



ECONOMIC DEVELOPMENT TOOLKIT

Inside you'll find information, tools and resources to support your efforts as you champion growth for existing businesses, attract new enterprises and fuel the expansion of private sector employment opportunities for Florida's workforce.



Sample social,
email and
newsletter
copy, ads
and flyers are
available.

**WE ARE DEDICATED TO AN IMPROVED QUALITY
OF LIFE, WORKFORCE AND INDUSTRY.**

**FLORIDA EMPOWERS BUSINESSES
BIG AND SMALL.**

SELECTFLORIDA



TABLE OF CONTENTS

SelectFlorida materials are available to support you in your efforts to support businesses in Florida and attract new opportunities to drive economic development and create greater opportunities for Floridians to thrive.

Florida's Economic Drivers	2
SelectFlorida	3
Achieving Success Through High-Impact Investments	4
With SelectFlorida's Help Florida Business Can Reach the World	6
The Future is Bright in the Sunshine State	8
Your Partnership is Key	10
We're Here to Support Your Local Economic Development Efforts	11
Who We Want to Reach	12
Sample Social Media Copy	13
Sample Email Copy	14
Sample Manufacturing Business Email Copy	15
Sample Newsletter Copy	16
Turbocor Graphic	17
Sample Flyers and Advertisements	18
Expand Your Business by Exporting	19
Ignite Success	21
Unleash innovation	22
Elevate Your Workforce With Veterans	23
Florida's Aviation & Aerospace Companies Are Taking Off	24
Florida is Mission-Critical for the Military & Defense Industry	27
Florida is Building the Future of Manufacturing	30
Florida is the Market Leader in Financial & Professional Services	32
From Research to Reality: Florida is Leading the Way in Life Sciences	34
The Future of Tech is Florida	36
Florida is the Commercial Gateway for the Logistics and Distribution Industry	38
Florida is Energizing the Cleantech Industry	40
Florida is a Hub for Headquarters	42
Digital Ads	44



TO FLORIDA'S ECONOMIC DRIVERS

Thank you for your dedication to making Florida a state where businesses and families succeed. Through your strong partnership and commitment to recruiting private sector businesses, spurring innovation and entrepreneurship and partnering with our education institutions to develop our talented labor force—Florida is thriving!

Under Governor Ron DeSantis, Florida has achieved the following rankings:

- #1 economy in the nation.
- #1 in the country for higher education, talent development and entrepreneurship.
- #1 for new business formation since 2019.
- Florida is the fastest growing state in the nation (by population) and has the largest net migration.
- With an annual GDP of nearly \$1.7 trillion, Florida would be the 16th largest economy if it were a country.

None of this would be possible without you. You play a pivotal role in Florida's success and maintaining our reputation as the #1 state to do business in. Throughout the following pages, SelectFlorida and FloridaCommerce have several resources and strategies available to complement your efforts in driving economic development. Utilize these vast services to improve your region's competitive edge, advance our workforce and build resilient communities.

Sincerely,

J. Alex Kelly
Florida Secretary of Commerce



SELECTFLORIDA

Dedicated to elevating Florida as the premier state for businesses of all sizes, SelectFlorida is the official trade and investment promotion agency of the Free State of Florida – championing growth for existing businesses, attracting new enterprises and fueling the expansion of private sector employment opportunities for Florida’s workforce. Established in 2023 as a direct service organization under FloridaCommerce, SelectFlorida is committed to promoting Florida as a top-tier business destination.

In close collaboration with FloridaCommerce and a vast network of economic development partners, SelectFlorida offers valuable support to private-sector industries. This includes extending a helping hand to educate and support small and medium-sized businesses and manufacturers with ambitions to compete on the global stage. In 2024, Florida’s total merchandise trade was nearly \$197 billion, with \$89.1 billion in exports and \$107.8 billion in imports. Nearly \$72.2 billion of Florida-origin goods were exported to more than 200 countries around the world, making Florida the 6th largest exporting state in the country. With a goal to help other Florida businesses enter into the global economy,

- SelectFlorida awards trade grants to assist Florida’s job creators in exporting goods and services across the globe.
- Grants create the opportunity for businesses to participate in overseas trade shows, develop export and international communications and marketing plans and assist organizations in securing international certifications to do business in foreign markets.

At the heart of SelectFlorida’s mission is facilitating nationwide and international partnerships, illuminating the path for commerce and economic development to grow in our diverse and thriving Florida landscape. Ranked 4th in the U.S. in exporting knowledge-intensive services, Florida leverages the state’s natural assets, diverse labor force, and service-intensive economy to supply high valued-added services. With unparalleled access to markets worldwide, the state’s 16 deep-water seaports and 21 commercial airports bring the world to Florida and take Florida’s products to every corner of the globe. As a global player, SelectFlorida assumes a pivotal role in aiding companies to invest and expand within the state and is proud to tout Florida’s exceptional economic story.

Whether it’s our low tax and business friendly regulatory environment, or our ability to consistently outperform other states with our private sector job growth and low unemployment rate, Florida is where businesses and families thrive.

Source: [Grow Your Business with Florida Export Assistance \(selectflorida.org\)](https://selectflorida.org)

SELECTFLORIDA



ACHIEVING SUCCESS THROUGH HIGH-IMPACT INVESTMENTS

Florida is the perfect location to grow, relocate or establish your business. No other state offers a comparable combination of abundant business opportunities and world-class places to unwind.

ECONOMIC POWERHOUSE

As the world's 16th largest economy (2023) and with no personal income tax, Florida is a hub of innovation and manufacturing excellence. Equipped with 16 deepwater seaports, three spaceports, nearly 2,700 miles of freight tracks, and 120,000 miles of roadways, it's clear why the Sunshine State is rapidly advancing and breaking new ground across manufacturing industries.¹

ELITE WORKFORCE

With top-notch talent development initiatives, Florida has emerged as a front runner in the southeast with the highest number of net tech jobs, according to CompTIA. It is the top state in the nation for attracting and developing talent, with *U.S. News and World Report* ranking it first in higher education. With the third largest workforce in the country, Florida is home to a determined, resilient, and highly-skilled talent pool, attracting ambitious professionals from across the globe.

Additionally, under Executive Order Number 19-31 issued by Governor Ron DeSantis, Florida is charting a course to become number one in the nation in workforce education by 2030 while ensuring Florida students are prepared for the jobs of the future.

EXCEPTIONAL QUALITY OF LIFE

Florida offers exceptional value to its residents. With nearly 8,500 miles of coastline and the most golf courses in the country, it's not just a great place to work, it's a great place to play. The state has 21 commercial airports, making air travel convenient and accessible. Employees keep more of their hard-earned money with no personal income tax. The state has made significant investments in land acquisitions, creating the country's most extensive conservation and recreation land acquisition program.² This means miles and miles of open land, award-winning state parks, and nature preserves to take advantage of in Florida's year-round sunny weather.

¹ [Why Florida Brochure](#), 2024

² Protection, 2024

BUSINESS FRIENDLY

FLORIDA HAS
THE 16TH LARGEST
**GLOBAL
ECONOMY**
in 2023



FLORIDA RANKS #2
IN THE NATION AS THE
**BEST STATE
FOR BUSINESS**

FLORIDA RANKS #1 IN THE NATION
FOR ENTREPRENEURSHIP
★★★★★

FLORIDA RANKS #4
FOR THE
**BEST STATE
BUSINESS TAX
CLIMATE**



**STREAMLINED REGULATORY
ENVIRONMENT**
THAT IS THE ENVY OF THE NATION



INFRASTRUCTURE

OUR EXTENSIVE TRANSPORTATION
INFRASTRUCTURE POSITIONS

**FLORIDA AS A GLOBAL
BUSINESS HUB**



120,000+ MILES
of Roadway



2,700+ MILES
of Freight Tracks



21 COMMERCIAL
Airports



16 DEEPWATER
Seaports



3 INNOVATIVE
Spaceports

WORKFORCE

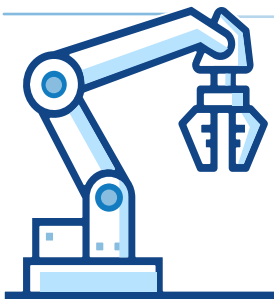


FLORIDA HAS THE
**3RD LARGEST
WORKFORCE**
IN THE NATION
in 2023



WE'RE REGULARLY
**RANKED #1 FOR
HIGHER EDUCATION**

FLORIDA IS THE #1 STATE
FOR ATTRACTING
& DEVELOPING TALENT



FLORIDA'S 28 PUBLIC COLLEGES &
12 PUBLIC UNIVERSITIES
ALIGN EDUCATIONAL PROGRAMS WITH
**HIGH-SKILLED, HIGH-WAGE
INDUSTRY NEEDS**

