



FLORIDA BUSINESS - BRAND CAMPAIGN



F L O R I D A

T H E F U T U R E I S H E R E SM



FLORIDA

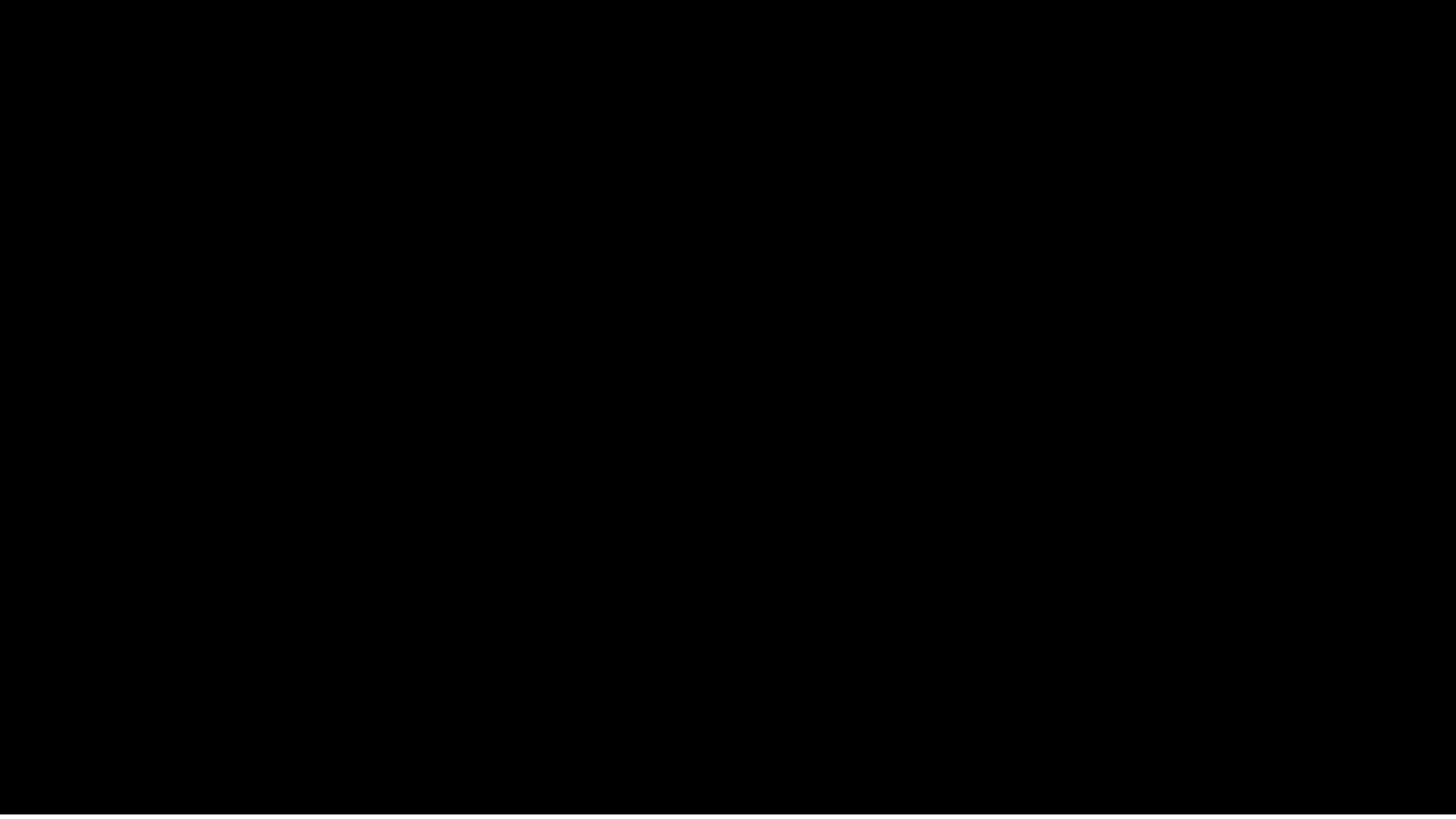
THE FUTURE IS HERE™

▶ [PLAY VIDEO](#)

In today's business world, you have to stay relevant. You also have to stay one step ahead. That requires you to continually evolve...in a place that will evolve with you. In Florida, we offer boundless opportunities to grow, innovate, discover and explore. So whatever you can imagine, you can create.

Fueled by a world-class infrastructure, young, educated and diverse workforce, global gateways, a state of the art high-speed technology backbone, and one of the most business-friendly environments in the country, anything is possible here.

It's why so many companies are realizing their future in Florida. And why yours can too.





CREATIVE ELEMENTS

Everything built around our Boundless Pillars

- Boundless Innovation
- Boundless Markets
- Boundless Freedom
- Boundless Potential



BOUNDLESS INNOVATION

**SOME STATES WILL PROMISE YOUR BUSINESS THE MOON.
WE CAN ACTUALLY DELIVER IT.**

Florida is the place where technology, creativity and exploration converge. Known as the world's premier gateway to space, we're also one of the largest exporters of high-tech goods and home to 26,000 IT companies. And when you consider 16,000 new STEM graduates enter our workforce every year, it's easy to see that Florida isn't just ready for the future; we are the future. **Discover what a future in Florida means for your business at floridathefutureishere.com.**

FLORIDA | THE FUTURE IS HERESM



BOUNDLESS MARKETS

**WITH 15 DEEPWATER PORTS, INCLUDING A SUPER POST-PANAMAX PORT,
FLORIDA WILL OPEN UP A WHOLE NEW WORLD FOR YOUR BUSINESS.**

Success today requires global access. And no other state can expand your reach like Florida. We offer one of the most extensive multi-modal transportation systems in the world, and we are home to one in five U.S. exporters. Because when your business can be everywhere, there's no limit to how far you can take it.

Discover what a future in Florida means for your business at floridathefutureishere.com.

FLORIDA | THE FUTURE IS HERESM



BOUNDLESS FREEDOM

**MANY STATES STRUGGLE TO REDUCE THE BARRIERS TO DOING BUSINESS.
WE JUST ELIMINATED THEM ALTOGETHER.**

Consistently ranked one of the best states for business, Florida is committed to keeping regulatory requirements and business taxes low. That, along with a strong economy and zero personal state income tax, makes it a great place to do business. We won't stand in the way of your success. We'll pave the way for it. **Discover what a future in Florida means for your business at floridathefutureishere.com.**

FLORIDA | THE FUTURE IS HERESM



BOUNDLESS POTENTIAL

WE HAVE AN EDUCATED, TALENTED AND DIVERSE WORKFORCE EAGER TO CHANGE THE WORLD. IMAGINE WHAT THEY'LL DO FOR YOUR BUSINESS.

