



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

Economic Trends and Florida's Competitive Position

presented to
**Florida Department of Economic Opportunity
Strategic Plan Regional Stakeholder Forum**

presented by
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Cambridge Systematics, Inc.**

March 2, 2012



Presentation Outline

- Current realities
- Future trends
- How do we compete?
- Where do we stand?

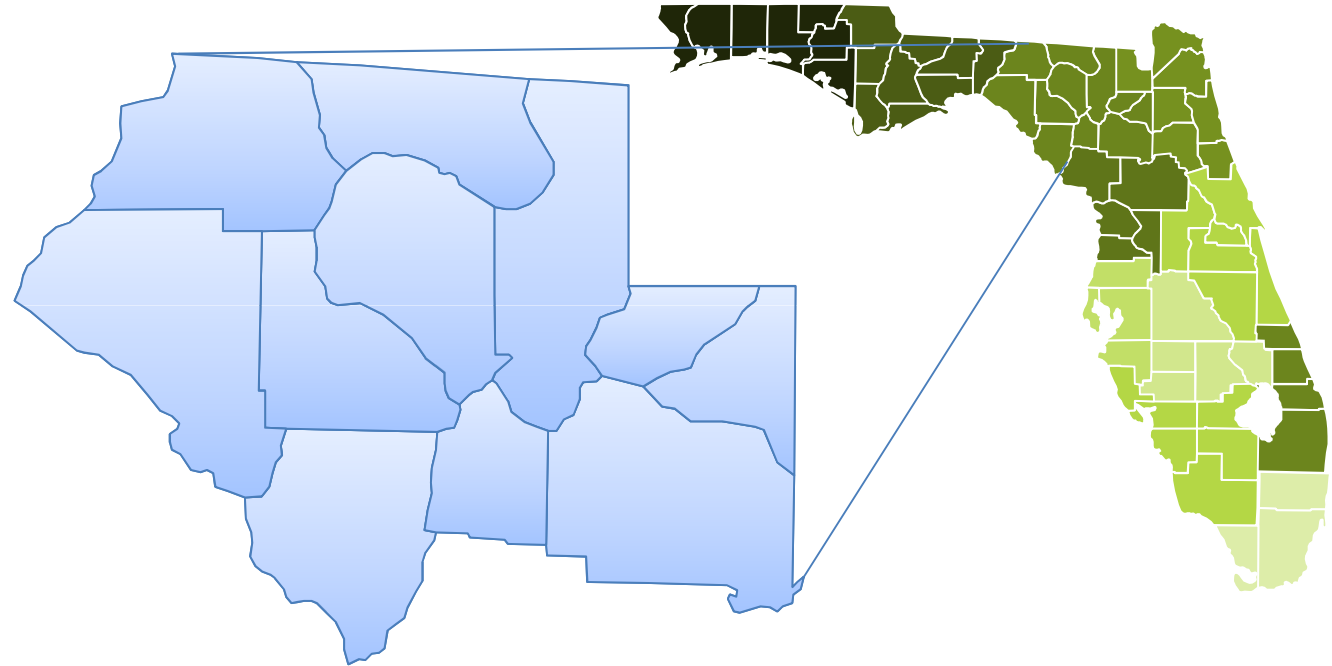


Source: Florida Trend.



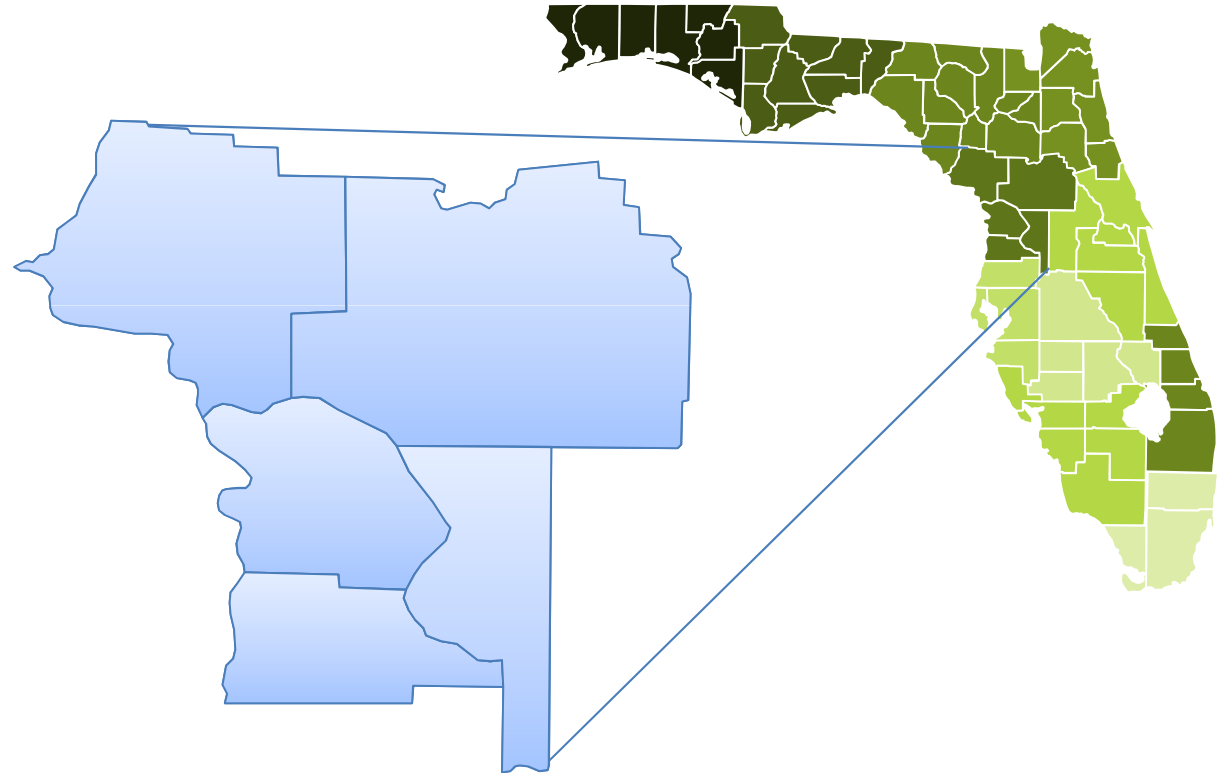
North Central Florida Region

- Alachua
- Bradford
- Columbia
- Dixie
- Gilchrist
- Hamilton
- Lafayette
- Madison
- Suwannee
- Taylor
- Union



