WELCOME.

Dear Friends and Colleagues,

To say our Florida – The Future is Here marketing and communications campaign made a strong impression would be an understatement.

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.

Using traditional print media − more than 1,400 digital media outlets, social media channels like Facebook, Twitter and YouTube, airport signage and billboards, public relations and special events − we have been telling the Florida story like never before.

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.

Telling Florida's brand story is not as simple as it sounds though. It would be easy to focus on our climate, the beaches and tourism, but those are not the key factors business leaders are interested in. They want to know about our business and regulatory climate, what's it like to relocate to and expand within the state, how easy it is to attract and retain dedicated employees, what's the size of our world-class talent pool and it's diversity, the quantity and the quality of our institutes of higher learning, and how robust and modern is our infrastructure as well as access to markets. They want to know the Florida business story and better understand why this is the best state in America for them to invest and grow.

Too often, brands play it safe and “run with the herd” in their category. We are determined not to do that. Our Boundless marketing campaign uses expansive imagery to highlight the Florida for business that we all know. Our Florida – The Future is Here tagline inspires a sense of possibility for Florida as a place (here) and a time (now). Our public relations efforts focus on business success stories, large and small.


Our success would not be possible without your support. Seventy-three percent of our Team Florida and Rural Florida partners have participated in our marketing and communications co-op program, and more than 400 local representatives have helped make our special events the talk of the industry.

There are challenges ahead, particularly with funding our ongoing efforts, but with your hard work and partnership, Florida's reputation as the No. 1 state in the nation for job growth and economic prosperity will continue to grow, because in Florida − The Future is Here.

Warm Regards,

Eric Silagy
Enterprise Florida Marketing Committee Chair
President and Chief Executive Officer, Florida Power & Light Company
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2017 AT A GLANCE
WE HATE TO BRAG, BUT FLORIDA IS THE NUMBER-ONE STATE IN THE NATION FOR JOB CREATION. AND WE ARE MAKING SURE THE NATION KNOWS IT.

Marketing Activities
a. Cross-Channel Campaigns
b. Print Advertising
c. Digital Marketing
d. Social Media Strategy
e. Content Generation
f. Public Relations News Pieces
g. Event Activations and Sponsorships
h. Corporate Communications

National Audiences
a. C-Suite Professionals
b. Business Owners
c. Key Business Decision Makers
d. Site Selectors
e. Young Professionals
f. Consumers

Strategic Pillars
a. Innovation: Staying ahead of the competition by leveraging new technologies
c. Potential: Large, diverse, educated and highly motivated talent pipeline to draw from
d. Markets: Florida has international access and is a gateway to global markets
e. Opportunities: Room to grow in Florida’s vast available land
f. Success: Florida’s flexibility and resources offer large advantages for small businesses

Results
a. Building upon the fierce momentum generated in 2016, we continued growing our brand across the nation while defining new aspects of what makes Florida truly “Boundless” for business. We reinforced our core strategic pillars and introduced new multi-channel creative focused on highlighting specific Florida industries. We also launched a campaign for Small Business. This year marked an important milestone in our marketing efforts, as we revamped and are now sustaining an automated Lead Nurture email program.
2017 HIGHLIGHTS

Over 439 million media impressions

Represented in 24 marketing channels

More than 18 events attended

More than 1,400 C-suite, corporate real estate executives, and consultants hosted

Featured in over 41 publications, reaching a target audience of over 429 million

Over 183 million digital impressions

501,748 visits to Florida – The Future is Here microsite

Generated 1,628 inquiries
CONTINUING THE CAMPAIGN

Our 2017 “Boundless” campaign efforts reflect a continuation and growth of the Florida business brand that was launched in 2016.

BOUNDLESS +

Innovation  Space
Potential  Creativity
Freedom  Inspiration
Markets  Success
Possibilities  Access
Vision  Advantages
Optimism  Connectivity
Opportunities  Assets
Passion  Heights

TELLING OUR BRAND STORY IN A NEW WAY

Brand Print

Our 2017 Boundless Brand Print video illustrates the next chapter of unlimited opportunity for business in Florida. Over the past year, the Florida business brand grew and matured, becoming recognizable and establishing history. With our 2017 Brand Print, we picked up right where we left off with our original video. We further dimensioned the idea of “future-ready” as it specifically pertains to our target audience, by presenting Florida as the solution to their most pressing future business concerns, needs and aspirations.
Florida is the place where technology, creativity and exploration converge. Known as the world's premier gateway to space, we're also home to over 30,000 high-tech companies. And when you consider 28,000 new STEM graduates enter our workforce every year, it's easy to see that Florida isn't just ready for the future; we are the future. Discover what a future in Florida means for your business at floridathefutureishere.com or call 877-YES-FLORIDA.

Success today requires global access. And no other state can expand your reach like Florida. We offer one of the most extensive multi-modal transportation systems in the world, and we are home to one in five U.S. exporters. Because when your business can be everywhere, there's no limit to how far you can take it.