INDUSTRIES

Florida excels in nine key
industries:

**FROM AVIATION TO
LIFE SCIENCES,**

hosting innovative
enterprises with
global
recognition



EXPORTS



FLORIDA GENERATED
\$72.2 BILLION
IN FLORIDA-ORIGIN
EXPORTS
in 2024

NEARLY 60,000
FLORIDA COMPANIES
exported goods in 2022



95% OF FLORIDA EXPORTERS ARE
SMALL AND MEDIUM-SIZED ENTERPRISES.
SMEs accounted for 55% of Florida Exports in 2022.

LEADING
DESTINATIONS
FOR FLORIDA-
ORIGIN EXPORTS
IN 2024:



BRAZIL
\$6.1 BILLION



CANADA
\$5.3 BILLION



MEXICO
\$4.5 BILLION



**THE UNITED
KINGDOM**
\$3.8 BILLION



**THE UNITED ARAB
EMIRATES**
\$2.5 BILLION

WITH SELECTFLORIDA'S HELP FLORIDA BUSINESSES CAN REACH THE WORLD

SelectFlorida assists businesses big and small with developing new international markets and exporting their products and services around the globe.

Strong Services Exports

Ranked as the 6th largest export state in the U.S., Florida has a natural advantage in exporting knowledge-intensive services, with its extensive global ties, linguistically diverse population and service-intensive economy. High value-added services such as accounting, communications, consulting, engineering, financial, legal, medical and many others are in great demand.

Robust Trade Infrastructure

Florida's vast international commerce infrastructure includes readily available trade financing, international legal and insurance services, freight forwarding and logistics, distribution and warehousing and related services. The state's international business community enjoys access to the second largest Foreign Trade Zone (FTZ) network in the country.

Exporting Assistance

Our trade offices around the state assist Florida businesses with developing new international markets and exporting their products and services around the globe. Free export counseling is available for Florida manufacturers, export intermediaries and service providers.

SELECTFLORIDA EXPORT SERVICES

SelectFlorida helps thousands of companies around the state enter and expand in international markets through nationally-recognized programs and services.

LEARN
MORE



EXPORT SALES MISSIONS

EXPORT FINANCE REFERRALS

INTERNATIONAL OFFICES NETWORK

CERTIFICATES OF FREE SALE

EDUCATIONAL WEBINARS,
SEMINARS AND CONFERENCES

OVERSEAS TRADE SHOWS

TRADE GRANTS

EXPORT COUNSELING

MARKET RESEARCH

TRADE EVENTS NEWSLETTER

SELECTFLORIDA HAS TRADE OFFICES AROUND THE WORLD

SelectFlorida maintains a network of representative offices outside the United States. The main purpose of these offices is to assist companies from other countries interested in investing in Florida, as well as provide help to Florida businesses big and small looking to export to foreign markets.

LEARN
MORE



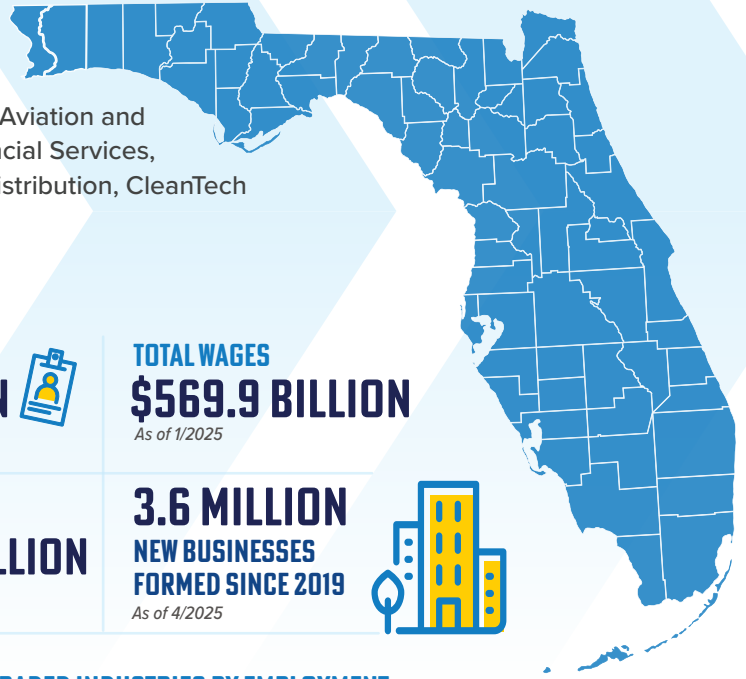
GET EXPORT
ASSISTANCE
FROM ONE OF
OUR REGIONAL
OFFICES



In 2024, Florida companies exported nearly \$72.2 billion worth of goods to more than 200 countries around the world making it the 6th largest exporting state in the country. With unparalleled access to markets worldwide, the state's 16 deep-water seaports and 21 commercial airports bring the world to Florida and takes our products to every corner of the globe.

THE FUTURE IS BRIGHT IN THE SUNSHINE STATE

Florida has a diverse economy with industries such as Aviation and Aerospace, Military and Defense, Manufacturing, Financial Services, Information Technology, Life Sciences, Logistics and Distribution, CleanTech and Professional Services.



ECONOMIC ADVANTAGES



\$1.7 TRILLION
STATEWIDE GDP
in 2024

TOTAL EMPLOYMENT
11.2 MILLION
As of 4/2025



TOTAL WAGES
\$569.9 BILLION
As of 1/2025

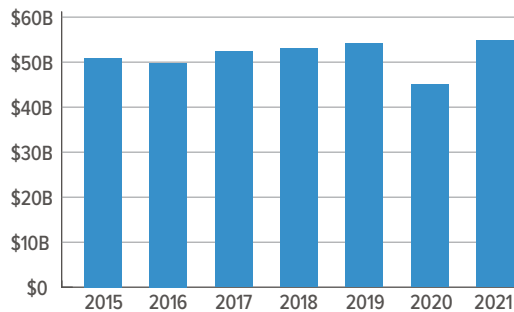


POPULATION
23.4 MILLION
in 2024

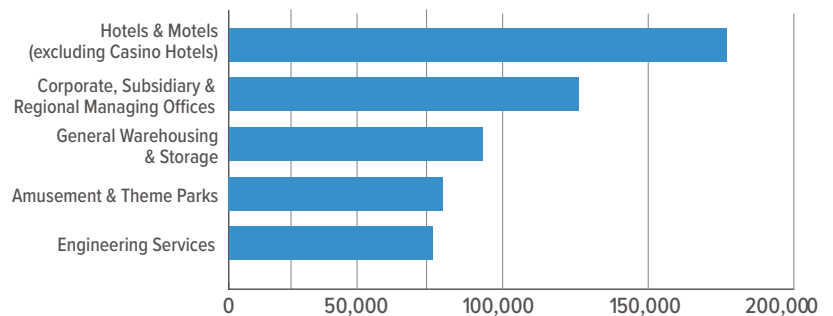
3.6 MILLION
NEW BUSINESSES
FORMED SINCE 2019
As of 4/2025



REGIONAL EXPORTS *from 2015 - 2021*



TOP TRADED INDUSTRIES BY EMPLOYMENT *in 2023*



LOGISTICS AND ACCESSIBILITY ADVANTAGES



\$89.1 BILLION
IN MERCHANDISE
EXPORTS
in 2024



21
REGIONAL
AND
INTERNATIONAL
AIRPORTS



\$708 MILLION
IN BROADBAND
INVESTMENTS
From 2019-2025

SPOTLIGHT ON THE ECONOMIC IMPACT OF THE DEFENSE INDUSTRY

In 2022, the \$65.3 billion in direct defense-related spending flowing into the state of Florida supported more than 865,937 jobs and generated \$102.6 billion in value-added economic impacts across the state.