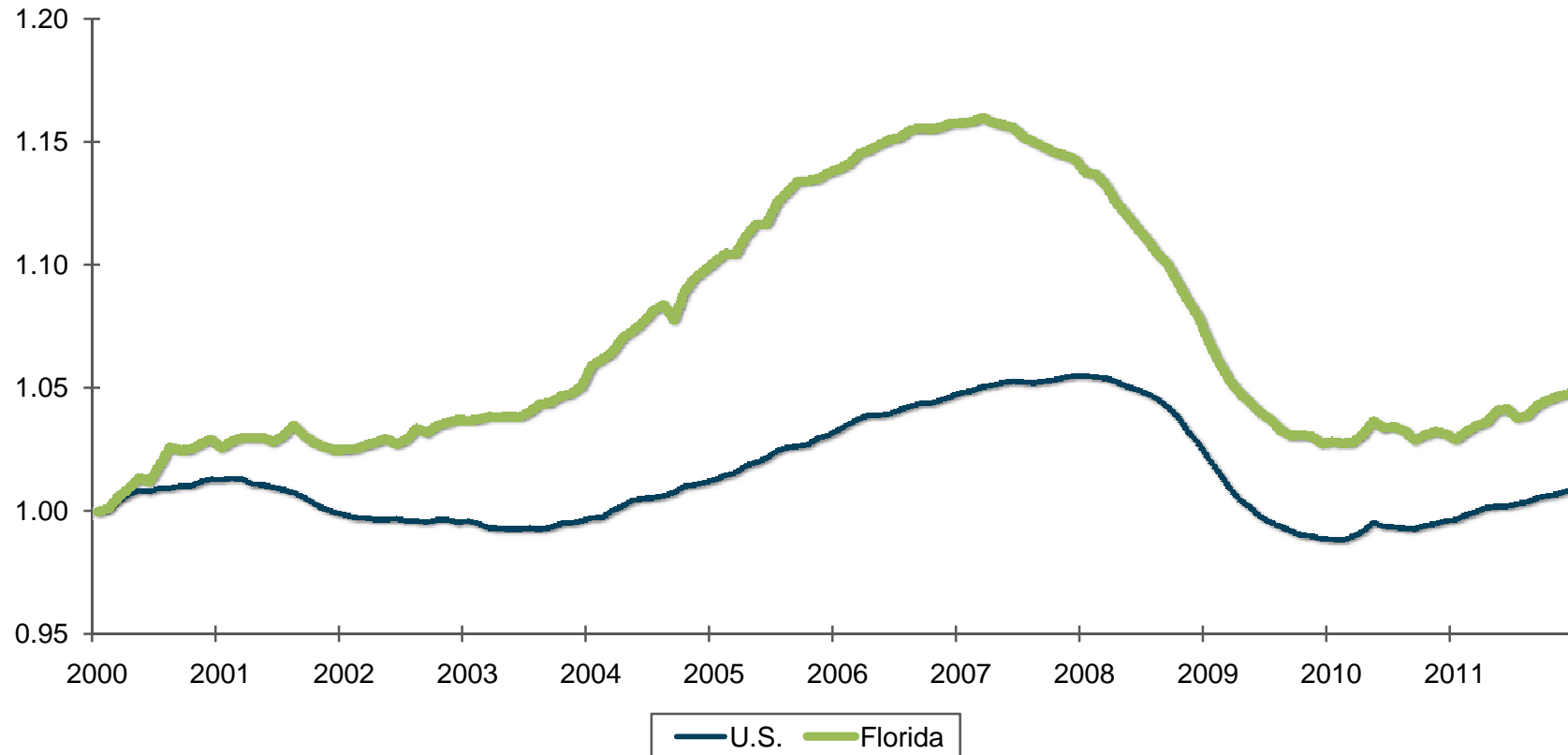
Withlacoochee Region

- Citrus
- Hernando
- Levy
- Marion
- Sumter



Recession Erased Job Gains of the Past Decade

Employment, Index 2000 = 1.0

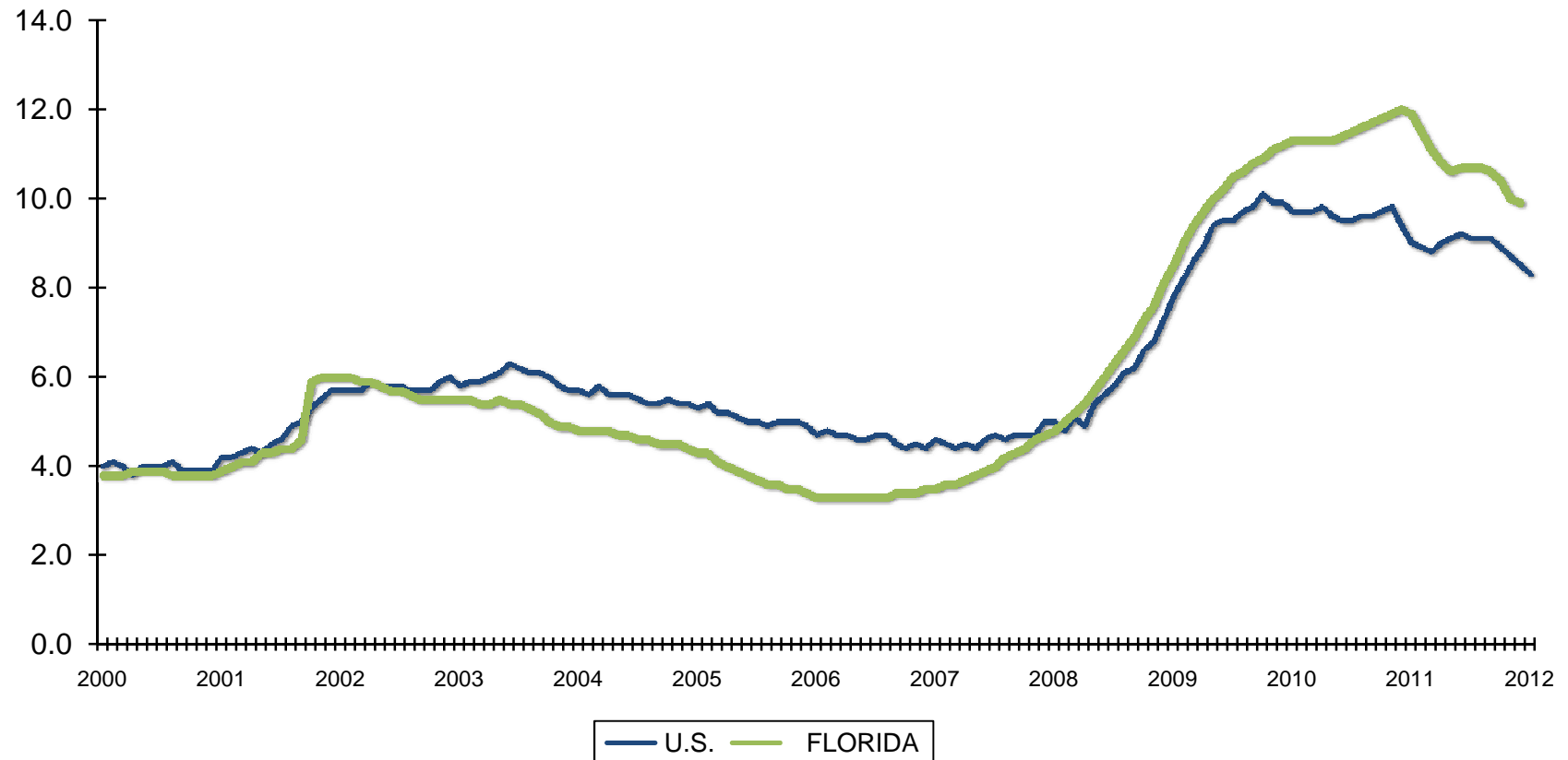


Source: U.S. Bureau of Labor Statistics, "Current Employment Statistics."



Unemployment Rate Easing Downward

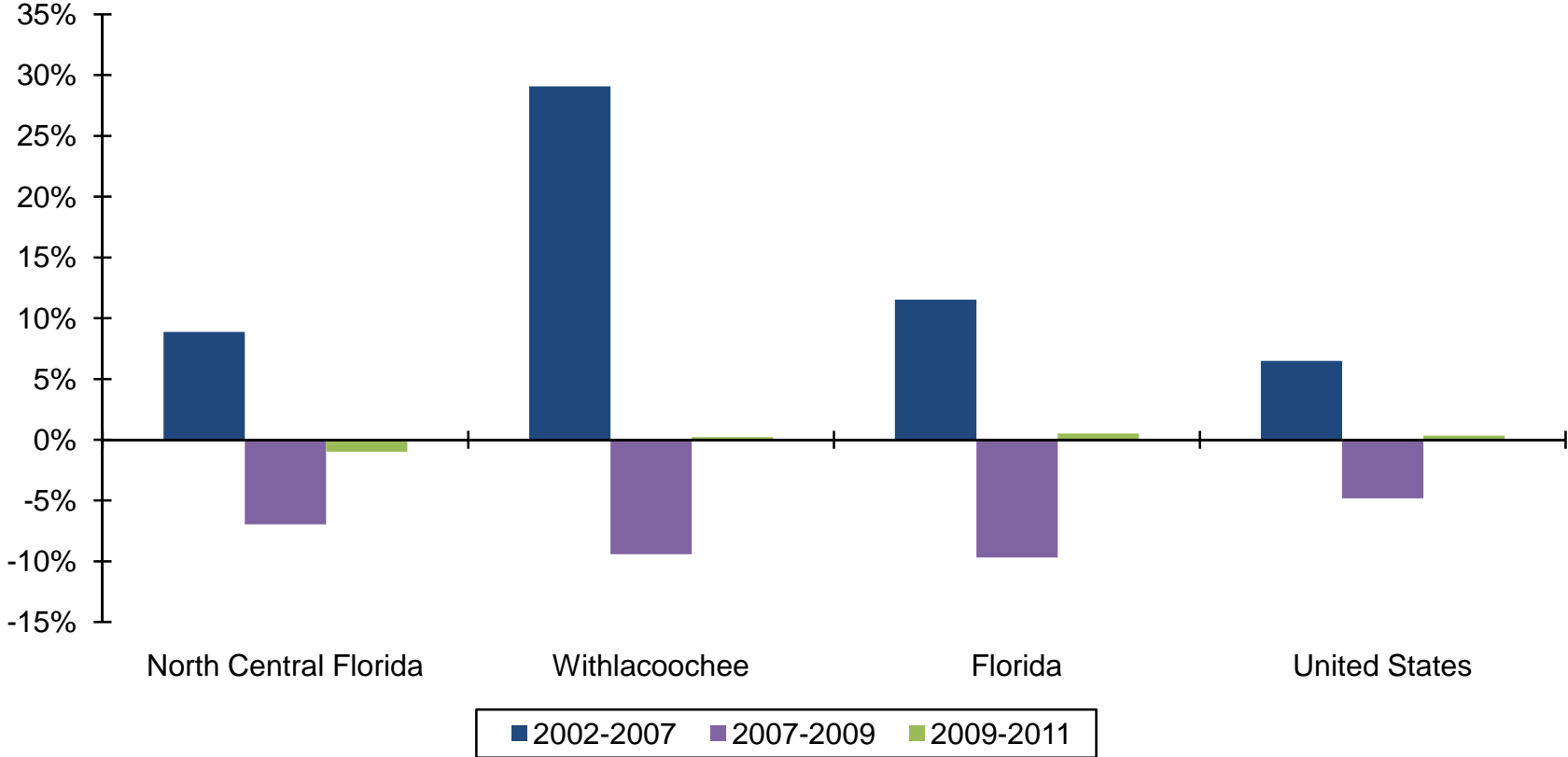
Unemployment Rate (in Percent)



Source: U.S. Bureau of Labor Statistics, "Local Area Unemployment Statistics."

Employment Growth in North Central Florida and Withlacoochee

Percent Change in Jobs by Period

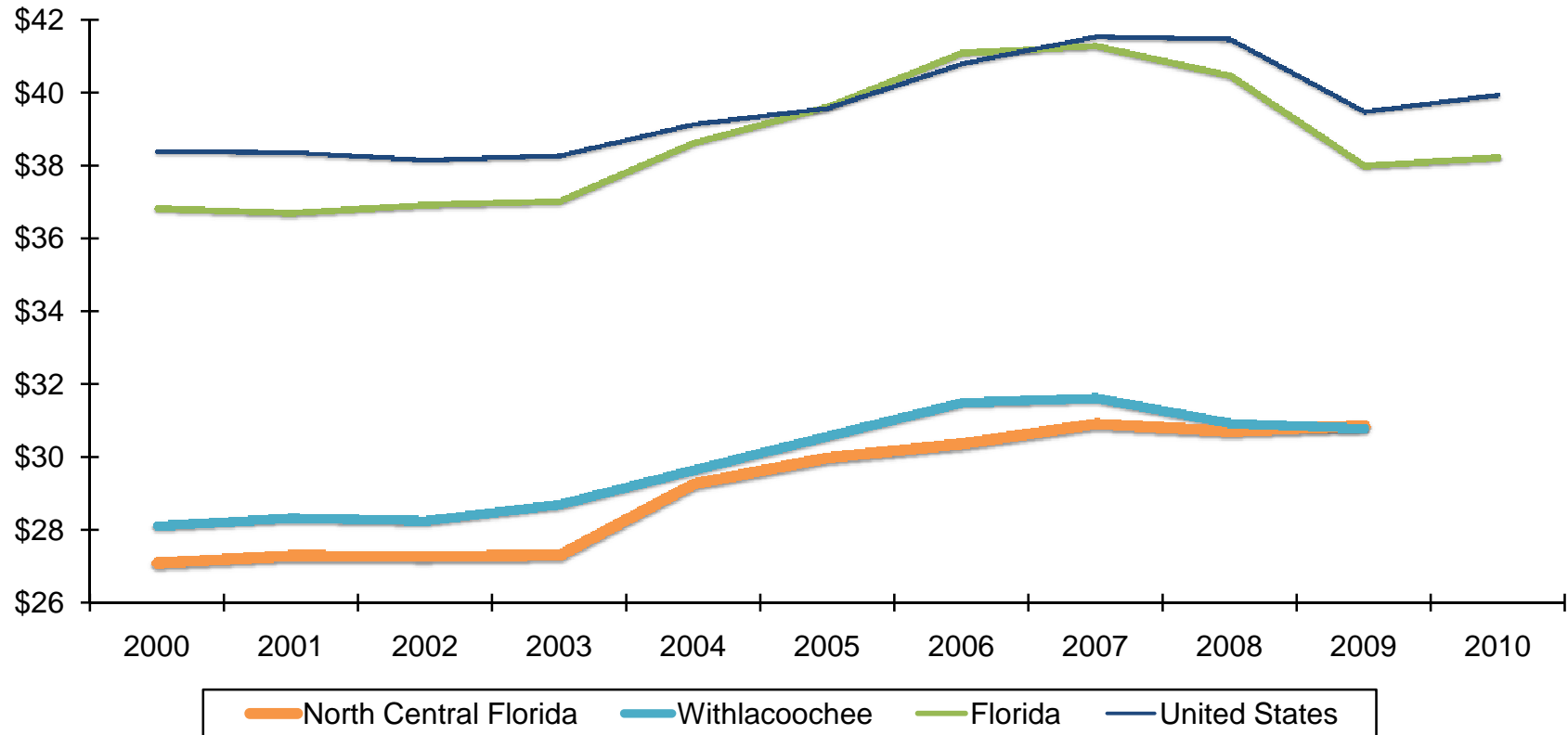


Source: U.S. Bureau of Labor Statistics, "Quarterly Census of Employment and Wages."



Per Capita Income Remains Behind U.S. in North Central Florida and Withlacoochee

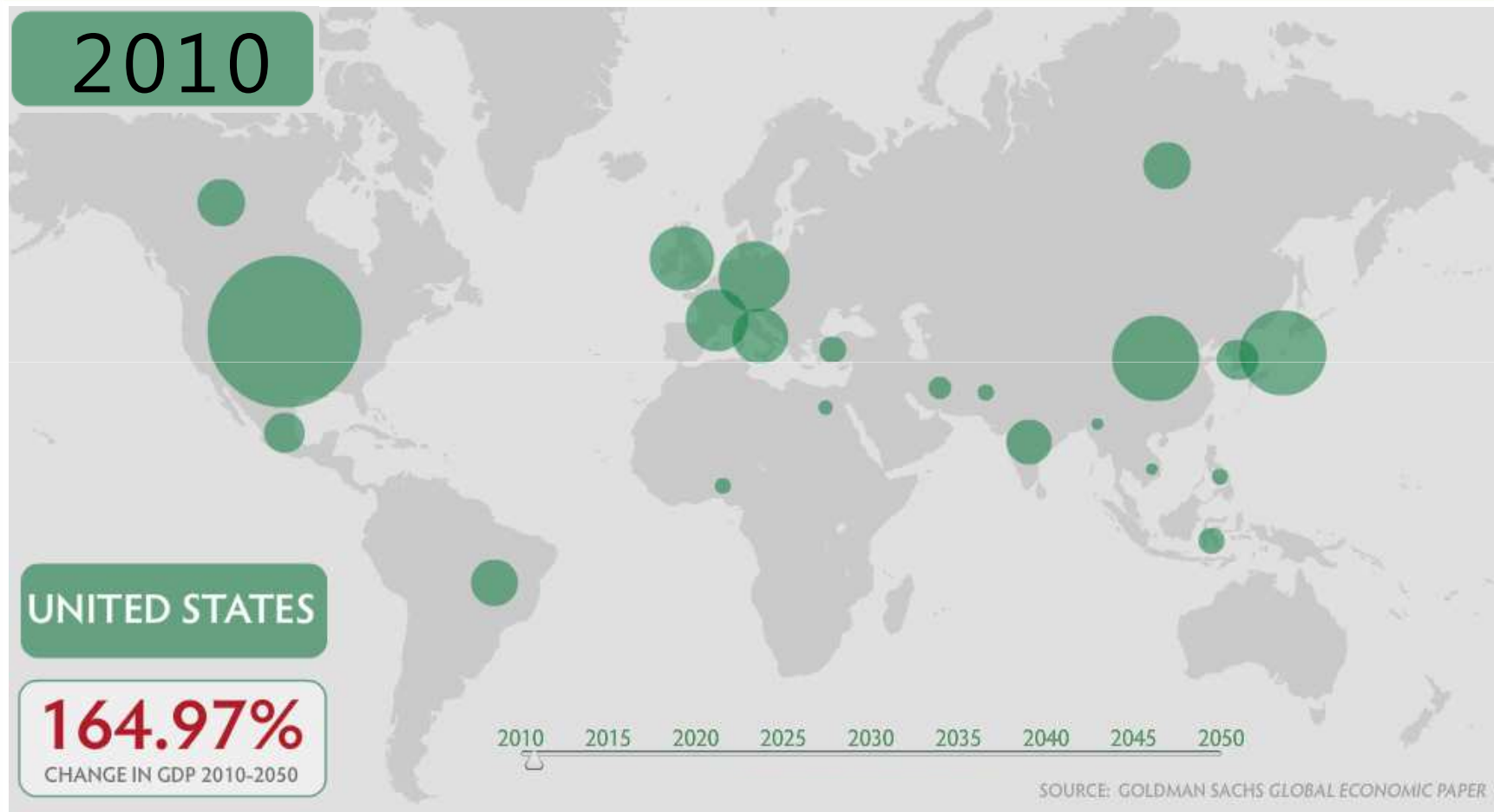
Per Capita Income (in Thousands of \$2010)



Source: U.S. Bureau of Economic Analysis.

