



# Unifying Business Communities in Florida

## Alliance of Merger & Acquisition Advisors | March 15, 2022

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

Download this presentation at [www.FLChamber.com/Presentations](http://www.FLChamber.com/Presentations)



“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*





**“**  
**"Florida is at a  
crossroads and we  
need to Keep  
Florida, Florida"**  
**”**

**“**  
**"If Florida was a stock and  
we can keep the business  
community united, I would  
be investing as much  
as I could"**  
**”**



# Securing Florida's Future Together



Solutions (Research)



Actions (Lobbying & Grassroots)



Leadership (Elections)



# The Florida 2030 Blueprint: Uniting Businesses For Good

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



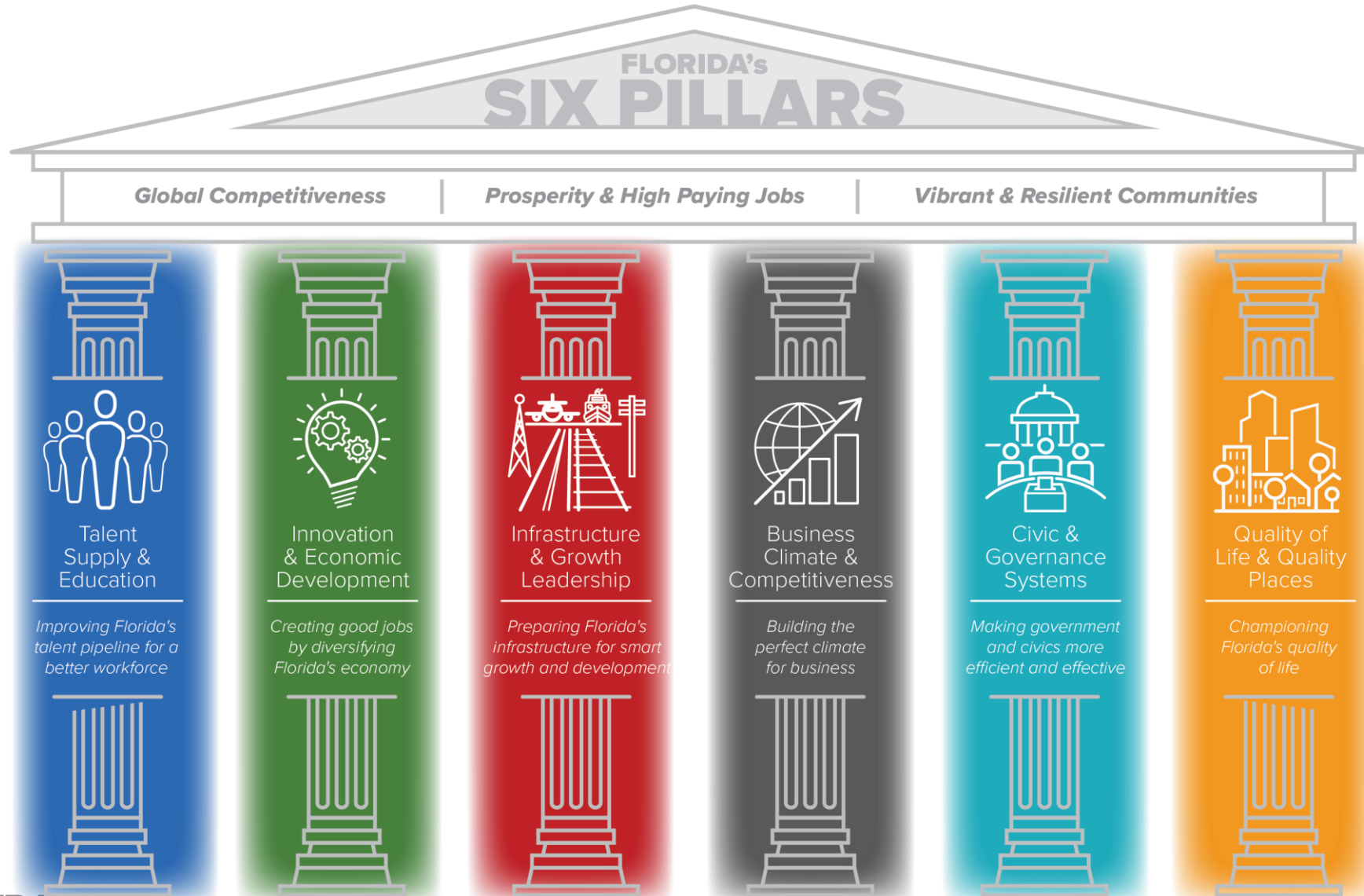
39 Goals

- +4 Million
- ~~+2~~ +1.63 Million
- +50 Million
- +3 Million



[www.Florida2030.org](http://www.Florida2030.org)

# Six Pillars Are Uniting Business For Good





# 39 Goals to Create Economic Opportunity in Every Zip Code

## WHERE DO WE WANT TO GO?

2030 Targets

### GOALS

Global Competitiveness	Prosperity & High Paying Jobs	Vibrant & Resilient Communities
Grow Florida into a top 10 global economy	Create a path to prosperity for all zip codes in Florida	Position Florida among the top states for attracting and retaining talent and visitors

Improving Florida's talent pipeline for a better workforce	Creating good jobs by diversifying Florida's economy	Preparing Florida for smart growth
<p>&gt;80% of Florida's workforce has essential <b>employability skills</b></p> <p>&gt;60% of Floridians 25-64 have a high-value <b>postsecondary certificate, degree, or training experience</b></p> <p>95% of entering <b>high school students graduate within 4 years</b></p> <p>100% of Florida <b>8th graders read &amp; perform math at or above grade level</b></p> <p>100% of Florida <b>3rd graders read at or above grade level</b></p> <p>100% of children are <b>ready for kindergarten</b></p>	<p>Top state for <b>gross domestic product</b> and <b>top quartile most diversified state economy</b></p> <p>#1 state for <b>overseas visitors</b></p> <p>Goods exports <b>double</b> and services exports <b>triple</b></p> <p>Top 5 state for <b>manufacturing jobs</b></p> <p>Top 3 state for <b>technology jobs</b></p> <p>#1 state for <b>business startups</b></p> <p>Top 3 state for <b>venture capital investments</b></p> <p>Top 3 state for <b>research and development funding</b> and <b>patents issued</b></p> <p>Rural county share of Florida gross domestic product <b>doubles</b></p>	<p>Diverse, attainable, and <b>affordable</b> to meet future needs</p> <p>Every resident has <b>access to public transit</b></p> <p>All major population <b>centers connected</b> by national, and global <b>high-capacity</b> transportation</p> <p>World's <b>most capable</b> tier airports, seaports, and <b>transportation</b></p> <p>100% of Florida residents have <b>access to broadband</b> and <b>communication</b></p> <p>Diverse and <b>reliable</b> energy and waste management to meet future needs</p> <p>All Florida residents have <b>access to resilient</b> infrastructure</p>

