

Beyond Sunshine: Advancing Florida's World Class Economy for the Next Generation

August 2024



The Florida Council of 100

Making Florida a better place for all Floridians

The Florida Council of 100 is an exclusive network of business leaders who work together to enhance the economy and quality of life for all Floridians.

The Council engages this network to develop and implement solutions to the state's biggest challenges.

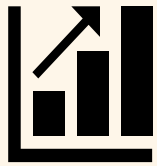


“My long - range objective was to have this group of business leaders, above political affiliations, come together on a regular basis, look at Florida’s problems, decide what needed to be done—and what they wanted to do—and to do it.”

Governor Farris Bryant

Florida's Economic Opportunity

Florida's Economic Foundations Are Strong...



Growing, educated labor force
*+2.2% job growth YoY,
1.4% higher than national average*



Favorable tax climate



#1 in the Nation for Entrepreneurship

With Strong Sectors Poised for Growth...



Robust higher education network



Low Unemployment Rate
0.8% lower than national average



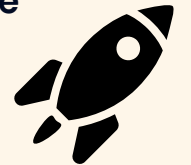
Strategic Geographic Position



Clean Tech



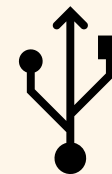
Health Care



Space Exploration



Finance



Tech Hubs

...But There Are Challenges To Progress

Lack of Strategic Direction

With the end of Enterprise Florida in 2023, there is no statewide leader for economic development

Ongoing Misperceptions

About doing business in Florida, ranging from hurricane concerns to the quality of our education system

Low Corporate HQ Presence

Last among top 10 most populous states

Low Capital Investment

13th in terms of VC raised per GDP

Business Climate Reputation Outside the State

Limited Economic Diversity
23rd most diversified state economy

Lowest Median Annual Wage

Among top 10 most populous states

High Business Failure Rate

First in the nation for business deaths

Average Productivity Rate
33rd in the nation

Rising Housing Costs

Median rents increased 41% from 2020-2022; median home price 7% above national average

Convening the Ecosystem to Propel Growth

Private Sector Leadership and Focused Priorities



Beyond Sunshine: Advancing Florida's World Class Economy for the Next Generation

The Florida Council of 100 created an innovative economic strategy to capitalize on the state's strengths, attract high-wage jobs, and enhance long-term economic resilience.

By investing in regional strengths, Florida could gain 200,000 new high-wage jobs by 2030, boosting the economy by almost \$100 billion.



How This Can Have Regional Impact

The Blueprint for Florida's Future

Investing in regional economic expertise to create high-wage jobs and sustain growth.

Northwest

- Aerospace & Defense
- Business Services
- Distribution & Logistics
- IT & Tech (Emerging)
- Manufacturing (Emerging)

Central West

- Distribution/Logistics & eCommerce
- Finance & Insurance
- Health Services
- Biopharma & MedTech (Emerging)
- IT & Tech (Emerging)

Southwest

- Distribution & eCommerce
- Health Services
- CleanTech (Emerging)
- MedTech (Emerging)

Northeast

- Advanced Manufacturing
- Business Services
- Distribution & eCommerce
- Finance & Insurance
- Aerospace & Defense (Emerging)
- Biopharma & MedTech (Emerging)

Central & Central East

- Aerospace & Defense
- Business Services
- Semiconductor Manufacturing (Emerging)
- IT & Tech (Emerging)

