



*A Vision for Florida's Future: The 2030 Project*



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# Current Realities

10.8% unemployment

800,000+ jobs gone since February 2007

1 in 5 mortgages in foreclosure pipeline

State Revenue shortfall \$3.6 Billion

Net Domestic Migration loss of 31,179

AWI, Mortgage Bankers Association, BEDR

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# Is the Florida We've Known Over?



Is Florida the  
Sunset State?



## For Florida, 'the end of an era' of growth

First population drop in 60 years hits state

There aren't enough counselors to advise hundreds of jobless people who come through the doors every day. The recession has dealt a whopping blow to the fourth-most-populous state. Unemployment is soaring, and to future-

By Haya El Nasser  
USA TODAY



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



# Are We Ready for 2030?



“Florida needs to plan better and grow smarter over the *next 7 million people* than we did during the last 7 million.”

Steve Halverson, President & CEO, The Haskell Company  
& Immediate Past Chair of the Florida Chamber of Commerce

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# Florida's New Change Management System

- 1) Long Term Focus
- 2) One Shared Agenda
- 3) Coordination of efforts and resources
- 4) Metrics, Benchmarks & Accountability

# The 2030 Project

A Common Vision

A Common Framework

Metrics for Accountability

A “Bubble-Up” Process

# The 2030 Project



## A Three-Part Vision

Prosperity & High Paying Jobs

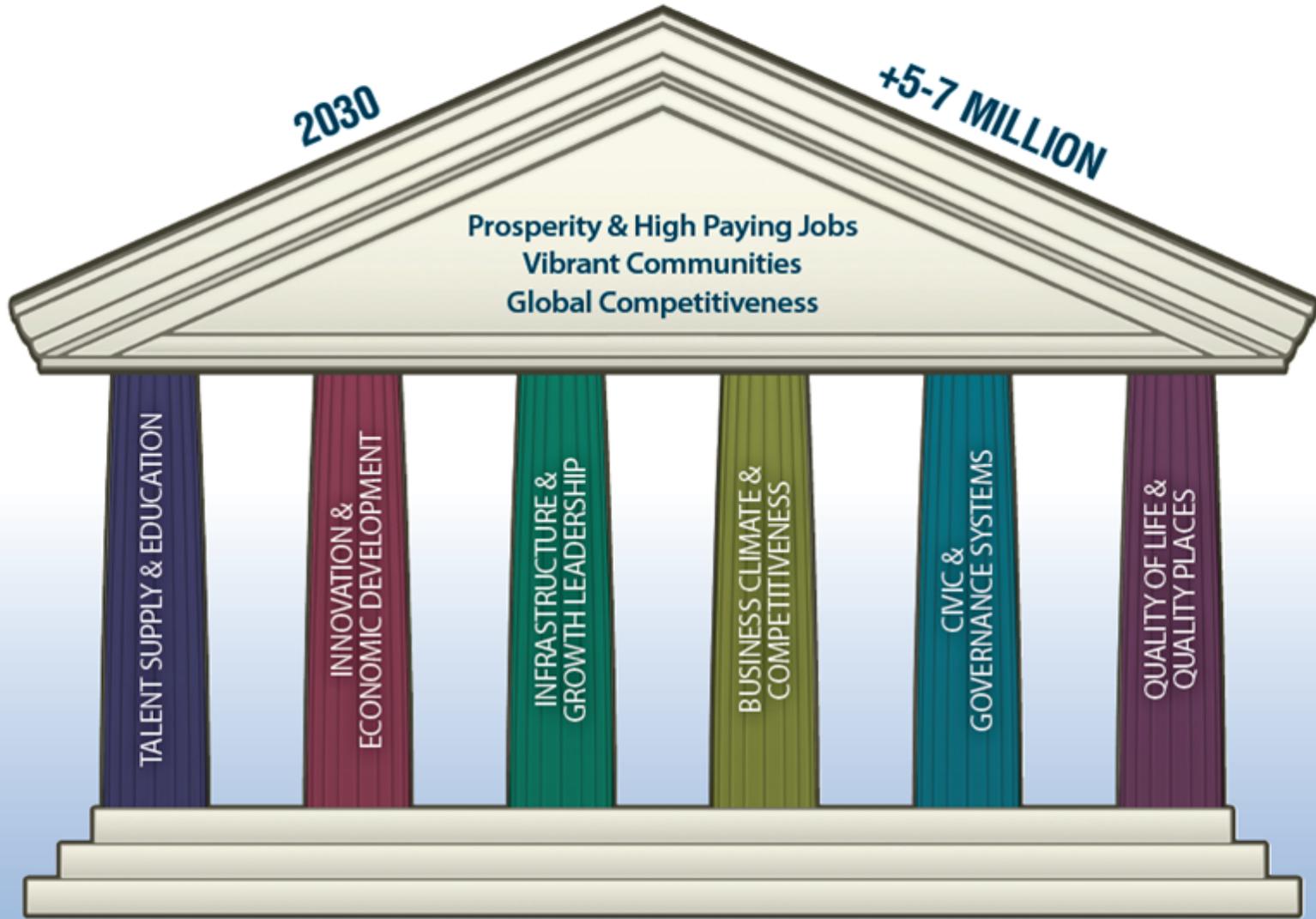
Vibrant & Sustainable Communities

Global Leadership

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# SIX PILLARS OF FLORIDA'S FUTURE ECONOMY



# Scorecard: Measuring Florida's Performance



Just Like in  
Any Good  
Business,  
One  
Scorecard  
to Track  
Vital Signs

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