A New Economy

Global Markets

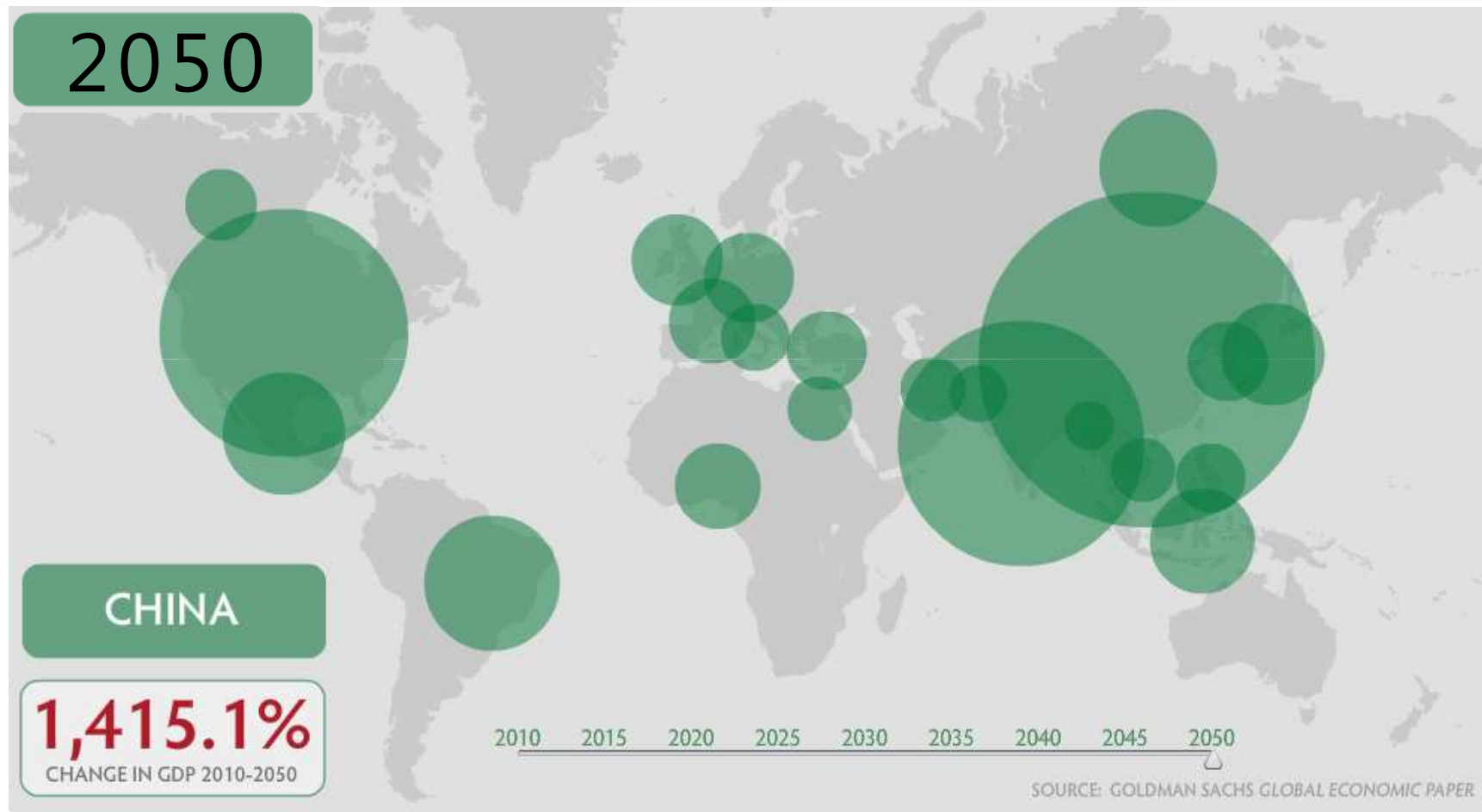


Source: Goldman Sachs, 2008.



A New Economy

Global Markets



Source: Goldman Sachs, 2008.



A New Economy

Global Activity Centers

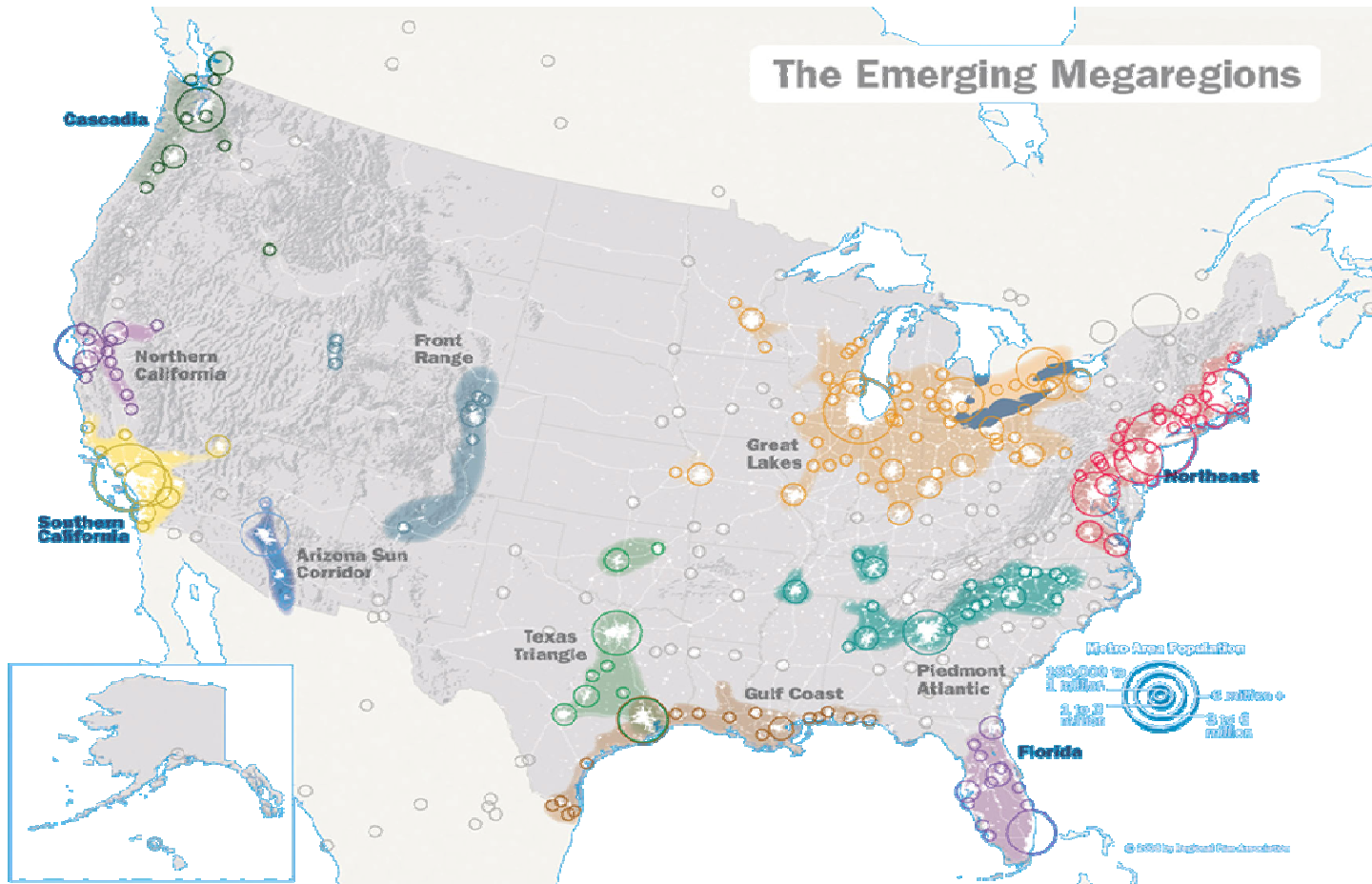


Source: WhosYourCity.com.



A New Economy

Competing as Regions... and Megaregions



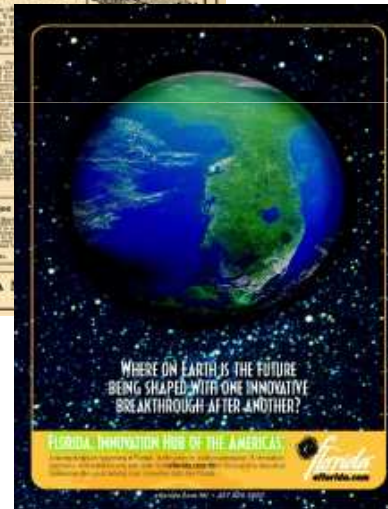
Source: America 2050.



How Do We Compete?

Florida then...

- Low costs
- Climate
- Land and natural resources



Florida Now...

- Talent
- Innovation
- Infrastructure
- Business climate
- Civic and governance systems
- Quality of life and quality places