The only thing as impressive as our current workforce of 9.7+ million is our future one. Home to three of the ten largest universities in the country, our colleges and universities are among the nation's top performers of R&D and commercialization of technologies. So while we're helping you succeed with today's talent, we're also preparing tomorrow's. **Discover what a future in Florida means for your business at floridathefutureishere.com.**

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Traditional & Non-Traditional media support

- Print and Broadcast
- Outdoor and Airport
- Web and Digital
- Social Media
- Public Relations
- Special Events

BOUNDLESS MARKETS

FLORIDA | THE FUTURE IS HERE™

floridathefutureishere.com

BOUNDLESS
POTENTIAL

WE HAVE AN EDUCATED, TALENTED AND DIVERSE WORKFORCE EAGER TO CHANGE THE WORLD. IMAGINE WHAT THEY'LL DO FOR YOUR BUSINESS.

FloridaFutureVisions.com

FLORIDA | THE FUTURE IS HERE™

The advertisement features a young man with curly hair, wearing a plaid shirt and headphones, holding a glowing, multi-colored cube. The background is a soft, out-of-focus indoor setting. The text is overlaid on a red-to-white gradient background.



Targeted Campaign Efforts

- *Tax Day – April 8 – 18*

Enterprise Florida, Inc.
Published by Mark Et [?] - April 18 at 12:13pm · 🌐

#Florida's got two types of climates that can't be beat. #TaxDay
#FLFutureIsHere

**No. 1 tax climate
in the Southeast
for Business**

FLORIDA | THE FUTURE IS HERE

324 people reached **Boost Post**

Like Comment Share

Central Florida Development Council, Andrew Duffell and 2 others

Write a comment... 📷 😊

Enterprise Florida, Inc.
Published by Mark Et [?] - April 18 at 8:32am · 🌐

When you do business in Florida, you can check your #TaxDay stress at the state line!

**FLORIDA HAS
0% PERSONAL
STATE INCOME TAX**

FLORIDA | THE FUTURE IS HERE

**Florida's Personal and Business Tax Advantages |
Enterprise Florida**

With no personal income tax, no property taxes, and countless other tax breaks, Florida offers the perfect climate for business.

ENTERPRISEFLORIDA.COM | BY ENTERPRISE FLORIDA INC. (EFI)

455 people reached **Boost Post**

Like Comment Share

Central Florida Development Council, Liefke Cox and 6 others

3 shares

Write a comment... 📷 😊

Targeted Campaign Efforts

- *Snap Your Cap – Talent & Higher Ed*

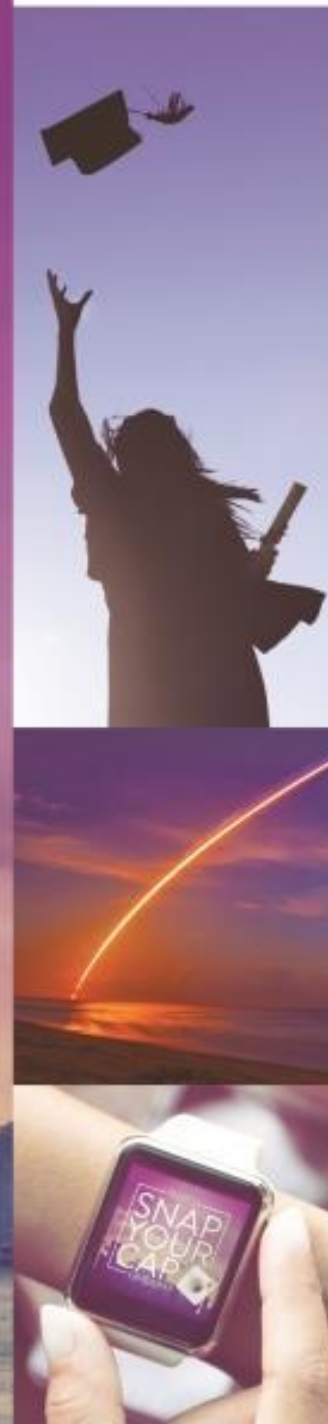


Hats off to Florida's future!

Few places offer the business and employment opportunities found in Florida. And a crucial component to helping Florida retain its place among leading economic hotspots is the workforce, both current and future. So to celebrate you, the graduating students who will play an important part in shaping the future of Florida, we're giving away some great prizes and asking you to get creative and show us your future — on top of your graduation cap! The Florida Snap Your Cap Giveaway is fun, easy, and in addition to keeping all of us excited about Florida's economic future, is a great way to score an Apple Watch and other swag. So come on, graduates! Snap a picture of your cap and show us what's in store for your future!

FLORIDA
SNAP YOUR CAP
GIVEAWAY

FLORIDA | THE FUTURE IS HERE #MyFloridaFuture
ENTERPRISE FLORIDA



HELLO!

EFI SNAP YOUR CAP
GIVEAWAY SOCIAL
& OFFER POP

4.12.16

Targeted Campaign Efforts

- ***Florida Infrastructure***
 - *38' X 144' Banner at PortMiami*



OUTREACH

Tampa Bay Times
80° FULL FORECAST
WINNER OF 10 PULITZER PRIZES
5:15 PM, Tuesday, March 15th, 2016

'Florida: The Future Is Here' is unveiled as slogan of state's new business branding campaign
Robert Triguax, Times Business Columnist
Friday, January 29, 2016 10:52am

Florida unveiled its new state business brand — “Florida: The Future Is Here” — in an extensive campaign presentation Friday that shows a sleek, 21st century theme for a state that very much wants to become a bigger economic player in the new century.

The campaign will roll out on the TV, radio, print, and digital media from

Pittsburgh Post-Gazette
post-gazette.com

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Local Stocks Energy Stocks Markets
Overview Market News Market Videos

Ticker Symbol or Company Name
Recent Quotes My Watchlist Indicators Local Stocks

Free Brochures, Guides and Reports
Just Released: "5 Stocks Set to Double" (Zacks)
3 Of The Best Credit Cards For Consolidating Debt (NerdWallet)

Be the first to see Enterprise Florida's new statewide business marketing campaign and tagline

Jan 29, 2016, 10:34am EST Updated Jan 29, 2016, 10:57am EST

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Alexis Muellner
Editor
Tampa Bay Business Journal

For the first time in three years, and with more money to spend on it than ever, Florida has a new marketing campaign.

“The Future is Here” is the new tagline for Enterprise Florida Inc.'s \$10 million rebranding campaign for print, digital and broadcast, which launches Friday at a board meeting in Tallahassee that includes 70 key investors and corporate partners around the state.

Which Enterprise Florida business brand do you prefer?

RELATED CONTENT
Ditching the tie: Enterprise Florida's rebranding campaign reveal

BOUNDLESS POTENTIAL

A DOMAIN NAME IS THE BEGINNING OF SOMETHING AWESOME

Enterprise Florida Launches “Florida – The Future is Here” Branding Campaign

By: Enterprise Florida via Business Wire News Releases January 29, 2016 at 11:00 AM EST

Enterprise Florida (EFI), the principal economic development organization for the state, announced today the launch of a new global branding initiative. The new branding campaign, “Florida – The Future is Here,” targets national and international business decision makers, site consultants and existing Florida business leaders and residents.