TOTAL STATEWIDE IMPACT IN 2022

Statewide Economic Impact	\$102.6 Billion
Percent of Economy	7.3%
Employment	865,937 Jobs

DIRECT DEFENSE SPENDING IN 2022

Procurement	\$21.93 Billion
Salaries	\$15.16 Billion
Pensions & Transfers	\$28.23 Billion
Total Defense Spending	\$65.32 Billion

TARGET SECTOR ADVANTAGES

These industry sectors are creating jobs and driving innovation in Florida.
The data is from 2023.

	EMPLOYMENT	ESTABLISHMENTS	ANNUAL WAGES
AVIATION AEROSPACE	144,600+	2,900+	\$95,981
DEFENSE AND HOMELAND SECURITY	300,000+	33,300+	\$137,031
MANUFACTURING	421,000+	25,600+	\$78,332
FINANCIAL SERVICES	455,100+	44,900+	\$117,080
INFORMATION TECHNOLOGY	323,100+	47,400+	\$119,700
LIFE SCIENCES	1,053,800+	62,900+	\$76,751
LOGISTICS AND DISTRIBUTION	708,900+	61,300+	\$85,650
CLEANTECH	185,800+	16,600+	\$92,414
PROFESSIONAL SERVICES	875,200+	153,300+	\$108,069

TALENT PIPELINE ADVANTAGES

Florida's extensive network of higher education facilities and institutions drive workforce supply and innovation in the state.

ALL DISCIPLINES **1.5M**
STUDENTS

BUSINESS MANAGEMENT, MARKETING AND RELATED SUPPORT **198K**
STUDENTS

SCIENCE, TECHNOLOGY, ENGINEERING AND MATH **136.6K**
STUDENTS

COMPUTER AND INFORMATION SCIENCES AND SUPPORT SERVICES **49.4K**
STUDENTS

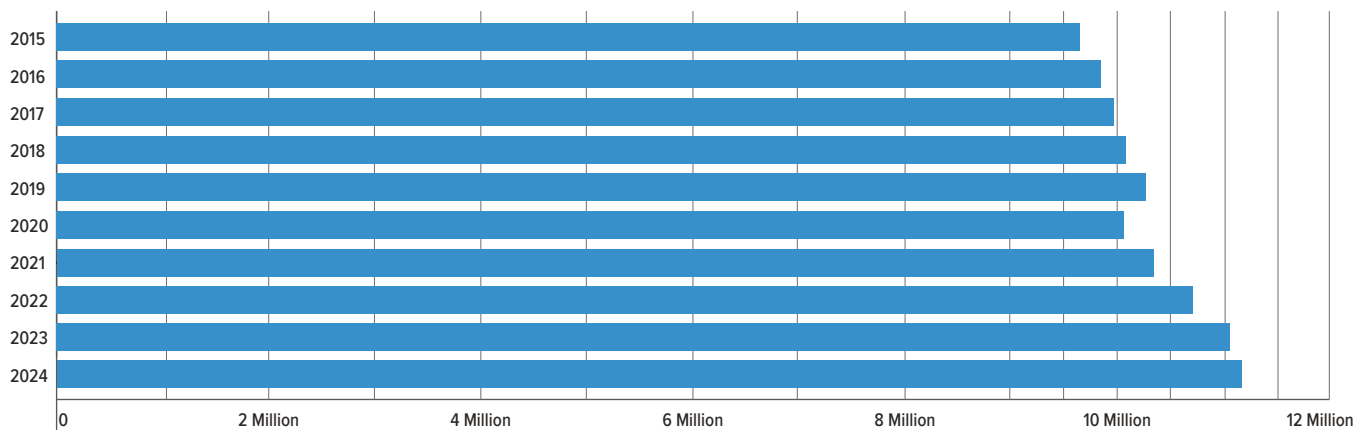
BIOLOGICAL AND BIOMEDICAL SCIENCES **32.9K**
STUDENTS

ENGINEERING **26.7K**
STUDENTS

ENGINEERING TECHNOLOGIES AND ENGINEERING-RELATED FIELDS **13.9K**
STUDENTS

WORKFORCE ADVANTAGES

WORKFORCE SIZE AND GROWTH between 2015 -2024





YOUR PARTNERSHIP IS KEY

To Our Partners:

Thank you for the instrumental role you consistently play in bolstering Florida businesses. Your support has been pivotal in maintaining Florida's prominent standing in the nation as one of the best states for business.

At SelectFlorida, we deeply appreciate and recognize the tireless efforts you invest in each day to champion our state. We are pleased to present this toolkit to complement your endeavors. Designed to be a resource, it provides ideas and examples for social media, newsletters and other content, which align with your commitment to help businesses thrive in our state.

As active partners, we stand ready to engage on any front that your community may benefit from – whether it's nurturing the growth of existing businesses or attracting new ones. Your insights, knowledge and unwavering commitment to your community is commendable, and we value the hard work you dedicate to showcasing, sharing and advancing Florida's business-friendly environment.

When evaluating Florida and our communities, it's clear that Floridians value innovation, entrepreneurship and growth. SelectFlorida aims to highlight these strengths and share resources businesses and individuals can use to improve their trajectories and success in the Free State of Florida. Whether it's our cutting-edge workforce training opportunities, nationally recognized higher education system, pro-business state tax policies and streamlined regulatory environment or extensive transportation infrastructure – Florida truly has it all. We encourage you to utilize and build upon this messaging to mirror the unique resources and economic development goals in your community.

Should you find the need for further assistance or seek additional information beyond what we've provided, please do not hesitate to reach out. Thank you for your continued collaboration and dedication to the prosperity of Florida businesses and your community.

Regards,

Matt Swanson

Interim President, SelectFlorida and

President of Business Development, FloridaCommerce

AMPLIFY YOUR IMPACT

WITH SELECTFLORIDA

SELECTFLORIDA



WE'RE HERE TO SUPPORT YOUR LOCAL ECONOMIC DEVELOPMENT EFFORTS

We work closely with local economic development partners to provide solutions tailored to bolster your existing efforts and meet your needs.

**Contact us today to
learn how we can
support you.**

Jason Mahon
Deputy Secretary
of Economic
Development & Chief
Manufacturing Officer

[Jason.Mahon@
Commerce.fl.gov](mailto:Jason.Mahon@Commerce.fl.gov)

(850) 717-8972



**SITE SELECTION AND
DEVELOPMENT**



**PERMITTING AND
REGULATORY
ASSISTANCE**



**EXPERTISE IN
KEY TARGET
INDUSTRIES**



**BUSINESS
INTELLIGENCE**



**STRATEGIC
PARTNERSHIPS**



**GRANTS,
PROGRAMS
AND RESOURCES**



**INTERNATIONAL
TRADE
DEVELOPMENT**



**MARKETING AND
TRAINING
ASSISTANCE**

WHO WE WANT TO REACH

AUDIENCE

ESTABLISHED BUSINESSES

We want to help organizations that are already part of Florida's vibrant business community to expand, innovate and thrive. Our tailored services and strategic partnerships are designed to help them grow and improve their market advantage.

ENTREPRENEURS

Aspiring entrepreneurs dreaming of launching their venture in a state known for its entrepreneurial spirit need to look no further. Florida is the land of opportunity for startups, with access to a skilled workforce, robust infrastructure, and a business-friendly environment to make their ideas into reality.

CORPORATE DECISION MAKER

Those considering Florida for your next venture can join the ranks of global corporations that have found success in the Sunshine State. From favorable tax incentives to unparalleled quality of life, we can help them discover why Florida is the best place for their company's expansion or relocation.

