

# Why 2030?







Current and Prospective Research Initiatives Florida Chamber Foundation (Solutions)



2019 - Employability Skills Framework

2017 - Florida Jobs 2030

2017 - Less Poverty, More Prosperity

2016 - From Excuses to Excellence

2013 - Florida Trade and Logistics Study 2.0

2011 – Immigration and Florida's Economy

2010 - Florida Trade and Logistics Study

2010 - Closing the Talent Gap

2007 - New Cornerstone Revisited

2006 - Florida Summit on Affordable Living

2003 - New Cornerstone Executive Summary

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1991 – Enterprise Florida: Partnership for a Competitive Economy

1990 – Crossroads: Designing Florida's Tax Structure

1989 – Cornerstone: Foundations for Economic Leadership

1989 – Enterprise Florida: Growing the Future

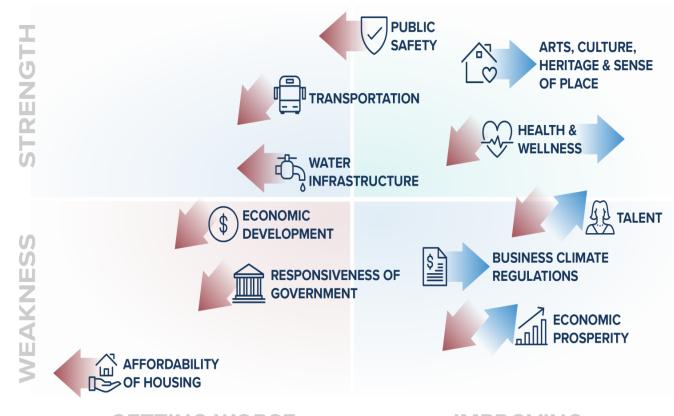
1986 – The Role of Privatization in Florida's Growth





# The Florida 2030 Blueprint



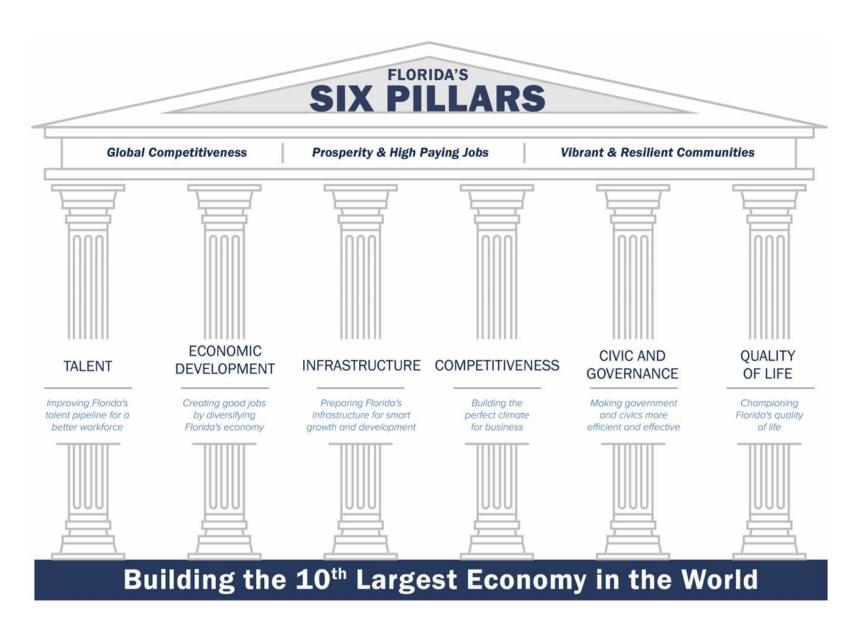


**GETTING WORSE** 

**IMPROVING** 

Summary of input from 83 town hall meetings engaging more than 10,000 Floridians in all 67 counties





- 1. How to we plan better for the next 4.5 million Floridians than we did for the last 4.5 million?
- 2.How do we build momentum around what matters?



# Strategically Uniting Florida Businesses For Good

17<sup>th</sup> to 10<sup>th</sup>



125 Strategies





#### Florida 2030: The Blueprint to Secure Florida's Future

#### **Key Targets & Strategies**



#### **Initial Recommendations**





# 39 Goals to Create Economic Opportunity in Every Zip Code

#### WHERE DO WE WANT TO GO?

2030 Targets

#### GOALS

Global Competitiveness

Grow Florida into a top 10
global economy

Prosperity & High Paying Jobs

Create a path to prosperity for all zip codes in Florida

Vibrant & Resilient Communities

Position Florida among the top states for attracting and retaining talent and visitors of all ages

#### Improving Florida's talent pipeline for a better workforce

>80% of Florida's workforce has essential employability skills

>60% of Floridians 25-64 have a high-value postsecondary certificate, degree, or training experience

95% of entering high school students graduate within 4 years

100% of Florida 8th graders read & perform math at or above grade level

100% of Florida 3rd graders read at or above grade level

100% of children are ready for kindergarten

FLORIDA CHAMBER FOUNDATION

#### Creating good jobs by diversifying Florida's economy

Top state for gross domestic product and top quartile most diversified state economy

#1 state for overseas visitors

Goods exports double and services exports triple

Top 5 state for manufacturing jobs

Top 3 state for technology jobs

#1 state for business startups

Top 3 state for venture capital investments

Top 3 state for research and development funding and patents issued

Rural county share of Florida gross domestic product doubles

#### Preparing Florida's infrastructure for smart growth and development

#### Diverse, attainable housing

to meet future demand

Every resident has access to public and private mobility services

All major population and economic centers connected to regional, national, and global markets by high-capacity corridors

World's most capable spaceport; toptier airports, seaports, and surface transportation hubs in U.S.

100% of Florida residents have access to high-speed communications connectivity

Diverse and reliable energy, water, and waste management resources to meet future demand

All Florida residents protected by resiliency plans

#### WHERE DO WE WANT TO GO?

2030 Targets

Global Competitiveness

Grow Florida into a top 10 global economy

Prosperity & High Paying Jobs

Create a path to prosperity for all zip codes in Florida

Vibrant & Resilient Communities

Position Florida among the top states for attracting and retaining talent and visitors of all ages

#### Building the perfect climate for business

Actuarially sound property insurance rates based on actual risk and competition

#1 business tax climate in the nation

Regulatory, labor, and operating risk environments rated among top 5 in the nation

Environmental permitting and local land use processes rated among top quartile in the nation

Occupational licensing laws rated among top 5 in the nation

Legal climate improves to top quartile in the nation

#### Making government and civics more efficient and effective

GOALS

**100%** of state agencies aligned with Florida 2030 goals

100% of regional economic development plans aligned with Florida 2030 goals

100% of Florida residents covered by regional visioning processes

Increased size and impact of nonprofit and philanthropic sectors

Doubling the rate of Floridians who volunteer and participate in civic and public service, moving us from the bottom to the top quartile

