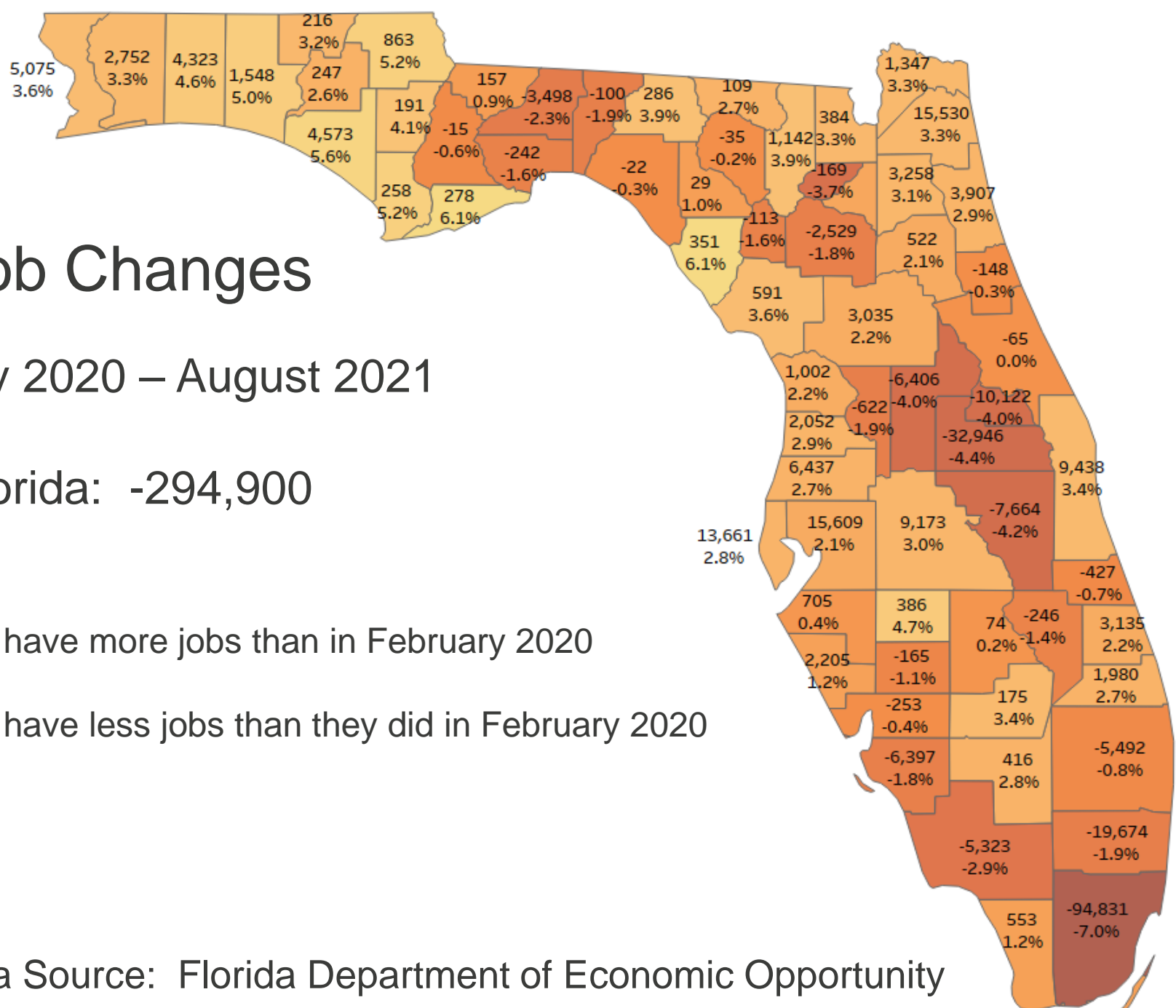
# Job Changes

February 2020 – August 2021

Florida: -294,900

42 Florida counties have more jobs than in February 2020

25 Florida counties have less jobs than they did in February 2020



# 294,900 Jobs to Recover

Job Loss by Category: February 2020 to August 2021

Industry	Job Change (000)	Percent of Industry
<b>Total – All Industries</b>	-294.9	-3.3%
Leisure & Hospitality	-194.5	-15.2%
Trade, Transportation & Utilities	-31.6	-1.7%
Education & Health Services	-26.3	-1.9%
Manufacturing	-7.0	-1.8%
Construction	-6.8	-1.2%
Information	-2.0	-1.4%
Professional & Business Services	+4.2	+0.3%
Financial Activities	+17.9	+3.0%

