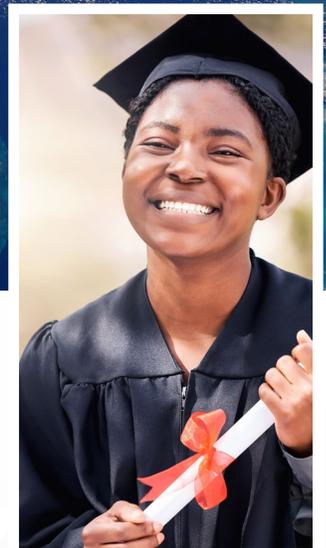
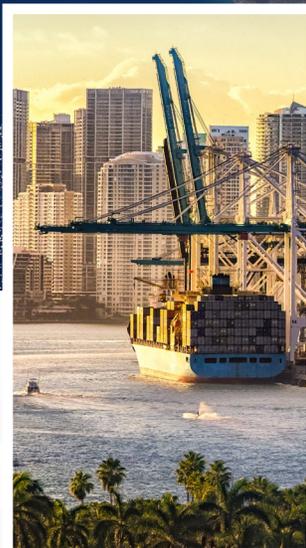
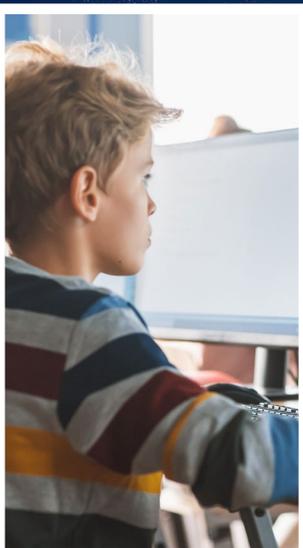


FLORIDA 2030

THE BLUEPRINT TO SECURE FLORIDA'S FUTURE

HALFTIME REPORT



THE OFFICIAL BLUEPRINT TO
SECURE FLORIDA'S FUTURE AND
GROW FLORIDA TO THE
10TH LARGEST GLOBAL ECONOMY

FLORIDA
CHAMBER
Foundation

Florida 2030 Blueprint Halftime Report

In 2018, the Florida Chamber Foundation launched the **Florida 2030 Blueprint** – a strategic plan for Florida’s future. The Florida 2030 Blueprint describes how we can transform Florida into a top 10 global economy that attracts and retains talent at all ages and provides a path to prosperity for every family and community in the state. The Florida Chamber Foundation assembled a team of dozens of partners and Goal Leaders to implement the Blueprint and achieve its 39 goals.

As we pass the halfway mark between the launch of the Blueprint and the year 2030, we are pleased to share the Florida 2030 Blueprint Halftime Report, which assesses our progress toward the Florida 2030 vision and goals and identifies recommendations to keep us on track through 2030. Like any halftime exercise, this is an opportunity to celebrate our successes, learn from where we are falling short, retool our game plan for the second half, and, most importantly, make sure we continue to have the right focus across all of Florida.

We are encouraged by the areas where Florida has made progress – achieving 2 of our 39 targets ahead of schedule, being on track to achieve 8 other targets, and making strong progress toward 14 other targets. We are concerned about the goals where we still need more effort, including important needs like early childhood education, housing affordability, and rural economic development. And we are heartened by Florida’s resilience during a time of disruption and change: when the Blueprint was launched, few anticipated a global pandemic, widespread supply chain disruptions, or the geopolitical upheavals that have dominated the past years. Through our collective effort, Florida’s competitiveness has only strengthened during this period.

We would like to recognize the Florida 2030 Blueprint Halftime Report Task Force members, the Florida Chamber Foundation Community Development Partners and Board of Trustees, and the many leaders who contributed to this report by sharing data, completing surveys, participating in interviews, and reflecting on lessons learned. Moreover, we would like to thank the many organizations who are committed to implementing the Florida 2030 Blueprint and to creating a future for our state characterized by global competitiveness, prosperity and high-paying jobs, and vibrant and resilient communities.

We look forward to continuing with you on the journey to 2030 and beyond.



DOUG DAVIDSON
*MARKET EXECUTIVE,
BANK OF AMERICA AND
CHAIR, FLORIDA CHAMBER
FOUNDATION FLORIDA 2030
BLUEPRINT HALFTIME REPORT
TASK FORCE*



MARK WILSON
*PRESIDENT AND CHIEF
EXECUTIVE OFFICER, FLORIDA
CHAMBER OF COMMERCE AND
FOUNDATION*

ABOUT THE CHAMBER FOUNDATION

The Florida Chamber Foundation is a business-led, solutions-driven, and non-partisan research and leadership organization, working in partnership with state, regional, and local leaders to secure Florida's future. The Chamber Foundation's Six Pillars Framework™, used as the basis for the Florida 2030 Blueprint, serves as a visioning platform for developing the first-ever long-term strategic plan for Florida. By focusing on 39 measurable goals, across the Six Pillars, Florida can grow from the 15th largest economy in the world (in 2025) to the top 10 by 2030.

The Florida Chamber Foundation is a leading catalyst for positive change and prosperity for all Floridians. The Foundation produces and partners on a number of important research initiatives that provide an intellectual framework for state policy, including the Florida 2030 Blueprint Halftime Report – an assessment of the progress made towards achieving the Florida 2030 Blueprint goals and recommendations on strategic adjustments to accomplish our vision by 2030. These efforts require an ongoing commitment to measuring status and progress. To this end, the Chamber Foundation built a dynamic online tool – TheFloridaScorecard.org – which allows policymakers, associations, media, economic developers, and others to track key metrics within each of the Six Pillars.

Companies interested in supporting the Foundation's work and research agenda should consider joining our Community Development Partner (CDP) Council, the highest-level supporters of the Florida Chamber Foundation. See CDP Council information at flchamber.com/cdp.

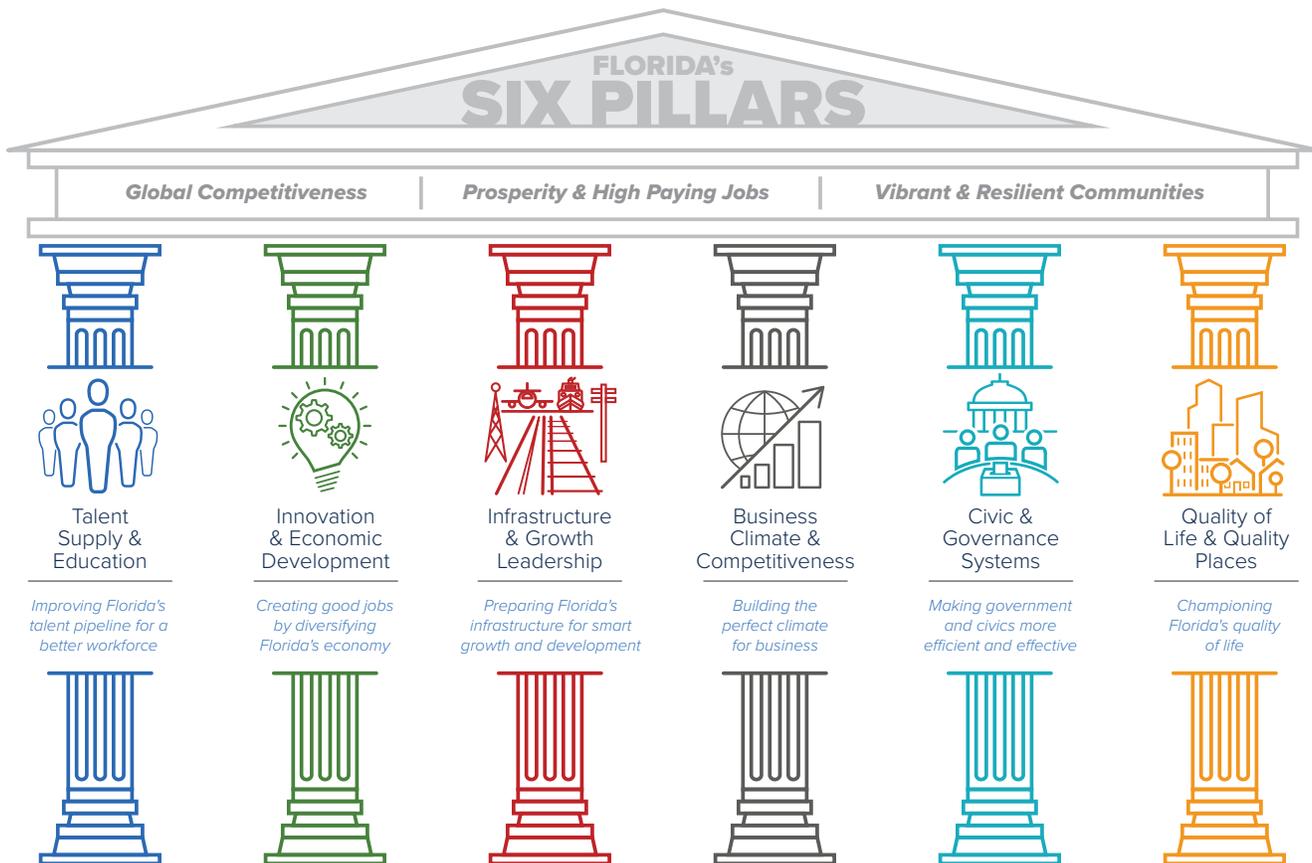


TABLE OF CONTENTS

Executive Summary **1**

Introduction..... **5**

Talent Supply & Education **8**
Improving Florida's talent pipeline for a better workforce

Innovation & Economic Development **14**
Creating good jobs by diversifying Florida's economy

Infrastructure & Growth Leadership..... **22**
Preparing Florida's infrastructure for smart growth and development

Business Climate & Competitiveness..... **31**
Building the perfect climate for business

Civic & Governance Systems..... **37**
Making government and civics more efficient and effective

Quality of Life & Quality Places..... **44**
Championing Florida's quality of life



EXECUTIVE SUMMARY

The **Florida 2030 Blueprint** offers a unifying and strategic roadmap for achieving Florida's economic potential. Led by the Florida Chamber Foundation and based on three years of research and input from more than 10,000 Floridians, this initiative lays out a path for the transformation of Florida into a top 10 global economy that attracts and retains talent at all ages and provides a path to prosperity for every community in the state. The Blueprint includes 39 goals organized under the Six Pillars of Florida's Future Economy.

We are now more than halfway between the initial launch of the Florida 2030 Blueprint and the year 2030. The Florida Chamber Foundation developed this "halftime report" to assess progress toward the Florida 2030 vision and goals and recommend adjustments to Florida's strategy to accomplish our vision by 2030.

Under the direction of our 20-member task force of business executives, foundation leaders, and regional change-makers, the Florida Chamber Foundation analyzed data on progress toward all 39 goals; re-engaged the organizations who committed to serve as leaders for specific goals (Florida 2030 Goal Leaders); and conducted a statewide survey to solicit the input of business and civic leaders across Florida. Here's what we've learned so far.

FLORIDA 2030
THE BLUEPRINT TO SECURE FLORIDA'S FUTURE

KEY TARGETS & STRATEGIES

FLORIDA CHAMBER
Foundation
1968 - 2018

Florida Continues to Grow and Change

Florida added more than 2.1 million residents between 2018 and 2024, and we are expected to add 1.5 million more residents by 2030. The number of out-of-state visitors, after a sharp drop during the global pandemic, hit a new record of nearly 143 million in 2024. Employment is up, and Florida's economy now is the 15th largest in the world and among the fastest growing of the 10 largest U.S. states.

This growth points to Florida's dynamic environment and offers both opportunities and challenges through 2030 and beyond. If we continue to take the position of planning more effectively for the next 1.5 million residents than those before them, we can deliver a future that includes smart growth with prosperity and quality of life.

Moreover, the world around us is changing rapidly. When the Florida 2030 Blueprint was launched, few anticipated that in the next five years we would experience a global pandemic, supply chain disruptions, a surge in inflation, and multiple armed conflicts around the world. These disruptions have tested us and made us stronger. They also accelerated many of the trends we did anticipate in 2018, including the shift in the nature of work toward more flexible hours and locations; the shift toward e-commerce and highly specialized production and delivery of consumer goods; and the rapid proliferation of automation and artificial intelligence. Now more than ever, it's imperative that we remain focused on our long-range vision yet agile in how we implement that vision, moving at the speed of opportunity. As the nation prepares to celebrate America's 250th anniversary, Florida has become the national example of how strategic planning and collaboration can support economic growth and prosperity.

We Are Making Progress...

- **Florida is now the 4th largest economy (measured by gross domestic product, or GDP) in the United States and the 15th largest globally.** Our GDP is among the fastest growing of the 10 largest U.S. states. We still have work to do to become a top 10 global economy, but our momentum and fundamentals are strong.
- **At the launch of the Blueprint in 2018, the number of children living in poverty was more than 870,000. The latest data reflects fewer than 712,000.** We are well on the way toward the goal of cutting childhood poverty in half. With more than half of Florida's children in poverty living in only 15% of our 983 zip codes, "zip code-level" solutions are a priority.
- Florida demonstrated its attractiveness as a one of the best places to live, work, visit, and run a business in 2024 by ranking **1st in the nation on four key measures: in-migration of new residents from other states, net migration of income from other states, out-of-state visitors, and net corporate relocations.**
- **Florida already achieved its 2030 target for two goals – #1 state for business startups, and brand and reputation as best place to live, work, raise a family, visit, learn, play, relocate, and compete remains top in the nation –** and is on track to achieve several other targets.
- **More than 3 out of 4 business and civic leaders surveyed agree or strongly agree that Florida is making progress** toward the Florida 2030 vision and goals.

"Under the guidance of Mark Wilson, the Chamber years ago set forth its Florida 2030 plan – a strategic blueprint for achieving Florida's potential. The plan helps define and guide goals and strategies for Florida's private, public and civic partners as they work together to shape Florida's economic future."

David G. Denor, Publisher, Florida Trend

But We Still Have Work to Do

- **Nearly 9 out of 10 leaders surveyed identified housing affordability and availability as the greatest risk to achieving the Florida 2030 vision.** Increasing home prices and limited availability of affordable workforce housing remain significant concerns in nearly all regions of Florida.
- **More than 2 out of 5 leaders surveyed identified workforce recruitment and development as a key challenge.** While the number of skilled workers is increasing, Florida has about the same number of open jobs as people looking for work, highlighting a misalignment between workforce skills and employer needs, as well as ongoing concerns about basic employability skills.
- **Inflation and increasing business costs remain a concern for nearly 2 out of 5 leaders.** Recent reforms to property insurance, occupational licensing, and other legal reforms are anticipated to ease this burden.
- Florida's transportation, energy, and water infrastructure have many strengths, but also face **the challenge of accommodating continued growth in population, visitors, and jobs.**
- Florida's economy is expanding and diversifying, showing strong gains in industries like hospitality, trade and logistics, manufacturing, and research and technology – but **we must maintain strong momentum, particularly in rural areas.**
- With our most fundamental commitment being to secure the future of our youngest Floridians, **we still have significant progress to make toward our goals of seeing all children kindergarten ready, all 3rd graders reading at grade level, and all 8th graders reading and performing math at grade level.**



How Do We Accelerate Progress toward 2030?