#### Championing Florida's quality of life

Top 5 state for overall well being

Florida's brand and reputation as best place to live, work, raise a family, visit, learn, play, relocate, and compete remains top in the nation

> <10% of Florida children live in poverty and 100% have a pathway out

< 10% of Florida residents live in housing-cost burdened households

Crime rates rank among the lowest 10 states

Florida protects and enhances the value of its arts, culture, heritage, and sense of place



# Florida's Economy At A Glance

- Florida's Economy \$1.1 Trillion GDP (17<sup>th</sup>)
- More than 22 Million Residents
  - 3<sup>rd</sup> / 26M By 2030 / More Than 900/Day
- 127 Million Visitors In 2018 (+50M by 2030)
- FL outpacing national average in creating jobs
- FL's Talent Gap: 298,700 Jobs Looking for People / 753,000 People Looking for Jobs.

www.TheFloridaScorecard.org





# Job Loss by Category: August 2019 to August 2020

Industry	Job Change	Percent of Industry		
Total – All Industries	-456,100	-5.1%		
Leisure & Hospitality	-249,400	-19.8%		
Professional & Business Services	-69,600	-5.0%		
Trade, Transportation & Utilities	-54,500	-3.0%		
Other Services	-30,200	-8.5%		
Education & Health Services	-16,400	-1.2%		
Manufacturing	-11,500	-3.0%		
Financial Activities	-8,100	-1.4%		
Construction	-5,500	-1.0%		



## Year-over-year Job Change

Industry Jobs Percent Leisure & Hospitality -249,400 -19.9%

Trade, Transportation and Utilities -54,500

Education & Health Services -16,400 -1.2%



-3.0%

## Year-over-year Job Change

Industry	Jobs	Percent
Leisure & Hospitality	-249,400	-19.9%
Accommodation & Food Services	-201,400	-19.8%
Arts, Entertainment & Recreation	-48,000	-19.9%
Trade, Transportation and Utilities	-54,500	-3.0%
Wholesale Trade	-12,100	-3.4%
Retail Trade	-38,200	-3.4%
Transporation, Warehousing & Utilities	-4,200	-1.2%
Education & Health Services	-16,400	-1.2%
Educational Services	-5,400	-3.1%
Health Care and Social Assistance	-11,000	-0.9%



Data Source: Florida Department of Economic Opportunity

## Year-over-year Job Change

Industry Leisure & Hospitality	Jobs - <b>249,400</b>	Percent -19.9%		
Accommodation & Food Services	-201,400	-19.8%	Jobs	Percent
Accommodation			-73,700	-38.1%
Food Services/Drinking Places			-126,300	-15.5%
Arts, Entertainment & Recreation	-48,000	-19.9%		
Amusement Parks and Arcades			-27,900	-33.6%
Trade, Transportation and Utilities  Wholesale Trade	<b>-54,500</b> -12,100	<b>-3.0%</b> -3.4%		
Retail Trade	-38,200	-3.4%		
Transporation, Warehousing & Utilities	-4,200	-1.2%		
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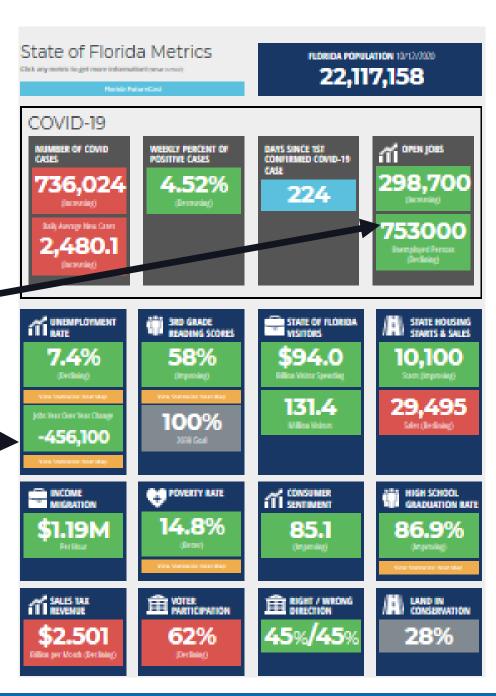


Data Source: Florida Department of Economic Opportunity

### www.theFloridaScorecard.org

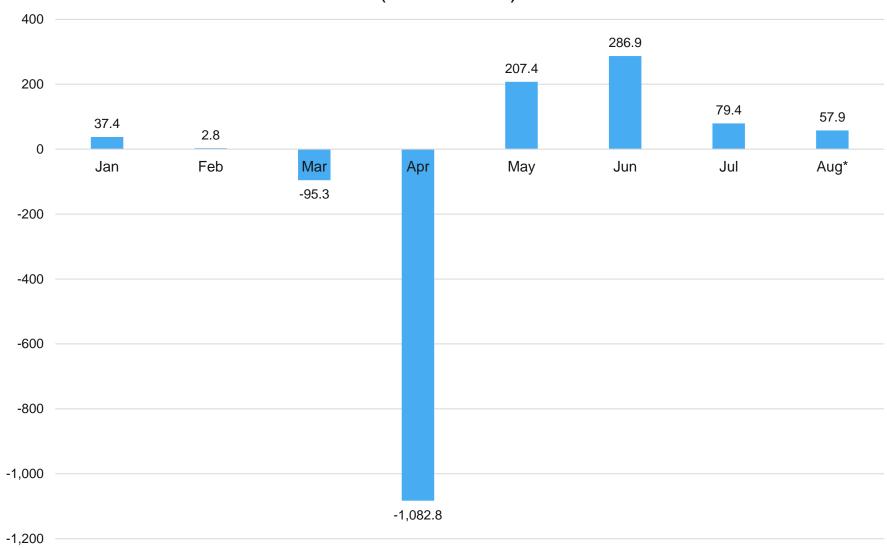
Unemployment rate down substantially, but still have 753,000 Floridians who are unemployed

