



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*  
**John Kaliski  
Cambridge Systematics, Inc.**

**February 7, 2012**



# Presentation Outline

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

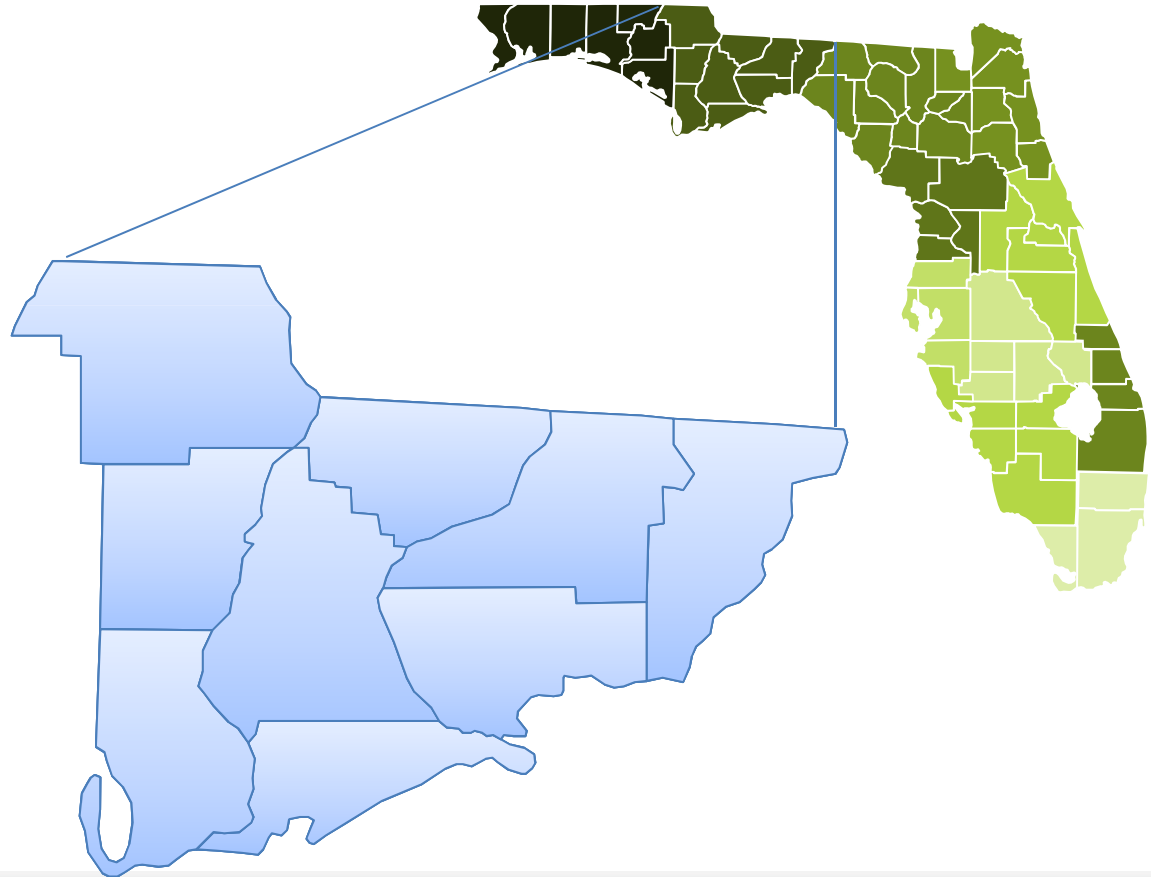


Source: Florida Trend.

# Apalachee Region

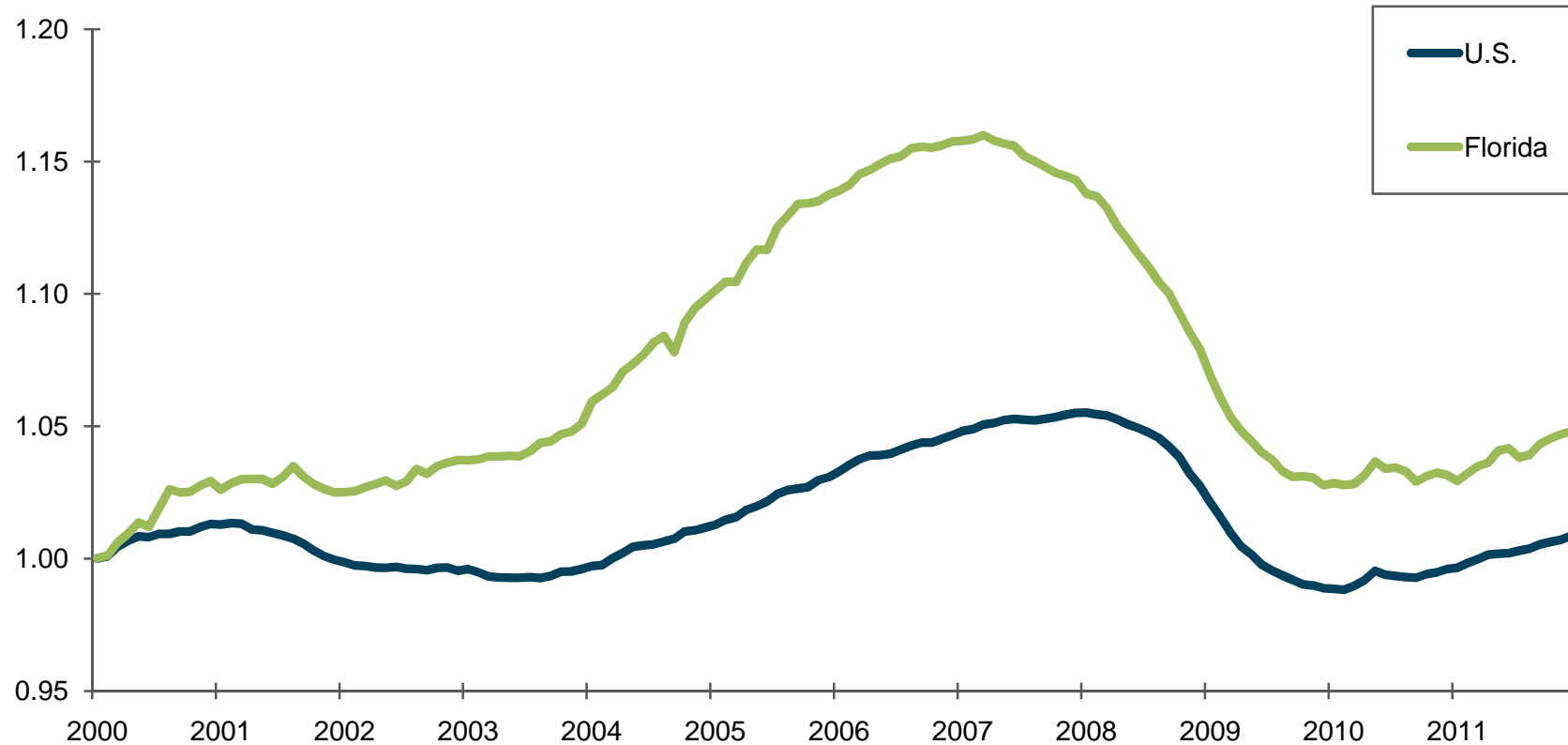
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- Calhoun
- Franklin
- Gadsden
- Gulf
- Jackson
- Jefferson
- Leon
- Liberty
- Wakulla