The Florida Chamber Foundation will continue to lead statewide efforts to achieve the Florida 2030 vision and goals. Key activities will include:

- **Re-emphasize alignment with state, regional, and local partners so we all are unified and working in the same direction.** This includes close coordination with FloridaCommerce on the update of Florida's Strategic Plan for Economic Development, as well as alignment with other state agency strategic plans as well as regional and community visions and economic development plans. With the state agencies, 67 counties, and 411 municipalities, Florida has a wealth of resources ready to enhance the state's competitiveness – we just all need to point in the same direction.
- **Re-invigorate the role of the Florida 2030 Goal Leaders,** relying on and fully supporting our key partners to advance efforts to close the gap on key targets.
- **Focus on a small number of high-priority initiatives,** where the research shows we need to continue to make progress to achieve our 2030 vision. These include expanding the availability of affordable housing, better aligning regional talents to workforce needs, growing manufacturing and other targeted industries, sustaining rural economic development, and continuing the emphasis on early childhood education and reducing childhood poverty.
- **Consider regional or local pilots to advance new approaches,** working with regional and local partners to bring the Florida 2030 vision to life in their communities.
- **Start looking ahead toward 2040,** including conducting initial research and conversations to frame how the Florida 2030 Blueprint could provide a seamless transition from 2030 into the next decade.

"The Florida 2030 Blueprint is working and the ongoing success driven by sound policies, a pro-jobs environment, and the business community's focus on growing Florida to the 10th largest global economy by 2030 are the difference makers."

Secretary Alex Kelly, FloridaCommerce

INTRODUCTION

The **Florida 2030 Blueprint** offers a strategic roadmap for achieving Florida's economic potential. Led by the Florida Chamber Foundation and based on three years of research and input from more than 10,000 Floridians, this initiative lays out a path for the transformation of Florida into a top 10 global economy that attracts and retains talent at all ages and provides a path to prosperity for every community in the state. The Blueprint includes 39 goals organized under the Six Pillars of Florida's Future Economy.

The Florida 2030 Blueprint was launched in 2018 through a series of reports, culminating in the identification of the 39 goals and dozens of strategies for achieving these goals.

We are now more than halfway between the initial launch of the Florida 2030 Blueprint and the year 2030. The Florida Chamber Foundation developed this "halftime report" to assess progress toward the Florida 2030 vision and goals and recommend adjustments to Florida's strategy to accomplish our vision by 2030.

During the summer and fall of 2025, the Foundation conducted the following activities:

- Appointed a 20-member task force of business executives, foundation leaders, and regional change-makers to guide the Halftime Report. The Task Force conducted two meetings and five working group meetings covering all Six Pillars during a two-month period.
- Analyzed available quantitative and qualitative data on progress toward all 39 goals.
- Re-engaged the organizations who committed to serve as leaders for specific Florida 2030 Blueprint goals, known as the Florida 2030 Goal Leaders, to document activities these organizations had conducted in support of the Florida 2030 Blueprint.
- Conducted one-on-one meetings with multiple Florida 2030 Goal Leaders and state agency leaders to discuss specific goals and strategies.
- Conducted a statewide survey to solicit the input of business and civic leaders across Florida. Respondents were balanced across sectors, regions of the state, and different sizes of organization.
- Briefed the Florida Chamber Foundation Board of Trustees and the Florida Chamber of Commerce Board of Directors on progress to date and opportunities to refine metrics and strategies moving forward.



Making Progress on Our Three Overarching Strategic Goals

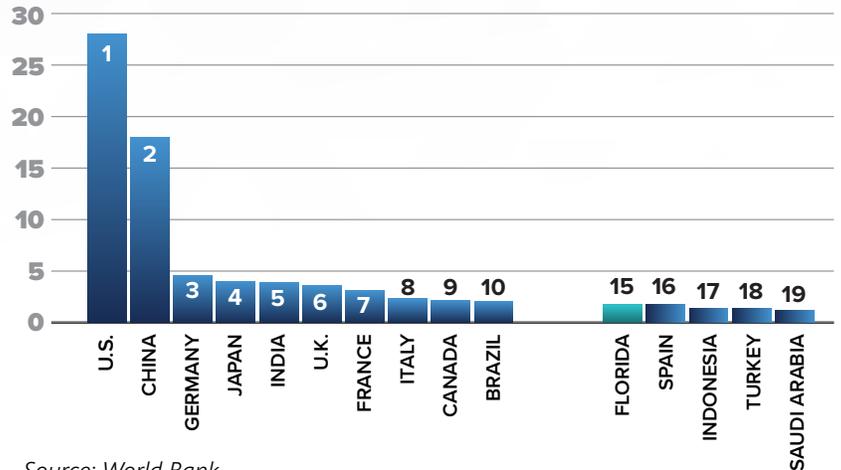
The Florida 2030 Blueprint focused on three overarching strategic goals. At halftime, we are making progress toward all three:

Global Competitiveness:

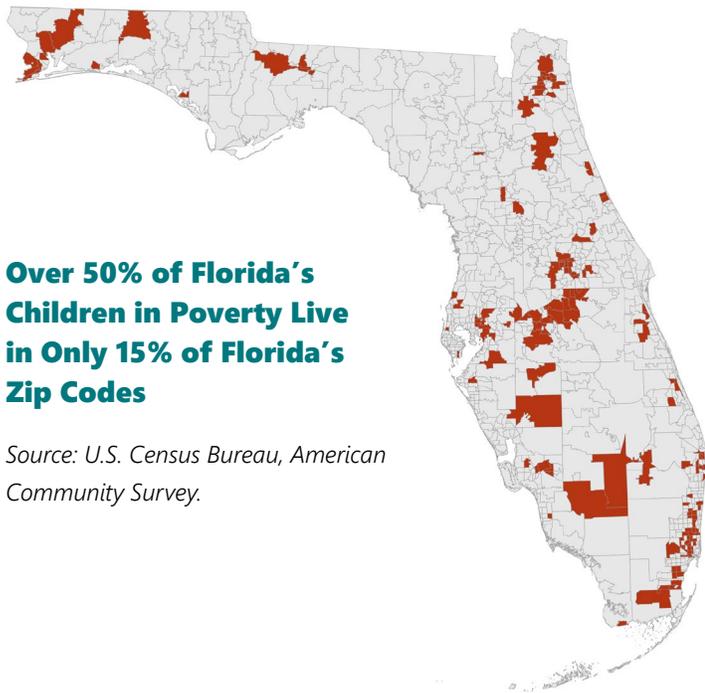
Grow Florida into a Top 10 Global Economy

Florida is now the 4th largest economy (measured by gross domestic product, or GDP) in the United States and the 15th largest globally – up from 18th when the Florida 2030 Blueprint was launched. In 2024, we surpassed Spain to move up to 15th globally, and we are closing in on Australia. Within the U.S., our GDP is among the fastest growing of the 10 largest U.S. states. We still have work to do to become a top 10 global economy, but our momentum and fundamentals are strong.

Global Economic Output, \$Trillions, 2024



Source: World Bank.



Over 50% of Florida's Children in Poverty Live in Only 15% of Florida's Zip Codes

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

Prosperity and High Paying Jobs: Create a Path to Prosperity for All Zip Codes in Florida

Our vision was not just to grow, but also to create a path to prosperity for all communities in Florida. Our key metric here has been cutting childhood poverty in half.

At the launch of the Florida 2030 Blueprint in 2018, the number of children living in poverty was more than 870,000. The latest data reflects fewer than 712,000. We are well on the way toward the goal of reducing child poverty by half by 2030, and the Florida Chamber Foundation Prosperity Initiative is uniting zip-code-level leaders across all 983 zip codes in Florida.

With more than one out of six Florida children living in poverty, progress remains a priority statewide. But we have also learned that childhood poverty is concentrated in a small number of locations: 50% of Florida's children in poverty live in only 15% of our zip codes. Meaningful progress in these areas – which include both urban cores and rural areas – will have a significant impact statewide.



EDYTH BUSH CHARITABLE FOUNDATION

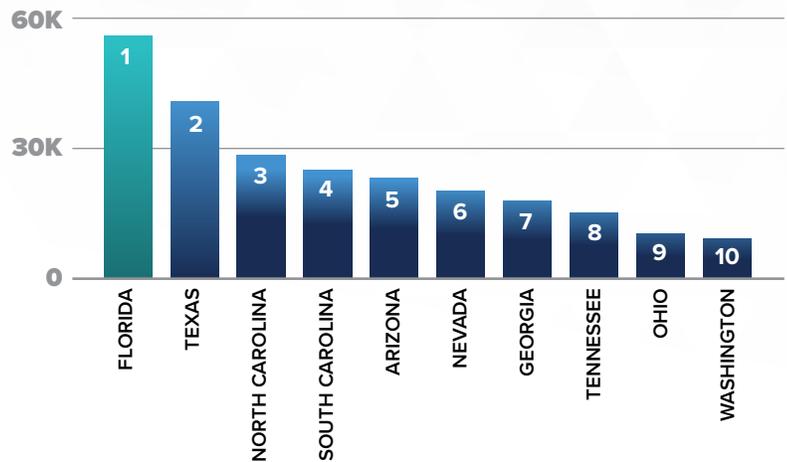
The Florida Chamber Foundation thanks the Edyth Bush Charitable Foundation for its investment to help finish the Florida 2030 Blueprint strong and accelerate our work to mobilize leaders in every ZIP code to address the 10 root causes of poverty. If your company or organization would like to invest in a similar way, please contact us at Research@flchamber.com

Vibrant and Resilient communities: Position Florida among the Top States for Attracting and Retaining Talent and Visitors of All Ages

Florida demonstrated its attractiveness as a one of the best places to live, work, visit, and run a business in 2024 by ranking 1st in the nation on four key measures: in-migration of new residents from other states, net migration of income from other states, out-of-state visitors, and net corporate relocations.

A particular strength was net migration of skilled workers – Florida ranked 1st in 2024 for net in-migration of individuals with at least some postsecondary education and training, demonstrating the state’s success in attracting the workforce of the future. The Florida Chamber Foundation’s **Future of Work Florida** initiative was developed after the launch of the Florida 2030 Blueprint to bring together workforce and education leaders to ensure a strong talent pipeline for current and future workforce needs.

Net In-Migration of Individuals with some Postsecondary Education and Training, 2024



Source is U.S. Census Bureau, American Community Survey.

Making Progress on 39 Specific Goals

The Halftime Report also assessed progress toward the 39 specific goals identified in the Florida 2030 Blueprint. The analyses track progress between 2018 (or the most recent available data at the launch of the Florida 2030 Blueprint) and the most recent available data today for those goals that have well defined ways of being measured. The analyses also recommended new or enhanced ways of measuring progress for some goals, in some cases drawing on new or emerging data sources. The analyses also identified a small number of goals where enhanced measures or additional research or analysis is still needed.

The analyses concluded that:

- **Florida achieved its target early for two goals** – #1 state for business startups, and brand and reputation as best place to live, work, raise a family, visit, learn, play, relocate, and compete remains top in the nation.
- **Florida is on track to meet the 2030 target for eight goals**, including important outcomes such as attainment of high-value postsecondary credentials, degrees, and training; four-year high school graduation rates; overseas visitors; technology jobs; high-speed communications connectivity; business tax climate; and alignment of the Florida 2030 Blueprint with state and regional plans.
- **Florida is making progress toward the 2030 target for 14 goals**, including GDP growth, exports, manufacturing jobs, venture capital, research and development activity, transportation infrastructure, property insurance rates, childhood poverty, and other key outcomes.
- **Florida needs more focus on achieving desired outcomes for 10 goals**, including key measures such as 8th grade reading and math scores, 3rd grade reading scores, kindergarten readiness, rural economic development, and housing availability and affordability.
- **Florida needs to enhance our measurement to assess progress for five goals** – employability skills, mobility services, transportation connectivity, community resilience, and regional and community visioning – as well as parts of other goals.

The following sections of the report summarize progress for each of the Six Pillars, including reports on activities by the Florida Chamber Enterprise and Florida 2030 Goal Leaders in support of specific goals.

TALENT SUPPLY & EDUCATION

Talent Supply & Education, the first pillar, focuses on Florida's existing and future workforce, including the PreK-to-postsecondary education system that prepares the future workforce. While all Six Pillars are important, Talent Supply & Education is particularly pivotal because Florida's workforce is the essential driver of the state's future economic competitiveness.



Improving Florida's talent pipeline for a better workforce

The Talent Supply & Education pillar comprises six goals, ranging from employability skills of the current workforce to readiness of future kindergartners. The goals are more aggressive for the younger ages in the education pipeline, reflecting Florida's commitment that every child succeeds and the recognition that stronger early childhood education yields improved outcomes for an entire generation of students and future workers. Florida is on track toward meeting two of the Talent Supply & Education targets for 2030 but needs more effort in the remaining areas.



PILLAR SNAPSHOT

Achieved target (early) – 0 goals

On track to achieve target – 2 goals

- 60% of population ages 25-64 has high-value postsecondary certification, degree, or training
- 95% of entering high school students graduate within 4 years

Making progress – 0 goals

Needs more focus on outcomes – 3 goals

- 100% of 8th graders read and perform math at grade level
- 100% of 3rd grades read at grade level
- 100% of children are ready for kindergarten

Need to enhance measure – 1 goal

- 80% of workforce has essential employability skills



“Our research shows that the more Florida residents have some form of postsecondary education, the greater the economic benefit to them, their families, their communities and certainly to the state overall.”

*Paul J. Luna, President & CEO,
Helios Education Foundation*



GOAL: 80% of workforce has essential employability skills

This goal is intended to measure whether Florida’s workforce provides the essential employability skills in demand by employers. The initial Florida 2030 research synthesized available information in Florida and nationally on employer satisfaction with workforce skills, which showed that about 75% of businesses nationally report that the current entry-level workforce lacks employability skills. Concurrent research by CareerSource Florida and the Florida Department of Economic Opportunity showed that about one-third of all Florida job vacancies are related to a skills gap. Florida employers reported soft skill gaps, including communication, reliability and time management, and leadership, about twice as often as hard skill gaps.¹

Seven years later, the skills gap remains. While the number of skilled workers is increasing, Florida has about the same number of open jobs as people looking for work, highlighting a misalignment between workforce skills and employer needs, as well as ongoing concerns about basic employability skills. Florida Chamber Foundation surveys found that 87% of employers report difficulty recruiting qualified applicants for open positions (2022) and 81% of employers are concerned about the lack of key skills in the workforce (2020). A Florida Chamber Foundation analysis of profiles of Florida workers on professional networking sites found that 31% of Florida workers report having at least one of 18 key employability skills identified by the Florida Chamber Foundation.

The Florida 2030 Halftime Report survey found that 43% of Florida’s business leaders view workforce development and retention as a risk to achieving the Florida 2030 goals. The majority of the survey respondents said that employability skills were improving, but they were nearly equally split regarding whether they could be viewed as a strength or weakness for the state.