Florida has 456,100 fewer jobs than at the same time last year





# 2020 Month-over-Month Job Gains/Losses (thousands)

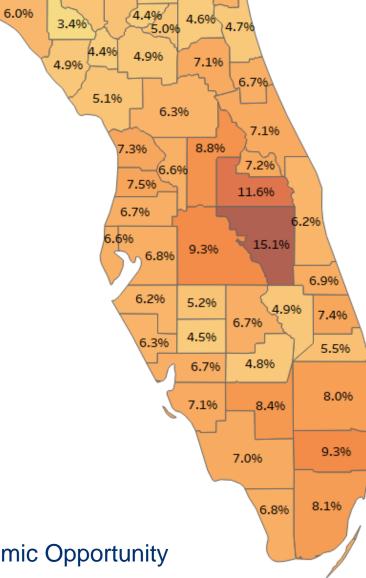




Unemployment Rates for August 2020

Florida





4.9%

6.5%

6.9%

4.2%

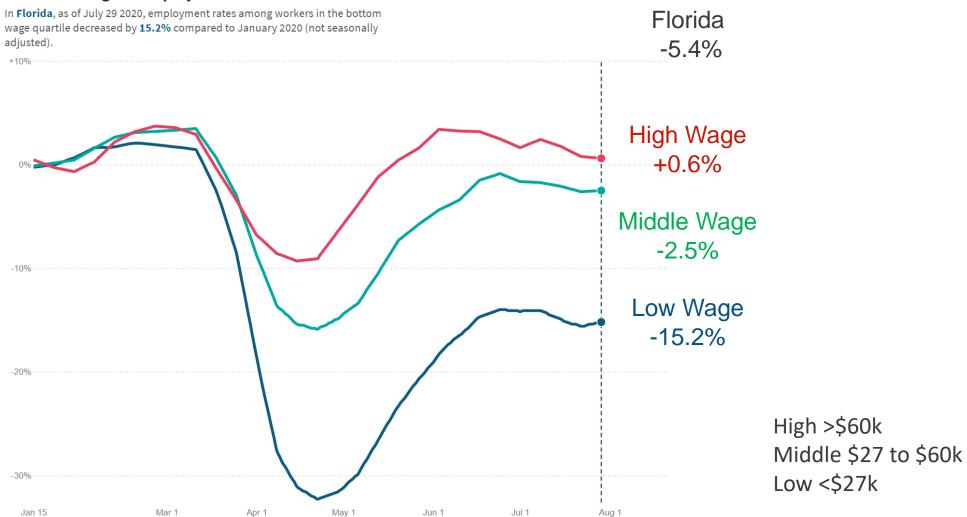
5.1% 5.3% 4.4%



Data Source: Florida Department of Economic Opportunity

#### Higher-wage jobs fared better than others in Florida and the U.S.

#### Percent Change in Employment\*

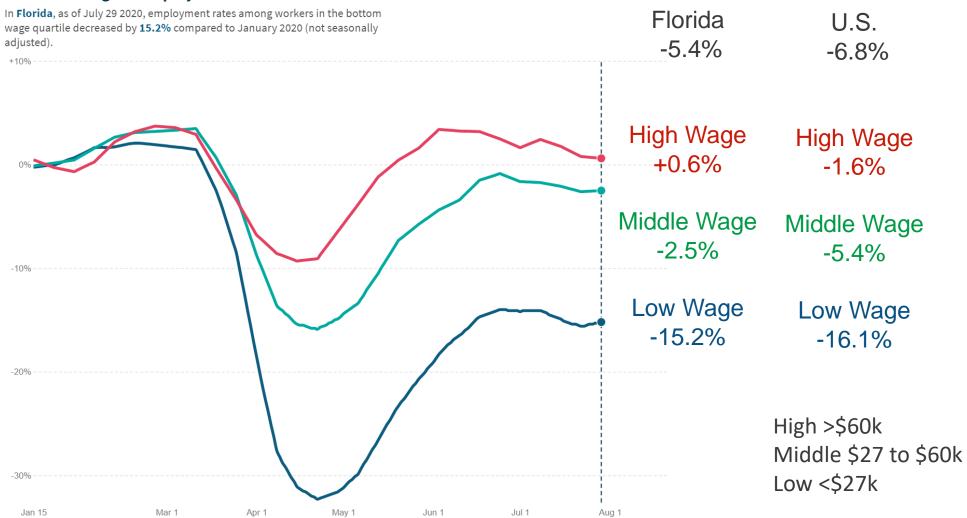




Source: Opportunity Insights Economic Tracker

#### Higher-wage jobs fared better than others in Florida and the U.S.

#### Percent Change in Employment\*





Source: Opportunity Insights Economic Tracker

# Strategically Uniting Florida Businesses For Good

17<sup>th</sup> to 10<sup>th</sup>



125 Strategies





# **Ending Inequality of Opportunity One Zip Code At A Time**

The Florida Prosperity Initiative



# Cut childhood poverty in half by the year 2030







# Mark Wilson Congressional Testimony- March 1, 2016

"In my view, the battle of this generation is between economic equality and economic opportunity – between those who believe that everyone is entitled to equal outcomes and those who believe everyone should have an equal opportunity at earned success."





# Poll:

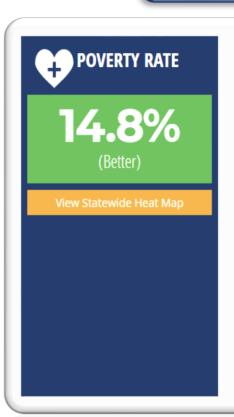
How many children in Florida (under 18) are living in poverty?

- a. Between 200,000 and 400,000
- b. Between 400,000 and 600,000
- c. Between 600,000 and 800,000
- d. Greater than 800,000

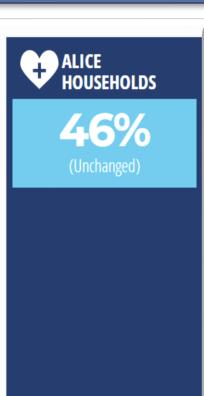


# By The Numbers – The Florida Scorecard

# THE FLORIDA SCORECARD METRICS TO HELP SECURE FLORIDA'S FUTURE



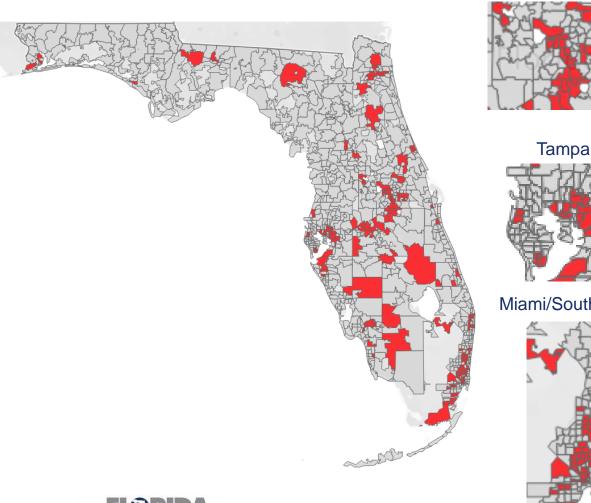








# Closing Florida's Equity Gaps: Zip Code Analysis of Childhood Poverty











There are 870,505 kids in Florida living in Poverty

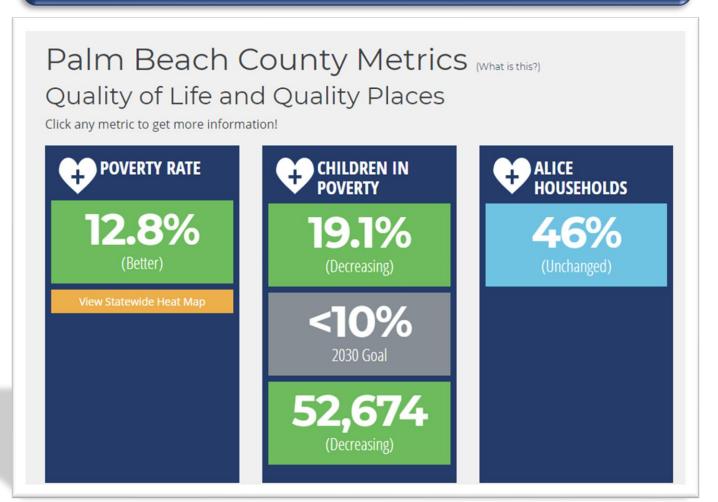
HALF (over 450,000) of children in poverty live in just 150 (15%) of Florida's 983 Zip Codes