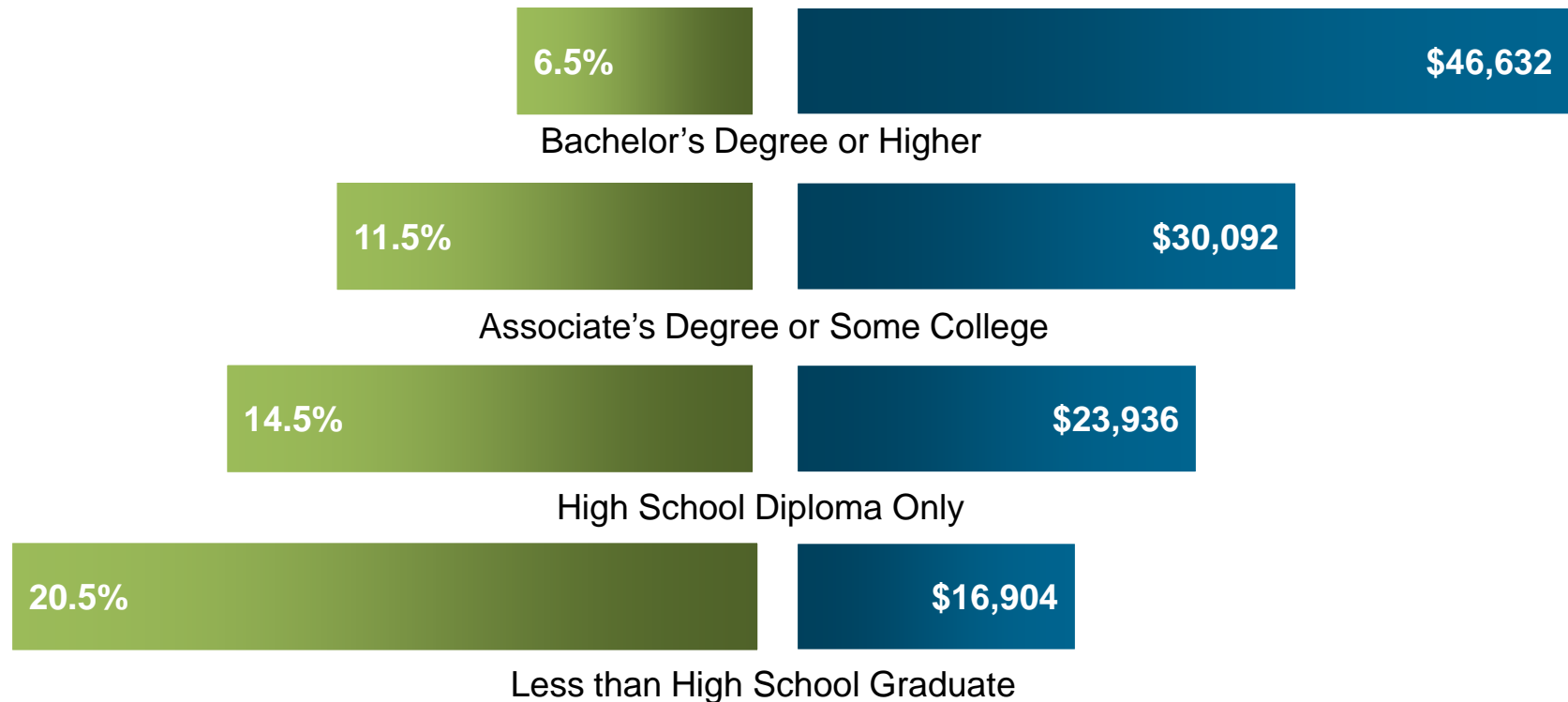
Talent Supply and Education

Educational Attainment Key Driver of Jobs and Income

Unemployment Rate

2010

Median Earnings



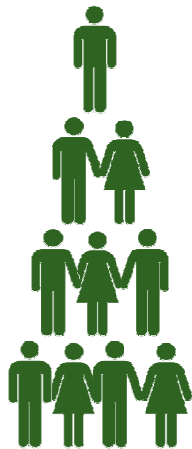
Source: U.S. Census Bureau, American Community Survey.



Talent Supply and Education

Can We Provide the Workforce for the Future?

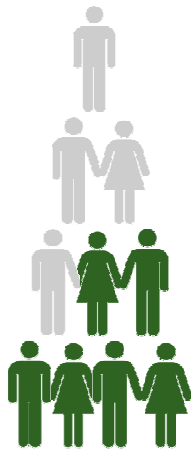
10...



...students in a
9th grade class

2002

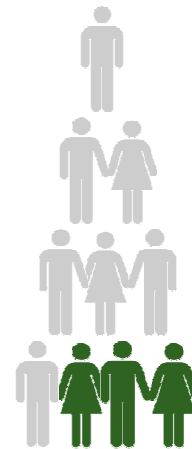
6...



...graduate from
high school

2005

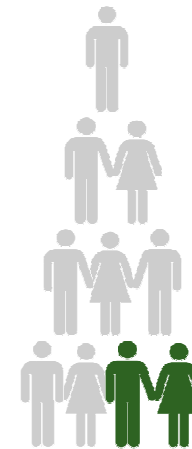
3...



...continue to college
within two years

2007

2...



...earn college credit
within two years

2009

Source: Florida Board of Education 2011.



Talent Supply and Education

Educational Attainment 2006-2010

Population over 25...

...with less than a High School degree ...with HS, Associate's Degree, or some college ...with a Bachelor's Degree, or higher



North Central Florida Region



Withlacoochee



Florida



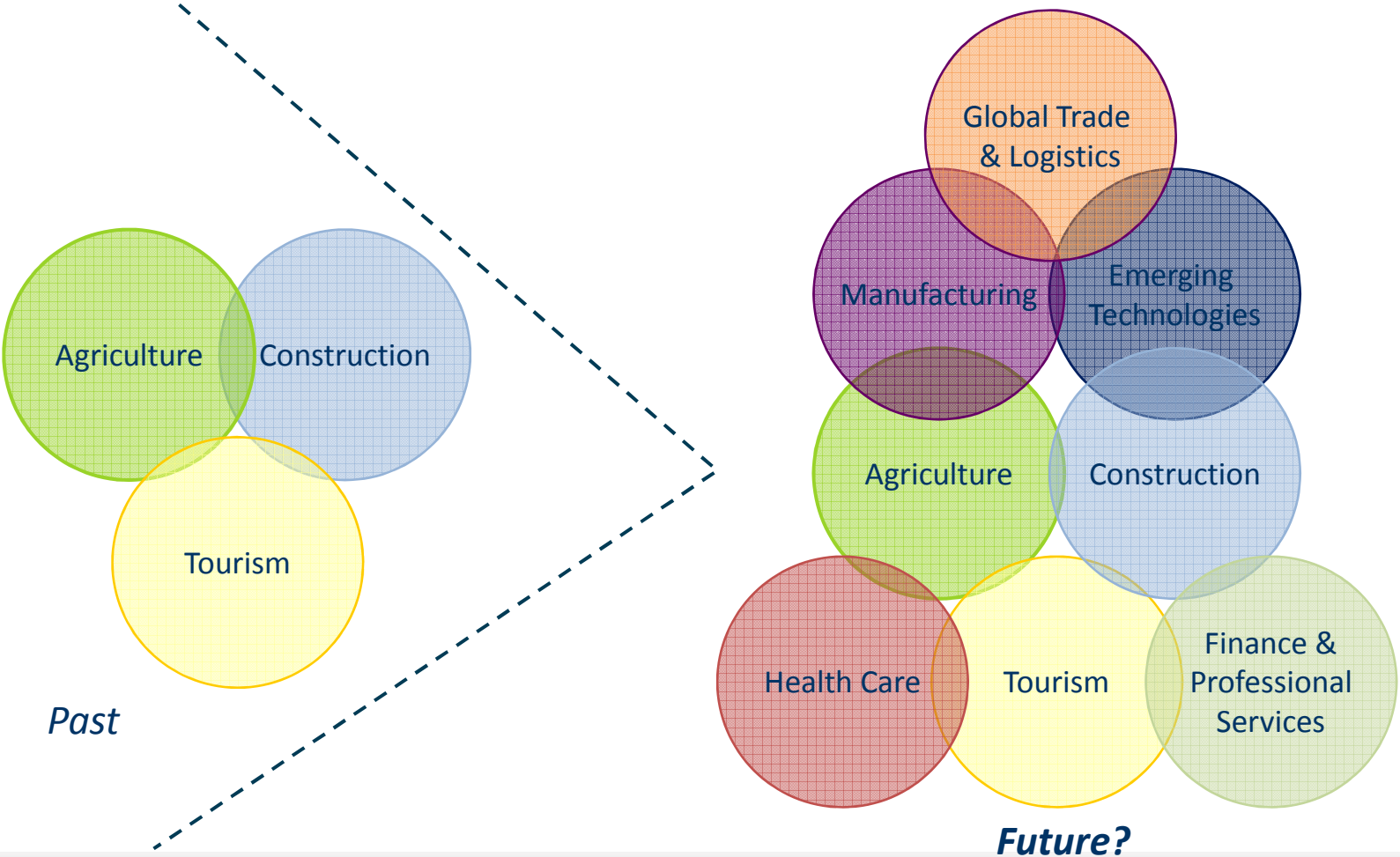
United States

Source: U.S. Census Bureau, American Community Survey 2006-2010 five-year estimates.



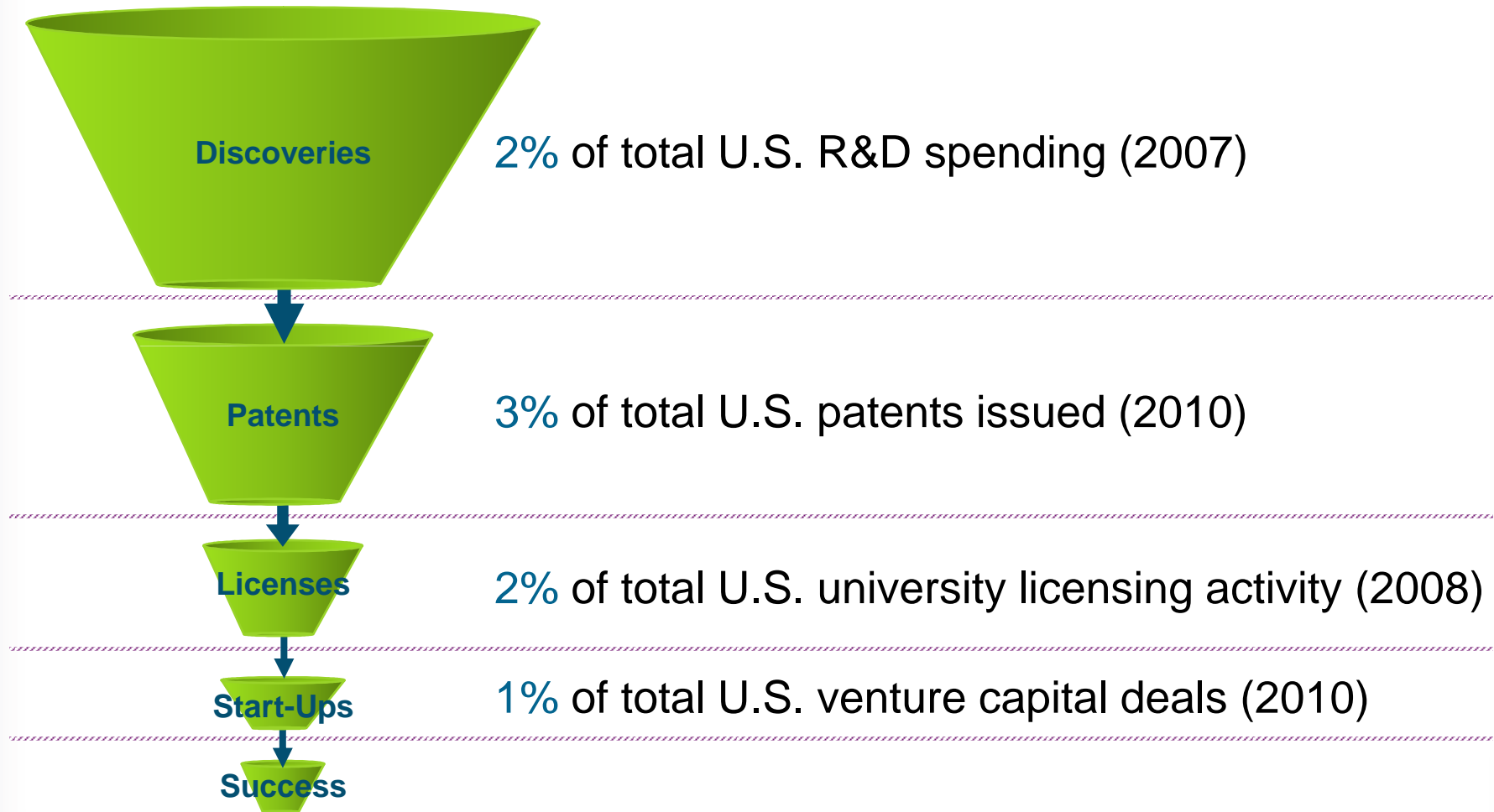
Innovation and Economic Development

Changing Industry Composition



Innovation and Economic Development

Can We Strengthen Our Innovation Pipeline?



