



# RELAUNCH FLORIDA



*Uniting Business for Good*



**Jerry D. Parrish, Ph.D.**  
Chief Economist  
and Director of Research

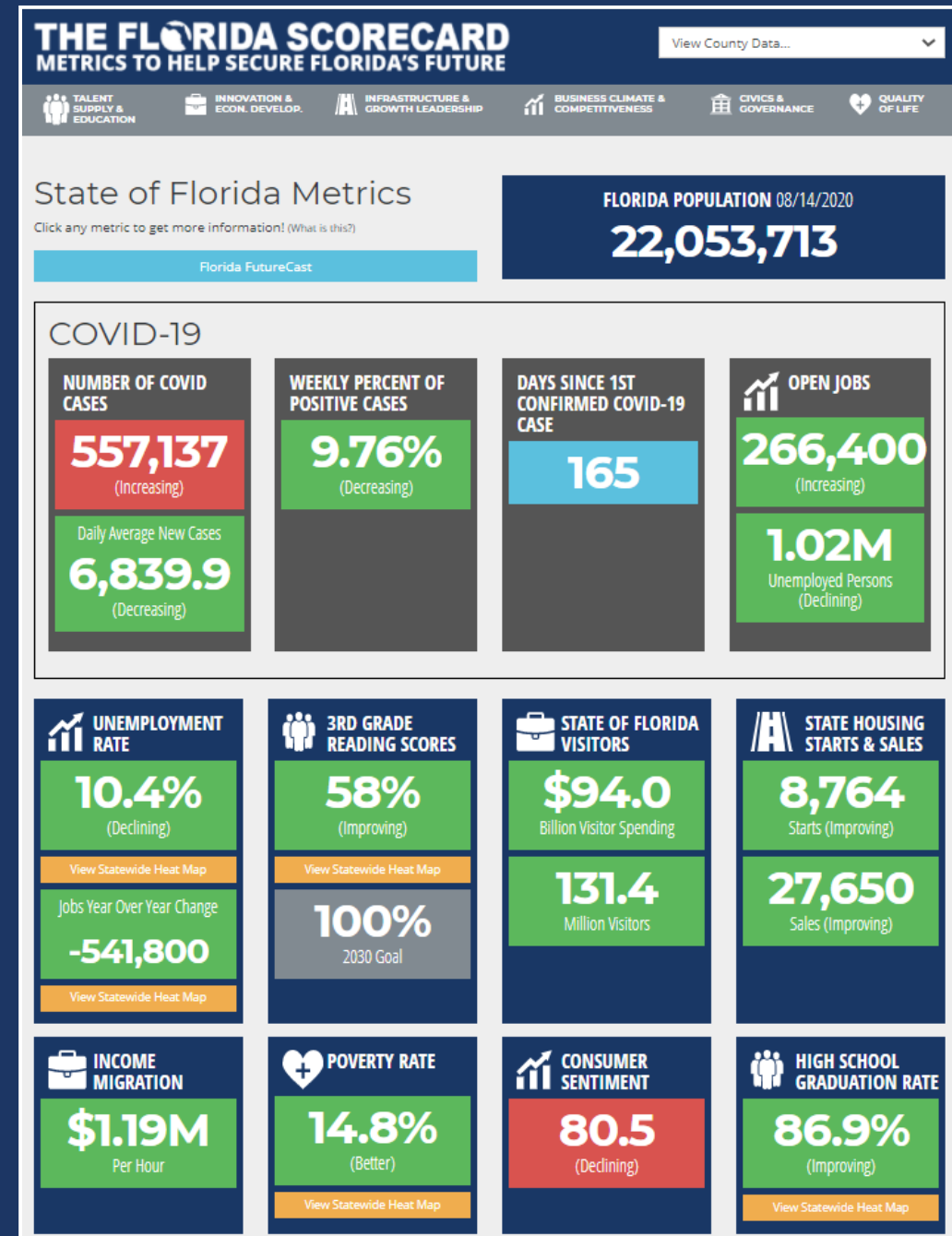
[www.theFloridaScorecard.org](http://www.theFloridaScorecard.org)

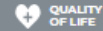
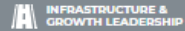
Florida's \$1.1 Trillion economy - 17<sup>th</sup>

More than 1 out of 11 U.S. jobs

900 net new people/day – BC

\$1.19 Million AGI/hour – 24/7





## Martin County Metrics (What is this?)

Martin County FutureCast

Click any metric to get more information!

