

# FLORIDA 2030

THE BLUEPRINT TO SECURE FLORIDA'S FUTURE

## HALFTIME REPORT OVERVIEW

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.

We are now more than halfway between the initial launch of the *Florida 2030 Blueprint* and the year 2030. The Florida Chamber Foundation is developing a "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.

### SIX PILLARS OF FLORIDA'S FUTURE ECONOMY

- 1 | Talent Supply & Education** – Improving Florida's talent pipeline for a better workforce
- 2 | Innovation & Economic Development** – Creating good jobs by diversifying Florida's economy
- 3 | Infrastructure & Growth Leadership** – Preparing Florida's infrastructure for smart growth and development
- 4 | Business Climate & Competitiveness** – Building the perfect climate for business
- 5 | Civic & Governance Systems** – Making government and civics more efficient and effective
- 6 | Quality of Life & Quality Places** – Championing Florida's quality of life

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:

### We Are Making Progress...

- **Florida is now the 4th largest economy** (measured by gross domestic product, or GDP) in the United States and the **16th largest globally**. Our GDP is growing the fastest among the 10 largest U.S. states. We still have work to do to become a top 10 global economy, but our momentum is strong.
- **At the launch of the Blueprint in 2018, the number of children living in poverty was more than 870,000. Latest data reflects fewer than 715,000.** We are well on the way toward the goal of reducing child poverty by half. With more than one out of six Florida children living in poverty, progress remains a priority statewide.
- 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 critical measures: migration of new residents from other states, net migration of income from other states, out-of-state visitors, and net corporate relocations.**
- **Florida has achieved its 2030 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 –** 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.

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## 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 the state.
- **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 continues to have more open jobs than 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, tort, and occupational licensing 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.**

### WHAT'S NEXT?

The Florida Chamber Foundation will release its full Florida 2030 Blueprint Haltime Report in late fall 2025 outlining Florida's progress on all 39 goals and identifying key priorities moving forward.

## How Can I Get Involved?

Contact the Florida Chamber Foundation if you'd like to get involved by:

**Leading or supporting progress toward one of the 39 goals**

**Hosting a Florida 2030 Blueprint meeting in your region**

**Joining the Community Development Partnership Council in uniting Florida's business community for good**

*"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

*"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

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Visit [flchamber.com/cdp](http://flchamber.com/cdp) and [florida2030.org](http://florida2030.org), or scan the QR code to learn how you can help unite Florida's business community for good.



# FLORIDA CHAMBER

Foundation