Innovation and Economic Development

Florida's Innovation Hubs



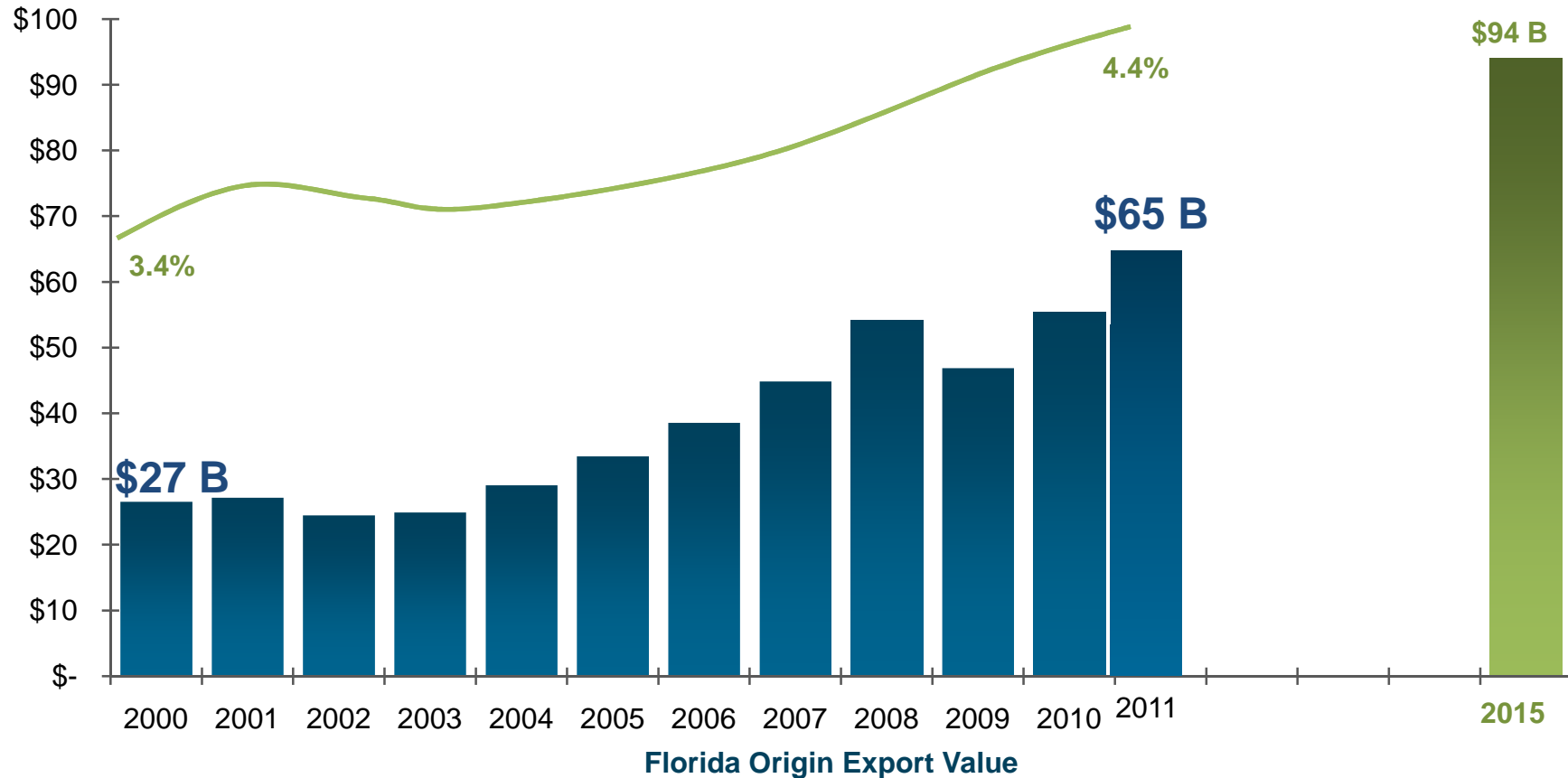
Source: InfoUSA; Florida Division of Colleges and Universities; Foundation for Independent Higher Education.



Innovation and Economic Development

Can We Expand Our Global Role?

Florida Share of Total U.S. Export Value



Source: U.S. Census Bureau, Foreign Trade Division.



Innovation and Economic Development

Florida's Manufacturing Centers

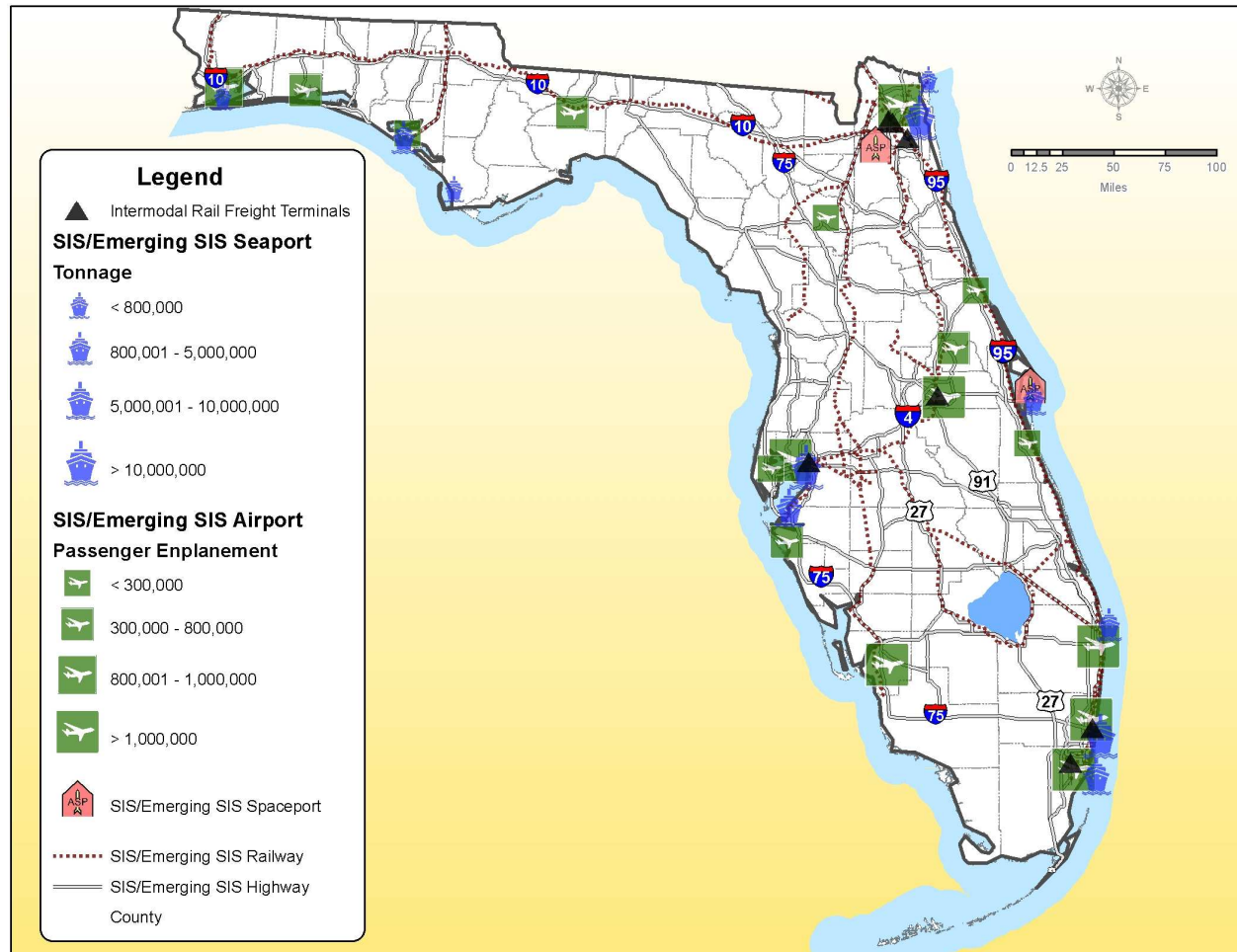


Source: InfoUSA.



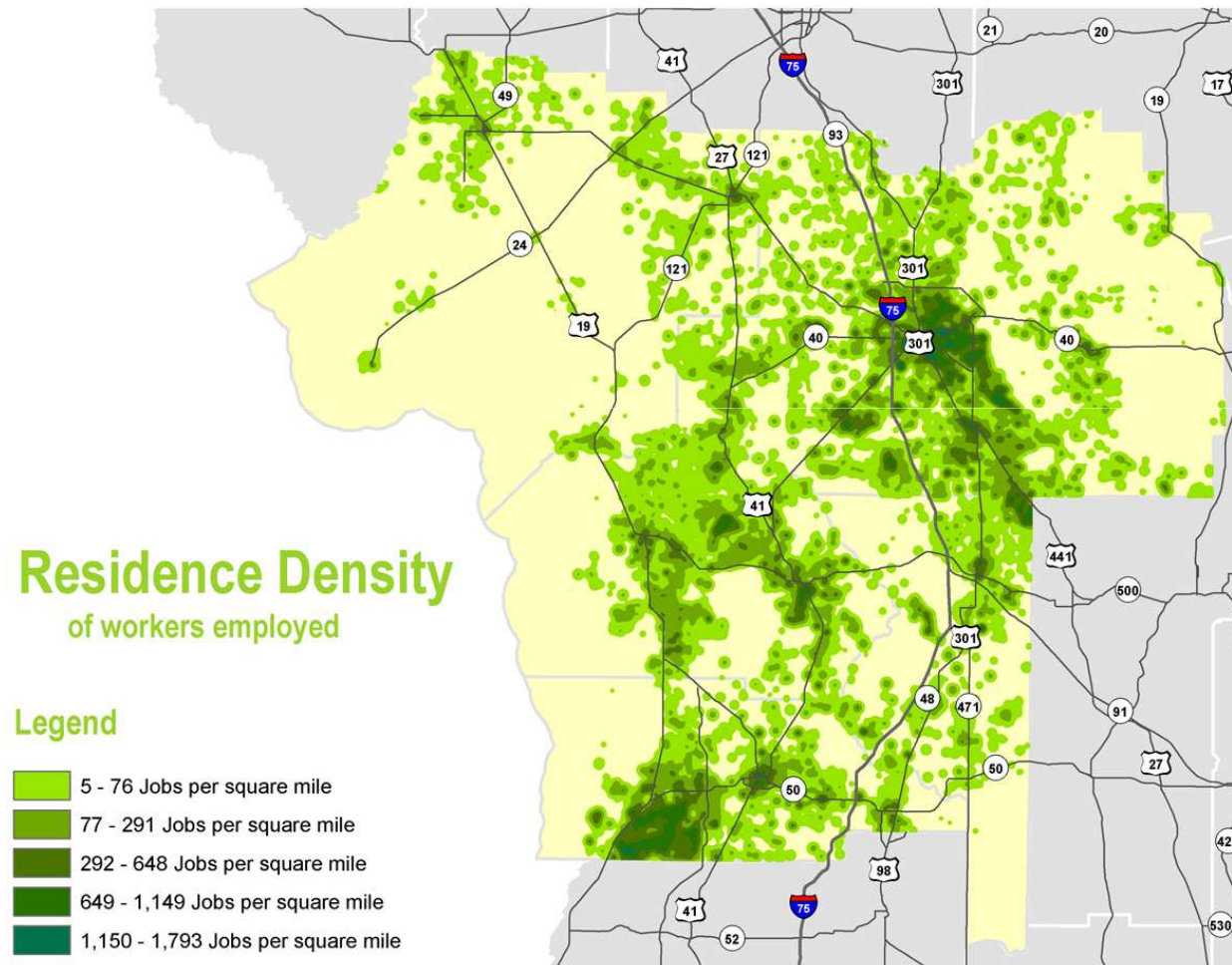
Infrastructure and Growth Leadership

Are We Globally Connected?