### COVID-19

#### NUMBER OF COVID CASES

**3,883**  
(Increasing)

Daily Average New Cases

**23.0**  
(Decreasing)

#### WEEKLY PERCENT OF POSITIVE CASES

**8.16%**  
(Decreasing)

#### DAYS SINCE 1ST CONFIRMED COVID-19 CASE

**148**

#### UNEMPLOYED PEOPLE

**5,703**  
(Decreasing)

Jobs Year Over Year Change

**-6,260**

#### UNEMPLOYMENT RATE

**8.0%**  
(Declining)

Jobs Year Over Year Change

**-6,260**

[View Statewide Heat Map](#)

#### HOUSING PERMITS

**329**  
Permits (Declining)

#### SALES TAX REVENUE

**\$8.29**  
Million per Year (Improving)

#### WEALTH MIGRATION

**\$302.30**  
Million per Year

#### POVERTY RATE

**10.5%**  
(Better)

[View Statewide Heat Map](#)

#### HIGH SCHOOL GRADUATION RATE

**87.4%**  
(Declining)

[View Statewide Heat Map](#)

#### LAND IN CONSERVATION

**27%**

#### POPULATION

**161.00**  
Thousand

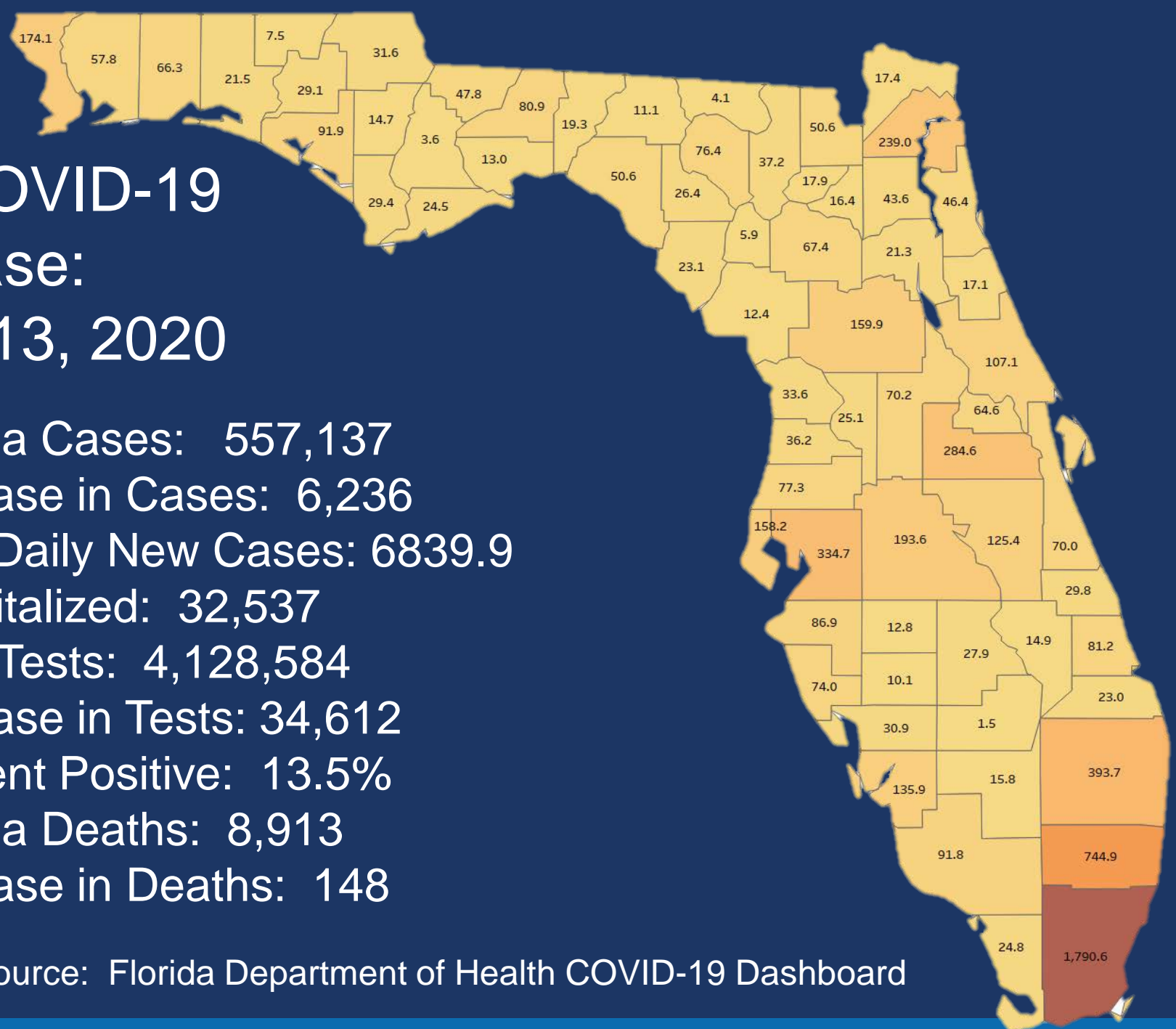
[View Statewide Heat Map](#)