## WHERE DO WE WANT TO GO?

2030 Targets

### GOALS

Global Competitiveness	Prosperity & High Paying Jobs	Vibrant & Resilient Communities
Grow Florida into a top 10 global economy	Create a path to prosperity for all zip codes in Florida	Position Florida among the top states for attracting and retaining talent and visitors of all ages
Building the perfect climate for business	Making government and civics more efficient and effective	Championing Florida's quality of life
<p>Actuarially sound <b>property insurance</b> rates based on <b>actual risk and competition</b></p> <p>#1 <b>business tax climate</b> in the nation</p> <p>Regulatory, labor, and operating risk <b>environments</b> rated among <b>top 5</b> in the nation</p> <p>Environmental permitting and local <b>land use</b> processes rated among <b>top quartile in the nation</b></p> <p>Occupational licensing laws rated among <b>top 5 in the nation</b></p> <p>Legal climate improves to <b>top quartile in the nation</b></p>	<p>100% of <b>state agencies</b> aligned with Florida 2030 goals</p> <p>100% of <b>regional economic development plans</b> aligned with Florida 2030 goals</p> <p>100% of Florida residents covered by <b>regional visioning processes</b></p> <p>Increased size and impact of <b>nonprofit and philanthropic sectors</b></p> <p>Doubling the rate of Floridians who <b>volunteer and participate in civic and public service</b>, moving us from the bottom to the <b>top quartile</b></p>	<p>Top 5 state for <b>overall well being</b></p> <p>Florida's brand and reputation as <b>best place to live, work, raise a family, visit, learn, play, relocate, and compete</b> remains <b>top in the nation</b></p> <p>&lt;10% of Florida children <b>live in poverty</b> and 100% have a <b>pathway out</b></p> <p>&lt; 10% of Florida residents live in <b>housing-cost burdened households</b></p> <p>Crime rates rank among the <b>lowest 10 states</b></p> <p>Florida <b>protects and enhances</b> the value of its <b>arts, culture, heritage, and sense of place</b></p>