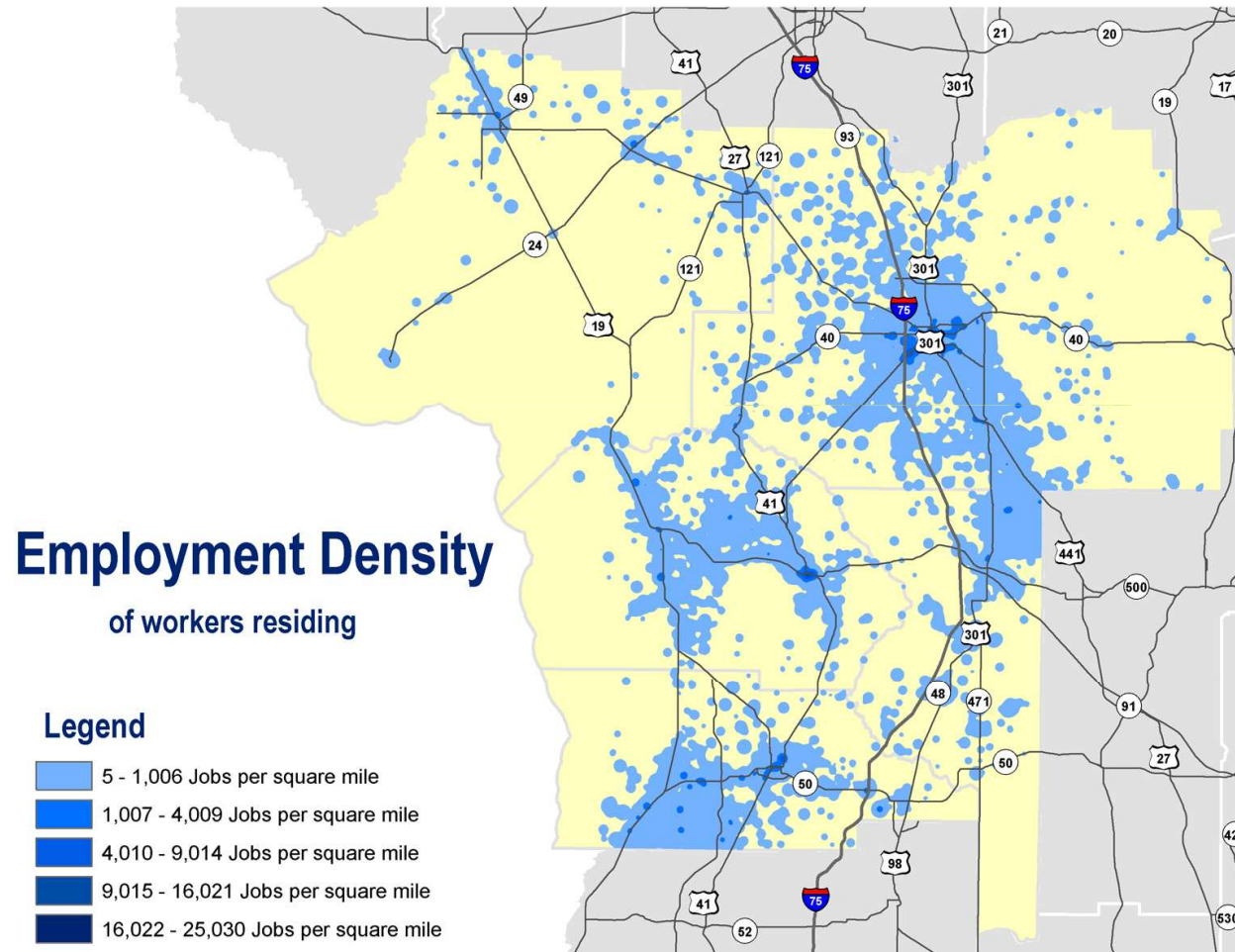
Infrastructure and Growth Leadership

Can People Access Jobs and Services?



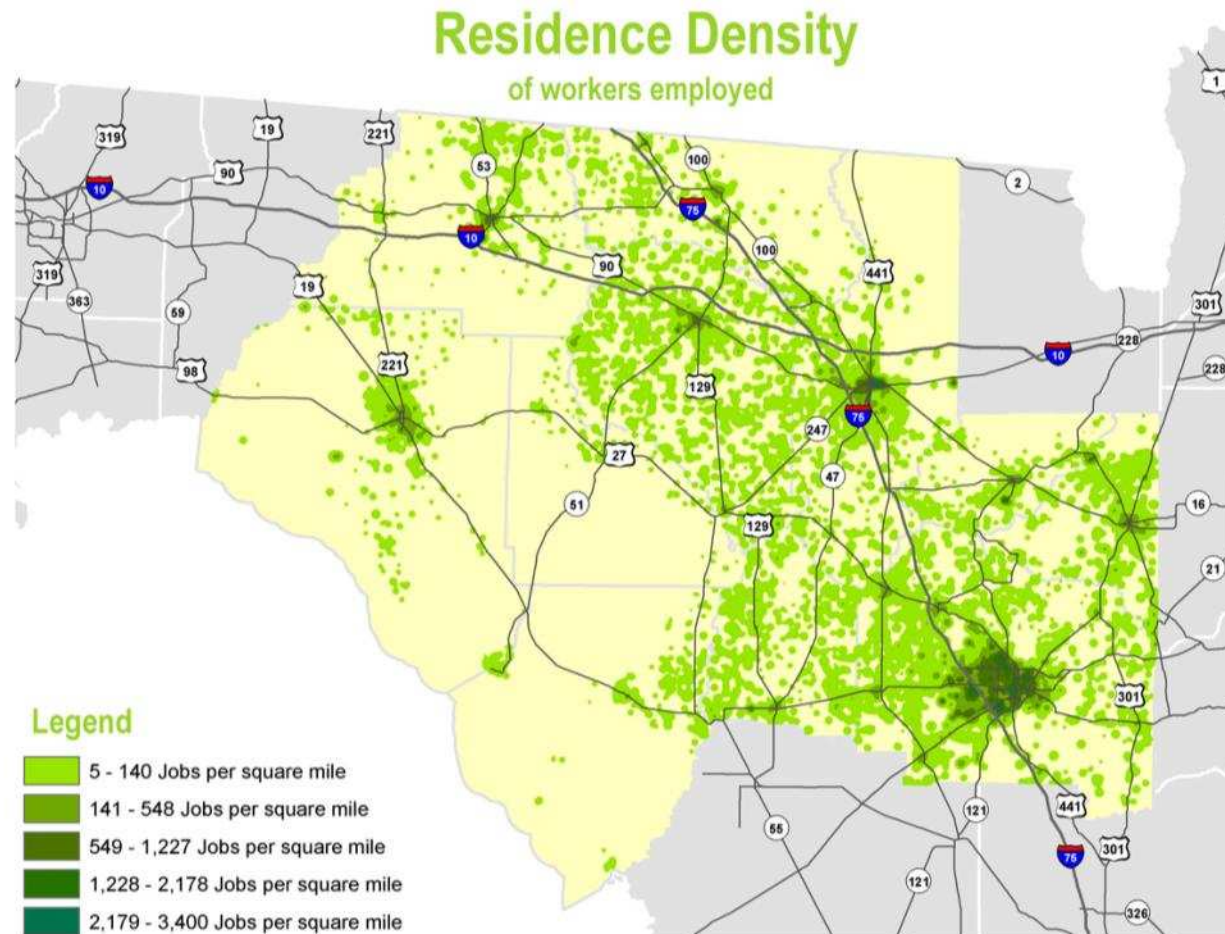
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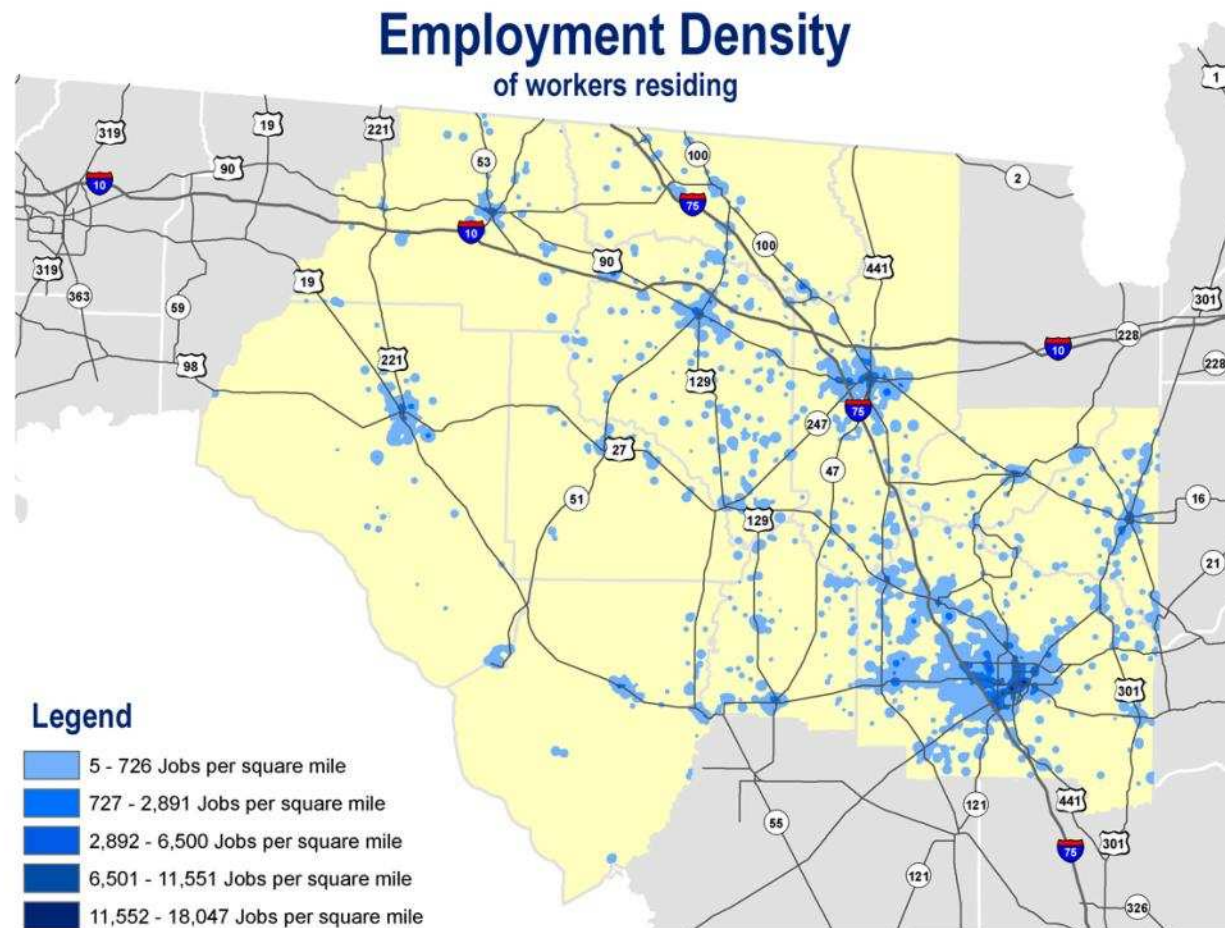
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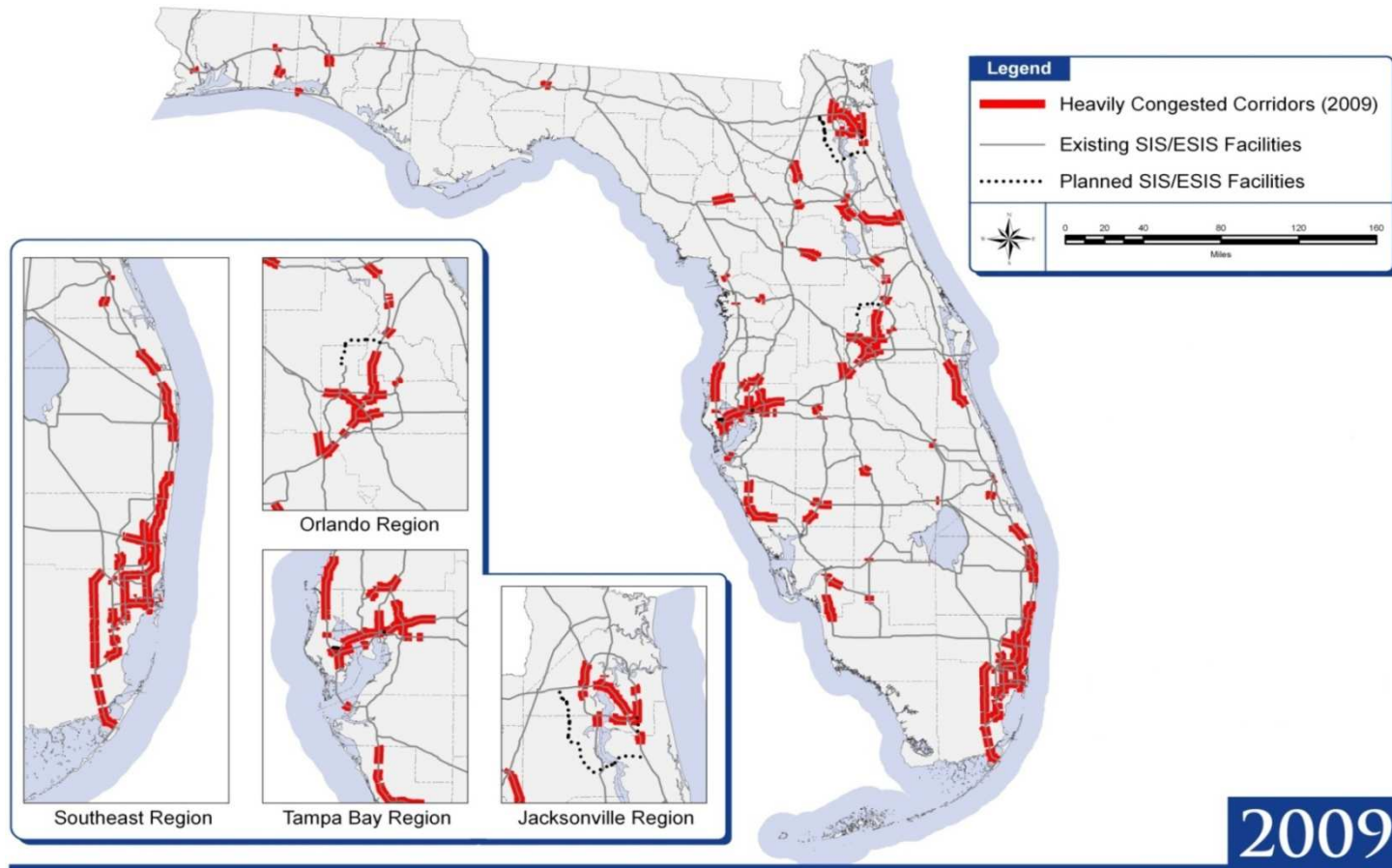
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Infrastructure and Growth Leadership

