EFI works to expand and diversify Florida’s economy through job creation. The economic development process used by EFI encourages partnerships and utilizes strategic measures to bring jobs projects to Florida that are beneficial for the company, community and state.

**THE ECONOMIC DEVELOPMENT PROCESS**

Enterprise Florida uses a very targeted and carefully crafted process when competing for jobs projects.

1. **BUILD COMPETITIVENESS**
   - Being competitive means more than just providing a sites and building database. Florida must continue improving upon the resources that make it a business super-state. Florida has a top-ranked infrastructure, highly-ranked workforce pipeline, business-friendly tax climate and has removed unnecessary regulations, allowing businesses to get product to market more quickly.

2. **MARKET TO SUSPECTS, PROSPECTS, CONSULTANTS**
   - Through the new and unified Florida business brand campaign, the state will be better positioned to reach decision-makers and influencers in the competitive jobs project process. EFI is partnering with economic development organizations and communities across the state to tell Florida’s business story worldwide.

3. **CULTIVATE RELATIONSHIPS**
   - Building relationships is the most critical piece of the economic development process. Site selection professionals and company leaders want to know they have the support of the state and community when locating or expanding there. Building relationships establishes trust between all parties and creates confidence that projects brought to the state will succeed and lead to more opportunities.

4. **GENERATE LEAD**
   - Project leads can come from a variety of sources. Building relationships with site selectors and industry leaders is most often the source of competitive project leads. International trade missions and exhibitions also create leads, as do targeted marketing campaigns.

5. **OPEN PROJECT & IDENTIFY COMPANY NEEDS**
   - Once a competitive jobs project has been opened, identifying what the company needs in order to be successful is critical. Company needs such as infrastructure, workforce and partnerships must all be evaluated and options identified.

6. **COMMUNITY COLLABORATION**
   - EFI works closely with communities and regional partners to determine which areas can provide the best match for potential projects to locate or expand in the area.

7. **PRESENT & SELL FLORIDA TO CLIENT**
   - Once location(s) have been identified as matches for company needs, EFI presents options to the company for review. EFI and its partners are careful to address all of the required resources and tools needed for a project to be beneficial to the company, community and the state.

8. **NEGOTIATION AND APPROVAL OF INCENTIVES**
   - Florida’s incentives toolkit provides many performance-based options for companies requesting incentives assistance. Incentives are one of the final steps in the project process. These tools assist companies with relocation, expansion or training costs, or allow them to resolve issues that may arise if a preferred location does not offer all of the necessary resources.

9. **WIN & ANNOUNCE PROJECT**
   - EFI works directly with the company, state and local leaders to announce that a company is locating or expanding in Florida. EFI identifies what a company hopes to achieve from their announcement and supports them in reaching those goals.

10. **HELP COMPANY ESTABLISH IN FL**
    - EFI works with its partners at Workforce Florida, the Department of Economic Opportunity and local organizations to ensure that the company has the resources it needs to succeed. When companies receive the support they need, other companies and industry professionals take notice and are more likely to consider Florida for their next project.

11. **PROVIDE SERVICE AFTER SALE**
    - Communicating with and providing service to companies after they have located or expanded in Florida is essentially the first step in beginning the economic development process again. By being an engaged partner, EFI demonstrates its commitment to the companies it assists and those companies will help us tell the Florida business story.