# Recession Erased Job Gains of the Past Decade

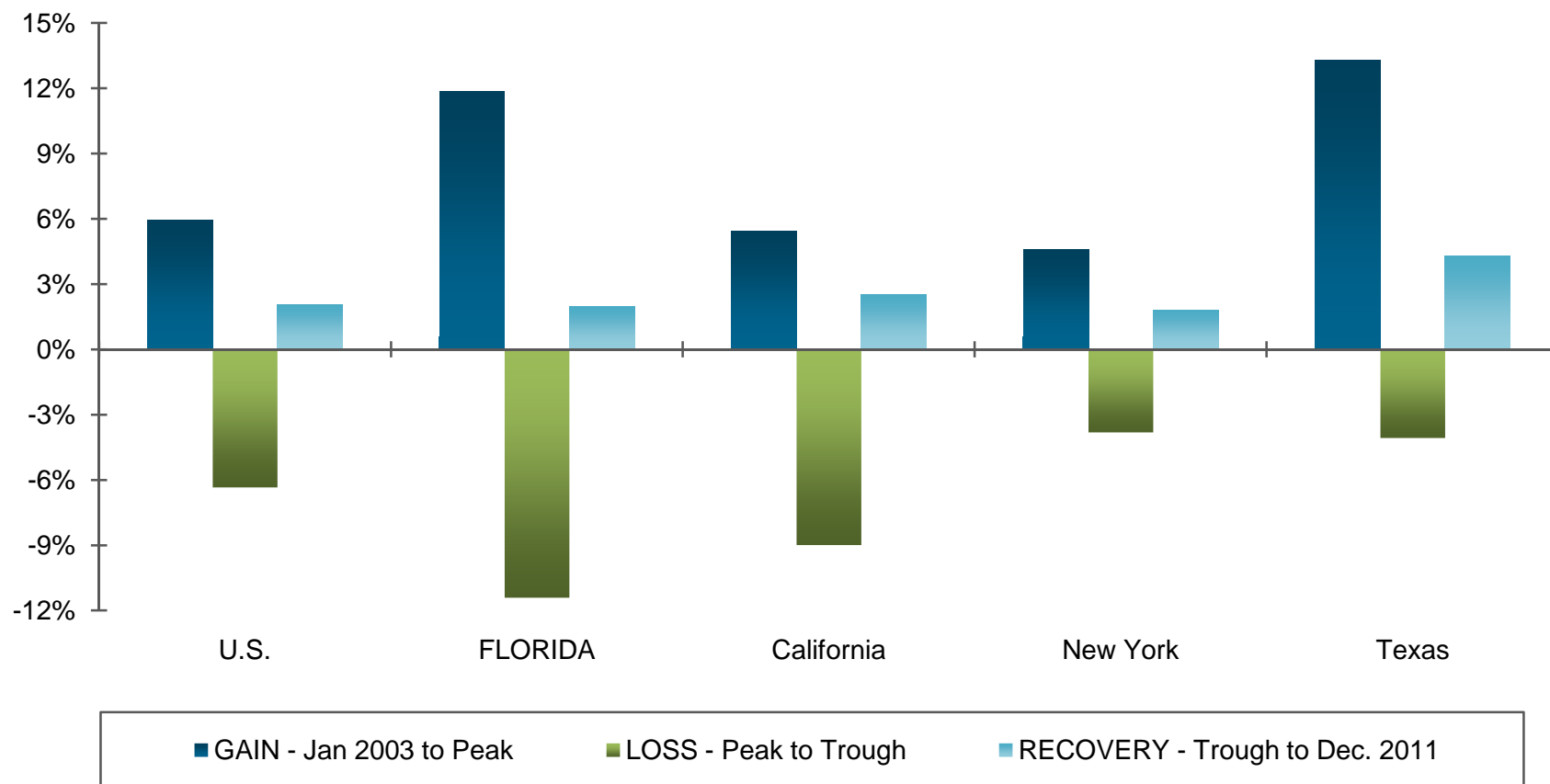
Employment, Index 2000 = 1.0



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



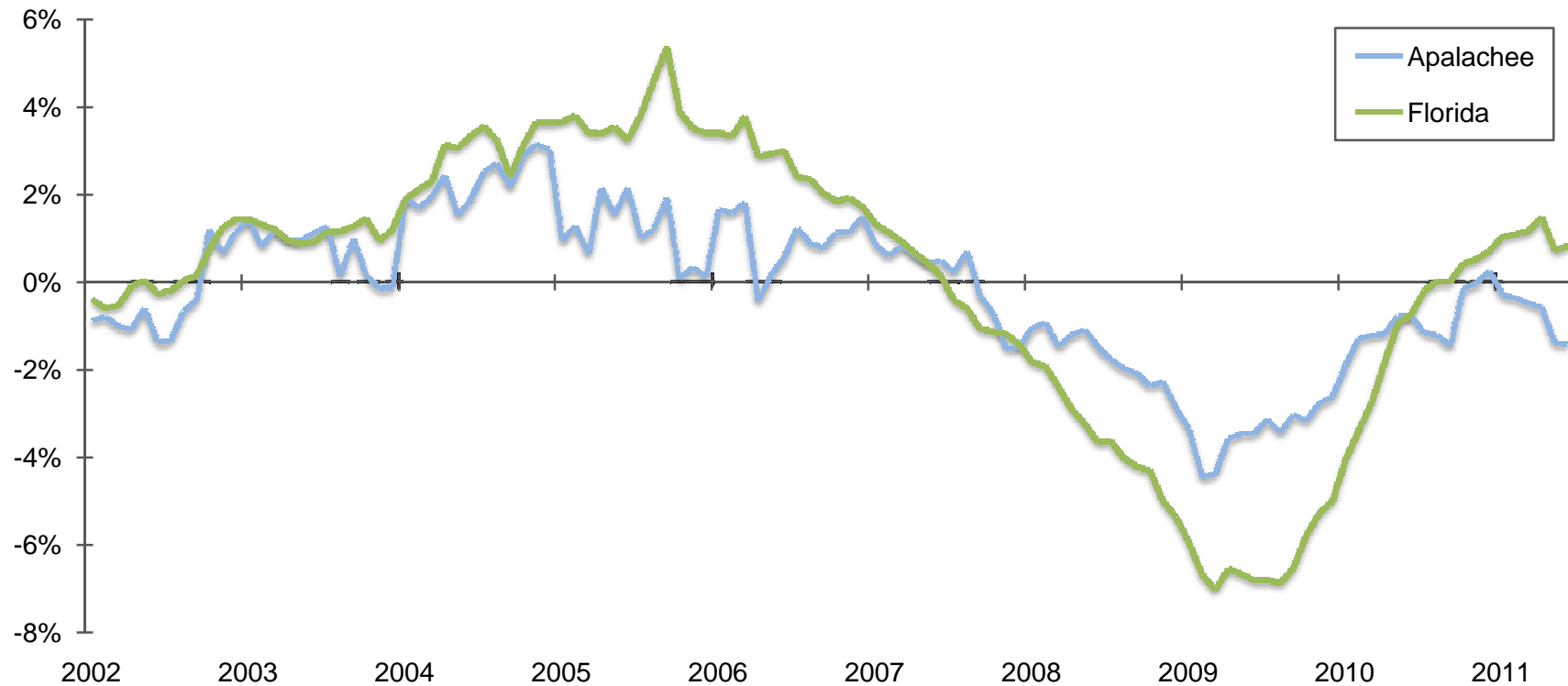
# A Deeper Recession than Competitor States



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

# Employment Growth in the Apalachee Region

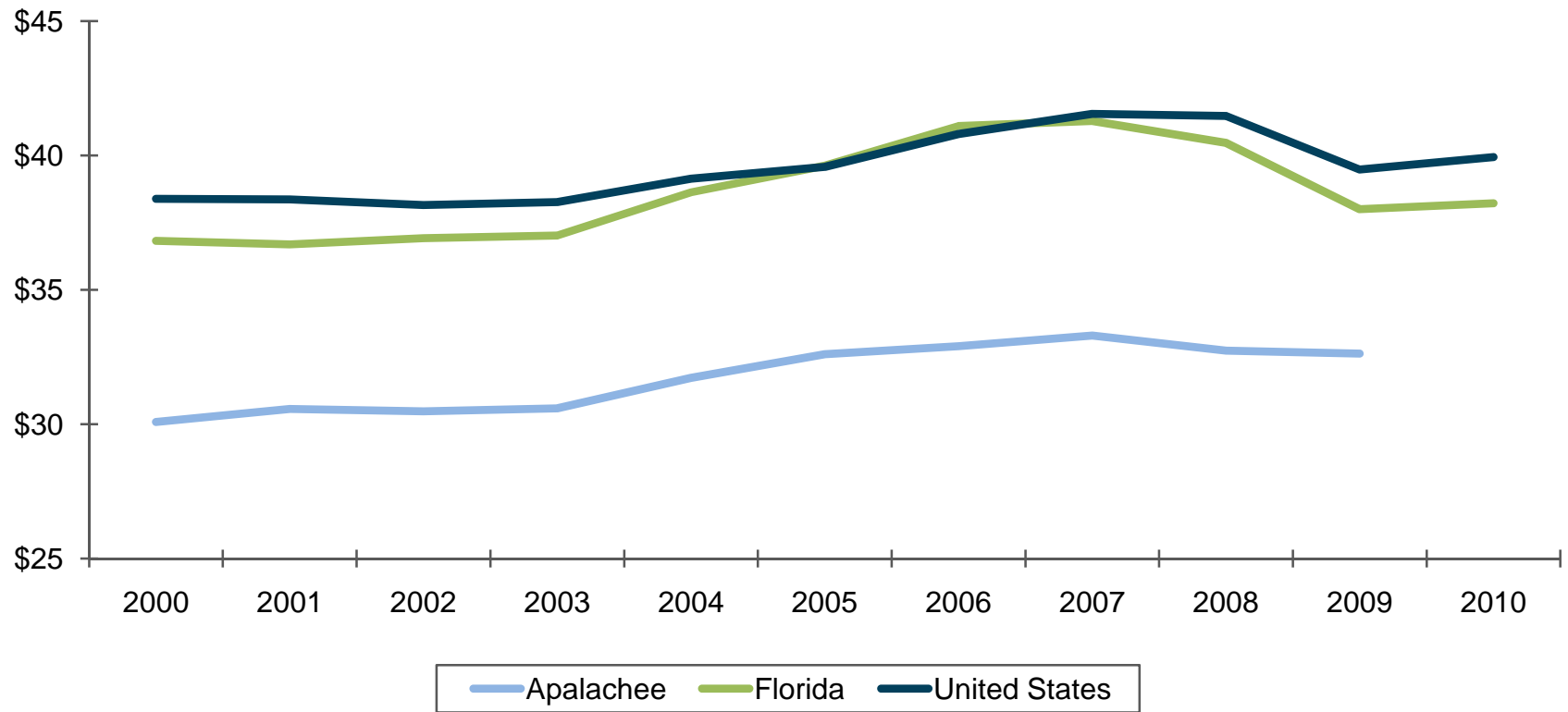
Year-Over-Year Percent Change



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

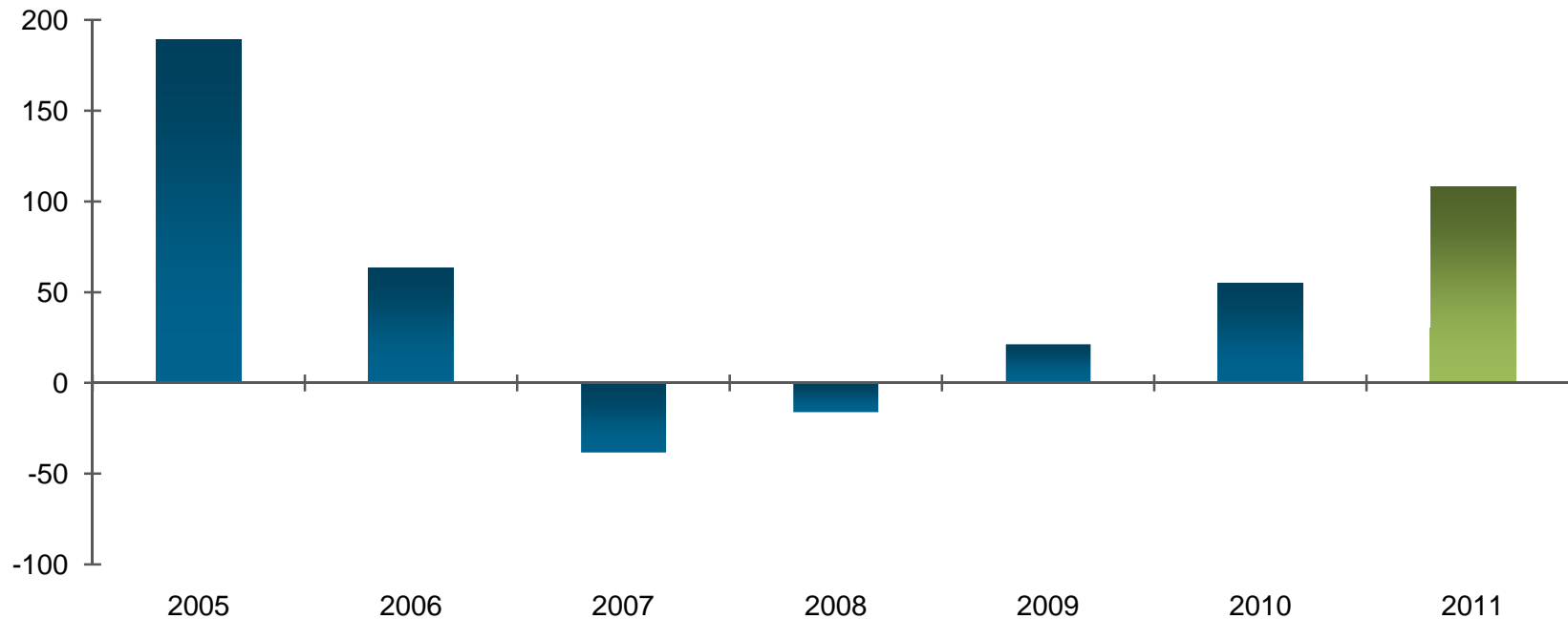


# Per Capita Income Slipping Behind U.S. Average



Source: U.S. Bureau of Economic Analysis.