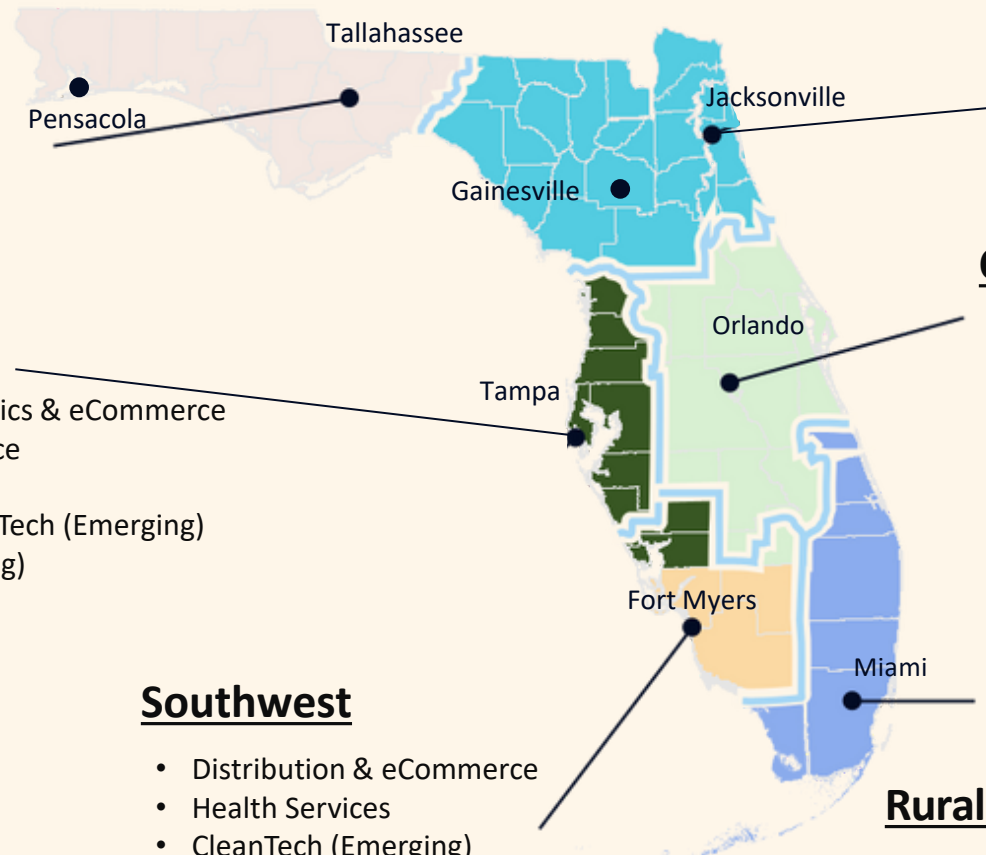
Southeast

- Distribution & eCommerce
- Finance & Insurance
- IT & Tech
- Aviation & Aerospace (Emerging)
- Biopharma & MedTech (Emerging)

Rural

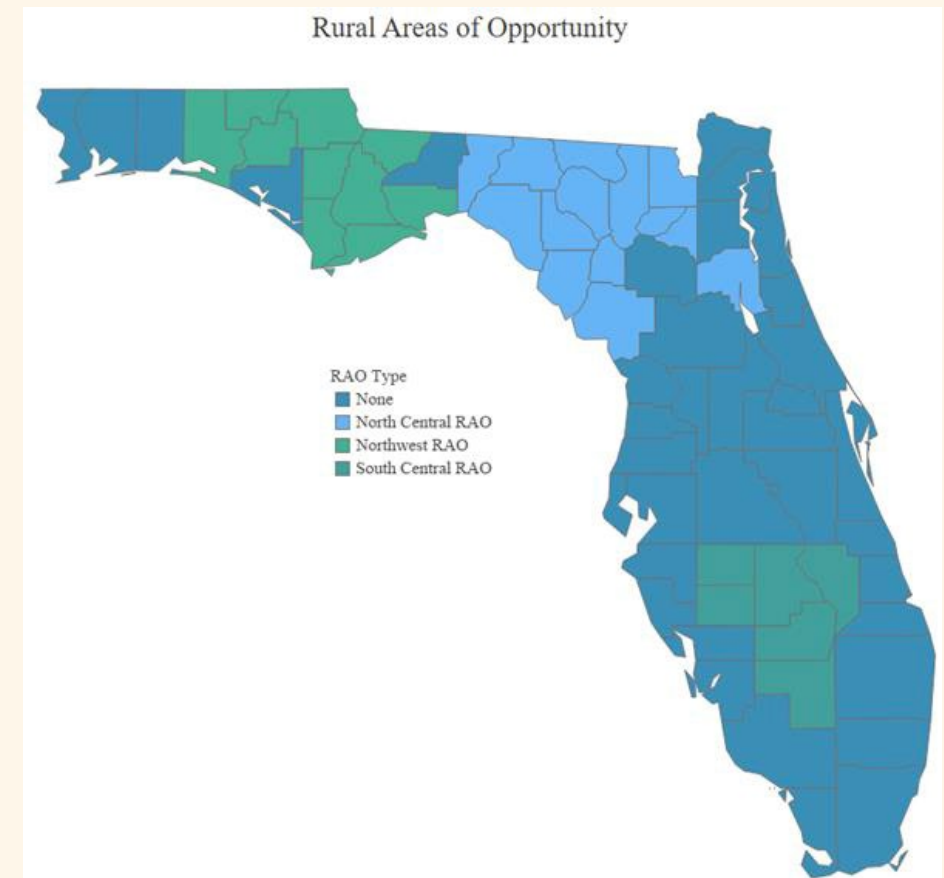
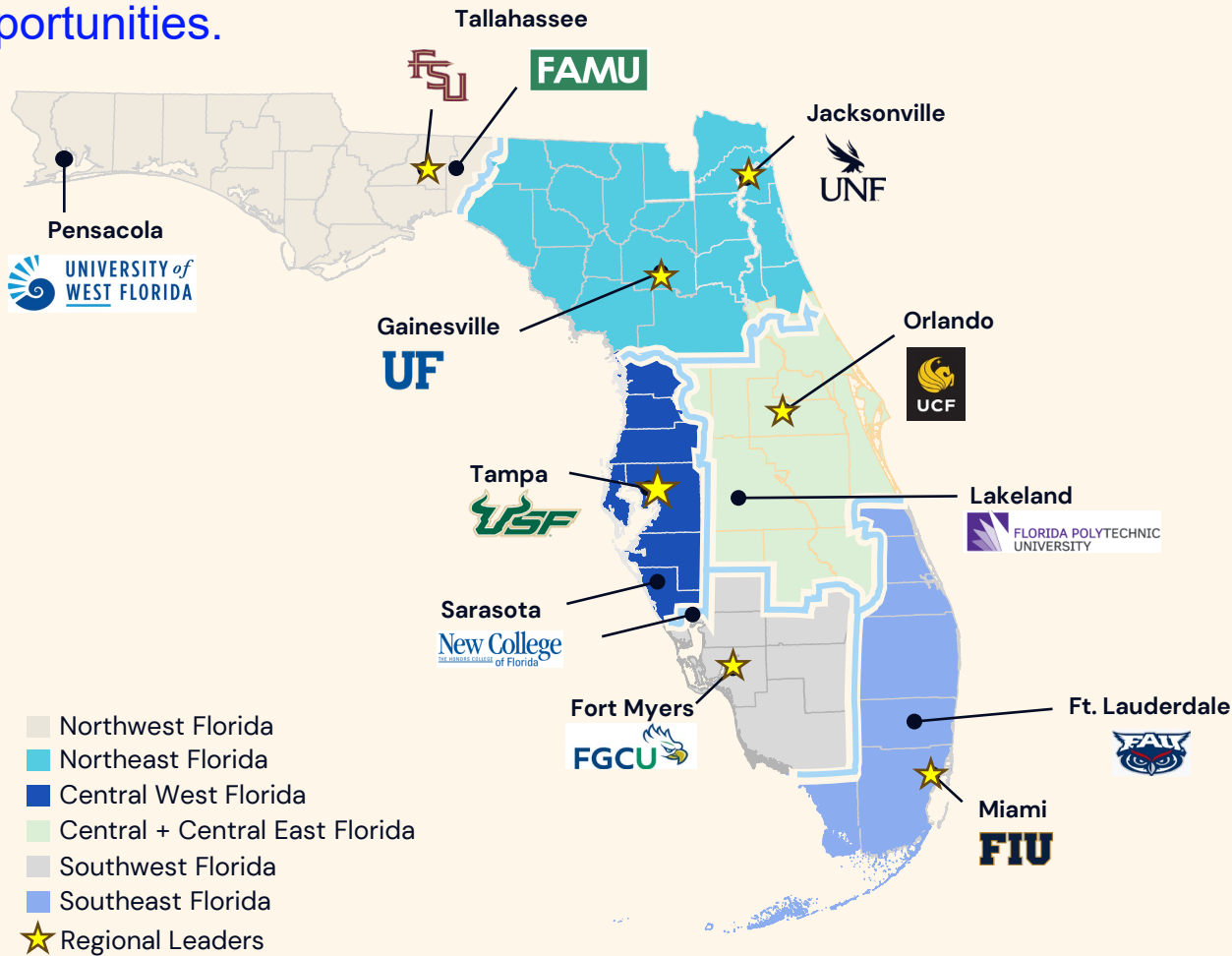
- Distribution & Logistics
- Manufacturing (Incl. Aerospace/Defense)
- Agri-business (Emerging)