AUDIENCE VALUES

- A business-friendly environment with low regulatory hurdles and a favorable tax environment.
- A low cost of living with a high quality of life.
- A talented and skilled workforce with opportunities to enhance their expertise.
- A strategic location with robust logistics infrastructure, including accessible airports, sea ports, and roadways, that can provide a competitive edge in the global market.
- A location that demonstrates its commitment to their success through tailored programs, resources, and strategic grants that addresses their unique needs and ensures a strong foundation for growth and innovation.

MESSAGING

TAILORED SOLUTIONS

We understand that every business is unique. That's why we offer personalized solutions to address your specific needs, whether accessing funding, navigating regulatory requirements, or tapping into new markets.

STRATEGIC PARTNERSHIPS

Success is rarely achieved alone. Partner with SelectFlorida to leverage an extensive network of industry experts, government agencies, and business leaders who support your growth.

INNOVATIVE RESOURCES

Stay ahead of the curve with our cutting-edge resources. From emerging trends to technological advancements, we provide the tools to stay competitive in today's fast-paced business environment.

SOCIAL MEDIA COPY



DOWNLOAD SOCIAL MEDIA
IMAGES AND COPY

THEME 1: FOREIGN TRADE ASSISTANCE

FACEBOOK

Florida businesses looking to expand their markets by exporting overseas need to look no further than SelectFlorida. From export assistance to foreign trade show grants, SelectFlorida has resources available to help you grow your business and your bottom line.

[#SelectFlorida](#) [#BoostYourProfits](#)

INSTAGRAM

Ready to take your Florida business global? SelectFlorida offers market research, target market selection, and readiness assessments to help your business expand abroad. Unlock the possibilities!

[#SelectFlorida](#) [#ExportFlorida](#)
[#GrowYourBusiness](#)

X [TWITTER]

Discover resources for export assistance, foreign trade show grants, and more to grow your business and boost profits with SelectFlorida.

[#SelectFlorida](#)

LINKEDIN

Looking to expand your business abroad? Florida's six trade offices are here to help! Take advantage of expert market research, target market selection, and market readiness assessments to boost your global reach. Unlock new opportunities for growth and success with Florida's international trade resources available through SelectFlorida. [#SelectFlorida](#) [#ExportFlorida](#) [#GlobalExpansion](#)

THEME 2: EXPAND YOUR BUSINESS

FACEBOOK

From workforce training and development programs to access to capital, SelectFlorida offers grants and services businesses like yours can use to expand their horizons. Learn more at [SelectFlorida.org](#).

[#SelectFlorida](#)

INSTAGRAM

Ready to take your Florida business to the next level? Discover a range of grants and services, including workforce training and access to capital that are available to help you expand your horizons. Visit [SelectFlorida.org](#) to learn more! [#SelectFlorida](#)

X [TWITTER]

From workforce training and development and access to capital, SelectFlorida has the grants and resources you need to expand your horizons. Learn more at [SelectFlorida.org](#)!

[#SelectFlorida](#)

LINKEDIN

Unlock new horizons for your business with SelectFlorida! Access workforce training and development programs and a variety of grants designed to take your company to the next level. Learn more at [SelectFlorida.org](#) and start growing your business today! [#SelectFlorida](#) [#BusinessExpansion](#)



SAMPLE EMAIL COPY

To better assist you in outreach to key partners and stakeholders, we have sample emails that can be utilized across a variety of target audiences.

SAMPLE HEADER

ELEVATE YOUR BUSINESS IN THE SUNSHINE STATE

WITH PROGRAMS & RESOURCES FROM SELECTFLORIDA



SUBJECT LINES

Elevate Your Business in the Sunshine State

Take Advantage of the Vast Resources SelectFlorida has to Offer

Are You Looking to Expand Your Business? SelectFlorida Can Help!

BODY COPY

At [Your Organization], we believe that the success of businesses in Florida contributes to the overall growth and prosperity of every Floridian. Businesses drive our economy, create jobs, attract talent, and serve as the backbone of our communities. With this in mind, we are excited to partner with SelectFlorida to provide you with valuable resources and programs that will support your business goals and help you take your business to the next level.

SelectFlorida offers a wealth of resources and expertise to help businesses of all sizes grow both locally and internationally. Their team takes a personalized approach, connecting you with export assistance and their expansive network of international offices in key global markets. For companies looking to establish or expand their presence in Florida, SelectFlorida provides site selection assistance, regulatory support, and connections to suppliers and vendors.

No matter where you are on your business journey, we are here to support you every step of the way. We'd love to introduce you to the many ways SelectFlorida can help your business thrive in the Sunshine State.

To learn more about how SelectFlorida can help your business grow, contact us today or visit [SelectFlorida.org](https://selectflorida.org). Let's work together to build a brighter future for your business!

MANUFACTURING BUSINESS EMAIL COPY

SUBJECT LINES

Exciting News for Florida's Manufacturers

Looking to Expand Your Manufacturing Business? We Can Help!

PRE-HEADER

Programs and Resources to Support Manufacturers

BODY COPY

With a 69% increase in manufacturing output over the past decade, Florida has become a leader in the manufacturing sector, providing high-paying jobs for more than 430,000 Floridians.

Like you, we recognize the unique challenges faced by manufacturers – from workforce development to financial considerations. So we've partnered with SelectFlorida to provide you with a comprehensive range of resources and services aimed at empowering Florida-based businesses like yours to overcome these obstacles and achieve their goals.

Together with SelectFlorida, we can offer you assistance with:

- Site selection
- Permitting and regulatory support
- Connections to suppliers, vendors, and industry experts
- Workforce training programs
- Access to various financial resources, including grants and tax incentives
- Loan programs that include providing low-interest financing options
- Export and trade assistance and more

We're confident that our services and resources can benefit manufacturing companies of all sizes. Contact us today to discuss how we can partner with you to achieve your business goals or visit SelectFlorida.org to learn more.



DOWNLOAD THE NEWSLETTER
IMAGE AND COPY

SAMPLE NEWSLETTER COPY

To better assist you in reaching out to key stakeholder groups, we've created a sample newsletter article that can be utilized for target audiences, partners, and associations.

SUBJECT LINES

Grow Your Business in the Sunshine State

Take Your Business to the Next Level

Take Advantage of These Resources to Help You Expand Your Business

SHORT ARTICLE BODY COPY

Florida is the perfect location to establish or expand your business. With a thriving economy, elite workforce, and exceptional quality of life, Florida provides the ideal environment for businesses to succeed.

We understand the importance of having the right resources and support to take your organization to new heights. That's why we've partnered with SelectFlorida, to empower businesses like yours with essential tools and services to succeed in Florida's vibrant business landscape.

Our partnership with SelectFlorida enables us to provide your business with comprehensive support, including site selection assistance, regulatory guidance, supplier and vendor connections, and more. Whether you're a small startup or an established corporation, our team is committed to helping you tap into the programs, resources and opportunities available to help you achieve success.

To learn more about how we can help your business, contact us or visit [SelectFlorida.org](https://selectflorida.org) today. We look forward to connecting with you and embarking on an exciting journey of growth and innovation in the Sunshine State.

SAMPLE NEWSLETTER IMAGE



**“RESEARCH AND DEVELOPMENT INFRASTRUCTURE IS
WELL-ESTABLISHED AND STRONG. WE ARE HAPPY TO BE
ANCHORED IN THE TALLAHASSEE COMMUNITY, AND
WE ARE GOING TO CONTINUE TO GENERATE JOBS
AND GENERATE EXCITEMENT.”**

– Turbocor Operations President
Ricardo Schneider

SELECTFLORIDA



SAMPLE FLYERS AND ADVERTISEMENTS

We take pride in showcasing the myriad opportunities that Florida presents. Whether you're gearing up for a conference, organizing events that call for a variety of informational handouts, or engaging with businesses contemplating a move to Florida, we've crafted a range of promotional materials to suit every scenario. Our goal is to provide you with the tools you need to effectively communicate the advantages our state has to offer.



Feel free to explore and utilize these resources as we collaborate to amplify the positive message about our extraordinary state. We're here to ensure your promotional efforts are not only seamless but also impactful. Let's continue spreading the word about the countless opportunities that Florida has to offer.



ALL OF THE COLLATERAL
INCLUDED IS READY TO
DEPLOY IN PRINT
OR ONLINE.