# Net Domestic Migration into Florida Has Resumed



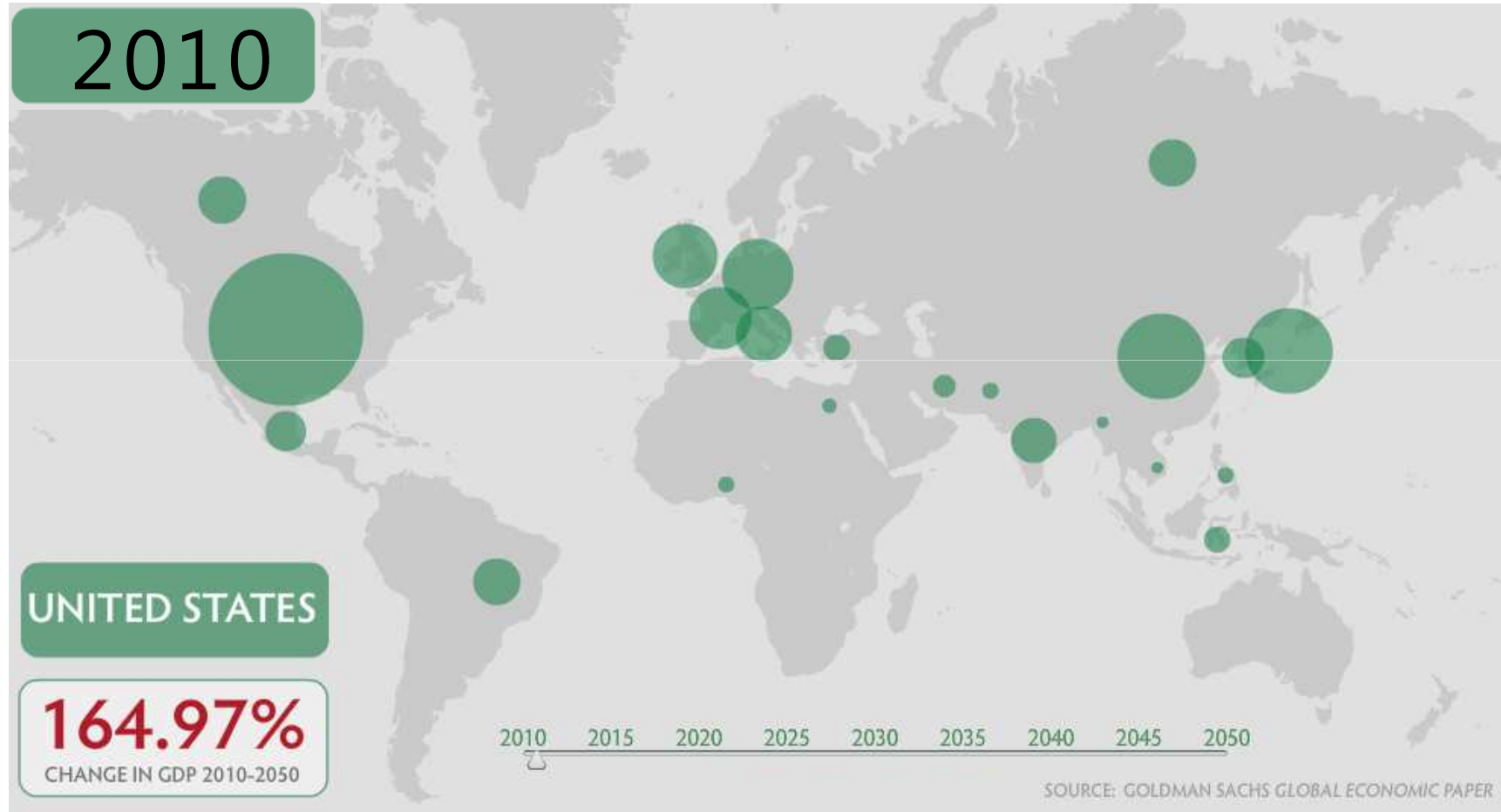
Source: U.S. Census Bureau, American Community Survey (for the 2005-2010 data) and Population Estimates Program (for the 2011 data).





# A New Economy

## Global Markets

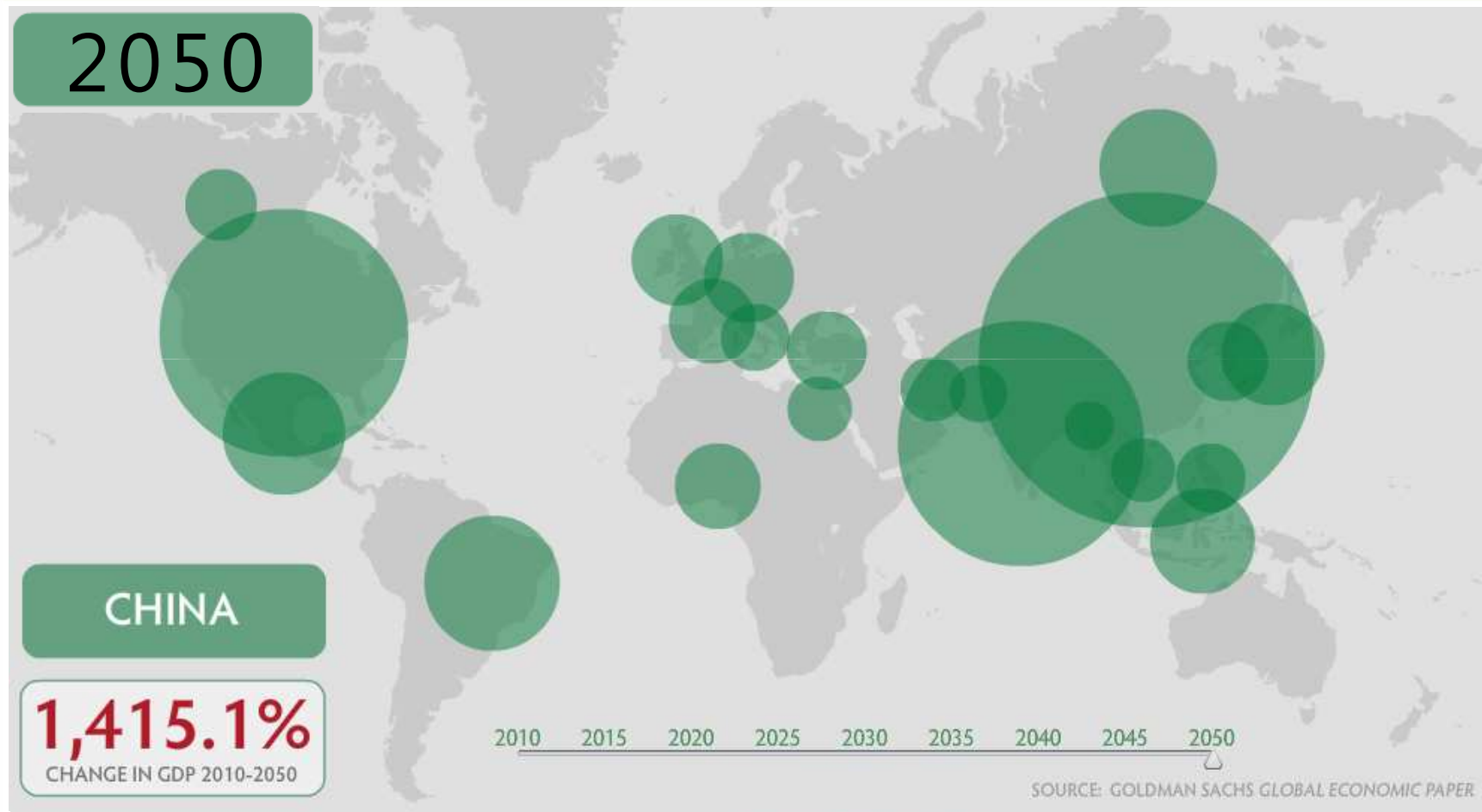


Source: Goldman Sachs, 2008.



# A New Economy

## Global Markets



Source: Goldman Sachs, 2008.



# A New Economy

## Global Activity Centers

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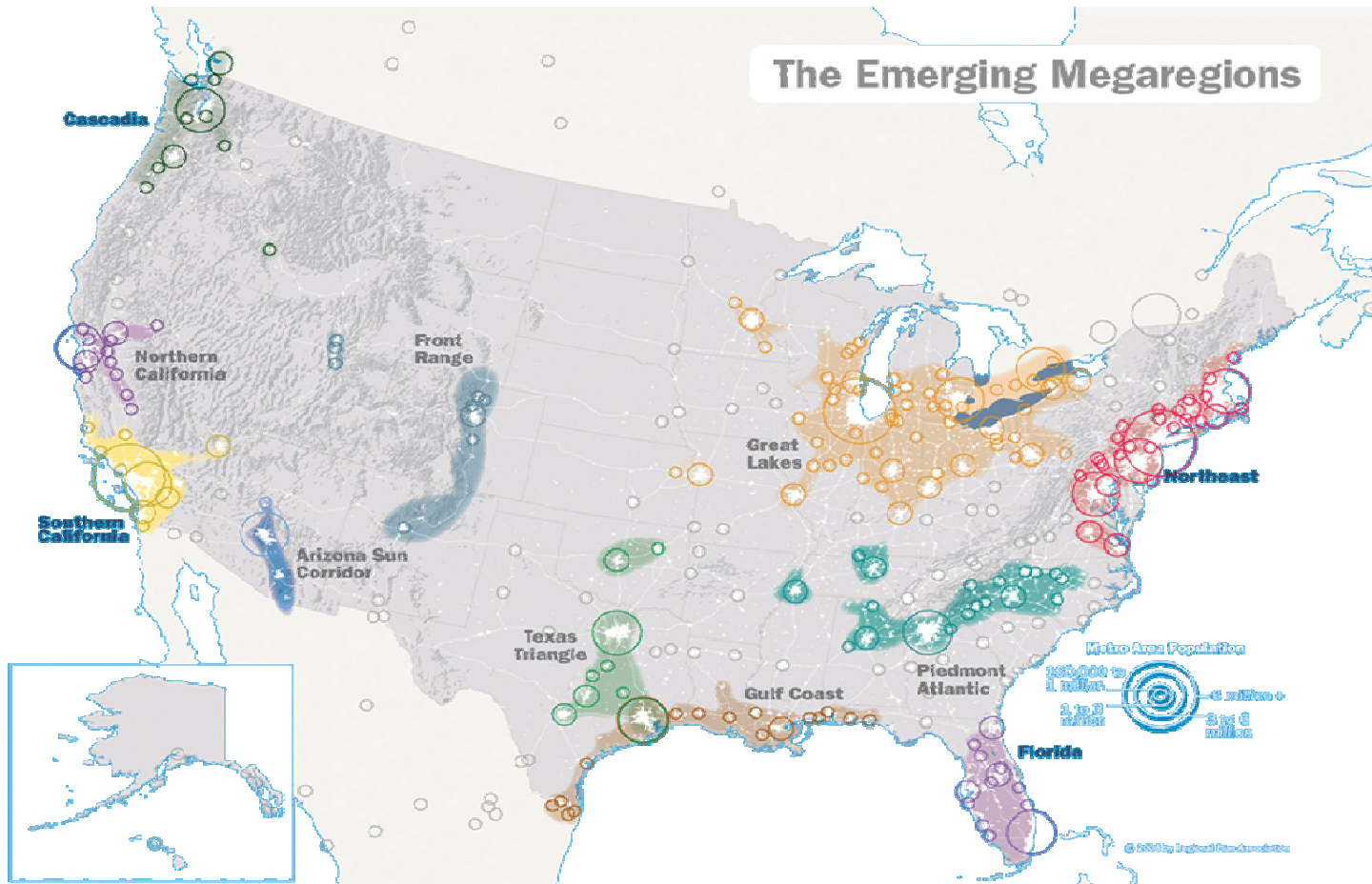


Source: WhosYourCity.com.



# A New Economy

## Competing as Regions... and Megaregions



Source: America 2050.



# How Do We Compete?

## Florida then...

- Low-cost labor
- Production
- Location and land
- Low cost of living
- Natural resources
- Individual communities

**17c a Day Buys a 10 Acre Farm Florida**

That can produce up to \$5000.00 per year, buys it - mind you, in the district that has unquestionably "made good" - the famous prize-winning fruit and early vegetable section of

**PRICE** - 17 cents a day buys you 10 acres. One year's crop will cover the cost of the land. The balance is yours.

**TERMS** - No money down. No interest. No taxes. No title. No deed. No survey. No title. No deed. No survey. No title. No deed. No survey.

**SOIL** - The soil is rich and fertile. It produces all the crops that you can grow.

**WATER** - The water is pure and abundant. It is available for all crops.

**MARKETS** - The markets are nearby. You can get your produce to the market in a few days.

**CLIMATE** - The climate is ideal. It is the best for all crops.

**CROPS** - You can grow all the crops that you want. You can get a good return on your investment.

**Location of These Farms**

In the southern part of Marion and the northern part of Suwanee and Lake Counties, with the main line of the Seaboard Air Line and Atlantic Coast Line Railroads affording excellent transportation facilities.