*[www.FLFoundation.org](http://www.FLFoundation.org)*

# Talent Supply and Education

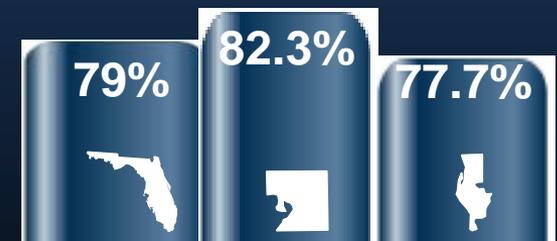
## Some Key Elements

Early Learning  
Seamless Education (pre-k -20)  
STEM & Next Economy Skills  
Workforce Development  
Lifelong Learning  
Retirement  
Creative Class  
“Attractor” state

**College Attainment**  
(% of Population aged 25-64  
with a bachelor's degree or  
higher)



**High School Graduation**  
(All diploma recipients including  
standard, special, and general  
equivalents)



# Implications of Educational Achievement

## Unemployment Rate

## Median Earnings

**4.5%**

**\$43,028**

**Bachelor's degree or higher**

**7.5%**

**\$31,910**

**Some college or Associate's degree**

**9.7%**

**\$25,629**

**High school diploma only**

**14.6%**

**\$18,851**

**Less than high school graduate**

AWI, April 2011; U.S. Census Bureau, American Community Survey, 2009;

# Innovation & Economic Development

## Some Key Elements

Entrepreneurism  
 Research & Development  
 Commercialization  
 Venture \$  
 Start ups & Incubation  
 Economic Development  
 Business Retention & Expansion  
 Economic Gardening  
 Global Trade & Investments  
 Financial Markets  
 Military & Homeland Security  
 Food & Agriculture  
 Tourism

## Business Starts and Closings



## R&D (total per worker)



## Venture Capital (total per worker)



# Infrastructure & Growth Leadership

## Some Key Elements

Transportation  
Trade Routes (Air, Land & Sea)  
Communications  
Energy  
Water  
Conservation  
Environment  
Sustainability  
Preparedness



Energy  
Consumption

3rd  
Highest  
in US



Fresh Water  
Consumption

(gallons per day per person)

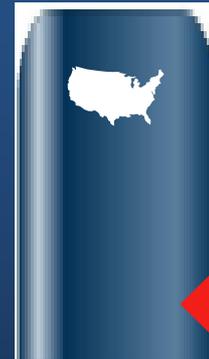


# Business Climate & Competitiveness

## Some Key Elements

Cost of Doing Business  
Economic Efficiency  
Taxes  
Risk Management  
Property Rights  
Permitting  
Regulation  
Litigiousness

Liability-Systems  
(national rank: 1 is best)