- Northwest Florida
- Northeast Florida
- Central West Florida
- Central + Central East Florida
- Southwest Florida
- Southeast Florida



Underpinned By A Robust Network of Partners

Partnering with higher education and business to align talent with regional economic opportunities.



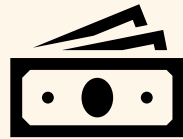
Telling Florida's Story

Our Audiences



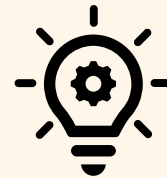
Prospective Companies

*To encourage them to
consider Florida as a
destination for
business
expansion/relocation*



Prospective Investors in the Florida Innovation Ecosystems

*To choose Florida as a
location for
investment*



Prospective Transplants

*Highly skilled workers
to move to Florida*



Current Champions

*Existing high-value
companies to stay in
Florida.*

How We Tell The Story And Position Florida

Continue Laying Groundwork in the State

Establishing one consistent story for Florida's private sector.

Resourcing a campaign to change perceptions.

Coalescing and broadening support among key Florida audiences.

External Positioning

Tell the Florida story to national audiences.

Provide solutions to Florida's challenges.

Position Florida as a global business destination.

Pushing back against misperceptions.

Substantively addressing challenges to progress.

Shaping Perceptions

Transforming how our audiences think about Florida.

FROM THINKING...

Florida's a vacation destination.

Florida's low tax rate makes it a good place to live.

Florida's an attractive secondary market.

Florida's operating model and new ventures are reactionary to the overall regulatory and economic environment.

Cultural

Reputational

Investment

**Trust /
Stability**

TO BELIEVING...

Florida's a great destination for business.

Florida's a great place to grow my wealth, and my career.

Florida breeds innovation due to its highly educated talent pool, unique culture, diverse industry specialization, and business-friendly policies.

Florida's aligning policy and mission objectives to make decisions in the best long-term interest of the community.

How You Can Engage



INVESTORS

Nurture venture capital opportunities by promoting Florida's high-value sectors.

TALENT

Encourage employees to be Florida ambassadors, attracting top talent from across the nation.

BUSINESS

Promote Florida's story to national companies.

**We know Florida is the best
place to do business and live
better.**

**Now it's time to lead Florida
into a new phase of
economic growth.**