Discover what a future in Florida means for your business at floridathefutureishere.com or call 877-YES-FLORIDA.
WE HAVE AN EDUCATED, TALENTED AND DIVERSE WORKFORCE EAGER TO CHANGE THE WORLD. IMAGINE WHAT THEY’LL DO FOR YOUR BUSINESS.

The only thing as impressive as our current workforce of 9.7+ million is our future one. Our colleges and universities are among the nation’s top performers of R&D and commercialization of technologies. So while we’re helping you succeed with today’s talent, we’re also preparing tomorrow’s. Discover what a future in Florida means for your business at floridathefutureishere.com or call 877-YES-FLORIDA.

Consistently ranked one of the best states for business, Florida is committed to keeping regulatory requirements and business taxes low. That, along with a strong economy and zero personal state income tax, makes it a great place to do business. We won’t stand in the way of your success. We’ll pave the way for it. Discover what a future in Florida means for your business at floridathefutureishere.com or call 877-YES-FLORIDA.
ANNUAL REPORT | MARKETING UPDATE

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.

BOUNDLESS OPPORTUNITIES

FLORIDA REPRESENTS A HUGE OPPORTUNITY FOR SMALL BUSINESS.

With plenty of room to invest, innovate and grow, it’s no wonder so many small businesses are finding success in Florida. Not only do we have one of the most favorable business climates in the country, we also offer 28 million acres of undeveloped space, a robust talent pool, accessible infrastructure and enviable quality of life. Perhaps that’s why so many small businesses are making it big here. Discover what a future in Florida means for your business at floridathefutureishere.com/smallbusiness, or call 877-YES-FLORIDA.

FLORIDA | THE FUTURE IS HERE.
PRINT ADVERTISING
THE RIGHT PLACE, AT THE RIGHT TIME.
WE SHOWCASED STANDOUT CREATIVE
IN PREMIER PUBLICATIONS.

21
total publications

91
total insertions

80 million+
circulations

As seen in:

FAST COMPANY  AVIATION WEEK
SITE SELECTION MAGAZINE  WIRED
Florida Trend  WSJ
AREA DEVELOPMENT  Chief Executive
BF  The Economist
Entrepreneur  Inc.

DIGITAL ADVERTISING
GENERATING ALL-TIME-HIGH WEBSITE TRAFFIC

Our campaign microsite, www.FloridaTheFutureIsHere.com, continued to serve as home base for the new Florida business brand. We rounded out the microsite with new landing pages dedicated to promoting Inland Florida, targeted industries, and a variety of informative content pieces.

Applying learnings from 2016, we ran a robust, informed and sophisticated digital campaign this year. Our 2017 campaign went way beyond your average digital banner.

Our objective? Drive lead generation through high volumes of qualified traffic to the Florida – The Future is Here campaign microsite. It’s exciting to see almost twice as many domestic and international visitors to the microsite this year.

We continued promoting the Boundless brand core pillars while simultaneously progressing into a mid-funnel sector messaging strategy. The result? Powerful sector banner collateral focusing on our top four industries of interest: IT/High-Tech, Financial Services, Aviation/Aerospace, and Manufacturing.
AND WE WERE SUCCESSFUL.

0.38% average CTR (triple the industry standard)

15 million video completions

20 million video views

494,538 domestic visits

7,210 foreign visits
PUBLIC RELATIONS
GETTING THEM CURIOUS.
WHAT’S FLORIDA UP TO?

Over 6.3 million impressions delivered

Over 8,900 positive news stories about Florida

NewsUSA Mat Release Program

Our Objective: To continue shifting perceptions of, and generating interest in, Florida through native advertising and to encourage additional earned media placements.

What We Did: We partnered with NewsUSA and created several fresh pieces of Florida business-branded content, placed in the national print and online media.

“Incubators Help Florida Small Businesses Bloom”

“Sunshine State Shining New Light on Banking Industry”

“Top State for Robotics Innovation? Florida Will Surprise You”

“Florida Continues High-Tech Boom with Biotech Business”

SOCIAL MEDIA STRATEGY
WE’RE FULLY CONNECTED

We Gained Friends and Followers:

22,721 new Twitter followers

3,197 21.84% increase in fans

5,714 30.1% increase in LinkedIn followers

623 34.26% increase in subscribers

263 60.45% increase in followers

228 videos on the Enterprise Florida channel
Florida’s Business Content Library
Valuable, Relevant and Informative Pieces for Maximum Audience Impact.

This year, we generated a multitude of varied written, digital and video content focusing on Florida’s specific benefits to business leaders. We established powerful partnerships with major publishers, such as The Wall Street Journal, Forbes, Fortune, Inc. Magazine, Entrepreneur and others. Together with these credible sources, we created and distributed newsworthy content to further establish Florida, as well as Enterprise Florida, as a thought leader within national business media.
EVENT MARKETING
COMMUNICATING WITH OUR TARGET AUDIENCE DIRECTLY, AT THE RIGHT PLACE AND THE RIGHT TIME.