Ranked 42<sup>nd</sup>



Cost-of-Doing-Business

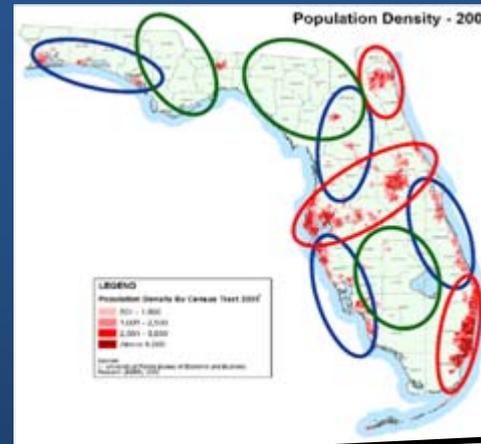


19<sup>th</sup> most  
expensive

# Civic & Governance Systems

## Some Key Elements

Term Limits  
Ethics & Elections  
Constitutional Amendments  
State & Local Governance  
Federalism  
Government Spending  
Courts & Legal System  
Regional Stewardship  
Civic Structure  
NGOs  
Civil Society



## 2010 Ballot

Governor & Entire Cabinet  
US Senator  
25 Congressional  
23 of 40 State Senate  
120 House Members  
Constitutional Amendments  
Local Initiatives

# Quality of Life & Quality Places

## Some Key Elements

Health, Wellness & Safety  
(Access, Quality & Affordability)  
Housing  
Rural & Urban Issues  
Family & Children Issues  
Equity & Diversity  
Poverty  
Arts, Culture & Preservation  
Recreation  
Sense of Place

## April 2011 Home Foreclosures



# Six Pillars Caucus System

## Overall Objectives

- Establish a continuous source for insight and feedback related to economic trends, societal needs, gaps and events
- Construct a strategic plan for the year 2030 to help guide Florida towards a future economy that includes high-wage jobs, global competitiveness and vibrant communities
- Interim goals for 2015: provide feedback and insights for Governor Rick Scott's 7-7-7 Plan



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# Six Pillars Caucus System



# Regional / Local Six Pillars



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# Cornerstone 2030—The Plan

A Common Vision

A Common Framework

Metrics for Accountability

A “Bubble-Up” Process

For more information on becoming a Six Pillars Community, contact Stephanie Gibbons at [sgibbons@FLFoundation.org](mailto:sgibbons@FLFoundation.org) or 850-521-1253

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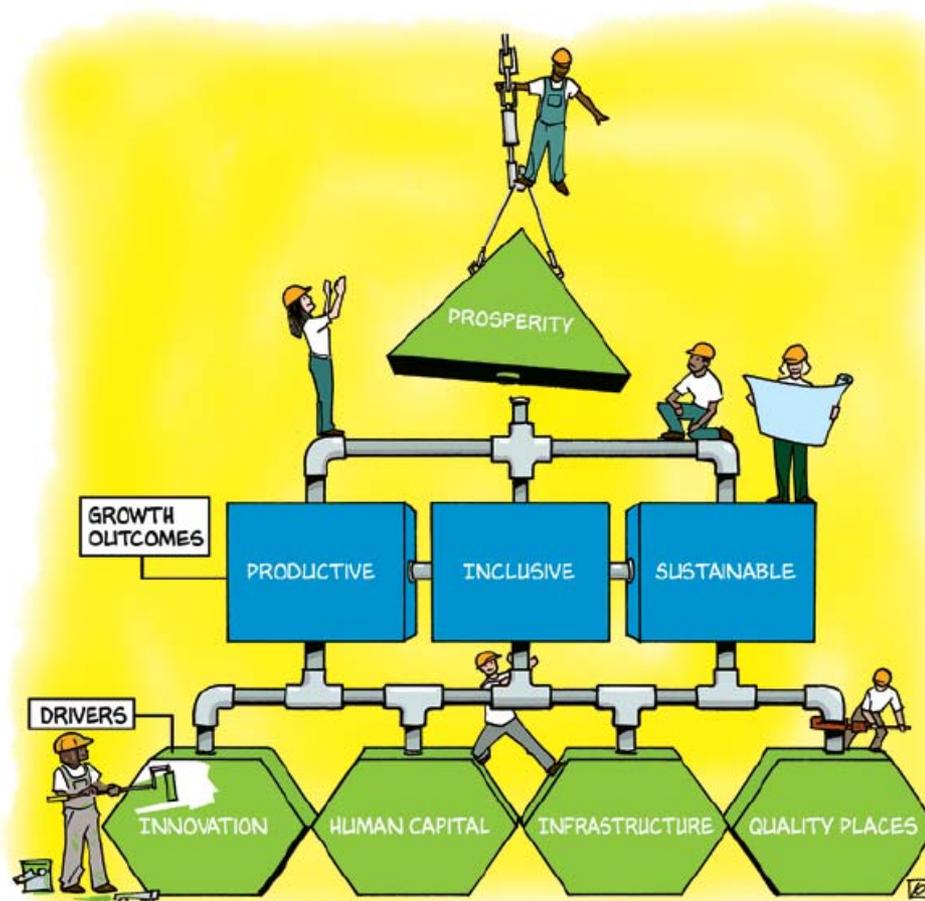