Net New Jobs Needed by  
2030

**2 M**



# Florida's Next 4 Million People

Top Number: Estimated Increase  
Bottom Number: Percent

## Top Increases

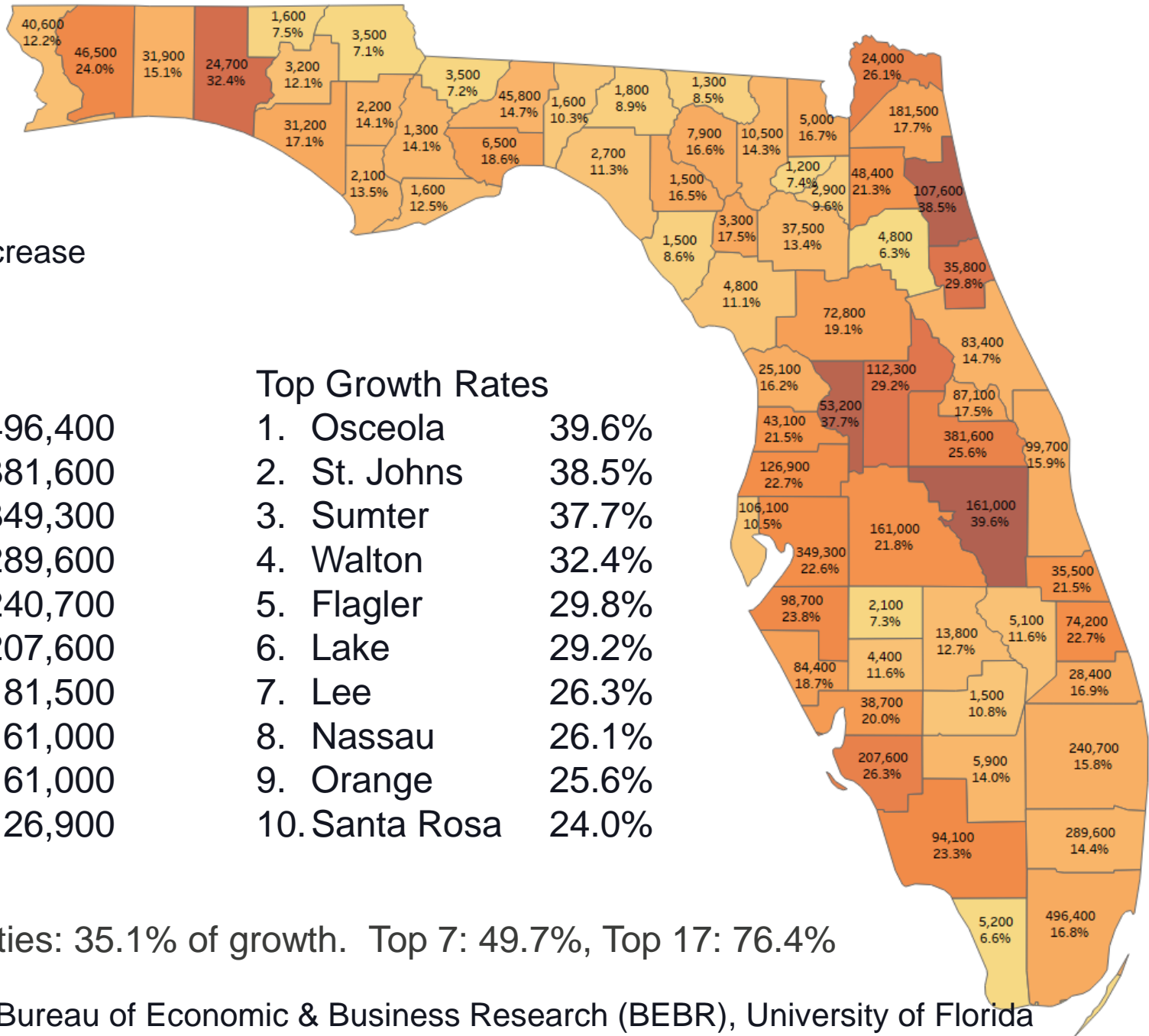
1. Miami-Dade	496,400
2. Orange	381,600
3. Hillsborough	349,300
4. Broward	289,600
5. Palm Beach	240,700
6. Lee	207,600
7. Duval	181,500
8. Osceola	161,000
9. Polk	161,000
10. Pasco	126,900

## 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%

Top 4 Counties: 35.1% of growth. Top 7: 49.7%, Top 17: 76.4%

Data Source: Bureau of Economic & Business Research (BEBR), University of Florida



# Keeping Florida, Florida

“  
While we welcome the  
\$1.19 million in income  
relocating to Florida every  
hour, we need to ensure  
we keep Florida, Florida.  
”

SOUTH FLORIDA  
**SunSentinel**

## Welcome, newcomers! Please help us keep Florida, Florida (Opinion)

April 9, 2021

This is a message for the estimated 800 net new people who are relocating to Florida every day.

