Florida has shown that cutting taxes, reducing regulations, creating business-friendly policies and keeping the cost of living down allows job creators to grow and succeed. We have cut taxes 75 times, saving Floridians more than $7.5 billion. We have paid down $9 billion in state debt and made government more efficient to save even more taxpayer money. In my seven years as Governor, we have made Florida a leader in job creation and consistently invested record funding in education, transportation and protecting our environment.

In the four years before I took office, Florida had lost more than 800,000 jobs, taxes were increased by more than $2 billion and the economy was in freefall. Today, thanks to our hard work fighting for families, Florida’s economic growth strategy has become a model for the nation.

Since 2011, Enterprise Florida and its statewide partners have helped me achieve my goal of making Florida the best job producing state in the nation, winning more than 1,000 competitive economic development projects. In 2016, projects established will keep and create 22,300 high-skill, high-wage private sector jobs in our state and generate $2.83 billion in capital investments.

Over the last year, Enterprise Florida has restructured its business development strategies, focusing on targeted industries that bring high-paying jobs to our state. Together with the Department of Economic Opportunity, Enterprise Florida has worked to implement the $85 million Florida Job Growth Grant Fund I worked to establish with the Florida Legislature. This first-of-a-kind fund was created specifically to address the two major factors businesses consider when choosing an ideal location: infrastructure to support broad-based economic growth, and workforce training needs in targeted growth industries.

While we’ve seen incredible success, I will fight every day to secure Florida’s future for every Florida family and ensure Florida’s incredible job growth and economic success stretches far into the future.

Sincerely,

Governor Rick Scott
Thanks to the efforts of our Chairman, Governor Rick Scott, Florida’s high energy business community is creating high-paying, high-skill jobs in our state every day. In fact, more than 1.4 million private-sector jobs have been added since Governor Scott took office. Along with his dedication to reducing taxes and burdensome regulations, the state’s pro-business climate, and strong talent pool have made Florida the premier business state in the nation.

The team at Enterprise Florida is doing their part to help diversify and expand the state’s economy through job creation. EFI and our stakeholders worked to bring impactful projects to every region in the state last year, including GKN Aerospace in Bay County, KPMG in Orange County, Gartner in Lee County, AutoZone in Ocala, Hotwire Communications in Ft. Lauderdale and Amazon in Jacksonville. All of these projects, and hundreds more like them, represent thousands of new jobs and career opportunities for Floridians. The capital investment that comes with these projects translates into vibrant, growing communities, with additional indirect jobs and infrastructure improvement.

While major job creation projects often grab the headlines, the work of our International Trade team is equally critical to the growth of small and medium-sized businesses. Through worldwide tradeshows, export seminars and marketing plan assistance, EFI helps businesses grow into new markets. Last year, more than 500 small and mid-sized companies participated in national and international EFI events, and those companies reported nearly $740 million in total actual and potential export sales.

Whether it’s job creation, international trade initiatives, marketing the state for business, or the work done by the Florida Defense Support Task Force and the Florida Sports Foundation, the professionals at Enterprise Florida will continue working to make sure every business knows their future is here in Florida.

Sincerely,

Stan Connally
Vice-Chairman, Enterprise Florida
Chairman, President and CEO, Gulf Power Company
FUNDING & BUSINESS PERFORMANCE

Use of Funds FY 2016-17
(Total Funds $40,694,782)

- Grants to Sub Recipients: 24.4%
- Administration: 14.6%
- Marketing and Communications: 4.1%
- International Trade: 13.6%
- Business Development: 13.4%
- Team Florida Marketing: 4.7%
- Florida Opportunity Fund: 1.0%
- Sports Development: 1.0%

Source of Funds FY 2016-17
(Total Funds $53,825,602)

- State Funding - General Revenue: 45.4%
- State Funding - Florida Defense Support Task Force: 3.7%
- State Funding - Florida International Trade & Promotion: 23.1%
- Tag Revenue: 3.6%
- State Small Business Credit Initiative (SSBCI): 3.6%
- Corporate Contributions: 8.4%
- Program Revenues: 2.0%
- Grants to Sub Recipients: 1.9%
- In-Kind Contributions: 1.9%
- Net Gains on Investments: 1.9%
- Other Income: 1.9%