# *A Vision for Florida's Future*



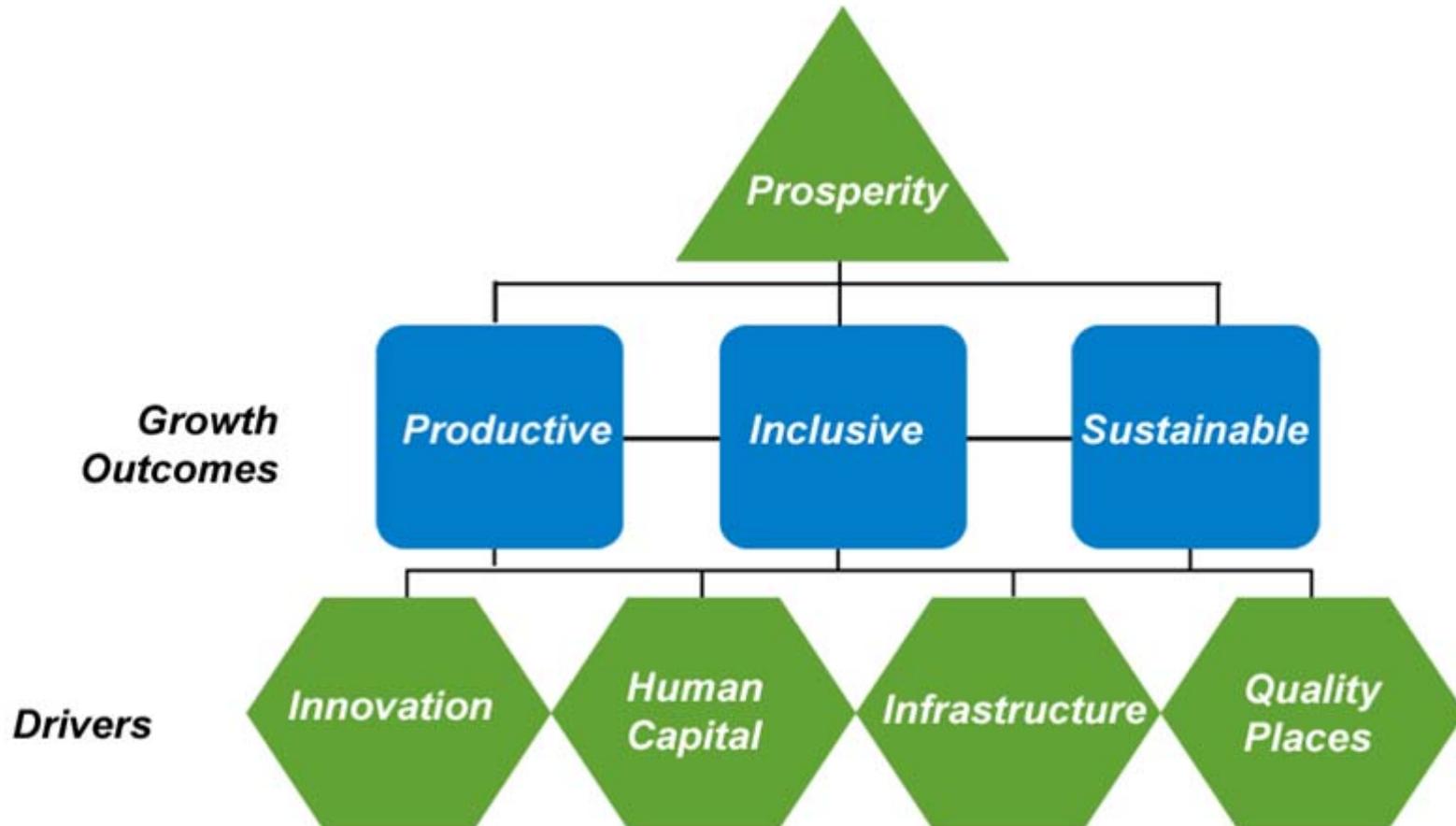
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# Tampa Bay Partnership