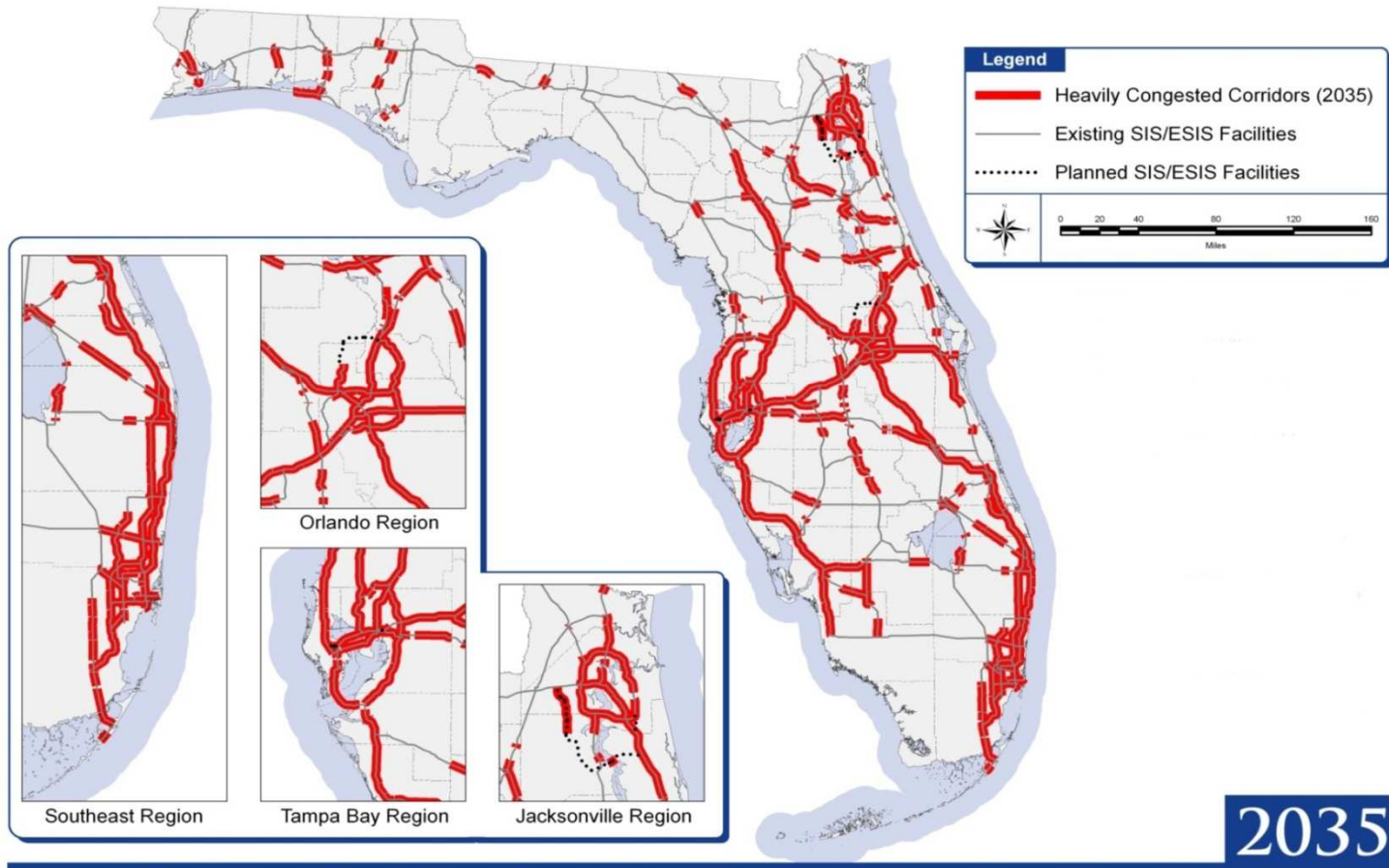
Can We Provide for Future Demand?



Source: Florida Department of Transportation.

Infrastructure and Growth Leadership

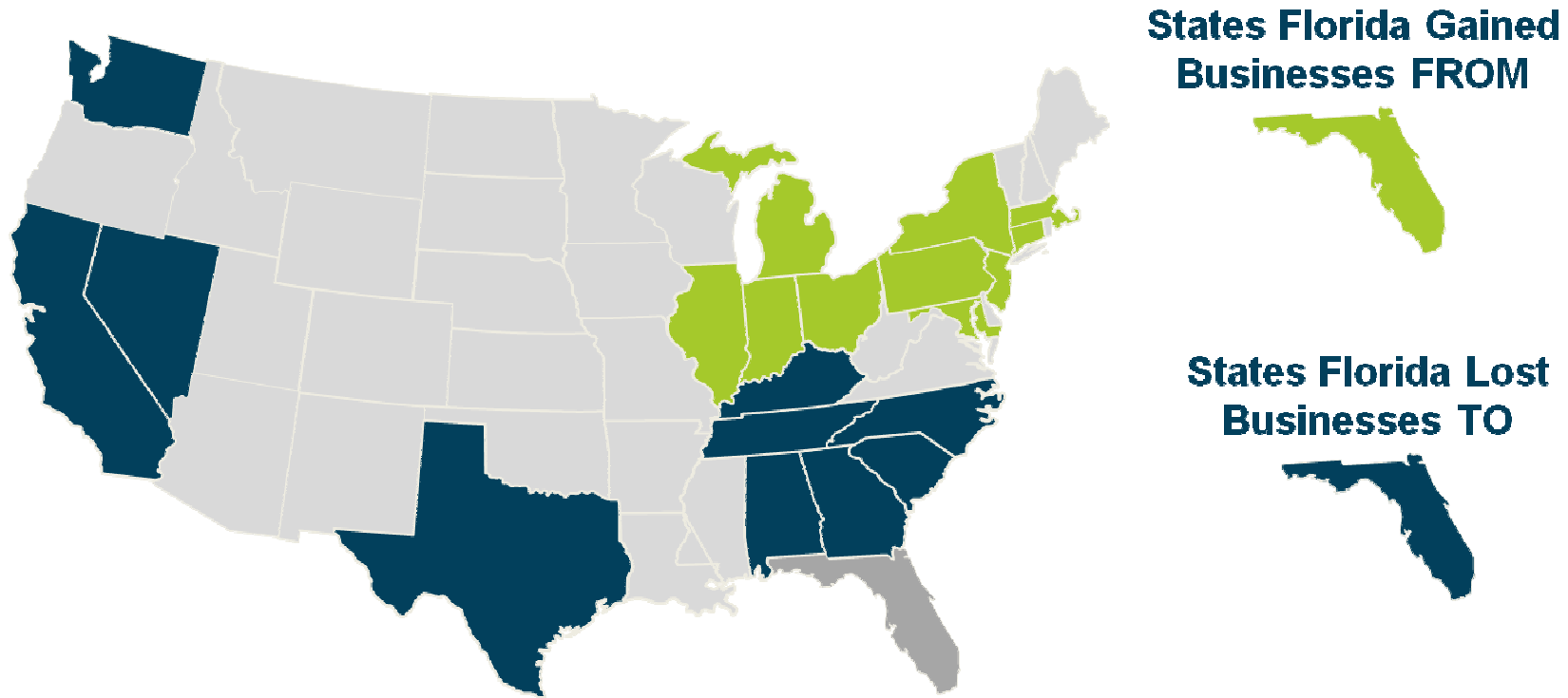
Can We Provide for Future Demand?



Source: Florida Department of Transportation.

Business Climate and Competitiveness

Is Florida Competitive?



Fourth ranked in net new business relocations, 2010

Source: Dun & Bradstreet.



Business Climate and Competitiveness

No Longer a Low-Cost State

11th

- Highest cost of doing business
(CNBC, 2011)

97%

- Growth in average health insurance premium per enrolled employee, 2000-2010
(Kaiser Family Foundation)

6.3%

- Effective business tax rate as percent of GDP in 2010, up from 4.9% in 2007
(Council on State Taxation)



Civic and Governance Systems

Are We Able to Invest in the Future?

5th

- Lowest per capita state and local government employment per capita (*U.S. Census, 2010*)

8%

- Tax supported debt as percentage of revenues in 2009, up from 5% in 2006 (*Florida Division of Bond Finance*)

53%

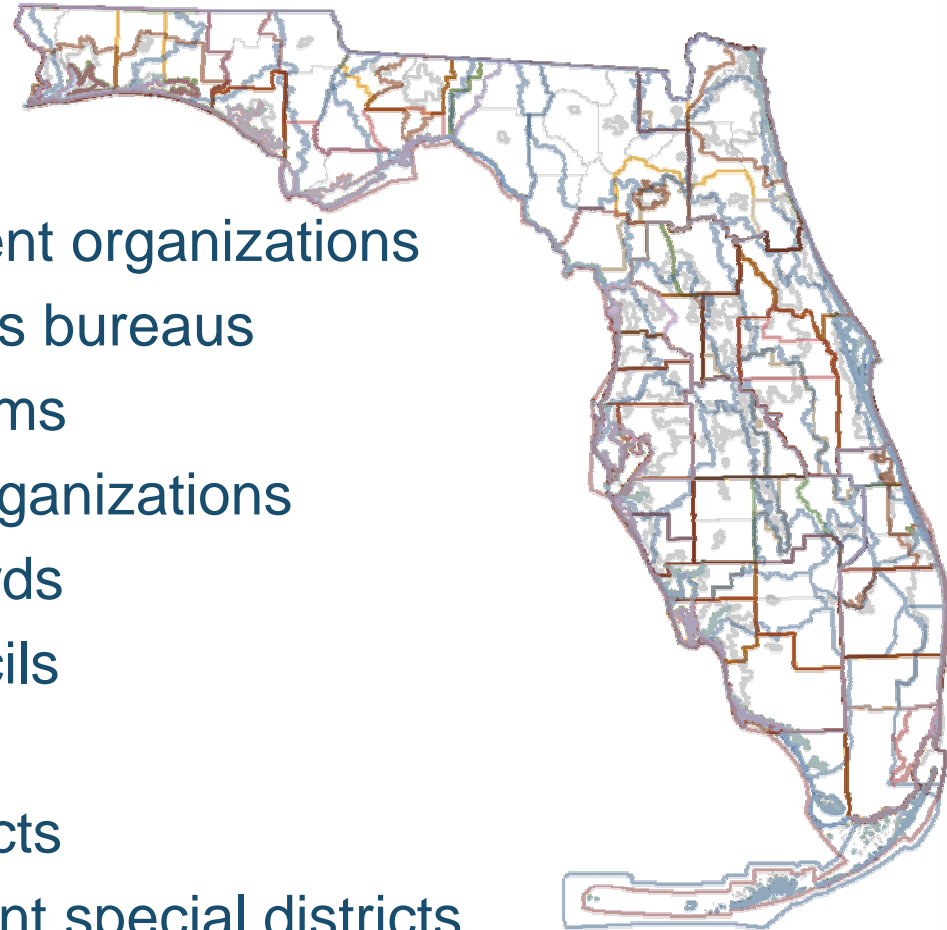
- Increase in number of nonprofit organizations, 2000-2010 (*National Center for Charitable Statistics*)