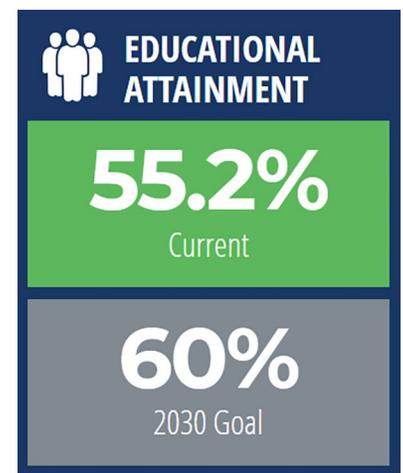
Given the fundamental importance of workforce skills to Florida’s economic future, more research is needed to develop a more comprehensive and objective measure of Floridians’ workforce skills. The Foundation will work with CareerSource Florida and other partners to develop a consistent and repeatable methodology for reporting business satisfaction with workforce skills and skills gaps.

GOAL: 60% of population ages 25-64 has high-value postsecondary certification, degree, or training

Building on national research led by the Lumina Foundation, the Florida 2030 Blueprint set a goal that 60% of the population in the prime working age (25-64) has a high-value postsecondary certification, degree, or training. Florida has made steady progress on this measure, increasing from 36.4% in 2009 and 52.2% in 2018 to 55.2% in 2023. Of this total, 46.8% have a two-year college degree or higher, and 8.3% have an industry credential or certification.

Two counties – Alachua and St. Johns – have already reached the 60% target, excluding short-term credentials. At the same time, most small or rural counties are below 30% for educational attainment, not including short-term credentials.

Even as Florida makes progress toward the 2030 goal, the Florida College Access Network (FCAN) and other partners are beginning conversations around attainment levels needed by 2040. FCAN and other partners are beginning to explore enhanced measures that will more specifically align with credentials and other training needed by Florida’s statewide targeted industries.



¹ CareerSource Florida and Florida Department of Economic Opportunity, Skills Gap and Job Vacancy Survey, 2018.

GOAL: 95% of entering high school students graduate within 4 years

The Florida 2030 Blueprint set a goal that 95% of entering high school students would graduate in four years by 2030. This share has increased steadily during the past 15 years, from 69% in the 2009-2010 school year to 86% in the 2018-2019 school year and more than 90% in the 2020-2021 and 2021-2022 school years. After dropping slightly following the global pandemic, the share increased to 92.2% in the 2024-2025 school year, the highest graduation rate in the state's history. Achieving the 2030 goal would require continuing to increase graduation rates by approximately half a percentage point each year, which is equivalent to about 5,700 more students graduating per year.



HIGH SCHOOL GRADUATION RATE

92.2%
(Getting Higher)

95%
2030 Goal



GOAL: 100% of 8th graders read and perform math at grade level

The Florida 2030 Blueprint set a goal that 100% of 8th graders would read and perform math at grade level by 2030. Current test scores are well below this target but making forward progress. The Florida Department of Education (FDOE) implemented new standardized assessments in the 2022-2023 school year, so prior results are not directly comparable. Between the 2022-2023 and 2024-2025 school years, the percentage of 8th graders who achieved Level 3 or above in the English Language Arts Florida Assessment of Student Thinking (FAST) increased from 47% to 55%. The share of 8th graders who achieved Level 3 or above in the Math FAST increased from 55% to 57%.



8TH GRADE READING SCORES

55%
Reading (Improving)

100%
2030 Goal

GOAL: 100% of 3rd graders read at grade level

Similarly, the Florida 2030 Blueprint also set a goal that 100% of 3rd graders would read at grade level by 2030. The 3rd grade FAST assessment also was revised in the 2022-2023 school year. Since then, the share of 3rd graders achieving Level 3 or higher in reading increased from 50% to 57%, with improving scores in 50 out of 67 counties. The 57% of students reading at or above grade level means that 94,508 students are not.

Florida Chamber Foundation analysis finds that chronic absenteeism, poverty, and PreK completion are key predictors of poor reading outcomes. FDOE data shows that 48% of children from economically disadvantaged households read at grade level, compared with 68% of children from non-disadvantaged households. Also, over two-thirds of students who completed PreK were 3rd grade reading proficient, while only 44% of students who didn't complete PreK were 3rd grade reading proficient.



3RD GRADE READING SCORES

57%
(Improving)

94,508
Not Reading at Grade Level
(Decreasing)

GOAL: 100% of children are ready for kindergarten

Finally, the Florida 2030 Blueprint set a goal that 100% of children would be ready for kindergarten, so they begin their educational experience in a strong position. FDOE implemented a new screening system (known as the STAR Early Literacy Assessment) in fall 2022, so prior year results are not directly comparable. FDOE also changed the cut score for kindergarten readiness in fall 2024, so prior year results are not directly comparable. The Florida Chamber of Commerce and other industry leaders supported these changes to reflect higher expectations.

Based on the updated screening system and cut scores, 43% of young children were ready for kindergarten in fall 2024. The share ranges from 57% in St. Johns County to 17% in DeSoto County. Significantly raising awareness among local business leaders to the current gaps in early learning outcomes will go a long way in building coalitions for improvement.

The continued gap in kindergarten readiness appears to be linked to a reduction in the share of young children (3-4 years old) who are enrolled in PreK programs. In fact, over one-half of children who attend PreK are kindergarten ready, whereas less than one-third of children who do not attend PreK are kindergarten ready. The share of children attending PreK dropped from 52% in 2019 to 49% in 2024, with the decline possibly linked to changes in family patterns during the pandemic. This decline was significant across multiple socioeconomic groups, according to the Annie E. Casey Foundation.



KINDERGARTEN READINESS

43%

Recommendations

- Partner with CareerSource Florida to develop a consistent and repeatable methodology for reporting business satisfaction with Florida's workforce skills and identifying critical skills gaps, including both technical and employability skills. These data would enable Florida's education and workforce development systems to better coordinate with key industry sectors to strengthen the current workforce and prepare the future workforce.
- Partner with the Florida College Access Network to develop a 2040 goal for high-quality degrees and credentials that aligns with statewide targeted industry clusters and reflects the changing nature of work. This goal would extend beyond the 60% attainment goal for 2030.
- Conduct research on the impacts of artificial intelligence and automation on workforce needs, to help identify jobs that are at risk to be lost to automation, as well as emerging occupations that could become in high demand during the next several years.
- Continue the Florida 2030 Blueprint's strong implementation emphasis on primary and middle school reading and math skills and kindergarten readiness.

THE FLORIDA CHAMBER ENTERPRISE AT WORK

The *Business Alliance for Early Learning* initiative focuses on ensuring Florida's youngest learners have the foundational literacy and math skills needed to be successful when entering Kindergarten and beyond. The *Future of Work Florida* initiative is uniting the business community with workforce and education partners to create the nation's top workforce. Both initiatives are led by state and national leaders serving on each respective Advisory Board.

The Florida Chamber Foundation's recent report, *Top 30 High-Demand Careers*, provides every Florida county with detailed workforce projections to help align education and training programs with economic needs. The *Employer Internship Guide* supports businesses in creating high-quality internship opportunities for students and emerging professionals.

The Foundation launched the *Florida Talent Center Data Hub*, which tracks statewide indicators related to education, certifications, and workforce development. Building on this research, the Florida Chamber successfully championed SB 1618/HB 1255 (2025) to expand access to childcare by shifting eligibility for the School Readiness Program from the Federal Poverty Level to the more accurate State Median Income, ensuring working families receive the early learning support needed to remain in the workforce.

Additional research – including *Math Matters: Aligning Math Education to Workforce Needs*, the *2024–2025 Kindergarten Readiness Report*, the *2025 State of 3rd Grade Reading Proficiency in Florida*, and the *School Readiness in Florida* report – provides further insight into academic achievement, early learning trends, and employer-aligned education strategies.

FLORIDA 2030 GOAL LEADERS AT WORK



CareerSource Florida has made significant strides toward the goal that more than 80% of Florida's workforce has essential

employability skills by prioritizing both system-wide transformation and direct skills training. The organization's \$1 million investment in essential skills training helped close persistent gaps in communication, digital literacy, and other skills consistently identified as barriers to employment. CareerSource Florida also played a pivotal role in establishing and supporting the Florida Credentials Review Committee. CareerSource Florida has made strategic investments such as \$20 million directed toward the Hope Florida initiative and \$300,000 for the AI-focused Incumbent Worker Training pilot.



The **Florida College Access Network (FCAN)** released two briefs supporting the state's SAIL to 60 in 2030 education

goals, highlighting strategies to expand postsecondary access and affordability through increasing Pell Grant enrollment and expanding dual enrollment.



The **University of Florida Lastinger**

Center is advancing the goal that 100% of 8th graders read and perform math at or above grade level. In 2025, the Center provided professional learning to more than 22,500 educators across all 67 counties, directly impacting over 300,000 students. This work is bolstered by more than \$11.6 million in stipends for educators completing rigorous professional development, supporting both retention and quality improvement. The Center's New Worlds Reading Initiative and the Florida Tutoring Advantage offer high quality resources to students who are not yet on grade level.



The **Children's Movement of Florida** advocates for expanding school readiness eligibility to reach more working families who struggle to afford quality early learning opportunities,

while also engaging elected officials and local leaders to remove barriers and expand parental choice. Through research, advocacy, and engagement, The Movement is helping ensure every child enters kindergarten ready to learn and every community can support strong starts from birth.

Talent Supply and Education Pillar

Improving Florida's talent pipeline for a better workforce

Florida 2030 Goals, Measures, and Progress to Date

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement toward Goal?	Status
80% of Florida's workforce has essential employability skills¹ (CareerSource Florida goal leader)	National studies/ Florida Chamber surveys	25%	31%		Need to enhance measure
>60% of Floridians 25-64 have a high-value postsecondary certificate, degree, or training experience (Florida College Access Network goal leader)	Lumina Foundation	52.2%	55.2% (2023)		On track to achieve target
95% of entering high school students graduate within 4 years	Florida Department of Education	86.1% (2017-18 School Year)	92.2% (2024-25 School Year)		On track to achieve target
100% of Florida's 8th graders read & perform math and reading at or above grade level (UF Lastinger Center goal leader)	Florida Department of Education	Reading: 47% Math: 55% (2022-23 School Year) ²	Reading: 55% Math: 57% (2024-25 School Year)		Needs more focus on outcomes
100% of Florida 3rd graders read at grade level	Florida Department of Education	50% (2022-23 School Year) ²	57% (2024-25 School Year)		Needs more focus on outcomes
100% of children are ready for kindergarten (The Children's Movement goal leader)	% of children ready for kindergarten, Florida Department of Education	49% (Fall 2022) ³	43% (Fall 2024) ⁴		Needs more focus on outcomes
	% of children ages 3-4 in school ⁵ , Annie E. Casey Foundation ⁶	52% (2019) Rank among states: 11	49% (2024) Rank among states: 11		Needs more focus on outcomes

¹ Need to develop more precise measure.

² Florida Department of Education implemented new standardized assessments in the 2023-2024 school year, so prior year results are not directly comparable.

³ Florida Department of Education implemented a new screening system in Fall 2022 (STAR Early Literacy Assessment), so prior year results are not directly comparable.

⁴ Florida Department of Education changed the cut score for kindergarten readiness in Fall 2024 from 690 to 707 on the FAST STAR Early Literacy assessment, so prior year results are not directly comparable.

⁵ This is a new measurement to track our progress toward this goal that emerged from the 2030 Halftime Report Task Force.

⁶ ACS 5-Year Estimates, U.S. Census Bureau.

- Trending closer to target
- Trending away from target
- No change

INNOVATION & ECONOMIC DEVELOPMENT

Innovation & Economic Development, the second pillar, focuses on creating and sustaining an economic environment that supports innovation, entrepreneurship, and high-quality job creation. This pillar includes nine goals, all of which focus on the core outcome of creating a top 10 global economy with high-quality jobs and growing businesses.



Creating good jobs by diversifying Florida's economy

Florida achieved its 2030 target early for one Innovation goal – ranking 1st in the nation for business startups – and is on track for meeting at least two other targets addressing overseas visitors and technology jobs. Florida is moving in the right direction on all other goals. More work remains, but Florida is moving toward the vision of a more diverse, globally competitive economy.



PILLAR SNAPSHOT

Achieved target (early) – 1 goal

- #1 state for business startups

On track to achieve target – 2 goals

- #1 state for overseas visitors
- Top 3 state for technology jobs

Making progress – 5 goals

- Top state for gross domestic product and top quartile most diversified state economy
- Goods exports double and services exports triple
- Top 5 state for manufacturing jobs
- Top 3 state for venture capital investments
- Top 3 state for research and development value and top 3 state for patents issued

Needs more focus on outcomes – 1 goal

- Rural county share of Florida's gross domestic product doubles

Need to enhance measure – 0 goals



“The numbers don't lie – there is a lot of funding that is flowing into research and universities do an incredible job in creating new knowledge in the form of intellectual property and patents. But the reality is we in the business community need to come alongside the universities and support their efforts to commercialize that technology.”

Dr. Tim Holcomb, CEO, Embarc Collective



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

The first, and most foundational, goal is for Florida's to become a top 10 global economy and to remain one of the top U.S. states for gross domestic product.

Florida's GDP surpassed Spain in 2024 and is closing in on Australia's, ranking as the 15th largest economy in the world. Within the U.S., Florida continues to rank 4th behind California, Texas, and New York, but the gap between Florida and New York has closed by one-third since 2018. Florida's GDP expanded 29 percent in real terms (inflation-adjusted) between 2018 and 2024; in 2024 alone, Florida's GDP growth of 3.3% ranked 1st among the 10 largest U.S. states.

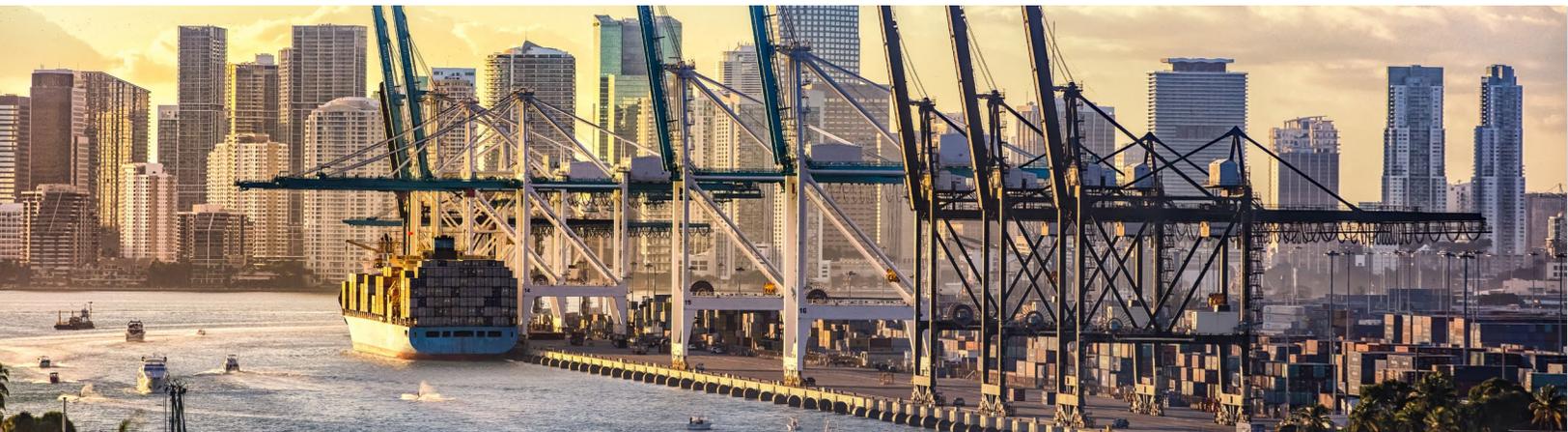
A secondary element of this goal is for Florida to rank among the top quartile of the states in terms of economic diversification. A more diverse economy insulates Florida from sharp business cycles in any single sector, creates opportunities for a wide range of communities and workers, and enables sustainable long-term economic growth. Florida has strategically built off its strong economic foundation in agriculture, tourism, and construction, and continued its diversification by expanding into targeted industries such as logistics, life sciences, aerospace, advanced manufacturing, and information technology. The state ranks just above the median, at 22nd, on a well-regarded index of economic diversification maintained by Florida Gulf Coast University. This ranking is the same as in 2018.