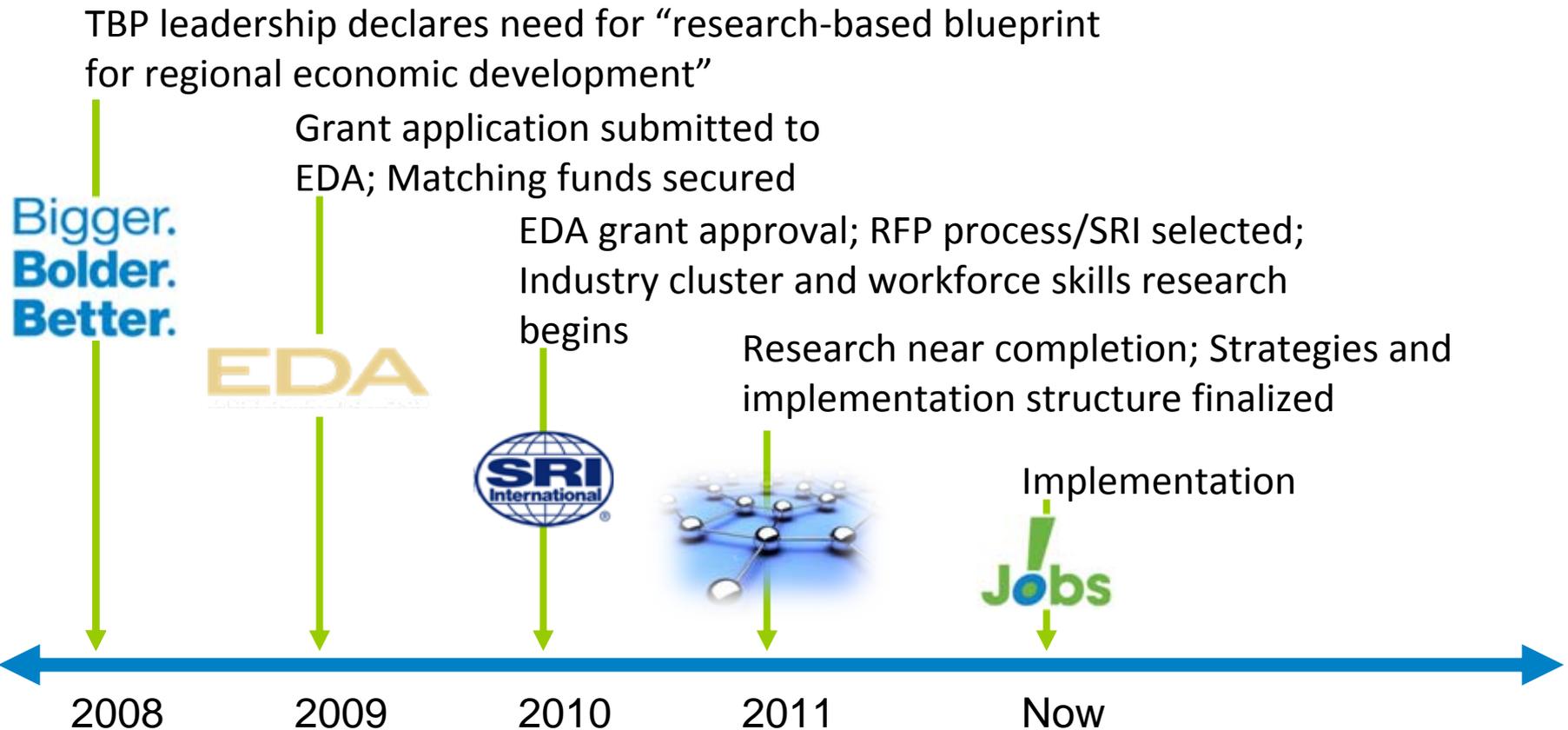


**Building a Regional Economy**

# The Model for Prosperity



# Where We're Headed



# Tampa Bay Target Sectors

**Applied  
Medicine &  
Human  
Performance**

**High-Tech  
Electronics &  
Instruments**

**Grow & Diversify  
the Tampa Bay  
Regional Economy**

**Business,  
Financial, & Data  
Services**

**Marine &  
Environmental  
Activities**



# Implementation Structure