On the backbone of Florida where the climate is healthy - 50 hours from New York from Chicago - in the very heart of the garden track section. The scenery is so beautiful there are no swamps - a detailed description beautiful illustrated free book. Send for

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**The President's Guarantee**

THE FLORIDA NATIONAL LAND CO.  
CHAR. S. FAINTER, President

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## Florida Now...

- World-class talent
- Innovation
- Global connections
- Quality places
- Sustainable environment
- Competitive regions

# Six Pillars of Florida's Future Economy™



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

**FLORIDA**  
**CHAMBER**  
Foundation



FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY



# Where Do We Stand?



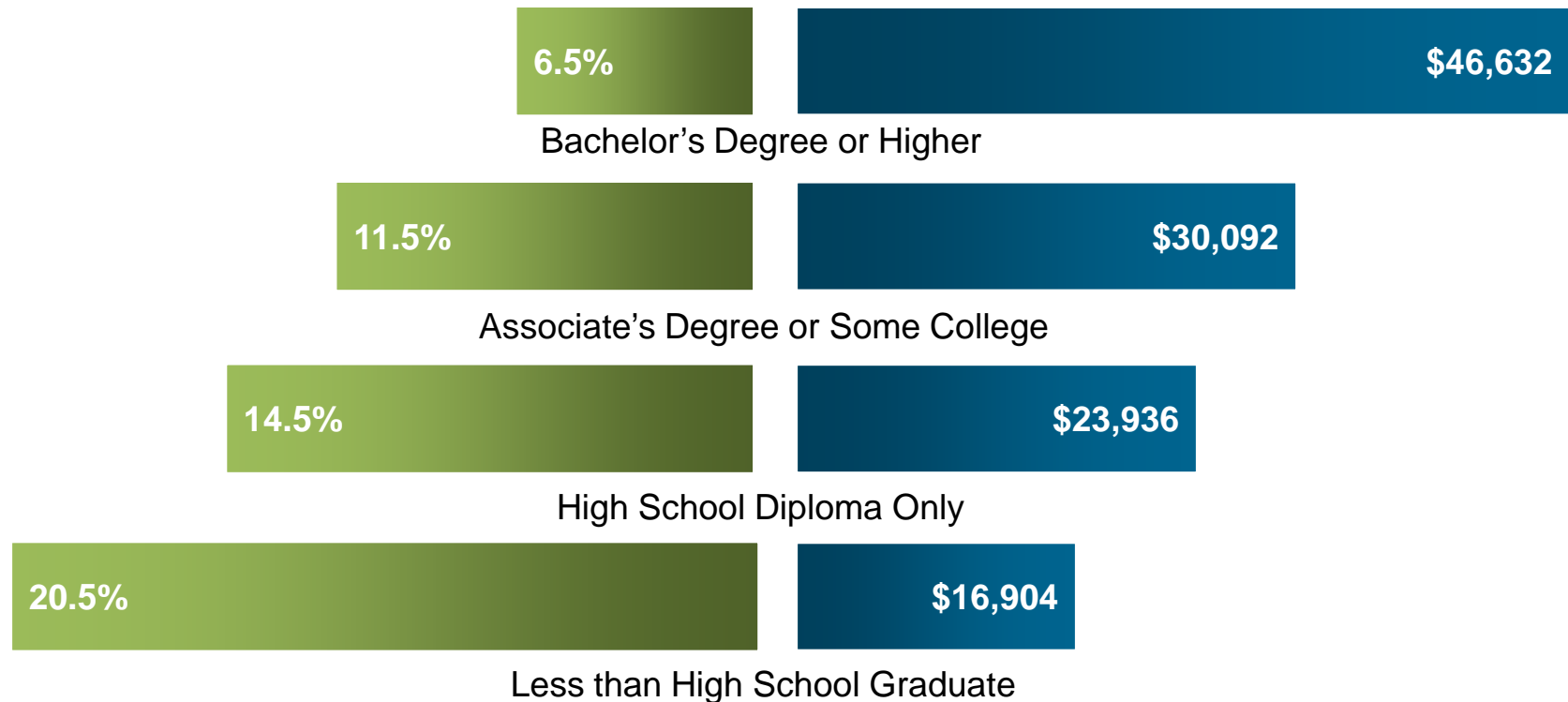
# Talent Supply and Education

## Educational Attainment Key Driver of Jobs and Income

Unemployment Rate

2010

Median Earnings



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

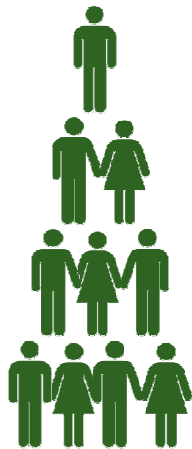




# Talent Supply and Education

## Can We Provide the Workforce for the Future?

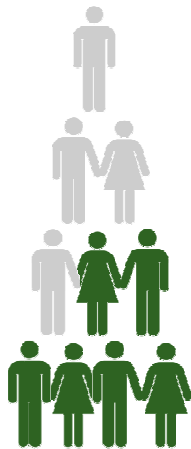
10...



...students in a  
9<sup>th</sup> grade class

2002

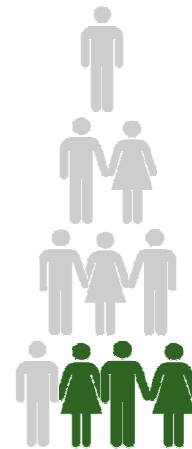
6...



...graduate from  
high school

2005

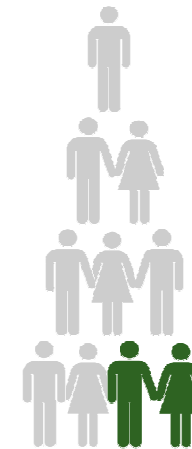
3...



...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 a High School degree or less