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Best Online Brokers

Broker	Fee/Trade	Site
Fidelity	\$7.95	Learn More
Charles Schwab	\$8.95	Learn More
Options House	\$4.95	Learn More

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Enterprise Florida
January 29, 2016 11:00 AM

TALLAHASSEE, Fla. —(BUSINESS WIRE)—
Enterprise Florida (EFI), the principal economic development organization for the state, announced today the launch of a new global branding initiative. The new branding campaign, “Florida – The Future is Here,” targets national and international business decision makers, site consultants and existing Florida business leaders and residents.

financial content The Charlotte Observer

DOMO PALOOZA
Tech will change forever on March 22nd. #DP16

Enterprise Florida via Business Wire News Releases
January 29, 2016 at 11:00 AM EST

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SunSentinel
TUESDAY MAR 15, 2016

Florida's new marketing campaign: 'The Future is Here'

BOUNDLESS INNOVATION
SOME STATES WILL PROMOTE YOUR BUSINESS THE MOON. WE CAN ACTUALLY BRING IT.

FLORIDA | THE FUTURE IS HERE

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Lawmakers still skeptical about Gov. Rick Scott's corporate cash demands
Enterprise Florida's overseas sales numbers questioned

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THE MOST TRADED LOCAL STOCKS
NET ELD:QV:INC 9 FL NORTH M&M BEA...
14.3 M Shares Traded
SEE THE LIST

OUTREACH

3/8/2016
Feld Entertainment enjoying great success since move to Manatee County | Bradenton Herald

NATIONAL OPINIONS MARCH 4, 2016 12:00 AM

Feld Entertainment enjoying great success since move to Manatee County




KENNETH FELD

Most of the Bradenton Herald's readers are likely familiar with brands like Ringling Bros. and Feld Entertainment, but they may not be aware that the entertainment company managing the circus since the late 1960s, moved from Washington, D.C. to Manatee County, Florida. The move has turned out better than we could have imagined. With the help of Enterprise Florida, Manatee County, the Bradenton Area Economic Development Commission and the Manatee County Chamber of Commerce, Feld Entertainment has grown locally to more than double its size in three years. We made all the difference in our company's success.

Local colleges, especially the University of South Florida and the Ringling School of Architecture and Design, have provided us with a steady stream of graduates who are ready to work with us, we have been able to introduce other local businesses to our talent pool and we have been able to hire locally. In relocating our operations to Manatee County, we have grown from 148 people in Washington, D.C. to over 300 in Manatee County, Florida -- and we expect to add another 100 people over the next year.

POINT OF VIEW

12:00 a.m. Saturday, Jan. 23, 2016 | Filed in **Opinion**



Things you may not know about Alex Dreyfoos

Access to MyPalmBeachPost.com included for Post subscribers


NEED TO KNOW MORE?
Sign up for FREE Post newsletters. Travel, News, Golf and more. Choose your favorites and we'll deliver.

Choosing to move a corporate headquarters is both a complex and a challenging task, so when we (Cancer Treatment Centers of America Global) made the decision to consider options for a possible corporate relocation, we began the journey by conducting a very thorough due diligence of the alternatives.

We searched nationwide for a business-friendly home that would allow us to serve our patients more efficiently, attract world-class talent, and provide an optimal quality of life for current and future employees. And we can now say with confidence, nearly two years after we made the move, that Boca Raton was the right choice.

Florida is a "pro-business" state. Locating our headquarters here allowed us to more efficiently leverage our resources and capital to intensify our focus on serving the needs of our patients across the entire country. We were also drawn to the region by its proximity to global markets, through three international airports, and the partnership opportunities available with world-renowned life-science organizations and fine academic institutions.

Our existing team members have relocated their families to South Florida, and our new location has enabled us to attract additional world-class talent passionate about our noble mission. We employ nearly 100 full-time staff in our Boca Raton corporate headquarters, supporting patients who are treated in our hospitals — in Atlanta, Phoenix, Tulsa, Philadelphia and Chicago.



HOME/OPINION

Lead Letter: Advanced Disposal move here was a big positive

By Mary M. O'Brien Wed, Feb 17, 2016 @ 11:06 am | updated Wed, Feb 17, 2016 @ 11:47 am

LETTERS FROM READERS
Want to submit a letter to the editor?
Letters of about 200 words are preferred. Longer letters will be edited for space. Letters with a clear, concise message have the best chance of being published. You may submit letters using our submission form, or by e-mailing letters@jacksonville.com. Our full policy about letters is available here.

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Three years ago, Advanced Disposal experienced a monumental growth surge, and we were forced to look for a new corporate headquarters.

Leaders considered four states and five different communities, from Milwaukee to Atlanta, knowing the final decision would greatly impact our ability to manage our operations, achieve financial growth and affect the lives of our existing and new employees.

After an exhaustive review of everything from state and local incentives to real estate costs, travel costs and school system achievement, we chose Northeast Florida for our home.


The decision was not easy. Other communities were competitive, but we decided Florida offered the best mix of all that we were looking for.

It has become clear that this headquarter choice was an incredibly positive decision for our company, for our employees and for our community.

I have seen the value of a business-friendly government, performance-based state and local incentives, streamlined permitting and reasonable taxes. We've exceeded our goals and we received the support we needed. The incentives and support we received in the first two years exceeded performance goals by 100 percent. The partnership opportunities that are here largely because of the efforts of Enterprise Florida and JAXUSA, as well as St. Johns County, which has made it possible for us to see that job growth can pay huge dividends.

Viewpoint: Florida gets it

Pensacola 9:58 a.m. CST February 11, 2016



Florida gets it

As America's leading manufacturer of nylon cable ties, I travel the country and hear two things: "I love your Made in America product" and "How did you end up in Florida?" After all, "Bay State" refers to our old home in Massachusetts.

Twelve years ago, we needed to grow into a full-service Made in America manufacturer, but opening a plant in New England was way too expensive. We toured the nation looking at workforce, environment, incentives, etc., and Florida became the clear choice.

We found a strong workforce, our nylon supplier was nearby and the Okaloosa County Economic Development Commission worked hard for our business. Ten years later we were courted heavily by Alabama, Georgia and other states offering all kinds of incentives.

When we gave Florida a chance to keep our jobs, the city of Crestview, our EDC and Enterprise Florida worked as a team. I even got calls from Gov. Scott, and I told him we only wanted incentives with performance criteria that meant we had to deliver or get nothing.

We promised 40 jobs over three years. We've added 20 new employees in two months and we're on our way to doubling our business in three years. Starting 12 years ago with zero employees and no sales, we're now at \$25 million in sales and 120 employees.

We post all jobs internally first so we promote from within. That way we get great people like Mike Oestreich, who started as a shop technician at \$10 an hour. Today he is our production manager. Florida gets it right by investing in companies like ours.