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

# By The Numbers – The Florida Scorecard

# THE FLORIDA SCORECARD METRICS TO HELP SECURE FLORIDA'S FUTURE







There are 870,505 kids in Florida living in Poverty

"If you eliminated child poverty in 16 of Florida's 983 zip codes, you would eliminate more than 10% of the state's child poverty"

Percent Zip Codes 10% 16

Concentration of Child Poverty: 20% 39

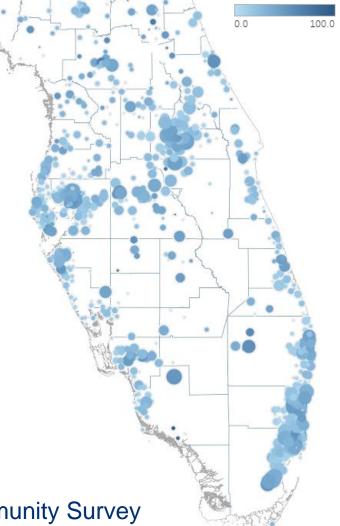
30% 69

40% 106

50% 150

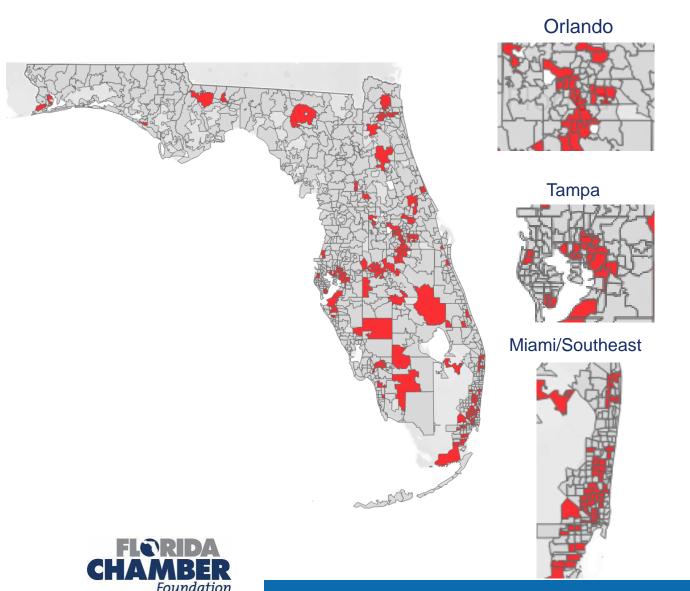


Data Source: U.S. Census, American Community Survey



Percent

### Florida's 150 Most Impoverished Zip Codes



Of Florida's 983 inhabited zip codes, more than half of all children living in poverty can be found in just 150 of these zip codes. While the largest concentrations of these zip codes can be found in the greater Miami, Orlando, and Tampa areas, pockets of high childhood poverty can be found in every region of Florida.

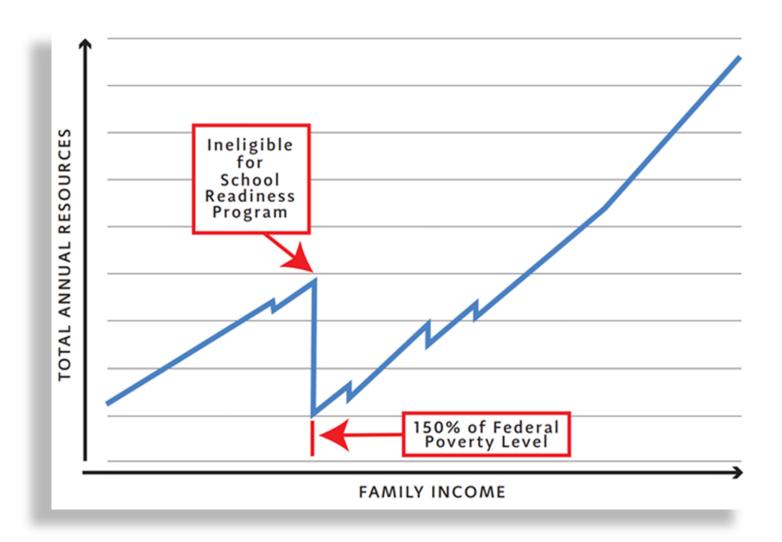
# Poll:

Is A Single Parent In Florida Better Off Making \$9/hour or \$25/hour?

- a. \$9/hour
- b. \$25/hour



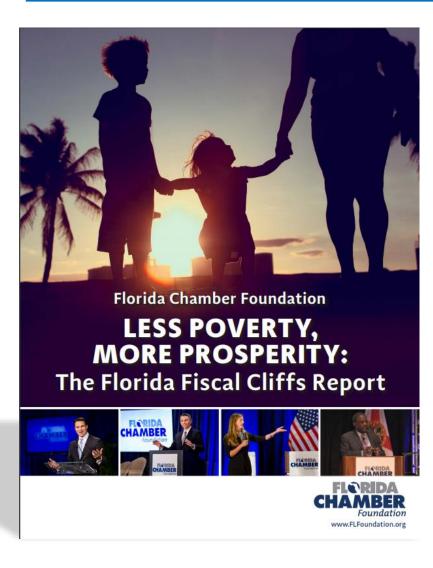
# Fiscal Cliffs Are Roadblocks to Prosperity





