Presentation Outline

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

Source: Florida Trend.
East Central Florida Region

- Brevard
- Lake
- Orange
- Osceola
- Seminole
- Volusia
Recession Erased Job Gains of the Past Decade

Employment, Index 2000 = 1.0

Employment Growth in East Central Florida

Year-Over-Year Percent Change

Unemployment Rate Easing Downward

Unemployment Rate (in Percent)

Per Capita Income Remains Below the U.S. Average

Per Capita Income (in Thousands of $2010)

Source: U.S. Bureau of Economic Analysis.
Net Domestic Migration Has Resumed

Source: U.S. Census Bureau, American Community Survey (for the 2005-2010 data) and Population Estimates Program (for the 2011 data).
A New Economy
Competing as Regions… and Megaregions

The Emerging Megaregions

Source: America 2050.
A New Economy
Global Markets

Source: Goldman Sachs, 2008.
A New Economy
Global Markets

2050

CHINA

1,415.1%
CHANGE IN GDP 2010-2050

Source: Goldman Sachs, 2008.
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

<table>
<thead>
<tr>
<th>Unemployment Rate</th>
<th>2010</th>
<th>Median Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>6.5%</td>
<td>$46,632</td>
</tr>
<tr>
<td>Associate’s Degree or Some College</td>
<td>11.5%</td>
<td>$30,092</td>
</tr>
<tr>
<td>High School Diploma Only</td>
<td>14.5%</td>
<td>$23,936</td>
</tr>
<tr>
<td>Less than High School Graduate</td>
<td>20.5%</td>
<td>$16,904</td>
</tr>
</tbody>
</table>

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

12%  61%  27%

East Central Florida

15%  59%  26%

Florida

15%  57%  28%

United States

Source: U.S. Census Bureau, American Community Survey 2006-2010 five-year estimates. Figures may not add to 100 due to rounding.
Emerging Technologies
Innovation and Economic Development
Changing Industry Composition

Past

Agriculture  Construction  Tourism

Future?

Global Trade & Logistics  Manufacturing  Emerging Technologies

Agriculture  Construction  Finance & Professional Services  Health Care  Tourism
Innovation and Economic Development
Can We Strengthen Our Innovation Pipeline?

- **Discoveries**: 2% of total U.S. R&D spending (2007)
- **Patents**: 3% of total U.S. patents issued (2010)
- **Licenses**: 2% of total U.S. university licensing activity (2008)
- **Start-Ups**: 1% of total U.S. venture capital deals (2010)

**FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY**
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

How Shall We Grow?

2050 Trend

2050 Vision
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?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Indicator</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>Lowest per capita state and local government employment per capita</td>
<td>(U.S. Census, 2010)</td>
</tr>
<tr>
<td>8%</td>
<td>Tax supported debt as percentage of revenues in 2009, up from 5% in 2006</td>
<td>(Florida Division of Bond Finance)</td>
</tr>
<tr>
<td>53%</td>
<td>Increase in number of nonprofit organizations, 2000-2010</td>
<td>(National Center for Charitable Statistics)</td>
</tr>
</tbody>
</table>
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
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 East Central Florida, 2006-2011

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

Poverty Rate Is Rising in East Central Florida

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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