...with Associate's degree, or some college

...with a Bachelor's degree, or higher



Apalachee Region



Florida



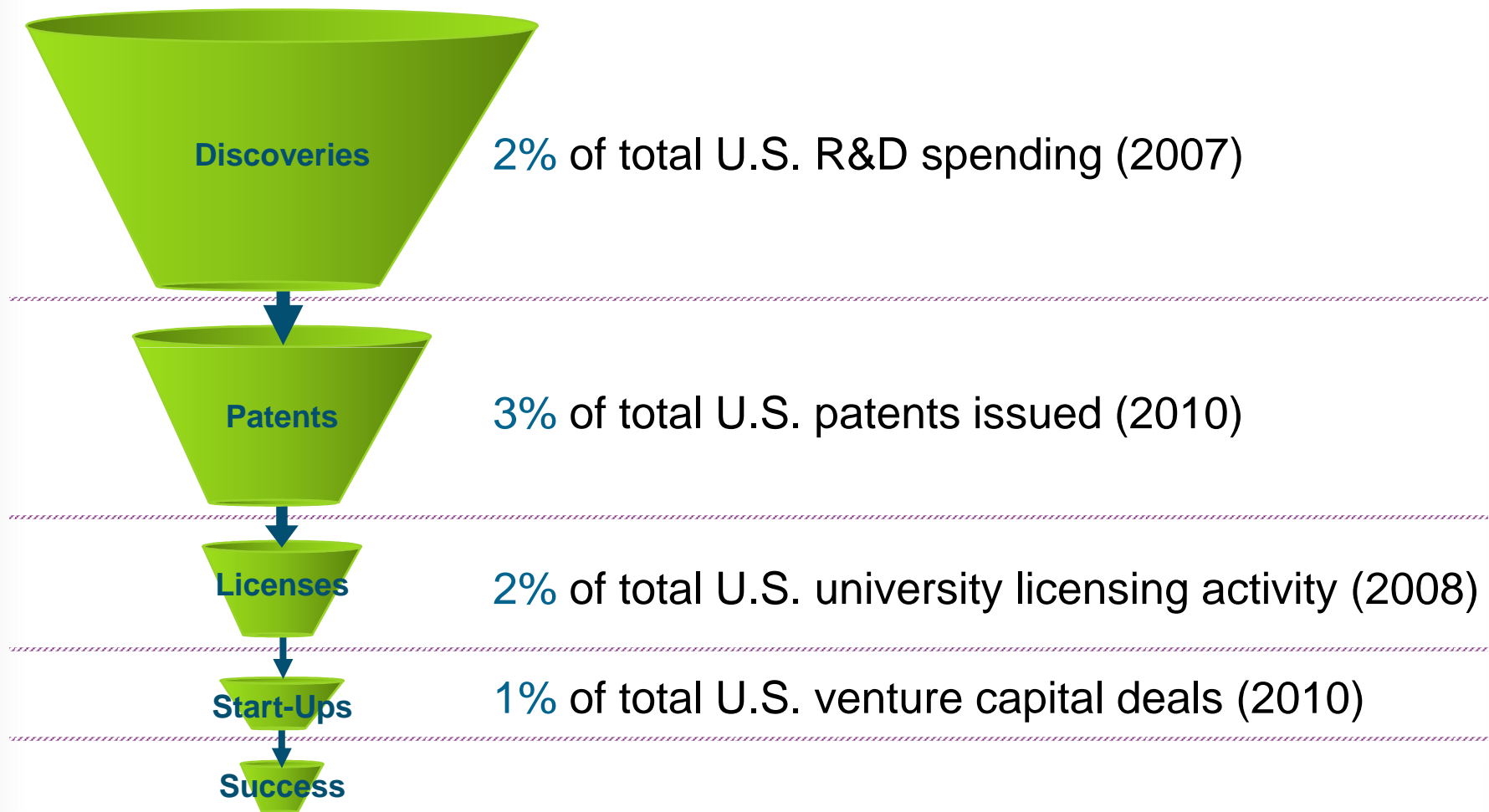
United States

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



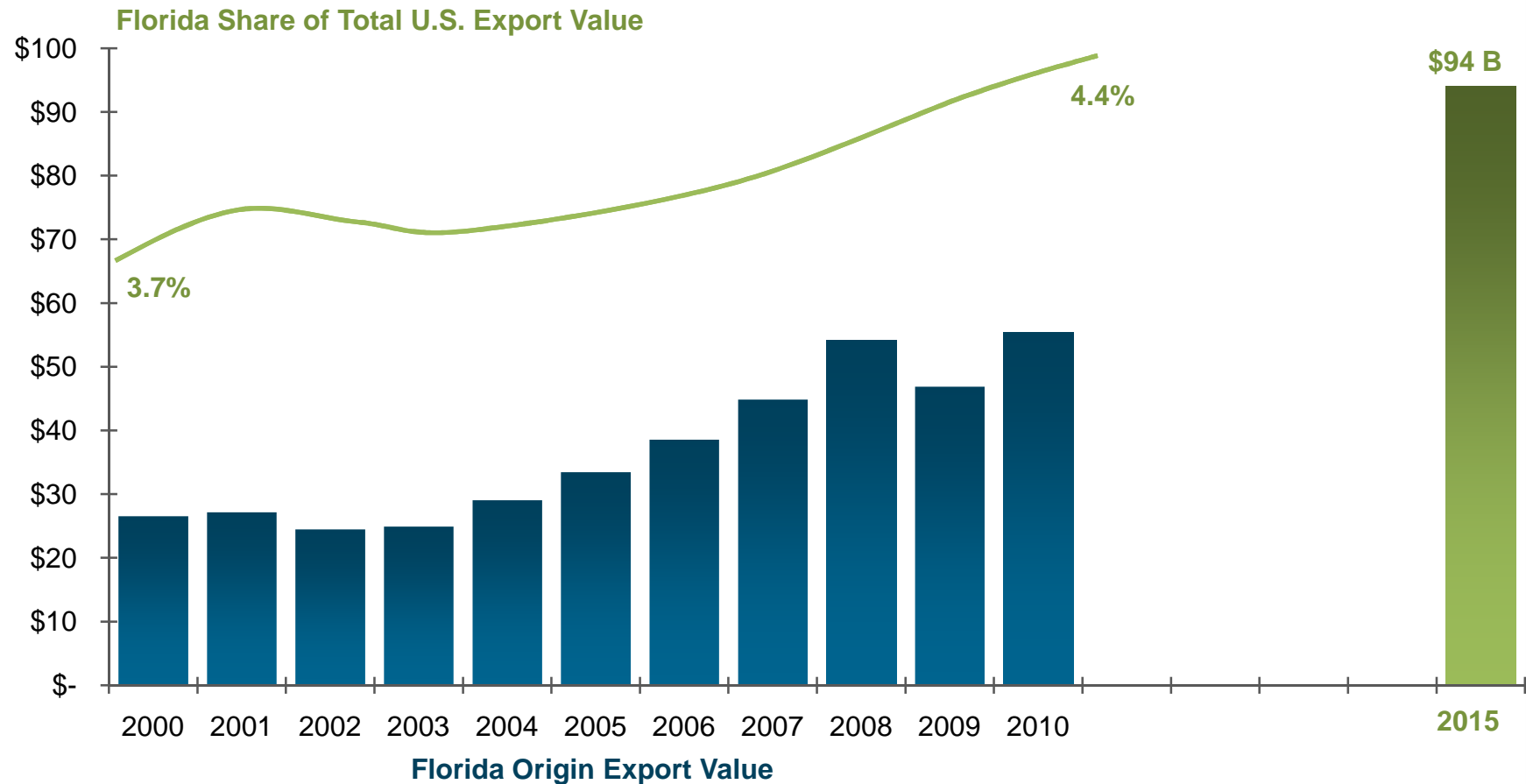
# Innovation and Economic Development

## Can We Strengthen Our Innovation Pipeline?



# Innovation and Economic Development

## Can We Expand Our Global Role?

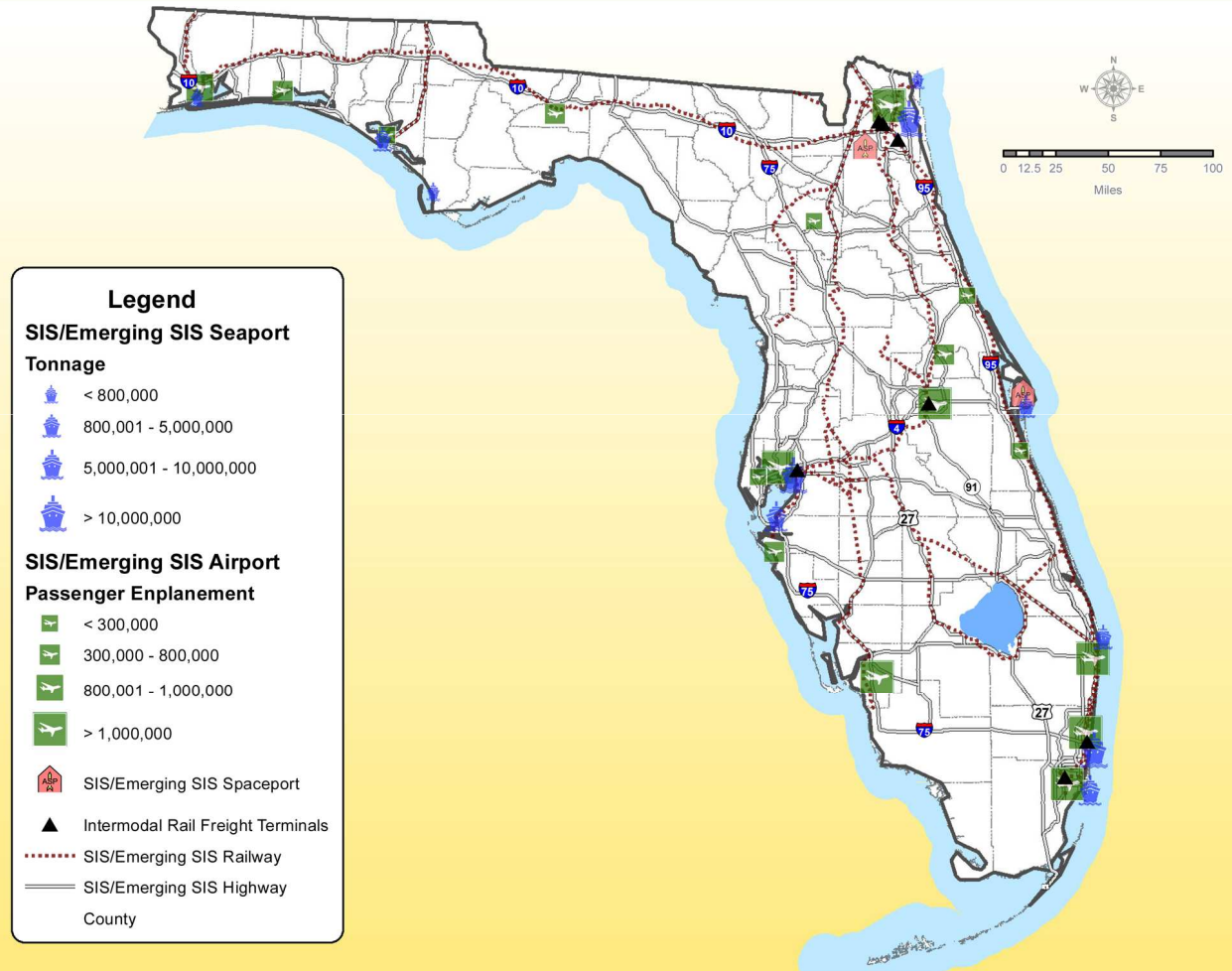


Source: U.S. Census Bureau.