# Florida's Next 4 Million People

Top Number: Estimated Increase  
Bottom Number: Percent

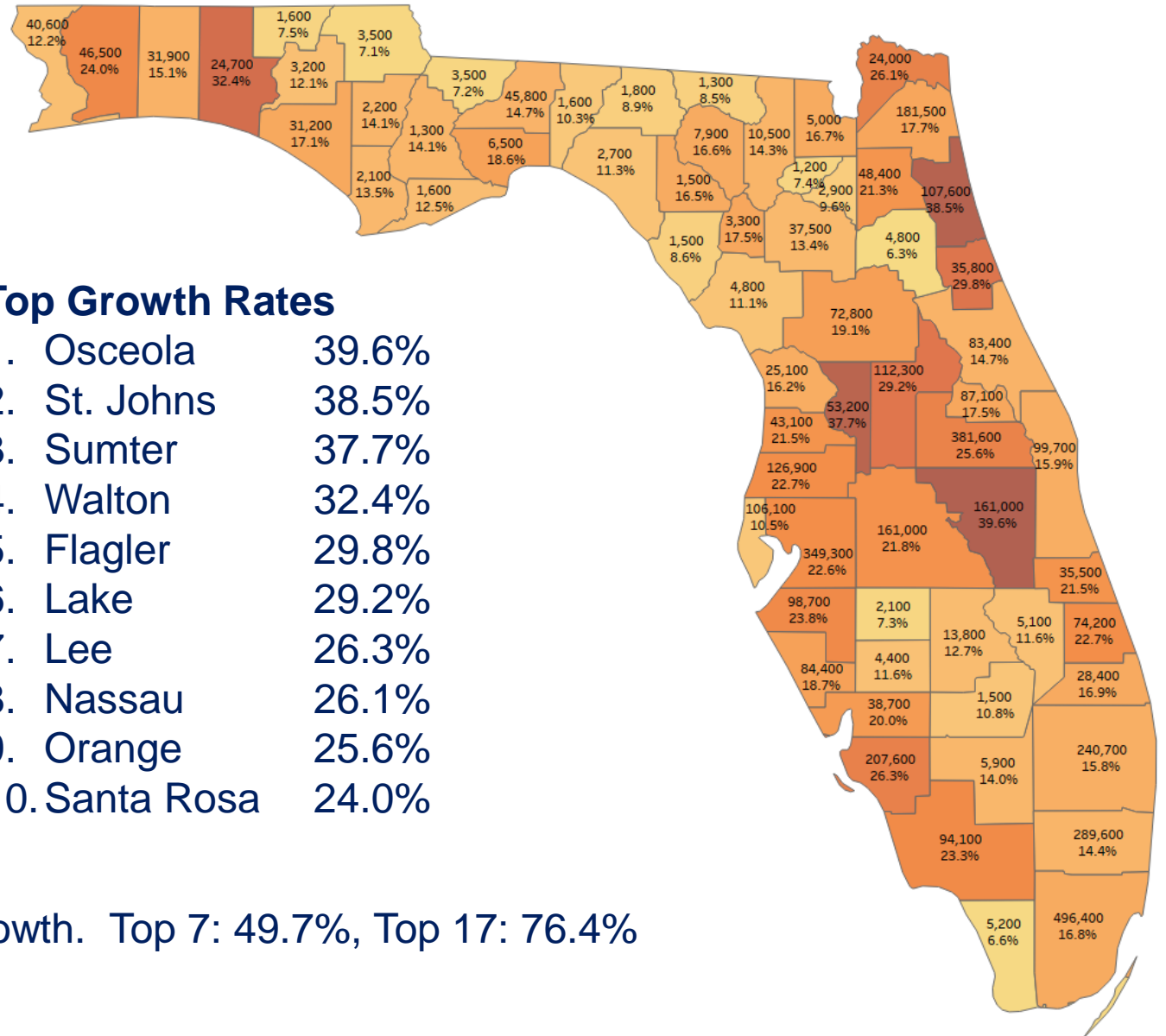
## Top Increases

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%

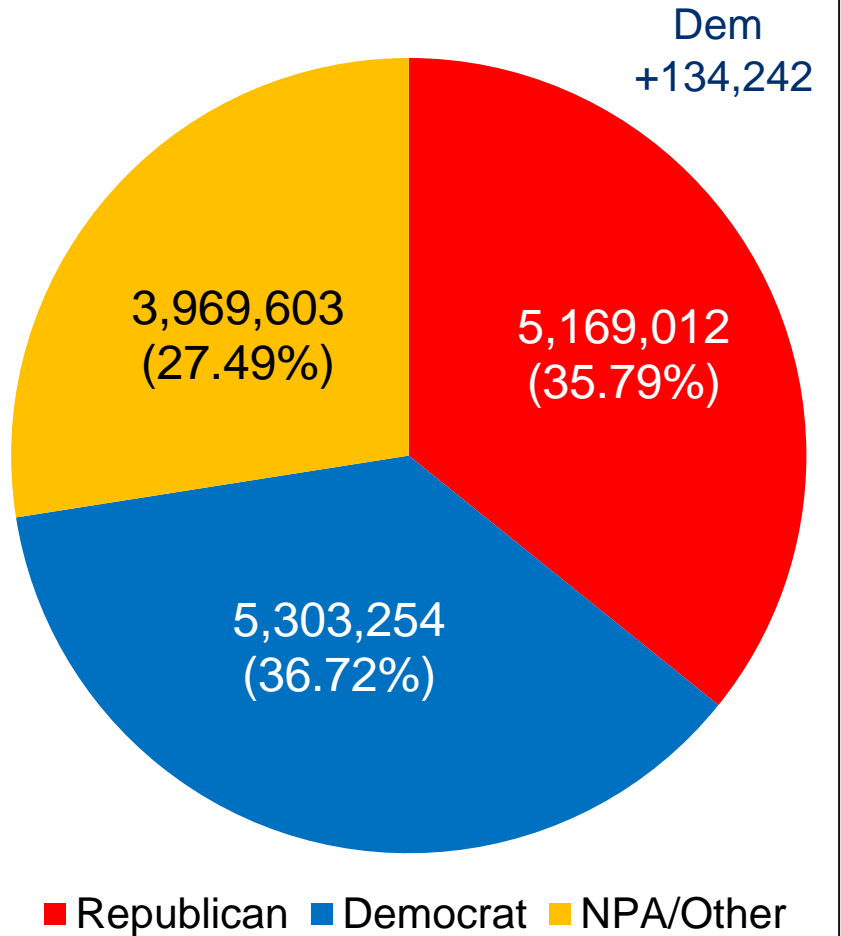




# Republicans Continue to Increase Their Lead Over Democrats

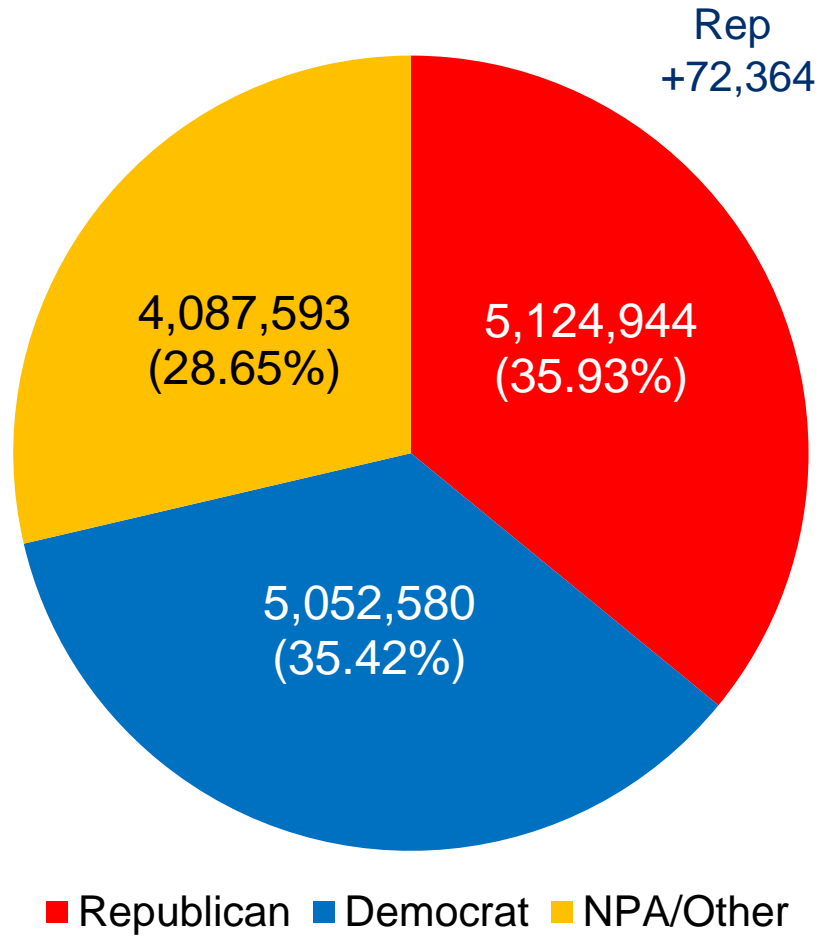
(via [ChamberHub](#) – Florida Chamber's Exclusive Voter File)

Florida Voter Registration –  
2020 general election



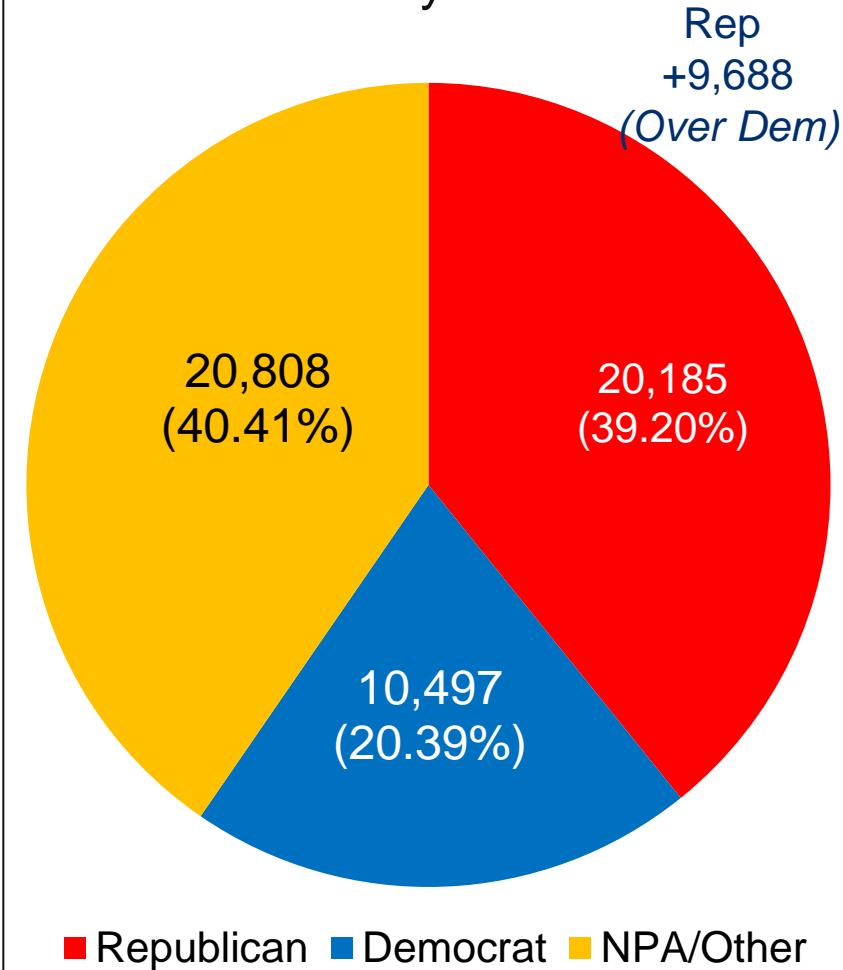
Total: 14,441,869

Florida Voter Registration –  
as of January 31, 2022



Total: 14,265,117

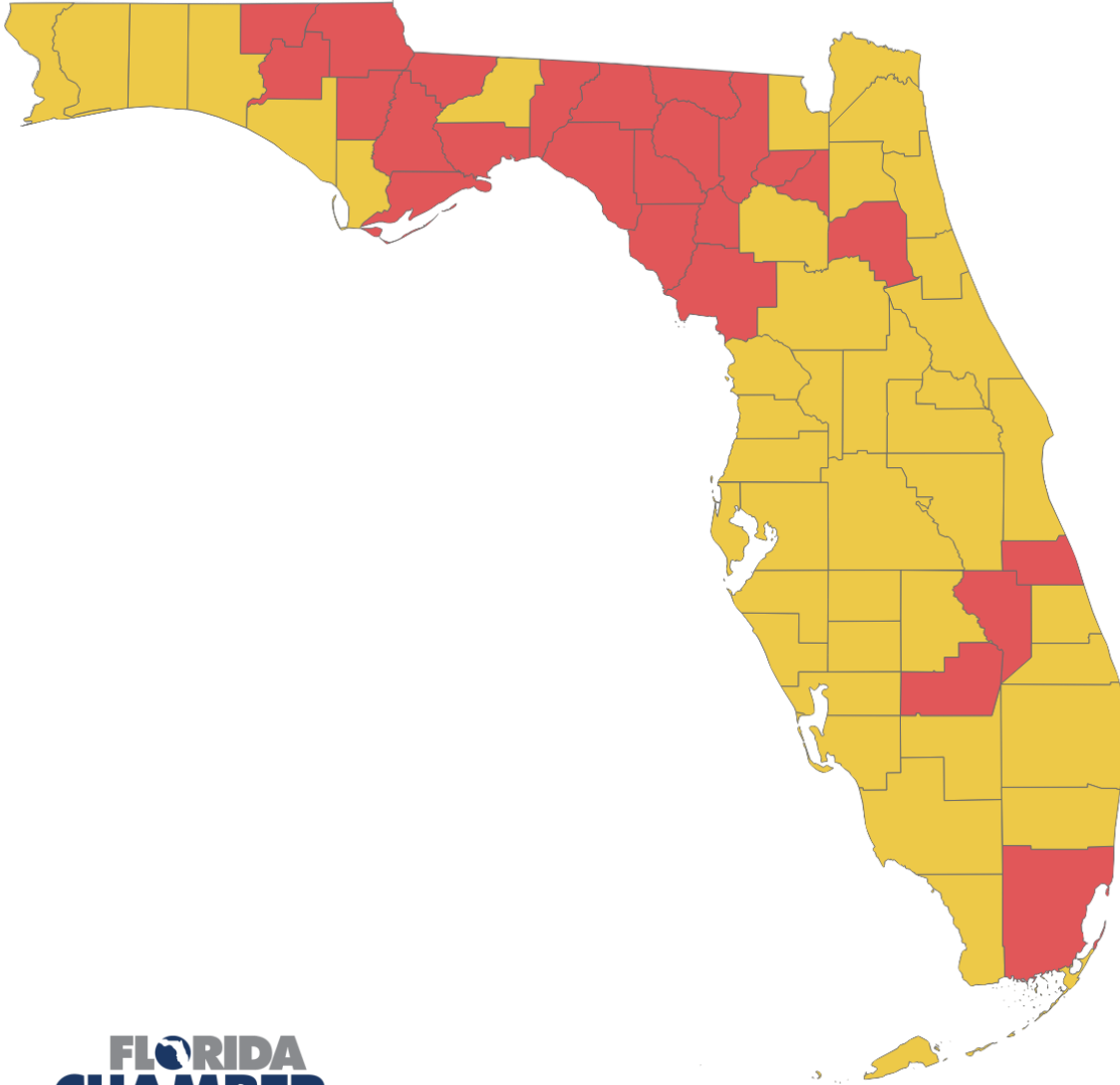
Newly Registered Voters –  
January 2022