DOWNLOAD ASSETS
TO SHARE



1 TRADE ASSISTANCE FLYER
SelectFlorida offers a variety of programs to help business owners expand their horizons with foreign trade that we've outlined in this flyer.

2 FULL PAGE ADS
From a workforce that is second to none to the leading industries that call the Sunshine State home, our full page ads reveal some of the many reasons businesses thrive in Florida.

3 INDUSTRY-SPECIFIC HANDOUTS
Discover the leading industries that call the Sunshine State home and the resources available to help them succeed with our informative two- and three-pagers.

4 DIGITAL ADS
There are ample opportunities for businesses and residents alike to level up their trajectories in Florida. Our digital ads invite readers to click to learn more.

EXPAND YOUR BUSINESS BY EXPORTING



From diversifying your customer base and growing your market share to extending your product life cycle and mitigating risk—exporting has a lot of advantages. SelectFlorida helps thousands of companies around the state enter and expand in international markets through nationally-recognized programs and services. With 95% of the world’s consumers and 75% of the world’s GDP, you should consider the benefits of exporting!

Getting started with exporting can be daunting but you don’t have to do it alone. SelectFlorida has assembled a group of experts and services to help you get started.

Our statewide network of trade professionals provide free export counseling to small and medium-sized companies interested in expanding globally. Services include evaluation of a company’s market readiness, selecting target markets for its products or services, market research, information on channels of distribution in target markets and introductions to our International Offices.

SelectFlorida’s Export Assistance Services Include:



- Export Sales Missions
- Educational Webinars, Seminars & Conferences
- Export Counseling
- Market Research
- Trade Events Newsletters
- Overseas Trade Shows
- Certificates of Free Sale
- Trade Grants
- International Offices Network
- Export Finance Referrals



Contact a Regional Trade Office to help you grow your business overseas.
[SelectFlorida.org/trade-offices](https://selectflorida.org/trade-offices)



TRADE GRANTS

SelectFlorida offers grants to help qualified companies start exporting for the first time or diversify into new markets.

TARGET SECTOR TRADE SHOW GRANTS

SelectFlorida offers event-specific, reimbursable grants to help Florida small to medium-sized companies generate or increase their export sales overseas. Attending trade shows is an excellent way to introduce and showcase products and services to a global audience. Receive a grant to help reduce the cost of exhibiting at an internationally-focused trade show or exhibition supported by SelectFlorida.

GOLD KEY/BUSINESS MATCHMAKER GRANTS

Eligible manufacturers and professional service providers can apply for a Gold Key/Matchmaker Grant to generate or increase sales overseas during a SelectFlorida Export Sales Mission. Gold Key/Matchmaker services are a market development tool for new or infrequent exporters, offering meetings with pre-screened and pre-qualified buyers, agents, importers and representatives with an interest in your company's products or services.

EXPORT MARKETING PLANS

Working in partnership with the Florida Small Business Development Centers Network, qualified Florida manufacturers and service providers can receive a customized export marketing plan to pinpoint the best countries for their products, develop the right entry strategies, and promote their products abroad.

Interested in SelectFlorida grant opportunities?

Visit [SelectFlorida.org/trade-grants](https://selectflorida.org/trade-grants) to learn more about eligibility and qualifications.



SELECTFLORIDA

**"IT WAS GREAT TO BE ABLE
TO INTRODUCE AND EXPAND
OUR NEW PRODUCTS INTO THE
WORLDWIDE MARKET."**

"The trade show was very engaging and successful for our company, and we estimate that we will get a large capacity of business during the next two years thanks to this resounding adventure. We are also planning on expanding our operations in order to become bigger and better in the near future. Events and experiences such as the IDS Trade Show are vital in making this a reality."

"Receiving the trade grant has helped our company greatly as well. It is programs such as this that help with the initial introductions and showings that lead the way to being a great success."

– Advanced Orthodontics Solutions
IDS - Global Dental Show





IGNITE SUCCESS

WITH FLORIDA'S EXPANSIVE TALENT POOL
AND UNRIVALED COMPETITIVE EDGE

With total employment of more than 10 million statewide and more than 430,000 professionals employed in the state's diverse manufacturing sector, you'll have access to an exceptional labor pool. Florida also offers one of the lowest unionization rates for private-sector manufacturing in the country, fortifying your competitive advantage in a right-to-work state.

#1 IN THE U.S.

for attracting and
developing talent.

*Lightcast Talent Attraction
Scorecard*

NO SALES OR USE TAX

on goods manufactured or
produced in Florida for export
outside the state.

NO SALES TAX

on purchases of raw materials
incorporated in a final product
for resale, including non-reusable
containers or packaging.



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

UNLEASH INNOVATION

ELEVATE YOUR BUSINESS IN FLORIDA'S BIOTECH & PHARMACEUTICALS SECTOR



Florida boasts one of the nation's top life sciences industries, with top talent and opportunities for research and collaboration. With more than 39,000 Floridians working in the state's biotechnology R&D*, pharmaceutical manufacturing and medical device manufacturing industries, our life sciences workforce will breathe new life into your business.

**#1 IN
THE U.S.**

in new tech
business
establishments
in 2023

**#2 IN
THE U.S.**

in manufacturing
pharmaceutical
establishments

**#2 IN
THE U.S.**

in medical
device
manufacturing
establishments

**MORE THAN
1,400**

clinical trials
in 2023

**#5 IN
THE U.S.**

in the biotech R&D*
establishments

Bureau of Labor Statistics



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

ELEVATE YOUR WORKFORCE WITH VETERANS

Florida is home to more than 1.4 million veterans and their families and is the most military and veteran friendly state in the nation.

Florida veterans offer employers a unique opportunity to hire a highly skilled and highly motivated workforce.



WE'RE WORKFORCE-READY

More than 32% of Florida's veterans have earned a Bachelor's degree or higher – which is higher than the national average and Florida remains committed to providing veterans with unique educational opportunities to learn skills that will keep them in demand not just for today, but for years to come.

LEARN HOW WE CAN CONNECT YOU TO FLORIDA VETERANS AND THEIR FAMILIES TODAY.



LEARN MORE:

SelectFlorida.org

SELECTFLORIDA



FLORIDA'S AVIATION & AEROSPACE COMPANIES ARE TAKING OFF

As the birthplace of commercial aviation with 130 public-use airports and 21 commercial airports, Florida is the ideal hub for transporting people and goods across the world.

As the undisputed air traffic hub of the Americas, the Sunshine State is home to major flight training centers and maintenance repair and operations (MRO) facilities, as well as a thriving aircraft manufacturing industry. Additionally, Florida boasts a highly skilled workforce and robust supply chain that supports a wide range of industries, including engineering, robotics, surveillance, and technology.



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

Thanks to world-renowned facilities like the Kennedy Space Center, Cecil Spaceport, and Cape Canaveral Space Force Station, Florida's aviation and aerospace industry is at the forefront of space exploration and home to some of the most advanced technology and infrastructure in the world.

Florida ranks

#1 IN THE U.S.

for attracting and developing talent.

Lightcast Talent Attraction Scorecard.

Florida ranks

2ND IN THE U.S.

for the largest aerospace cluster

with 710+ establishments as of 2023.

Florida ranks

5TH IN THE U.S.

for the best aerospace engineering degree programs

with a doctoral option at Embry-Riddle Aeronautical University

ACHIEVE NEW HEIGHTS WITH THESE PROGRAMS & TOOLS FOR FLORIDA'S AVIATION & AEROSPACE INDUSTRY

TAX EXEMPTIONS

The **Space Flight Activities Tax Exemption** is for the sale, lease, use, storage, consumption, or distribution of any orbital space facility, space propulsion system, space vehicle, satellite or station that possesses space flight capacity and the tangible personal property on-or-used aboard. Exemptions are also available for properties that are used or occupied predominantly for space flight business purposes, space launch vehicle fuels, space laboratories and carriers and direct and overhead materials.