The remaining goals all point to specific ways to create high-value jobs, expand Florida's GDP, and diversify Florida's economy.



**GROSS DOMESTIC
PRODUCT**

\$1.85
Trillion (Improving)



GOAL: Goods exports double and services exports triple

During the first two decades of the 21st century, global trade was a key source of growth for Florida. Florida maintained a commanding share of U.S. trade with Latin America and the Caribbean and diversified its trading relationships into other markets. Doubling exports of Florida goods and tripling exports of Florida services by 2030 became a stretch goal for the state.

Since 2018, the combination of a global pandemic, supply chain bottlenecks, inflation, restructuring of supply chains, and more recently, increased tariffs and trade barriers, have created more headwinds for global trade. Nevertheless, Florida continues to make progress: goods exports expanded 27% between 2018 and 2024, and services exports grew 23% between 2019 and 2023. Continued emphasis on Florida's strengths in the Western Hemisphere; nearshoring of supply chains into Mexico, Central America, and the Caribbean; and targeted growth in trade with other strong U.S. allies like Canada, the United Kingdom, and the United Arab Emirates could enable continued gains through 2030.

GOAL: #1 state for overseas visitors

Florida has long competed with New York to be the top state for overseas visitors (defined as visitors from foreign markets other than Canada). After dropping during the global pandemic, total overseas visitors rebounded to 8.9 million in 2024. Although Florida ranked 2nd among all states in 2024 for the total number of overseas visitors, Florida ranked 1st among all states for overseas visitor growth in 2024, with a gain of 927,000, compared to 726,000 in New York and 685,000 in California. If Florida continues to grow at that pace, it could exceed New York as the top state by 2030.



GOAL: Top 5 state for manufacturing jobs

A growing manufacturing sector would help diversify Florida's economy and create jobs for a range of high- and mid-skill workers. The Florida 2030 Blueprint set a goal of becoming a top 5 state for manufacturing jobs by 2030. Between 2018 and 2024, Florida created nearly 54,000 net new manufacturing jobs, boosting its rank from 12th to 11th among the states. Another six years of comparable growth would move Florida into 8th, outpacing North Carolina and Wisconsin; accelerated growth could move Florida toward the top 5.

One important shift is that Florida is not only creating new manufacturing jobs but also boosting manufacturing productivity. Manufacturing GDP per worker increased from \$142,000 in 2018 to \$195,000 in 2024, now ranking above the national median.

GOAL: Top 3 state for technology jobs

Florida also continues to rank 4th among the states for technology jobs using a measure emphasizing information technology (IT) sectors maintained by CompTia. Florida had 546,000 information technology jobs in 2024, ranking behind only California, Texas, and New York. Florida created more than 5,100 new IT jobs in 2024, behind only Texas and North Carolina and well ahead of New York. If Florida continues at this pace, it could be within striking distance of New York to earn the ranking as a top 3 state by 2030.

Florida's IT growth has been in the IT sector itself, as well as in industries that rely on IT, such as professional and business services, financial services, and government. Moreover, Florida's technology sectors include not only IT but also aerospace, life sciences, defense and homeland security technologies, and other growing sectors. In preparation for the Florida 2040 Blueprint, the Florida Chamber Foundation will work with FloridaCommerce and other partners to explore broader measures for tracking technology job growth.

GOAL: #1 state for business startups

Florida has long been one of the nation's top states for business startups, reflecting its large size and high overall growth rate. Florida created nearly 635,000 new businesses in 2024, a 61% increase over 2018's level. Florida has created more than 40,000 new businesses each month since mid 2020. Florida ranked first on this measure in both 2018 and 2024 and is expected to retain this ranking through 2030.



Importantly, Florida also ranks highly on the number of new jobs created at small businesses, one indicator of whether these new businesses sustain and grow. Florida's small businesses created more than 236,000 net new jobs in 2023, 48% more than 2016 levels, and the second highest total among the states. Additional research is needed to assess the long-term sustainability and growth of Florida's startup businesses. The Florida Small Business Development Center Network provides important resources to support the growth and longevity of Florida's small business community.

GOAL: Top 3 state for venture capital investments

Florida has made significant progress in growing as a center for venture and other early-stage capital for new and growing businesses. Total venture capital investments in Florida grew from \$1.7 billion in 2018 to \$3.7 billion in 2024, although its rank remained 8th among the states. The growth in dollar volume reflects strong capital markets nationally, as well as greater recognition of the opportunities in Florida. Organizations like Embarc Collective, Florida High Tech Corridor, Tampa Bay Wave, Florida Venture Forum, and eMerge Americas all support this ecosystem to help connect capital investments with Florida businesses. Despite these strong efforts, Florida still lags significantly behind the #1 state, California. California produces as much venture capital funding in 13 days as Florida produces in one year.

GOAL: Top 3 state for research and development value and top 3 states for patents issued

Florida also made progress as a center for research and development (R&D). The value of R&D investments in the state expanded from \$9.4 billion in 2018 to \$15.7 billion in 2023, with Florida's rank increasing from 11th to 9th among the states. The number of patents issued to Florida inventors increased from 6,409 in 2018 to 7,358 in 2024, with Florida's rank increasing from 11th to 9th among the states. To continue to drive patents and commercialization of innovative technologies, Florida's leading research universities should establish stronger partnerships with the business and startup communities to ensure intellectual property can enter the market and scale.



GOAL: Rural county share of Florida's gross domestic product doubles

Finally, the Florida 2030 Blueprint set a goal that the rural county share of Florida's gross domestic product should double by 2030. Real GDP in Florida's 31 rural counties (rural as defined by Section 288.0656, Florida Statutes) increased from \$21.2 billion (in 2017 dollars) in 2019 to \$36.6 billion in 2023. This growth slightly exceeded the overall growth rate for the state, resulting in a small increase in the rural share of GDP. Florida's rural areas also enjoyed significant increases in jobs and wages, as well as capital investments and site development activities. A broader set of measures may provide a more complete picture of progress in Florida's rural areas. Florida's rural counties provide a unique opportunity compared to rural areas in other states. In Florida, a short 40-minute drive outside of an urban center can provide access to rural communities where land, labor, and housing are all more affordable. Intentional investments guided by state legislation could accelerate rural Florida's GDP growth.

Recommendations

- Broaden existing technology jobs measures beyond information technology to encompass other technology sectors and high-wage jobs, including the connection to statewide targeted industry clusters. This will provide a more comprehensive view of progress toward creating a more diversified economy with growth in high-value jobs.
- Refresh Florida's global trade and logistics strategy to reflect current market trends and geopolitical conditions. For example, determine whether greater emphasis should be placed on Florida's historic strengths in Latin America and the Caribbean, including nearshoring opportunities.
- Pursue partnerships with strong international allies like Canada in tech-driven industries such as aerospace, clean tech, and information and communications technology.
- Continue the strong emphasis on growing manufacturing in Florida to serve both domestic and global markets, with emphasis on advanced manufacturing jobs.
- Understand the factors influencing the long-term growth and survival of startup businesses. This includes opportunities to strengthen the bi-directional relationship between research universities and business startups. Further, Florida must recognize that early-stage life science companies require access to unique space (e.g., wet labs) and equipment that is currently undersupplied, as well as continued growth in access to early-stage capital.
- Continue the strong emphasis on expanding economic opportunities in rural Florida, including site development and infrastructure investments to support targeted opportunities.

THE FLORIDA CHAMBER ENTERPRISE AT WORK

The Foundation's annual *Technology and Innovation Solution Summit* brings together business leaders, educators, and industry experts to explore emerging technologies and their applications in Florida's economy. Recent summits have highlighted attracting technology venture capital, integrating tech into K-12 education, and encouraging tech-sector expansion within Florida.

Complementing this work, the Foundation provides real-time economic intelligence through *The Florida Scorecard*, offering key metrics on business formation, tax climate, and demographic trends to help Florida employers make informed decisions and remain competitive.

The Foundation also released *Florida Trade and Logistics 2030* in 2022, which updated prior research to identify strategies to continue to position Florida as a hub for trade, logistics, and manufacturing. The recommendations focused on how Florida could move more freight and goods, make more goods for both global and domestic markets, and multiply the impacts of these sectors across Florida's economy.

Guided by this research, the Florida Chamber advocated for SB 110 (2025) and the subsequent SB 250 (2026), two bills designed to support Florida's rural communities through improved economic development, transportation and broadband infrastructure, workforce opportunities, and healthcare access. The proposals also sought to establish an Office of Rural Prosperity to help local leaders navigate state resources and elevate rural priorities across government. These efforts align with the vision outlined in *The Rural Renaissance: Doubling Florida's GDP in Our 31 Rural Counties*, which emphasizes the economic potential of Florida's rural regions and the statewide benefits of investing in their long-term prosperity.

FLORIDA 2030 GOAL LEADERS AT WORK



The **Florida Economic Development Council (FEDC)** is Florida's primary resource

for peer connection, professional development, and economic development expertise. FEDC is committed to supporting Florida 2030 goals to diversify Florida's economy, double the rural share of Florida's GDP, and align regional economic development strategic plans with the Florida 2030 goals. FEDC member expertise recently refined Florida's target industry sectors by dialing in opportunities for job creation and capital investment in growth sectors, especially in agriculture technology, advanced air mobility, and energy security. Due to strategic sites identification and tools that foster site advancement, Florida's rural communities are providing the infrastructure and talent needs of job creators. Each of Florida's regional strategies incorporate custom and effective private-public solutions to meet the demands of a global economy.



The **Florida Small Business Development Center (SBDC)** Network has played a central role in advancing the Florida 2030 Blueprint goals of becoming the #1 state for

business startups and expanding global trade. To strengthen the state's startup ecosystem, the SBDC provided comprehensive consulting and training – ranging from business planning and loan packaging guidance to market research and business registration support – helping nearly 5,300 Floridians successfully launch businesses since 2019. At the same time, the SBDC helped Florida businesses grow internationally by developing more than 124 highly customized Export Marketing Plans in partnership with SelectFlorida and the U.S. Commercial Service. These export clients have raised more than \$137 million in capital, secured \$134 million in government contracts, generated over \$452 million in export sales, and created or retained more than 3,000 jobs.



FloridaMakes, a statewide public/private partnership, is the Goal Leader for the goal of becoming a "Top 5 state for manufacturing jobs." Since 2019, FloridaMakes' direct engagement with manufacturers has supported the creation and retention of 23,103 jobs and generated \$4.3 billion in economic impact, helping Florida manufacturers expand, modernize, and remain competitive. In partnership with CareerSource Florida, FloridaMakes has helped secure Incumbent Worker Training (IWT) grants for 68 manufacturing companies and supported 217 apprenticeships to add talent and upskill workers. Their advocacy for the industry includes the 2023 Florida Manufacturing Report (co-authored with FloridaCommerce), launching the Make More Initiative to demonstrate the statewide economic impact of manufacturing, and leadership through the Florida Advanced Technological Education Center (FLATE) to align training with industry demand. FloridaMakes has also strengthened supply-chain relationships, particularly in aerospace and defense sectors. In partnership with the Florida Chamber Foundation, FloridaMakes invested in the Florida Trade & Logistics 2030 study, which recommended and led to the establishment of a Chief Manufacturing Officer for Florida.



The **Institute for Commercialization of Florida Technology** has been instrumental in moving

Florida toward becoming a top three state in venture capital investment, research and development funding, and patents issued. Institute-supported companies have raised an impressive \$829 million in capital – \$210 million of which was secured in FY 2023 alone. The Institute's commercialization programs have generated a cumulative \$5.9 billion economic impact and helped transition university and lab discoveries into market-ready technologies, fueling growth in knowledge-based sectors such as software, IT, and life sciences. In FY 2024, these companies contributed \$940 million in economic impact, supported more than 5,100 high-wage jobs, and produced substantial gains in GDP, household income, and tax revenues. Together, these efforts accelerate the flow of R&D activity, attract investment, and expand high-skill employment.

Innovation and Economic Development Pillar

Creating good jobs by diversifying Florida's economy

Florida 2030 Goals, Measures, and Progress to Date

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement Toward Goal?	Status
Top state for gross domestic product quartile and top quartile most diversified state economy <i>(Florida Economic Development Council goal leader)</i>	Real GDP, U.S. Bureau of Economic Analysis (BEA)	Real GDP: \$1.050T¹ Rank among states: 4 Real GDP growth: 3.5% GDP growth rank among top 10 states: 3 GDP rank among global economies: 16	Real GDP: \$1.352T¹ Rank among states: 4 Real GDP growth: 3.3% GDP growth rank among top 10 states: 1 GDP rank among global economies: 15		Making progress
	Economic diversification index, Florida Gulf Coast University	Rank among states: 22	Rank among states: 22		Needs more focus on outcomes
Goods exports double and services exports triple <i>(Florida Small Business Development Center goal leader)</i>	Value of Florida-origin goods exports, U.S. Census Bureau	\$57.2B	\$72.2B		Making progress
	Value of Florida services exports, Coalition of Services Industries	\$43B (2019)	\$53B (2023)		Making progress
#1 state for overseas visitors	Total overseas visitors, U.S. International Trade Administration	9.3M Rank among states: 2	8.9M Rank among states: 2		On track to achieve target
Top 5 state for manufacturing jobs <i>(FloridaMakes goal leader)</i>	Total manufacturing jobs, U.S. Bureau of Labor Statistics (BLS)	375,300 Rank among states: 12	426,700 Rank among states: 11		Making progress
	Manufacturing productivity (GDP/employee), ² BLS and BEA	\$142,000 Rank among states: 32	\$195,000 Rank among states: 24	Supporting data – not an official goal metric ²	
Top 3 state for technology jobs	Information Technology related jobs, CompTIA	568,000 Rank among states: 4	546,000 Rank among states: 4		On track to achieve target

¹Chained 2017 dollars.