Total: 51,490

# Florida Voter Registration Changes – Republican vs NPA Registration Share Growth

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Since the 2020 general election, the Democratic Party's share of active registered voters has declined in every county in Florida. In contrast, Republican share of active county registration has increased in 53 of 67 counties while NPA registration share has increased in all but one of Florida's 67 counties.

# **Chamber Polling: The Direction of Florida and the Nation**

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## **State of Florida**

Right Direction – 50%

Wrong Track – 41%

## **United States**

Right Direction – 20%

Wrong Track – 73%



# Top Issues Impacting Policy Decisions

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*In your opinion, what is the most important issue you would like the Governor and state legislature to deal with?*



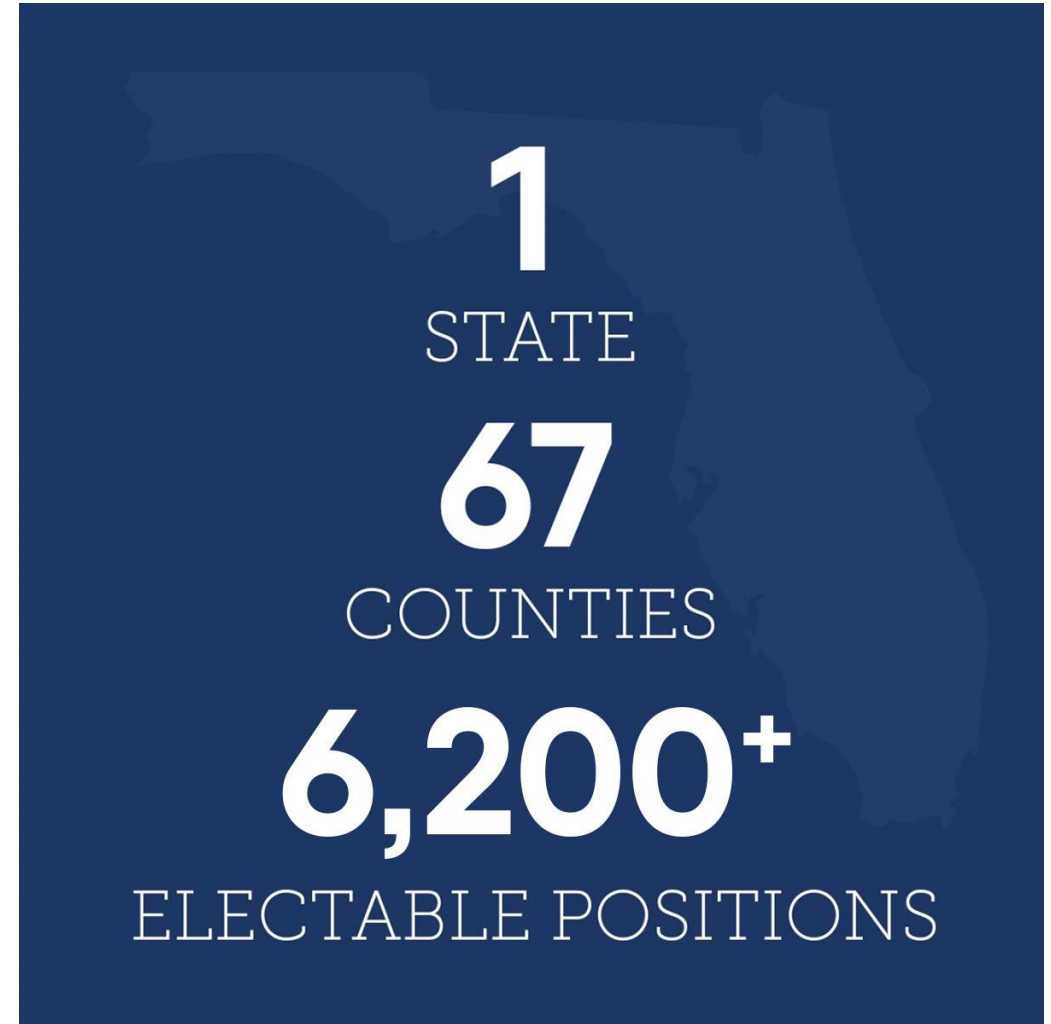
Coronavirus Issues – 16%

Job Creation/Economy – 15%

Healthcare – 9%

# Recruiting Better Candidates: [www.FIPL.org](http://www.FIPL.org)

Across the State of Florida,  
over 6,200 electable positions  
and thousands of appointed  
officials make and shape  
policy for millions of Florida  
families and businesses.



# The Florida Scorecard Continues to Track Florida's Recovery

- Florida's Economy \$1.23 Trillion GDP (15<sup>th</sup>)
- 22 Million Residents
  - 3<sup>rd</sup> / 26 M (+4M by 2030)
- January 2022 (Florida)
  - Open jobs: 493,216
  - Florida continues to trend toward pre-pandemic employment levels
    - -100,800 jobs across all industries
  - Visitors:
    - Overall: 122.4M
    - International: 4.6M
- Florida on the Move
  - Nearly 1,000 Net New Residents/Day
  - 131.4 Million Visitors In 2019 (+50M by 2030)
  - 2021 = Florida Created 1 in every 13 U.S. Jobs