The **Aircraft Repair and Maintenance Sales Tax Exemption** applies to labor, parts and equipment related to the repair and maintenance of qualified aircraft. A Fixed Wing Aircraft Sales Tax Exemption is applicable to the sale or lease of an eligible aircraft. To qualify, the aircraft must have a maximum certified takeoff weight exceeding 15,000 pounds and be utilized by a "common carrier," as defined in the regulations of the Federal Aviation Administration.

The **Semiconductor, Defense and Space Technology Tax Exemption** supports technology-based companies as they continue to invest in critical advanced technology machinery and equipment. Businesses involved in semiconductor, defense and space technology production are eligible to apply for a sales and use tax exemption permit for the purchase of machinery and equipment that is valid for two years.

The **Manufacturing Machinery and Equipment Sales Tax Exemption** is available to all businesses that conduct their primary operations in specific industry classifications, utilizing industrial machinery and equipment to manufacture, process, compound or create tangible personal property.

TAX CREDIT

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

Work Opportunity Tax Credit Program – This program provides employers with the opportunity to earn a federal tax credit between \$2,400 and \$9,600 per employee when they hire a new employee who is a qualifying member of one of the defined target groups.

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

WORKFORCE DEVELOPMENT OPPORTUNITIES

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to established Florida businesses to avert layoffs and/or retain a skilled workforce through continuing education and training for employees to obtain the skill necessary to retain employment.

FLORIDA AEROSPACE AND DEFENSE (FAD) PORTAL

The FAD Portal connects Florida's defense companies, local governments and corporations and provides opportunities for organizations to review defense contract and grant opportunities located in Florida; find and connect with Florida defense manufacturers, vendors and suppliers; and discover additional resources including manufacturing, cybersecurity training, export assistance, workforce assistance and resources to help them apply for, win, and manage contracts.

SMALL BUSINESS VENTURE CAPITAL

The **Florida Opportunity Fund** was established to achieve substantial long-term capital appreciation by identifying and investing in a diversified portfolio of high-quality seed and early-stage venture capital funds. These funds specifically seek investment opportunities within the state of Florida.

SUPPORT ORGANIZATIONS

Space Florida is an independent special district created to foster the growth and development of a sustainable and world-leading aerospace industry in Florida. Space Florida promotes aerospace business development by facilitating business financing, spaceport operations, research and development, workforce development and innovative education programs.



FLORIDA IS MISSION-CRITICAL FOR THE MILITARY & DEFENSE INDUSTRY



Florida is the key player in the military and defense industry, boasting more than 20 major military installations and three unified combatant commands.

Military and Defense is Florida's second largest industry and has attracted numerous industry leaders – including virtually every major defense contractor from the U.S. and abroad. With a labor force ranked fourth in the nation for high-tech employment, Florida is well-positioned to continue driving innovation in defense aviation, biometrics, cybersecurity, and other critical areas of expertise.



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

With a vast network of major contractors and suppliers, Florida stands out as a leader in the military and defense industry. From ammunition to cybersecurity, Florida's diverse range of defense-related industries are well-positioned to continue driving innovation and growth in the years ahead.

Florida has
MORE THAN 20
major military
installations

Office of Military and Defense

Florida ranks
2ND IN THE U.S.
for the largest
aerospace cluster

*with 710+ establishments as
of 2023.*

Florida ranks
5TH IN THE U.S.
for the best undergrad
aerospace engineering
program

at Embry-Riddle University.

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR

Florida's Military & Defense Industry

GRANT PROGRAMS AND INCENTIVES

The [Space Flight Activities Tax Exemption](#) is for the sale, lease, use, storage, consumption, or distribution of any orbital space facility, space propulsion system, space vehicle, satellite or station that possesses space flight capacity and the tangible personal property on-or-used aboard. Exemptions are also available for properties that are used or occupied predominantly for space flight business purposes, space launch vehicle fuels, space laboratories and carriers and direct and overhead materials.

The [Aircraft Repair and Maintenance Sales Tax Exemption](#) applies to labor, parts and equipment related to the repair and maintenance of qualified aircraft.

A [Fixed Wing Aircraft Sales Tax Exemption](#) is applicable to the sale or lease of an eligible aircraft. To qualify, the aircraft must have a maximum certified takeoff weight exceeding 15,000 pounds and be utilized by a "common carrier," as defined in the regulations of the Federal Aviation Administration.

The [Semiconductor, Defense and Space Technology Tax Exemption](#) supports technology-based companies as they continue to invest in critical advanced technology machinery and equipment. Businesses involved in semiconductor, defense and space technology production are eligible to apply for a sales and use tax exemption permit for the purchase of machinery and equipment that is valid for two years.

The [Defense Infrastructure Grant Program](#) supports local infrastructure projects deemed to have a positive impact on the military value of installations within the state.

A [Defense Reinvestment Grant Program](#) offers assistance for community-based activities that focus on addressing one of three specific issues: safeguarding existing military installations, promoting diversification in defense-dependent communities, or creating plans for the repurposing of closed or realigned military installations.

[Florida Defense Support Commission Grants](#) are available to help military communities address key issues including economic and product research and development, collaborative planning with host communities to ensure military mission accommodation and prevent base encroachment, advocacy to federal civilian and military officials on behalf of the state, support to school districts in facilitating a seamless transition for an increased number of military-related students, job training and placement for military spouses in communities with a significant presence of active-duty military personnel, and promotion of the state to military contractors and employers.

The [Florida Job Growth Grant Fund](#) awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.



High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

TAX EXEMPTIONS

The **Manufacturing Machinery and Equipment Sales Tax Exemption** is available to all businesses that conduct their primary operations in specific industry classifications, utilizing industrial machinery and equipment to manufacture, process, compound or create tangible personal property.

SERVICES

The **Florida Aerospace and Defense (FAD) Portal** connects Florida's defense companies, local governments and corporations and provides opportunities for organiza-

tions to review defense contract and grant opportunities located in Florida; find and connect with Florida defense manufacturers, vendors and suppliers; and discover additional resources including manufacturing, cybersecurity training, export assistance, workforce assistance and resources to help them apply for, win and manage contracts.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to established Florida businesses to avert layoffs and/or retain a skilled workforce through continuing education and training for employees to obtain the skill necessary to retain employment.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.

SELECTFLORIDA



FLORIDA IS BUILDING THE FUTURE OF MANUFACTURING

Florida's manufacturing industry is thriving, with a diverse range of products and a strong workforce supporting its growth.

The state is home to more than 23,000 manufacturing companies that employ more than 421,000 workers. Florida's pro-business policies, highly skilled talent pool, and strategic location provide easy access to domestic and international markets, making it an ideal choice for manufacturing companies. From batteries and boats to semiconductors and satellites, Florida's manufacturing sector continues to expand and innovate, driving economic growth and opportunity across the state.



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

Florida's manufacturing impact on the state's economy has surpassed the contribution to Gross Domestic Product (GDP) of many other key industries including tourism, agriculture, and transportation.

Florida has the
3RD LARGEST

Number of
Manufacturing
Establishments
in the Nation

Bureau of Labor Statistics

Florida Employs
MORE THAN 420K

People in the
Manufacturing
Industry

Bureau of Labor Statistics

Florida is home to
MORE THAN 25K

Manufacturing
Establishments

Bureau of Labor Statistics

Florida Manufacturing
Industry generated

\$80.7 BILLION
in GDP in 2024

Bureau of Labor Statistics

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR

Florida's Manufacturing Industry

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

The **Semiconductor, Defense and Space Technology Tax Exemption** supports technology-based companies as they continue to invest in critical advanced technology machinery and equipment. Businesses involved in semiconductor, defense and space technology production are eligible to apply for a sales and use tax exemption permit for the purchase of machinery and equipment that is valid for two years.

TAX EXEMPTIONS

The **Manufacturing Machinery and Equipment Sales Tax Exemption** is available to all businesses that conduct their primary operations in specific industry classifications, utilizing industrial machinery and equipment to manufacture, process, compound or create tangible personal property.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to incumbent employees at established Florida businesses to undergo 12 months of continuing education and training.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.