² This is a new measurement that emerged from the 2030 Halftime Report Task Force and is being discussed for formal goal adoption in the development of the Florida 2040 Blueprint

- Trending closer to target
- Trending away from target
- No change

Florida 2030 Goals, Measures, and Progress to Date (continued)

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement Toward Goal?	Status
#1 state for business startups (Florida Small Business Development Center goal leader)	Business startups by year, U.S. Census Bureau	395,138 Rank among states: 1	634,698 Rank among states: 1		Achieved target (early)
	Net new jobs among small business, ³ U.S. Small Business Administration	160,222 jobs (2016) Rank among states: 3	236,033 jobs (2023) Rank among states: 2		On track to achieve target
Top 3 state for venture capital investments (Florida Institute for Commercialization of Florida Technology goal leader)	Dollars invested, National Venture Capital Association	\$1.7B Rank among states: 8	\$3.65B Rank among states: 7		Making progress
Top 3 state for research and development value and top 3 state for patents issued (Florida Institute for Commercialization of Florida Technology goal leader)	R&D Value Added, U.S. BEA	\$9.4B Rank among states: 14	\$15.7B (2023) Rank among states: 12 (2023)		Making progress
	Patents issued, U.S. Patent & Trademark Office	6,409 Rank among states: 11	7,358 Rank among states: 9		Making progress
Rural county share of Florida's gross domestic product doubles ⁴ (Florida Economic Development Council goal leader)	Real GDP by county, U.S. BEA	Real GDP: \$21.2B¹ Share of FL total: 2.78%	Real GDP (2023): \$36.6B¹ Share of FL total: 2.83%		Needs more focus on outcomes
	Jobs in rural counties, ³ U.S. BLS	252,000	273,000		Needs more focus on outcomes
	Weighted average annual real wages in rural counties, ³ U.S. BEA	\$45,300⁵	\$49,000⁵		Making progress

³ This is a new measurement to track our progress toward this goal that emerged from the 2030 Halftime Report Task Force.

⁴ Rural counties used in this analysis are counties defined as Rural Areas of Opportunity by FloridaCommerce.

⁵ 2024 dollars.

	Trending closer to target
	Trending away from target
	No change

INFRASTRUCTURE & GROWTH LEADERSHIP

Infrastructure & Growth Leadership, the third pillar, focuses on how Florida's housing, transportation, communications, energy, water, and other forms of infrastructure support growth and development – as well as on how decisions about future growth are made. For example, how do we prepare for an additional 1.3 million more drivers on Florida's roads by 2030?



Preparing Florida's infrastructure for smart growth & development

This pillar has seven goals, many of which are measured using multiple indicators because of the complexity of these topics. In some cases, specific indicators were not yet fully defined when the Florida 2030 Blueprint was launched and therefore were formally developed as part of the Halftime Report process. Overall, Florida is making progress towards most of its 2030 goals for this pillar – although in many cases there are concerns about the capacity of these systems to support the projected population increase and Florida's economy.



“When you look at how we've grown, how the economy's grown, the reality is that infrastructure is the catalyst for everything that happens. And transportation infrastructure is the beginning.”

Secretary Jared W. Perdue, P.E., Florida Department of Transportation

PILLAR SNAPSHOT

Achieved target (early) – 0 goals

On track to achieve target – 1 goal

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

Making progress – 2 goals

- World's most capable spaceport; top-tier airports, seaports, and surface transportation hubs in the U.S.
- Diverse and reliable energy, water, and waste management resources

Needs more focus on outcomes – 1 goal

- Diverse, attainable housing to meet future demand

Need to enhance measures – 3 goals

- 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
- All Florida residents are protected by resiliency plans

GOAL: Diverse, attainable housing to meet future demand

Nearly 9 out of 10 business leaders surveyed by the Florida Chamber Foundation for the Halftime Report identified housing availability and affordability as the greatest risks to accomplishing the Florida 2030 vision. Housing availability and affordability were the only issues in the survey that were identified as weaknesses that are getting worse.

Florida has produced more housing in the past several years: annual housing starts increased from about 94,000 in 2018 to more than 125,000 in 2024. Yet these levels are not sufficient to close prior gaps, nor to keep pace with increasing demand from Florida's year-round and seasonal residents, as well as investors interested in vacation homes and rental properties. The result is higher prices, decreased affordability, and increasing pressure on household budgets. The median mortgage in Florida accounts for more than one third of household income, and, as noted in the Quality of Life & Quality Places pillar, an increasing share of Florida's households are housing cost-burdened, where housing costs account for more than 30% of household income.

The impact is a particular challenge for lower-income households, including many teachers, first responders, health care workers, and other essential services personnel. For every 100 renter households earning about 80% of the area's median income, there are only 63 affordable homes available in their community, which is down from 77 in 2018.

Increasing housing costs and fewer housing options both impact Florida's quality of life and its ability to attract and retain working families. This in turn impacts employers' ability to find local talent to fill their workforce needs. Higher housing costs also impact the state's ability to provide a path to prosperity for all zip codes. Moreover, many workers end up living further from jobs and other services to find affordable housing, which adds to transportation costs and increases demand for infrastructure in outlying regions.

GOAL: World's most capable spaceport; top-tier airports, seaports, and surface transportation hubs in the U.S.

Florida's transportation system is among the largest and most complex in the nation, spanning everything from highways to space transportation. In recent years, the Florida Department of Transportation (FDOT) has made record investments through its work program. At the same time, Space Florida, airports, seaports, transit providers, transportation authorities, railroads, and local governments have continued to improve safety, reliability, and connections across the transportation network, which have strengthened a foundation that supports economic growth and development.

Florida already is a global or national leader in several aspects of its infrastructure:

- The Cape Canaveral Spaceport is the world's most capable spaceport. Total launches increased from 18 in 2019 to 93 in 2024, while the number of active launch sites in Florida grew from 2 to 8. Total metric tonnage of cargo launched into space increased from 336 tons in 2021 to 1,243 tons in 2023.
- Florida is the only state with four large commercial hub airports: Orlando International, Miami International, Fort Lauderdale/Hollywood International, and Tampa International. Enplanements totaled 91 million in 2018, dipped during the pandemic, and then increased to 108 million in 2024, the 2nd highest total among the states. Air freight and mail volume increased from 11.8 billion tons in 2018 to 15.6 billion tons in 2024, ranking 5th among the states.



- Seaport passengers increased from 16.0 million in 2018 to 22.4 million in 2024. PortMiami and Port Canaveral rank as the two busiest cruise home ports in the world and Port Everglades (Ft. Lauderdale) ranks 5th. The tonnage and number of containers moving through Florida's seaports increased steadily, with the Port of Jacksonville, PortMiami, and Port Everglades all among the 20 largest container ports in the U.S. in 2023.
- The number of intercity rail passengers, after dipping during the global pandemic, increased between 2021 and 2023. Florida now hosts four intercity rail services: Amtrak, TriRail in South Florida, SunRail in Central Florida, and Brightline, the only privately owned and operated intercity passenger railroad in the United States, from Miami to Orlando.
- FDOT operates the 12,273-mile State Highway System, which accounts for 54% of highway traffic in the state. FDOT continues to achieve statutory requirements for the condition of pavement and bridges. However, growing travel volumes are increasing congestion at key bottlenecks and reducing the reliability of travel times, while more than 3,100 people lose their lives in traffic crashes each year. With growing population and travel volumes across Florida, FDOT is seeking solutions to ensure the safety of Florida's motorists and create more reliable travel times through major projects included in the *Moving Florida Forward* Infrastructure Initiative – a \$4 billion investment to further reduce congestion in some of the busiest areas throughout the state. The Florida Chamber's Safety Council continues to work with FDOT to help make Florida the safest state to travel in.



GOAL: Every resident has access to public and private mobility services

The Florida 2030 Blueprint set a goal that every resident in Florida should have access to options for travel beyond owning and driving their own motor vehicle. A common industry standard is the share of residents who live within walking distance (0.5 miles) of a fixed-route transit station, a metric that dropped slightly between 2018 and 2024 and now stands at over 62% of Floridians. However, private sector innovation, including new technologies and business models, is rapidly expanding travel options for Floridians, including transportation network companies, microtransit such as automated shuttles, micromobility such as shared e-bikes and scooters, and, in the future, advanced air mobility. Innovation is moving more quickly than available data sources to report on these activities, but it is possible that such public and private mobility services will collectively cover all Floridians by 2030.

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

The Florida 2030 Blueprint also set a goal that all major population and economic centers in Florida should be connected to regional, national, and global markets by high-capacity corridors. These could include limited-access highways, major rail lines, and waterways and shipping lanes. While there are many connectivity options available in many parts of Florida, there are notable connectivity gaps, particularly serving emerging economic centers in fast-growing regions and rural areas. There is no single measure for tracking progress toward this goal at this time. The Florida Chamber Foundation will work with FloridaCommerce, FEDC, FDOT, and other partners to explore creation of a measure focusing specifically on connectivity to key economic development sites included in the state's Strategic Site Inventory.

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

High speed communications connectivity is as important as transportation connectivity to Florida's future. The Florida 2030 Blueprint set a goal that 100% of Florida residents should have access to high-speed communications activity by 2030. This is measured as the percentage of households that have access to wired or fixed wireless broadband speeds meeting industry standards. Under the leadership of FloridaCommerce's Office of Broadband, the share of households with access at a speed of 25 megabits per second (mbps) for download and 3 mbps for upload remained above 96% even as Florida's population grew and new households were created; the share at the higher speed of 100/10-20 mbps rose from 56% to 95%. As the remaining connectivity gaps, particularly in rural areas, are closed, Florida is on track to achieve the 100% target by 2030. High speed connectivity is necessary for Floridians to have access to telehealth, remote work opportunities, and distance learning, all of which contribute to rural economic development.



GOAL: Diverse and reliable energy, water, and waste management resources

Energy, water, and waste management are all essential forms of infrastructure to support residential, agricultural, commercial, and industrial activity. To put it simply, a growing economy requires more energy and water and produces more waste.

Between 2018 and 2024, the amount of energy consumed in Florida decreased slightly, as efficiency gains offset continued population and economic growth. Florida is the third largest energy-consuming state, according to the U.S. Energy Information Administration (EIA), with particularly high demand for motor fuels and jet fuel. However, on a per person basis Florida consumes less energy than all but six states. Florida uses almost eight times as much energy as it produces, and imports energy from other states and nations.

As Florida's economy becomes more energy-intensive due to growth in manufacturing, artificial intelligence, and quantum computing, balancing future supply and demand will become more imperative. More research is needed to understand where constraints on the capacity and reliability of Florida's energy infrastructure may exist, and how to manage growing demand while keeping prices competitive. As one example, the EIA reports that the Florida electricity customers experienced on average less than 1 interruption in service in 2024, down from more than 30 in 2018. It currently stands as the 9th lowest rate among the 50 states.

Similarly, water demand continues to rise steadily. A Florida Council of 100 analysis concluded that water use is projected to grow by 14% between 2020 and 2040 due to Florida's increasing population. Water demand may exceed available supply under current conditions by the 2030s. The Council concluded that while Florida will not run out of water, some costly regional projects may be needed to ensure adequacy over the next 15 years.



GOAL: All Florida residents protected by resiliency plans

The final Infrastructure & Growth Leadership goal is not about specific forms of infrastructure, but rather about strengthening infrastructure and growth planning and investment processes to make the state and its communities more resilient. That means communities are able to identify, prepare for, respond to, and recover quickly from risks ranging from extreme weather events to cybersecurity events. Through the leadership of FloridaCommerce and the Florida Division of Emergency Management, local governments are conducting vulnerability assessments and updating emergency management plans. Many of Florida's regional planning councils are convening coalitions to address risks, response, and recovery from disruptions at a regional scale. Individual public, private, and civic organizations are developing and maintaining continuity of operations plans. More research is needed to enhance measures of how Florida is prepared for and able to recover from disruptions. As recommended in the Innovation and Economic Development Pillar, Florida should continue to strive to lead in R&D, innovation, and attracting venture capital investments. Florida is poised to be a national leader in research and technology developments in areas like ocean tech, infrastructure resiliency, and emergency response.



Recommendations

- Increase emphasis on **housing availability and affordability** through conducting additional research to understand needs, barriers, effective practices, and potential solutions; identifying potential changes to policies, plans, and programs; and working with local and regional partners to advance pilot programs around the state.
- Assess the future **capacity and reliability of critical infrastructure** (transportation, broadband, energy, and water) based on projections of population, visitor, and economic growth. Develop enhanced measures for tracking the balance between supply and demand over time, as well as recommendations for closing these gaps.
- Work with FloridaCommerce, FEDC, and FDOT to develop measures related to **strategic site readiness development, including the connectivity of infrastructure to these sites**. This information will help better plan for developing and managing the impacts of strategic sites, particularly in rural areas.
- Develop measures to assess **business and community continuity of operations** during and after emergency events, as well as recovery from disruptions. This could include guidance for business continuity plans as well as measures of community readiness and recovery that could guide planning and investment decisions.

THE FLORIDA CHAMBER ENTERPRISE AT WORK

In 2025, the Florida Chamber of Commerce continued advancing comprehensive, “all-of-the-above” solutions to expand housing availability and affordability across the state. This included supporting updates to the Live Local Act (SB 1730, 2025), advocating for reductions in permitting delays and government bureaucracy through HB 267 and SB 812 (2024) and SB 1080 (2025), and hosting segments on affordable housing solutions at annual Chamber Foundation Summits such as the *Transportation, Growth and Infrastructure Solution Summit*, the *Economic Outlook and Jobs Solution Summit*, and the *Future of Florida Forum*. Together, these efforts emphasize that affordable, accessible housing is essential for strengthening Florida’s workforce and long-term economic competitiveness.

The Chamber also championed major infrastructure and connectivity investments vital to Florida’s growth. It supported the Florida Department of Transportation’s \$13.7 billion Work Program for FY 25-26, and continued to advance forward-looking infrastructure policy through the *Chamber’s Infrastructure Coalition* and its annual *Transportation, Growth and Infrastructure Solution Summit*.

In addition, the Chamber supported more than \$1.16 billion in federal BEAD funding to expand broadband access, while the Florida Chamber Foundation highlighted the economic importance of digital connectivity – especially for rural communities – at the 2024 Florida Broadband Summit hosted by FloridaCommerce and CareerSource Florida.

FLORIDA 2030 GOAL LEADERS AT WORK



To advance the Florida 2030 Blueprint goal of ensuring all Florida residents are protected by resiliency plans, goal leader **Florida Regional Councils Association** works with the Florida’s Regional Planning Councils (RPC) through a coordinated network of collaboratives and programs. Currently, 64% of counties have formal resiliency plans, including 30 counties served by four RPC-led Regional Resiliency Collaboratives. Three more RPCs take part in collaboratives led by partner organizations, extending resiliency planning to an additional 14 counties. The remaining 23 counties receive support through other RPC-led efforts, including designated regional resilience entities and successful funding of major projects like the Military Institution Readiness Review. Together, these efforts are moving Florida toward comprehensive resiliency coverage for all residents.



To move us closer to ensuring every resident has access to public and private mobility services, goal leader **Floridians for Better Transportation** regularly convenes state, regional, and local transportation leaders to plan for and support a strong transportation infrastructure, including innovative solutions like ridesharing, shuttle services, and advanced air mobility. Together, these varied modes of transportation offer Floridians travel options for work, education, healthcare, and leisure.