Robert Sires is owner/CEO of Photon-X Inc.

3/8/2016
Airlines leader praises power of partnership - Orlando Sentinel

Opinion

Airlines leader praises power of partnership: My Word

By **Edward Davidson**

JANUARY 5, 2016

When National Air Cargo Holdings announced the relocation of our headquarters and airline offices to Orlando a little more than two years ago, the plan was for us to grow our freight and charter services in an aviation-rich environment for our employees.

Never did we anticipate that the support we received from state and local partners would lead to the launch of scheduled passenger service as "Orlando's Hometown Airline."

Just last month, we launched our first-ever scheduled passenger service, with nonstop flights from Orlando Sanford International Airport to San Juan and Windsor, Ontario. And next year, we'll add nonstop routes to St. John's, Newfoundland, with more destinations to come.

We were drawn to Orlando — and to Florida — by the strong regional airport system, the proximity to a world-class port that opened opportunities for multimodal cargo operations, and by a mix of state and local performance-based incentives that allowed us to invest quickly in job recruitment and growth.

How much growth?


We planned to create 105 high-value jobs within two years. We've more than doubled that projection, and we're still growing.

None of this would have been possible without the support and investment of Enterprise Florida, the city of Orlando and the Metro Orlando Economic Development Commission. We have been pleasantly surprised by the strength of economic development partnerships here, and by the pragmatic approach to diversifying Florida's economy and industrial base.

3/8/2016
Florida's business incentives paid off for Osceola company - Orlando Sentinel

Opinion

Florida's business incentives paid off for Osceola company



CEO Blair Barbour and Photon-X Inc. designs facial recognition sensors for security cameras. (Charles King/Orlando Sentinel)

By **Blair Barbour**

JANUARY 24, 2016

The Sentinel Editorial Board's Jan. 10 message to state legislators, "Lawmakers must make 2016 count," provided a strong list of priorities for the state, and I'd like to expand on one area in which my company has recent experience.

When it comes to economic development and incentives, the first question should always be "how many jobs will this create?" Helping homegrown businesses is certainly an important strategy, and encouraging companies like mine to move here can have a tremendous impact as well.

It's not about importing competitors, but about creating high-value job opportunities with companies that compete on a global scale. On that score, state and local economic developers are having tremendous success not only by providing financial incentives, but also in highlighting the business climate that makes Florida so attractive.

<http://www.orlandosentinel.com/opinion/ed-florida-economic-incentives-myword-012516-20160123-story.html>

Special Events

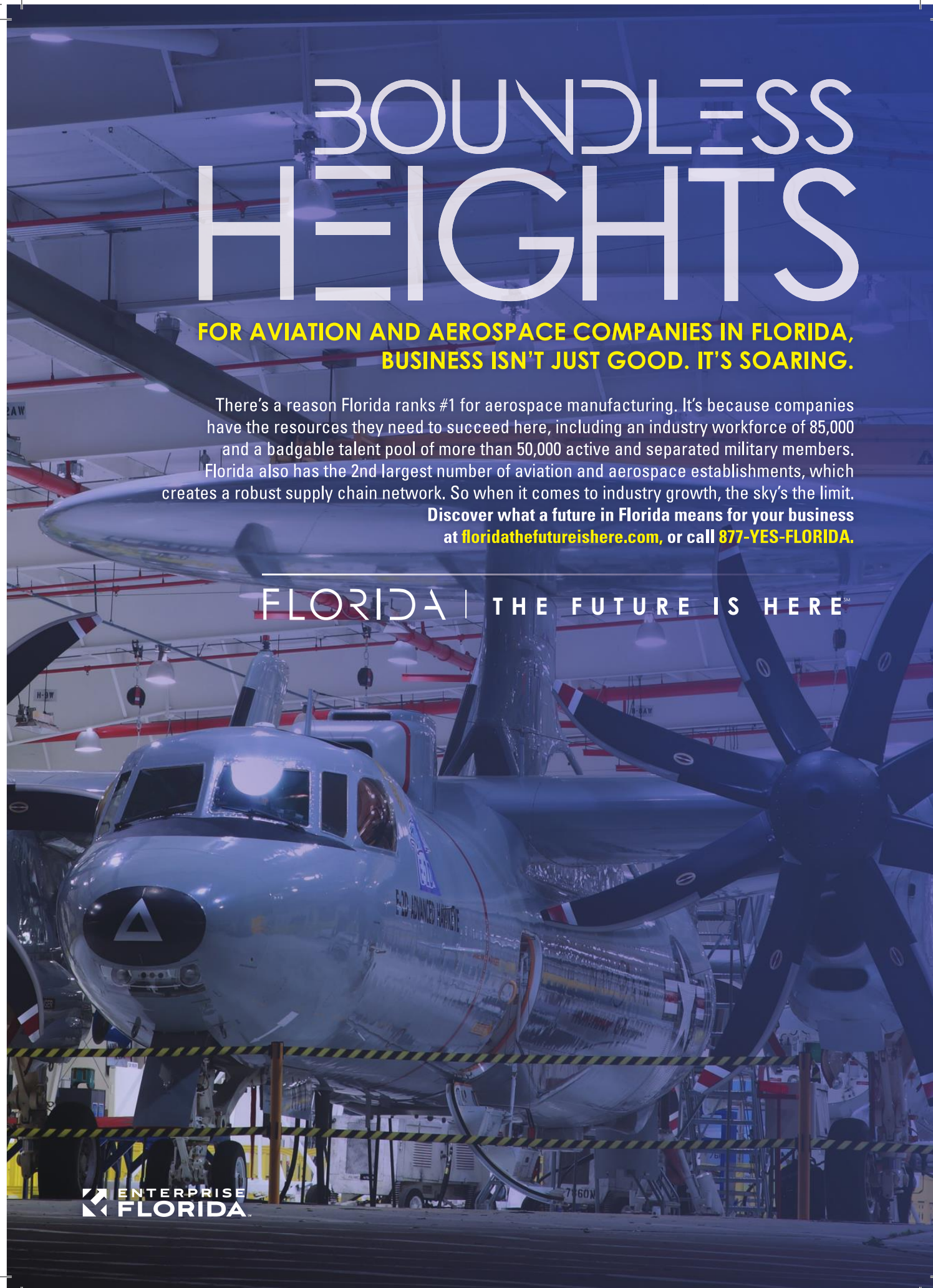
IAMC New Orleans



OUTREACH

EFI Rural Opportunity Areas

EFI International Campaign (UK, Germany, France, Spain, Brazil)



BOUNDLESS HEIGHTS

FOR AVIATION AND AEROSPACE COMPANIES IN FLORIDA, BUSINESS ISN'T JUST GOOD. IT'S SOARING.