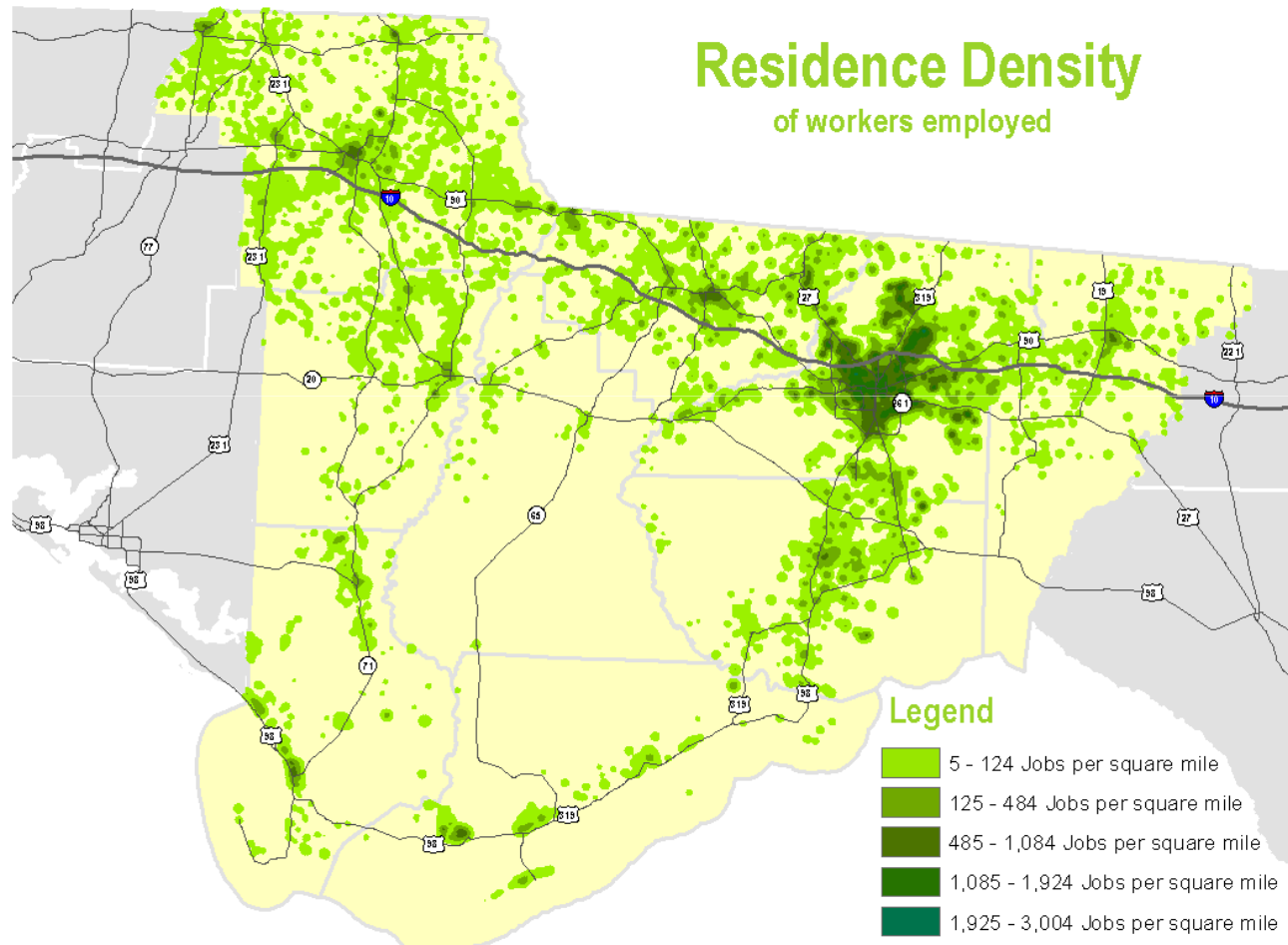
# Infrastructure and Growth Leadership

## Are We Globally Connected?



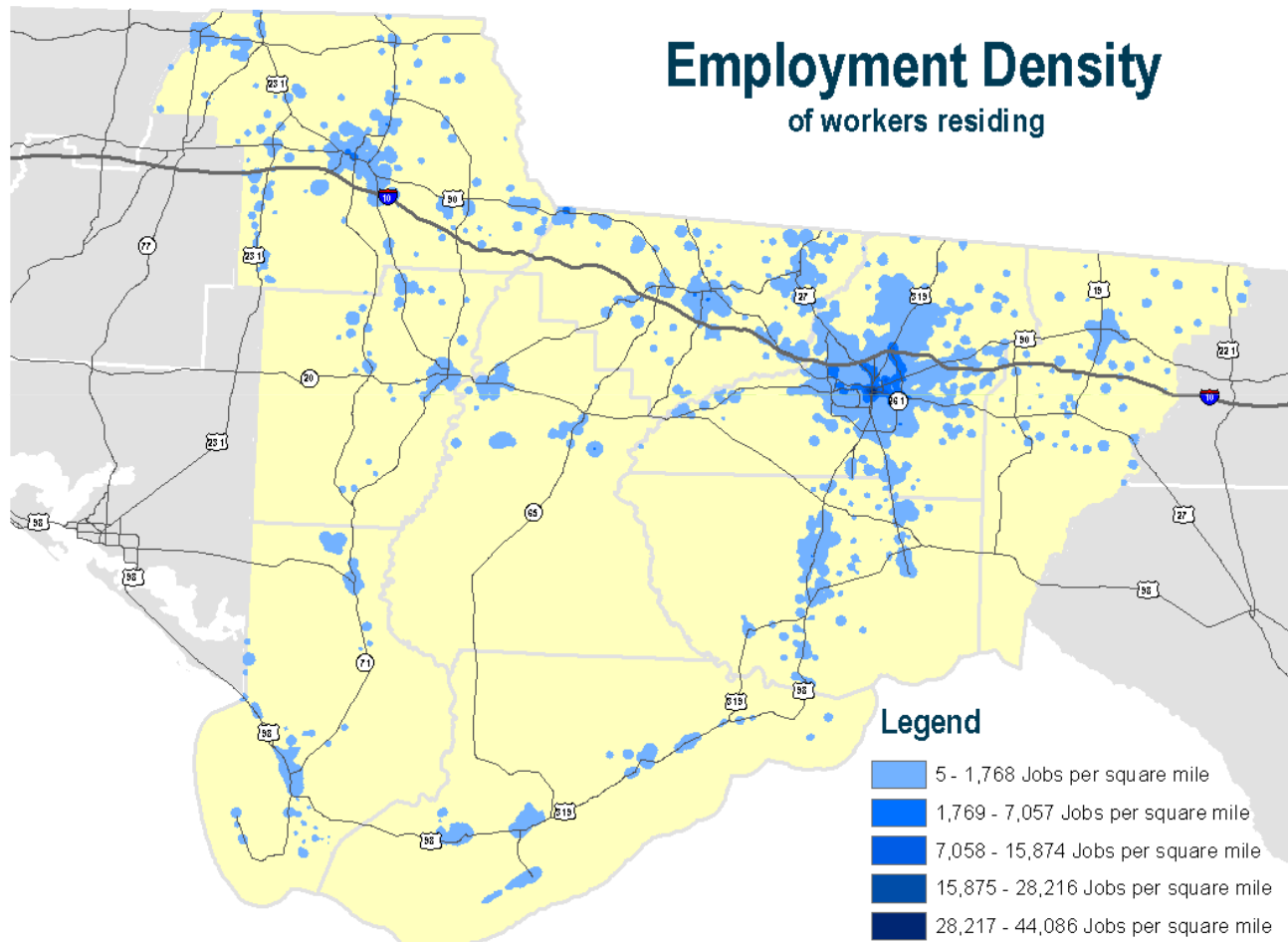
# Infrastructure and Growth Leadership

## Can People Access Jobs and Services?



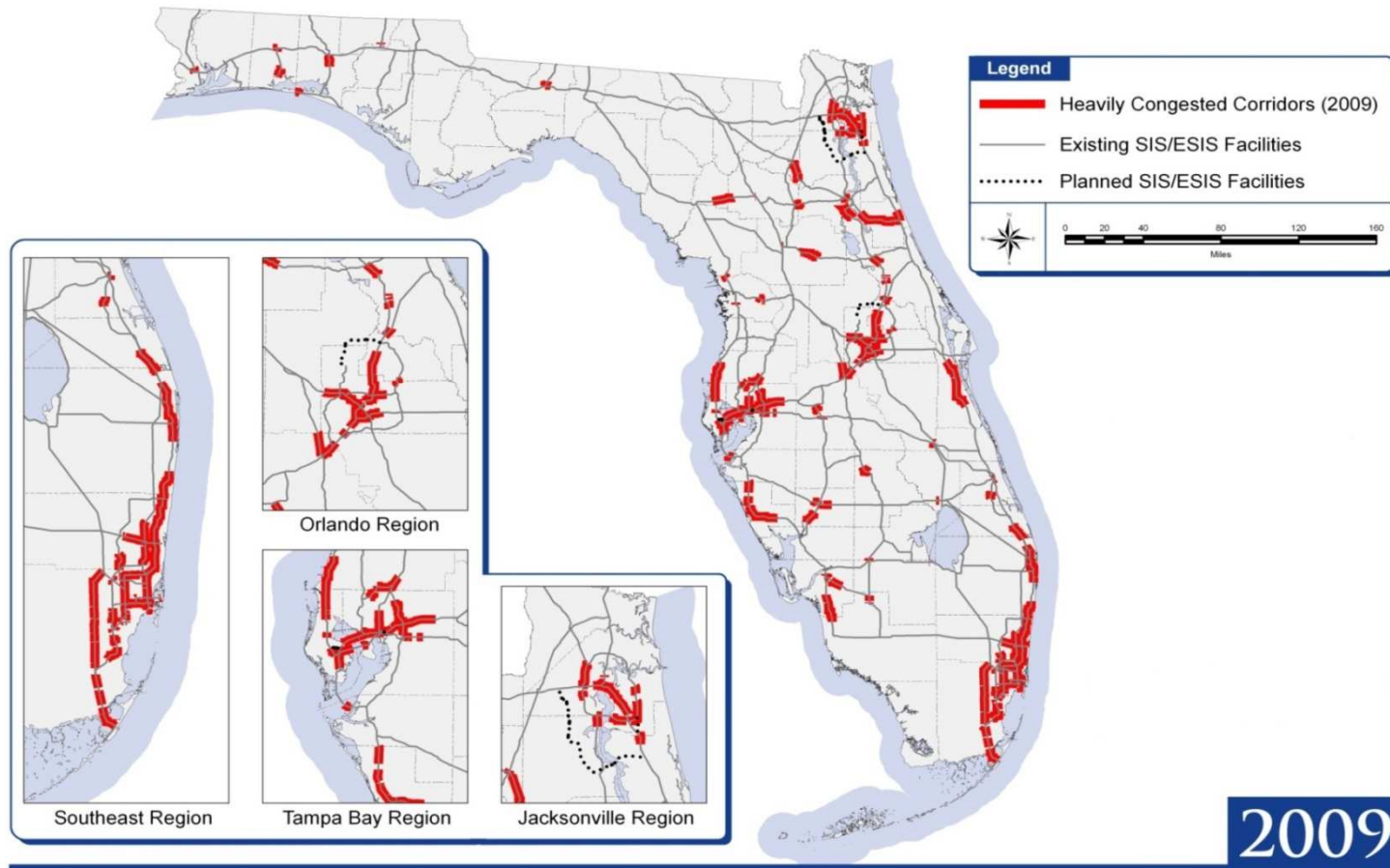
# Infrastructure and Growth Leadership

## Can People Access Jobs and Services?



# Infrastructure and Growth Leadership

## Can We Provide for Future Demand?



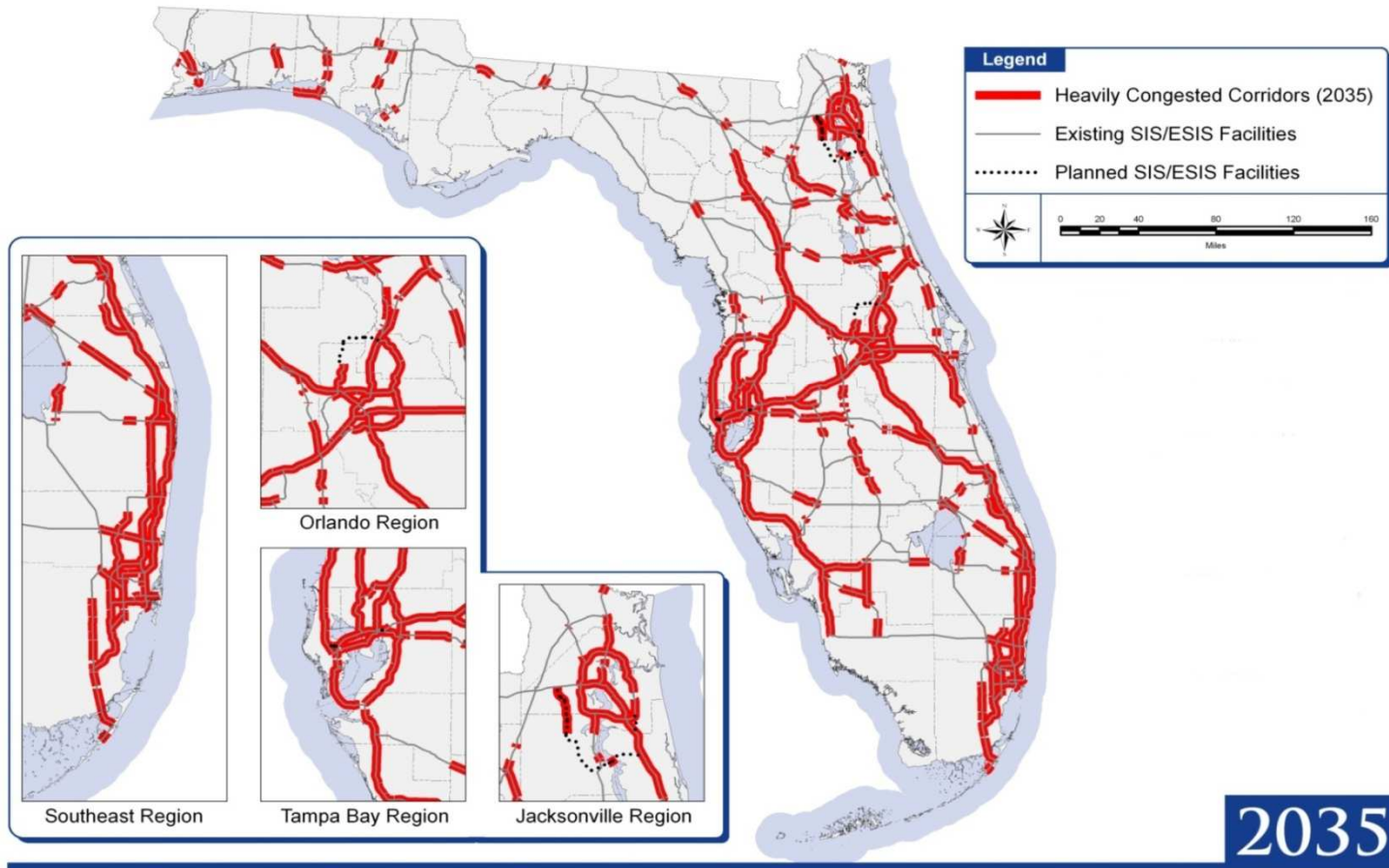
Source: Florida Department of Transportation.