Infrastructure and Growth Leadership Pillar

Preparing Florida's Infrastructure for smart growth and development

Florida 2030 Goals, Measures, and Progress to Date

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement Toward Goal?	Status
Diverse, attainable housing to meet future demand	Total annual sum of Housing Starts, ¹ U.S. Census Bureau	94,000	125,140		Making progress
	Median mortgage as a % of median household income, ¹ U.S. Census Bureau	31.8%	33.5%		Needs more focus on outcomes
	Number of affordable and available homes per 100 renter households (at 80% of area median income), ¹ National Low Income Housing Coalition	77	63		Needs more focus on outcomes
Every resident has access to public and private mobility services² <i>(Floridians for Better Transportation goal leader)</i>	% of Florida residents living within 0.5 miles of a fixed route transit system, U.S. Department of Transportation	61.3%	62.4%		Making progress; need to enhance measure

¹ This is a new measurement to track our progress toward this goal that emerged from the 2030 Halftime Report Task Force

² Including private mobility services such as transportation network companies and micromobility services providers would significantly increase the total.

- Trending closer to target
- Trending away from target
- No change

Florida 2030 Goals, Measures, and Progress to Date

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement Toward Goal?	Status
World's most capable spaceport; top tier airports, seaports, and surface transportation networks in U.S. <i>(Florida Transportation Builder's Association, Inc. goal leader)</i>	Space launches and metric tonnage, Space Florida, FDOT Spaceport Office	Launches (2019): 18 Global ranking: 1 Metric tonnage (2021): 336	Launches: 93 Global ranking: 1 Metric tonnage: 1,243		Achieved target (early)
	Enplanements and air freight and mail weight, Federal Aviation Administration	Enplanements: 91M Rank among states: 2 Air freight and mail pounds: 11.8B Rank among states: 5	Enplanements: 108M Rank among states: 2 Air freight and mail pounds: 15.6B Rank among states: 5		Achieved target (early)
	Seaports passengers, tonnage, and containers, Florida Seaport Transportation and Economic Development Council	Passengers: 16.0M Global ranking: 1 Tonnage: 110M Containers: 4.0M TEUs	Passengers: 22.4M Global ranking: 1 Tonnage: 113.4M Containers: 4.7M TEUs		Achieved target (early)
	Intercity passenger rail systems and passengers; rail tonnage, ³ Florida Department of Transportation	3 systems 6.9M passengers 694M tons	4 systems 6.1M passengers (2023) 729M tons		Making progress
	% of bridges on State Highway System meeting FDOT standards; % of pavement on State Highway System (SHS) meeting FDOT standards; % of miles traveled on Interstate system with reliable travel times; % SHS miles that are heavily congested during peak period; number of fatalities on all public roads, ³ Florida Department of Transportation	Bridge condition: 95.2%	Bridge condition: 95.1%		Varies by indicator
		Pavement condition: 91.3%	Pavement condition: 81.9%		
Travel time reliability: 83.3%		Travel time reliability: 80.7%			
Heavily congested miles: 3.5%	Heavily congested miles: 5.4%				
Number of fatalities: 3,136	Number of fatalities: 3,123				
Rate of fatalities per 100M vehicle miles traveled: 1.41	Rate of fatalities per 100M vehicle miles traveled: 1.26				
100% of Florida residents have access to high-speed communications connectivity <i>(Florida Internet & Television goal leader)</i>	Percent of households with access to wired or fixed wireless broadband, Federal Communications Commission	96.6% (25/3 mbps) 56.3% (100/10 mbps)	96.5% (25/3 mbps) 95.2% (100/20 mbps)		On track to achieve target

³ This is a new measurement to track our progress toward this goal that emerged from the 2030 Halftime Report Task Force.

- Trending closer to target
- Trending away from target
- No change

Florida 2030 Goals, Measures, and Progress to Date (continued)

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement Toward Goal?	Status
Diverse and reliable energy, water, and waste management resources to meet future demand	The average number of interruptions that a customer experiences in a year, excluding major event days, U.S. Energy Information Administration	30.7 Rank Among States: 43	0.73 Rank Among States: 9		Making Progress
	Total primary energy production in trillion Btu, U.S. Energy Information Administration	548	532		
	Total energy consumption estimates in trillion Btu, U.S. Energy Information Administration	4,413	4,302		Supporting data – not an official goal metric
	Water demand, billion gallons per day, United States Geological Survey and Florida Council of 100 ⁴	6.05 (2015)	6.65 (2025)		

⁴ This is a new measurement to track our progress toward this goal that emerged from the 2030 Halftime Report Task Force.

-  Trending closer to target
-  Trending away from target
-  No change

Florida 2030 Goals where Measures Need to be Developed

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

Goal: All Florida residents protected by resiliency plans (Florida Regional Councils Association goal leader)

BUSINESS CLIMATE & COMPETITIVENESS

Business Climate & Competitiveness, the fourth pillar, focuses on building and sustaining the conditions for businesses to operate in an efficient and predictable manner that minimizes costs and risks. This pillar has goals covering insurance; taxes; regulatory, legal, and operating risks; environmental and land use permitting; and legal issues. These are important issues to all businesses, both large and small, existing and new.



Building the perfect climate for business

Legislative reforms during the past few sessions have improved Florida's competitiveness in many areas, although some available metrics – many of which are based on government data or perception surveys – have not yet fully reflected the impact of these changes. In the Florida Chamber Foundation Halftime Report survey, most respondents rated Florida's business climate as a strength that is improving. However, nearly two out of five respondents identified inflation and higher business costs as a key risk to achieving the Florida 2030 goals.



“Since Governor DeSantis first took office, Florida has continually made strategic investments that draw job creators into Florida communities. Florida’s economy has grown to more than \$1.8 trillion in GDP, earning recognition as the #1 economy in the nation for three consecutive years with manufacturing seen as the fastest growing sector. As #1 in the nation for higher education, we have prioritized workforce education and utilized our high-skill workforce to fortify our critical infrastructure, laying a strong foundation for businesses to expand into the state and providing pathways to economic success on the world stage.”

Jason Mahon, Deputy Secretary of Economic Development, Chief Manufacturing Officer, FloridaCommerce

PILLAR SNAPSHOT

Achieved target (early) – 0 goals

On track to achieve target – 1 goal

- #1 business tax climate in the nation

Making progress – 2 goals

- Actuarially sound property insurance rates based on actual risk and competition
- Regulatory, labor, and operating risk environment rated among top quartile in nation

Needs more focus on outcomes – 3 goals

- Legal climate improves to top quartile in nation
- Occupational licensing laws among top 5 in nation
- Environmental permitting and local land use processes rated among top quartile in nation

Need to enhance measure – 0 goals

GOAL: Actuarially sound property insurance rates based on actual risk and competition

Property insurance rates have been a long-term issue for Florida households and businesses due to the state's exposure to hurricanes and other extreme weather events. A series of major hurricanes from 2017 to 2022, combined with a challenging legal environment, drove up insurance costs, prompted some private insurers to leave the market, and shifted more households and businesses from private coverage to the state-backed Citizens Property Insurance Corporation, the insurer of last resort. The number of Citizens policies more than doubled between 2017 and 2023, and total exposure quadrupled – a significant risk to the state.



The Florida Legislature took active steps to improve Florida's insurance market in 2019, 2021, 2022 and 2023. These reforms enabled Citizens to set more actuarially sound rates; eliminated one-way attorney fees for property insurance claims; and made other changes to encourage private insurers to enter to the Florida market and greatly reduce the number of Floridians insured by Citizens.

These reforms had the intended impact. Citizens policies reduced from a high of 1.4 million in September 2023 to 769,000 in September 2025; total exposure fell from \$618 billion to \$286 billion during the same period. The impacts were felt throughout the market: Florida homeowner insurance premiums experienced an average increase of only 1% in 2024, below Texas (3.4%), New York (5.0%), California (13.6%), and, with the highest increase, Nebraska (22.7%).

Florida's insurance rate changes are expected to be among the nation's lowest in 2025. Since January 2024, 39 homeowner insurance companies have filed for a rate decrease and 48 companies have requested no change (a 0% increase) in Florida. According to Florida's Office of Insurance Regulation, approximately 5.9 million homeowners will see either a rate decrease or no increase at all when they renew their policies. At the same time, 17 new insurance companies have entered Florida.

GOAL: #1 business tax climate in the nation

The Florida 2030 Blueprint set a goal that Florida should rank as the #1 business tax climate in the nation. The Tax Foundation, in its annual Business Tax Competitiveness Index, ranked Florida as the 5th best in the nation in 2025, down slightly from 4th in the previous years. Florida has the top-ranked business tax climate among the large states. Florida lags only Wyoming, South Dakota, New Hampshire, and Alaska, four small states with unique tax structures.

The Tax Foundation notes that Florida's strengths are its lack of an individual income tax, its competitive corporate income tax rate, and a sales tax rate that is lower than those levied in many other southern states. The recent legislative change to eliminate the business lease tax could improve Florida's ranking in future analyses.

GOAL: Regulatory, labor, and operating risk environment rate among top quartile in nation

The Florida 2030 Blueprint set a goal that the state's regulatory, labor, and operating risk environment should rank among the top quartile in the nation. This broad goal is measured in two ways:

- *Chief Executive* magazine's annual CEO survey ranks perceptions of each state as a place to do business. Florida has long ranked 2nd in this survey, with the 2025 edition noting Florida's regulatory reforms, workforce development activities, and high quality of life.
- The Cato Institute develops an annual Regulatory Freedom Index, which ranks states based on the degree of regulatory freedom for households and businesses. Florida ranked in the middle of the pack, at 23rd in 2022 (most recent index available). Florida is tied as the top ranked state for telecommunications and cable TV regulations but is among the lowest ranked for occupational requirements.

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

The Cato Regulatory Freedom Index also provides a specific measure for land use regulations. Florida ranked 20th among the states on this measure in 2022, a slight improvement over 2018 and a steady gain since the turn of the century. The index emphasizes rent control laws, residential land-use regulations, and property rights such as eminent domain requirements; it does not cover environmental permitting.

The large number of county and city specific land use processes adds to the complexity of a large state such as Florida. In the Halftime Report survey, Florida's business leaders generally identified environmental and land use permitting as an area of weakness that is improving, but not everywhere. More research may be needed to further refine the national ranking of Florida's land use and environmental permitting processes.



GOAL: Occupational licensing laws among top 5 in nation

Florida's occupational licensing laws and regulations have long been viewed as burdensome compared with other states. The Institute for Justice periodically ranks state occupational licensing burdens. Florida ranked 46th – the 5th most burdensome – in both 2017 and 2022, with the analysis highlighting the large number of average days lost to education and experience requirements (658 compared to an average of 350 for all states) and higher average fees (\$300 compared to \$284). Florida's occupational licensing burden is somewhat tempered by covering only 55 of 102 potential occupations. The Cato Institute's Occupational Freedom Index ranked Florida 43rd among the states.

The Florida Legislature deregulated several occupations in 2020 and instituted licensing reciprocity with other states in 2024. Both of these changes are anticipated to improve the occupational licensing ranking in future analyses.

GOAL: Legal climate improves to top quartile in nation

The final Business Climate goal is for the state's legal climate to improve to the top quartile in the nation. Florida has long had a reputation for a challenging legal climate, ranking 46th (5th worst among the states) in the U. S. Chamber of Commerce Institute for Legal Reform's most recent ranking in 2019.

The Florida Legislature implemented significant Florida Chamber backed lawsuit abuse reforms in 2023. These changes prevent plaintiffs who are more than 50 percent at fault for their injuries from recovering damages; require actual amounts of medical damages to be entered into evidence; allow insurers to avoid a bad faith claim if they tender the policy limits within 90 days after receiving notice of the claim; eliminate contingency fee multipliers for attorney fees; repeal the one-way attorney fee statute for all insurance lawsuits; allow the intentional tortfeasor to be included on the jury verdict form in premises liability/negligent security claims; and reduce the statute of limitations for general negligence cases from four to two years. As these reforms are fully implemented, it is expected that tort costs and other legal climate rankings will improve. The data shown on the summary table on page 35 for legal climate still reflect pre-2023 reform levels, and we anticipate these will show improvement when the post-2023 reform data become available.

Recommendations

- Monitor the impact of recent property insurance, tort, and occupational licensing reforms to determine if anticipated progress is being achieved, as well as to identify additional strategies that may be needed to accomplish Florida 2030 goals.
- Explore alternative business climate measures that incorporate more recent and comprehensive data (for example, environmental permitting processes) and benchmark Florida with comparable states (for example, focusing on large states or other Southern states for comparisons). This information could help the Chamber Foundation and its partners better assess Florida's current business climate, identify areas of improvement, and help set 2040 goals.
- Continue to promote effective regulatory, permitting, and licensing practices that reflect evolving market conditions.

THE FLORIDA CHAMBER ENTERPRISE AT WORK

In 2024, the Florida Chamber of Commerce continued advancing policies to stabilize Florida's insurance market, including advocating for SB 1716/HB 1503, which helps restore Citizens Property Insurance Corporation to its intended role as the insurer of last resort amid rising private-market rates. The Chamber also successfully defeated 2025 proposals that would have further destabilized the market. These efforts were reinforced at the **2024 Annual Insurance Summit**, which featured legislative leaders, market experts, and Citizens executives discussing market trends, reforms, and strategies to strengthen Florida's home and auto insurance landscape, including remarks from Tim Cerio, President, CEO & Executive Director, and Brian Newman, Chief Legal Officer & General Counsel of Citizens Property Insurance Corporation, who emphasized the importance of returning Citizens to its insurer-of-last-resort role.

The Chamber also secured a major long-term tax victory with the full elimination of the Florida-only Business Rent Tax on October 1, 2025, culminating a decade of advocacy to reduce costs for employers.

Beyond policy wins, the Chamber continues supporting businesses through the **Florida Chamber Safety Council**, which provides on-site and public safety training, health and risk evaluations, and compliance-focused workplace assessments. These services help employers strengthen safety culture, reduce risks, and maintain healthier, more productive workplaces statewide.

Business Climate and Competitiveness Pillar

Building the perfect climate for business

Florida 2030 Goals, Measures, and Progress to Date

Goal	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement Toward Goal?	Status
Actuarially sound property insurance rates based on actual risk and competition ¹	Policies and exposure of Citizens Property Insurance Corporation, average monthly	1,410,000 policies \$618.1B in exposure (September 2023)	395,377 policies \$128.5B in exposure (September 2025)		Making progress
#1 business tax climate in the nation ²	Business Tax Competitiveness Index, Tax Foundation	Rank among states: 4	Rank among states (2025): 5		On track to achieve target
Regulatory, labor, and operating risk environments rated among top quartile in the nation	Chief Executive annual CEO survey; measures perceptions of best states to do business	Rank among states: 2	Rank among states (2025): 2		On track to achieve target
	Regulatory Freedom Index, Cato Institute	Rank among states: 24	Rank among states (2023): 23		Making progress
Environmental permitting and local land use processes rated among top quartile in the nation	Land Use Regulatory Freedom Index, Cato Institute	Rank among states: 21	Rank among states (2023): 20		Needs more focus on outcomes

¹ Additional measures are being explored.