There's a reason Florida ranks #1 for aerospace manufacturing. It's because companies have the resources they need to succeed here, including an industry workforce of 85,000 and a badgale talent pool of more than 50,000 active and separated military members. Florida also has the 2nd largest number of aviation and aerospace establishments, which creates a robust supply chain network. So when it comes to industry growth, the sky's the limit.

Discover what a future in Florida means for your business at floridathefutureishere.com, or call 877-YES-FLORIDA.

FLORIDA | THE FUTURE IS HERE™

ENTERPRISE FLORIDA



BOUNDLESS OPPORTUNITIES

INLAND FLORIDA IS A 28-MILLION-ACRE BLANK CANVAS, WHICH PAINTS A PRETTY NICE PICTURE FOR YOUR BUSINESS.

Florida's inland areas truly are the heart of the state. Close to big cities, yet far enough away for the open space you need. And with a robust talent pool, plenty of training opportunities and community leaders who will welcome you with open arms, you'll see why it's a pleasure doing business here. Discover what a future in Florida means for your business at floridathefutureishere.com/inlandflorida, or call 877-YES-FLORIDA.

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ENTERPRISE FLORIDA

OUTREACH

TEAM FLORIDA CO-OP

- All of our EDO partners
- Three levels of participation
- Matching dollars – 1:1 based on your proposed M&C initiatives
 - Traditional advertising
 - Events
 - Web and digital media
 - Fam Trips/Site Selector visits

MONITORING & MEASUREMENT

- Dashboard to track all placements
- Quarterly updates
- Measure ROI
 - Media Impressions
 - Views, Likes, Clicks
 - Change in perceptions
 - Correlation to prospects initiated & jobs created

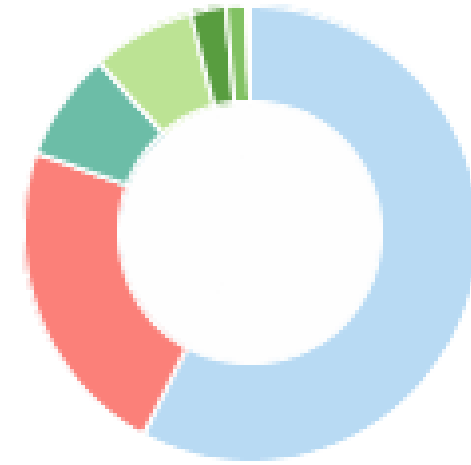
228,051,257 impressions

Card 3 - Marketing Program

Campaign Reach

228,051,257

Estimated Impressions Since Brand L...



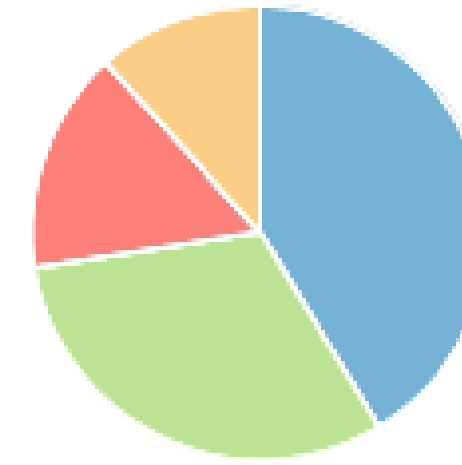
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Networking Event Atten...

486

Attendees



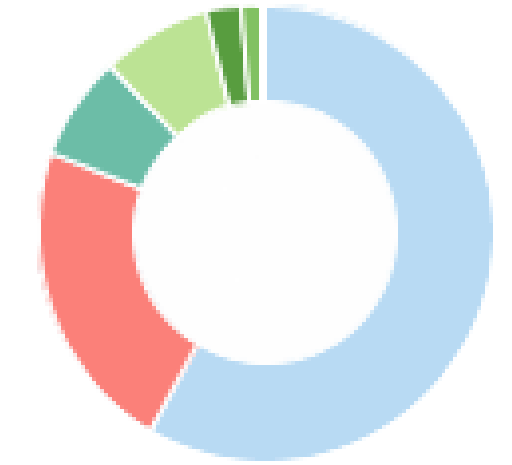
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Marketing Program Reach

235,875,943

Estimated Impressions July 2015 - Cu...



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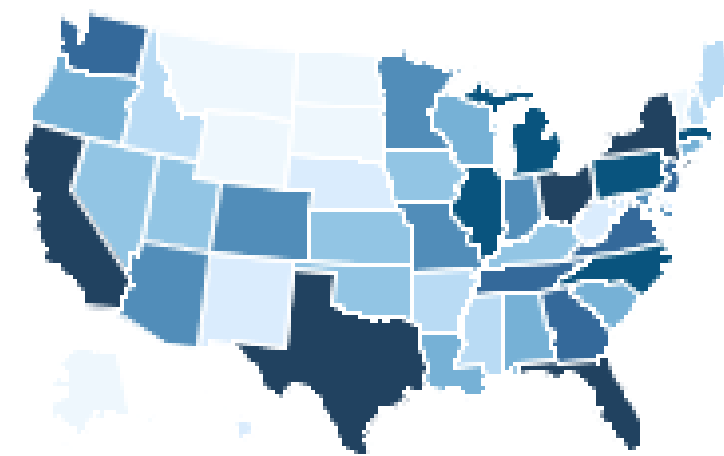


Card 4 - Website

Domestic Website Visits

215,697

Domestic Visits



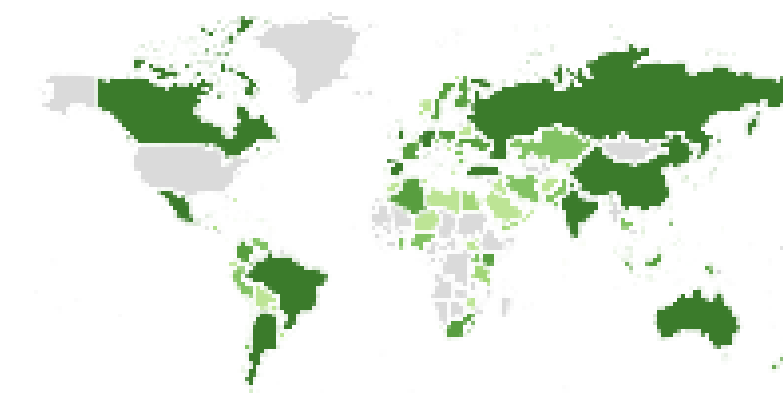
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International Website Vi...