ABOUT ENTERPRISE FLORIDA

Created by the Florida Legislature in 1996, Enterprise Florida, Inc. (EFI) is a public-private partnership between Florida’s business and government leaders, and is the principal economic development organization for Florida. EFI facilitates job growth for Florida businesses through recruitment and retention, international trade and exporting, promotion of sports as an economic driver, capital funding programs to assist small and minority businesses, and protection of military bases across the state. In pursuit of its mission, EFI works closely with a statewide network of economic development partners. A policy-driven Board of Directors supervises the organization, comprised of public sector leaders including the Governor, Cabinet members, State Senate and House-appointees, appointed members and investors representing some of the most notable businesses in Florida and the nation. The board provides strategic direction for the organization’s activities and advises on matters of economic development policy. Through the efforts of EFI, its Board and partners, Florida is becoming the best place in the nation to do business.
## BUSINESS DEVELOPMENT PERFORMANCE

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Jobs Created</td>
<td>22,332</td>
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<tr>
<td>New Jobs Created</td>
<td>18,382</td>
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<tr>
<td>Retained Jobs</td>
<td>3,950</td>
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<tr>
<td>Capital Investment</td>
<td>$2.83 BILLION</td>
</tr>
<tr>
<td>Average Wage (total jobs)</td>
<td>$52,759</td>
</tr>
</tbody>
</table>

### JOBS BY SECTOR

- **Aviation/Aerospace**: 1,603
- **Information Technology**: 2,968
- **Financial/Professional Services**: 2,680
- **Corporate/Regional Headquarters**: 2,123
- **Logistics/Distribution**: 5,483
- **Manufacturing**: 2,701
- **Life Sciences**: 3,622
- **Other**: 1,152
GLOBAL OUTREACH BY THE NUMBERS

FLORIDA

Largest user of the U.S. Department of Commerce’s Gold Key Program

2,611

Unique consultations with Florida companies

202

Trade Grants Awarded

$646,200

Amount of trade grants awarded

512

Companies that participated in events

$738 MILLION

Total projected export sales as a result of EFI’s export assistance and export development programs

SELECT RESULTS FROM FY16-17 TRADESHOWS AND MISSIONS

FARNBOROUGH AIR SHOW
Location: UK
Industry: Aviation/Aerospace
Participants: 26
Total Projected Export Sales: $83M

MEDICA
Location: Germany
Industry: Life Sciences
Participants: 24
Total Projected Export Sales: $125M

MEDICAL FAIR ASIA
Location: Singapore
Industry: Life Sciences
Participants: 9
Total Projected Export Sales: $24M

PARIS AIR SHOW
Location: France
Industry: Aviation/Aerospace
Participants: 17
Total Projected Export Sales: $46M

TRADE & DEVELOPMENT MISSION
Location: Buenos Aires
Participants: 39
Total Projected Export Sales: $24M

HOSPITALAR
Location: Sao Paulo
Industry: Life Sciences
Participants: 7
Total Projected Export Sales: $12M

TRADE & DEVELOPMENT MISSION
Location: South Africa
Participants: 25
Total Projected Export Sales: $38M

EFI International Activities

EFI Office Locations

Trade and Development Event Locations

Reported export sales at EFI-hosted events
- **ARAB HEALTH**
  - Location: United Arab Emirates
  - Industry: Life Sciences
  - Participants: 25
  - Total Projected Export Sales: $154M

- **MEDICA**
  - Location: Germany
  - Industry: Life Sciences
  - Participants: 24
  - Total Projected Export Sales: $125M

- **MEDICAL FAIR ASIA**
  - Location: Singapore
  - Industry: Life Sciences
  - Participants: 9
  - Total Projected Export Sales: $24M

- **TRADE & DEVELOPMENT MISSION**
  - Location: Buenos Aires
  - Participants: 39
  - Total Projected Export Sales: $24M

- **HOSPITALAR**
  - Location: Sao Paulo
  - Industry: Life Sciences
  - Participants: 7
  - Total Projected Export Sales: $12M

- **TRADE & DEVELOPMENT MISSION**
  - Location: South Africa
  - Participants: 25
  - Total Projected Export Sales: $38M

- **PARIS AIR SHOW**
  - Location: France
  - Industry: Aviation/Aerospace
  - Participants: 17
  - Total Projected Export Sales: $46M

- **FARNBOROUGH AIR SHOW**
  - Location: UK
  - Industry: Aviation/Aerospace
  - Participants: 26
  - Total Projected Export Sales: $83M
MINORITY AND SMALL BUSINESS SUPPORT BY THE NUMBERS

Enterprise Florida’s Minority and Small Business, Entrepreneurship and Capital division partners with outside organizations to provide small, minority and entrepreneurial companies with training, development and financing options.