² Top 3 states (Wyoming, South Dakota, Alaska) have unique tax structures and are not directly comparable to Florida

-  Trending closer to target
-  Trending away from target
-  No change

Florida 2030 Goals, Measures, and Progress to Date (continued)

Goal	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement Toward Goal?	Status
Occupational licensing laws among top 5 in the nation	Ranking of state occupational licensing policies, Institute for Justice	Rank among states: 46	Rank among states (2022): 46		Needs more focus on outcomes ³
Legal climate improves to top quartile in the nation	Tort costs, U.S. Chamber of Commerce Institute for Legal Reform	Tort cost per household (2020): \$5,065 Rank among states (1=best): 49 Tort cost as a % of GDP (2020): 3.6% Rank among states (1=best): 51	Tort cost per household (2022): \$5,768 Rank among states (1=best): 48 Tort cost as a % of GDP (2022): 3.4% ⁴ Rank among states (1=best): 51		Needs more focus on outcomes ⁴

³ Latest ranking precedes reforms in occupational licensing since 2023.

⁴ The latest available and commonly accepted data on tort reform was collected in 2022. Since then, Florida has enacted several tort laws as part of a larger effort of tort law reform in the State.

-  **Trending closer to target**
-  **Trending away from target**
-  **No change**

CIVIC & GOVERNANCE SYSTEMS

The **Civic & Governance Systems** pillar focuses on how Florida's public and nonprofit organizations collaborate with the private sector to create the foundation for a strong economy and quality of life. This pillar includes five goals that address alignment across sectors and levels of government; the roles and impact of volunteering, philanthropy, and nonprofit organizations; and the importance of long-term visioning.



Making government & civics more efficient & effective

Many of these goals are qualitative in nature or difficult to measure in a way that can be tracked over time and compared with other states. However, tracking continued progress toward these goals is an important element of the Florida 2030 Blueprint. In the Florida 2030 Halftime Report survey, Florida's business leaders identified both civic engagement and governance as strengths of Florida that are improving.



"It is really important that we remember that Six Pillars is intended to be a bottom-up, top-down planning process...You create your own plan, based on your community's unique needs and challenges."

*Bob Swindell, CEO,
Greater Fort Lauderdale Alliance*

PILLAR SNAPSHOT

Achieved target (early) – 0 goals

On track to achieve target – 2 goals

- 100% of state agencies are aligned with Florida 2030 goals
- 100% of regional economic development plans are aligned with Florida 2030 goals

Making progress – 2 goals

- 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

Needs more focus on outcomes – 0 goals

Need to enhance measures –1 goal

- 100% of Florida residents are covered by regional visioning processes

GOAL: 100% of state agencies are aligned with Florida 2030 goals

A key foundation for achieving the Florida 2030 vision is aligning Florida's state agencies in support of the vision and goals, so the Florida 2030 Blueprint truly functions as *Florida's strategic plan*.

The primary process for aligning these efforts has been through the Florida Strategic Plan for Economic Development, which is developed by the Florida Department of Commerce (FloridaCommerce). The 2013-2018 and 2018-2023 Strategic Plans, developed by the state agency formerly known as the Florida Department of Economic Opportunity, used the Six Pillars as an organizing framework, and the latter plan was aligned with the Florida 2030 Blueprint. Alignment with other state agencies occurred through the engagement of the economic development liaisons designated by multiple agencies per Statute.

These statutory requirements provide tremendous ability for Florida's state agencies to align around a common vision and goals – a process that is relatively unique among the 50 states. As FloridaCommerce gets ready to update their Strategic Plan, maintaining seamless alignment with the Florida 2030 Blueprint will result in a robust state plan that is ready for implementation and fully leverages the strong partnerships behind the Florida 2030 Blueprint.



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

Alignment is also important at the regional and local levels, recognizing that many of the actions and decisions in support of Florida's future are made by regional and local partners such as economic development organizations, regional planning councils, and local governments. Importantly, the Six Pillars provide a shared framework while allowing for local flexibility, which enables communities to build their own plans in ways that best fit their regional context. There are two primary avenues for alignment today:

- Florida's **economic development organizations** develop strategic plans; implement specific business attraction, expansion, and retention activities; and advance other activities in support of a stronger economy and quality of life. Some organizations, such as the Greater Fort Lauderdale Alliance, have developed future visions or plans for their regions with the Six Pillars as an organizing framework. There are a large number of economic development organizations with different structures ranging from county or city offices to public/private partnerships that may span multiple counties. FloridaCommerce is establishing a lead economic development agency for each county for coordination on specific prospects, as well as working closely with the large regional organizations. There is no single source today that documents the strategic plans and other key initiatives of all of the state's economic development organizations. As the goal leader, FEDC is working to encourage greater alignment across the board, as well as to develop a survey-based or other process for documenting the degree of alignment and the cycles for future plan updates.
- Florida's **regional planning councils** also play a key support role for economic development and other regional issues. Each of the 10 regional planning councils develops and updates a Comprehensive Economic Development Strategy (CEDS) in their capacity as federally designated economic development districts. The projects identified in the CEDS qualify for certain categories of federal economic development funding. Today, 7 out of the 10 CEDS specifically reference the Six Pillars and/or the Florida 2030 Blueprint. All CEDS include some goals and strategies that are consistent with the Florida 2030 Blueprint. The Florida Regional Councils Association (FRCA) is coordinating with the Florida Chamber Foundation on how to increase alignment in the next round of updates.

GOAL: 100% of Florida residents are covered by regional visioning processes

In addition to coordination and alignment on specific opportunities and actions, the Florida 2030 Blueprint also called for a commitment to developing long-range visions for the future of communities or regions. These visioning processes can help engage public, private, and civic leaders to identify 25- to 50-year views of what the future could look like, and guide decisions about future land use and development changes, infrastructure investment, and environmental stewardship to help bring that vision to life.

Many communities and regions in Florida have engaged in long-range visioning activities in the past few decades, ranging from city- or county-specific efforts to large-scale, multi-county initiatives such as *How Shall We Grow?* in East Central Florida, *OneBay* in Tampa Bay, and *Heartland 2060* in South Central Florida. These visioning processes have been initiated and/or supported by business or economic development organizations, regional planning councils, or local governments. Funding support has been provided for some efforts through FloridaCommerce and its predecessor agencies, as well as other state agencies such as FDOT. Many of the visions have been integrated into local government comprehensive plans, economic development plans, transportation plans, and other documents. Some of these visions have been updated over time, but in some cases priorities have changed and the organizations that initiated regional visions have not had the resources to update them.

There is no single source today that documents the status of these regional and community visions. The Florida Chamber Foundation will work with FloridaCommerce, FRCA, FEDC, and other partners to document the current status of regional and community visions and effective ways to use these visions to support the Florida 2030 Blueprint.



GOAL: Increased size and impact of nonprofit and philanthropic sectors

Nonprofit organizations, philanthropic organizations, and other civic sectors can play a key role augmenting the private and public sector to achieve the Florida 2030 Blueprint goals. These organizations fill crucial gaps related to health services, education, social services, and other needs. The Florida 2030 Blueprint set a goal of increasing the size and impact of the nonprofit and philanthropic sectors in Florida.

Based on available measures of size, these sectors are growing. The annual revenue of nonprofit organizations in Florida, as reported by the Internal Revenue Service, increased from \$96 billion in 2020 to \$117 billion in 2023. Total assets of nonprofit organizations, as reported by the Florida Nonprofit Alliance, increased from \$234 billion in 2018 to \$255 billion in 2023.

There are many strong examples of the impact of these sectors, including periodic economic impact reports, but there is not a consistent methodology for tracking this impact over time or comparing it to other states. This may be an opportunity for future research and collaboration.

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

Finally, the Florida 2030 Blueprint recognizes that a strong economy and strong communities often rely on many people who volunteer their time, expertise, and resources and actively participate in civic and public service.

Florida historically has ranked low on formal measures of volunteering, such as committing time weekly to a church, school, or nonprofit organization. The U.S. Census reports that 20.4% of Florida's population volunteered on a regular basis in 2023, down from 22.8% in 2017. This rate ranks 46th among the states. Further, the combination of a transient population, a shift toward virtual interactions, and the impacts of the global pandemic have frayed some traditional measures of social capital. About 30% of Floridians reported that they frequently talk with and spend time with neighbors in 2023, down from 38% in 2017.

At the same time, there are signs of increasing engagement in formal and informal groups and in the political process. About 21% of Floridians reported that they participated in associations or groups in 2023, up from 19% in 2021. Voter participation in local elections increased from 46% in 2017 to 50% in 2023.

As one example of how to expand the degree and value of volunteering, Volunteer Florida strengthens Florida's communities by promoting volunteerism as a solution to essential, community-wide needs through trainings, webinars, and program offerings such as Service Enterprise, a national change management program that helps nonprofit organizations gain a greater return on volunteer investment. They provide tools to Florida nonprofit organizations on how to utilize volunteerism to better and more cost effectively achieve their missions.

Subject matter experts, including Volunteer Florida, agree that current measures of volunteerism generally do not adequately address the many ways Floridians volunteer their time to help neighbors, friends, or organization. These existing measures also are difficult to compare to other states with different demographic characteristics and civic and governance systems. Volunteer Florida has led studies of the reasons Floridians do – or do not – volunteer. Additional collaboration is needed to implement strategies that increase meaningful engagement in community and public service, informed by Volunteer Florida's research. These findings may also warrant updates to the 2040 goals and corresponding metrics.

Recommendations

- Partner with FloridaCommerce to maintain the strong alignment between the Florida Strategic Plan for Economic Development and the Florida 2030 Blueprint and to increase engagement of the state agency economic development liaisons in the Florida 2030 Blueprint implementation.
- Work with FEDC and FRCA to assess and strengthen alignment of regional and local economic development plans with the Florida 2030 Blueprint and to provide support to organizations that seek to align their plans.
- Work with FloridaCommerce, FRCA, and FEDC to advance effective approaches to developing, implementing, and updating long-term regional and community visions that carry forward the Florida 2030 vision and goals.
- Work with the Florida Nonprofit Alliance, Florida Philanthropic Network, and other partners to enhance measures of the size and impact of nonprofit and philanthropic organizations, as well as strategies to leverage these partnerships to advance the Florida 2030 vision and goals.
- Work with Volunteer Florida and other partners to enhance measures of Floridians' volunteering and participating in community and public service, as well as strategies for strengthening that engagement.

THE FLORIDA CHAMBER ENTERPRISE AT WORK

Each year, during the Florida Legislative Session, the Florida Chamber of Commerce publishes its *“Where We Stand”* business agenda, outlining priority issues that shape the state’s economic competitiveness. As part of its mission to keep Florida competitive and grow the state into the 10th-largest economy in the world by 2030, the Chamber unites business leaders to expand economic opportunity and strengthen private-sector job growth. The Chamber Foundation’s research team continues to advance this vision by presenting the *Florida 2030 Blueprint* at key events – including the 2023 Tampa Bay Resiliency Summit, the 2024 Volusia/Daytona Market Watch Business Summit, and the 2025 St. Lucie EDC Affordability Summit – demonstrating the Blueprint’s statewide relevance and utility in regional contexts. At the *2025 Future of Florida Forum*, Florida Secretary of Commerce J. Alex Kelly publicly reaffirmed state alignment with the Blueprint’s pillars of success.

The Florida Chamber also supports Florida communities through disaster-recovery and volunteer engagement initiatives. The *Florida Chamber Safety Council’s “After the Storm” resource hub* connects residents with hurricane-recovery volunteer opportunities via Volunteer Florida. Likewise, the *Small Business Council* encourages member involvement in community service and provides tools to help employers and employees participate in statewide volunteer efforts. Together, these programs reinforce the Chamber’s commitment not only to economic growth but also to community resilience and statewide collaboration.

FLORIDA 2030 GOAL LEADERS AT WORK



To increase the size and impact of nonprofit and philanthropic sectors, the **Florida Philanthropic Network** partnered with the Florida Chamber Foundation to lead research that illustrates the economic impact of the inaccurate 2020 Census on each of the 67 counties in the state. The importance of this information is clear, as philanthropy continues to be unable to fill gaps left by a loss of government funding that is determined by data from the Census. This knowledge will allow philanthropy to make more informed decisions on funding allocations, partnerships, and possible collaborations with local businesses and governments. This research will be shared on the Florida Counts website as a vital tool that both philanthropic and public interests can utilize and will be presented to philanthropy throughout 2026 and beyond.



To achieve the Florida 2030 Blueprint goal of ensuring 100% of Florida residents are covered by regional visioning processes, goal leader **Florida Regional Councils Association** works with Florida’s Regional Planning Councils (RPC) to provide a broad range of planning and technical services that support both community-level and regional goals. They offer community visioning programs, technical assistance, and specialized services such as GIS mapping, economic and impact analyses, data collection and analytics, land use and transportation planning, as well as resiliency planning and vulnerability assessments. Through these efforts, RPCs help communities develop and implement coordinated planning strategies even in the absence of updated regional vision plans.

Civics and Governance Systems Pillar

Making government and civics more efficient and effective

Florida 2030 Goals, Measures, and Progress to Date

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement toward Goal?	Status
100% of state agencies aligned with Florida 2030 goals	Florida Strategic Plan for Economic Development	100% (2013-2018)	100% (2018-2023)		On track to achieve target
100% of regional economic development plans aligned with Florida 2030 goals <i>(Florida Economic Development Council goal leader)</i>	% Florida's 10 Comprehensive Economic Development Strategies mentioning the Six Pillars or Florida 2030 Blueprint, Florida Regional Councils Association ¹	80% (2016-2021)	70% (2022-2024)		On track to achieve target
Increased size and impact of nonprofit and philanthropic sectors <i>(Florida Philanthropic Network goal leader)</i>	Annual revenue of nonprofit organizations, Internal Revenue Service	\$96B (2020)	\$117B (2023)		Making progress
	Total assets of nonprofit organizations, Florida Nonprofit Alliance	\$234B	\$255B (2023)		Making progress

¹ Coordinating with Florida Economic Development Council on options for a broader measure.

- Trending closer to target
- Trending away from target
- No change

Florida 2030 Goals, Measures, and Progress to Date (continued)

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement toward Goal?	Status
Doubling the rate of Floridians who volunteer and participate in civic and public service, moving us from the bottom to the top quartile	% of Florida population volunteering on a regular basis, U.S. Census Bureau	22.8% (2017) Rank among states: 50	20.4% (2023) Rank among states: 46		Needs more focus on outcomes
	% of Floridians who frequently talk with and spend time with neighbors, ² Florida Civic Advance (with U.S. Census Bureau data)	38% (2017)	30% (2023)		Needs more focus on outcomes
	% of Floridians who participate in associations or groups, ² Florida Civic Advance (with U.S. Census Bureau data)	19% (2017)	21% (2023)		Making progress
	% of Floridians who voted in local elections, ² Florida Civic Advance (with U.S. Census Bureau data)	46% (2017)	50% (2023)		Making progress

² This is a new measurement to track our progress toward this goal that emerged from the 2030 Halftime Report Task Force.