2,255

Foreign Visits



1 0



Website Pageviews

251,638

Total Pageviews

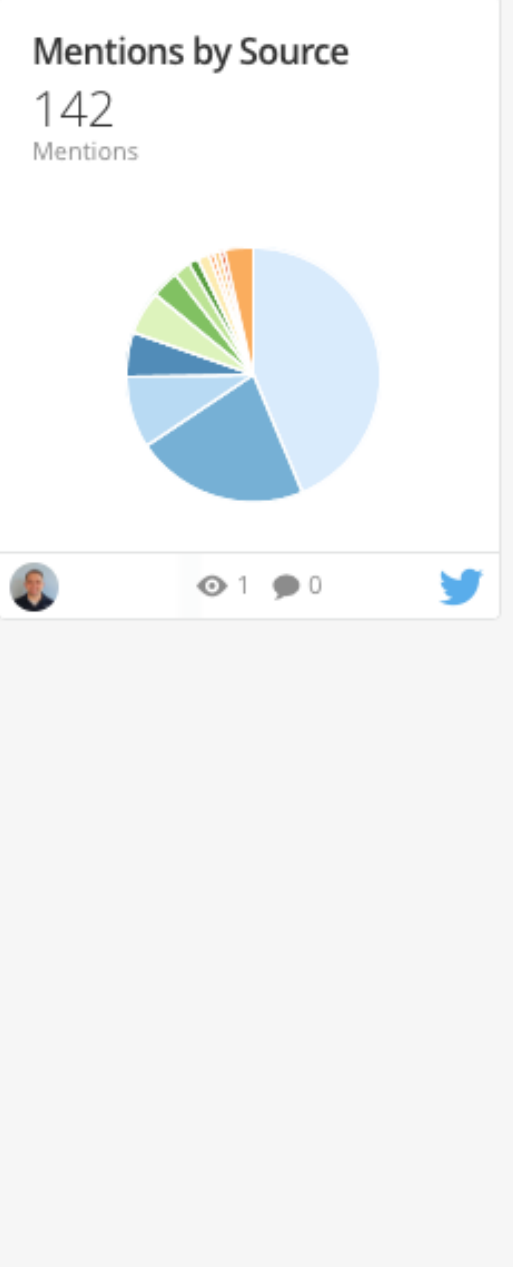