# Infrastructure and Growth Leadership

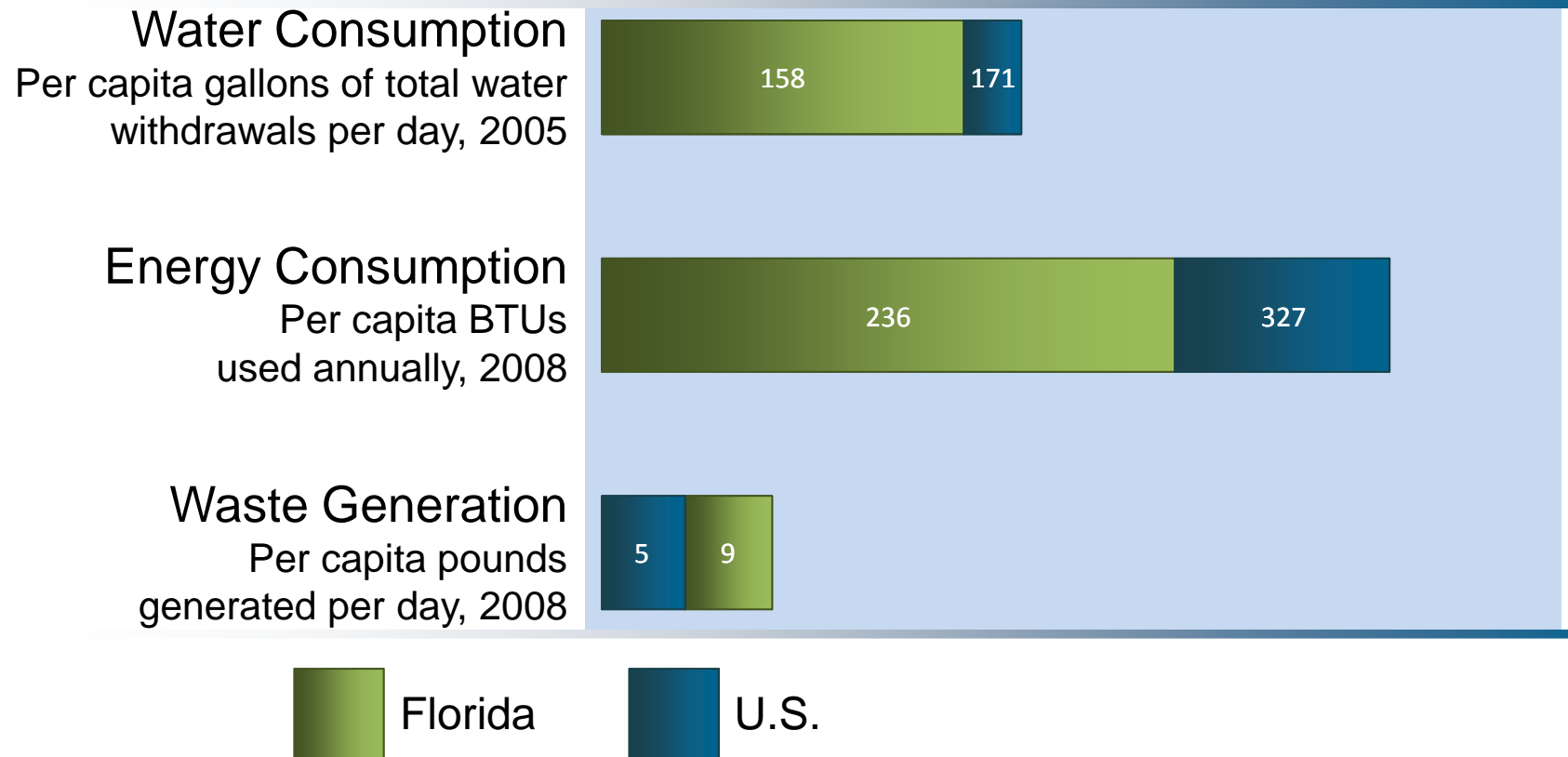
## Can We Provide for Future Demand?



Source: Florida Department of Transportation.

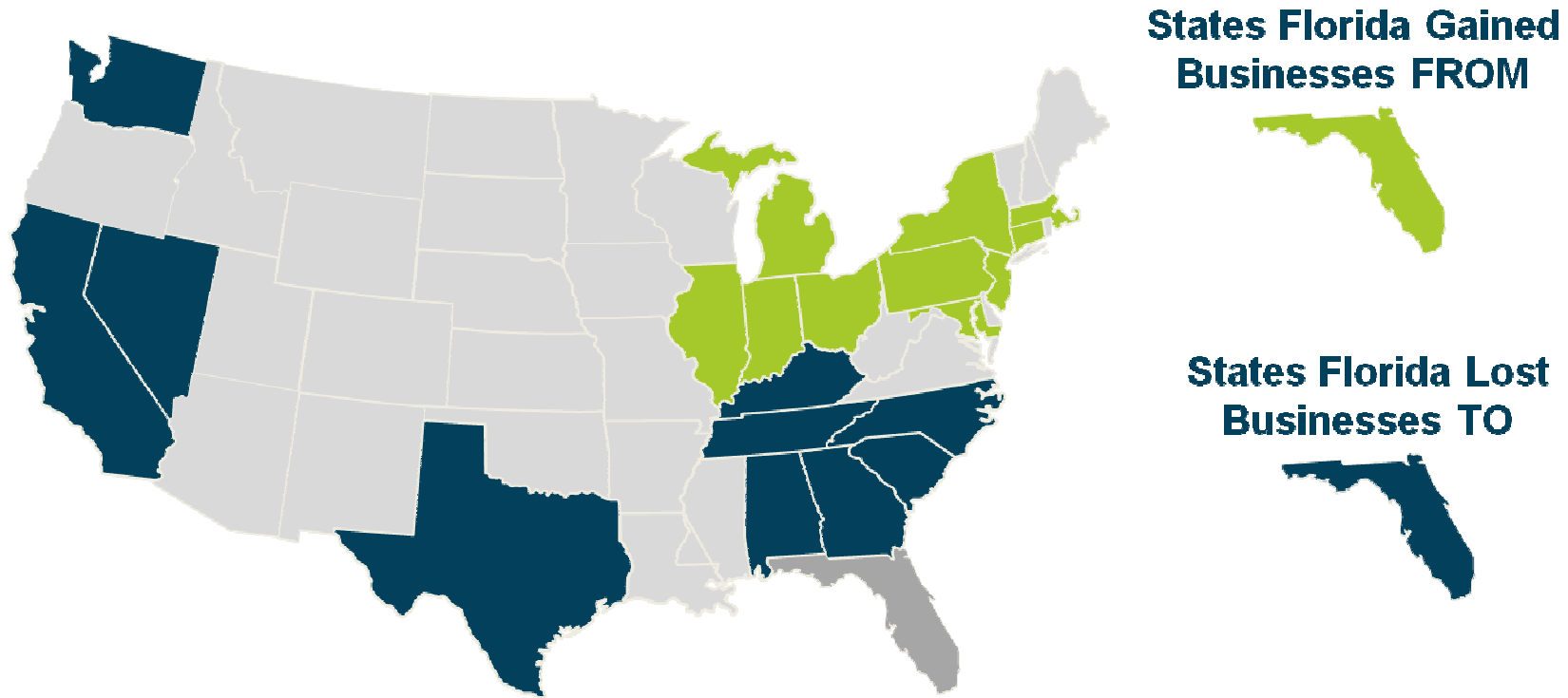
# Infrastructure and Growth Leadership

## Do We Have the Resources for the Future?



# 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

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11<sup>th</sup>

- 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?

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5<sup>th</sup>

- 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*)

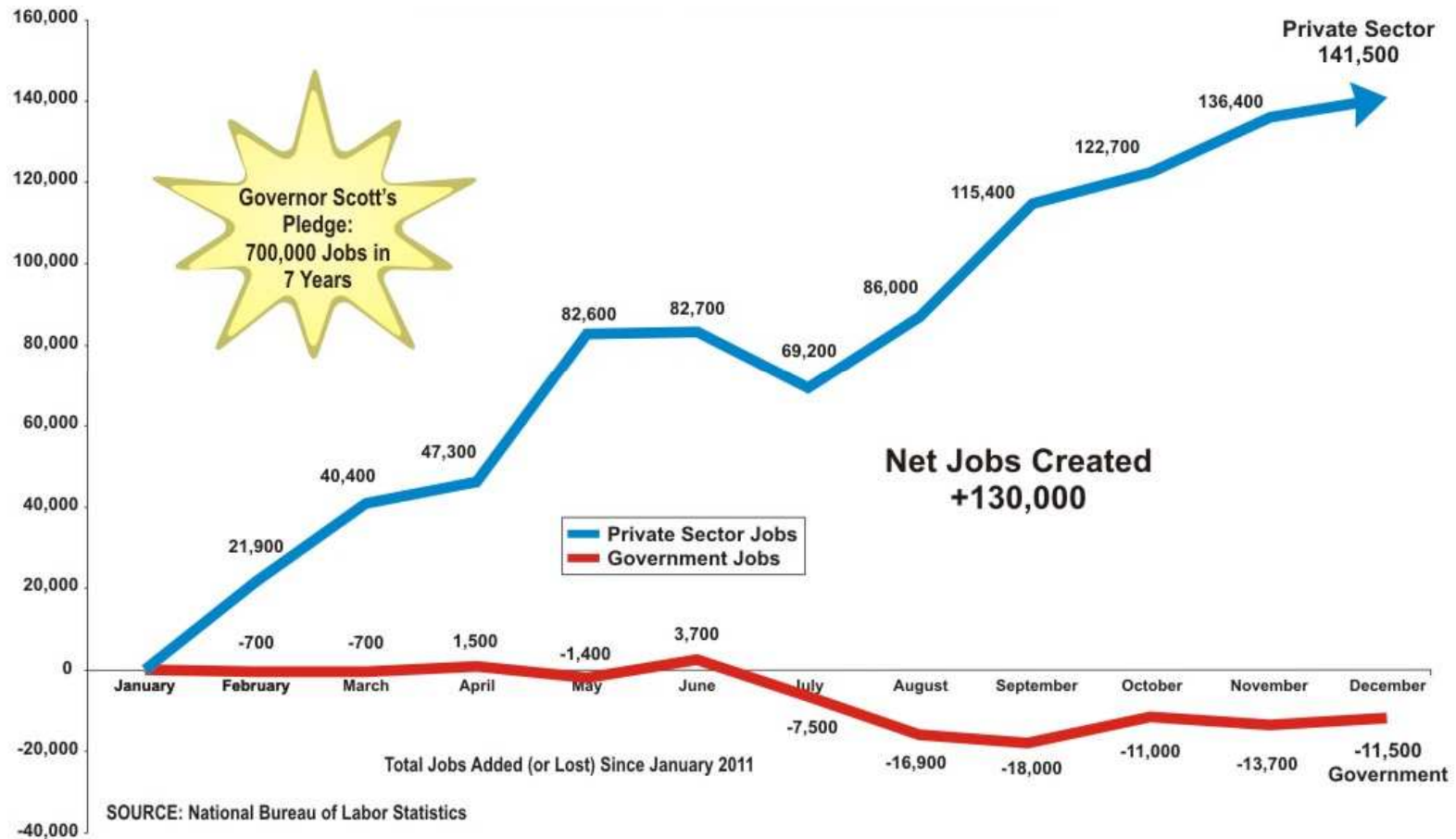
53%

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



# Civic and Governance Systems

## Is the Public Sector's Role Focused?



Source: National Bureau of Labor Statistics.

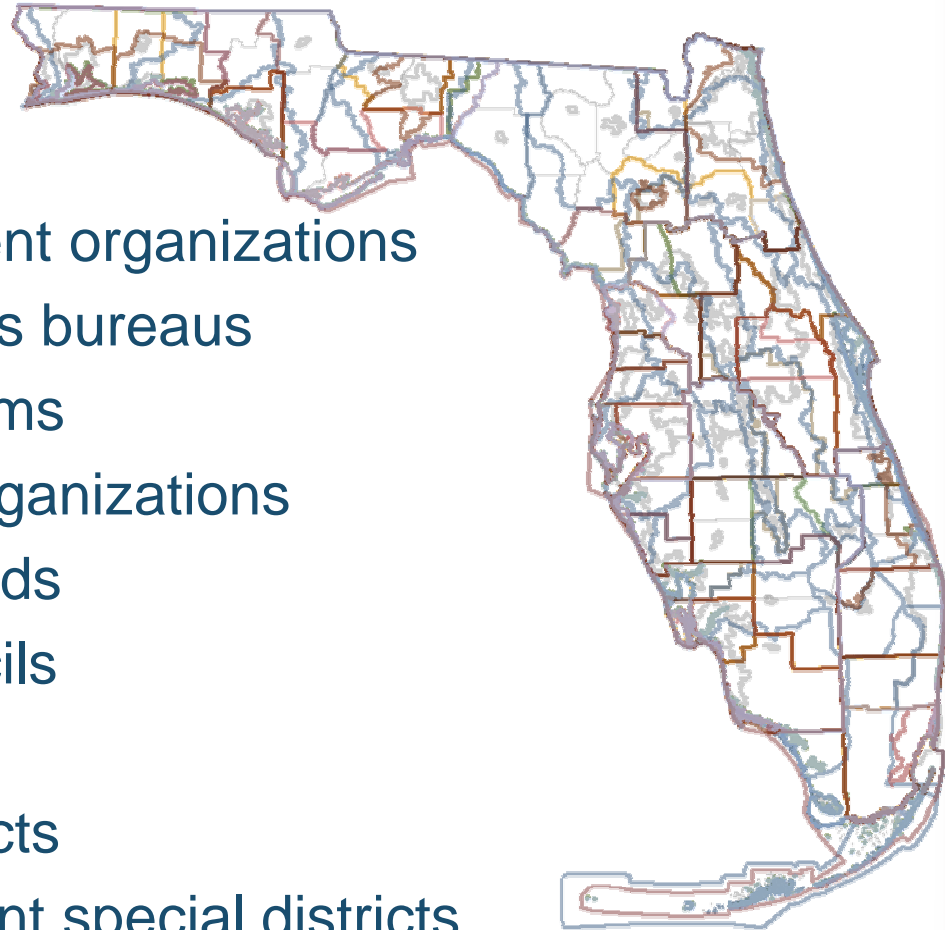


# Civic and Governance Systems

Can Public Sector Match Regional/Global Scale of Business?