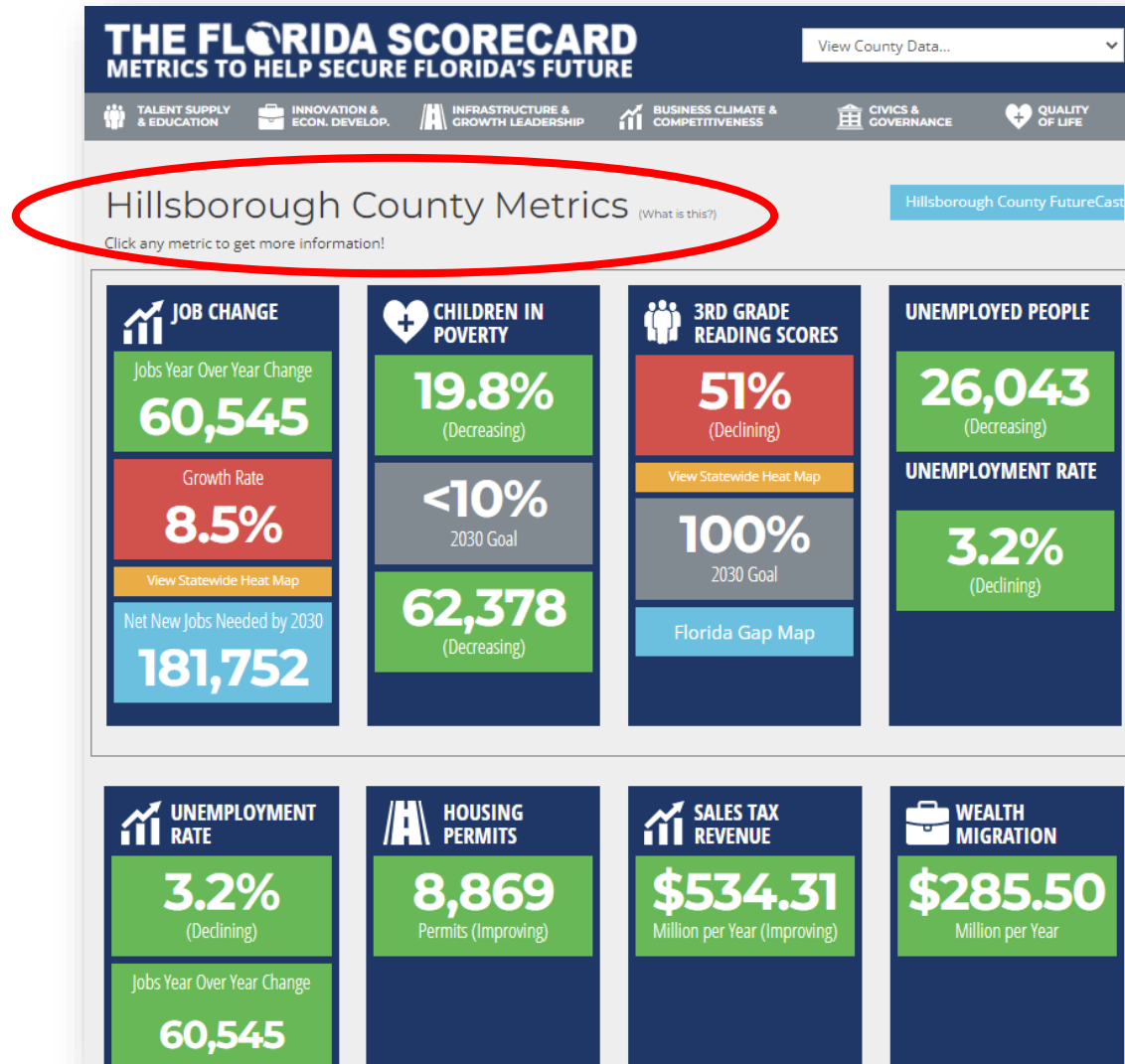




# Florida Surpasses Pre-Pandemic Employment Levels

Industry	Job Change	Percent of Industry
<b>Total – All Industries</b>	+88,300	+1.0%
Leisure & Hospitality	-68,900	-5.4%
Education & Health Services	-16,500	-1.2%
Manufacturing	+6,200	+1.6%
Information	+3,000	+2.2%
Construction	+5,900	+1.0%
Trade, Transportation & Utilities	+72,600	+4.0%
Financial Activities	+35,500	+5.9%
Professional & Business Services	+9,700	+6.9%

# Hillsborough County Level Metrics Available



## FutureCast

### Hillsborough County

- Net New Jobs Needed by 2030: **181,752**
- 2030 Population Range: **286,012 – 480,612**

### Pasco County

- Net New Jobs Needed by 2030: **67,773**
- 2030 Population Range: **64,353 – 124,453**

### Pinellas County

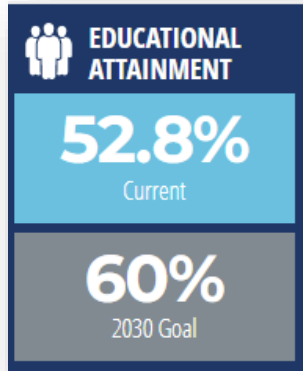
- Net New Jobs Needed by 2030: **46,804**
- 2030 Population Range: **20,420 – 108,020**

### Manatee County:

- Net New Jobs Needed by 2030: **32,665**
- 2030 Population Range: **55,447 – 99,347**

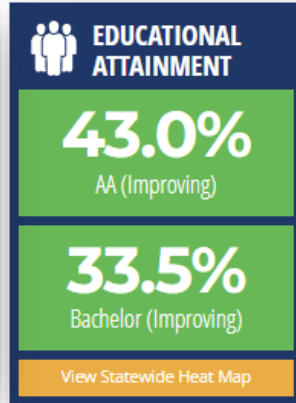
# Improving Florida's Talent Pipeline for a Better Workforce

## Florida



FLORIDA  
COLLEGE ACCESS NETWORK

## Hillsborough County

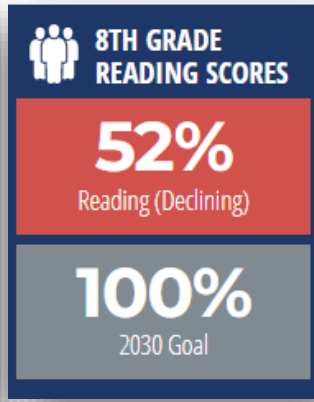


## Florida



FLORIDA  
CHAMBER  
of Commerce

## Pasco County



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

>80% of Florida's workforce has essential **employability skills**

>60% of Floridians 25-64 have a high-value **postsecondary certificate, degree, or training experience**

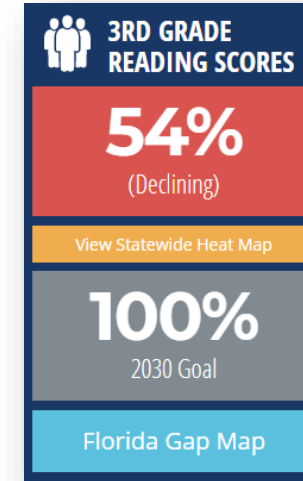
95% of entering **high school** students graduate within 4 years

100% of Florida **8th graders** read & perform math at or above grade level

100% of Florida **3rd graders** read at or above grade level

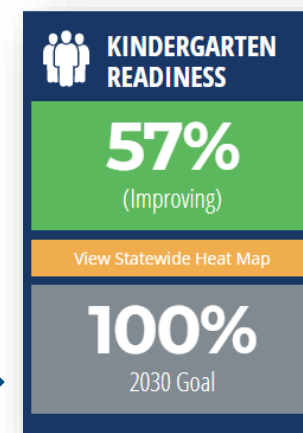
100% of children are ready for kindergarten

## Florida



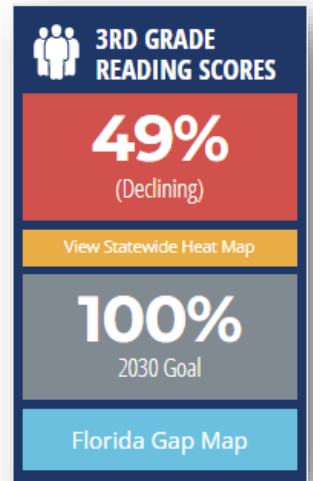
Florida Business Alliance for Early Learning Project