Civic and Governance Systems

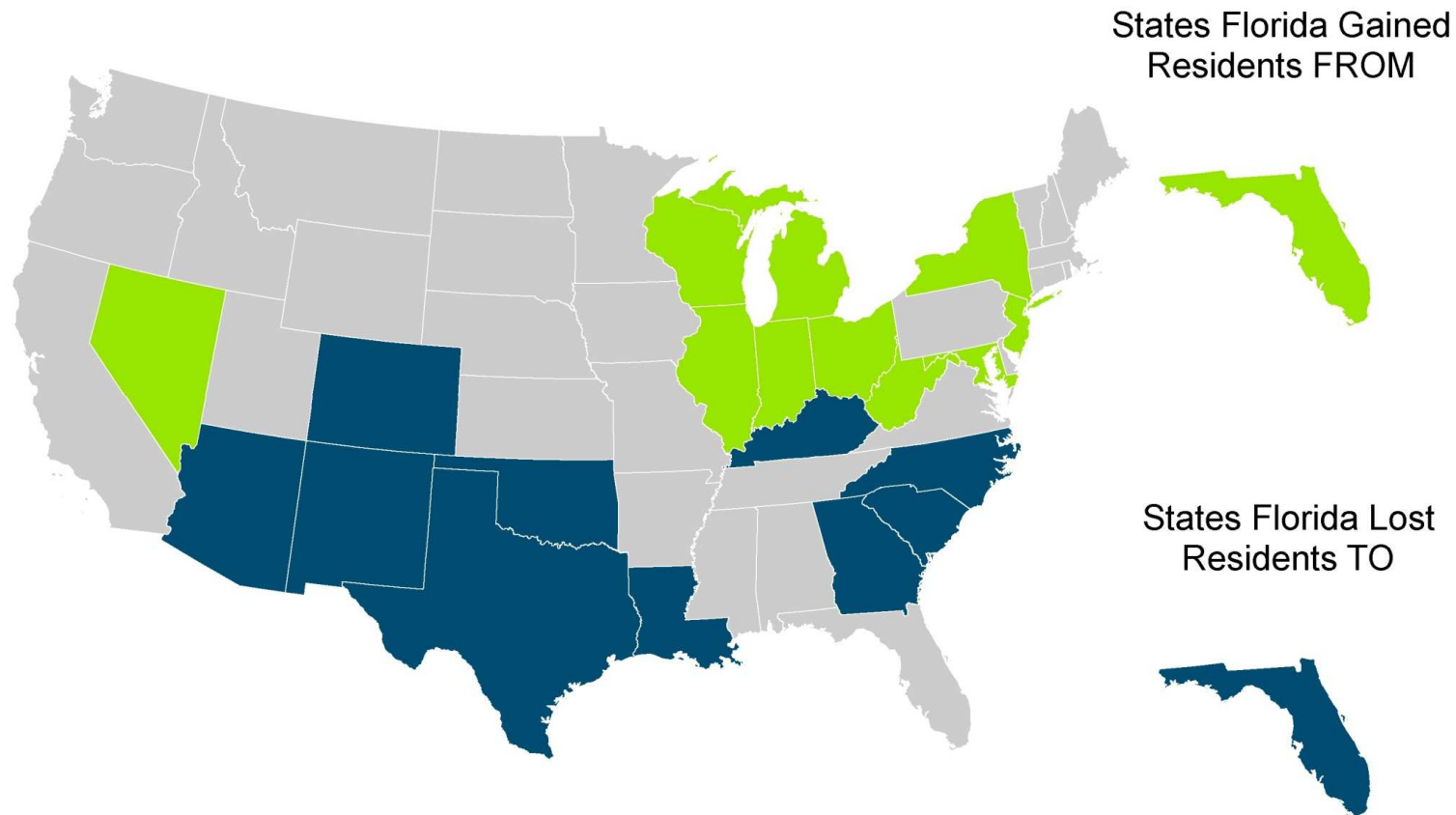
Can the Public Sector Match the Scale of Business?

- 411 Municipalities
- 67 Counties
- ~ 112 Economic development organizations
- ~ 52 Convention and visitors bureaus
- 28 Fixed route transit systems
- 26 Metropolitan planning organizations
- 24 Regional workforce boards
- 11 Regional planning councils
- 8 Economic regions
- 5 Water management districts
- 781 Community development special districts



Quality of Life and Quality Places

Is Florida a Destination?



Third ranked in net domestic migration, 2010

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



Quality of Life and Quality Places

Is Florida Attractive?

45%

- Floridians who say the State is worse off than 5 years ago
(Leadership Florida, 2011)

38%

- Floridians spending more than 30% of income on home ownership costs
(U.S. Census, 2011)

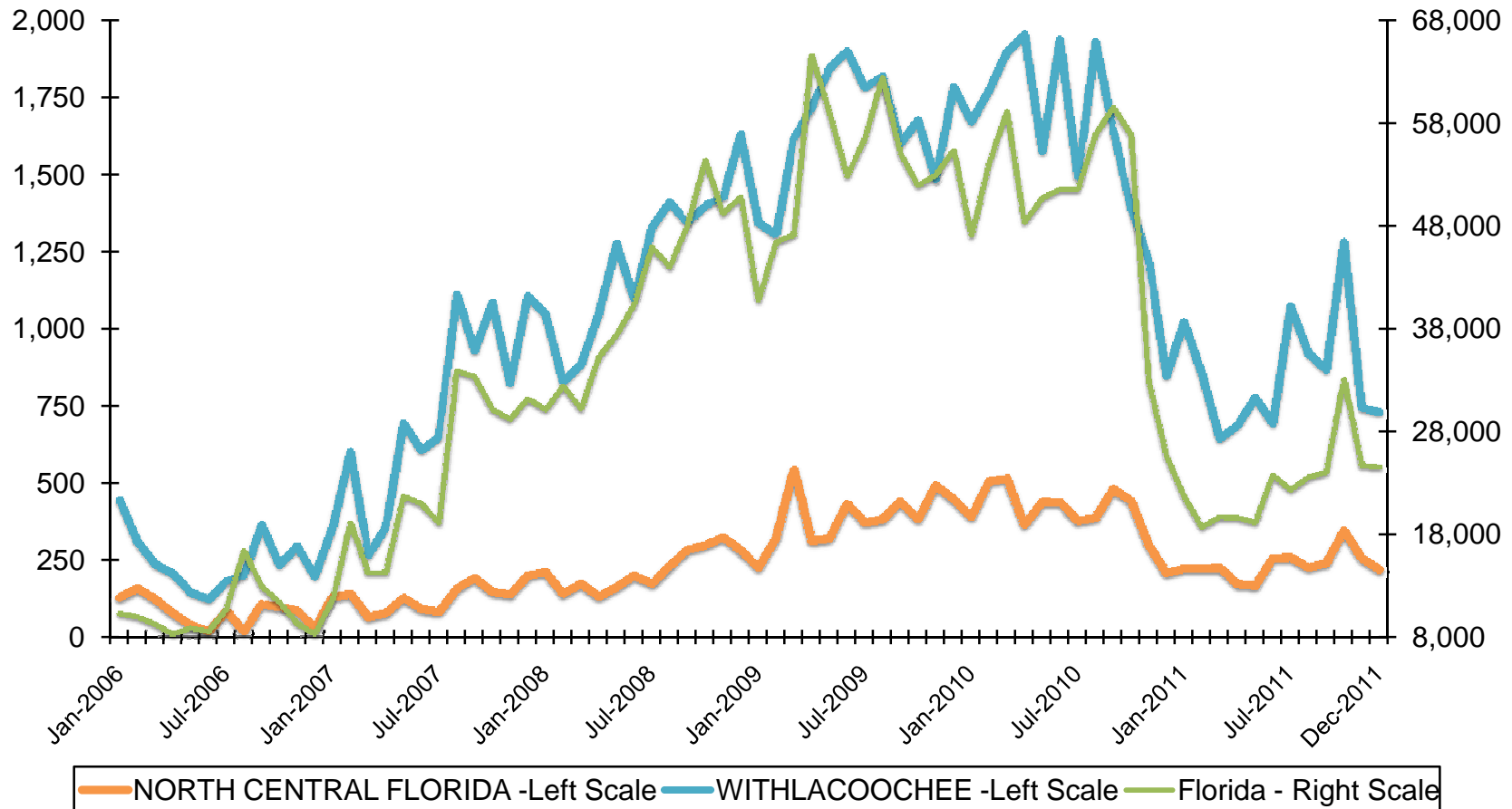
21%

- Percentage of residents without health insurance
(U.S. Census, 2010)



Quality of Life and Quality Places

Monthly Foreclosures in North Central Florida and Withlacoochee, 2006-2011



Source: Florida Dept of Economic Opportunity, compiled from RealtyTrac, Inc. Total housing units receiving a filing notice, per month.



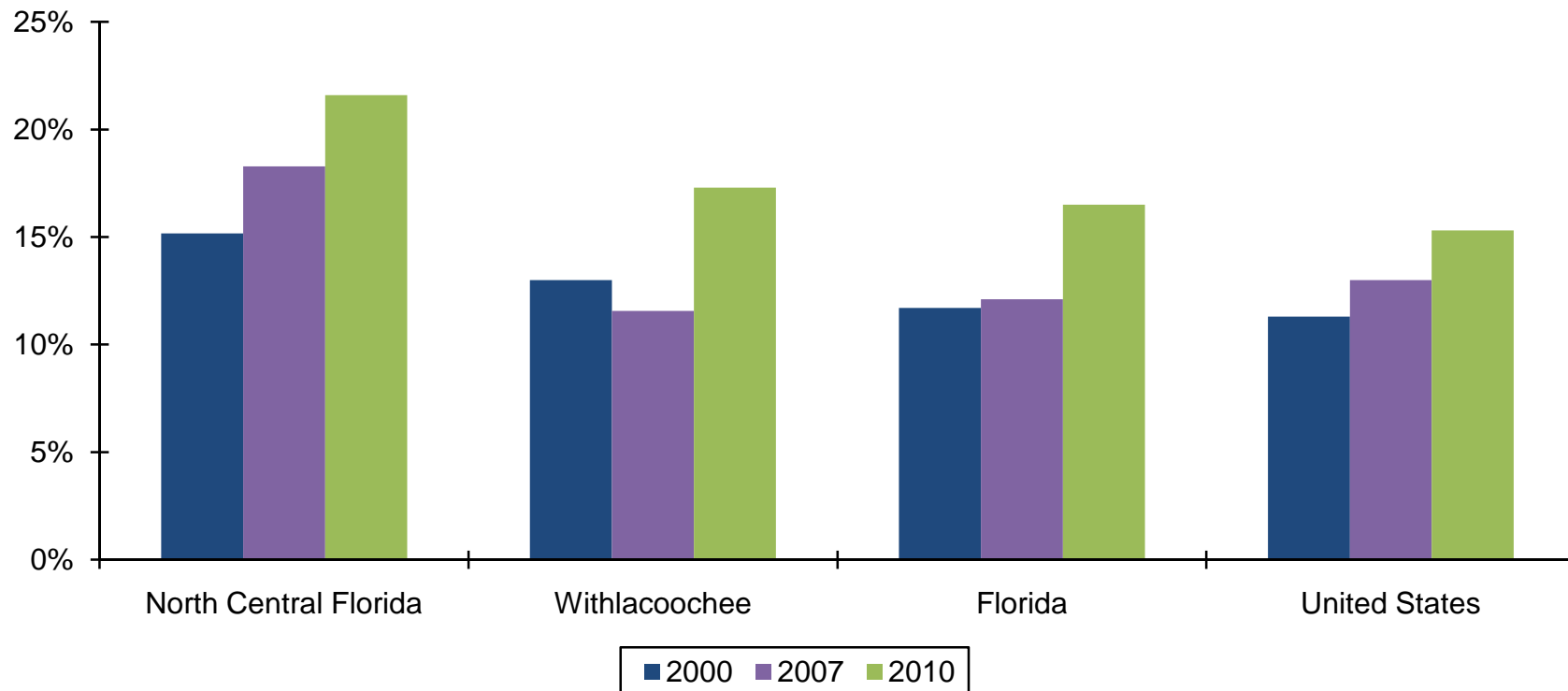
FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY



Quality of Life and Quality Places

Poverty Rate Is Rising in Both Regions

Percent of Population in Poverty



Source: U.S. Census Bureau Small Area Income and Poverty Estimates (SAIPE).



Quality of Life and Quality Places

Can We Preserve What Makes Florida Special?



Questions?

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