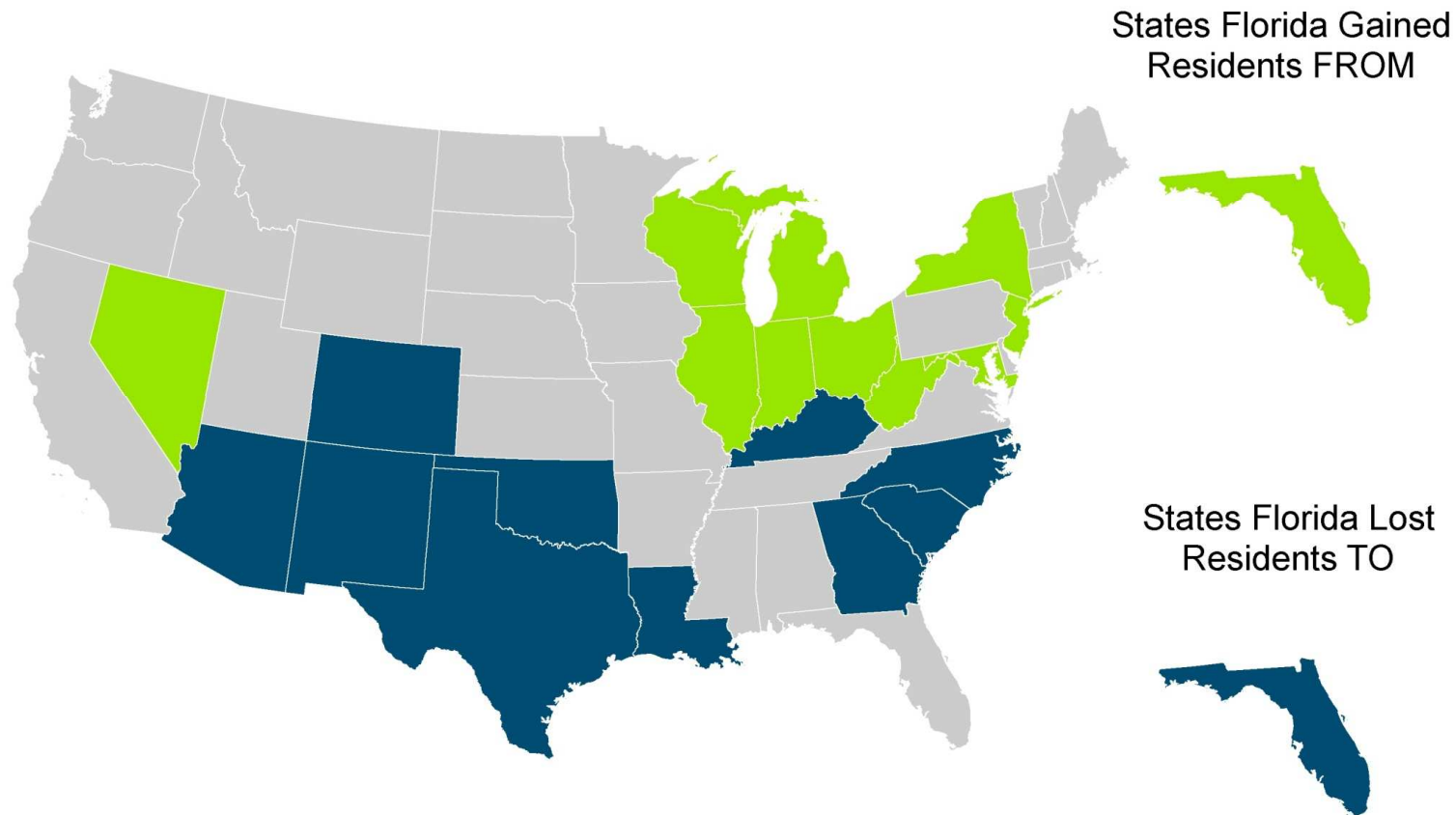
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- 411 Municipalities
- 67 Counties
- ~ 112 Economic development organizations
- ~ 52 Convention and visitors bureaus
- 28 Fixed route transit systems
- 26 Metropolitan planning organizations
- 24 Regional workforce boards
- 11 Regional planning councils
- 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?

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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, 2006-2011

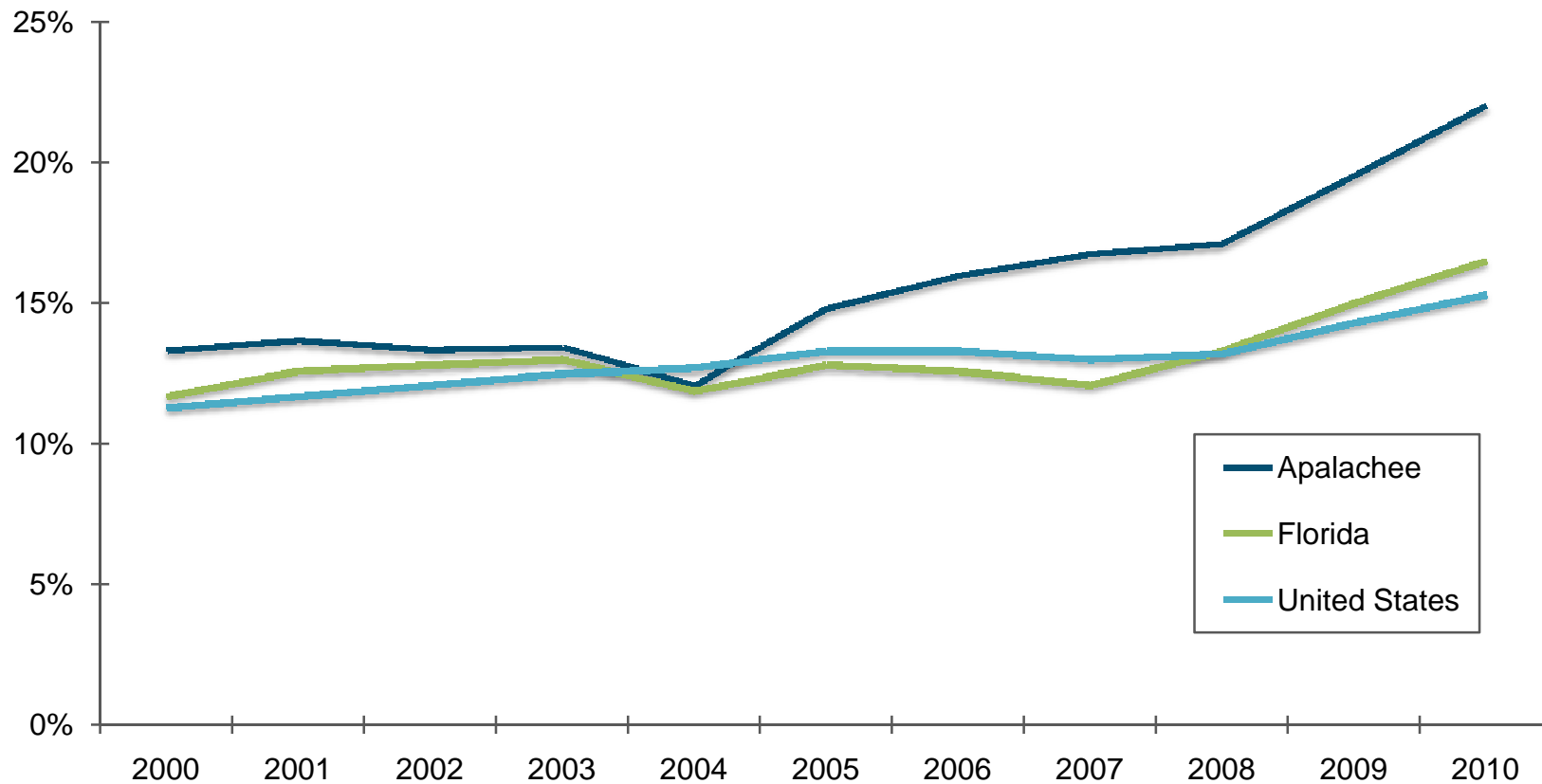


Source: Florida Dept of Economic Opportunity, compiled from RealtyTrac, Inc. Total housing units receiving a filing notice, per month.



# Quality of Life and Quality Places

## Poverty Rate Is Rising

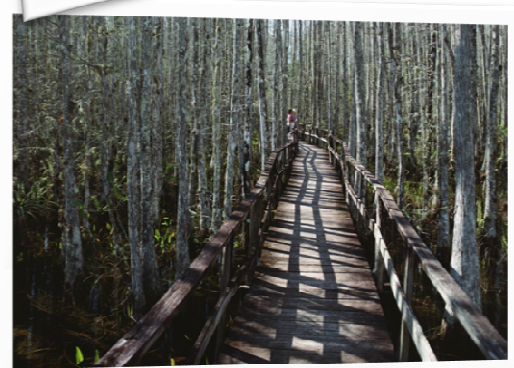
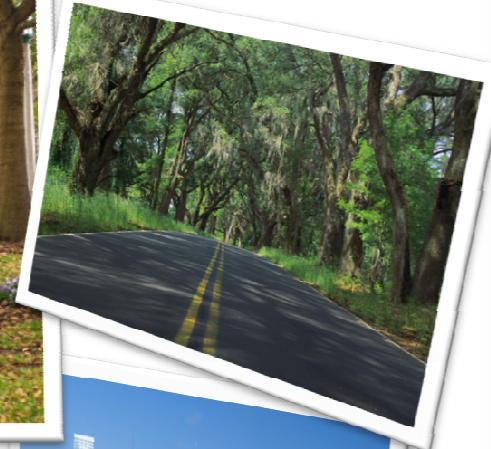


Source: U.S. Census Bureau Small Area Income and Poverty Estimates (SAIPE).



# Quality of Life and Quality Places

Can We Preserve What Makes Florida Special?



# Questions?

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## **Barbara Foster**

Florida Department of Economic Opportunity

850-717-8966 | [barbara.foster@deo.myflorida.com](mailto:barbara.foster@deo.myflorida.com)

## **John Kaliski**

Cambridge Systematics, Inc.

617-354-0167 | [jkaliski@camsys.com](mailto:jkaliski@camsys.com)