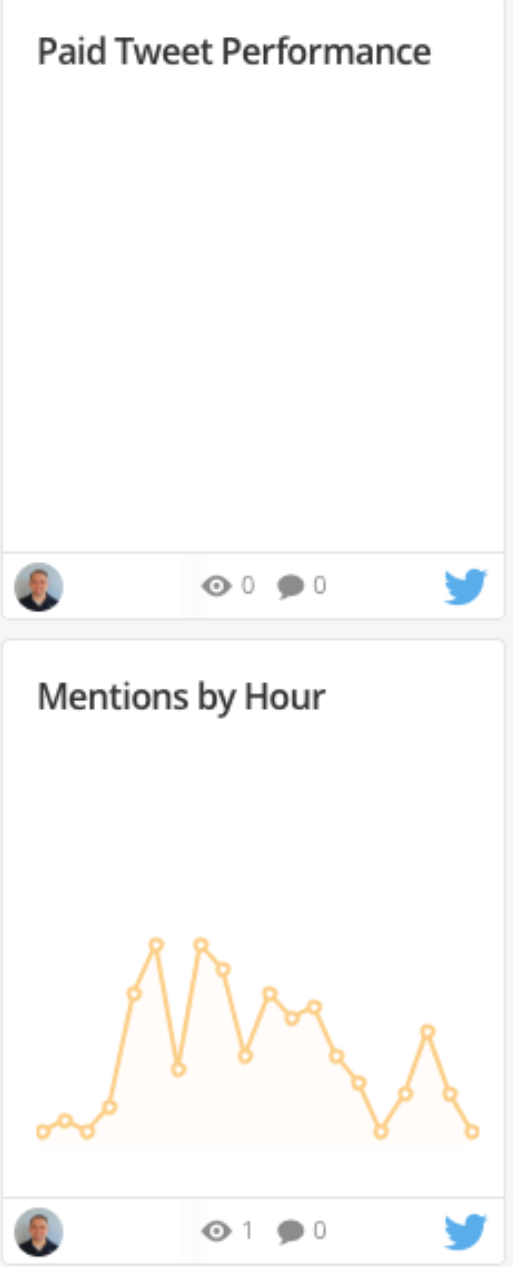
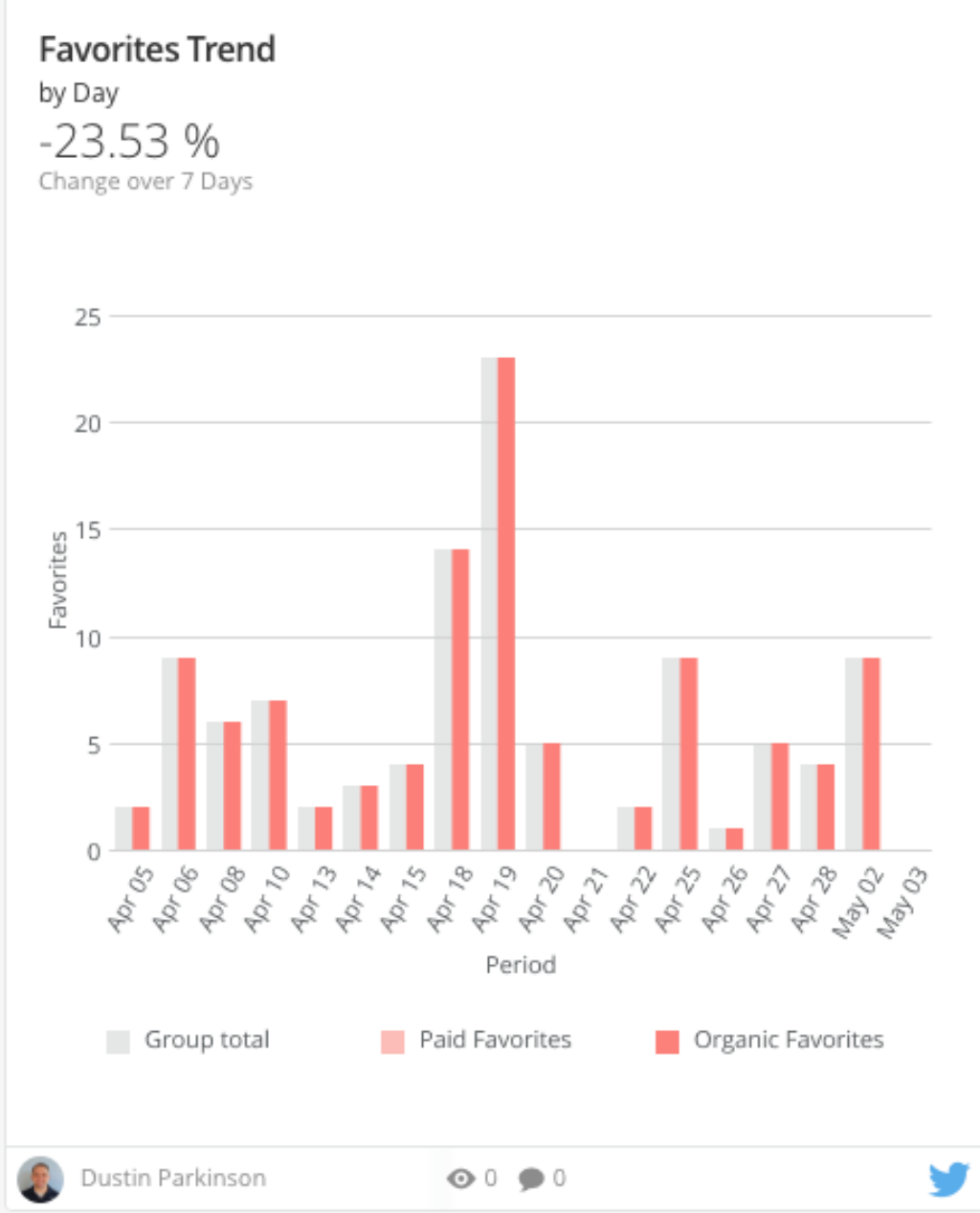
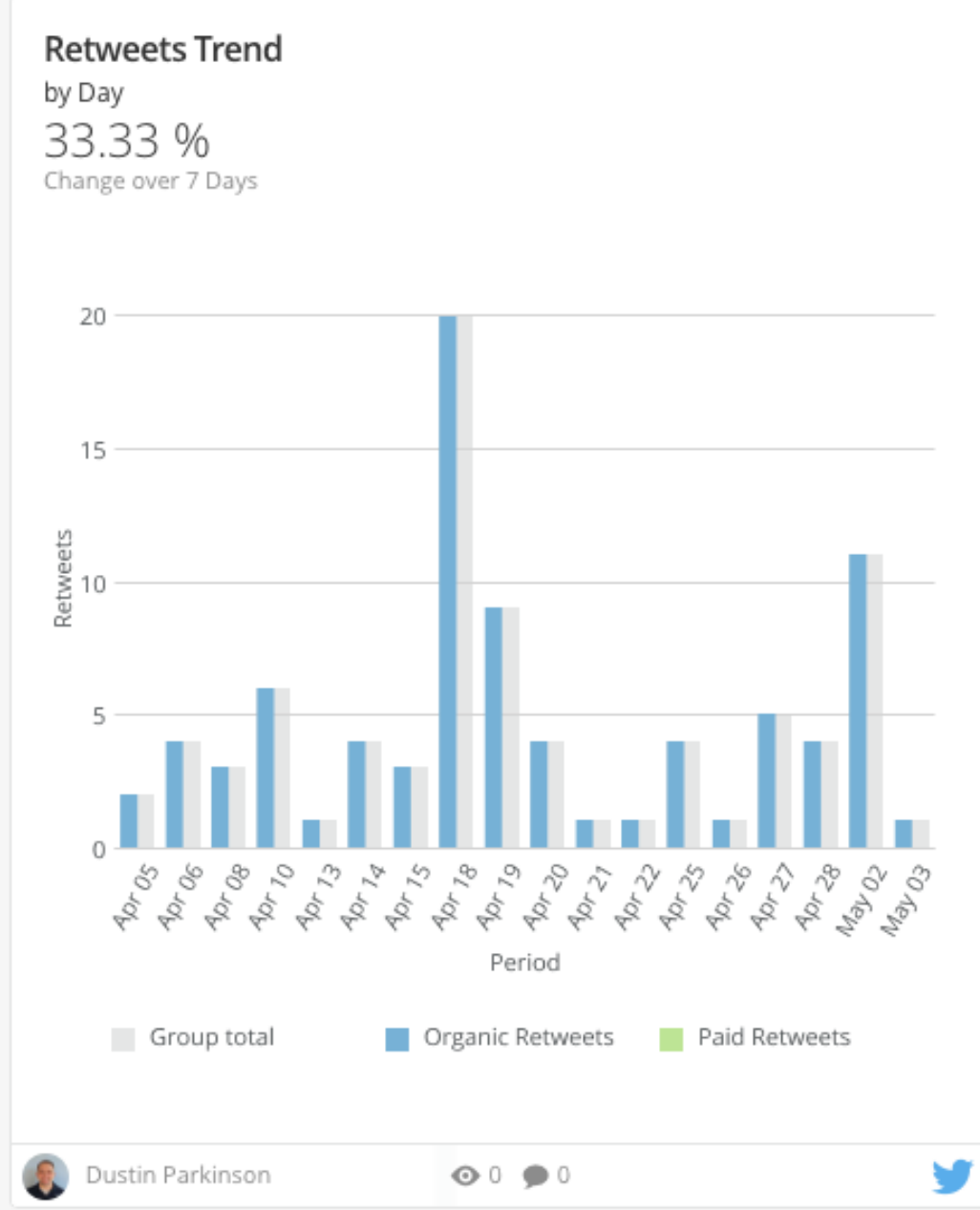
251,638