## Florida

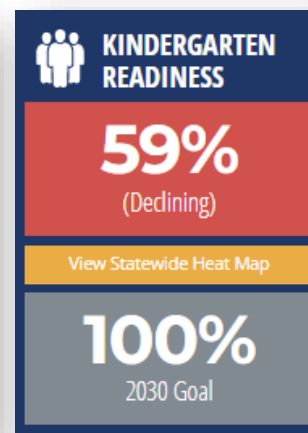


The Children's Movement  
of Florida

## Manatee County



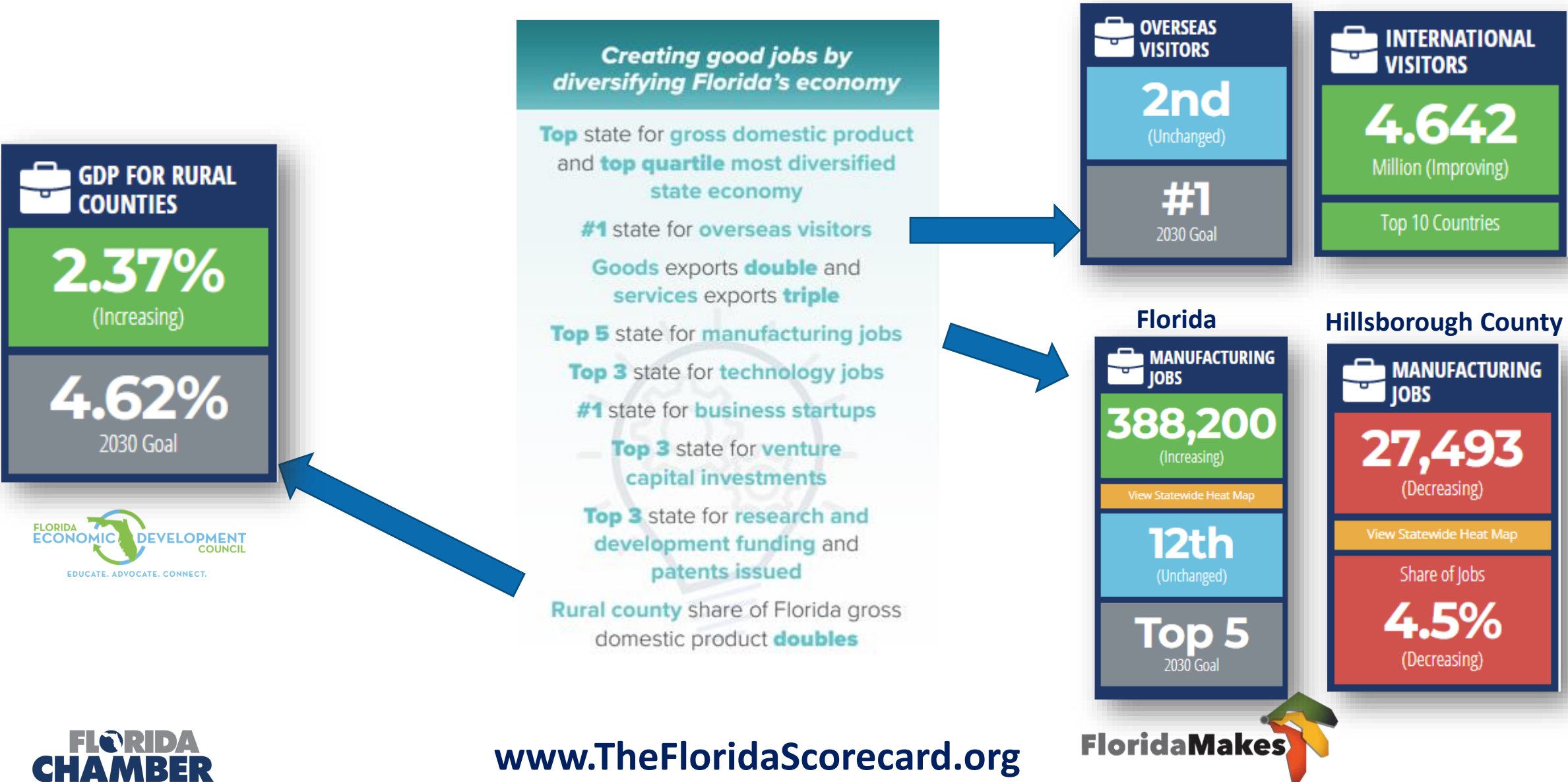
## Pinellas County



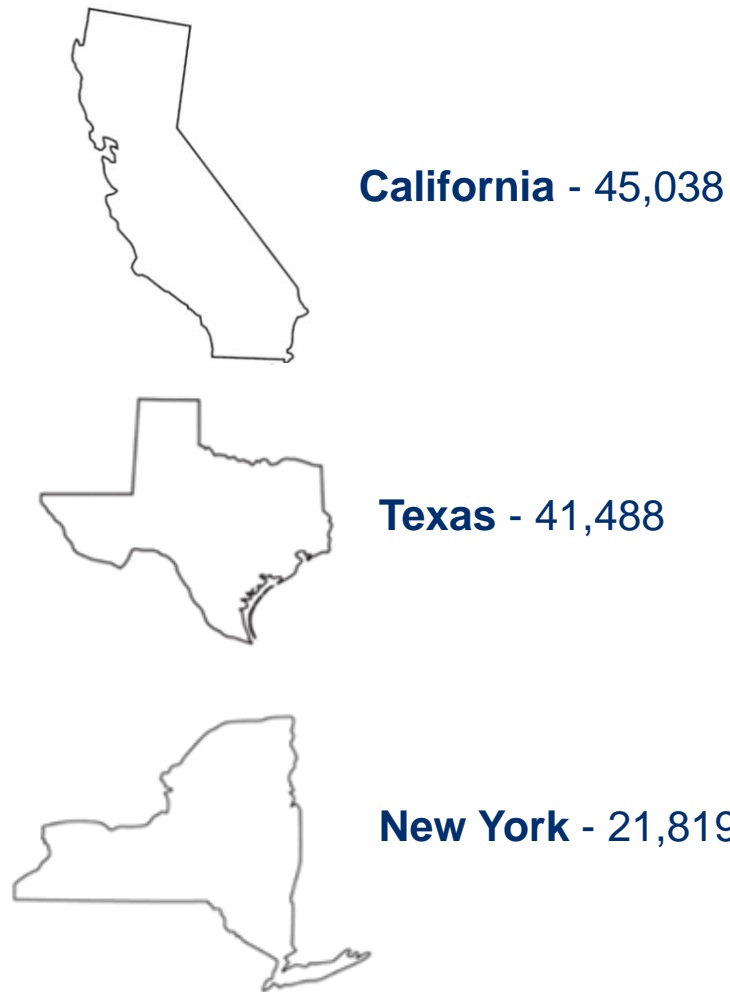
[www.TheFloridaScorecard.org](http://www.TheFloridaScorecard.org)



# Creating Quality Jobs by Diversifying Florida's Economy



# Florida Continues to Lead the Nation in Business Formations



Florida had **47,302**  
business formations in  
January 2022

**+2,264** over California  
**+5,814** over Texas  
**+25,483** over New York



# Florida Leads the Nation in Income Migration

## Gained Wealth From:

New York  
New Jersey  
Illinois  
Pennsylvania  
Connecticut

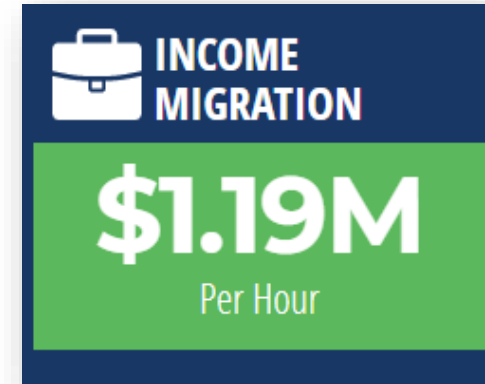
Lost Wealth To:  
North Carolina  
Tennessee  
Texas  
South Carolina  
Arizona