The State Small Business Credit Initiative (SSBCI) is the primary vehicle to provide capital to small businesses. This program provides a lender with the necessary security, in the form of a partial guarantee, to approve a loan or line-of-credit for a qualified business.

321  Small business jobs created as a result of SSBCI funding

$21,276,675  SSBCI Loan Participations
Governor Scott and the Florida Legislature continue to keep Florida in the forefront as the most military-friendly state in the nation. The Florida model for supporting its 20 military installations includes Governor’s Base Commander Meetings, the Florida Defense Alliance, the Florida Defense Support Task Force and a robust program of Defense Grants. The Governor meets quarterly with all Base Commanders in Florida, directly addresses their concerns and works with them to resolve any issues.

SUPPORTING FLORIDA’S MILITARY

**TOTAL FUNDING**
- $4.6 MILLION Florida Defense Support Task Force
- $2 MILLION Defense Infrastructure Grant
- $1.6 MILLION Defense Reinvestment Grant
- $850,000 Military Base Protection Grant
- $150,000

**ESCAMBIA**
- Naval Air Station Pensacola, Corry Station, Saufley Field
  - Total County Impact: $7,184.1 billion
  - Employment: 63,293 jobs
  - Capital Investment: $708.6 million

**OKALOOSA**
- Eglin Air Force Base, Hurlburt Field
  - Total County Impact: $8,816.5 billion
  - Employment: 71,780 jobs
  - Capital Investment: $891.3 million

**HILLSBOROUGH**
- MacDill Air Force Base, U.S. Central Command, U.S. Special Operations Command
  - Total County Impact: $8,869.3 billion
  - Employment: 72,636 jobs
  - Capital Investment: $895.8 million

**HIGHLANDS**
- Avon Park Air Force Range
  - Total County Impact: $92.5 million
  - Employment: 1,487 jobs
  - Capital Investment: $24.2 million

**BAY**
- Naval Support Activity Panama City, Tyndall Air Force Base
  - Total County Impact: $2,393.0 billion
  - Employment: 22,561 jobs
  - Capital Investment: $286.2 million

**POLK**
- Avon Park Air Force Range
  - Total County Impact: $881.0 billion
  - Employment: 10,981 jobs
  - Capital Investment: $177.0 million

**HILLSBOROUGH**
- United States Coast Guard Air Station Clearwater
  - Total County Impact: $881.0 billion
  - Employment: 72,636 jobs
  - Capital Investment: $895.8 million

**MONROE**
- Naval Air Station Key West
  - Total County Impact: $1,006.1 billion
  - Employment: 8,606 jobs
  - Capital Investment: $103.9 million

**DUVAL**
- Naval Air Station Jacksonville, Naval Station Mayport, Marine Corps Support Facility Blount Island
  - Total County Impact: $11,474.6 billion
  - Employment: 101,500 jobs
  - Capital Investment: $1,085.4 billion

**CLAY**
- Camp Blanding Joint Training Center
  - Total County Impact: $654.5 million
  - Employment: 9,167 jobs
  - Capital Investment: $184.1 million

**ORANGE**
- Naval Support Activity Orlando: Multi-Service Modeling, Simulation and Training Acquisition
  - Total County Impact: $7,208.7 billion
  - Employment: 65,341 jobs
  - Capital Investment: $718.6 million

**BREVARD**
- Patrick Air Force Base, Cape Canaveral Air Force Station, Naval Ordnance Test Unit
  - Total County Impact: $4,547.4 billion
  - Employment: 41,029 jobs
  - Capital Investment: $556.2 million

**MIAMI-DADE**
- United States Southern Command, Homestead Air Reserve Base, 7th Coast Guard District Headquarters
  - Total County Impact: $5,578.3 billion
  - Employment: 56,476 jobs
  - Capital Investment: $640.0 million
In 2017, the Florida Defense Support Task Force awarded $765,000 through the Task Force Grant Program to support three defense projects across three counties. The intent of the grant program is to provide funding to support the mission of the Task Force in preserving, protecting and enhancing Florida’s military installations as well as improving the state’s military friendly environment for service members, military dependents, military retirees, and business that bring military and base-related jobs to the state.

CareerSource Gulf Coast leveraged a $150,000 grant award to translate military occupational codes into relatable civilian job skill definitions to assist transitioning service members from Eglin Air Force Base, Tyndall Air Force Base, and Hurlburt Field in obtaining employment. The success of this program has resulted in a nationwide prototype and may be used by CareerSource Florida statewide.

