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Florida

Powering an Economic Super-State

Each year, Florida attracts millions of tourists who want to enjoy the sun and sand. What is less known is the fact that hundreds of executives are also choosing Florida as the perfect destination to grow and expand their business. CEOs from around the country and the world have recognized that the same infrastructure that allows more than 100 million residents and visitors to move smoothly throughout the state, also benefits businesses located in Florida.

“Florida’s infrastructure is built to support not only 19 million residents in the state but also the more than 90 million people who visit each year,” says Florida Secretary of Commerce Gray Swoope. “This is a distinct advantage to our businesses. Not only can businesses sell to the expansive market that exists within the state, they can also easily bring in raw materials and then ship out finished goods around the world. The same holds true for services.”

Built for Business
Out of its 19 commercial airports, Florida is recognized as having two of the world’s busiest airports – Orlando International Airport and Miami International Airport, giving executives numerous flight options for global travel. Complementing Florida’s airports, the state’s traditional infrastructure of 15 deepwater seaports, major railheads and a robust interstate system is second to none and allows companies to get their products anywhere fast. But it’s only the beginning of what Florida has to offer businesses.

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“Our pro-growth job-creation policies have led to an incredible economic turnaround,” says Florida Governor Rick Scott. “We have cut taxes, eliminated more than 2,600 regulations on businesses and streamlined permitting processes. We have also paid down state debt for the first time in decades while investing heavily in education and our transportation infrastructure to support job creators. Nearly 370,000 private-sector jobs have now been created since we took office, but we still have more work to do to build a diverse economy that will create jobs for generations to come.”

Florida’s utility partners throughout the state play a critical role in supporting businesses and their bottom lines. And you won’t find a more enthusiastic participant in that effort than Eric Silagy, President of Florida Power & Light (FPL). As a major utility touching the lives of almost half the state, FPL has invested $15 billion in stronger, cleaner, more efficient infrastructure in recent years, making the state’s electric grid smarter and more resilient.

Strategies that Help Businesses Prosper
“One of Florida’s greatest advantages is that our state’s leadership understands what it takes for a business to thrive and is committed to creating an environment that promotes growth and prosperity for all Floridians,” says Silagy.

“It used to be that Florida’s economic development strategy could consist of just watching the moving vans roll down the highway,” Silagy says. “But not anymore. These days, economic development is incredibly competitive. Fortunately, Florida has advantages that our competition doesn’t.”

When it comes to business expansion, controlling costs is critical. Businesses in today’s economic environment are

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continually looking for opportunities to save money on their operating costs.

Florida’s made-for-business climate works to every company’s advantage, with a low corporate tax structure and many options that benefit companies locating or expanding in the state and are often supported by programs offered at the county and local levels.

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Silagy feels FPL has a unique role in helping Florida businesses prosper. “Even though our rates are already well below the national average,” he says, “we offer qualifying businesses an economic development incentive to advance business growth and investment in Florida.” Since FPL began offering these special rates in 2011, two dozen companies have enrolled with plans to create more than 4,800 new jobs.

To learn more about how Florida can help your business prosper, contact Enterprise Florida, the state’s lead economic development organization, at 877-YES-FLORIDA or visit PerfectBusinessClimate.com.
Florida offers you the #1 infrastructure in the country. Including 19 commercial airports, 15 deepwater seaports, 12,000+ miles of highway, 3,000 miles of freight rail, and two spaceports. Combined they can get you and your products anywhere — fast. With the strength and modernization of infrastructure no other state can match, you can be connected globally overnight. Get your business moving. Consider Florida. The Perfect Climate for Business.