Robust Events Calendar with Presence at:

- Daytona 500 | Daytona, FL
- Coke Zero 400 | Daytona, FL
- Rural Summit | Champions Gate, FL
- TPC Sawgrass | Jacksonville, FL
- TS2 | Miami, FL
- IAMC Fall | Indianapolis, MN
- IAMC Spring | Tampa, FL
- CoreNet | Philadelphia, PA
- Site Selectors Forum | Tampa, FL
- New York In-Market | New York, NY
- Atlanta In-Market | Atlanta, GA
- CFO Forum | Washington, DC
- CEO Forum | New York, NY
- E360 Long Beach | Long Beach, CA
- YPO | Miami, FL
- MIPM | Cannes, France
- MRO Americas | Orlando, FL
- Paris Air Show | Paris, France
- Medica | Düsseldorf, Germany
- SUPX | Fort Lauderdale, FL
RESULTS AND INSIGHTS
HOW DID WE DO?

Brand Awareness

Over 439 million marketing campaign impressions
429,817,167 total target audience reached

Nativo Brand Influence Study:
Our digital campaign improved consideration of Florida for business by 42%.

"Which state is known for being the friendliest to businesses that are relocating, expanding or starting up?"

- Combined with other brand studies, including Amobee, NASDAQ, and Inc., this study serves to demonstrate the perception-changing power of our Boundless messaging.

Lead Generation

GENERATED 1,628 INQUIRIES

Business Development
- 22,332 new and retained jobs
- $2.83 billion capital investments
- 169 projects referred to local economic development organizations
- $52,759 average annual income

International Trade and Development
- $738.02 million actual and projected export sales
- 287 unique export sales
- 498 event participants
- 2,614 unique consultations

Lead Nurture Program
- 152,427 emails sent
- 36,188 active prospects
- 18,301 unique email opens
- 2,248 visitors to website
- 1,205 prospects in industry tracks

All-time-high website visits 8,900+ positive Florida business stories
Looking Ahead to 2018

2018 will be another boundless year for job creation in Florida.

During the past six years, Enterprise Florida and our partners have worked tirelessly to win competitive projects that will bring more than 171,000 jobs and $13.9 billion in capital investments to our state. And while those numbers are impressive, the real impact can be found in the high-wage opportunities those projects bring to Florida families.

As we look ahead to another year of telling Florida’s Boundless business story, we say thank you to our partners and the companies across the state who have helped us tell that story. From life sciences and aviation to finance and manufacturing, Florida has countless stories to tell, and we will continue working to share those stories with business leaders in Florida, across the nation and around the world.
TEAM FLORIDA PARTNERS
THANK YOU, WE COULDN’T HAVE DONE IT WITHOUT YOU!

Our Team Florida Partnership is a coalition of the state’s economic development, utility and business leaders who support efforts to promote Florida as a business powerhouse. Through this partnership, we strive to provide a collaborative framework to help raise funds in support of an ongoing campaign and to create a mechanism that provides continuity in messaging and promotional efforts of the state for business.

TEAM FLORIDA INVESTOR PARTNERS

Gold
Florida Power & Light Company
Duke Energy
Gulf Power
TECO

Silver
Bay Economic Development Alliance
Business Development Board of Palm Beach County
Central Florida Development Council of Polk County
Greater Fort Lauderdale Alliance
Hamilton County Office of Tourism and Economic Development
JAXUSA Partnership
Lee County Office of Economic Development
Orlando Economic Partnership
Pinellas County Economic Development
Team Volusia Economic Development Corporation

Bronze
Charlotte County Economic Development Office
EDC of Florida’s Space Coast
EDC of Sarasota County
EDC of St. Lucie County
Florida’s Great Northwest Florida Realtors
Gainesville Council of Economic Outreach
Nassau County EDC
Seminole Electric Cooperative, Inc.
Southwest Florida Economic Development Alliance
St. Johns County Board of County Commissioners
Tampa Hillsborough EDC
The Beacon Council

TEAM FLORIDA POLICY BOARD MEMBERS
Chair – Eric Silagy
Florida Power & Light Company
Vice-Chair – Kelly Smallridge
BDB of Palm Beach County
Secretary/Treasurer – Rick Byars
Gulf Power

Andy Corty
Florida Trend
Marc Hoenstine
Duke Energy
Mike Meidel
Pinellas County
Bob Swindell
Greater Fort Lauderdale Alliance
Kim Wilmes
Florida’s Great Northwest

EFI STAFF CONTACTS
Sean Helton
Vice President of Communications
407-956-5630
Lori Brundage
Vice President of Marketing
407-956-5628

CONTRIBUTIONS
Partner Contributions
73% ($537,500)
EFI Contributions
27% ($200,000)
TOTAL: $737,500
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”