The Military Children Education Coalition (MCEC) was awarded a $225,000 grant to provide training for students, parents, and teachers in Escambia and Hillsborough Counties, where there are high concentrations of transitioning military and veteran children. The program is geared toward educational continuity for transitioning students and improving the overall academic success and graduation rates of military and veteran children. The success of this program has resulted in MCEC receiving additional funding for Escambia County allowing them to increase their presence in Hillsborough County.

**FLORIDA DEFENSE SUPPORT TASK FORCE BOARD 2016-17**

- Admiral Mark Fitzgerald, U.S. Navy, Retired
- Commissioner Barbara Stewart
- Major General Michael A. Calhoun, U.S. Army, the Adjutant General of Florida (resigned March 6, 2017)
  Ms. Amy Gowder (appointed on March 31, 2017 to fulfill the remainder of his term)

**SENATE PRESIDENT APPOINTEES**

- Mr. Tom Neubauer
- Senator Garrett Richter
  Senator Doug Broxson (appointed on March 21, 2017)
- Former Senator Mike Bennett
- Mr. J.R. McDonald

**HOUSE SPEAKER APPOINTEES**

- Representative Clay Ingram – Chairman
- Chief Warrant Officer 4 Derrick Fritts, U.S. Army
- Representative Ritch Workman
  Representative Jay Trumbull (appointed on June 8, 2017)

**GOVERNOR’S PERSONAL REPRESENTATIVE**

- Senator Dana Young
  Major General Michael A. Calhoun, U.S. Army, the Adjutant General of Florida (appointed on March 7, 2017)
The Florida Sports Foundation had an effective year, awarding 132 grants that impacted all regions of Florida. Through our four grant programs, we partnered with Florida’s 29 sports commissions to host over 3,200 events, including our small and rural markets.

This year the state was awarded:
- 2018 NATIONAL HOCKEY LEAGUE ALL-STAR GAME
- 2018 & 2019 NFL PRO BOWL
- 2018 – 2022 51 NCAA DIVISION I, II & III CHAMPIONSHIPS
- 2021 THE NFL SUPER BOWL

Our professional sports team partnership had a record year with 121,513 specialty tags sold or renewed — an increase of 3% over last year.

The Florida Senior Games are growing every year, with 13,725 competing athletes and a total of 27,458 attendees.

The Sunshine State Games continue to grow, with 9,499 competing athletes and 24,697 total attendees. Sports participation continues to grow, especially in archery, track & field, and water polo.

FLORIDA SPORTS FOUNDATION BOARD 2016-17

Micky Arison | The Miami Heat
Jesse Biter | Biter Enterprises, LLC.
Cindi B. Bonner | Fitness Onboard, LLC
Flavio Augusta da Silva | Orlando City Soccer Club
Dr. Pamella Dana | Sure Lure Charter Company
Rich DeVos | Orlando Magic
Dr. Joanne Fava | Functional Academy of Sports Training and Rehabilitation (FASTAR)
Joel Glazer | Tampa Bay Buccaneers
Rick Hatcher | Treasure Coast Sports Commission

Lesa France Kennedy | International Speedway Corp.
Shahid Khan | Jacksonville Jaguars
Patrick W. Lawlor | Lawlor | Zigler & Galaxy Sports Advisors
Jeff Mielke | Lee County Sports Development
Jack Peter | World Golf Hall of Fame & Museum
Stephen Ross | Miami Dolphins Ltd.
Bruce Sherman | Miami Marlins, LP
Stuart Sternberg | Tampa Bay Rays
Jeffrey Vinik | Tampa Bay Lightning
Vincent Viola | Florida Panthers Hockey Club
LEADING THE NATION IN SPORTS TOURISM

- Local Sports Commissions
- Host of more NFL Superbowls than any other state
- Home of Florida Grapefruit League MLB Spring Training Teams
- Host to 90 NCAA Championships (2014-2022)
- Hosted over 3,200 Events Annually