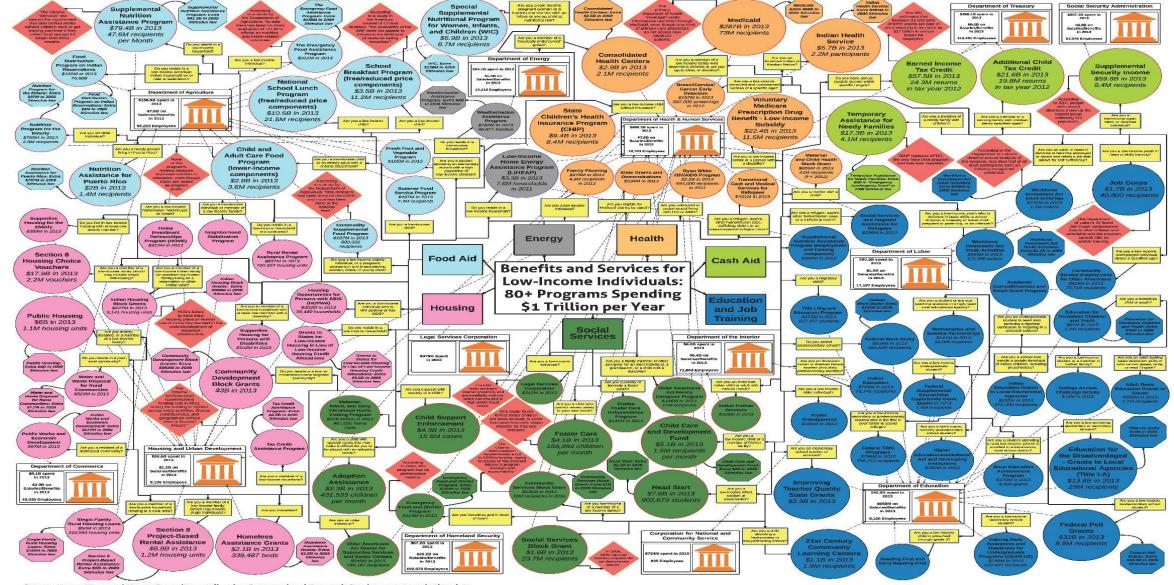
www.FloridaChamber.com/ProsperityReport

# Paths to Prosperity and 10 Root Causes of Poverty



- Job Opportunities
- Education / Training
- Housing
- Transportation
- Health
- Food Security
- Child & Family Care
- Safety
- Justice
- Agency-Community Voice





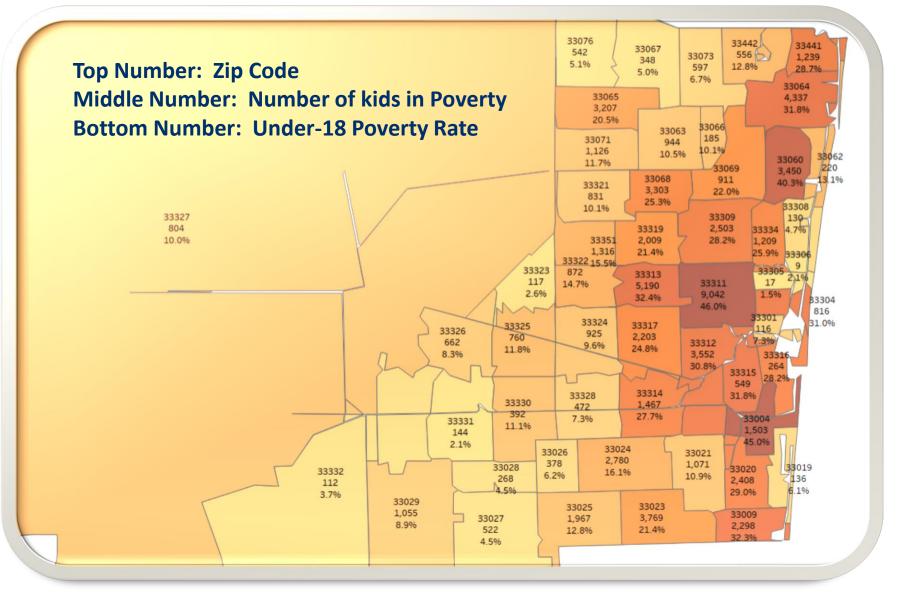
Source: House Ways and Means Committee staff, using Congressional Research Service reports and other data.



www.FloridaChamber.com/ProsperityInitiative

# **Broward County Under-18 Poverty**







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

# **Broward County: A Tale of Two Zip Codes**

Far too often a child's well-being and opportunity are determined not only by what community one is born into, but what portion of that community they live in. Zip code 33311 in Broward County contains more children living below the poverty level than any other in Florida yet is directly adjacent to a zip code with some of the lowest poverty levels in the state.

# **Zip Code:** 33311



**Demographics** 

White: 9.1%

Hispanic: 6.2% Black: 83.6%

**Other: 1.1%** 

**Zip Code:** 33305

<u>Demographics</u>

White: 78.2%

Hispanic: 12.6%

Black: 6.8%

Other: 2.4%



Population: 72,225 Under 18: 19,659 **Under 18 Below Poverty: 9,042** 

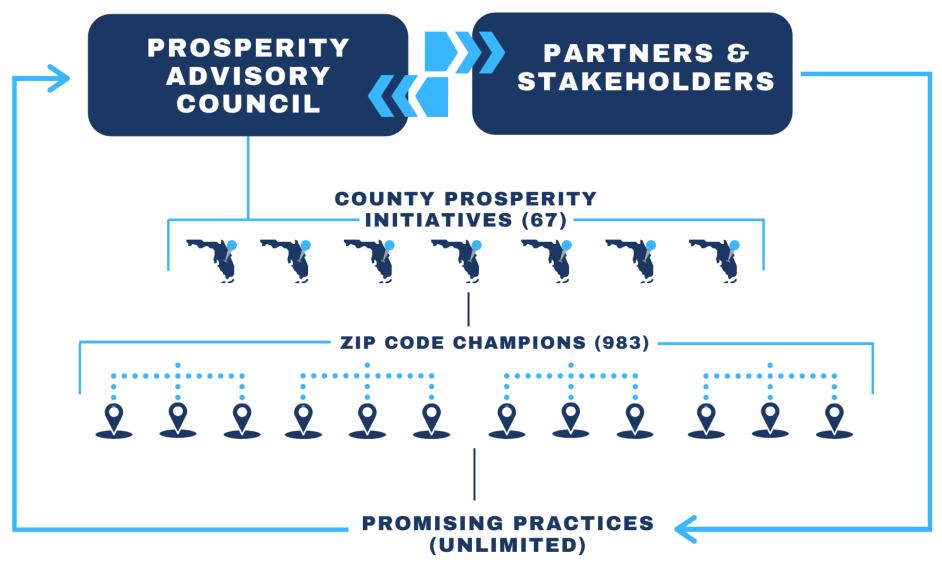
Under 18 Poverty Rate: 46.0%

Population: 12,292 Under 18 Pop: 1,123 Under 18 Below Poverty: 17

Under 18 Poverty Rate: 1.5%



## How It Works and Where You Can Lead





# **Promising Practices**





Wayne Huizenga, Jr.
tours Hope Place, a
transitional housing
environment for
homeless students and
their families in Volusia
County



#### Northend RISE & FP&L Back To School Event

- 675 Backpacks with School Supplies
- 68 Required Physicals
- 55 Dental Exams
- 12 Prescription Eyeglasses



www.FloridaChamber.com/PromisingPractices

# One Zip Code at a Time

## **Tallahassee** Democrat.

'No access': Poor, isolated and forgotten, kids of 32304 see their health care compromised

## FLAPOL

Florida Chamber maps reveal childhood poverty rates across the State

# Tampa Bay Times

Persistent poverty; Prosperity continues to bypass Black communities in Tampa Bay



Going granular: Why deep dives into health data can help kids in poor

Prosperity initiative: Here's how many children live in poverty in

these local counties

Tallahassee Democrat.