SELECTFLORIDA

A photograph showing two business professionals in a meeting. They are seated at a wooden table, looking at and pointing to various financial documents. The documents include pie charts, bar graphs, and spreadsheets. A laptop keyboard is visible in the bottom left corner, and a calculator is on the right side of the table. The text 'FLORIDA IS THE MARKET LEADER IN FINANCIAL & PROFESSIONAL SERVICES' is overlaid in white on an orange background on the left side of the image.

FLORIDA IS THE MARKET LEADER IN FINANCIAL & PROFESSIONAL SERVICES

Florida's thriving financial sector is home to a robust cluster of insurance and banking companies – ranking third-largest in the United States.

Florida offers a wide range of professional services, including fintech, banking, insurance, architecture, accounting, marketing, alternative investments, hedge funds, portfolio management, consulting, and engineering services. With a top corporate tax rate of just 5.5%, businesses in Florida can minimize expenses and maintain a competitive edge.



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

Florida is home to a growing concentration of insurance and banking companies, ranking third in the nation. With a favorable business climate and a growing population, Florida is well-positioned to remain a leader in the financial services industry.

Florida ranks
#3 IN THE U.S.
for concentration of
finance and insurance
establishments

Bureau of Labor Statistics

Florida ranks
4TH IN THE U.S.
for the highest
employment in the finance
and insurance industry

Bureau of Labor Statistics

Florida has the
16TH LARGEST
global economy

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR Florida's Financial & Professional Services Industry

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to incumbent employees at established Florida businesses to undergo 12 months of continuing education and training.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.

SELECTFLORIDA



FROM RESEARCH TO REALITY: FLORIDA IS LEADING THE WAY IN LIFE SCIENCES

With a thriving life sciences industry that encompasses, pharmaceuticals, and medical device manufacturing, Florida is home to more than 2,200 establishments that drive innovation and contribute to the state's economy.

According to Bureau of Labor Statistics, Florida boasts the nation's second-largest medical device manufacturing industry, second-largest pharmaceuticals manufacturing industry, and fourth-largest biotech R&D industry. Additionally, the state had more than 1,400 clinical trials initiated in 2023. This concentration of life sciences expertise and resources makes Florida a leading destination for companies and talent in the industry.



LEARN MORE:
[SelectFlorida.org](https://selectflorida.org)

SELECTFLORIDA

As the home of the nation's second-largest medical device manufacturing industry and the fourth-highest number of biotech R&D facilities, Florida is well-positioned to lead the way in life sciences innovation.

Florida is the
**2ND LARGEST
MEDICAL DEVICE
MANUFACTURER**
in the U.S.

BLS

Florida is the
**2ND LARGEST
PHARMACEUTICALS
MANUFACTURING
INDUSTRY**
in the U.S.

BLS

\$1.5 BILLION
is Spent in Life Science
R&D by Florida
Universities

*National Center for Science and
Engineering*

In 2022, Florida's
Biopharmaceutical Sector
Created
**\$64.3 BILLION IN
ECONOMIC OUTPUT**

PhRMA.org

Florida ranks as the
**4TH HIGHEST IN R&D
EXPENDITURES**
by a State Government

National Science Foundation

In 2021, Florida had
**MORE THAN
\$1 BILLION**
in Bioscience-Related
Venture Capital Investments

PhRMA.org

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR

Florida's Life Sciences Industry

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative

investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to incumbent employees at established Florida businesses to undergo 12 months of continuing education and training.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.

SELECTFLORIDA



THE FUTURE OF TECH IS FLORIDA

As the nation's third-largest tech industry, Florida is home to more than 47,000 high-tech establishments that employ more than 323,000 Floridians.

Since the development of the first IBM PC in Boca Raton, Florida has remained at the forefront of IT innovation. The state's IT strengths are diverse, ranging from software and photonics to modeling, simulation, and training. Few states can match the depth and breadth of industry expertise found in Florida, making it a hub for tech talent and innovation.



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

In 2023, Florida led the nation with 2,400 new technology establishments and it ranked 2nd in job creation with 14,225 job gains. This represented an above-national average increase of 2.7%.

Florida ranked
**#1 IN NEW TECH
ESTABLISHMENTS**

in the U.S. in 2023

CompTIA Cyberstates Report

Florida ranked
**#1 IN NET TECH
EMPLOYMENT**

in the Southeast

*CompTIA State of the
Tech Workforce Report*

Florida ranked
**#2 IN NET TECH
EMPLOYMENT**

in the U.S. in 2022

*CompTIA State of the
Tech Workforce Report*

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR

Florida's Information Technology Industry

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to incumbent employees at established Florida businesses to undergo 12 months of continuing education and training.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.

SELECTFLORIDA



FLORIDA IS THE COMMERCIAL GATEWAY FOR THE LOGISTICS AND DISTRIBUTION INDUSTRY

With more than 63,000 logistics and distribution establishments, including the presence of major global logistics integrators, Florida is the premier destination for businesses seeking a strong logistics, supply chain, and distribution network.

The state's broader wholesale trade, transportation, and logistics industry is responsible for more than 63,000 establishments and employs more than 720,000 skilled workers. As the commercial gateway to the Western Hemisphere, Florida offers unparalleled access to the rapidly growing markets of Latin America and the Caribbean, making it an ideal location for businesses seeking global reach and opportunities.



LEARN MORE:
[SelectFlorida.org](https://selectflorida.org)

SELECTFLORIDA

With the second-largest foreign trade zone network in the U.S., Florida is an attractive destination for companies seeking a strong logistics and distribution hub.

Florida ranks
**#2 LARGEST
FOREIGN TRADE
ZONE NETWORK**
in the U.S.

*International Trade
Association*

Florida has
**MORE THAN
440,000
WORKERS**
in Transportation
and Warehousing

Bureau of Labor Statistics

**FLORIDA
RANKS 3RD**
in Transportation
and Warehousing
Establishments

Bureau of Labor Statistics

Florida generated
\$89.1 BILLION
in Merchandise
Exports in 2024

Bureau of Economic Analysis

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR Florida's Logistics and Distribution Industry

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

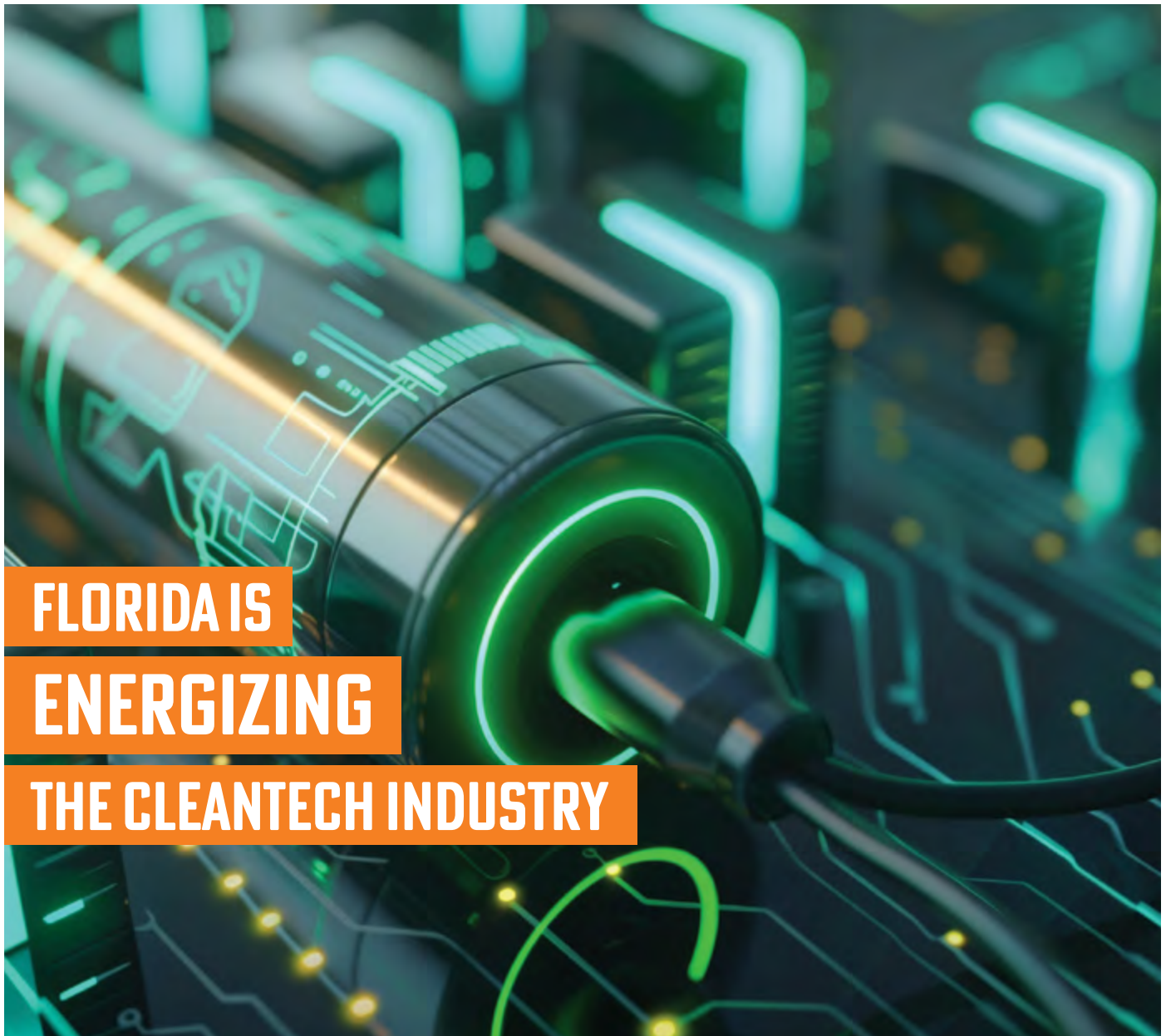
The **Incumbent Worker Training Program** provides grant funding to incumbent employees at established Florida businesses to undergo 12 months of continuing education and training.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.

