

Beyond Sunshine

Building on our strengths, maintaining our quality of life,
and transforming for the modern global economy

Vision and Mission

Beyond Sunshine is a comprehensive economic development plan to propel Florida into a new era of economic growth through targeted investment in higher-wage sectors. Every region of Florida will build on its unique strengths to specialize in industries that will shape the future.

Florida: Opportunity Is Moving Here

The Beyond Sunshine strategy will:

- Add **200,000** jobs in higher-wage industries to Florida's workforce by 2030...
- Contribute nearly **\$100 billion** in added GDP...
- And create 400,000 additional jobs¹

Florida is good for...

Business

Want to connect your business with top talent and global markets? Florida's regions offer a wealth of opportunities for businesses to thrive in diverse, high-growth industries like aerospace, finance, manufacturing, e-commerce, and life sciences.

Investors

Looking to invest in dynamic, higher-wage industries? From fintech to biotech to semiconductor manufacturing, Florida has a wide range of venture capital and asset-based investment opportunities that are growing quickly in number and size.

Talent

Ready for your next career move? No matter your skillset or specialty, Florida offers exciting career opportunities, world-class education, and a uniquely attractive quality of life found only in the Sunshine State.

¹ Based on economic multiplier of 2.0-2.3 jobs created by each high-wage job. (van Dijky, J. J. (2017). Local employment multipliers in U.S. cities. *Journal of Economic Geography*, 17, 465-487. doi:10.1093/jeg/lbw010)

“Florida has an incredible opportunity to accelerate growth and cement our place as a global leader in entrepreneurship, research, innovation, and commerce. Through targeted investments in higher-wage sectors, we will not only navigate the rapidly changing economic and technological landscape—but help to shape it for the benefit of everyone who calls Florida home today and for future generations.”

—Florida Council of 100 Chair, Eric Silagy

Six Dynamic Economies

Florida’s six major regional economies, and its rural areas of opportunity, specialize in diverse higher-wage industries. From Fortune 500 companies to innovative startups solving the problems of tomorrow, Florida has the talent, connectivity, and infrastructure that businesses of all sectors and sizes need to thrive. While all regions have a wide range of industries, areas with the greatest concentrations of specific industry clusters are:

Northwest

Includes the following counties: Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington

Priority Sectors

- Aerospace & Defense
- Business Services
- Distribution & Logistics
- IT & Tech (Emerging)
- Manufacturing (Emerging)

2030 Growth Opportunity

- ~11k jobs
- ~\$2–4B in GDP

Northeast

Includes the following counties: Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette, Levy, Madison, Marion, Nassau, Putnam, St. Johns, Suwannee, Taylor, Union

Priority Sectors

- Advanced Manufacturing
- Business Services
- Distribution & eCommerce
- Finance & Insurance
- Aerospace & Defense (Emerging)
- Health Services + Biopharma & MedTech (Emerging)

2030 Growth Opportunity

- 19–23k jobs
- ~\$4–10B in GDP

Central West

Includes the following counties: Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota

Priority Sectors

- Distribution/Logistics & eCommerce
- Finance & Insurance
- Health Services + Biopharma & MedTech
- IT & Tech (Emerging)

2030 Growth Opportunity

- ~25–42k jobs
- ~\$6–23B in GDP

Southwest

Includes the following counties: Charlotte, Collier, DeSoto, Glades, Hendry, Lee

Priority Sectors

- Distribution & eCommerce
- Health Services + MedTech
- CleanTech (Emerging)

2030 Growth Opportunity

- ~9k jobs
- ~\$2–4B in GDP

Central & Central East

Includes the following counties: Brevard, Hardee, Highlands, Lake, Okeechobee, Orange, Osceola, Polk, Seminole, Sumter, Volusia

Priority Sectors

- Aerospace & Defense
- Business Services
- Semiconductor Manufacturing (Emerging)
- IT & Tech (Emerging)

2030 Growth Opportunity

- ~46–54k jobs
- ~\$9–21B in GDP

Southeast

Includes the following counties: Broward, Indian River, Martin, Miami–Dade, Monroe, Palm Beach, St. Lucie

Priority Sectors

- Distribution & eCommerce
- Finance & Insurance
- IT & Tech
- Aviation & Aerospace (Emerging)
- Health Services + Biopharma & MedTech (Emerging)

2030 Growth Opportunity

- ~66–74k jobs
- ~\$14–40B in GDP

Rural Florida

Includes parts of the following counties meeting the statutory definition of being "rural communities": Baker, Bradford, Calhoun, Columbia, Dixie, DeSoto, Franklin, Gadsden, Gilchrist, Glades, Gulf, Hamilton, Hardee, Hendry, Highlands, Holmes, Jackson, Jefferson, Lafayette, Levy, Liberty, Madison, Nassau, Okeechobee, Putnam, Suwannee, Taylor, Union, Wakulla, Walton, Washington

Priority Sectors

- Distribution & Logistics
- Manufacturing
- Agri-business (Emerging)

2030 Growth Opportunity

- Growth in these sectors could add to the \$2.1 billion in GDP and 19,100 jobs generated by Manufacturing and the \$4.7 billion in GDP and 34,100 jobs generated by Distribution & Logistics in rural Florida.

The Florida Council of 100 will coordinate the implementation of Beyond Sunshine, working in partnership with regional economic development organizations, education partners, and the state to steer investment to higher-wage sectors, align talent with opportunity, and address challenges to continued progress.