At 32304's Riley Elementary, staff 'serve a greater need than just

# Florida Trend

"Long term, the best way to build economic opportunity and wealth in minority communities will involve locally focused, public-private economic development efforts like the Lift Orlando project and the ZIP code-focused efforts envisioned by the

Florida Chamber Foundation's Prosperity Initiative."

Mark R. Howard

Executive Editor Florida Trend

Breaking the Cycle

Editor's Page - Mark Howard

SRO

[Community] Florida Chamber Foundation's Prosperity Initiative Publishes Zip Code

NorthEscambia.com

Child Poverty: North Escambia Has One Of The Worst Zip Codes, And The Best, In Escambia County.

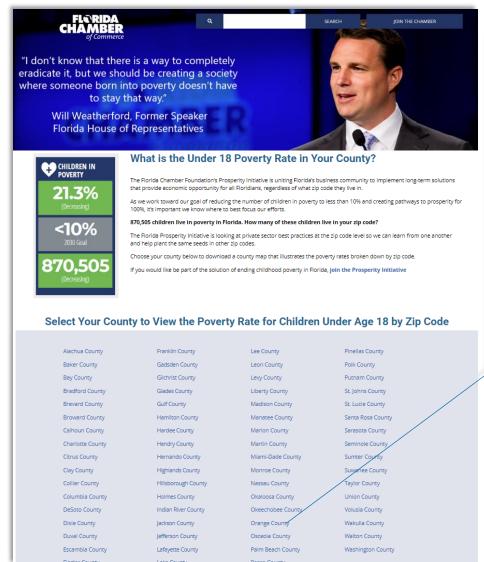
Tallahassee Democrat.

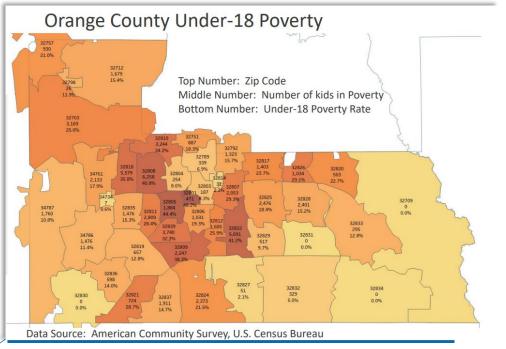
Beyond 32304: In high-poverty Leon County zip codes, health and





# See Your Zip Code Childhood Poverty Rates







# The Florida Prosperity Initiative: Zip Code Adoption

**Zip Code Prosperity Initiatives:** As of September 30<sup>th</sup>, the following Zip Codes (Approximately 1% of Florida's 983 Zip Codes) have been adopted:

- 32114- Forough Hosseini
- 32206- Florida Blue
- 32301- South City Foundation/ Purpose Built Communities
- 32304- Tallahassee Community College
- 32401- Maximus
- 32405- Maximus
- 32444- Maximus

- 32805- LIFT Orlando/ Florida Blue
- 33311- Florida Blue
- 33407- Northend RISE/ Rybovich
- 33612- Florida Blue
- 33613- Florida Blue
- 33615- Florida Blue
- 33616- Florida Blue

For more information on how your company can Adopt a Zip Code, please contact Michael Williams: <a href="mailto:mwilliams@flfoundation.org">mwilliams@flfoundation.org</a>



# **Prosperity Advisory Council**



Michael Griffin, Vice President of Public Affairs





Deborah Galloway, Regional President





Susan Towler, Vice President





# Strategically Uniting Florida Businesses For Good

17<sup>th</sup> to 10<sup>th</sup>



125 Strategies





# Poll:

What percentage of Florida's third graders can read on grade level?

- a. 75
- b. 72
- c. 58
- d. 34



# The Florida GAPMAP

www.thefloridagapmap.org



# theFloridaGapMap.org



community leaders throughout Florida important information on the schools in their community.

The Florida Gap Map provides the poverty rate for children under 18 in each zip code as well as identifying the public elementary schools in each zip code. The Florida Gap Map also shows the \*Department of Education Florida Standards Assessments for the 2018-19 school year, identifying how many children at each school were not able to pass the 3rd Grade Reading assessment with a Level 3 or higher.

Visit the Gap Map below to learn more about your community.

For a brief overview of the Gap Map features by Florida Chamber Foundation Chief Economist Dr. Jerry Parrish, watch the short video below.





Every Public School in Florida with reported 3<sup>rd</sup> Grade Reading Scores:

School's 3<sup>rd</sup> Grade Reading Score and number of kids not reading at grade level





72

83

2020 Mapbox © OpenStreetMap

#### Florida Chamber Foundation Prosperity Initiative

#### Elementary School Reading Scores by Poverty Rate of Children

61

The Third Grade Reading Score is the percentage of students who achieved Level 3 or Above in the 3rd Grade Reading Florida Standards Assessment. The map to the left shows each elementary school mapped with its score alongside the under-18 poverty rate of the school's zin onder.

#### Filter by County

Alachua County

Map Legends:

MYRA TERWILLIGER ELEM. SCHOOL's 3rd Grade Reading Score is 38. Approximately 59 kids are not reading at grade level.

Helpful Hint:
Zooming in to more detail?
Hit the "Zoom Home" button in the top left hand corner of the map before navigating to a

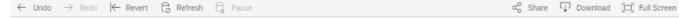
Third grade reading scores are available below for each of the elementary schools in the county. Scroll down to see all of the school listings.