Website Pageviews

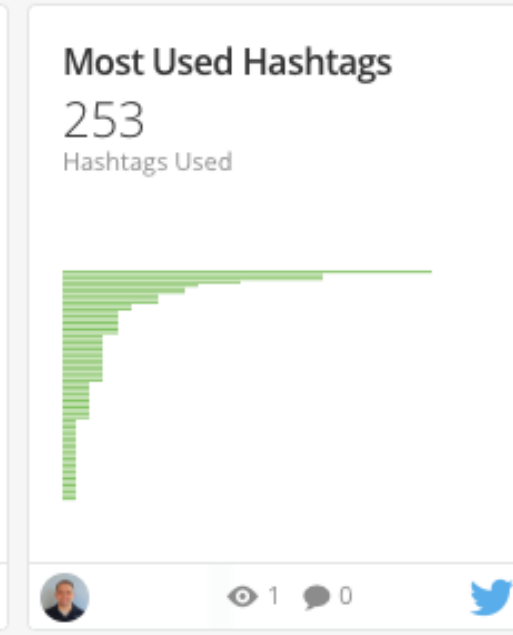
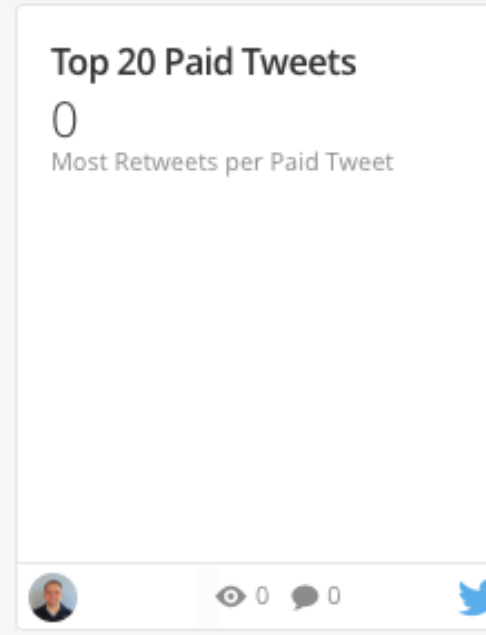
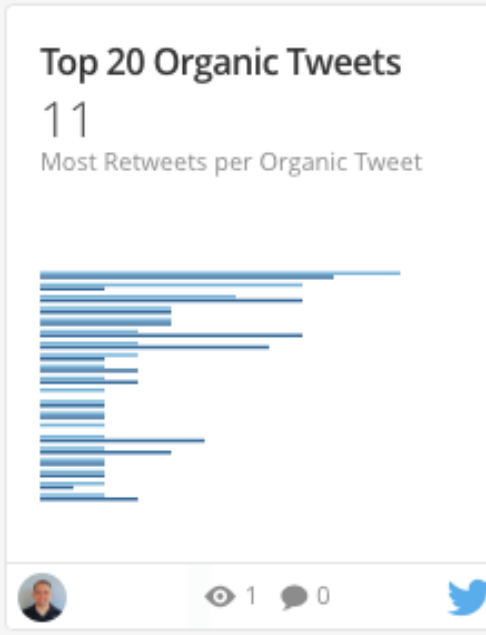
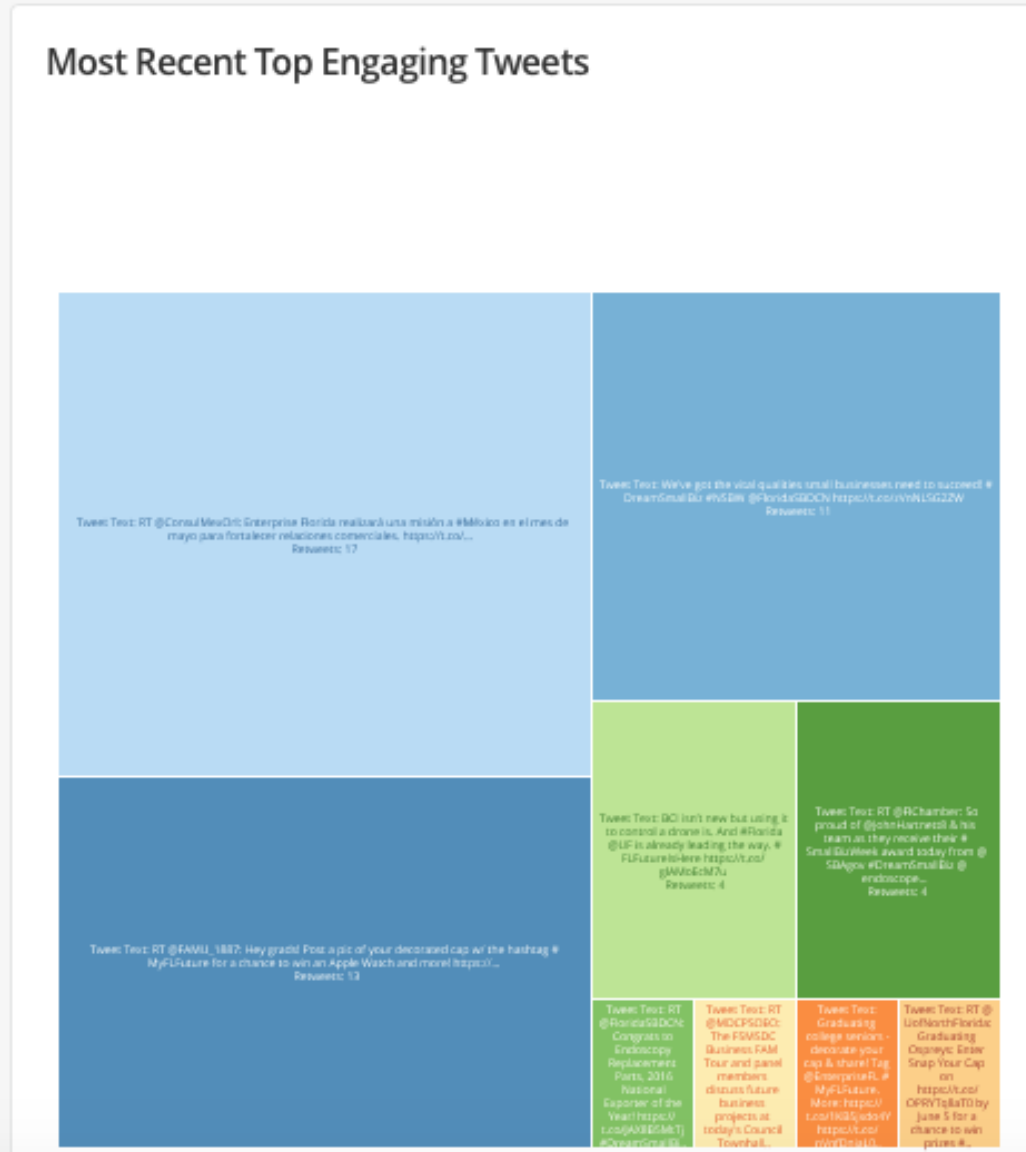


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Content Optimization: What content is most popular?



ENTERPRISE

Your Tweets earned **72.1K impressions** over this **31 day** period



YOUR TWEETS
During this 31 day period, you earned **2.3K impressions per day**.

Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

Tweet Content	Impressions	Engagements	Engagement rate
Enterprise Florida @EnterpriseFL · Jan 29 EFI CMO Joe Hice @HiceSchool announces new #Florida business brand: "Florida. The Future is Here." #FLFutureIsHere pic.twitter.com/vUwTRSDrOZ View Tweet activity Promote	6,420	59	0.9%
Enterprise Florida @EnterpriseFL · Jan 29 EFI launches "Florida – The Future is Here" branding campaign. bit.ly/1KftPE #FLFutureIsHere pic.twitter.com/vHobx5mX8U View Tweet activity Promote	4,171	99	2.4%
Enterprise Florida @EnterpriseFL · Jan 29 If you didn't watch the new FL business brand launch live, you can see the video here youtube.com/watch?v=yjGoSu... #FLFutureIsHere View Tweet activity Promote	3,872	60	1.5%
Enterprise Florida @EnterpriseFL · Jan 12 We're tapping into #SouthKorea & #Taiwan's strong economies w/ an #export sales mission. Trade grants available. bit.ly/1SFYDdf View Tweet activity Promote	2,634	30	1.1%
Enterprise Florida @EnterpriseFL · Jan 29 Team #Florida chair @insideEFI Eric Silagy talks about View Tweet activity Promote	2,272	16	0.7%

Engagements

Showing 31 days with daily frequency



LINK CLICKS



RETWEETS



CAMPAIGN UPDATE – 228+ MILLION IMPRESSIONS

- 252,000+ visits to the campaign website
- 420,000+ social media
- 1200 + news stories since launch, with most coming from Florida, New York, Ohio, Virginia and California.
- Public Relations reach: 5.86 million impressions
- Special events attendees – 500+
- Enterprise Florida website visits over past 12 months – 381,000+
- Buildings & Sites searches over the past 12 months - 37,000+

F L O R I D A

T H E F U T U R E I S H E R E SM