Welcome to Florida. We're glad you're here and we hope you'll help us keep Florida, Florida.

Florida is open for business, and business is better here. This state is like a magnet — for businesses, residents, students and visitors, and according to research by Florida Chamber Foundation Chief Economist Dr. Jerry Parrish, Florida is estimated to gain about 800 net new people per day on average.

While we welcome the \$1.19 million in income relocating to Florida every hour, we need to ensure we keep Florida, Florida. Constantly ranked one of the best states for business and education, Florida is committed to keeping regulatory red tape and local business taxes low so we can remain a prime location with a competitive, pro-business, pro-jobs climate. This, along with a strong economy and zero personal state income tax, makes Florida a better state to do business.

# Championing Florida's Opportunity



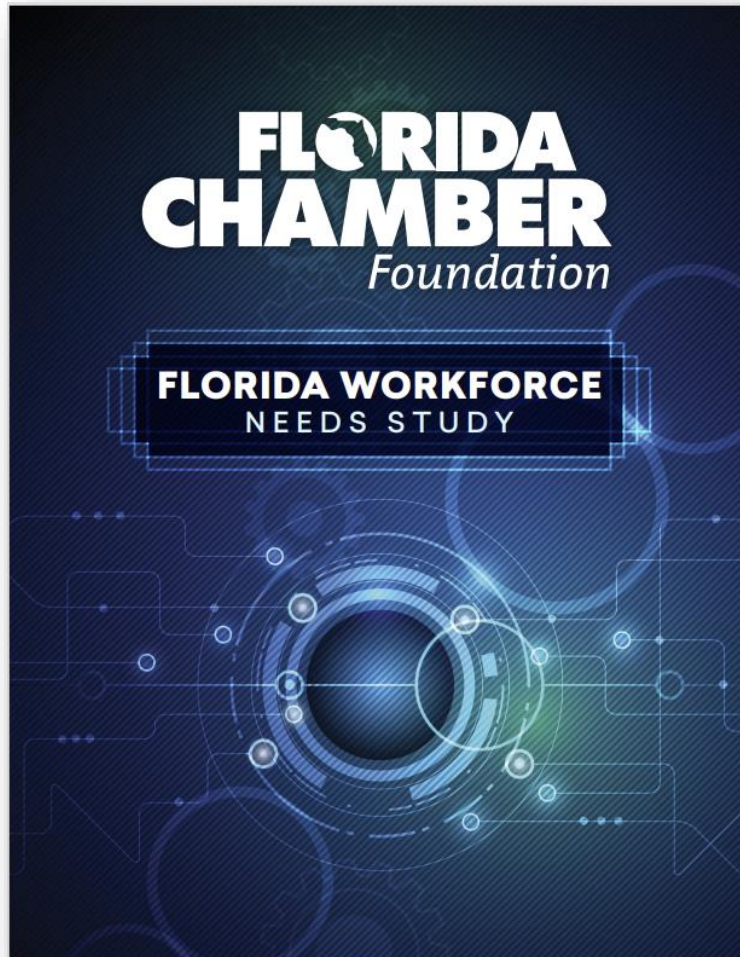
[www.FLChamber.com/openforbiz](http://www.FLChamber.com/openforbiz)

## 10 Reasons Employers Are Moving to Florida...





# Research that Changes the Game





# First in the Nation Statewide Skills Assessment

## 1 Four career areas showing promise of advanced wages and long-term resiliency:



Healthcare



IT/Math



Business/Finance



Architecture/Engineering



- Florida doesn't have an unemployment problem, Florida has a skills-gap opportunity and mismatch
- Florida has an abundance of skills such as **employability, media/telecom and maintenance**, and shortage of skills such as **software development and data management**
- Florida has too many qualified workers in fields such as **hospitality, recreation, personal services, and sales/customer service**, and nowhere near enough in fields such as **healthcare, education, and finance**
- Skills such as **professionalism, detail orientation, empathy, punctuality, communication, and working with teams** represent employer demands common to all employment types

# Register Today!



## Topics Include:

- A Florida Perspective: Economic Development and Recruiting Jobs to Florida
- The Future of Economic Development
- Fueling Game-changing Ideas for Florida's Business Future
- Rural Economic Development

**+ MORE THAN 80 SPEAKERS OVER 2 DAYS!**

**October 27-28, 2021**

**[www.FLChamber.com/F3](http://www.FLChamber.com/F3)**





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