-  Trending closer to target
-  Trending away from target
-  No change

Florida 2030 Goals where Measures Need to be Developed

100% of Florida residents covered by regional visioning processes (Florida Regional Councils Association goal leader)

QUALITY OF LIFE & QUALITY PLACES

The final pillar, **Quality of Life & Quality Places**, focuses on the places and resources that make Florida so attractive to families, workers, visitors, and businesses. Without a high quality of life and a range of special communities where we can live, work, and play, Florida would be much less competitive in today's economy – and the rewards of living and working here would be much less significant.



Championing Florida's quality of life

This pillar includes six goals addressing our overall well-being and our brand and reputation, as well as specific challenges and opportunities related to generational poverty, housing affordability, public safety, and arts, culture, and heritage. Some of these goals have well-defined measures, and others may need more refinement.



“Our Regional Scan shows that the number one issue is affordable housing...even the people who are not directly affected by it see it as a major issue.”

Philip P. Lanham, President & CEO, Gulf Coast Community Foundation

PILLAR SNAPSHOT

Achieved target (early) – 1 goal

- 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

On track to achieve target – 0 goals

Making progress – 3 goals

- Cut Florida childhood poverty in half and 100% have a pathway out
- Crime rates rank among the lowest 10 states
- Florida protects and enhances the value of its arts, culture, heritage, and sense of place

Needs more focus on outcomes – 2 goals

- Top 5 state for overall well-being
- < 10% of Florida residents live in housing cost-burdened households

Need to enhance measures – 0 goals

GOAL: Top 5 state for overall well-being

The overarching goal is for Florida to be ranked as one of the top five states for overall well-being. Well-being is a general concept that in the broadest sense covers health, happiness, financial security, relational security, and other conditions that give people a sense of wellness.

A commonly referenced national tool for assessing the well-being of individual states is the Sharecare Community Well-Being Index, which evaluates states on measures of purpose, social, financial, community, and physical well-being as well as access to fresh food, health care, housing, transportation, and other resources. Florida ranked 19th on the most recent index, which was produced in 2022, up slightly from 20th in 2018.

The Annie E. Casey Foundation publishes annually a child well-being index as part of its KIDS COUNT Data Book. In the 2025 index, drawing from data for 2024 and prior, Florida ranks 35th, slightly lower than 34th in 2018. While Florida ranks relatively well (19th) for childhood education on this index, the state ranks below the median for family characteristics (30th), health (32nd), and economic well-being (43rd). Key issues identified in the KIDS COUNT Data Book include a relatively large number of children in single-parent families, low-birth rate babies, children without health insurance, and children living in housing cost-burdened households.

Because the Sharecare index has not been updated in nearly four years – and to provide more focus on specific aspects of well-being – the Florida Chamber Foundation has begun collecting indicators on other health and wellness outcomes. Florida’s performance has been mixed between 2018 and 2024. For example, hospitalizations due to mental illness are up sharply, infant mortality is up slightly, obesity is down sharply, and the share of population without health insurance is down significantly.



GOAL: 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

Brand and reputation can be an abstract concept to measure, but in this case, Florida’s record speaks for itself. In 2024, Florida ranked **1st in the nation** in four key measures:

- Total in-migration of residents from other states, at 573,876.
- Income migration from tax returns previously filed in other states, at \$36.1 billion (2022), more than twice 2018’s level.
- Out of state visitors, at 143 million, up nearly 13% from 2018 levels after a sharp downturn during the global pandemic.
- Net number of firms relocating from other states, at 503 (in 2023), more than seven times as high as the 2018 total.

These results speak broadly to Florida’s appeal as a place to live, work, raise a family, visit, and do business.

GOAL: Cut Florida childhood poverty in half and 100% have a pathway out

Although Florida's overall economic growth and quality of life have been strong, this prosperity has not been shared across all communities in the state. While the poverty rate has declined since 2018, about 13% of Florida households – with more than 2.7 million people – earn incomes below the federal poverty line.

The Florida 2030 Blueprint goal specifically focuses on childhood poverty, with a goal of cutting the number of children living in poverty by half and providing a pathway out of poverty for all children. In 2018, 870,505 children (21.3% of all children in the state) lived in poverty; by 2024, that amount had fallen to 711,576 children (16.5%). More work remains – 276,323 more children need to move out of poverty to reach the 2030 goal – but this is strong progress in a short amount of time. The Florida Chamber Foundation's Prosperity Initiative is replacing generational poverty with self-sufficiency and prosperity. The initiative focused on overcoming the 10 Root Causes of Poverty at the zip code-level.



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

Housing affordability is a significant threat to Florida's quality of life. As discussed in the Infrastructure & Growth Leadership pillar, Florida's housing supply has not kept pace with demand from residents and investors, leading to higher prices and shortages of affordable workforce housing. The Florida 2030 Blueprint set a goal that fewer than 10% of Floridians should live in households burdened by high housing costs – that is, where housing costs more than 30% of household income.

Unfortunately, the trend has been in the other direction: in 2024, over 36% of all Floridians – including 27% of homeowners and 56% of renters – are housing cost burdened. These amounts are up from 2018 levels, particularly for renters. The burdens range widely among counties – housing cost-burdened households account for 47% of households in Miami-Dade County and 18.5% in Glades County. The percentage of Asset Limited, Income Constrained, Employed (ALICE) households in Florida has increased (now 34% of households), signaling a growing share of working families who are forced to make difficult tradeoffs, often choosing between keeping up with rent or mortgage payments and covering other essentials like childcare, transportation, healthcare, utilities, and groceries.



GOAL: Crime rates rank among the lowest 10 states

Florida reported 1,668 crimes reported per 100,000 people in 2022, a decline from 2,667 per 100,000 in 2018. The state’s rank improved from 28th to 16th, with 1st representing the lowest rate. It should be noted that since the Federal Bureau of Investigation (FBI) transitioned to only taking data through the National Incident-Based Reporting System in 2021, Florida has been among the states where only a small share of law enforcement agencies are reporting crime statistics regularly. In 2023, 7.7% of Florida local agencies reported crime rates, so these improvements may be not be as large as stated.

As a commitment to this goal, the Florida Chamber Foundation and the Florida Sheriffs Association have launched a new partnership designed to bring law enforcement, business leaders, and local communities together to reduce poverty by leveraging data and local partnerships for better outcomes. Rooted in the belief that economic opportunity and public safety go hand in hand, the partnership aims to address a solution for one of the root causes of poverty – safer homes and safer communities – through collaboration. By aligning businesses, law enforcement, and community organizations around measurable outcomes, this effort seeks to create lasting, community-driven impact for Florida families.

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

The goal of protecting and enhancing the value of arts, culture, heritage, and sense of place is difficult to measure. One way of tracking progress is the basic question of whether arts and culture spending is a growing share of the economy. Arts and culture value added totaled \$50.8 billion in 2023, up from \$38.2 billion in 2019. This is equal to 3.2% of Florida’s GDP, down slightly from 2019.

Recommendations

- Continue to engage business leaders in the Florida Chamber Foundation Prosperity Initiative that is tackling childhood poverty by uniting business and community leaders to cut poverty in half and replace it with self-sufficiency, one zip code at a time. In addition, create awareness about the 10 root causes of poverty in each zip code across Florida and the best practice solutions that are helping to solve them.
- Strengthen emphasis on housing affordability through conducting additional research to understand needs, barriers, effective practices, and potential solutions; identifying potential changes to policies, plans, and programs; and working with local and regional partners to advance pilot programs around the state. This includes encouraging local communities to allow permitting for more “middle” housing.
- Explore alternative measures for assessing community wellness and continue research and collaboration to identify and advance proven solutions for improving health and wellness for all ages. Examples could include investing in sidewalks, trails, and parks so people of all ages have easy access to spaces for walking and physical activity; enhancing access to fresh food and reducing “food deserts”; ensure that schools have nurses and dedicated programming for public health and nutrition education; and investing in community centers and programming to encourage social gathering and combat loneliness and isolation.

THE FLORIDA CHAMBER ENTERPRISE AT WORK

The Florida Chamber continues to advance policies and programs that strengthen quality of life, economic mobility, and community well-being across the state. The Florida Chamber Foundation's **Prosperity Initiative Advisory Board** is Florida's leading initiative that addresses the interconnected goals in this pillar grounded in the **10 Root Causes of Poverty**. Central to these efforts is the **Florida Gap Map**, a real-time tool identifying zip-code-level poverty indicators and enabling targeted action. This resource supports the **Florida Prosperity Initiative**, which has helped reduce childhood poverty from roughly 900,000 children in 2019 to 714,000 today.

Additionally, a new partnership between the Florida Chamber Foundation's **Florida Prosperity Initiative** and the Florida Sheriffs Association brings business leaders, law enforcement, and community organizations together to address the root causes of poverty – including addiction, mental health challenges, family instability, and education gaps – through collaboration rather than the creation of new bureaucracy. By uniting economic opportunity efforts with public-safety strategies, these collaborations aim to produce measurable, community-driven impact for families across Florida.

Also, the **Florida Chamber Health Council's** 2024 mental health report underscores the Chamber's focus on improving statewide wellness. The Florida Chamber Foundation is also driving workforce and public-safety innovation. Through **Future of Work Florida's Second Chance Hiring** initiative, employers receive training and tools to incorporate returning citizens into their talent pipelines – helping businesses address workforce shortages while expanding economic opportunity.

Finally, major housing initiatives led by the Chamber-backed Live Local Act and its subsequent updates expanded affordable housing through SAIL and SHIP funding, tax incentives, zoning reforms, and new programs supporting first-time homebuyers and essential workers. The Chamber also advocated for the 2024 Residential Building Permits Bill to reduce permitting delays and expand attainable housing supply.

FLORIDA 2030 GOAL LEADERS AT WORK



**FLORIDA HOUSING
COALITION**

The **Florida Housing Coalition** is advancing the goal of reducing the share of Florida residents who are housing-cost burdened to below 10% by stabilizing funding, expanding development capacity, and unlocking new pathways for affordable housing production. The 2023 Live Local Act, advocated by the Coalition, accelerated progress by restoring

years of swept funds, requiring all local governments to approve affordable housing in commercial and industrial zones, which has already generated more than 40,000 units in the pipeline. This act also made key supports like the Hometown Heroes purchase assistance program and property tax incentives that encourage sustained affordability permanent. Most recently, the 2025 Yes-In-God's-Backyard legislation opened additional development opportunities by empowering local governments to bypass restrictive zoning to allow affordable housing on eligible religious-owned properties.

Quality of Life & Quality Places Pillar

Championing Florida's quality of life

Florida 2030 Goals, Measures, and Progress to Date

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement toward Goal?	Status
Top 5 state for overall well-being <i>(Florida Chamber Leadership Cabinet goal leader)</i>	Community Well-Being Index, rank among states, Sharecare	20	19 (2022)		Making progress
	Childhood wellbeing, rank among states, Annie E. Casey Foundation	34	35		Needs more focus on outcomes
	Deaths per 1,000 live births, Florida Department of Health	5.8	6.0		Supporting data – not an official goal metric
	% of population that is obese, Florida Department of Health	30.7%	30.1%		Supporting data – not an official goal metric
	% of population without health insurance, Florida Department of Health	15.8%	10.9%		Supporting data – not an official goal metric
	Hospitalization from mental disorders per 100k residents, Florida Department of Health	1,022.1	920.4		Supporting data – not an official goal metric

-  Trending closer to target
-  Trending away from target
-  No change

Florida 2030 Goals, Measures, and Progress to Date (continued)

Goal/ Goal Leader	Measure/ Data Source	Previous Level (2018 unless noted)	Most Recent Level (2024 unless noted)	Movement toward Goal?	Status
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	Total in-migration of residents from other states, U.S. Census Bureau	587,000 Rank among states: 1	573,876 Rank among states: 1		Achieved target (early)
	Income migration from tax returns previously filed in other states, Internal Revenue Service	\$16.2B Rank among states: 1	\$36.1B (2022) Rank among states: 1		Achieved target (early)
	Out of state visitors, VISIT FLORIDA	127M Rank among states: 1	143M Rank among states: 1		Achieved target (early)
	Net number of firms relocating from other states, U.S. Bureau of Labor Statistics	70 Rank among states: 2	503 (2023) Rank among states: 1		Achieved target (early)
Cut Florida childhood poverty in half and 100% have a pathway out <i>(Florida Chamber Prosperity Initiative goal leader)</i>	Number of children living in households with incomes below poverty line, U.S. Census Bureau	870,505 Percent of all children: 21.3%	711,576 Percent of all children: 16.5%		Making progress
<10% of Florida residents live in housing cost-burdened households <i>(Florida Housing Coalition goal leader)</i>	% of households spending more than 30% of income on housing, U.S. Census Bureau	% of owners: 26.2% % of renters: 52.7% Overall percentage: 35.4%	% of owners: 27.1% % of renters: 56.3% Overall percentage: 36.6%		Needs more focus on outcomes
Crime rates rank among the lowest 10 states¹	Crimes reported per 100,000 people, Federal Bureau of Investigation	2,667 Rank among states: 28 (1=lowest)	1,688 (2022) Rank among states: 16 (1=lowest)		Making progress
Florida protects and enhances the value of its arts, culture, heritage, and sense of place <i>(Florida Humanities Council goal leader)</i>	Arts and culture value added to state GDP, U.S. Bureau of Economic Analysis	\$38.2B (2019) 3.5% of GDP	\$50.8B (2023) 3.2% of GDP		Making progress

¹ In 2023, 7.7% of Florida local agencies reported crime rates for 2022.

- Trending closer to target
- Trending away from target
- No change

FLORIDA 2030 HALFTIME REPORT TASK FORCE MEMBERS

Dr. Stacy Baier, Helios Education Foundation*	Dan Hurtado, Florida Transportation Builders' Association	David Odahowski, Edyth Bush Charitable Foundation*
Stacey Brandt, Tampa General Hospital	Adrienne Johnston, CareerSource Florida*	Todd Powell, Weyerhaeuser Company
Greg Britton, Florida SBDC Network	Secretary Alex Kelly, FloridaCommerce	Dr. Keith Richard, Florida Chamber Foundation
Kevin Carr, FloridaMakes	Don Kiselewski, Florida Power & Light Company*	Paul Sohl, Florida High Tech Corridor
Doug Davidson, Bank of America (Task Force Chair)	Rob Long, Space Florida	Marlene Spalten, Community Foundation of Tampa Bay*
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FLORIDA 2030

THE BLUEPRINT TO SECURE FLORIDA'S FUTURE



The Florida Chamber Foundation's Florida 2030 Blueprint Halftime Report is invaluable to Florida's business community. This research-driven roadmap is exactly why employers invest in the Foundation's work: it equips leaders with the insight they need to level set, measure progress, and confidently navigate the remaining stretch to 2030. As we enter the second half of this decade, the Halftime Report is a true game-changer, aligning business, community, and policy leaders around a common vision to secure Florida's future.



*Karen Moore, CEO & Founder of The Moore Agency,
and Chair, Florida Chamber Foundation*