#### **Elementary School Reading Scores in Alachua County**

School Name	Kids Not Reading At Grade Level	Third Grade Reading Score
ALACHUA ELEMENTARY SCHOOL	44	55
ALACHUA LEARNING ACADEMY ELEMENTARY	3	82
ARCHER ELEMENTARY	33	61
BOULWARE SPRINGS CHARTER	4	79
C. W. NORTON ELEMENTARY SCHOOL	38	62
CARING & SHARING LEARNING SCHOOL	18	31







#### FLORIDA CHAMBER FOUNDATION In the News



www.FLFoundation.org

Securing Florida's Future

#### More Than 70 Duval Elementary Schools Are **Below State's Average 3rd Grade Reading Level**

By SKY LEBRON . SEP 10, 2020







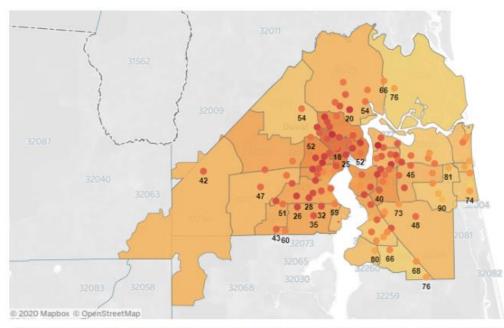




Some elementary schools in Duval County have Third Grading Reading Scores in the teens, on a scale from 1-100, with 100 meaning all 3rd graders are able to read at or above their grade level.

ROSS D. FRANKLIN / ASSOCIATED PRESS

In Duval County, there are more than 60 elementary schools listed that have Third Grade Reading Scores lower than 50, meaning that less than half of the students in the school are reading at their grade level.



The Florida Gap Map for Duval County, which shows the concentrated areas of poverty in the area, along with elementary school reading levels.

CREDIT VIA FLORIDA CHAMBER OF COMMERCE



# FLChamber.com/EarlyLearning

HOME ABOUT FOUNDATION ADVOCACY POLITICAL GLOBAL EVENTS SAFETY COVID-19 DONATE

#### **Promising Practices**

#### **Bosses for Babies**

Nearly 200,000 children enter kindergarten each year in Florida and almost half of them are not "ready" to learn. This is a reality business leaders can cochanging-whether through community involvement, family-friendly practices in their business, or using their voices. Bosses for Babies is an initiative that business champions for early childhood, highlighting the many ways companies can make an impact and inspiring others to take action. These *Bosses* usinvesting in young children and families is an investment both in their bottom line and in community prosperity. Click here to learn more.

Locations: Statewide

#### **Campaign for Grade-Level Reading**

The Florida Grade-Level Reading Campaign (FGLRC) is a statewide movement, funded by Helios Education Foundation and focused on maximizing the electromagnetic communities and organizations working to ensure that Florida's children are reading on grade level by the end of third grade. FGLRC engages communities and provides strategic guidance to help promote school readiness and quality instruction, tackle chronic absence, and improve summer learning parents as their children's first teacher. Click here to learn more.

Locations: Local Florida campaigns are established in Alachua County, Brevard County, Broward County, Charlotte County, City of Delray Beach, Desete County, Escaphia County, Flagler & Volusia County, Hillsborough County, Indian River County, City of Jacksonville/Duval County, Manatee County, Martin County, Mia Orlando/Orange County, Palm Beach County, Pinellas County, Sarasota County and St. Lucie County.

#### **Grow Up Great- PNC Bank**

An early learning initiative to help children succeed. A \$350 million bilingual initiative founded in 2004 by The PNC Financial Services Group, Inc., Pl prepare children from birth to age five for success in school and life. Click here to learn more.

**Location:** National

#### **The Learning Pavilion**

The Learning Pavilion, formerly known as The Dick Howser Center for Childhood Services, is a smart-play preschool that strives to be inclusive for play-based curriculum that emphasizes self worth, capability, and school readiness. Since 2010, The Learning Pavilion has partnered with Goodwil





# The Florida GAPMAP

Live Demonstration



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17<sup>th</sup> to 10<sup>th</sup>



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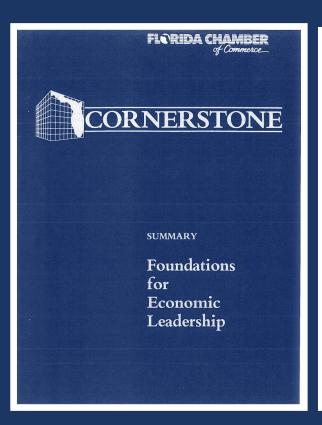


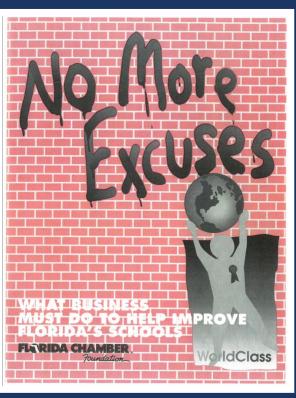
# FLORIDA WORKFORCE 2030

AN UPDATED LOOK AT BUILDING AMERICA'S BEST WORKFORCE



# Talent Matters – Always Has, Always Will





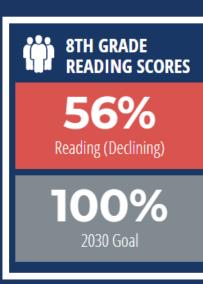


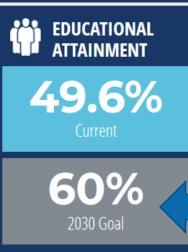


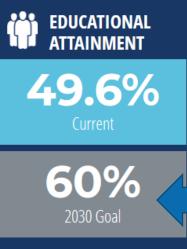


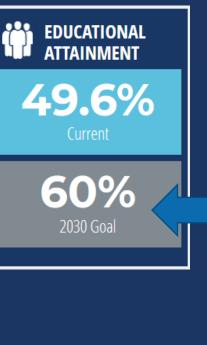
www.FloridaChamber.com/FoundationResearch

# Building America's Best Workforce











Improving Florida's talent pipeline for a better workforce >80% of Florida's workforce has essential employability skills >60% of Floridians 25-64 have a high-value postsecondary certificate, degree, or training experience 95% of entering high school students graduate within 4 years 100% of Florida 8th graders read & perform math at or above grade level 100% of Florida 3rd graders read at or above grade level 100% of children are ready for kindergarten





**8TH GRADE MATH** 

SCORES



# Building America's Best Workforce



- Industry Roundtables
- Electronic Surveys
- Qualitative Data Analysis
- Prior Research



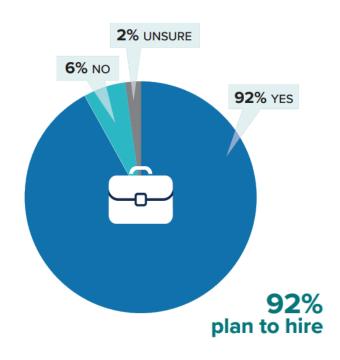


Florida 2030 Workforce Research Says...