9x

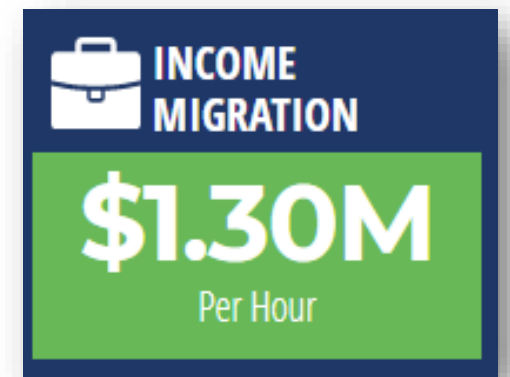
Jan. 2020



Jan. 2021



Current



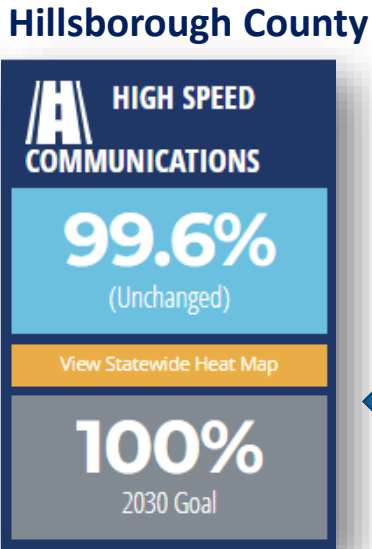
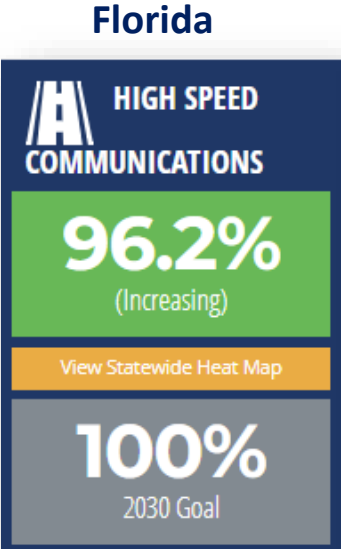
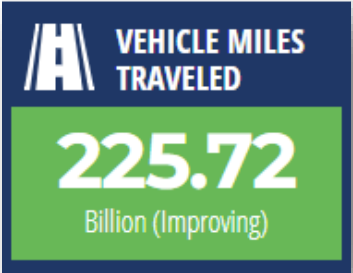
## Competitors' Current Income Migration Per Hour:

- New York: -\$817,200
- California: -\$522,000
- Illinois: -\$435,600
- Texas: \$363,600 (second highest in the nation)

[www.TheFloridaScorecard.org](http://www.TheFloridaScorecard.org)



# Preparing Florida's Infrastructure for Smart Growth and Development



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

**Diverse, attainable housing** to meet future demand

Every resident has access to **public and private mobility services**

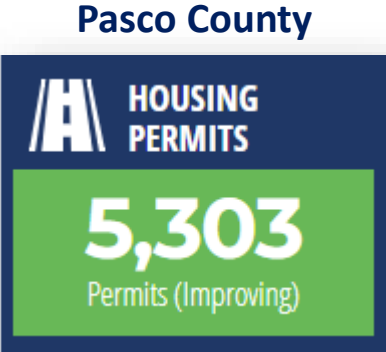
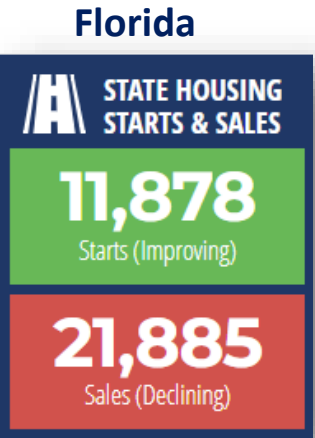
**All major population and economic centers connected** to regional, national, and global markets by **high-capacity corridors**

World's **most capable spaceport; top-tier airports, seaports, and surface transportation hubs** in U.S.

**100%** of Florida residents have access to **high-speed communications connectivity**

**Diverse and reliable energy, water, and waste management resources** to meet future demand

**All Florida residents** protected by **resiliency plans**



**Infrastructure Coalition**  
A Program of the Florida Chamber of Commerce

**florida internet & television**  
The industry that connects and entertains.

**FLORIDA CHAMBER**  
of Commerce

[www.TheFloridaScorecard.org](http://www.TheFloridaScorecard.org)

# Florida 2030: Trade & Logistics as an Economic Driver



**Doug Davidson**  
Project Chair and Market Executive,  
Global Commercial Banking  
*Bank of America*

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“Florida’s infrastructure is poised for our state to become a global leader in trade and logistics. This study is all about how we can diversify Florida’s economy to influence its growth potential in both rural and urban areas.”

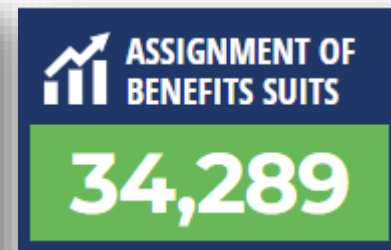
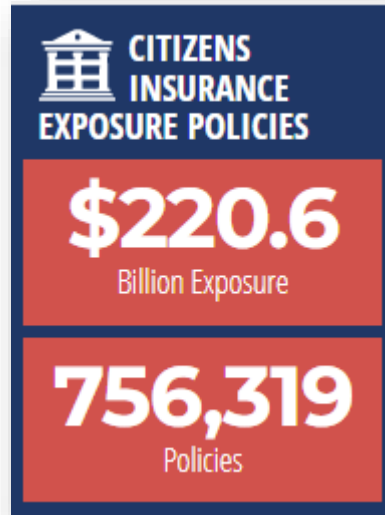
*-Doug Davidson, Florida Trade & Logistics 2030 Project Chair*

**Move** more goods, people,  
and services through  
Florida’s international gateways

**Make** more goods, services,  
innovations, and ideas for  
export to international markets

**Multiply** the impacts  
of international trade  
across Florida’s economy

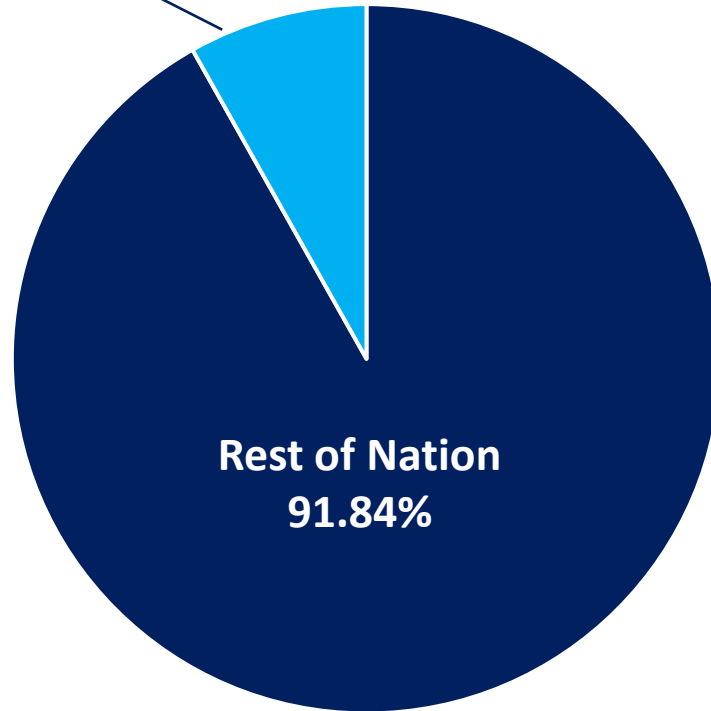
# Building the Perfect Climate for Business