Bradenton Area Convention & Visitors Bureau
Broward County Sports Development
Central Florida Sports Commission
Charlotte Harbor Visitor & Convention Bureau
Citrus County Sports Development
Columbia County Sports Commission
Daytona Beach Area Convention & Visitors Bureau
Emerald Coast Sports Development Office
Gainesville Sports Commission
Greater Miami Convention & Visitor Bureau
Jacksonville Sports Council
Kissimmee Sports Commission
Lee County Sports Development
Naples, Marco Island and Everglades Convention and Visitors Bureau
Ocala/Marion County Sports Commission
Palm Beach County Sports Commission
Palm Coast and the Flagler Beaches
Panama City Beach Convention & Visitors Bureau
Pasco County Sports Commission
Pensacola Sports

Polk County Sports Marketing
Santa Rosa County Board of County Commissioners
Sarasota County Sports Commission
Space Coast Sports Promotions
St. Pete-Clearwater Sports Commission
Tallahassee Sports Council
Tampa Bay Sports Commission
Treasure Coast Sports Commission
Visit Orlando Sports
During the past fiscal year, our advertising campaign has generated more than 439 million media impressions and made approximately 21,000 contacts with individuals interested in learning more about the benefits of growing a business in Florida. Since our launch on January 29, 2016, more than 700 million impressions have been recorded.

Those impressions are clearly having an impact, and the stories told helped see our awareness or “brand lift” increase an incredible 6.8 percent during the past 12 months. That means more corporate real estate executives and C-suite leaders than ever are naming Florida first when asked where they would look when they are considering expanding their business.

Our efforts have been recognized far and wide. The International Economic Development Council (IEDC) named the campaign the Gold Award Winner on an international level. The Florida Economic Development Council (FEDC) named the program No. 1 in the state. Development Counsellors International (DCI) named Florida a “Superstar in Social Media,” and at the national level, we received Gold and Silver ADDY Awards for the Florida – The Future is Here campaign.

439+ MILLION Media impressions
24 Represented in 24 marketing channels
18+ Events attended
1,400+ C-suite, corporate real estate executives, and consultants hosted
BOUNDLESS OPPORTUNITIES

INLAND FLORIDA IS A 28-MILLION-ACRE BLANK CANVAS. WHICH PAINTS A PRETTY NICE PICTURE FOR YOUR BUSINESS.

Florida’s inland areas truly are the heart of the state. Close to big cities, yet far enough away for the open space you need. And with a robust talent pool, plenty of training opportunities and community leaders who will welcome you with open arms, you’ll see why it’s a pleasure doing business here. Discover what a future in Florida means for your business at floridathefutureishere.com/inland-florida, or call 877-YES-FLORIDA.
41 total publications
91 total insertions
80 million+ circulations

PUBLIC RELATIONS
Over 6.3 million impressions and over 8,900 positive news stories about Florida.

SOCIAL MEDIA
Nearly 25,000 new social media followers.

AWARDS
The Marketing Team here at Enterprise Florida is excited and honored to have received such recognition for the Boundless Campaign in 2017.

IEDC (International Economic Development Council) – 2017 Gold Award
“Florida the Future is Here Campaign”

IEDC (International Economic Development Council) – 2017 Silver Award
“Florida the Future is Here Campaign Microsite”

ADDYs - 2017 Professional Gold Award
“Florida the Future is Here Campaign”
Integrated Advertising Campaign - Regional/National B-to-B

ADDYs - 2017 Professional Silver Award
Nectar Studios - “Manufacturing in Florida? Campaign”
Branded Content & Entertainment Campaign

DCI (Development Counsellors International) – 2017
“Superstar of Social Media” in Economic Development
#2 state on YouTube, #4 state on Twitter

FEDC (Florida Economic Development Council) – 2017 Innovation in Marketing Award
“Florida the Future is Here Boundless Ad Campaign”

FEDC (Florida Economic Development Council) – 2017 Innovation in Marketing Award
“Florida the Future is Here Boundless Video Series”

2017 Telly Award – Best in Class, Public Relations
“Enterprise Florida - Navy Federal Credit Union Video”
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<th>Company/Group</th>
<th>Name</th>
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<td>Joe York</td>
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<td>Gene Schaefer</td>
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<td>Brian Lamb</td>
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<td>Mark Wilson</td>
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<td>Florida Community Bank</td>
<td>Kent Eliert</td>
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<td>Bob Ward</td>
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<td>Florida Department of Agriculture &amp; Consumer Services</td>
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| Regional Partners | Florida's Great Northwest  
Florida's Heartland REDI  
JAXUSA Partnership  
North Florida Economic Development Partnership  
Opportunity Florida  
Orlando EDC  
Southwest Florida Economic Development Alliance  
Tampa Bay Partnership |
| Utility Partners | Duke Energy  
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