SELECTFLORIDA



FLORIDA IS ENERGIZING THE CLEANTECH INDUSTRY

Thanks to its strategic location, abundant natural resources, robust transportation infrastructure, and talented workforce, Florida is a prime destination for manufacturers in the cleantech industry.

Recognizing the crucial connection between environmental sustainability and economic growth, the state is leveraging its strong spirit of innovation and entrepreneurship to establish itself as a leading hub for clean technology. From cleantech to green architecture, Florida offers a diverse range of established industries, making it an ideal location for businesses and professionals alike.



LEARN MORE:
SelectFlorida.org

SELECTFLORIDA

Florida is a driving force in the clean technology industry, with a wide range of innovative companies focused on producing and manufacturing quality products from bioplastics to bioremediation.

FLORIDA RANKED #3

in the U.S. for Cleantech establishments
in 2023

Lightcast

FLORIDA RANKED #4

in clean energy employment in the
U.S. in 2023

Clean Jobs America Report

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR

Florida's Cleantech Industry

TAX EXEMPTIONS

The **Solar Energy Systems Equipment Sales Tax Exemption** is available for the equipment and necessary hardware used in the collection, transfer, conversion, storage or utilization of solar energy for purposes such as water heating, space heating and cooling. This exemption applies both to systems that solely operate on solar energy and to systems that require the use of a conventional energy source, such as petroleum products, natural gas, manufactured gas or electricity.

The **Manufacturing Machinery and Equipment Sales Tax Exemption** is available to all businesses that conduct their primary operations in specific industry classifications, utilizing industrial machinery and equipment to manufacture, process, compound or create tangible personal property.

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to incumbent employees at established Florida businesses to undergo 12 months of continuing education and training.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.

SELECTFLORIDA



FLORIDA IS A HUB FOR HEADQUARTERS

With its robust infrastructure, diverse talent pool, pro-business climate, competitive cost of doing business, and streamlined regulatory environment, Florida has become a top choice for corporate headquarters in the United States.

The state is home to 22 Fortune 500 companies and many other major international, and domestic organizations across various industries have established their headquarters in Florida. From banking and food markets to aerospace and defense, the state offers a rich network of established businesses that newcomers can leverage.



LEARN MORE:
[SelectFlorida.org](https://www.SelectFlorida.org)

SELECTFLORIDA

In 2023, Florida led the nation in corporate headquarters' relocations. From the state's robust infrastructure to our diverse talent pool and pro-business climate, Florida has everything it takes to make your business thrive.

Florida had the
**4TH BEST
BUSINESS TAX
CLIMATE**
in 2023

Tax Foundation

Florida has the
**4TH LARGEST
ECONOMY**
in the U.S.

*Bureau of Economic
Analysis*

Floridians Enjoy
**0%
PERSONAL
INCOME TAX**

LEVEL UP YOUR COMPANY'S TRAJECTORY WITH THESE PROGRAMS & TOOLS FOR

Establishing Your Headquarters in Florida

GRANT PROGRAMS AND INCENTIVES

The **Florida Job Growth Grant Fund** awards grants to support local public infrastructure and workforce training proposals that promote economic opportunities across the state.

High Impact Performance Incentive is a program that awards grants to spur capital investment and job creation. These grants are reserved for major facilities operating in designated high-impact sectors.

The **Capital Investment Tax Credit** is for capital-intensive industries operating in a designated high-impact portion of the following sectors in Florida: advanced manufacturing, clean energy, financial services, life sciences, information technology, transportation, semiconductors or a corporate headquarters facility. Annual credit against the corporate income or premium tax liability is provided for up to 20 years. Businesses must make a cumulative investment of at least \$25 million and create a minimum of 100 new full-time jobs to receive this credit.

TAX EXEMPTIONS

The **Manufacturing Machinery and Equipment Sales Tax Exemption** is available to all businesses that conduct their primary operations in specific industry classifications, utilizing industrial machinery and equipment

to manufacture, process, compound or create tangible personal property.

TAX CREDITS

The **Urban Job Tax Credit Program** offers a tax credit for eligible businesses located within one of 13 designated urban areas to create new jobs.

The **Rural Job Tax Credit Program** is a tax credit for eligible businesses located within one of 36 designated Qualified Rural Areas to create new jobs.

WORKFORCE FUNDING OPPORTUNITIES

The **Work Opportunity Tax Credit Program** provides employers with the opportunity to earn a federal tax credit ranging from \$2,400 to \$9,600 per employee when they hire individuals who qualify as members of specific target groups.

Quick Response Training is a state-funded grant program that provides funding for customized training to support both new and expanding businesses within Florida's targeted industries.

The **Incumbent Worker Training Program** provides grant funding to incumbent employees at established Florida businesses to undergo 12 months of continuing education and training.



Learn More About These Programs and Others

Other incentive programs may be available for qualified projects/ investors and should be evaluated on a project by project basis.


SELECTFLORIDA

DIGITAL ADS

EMPOWER YOUR FUTURE

Florida has invested \$400 million for workforce development in the semiconductor and chip manufacturing industry since 2022

GET QUALIFIED NOW



ELEVATE YOUR OPPORTUNITIES TO NEW HEIGHTS

Discover additional resources including manufacturing, export assistance, workforce assistance and how to apply for, win, and manage contracts.

Learn more about the Florida Aerospace & Defense Portal

GET STARTED

FLORIDA'S CLEAN TECH INDUSTRY IS THRIVING

Learn how your clean tech company can thrive with resources from SelectFlorida that are tailored to help your business thrive in the Sunshine State.

LEARN MORE

IN 2024, FLORIDA COMPANIES EXPORTED NEARLY \$72.2 BILLION

worth of goods to more than 200 countries

JOIN THEM

MANUFACTURING IS BOOMING IN THE SUNSHINE STATE

SelectFlorida is invested in your success and is offering numerous resources, and grants programs to help you succeed.

LEARN MORE

SELECTFLORIDA

DIGITAL ADS

Leaderboard: 728 x 90 pixels

Mobile Leaderboard: 970 x 250 pixels

Large Mobile: 320 x 100 pixels

Wide
Skyscraper:
160 x 600
pixels

Medium Rectangle: 300 x 250 pixels

You are part of Florida's success, and your continual efforts will allow Florida to sustain its reputation as the place where dreams are realized.



THANK YOU FOR YOUR COLLABORATION AND PARTNERSHIP