# Florida's Bottom 5 Legal Climate in Action

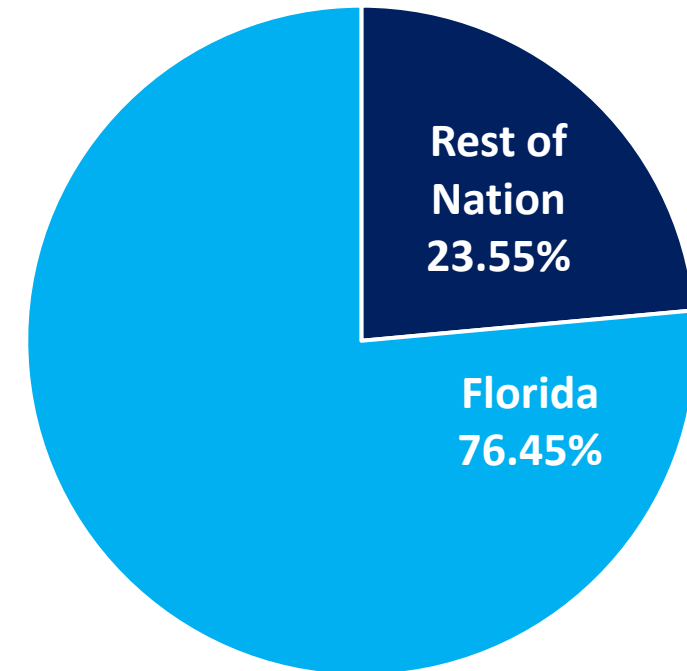
Florida  
8.16%

## Claims



- National Homeowners' Claims
- Florida Homeowners' Claims

## Lawsuits

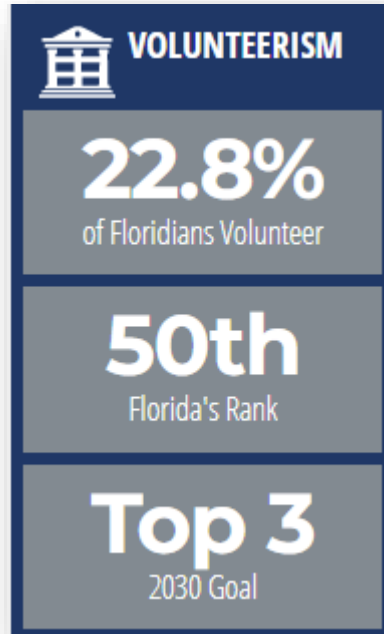


- National Homeowners' Lawsuits
- Florida Homeowners' Lawsuits

If your General Counsel is interested in joining our General Counsel's Council,  
contact Frank Walker at [fwalker@flchamber.com](mailto:fwalker@flchamber.com)



# Making Government and Civics More Efficient and Effective



volunteerflorida

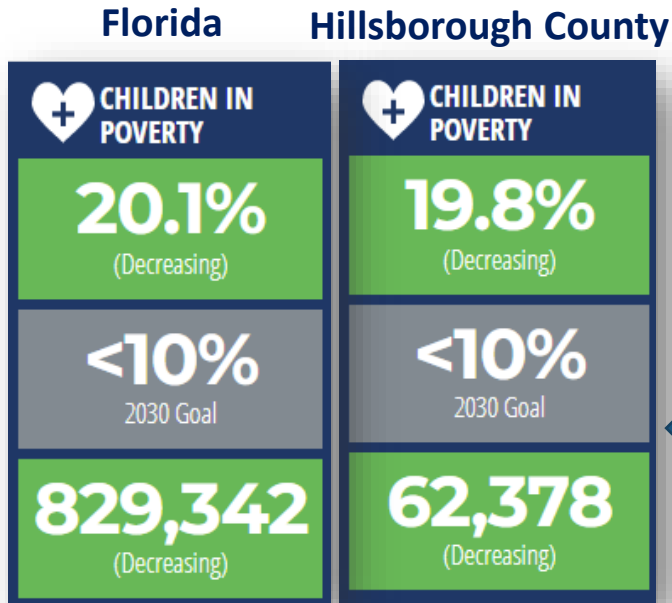
## Making government and civics more efficient and effective

- 100%** of state agencies aligned with Florida 2030 goals
- 100%** of regional economic development plans aligned with Florida 2030 goals
- 100%** of Florida residents covered by regional visioning processes
- Increased** size and impact of nonprofit and philanthropic sectors
- Doubling** the rate of Floridians who volunteer and participate in civic and public service, moving us from the bottom to the **top quartile**



POWERED BY **VF** volunteerflorida

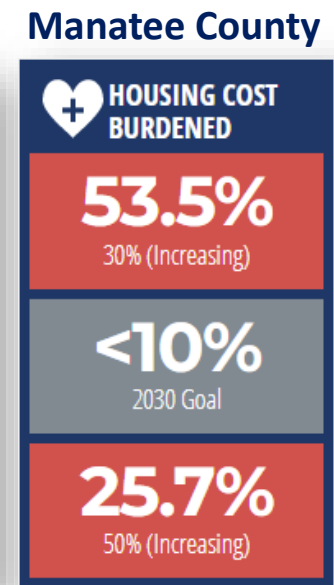
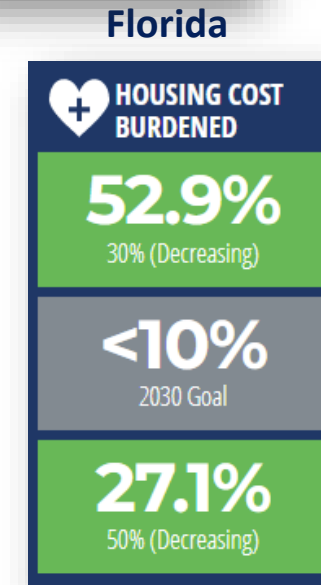
# Championing Florida's Quality of Life



Florida Prosperity Project



**FLORIDA CHAMBER SAFETY COUNCIL**  
Making Florida Safer, Healthier and More Sustainable



# Championing Opportunity and Business Growth in Florida

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## Florida Diversity, Equity & Inclusion Project



Black-owned businesses with employees –  
only **71** behind California

# Future of Work Florida






**There is a massive void of information between employers and job seekers, between today's students and the career opportunities they may pursue.**





# **Future of Work Florida: By The Numbers**

## **What Florida job creators are telling us:**

-  73% have trouble recruiting qualified candidates
-  52% said new hires require additional skills training
-  58.4% anticipate the need to provide current employees with reskilling/upskilling to meet emerging workforce needs
-  57.5% are not engaged in public-private partnerships regarding workforce training or skills development; partnerships include local universities, state colleges, technical centers/colleges, and local workforce training organizations
-  66.8% said they were not aware of state and/or federal programs available to help train employees

# Future of Work Florida Initiative Launch Strategy

- Soft Skills, STEM and Work Ethic
- Career Exploration (not all great careers require a 4-year degree)
- Aligning Economic Development Targeting with Workforce Strategies at “Every Level”
- Highlighting “In Demand” Florida Career Opportunities
- Perception Survey of Future Workers
- Statewide Leadership Advisory Board



# **Statewide Solution Summits Help You Make a Difference**

**2022 Florida Chamber Safety Council's Southeastern Leadership Conference  
on Safety, Health & Sustainability  
Disney's Contemporary Resort, Orlando, FL  
March 30 - April 1, 2022**

**2022 Florida Transportation, Growth & Infrastructure Solution Summit  
Marriott Jacksonville, Jacksonville, FL  
April 28, 2022**

**2022 Florida Prosperity & Economic Opportunity Solution Summit  
Rosen Plaza Hotel, Orlando, FL  
May 25, 2022**

**2022 Florida Learners to Earners Workforce Solution Summit  
Saddlebrook Resort-Tampa, Wesley Chapel, FL  
June 28, 2022**

**2022 Florida Technology & Innovation Solution Summit  
Marriott Tampa Water Street, Tampa, FL  
August 31, 2022**

**2022 Florida Chamber Annual Meeting & Future of Florida Forum  
Disney's Coronado Springs Resort, Orlando, FL  
October 24-25, 2022**





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