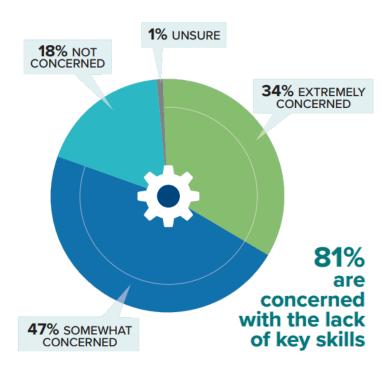


# Job Creators Identified Workforce Priorities

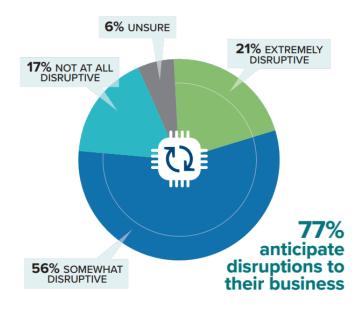
Over the next year, do you expect to hire new employees in Florida?



How concerned are you about the lack of key skills (employability skills, soft skills, digital skills) as a threat to your business?



How disruptive do you think changes in core technologies, workforce generational shifts, or artificial intelligence will be for your business over the next 10 years?





www.FLChamber.com/FloridaWorkforce2030

# 1. Career pathways focused on industry needs

- Upskilling
- Middle and High School Programs





# 2. Work-based learning



- Internships
- Apprenticeships
- Industry certification
   Upon Graduation







# 3. Equity Gaps

- Educational
   Attainment
- Labor Participation







# 4. Scalable Training Programs

- Digital Training
- Tuition
   Reimbursement





# 5. Data Informed Policy Decisions

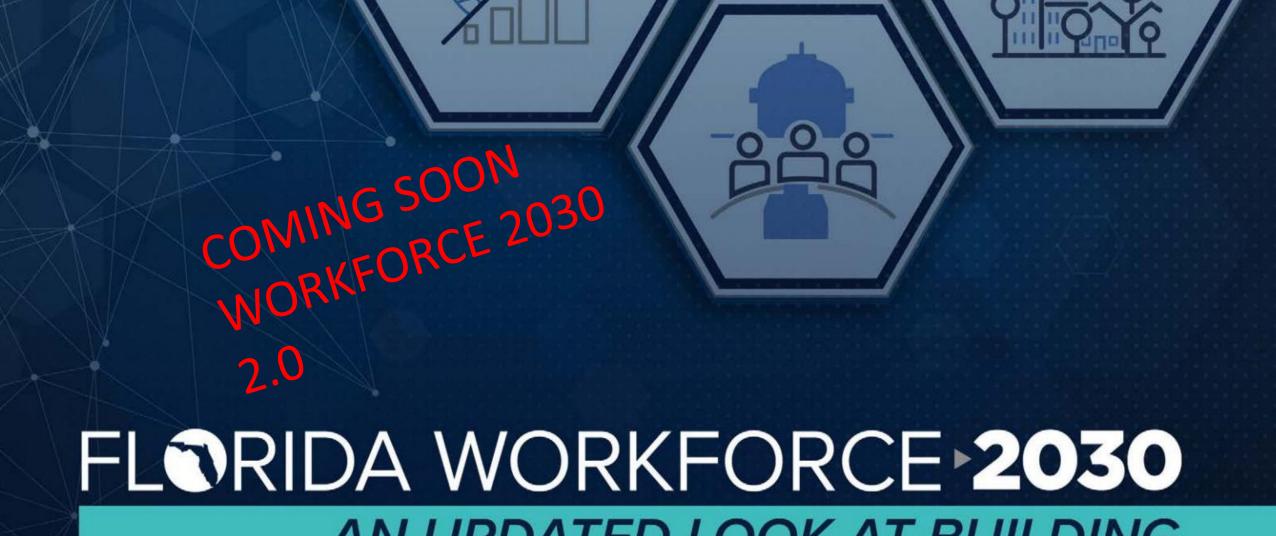


- Florida Department of Education
- Florida Department of Economic Opportunity









AN UPDATED LOOK AT BUILDING AMERICA'S BEST WORKFORCE



# Strategically Uniting Florida Businesses For Good

17<sup>th</sup> to 10<sup>th</sup>



125 Strategies







**#1** state for business startups

#### WHERE DO WE WANT TO GO?

2030 Targets

GOALS

Grow Florida into a top 10 global economy

Create a path to prosperity for all zip codes in Florida

Vibrant & Resilien

Position Florida among the op states for attracting and retaining talent d visitors of all ages

#### Improving Florida's talent pipeline for a better workforce

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#### Creating good jobs by diversifying Florida's economy

Top state for gross domestic product and top quartile most diversified state economy

#1 state for overseas visitors

Goods exports double and services exports triple

Top 5 state for manufacturing jobs

Top 3 state for technology jobs

#1 state for business startups

Top 3 state for venture capital investments

Top 3 state for research and development funding and patents issued

Rural county share of Florida gross domestic product doubles

#### g Florida's infrastructure Prepar t growth and development

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2030 Targets

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\$56.0 B

(Decreasing)

\$114.4 Billion



2030 Goal



FLORIDA CHAMBER FOUNDATION



# **Top 5** state for manufacturing jobs

#### WHERE DO WE WANT TO GO?

2030 Targets

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Prosperity & High Paying Jobs

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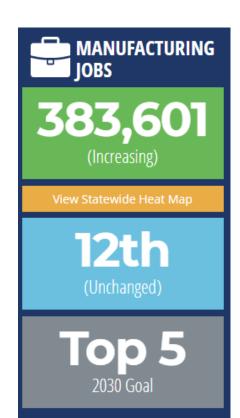
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2030 Targets

GOALS

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# 2030 Goal Leader:





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2030 Targets

GOALS

Global Competitiveness

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Legal climate improves to top quartile in the nation Making government and civics more efficient and effective

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100% of Florida residents covered by regional visioning processes

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Crime rates rank among the lowest 10 states

Florida **protects and enhances** the value of its arts, culture, heritage, and sense of place

2030 Goal Leader:

100% of Florida Residents covered by

regional visioning processes







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2030 Targets

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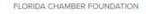
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2030 Goal Leader:





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2030 Targets

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#### Championing Florida's quality of life

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# 2030 Goal Leader:

# Florida Humanities Council

FLORIDA-203

1



volunteerflorida

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#### WHERE DO WE WANT TO GO?

2030 Targets

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FLORIDA-2030





# FLORIDA CHAMBER Foundation

Florida Prosperity Initiative

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FLORIDA-2030



21.3%

(Decreasing)

<10%

2030 Goal

870,505

(Decreasing)





**Business Alliance for Early Learning** 

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2030 Targets

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2 | FLORIDA CHAMBER FOUNDATION

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GOALS

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**3RD GRADE READING SCORES 58%** (Improving) View Statewide Heat Map 100% 2030 Goal



# Top 5 state for overall well being

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2030 Targets

GOALS

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# 2030 Goal Leader:

# FLORIDA CHAMBER SAFETY COUNCIL

Making Florida Safer, Healthier and More Sustainable







### Live Scorecard Demonstration



# A SPECIAL THANK YOU TO OUR

### COMMUNITY DEVELOPMENT PARTNERSHIP COUNCIL



