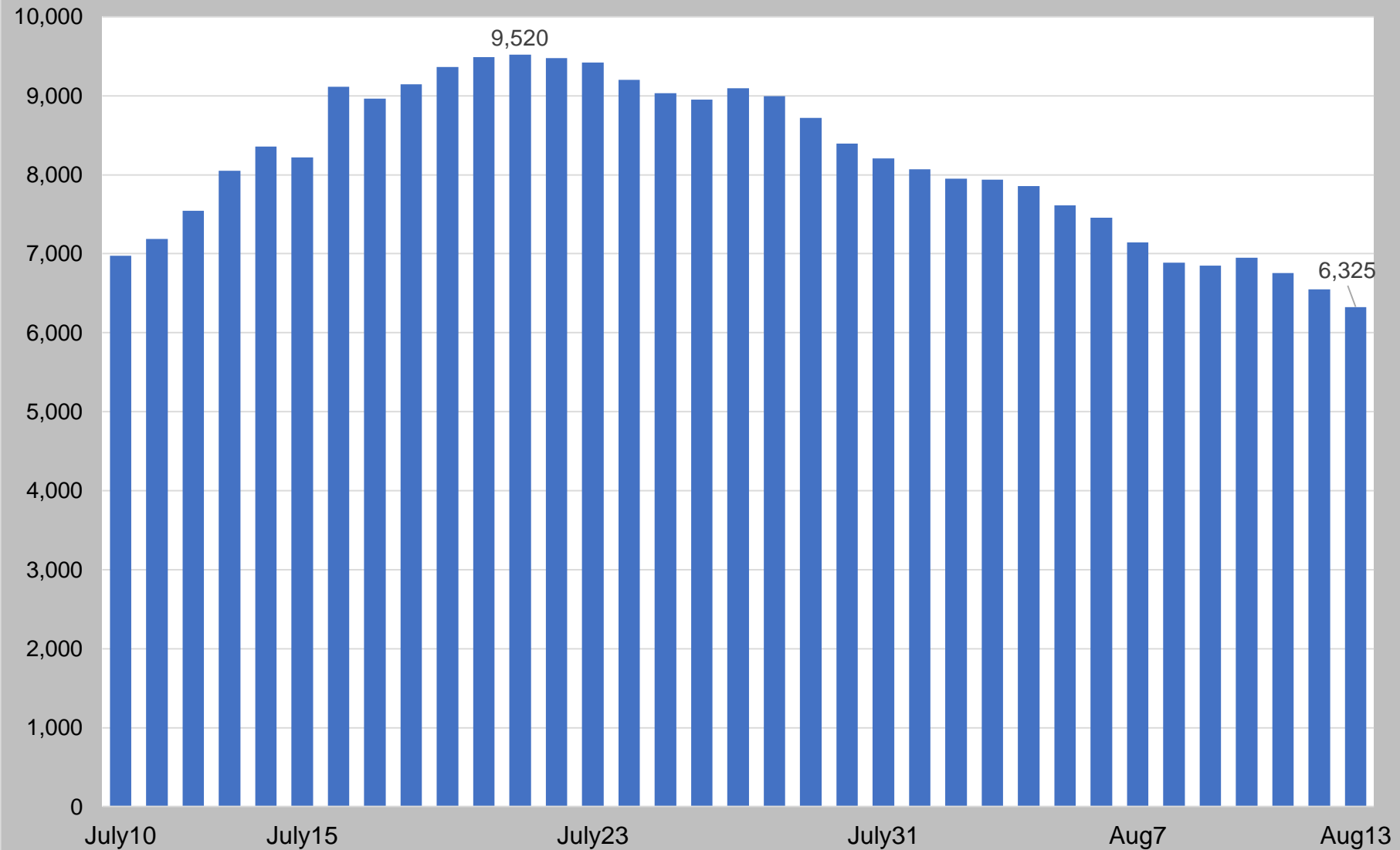
# Average Daily COVID-19 Case Increase: Updated August 13, 2020

Florida Cases: 557,137  
Increase in Cases: 6,236  
Avg. Daily New Cases: 6839.9  
Hospitalized: 32,537  
Total Tests: 4,128,584  
Increase in Tests: 34,612  
Percent Positive: 13.5%  
Florida Deaths: 8,913  
Increase in Deaths: 148

Data Source: Florida Department of Health COVID-19 Dashboard

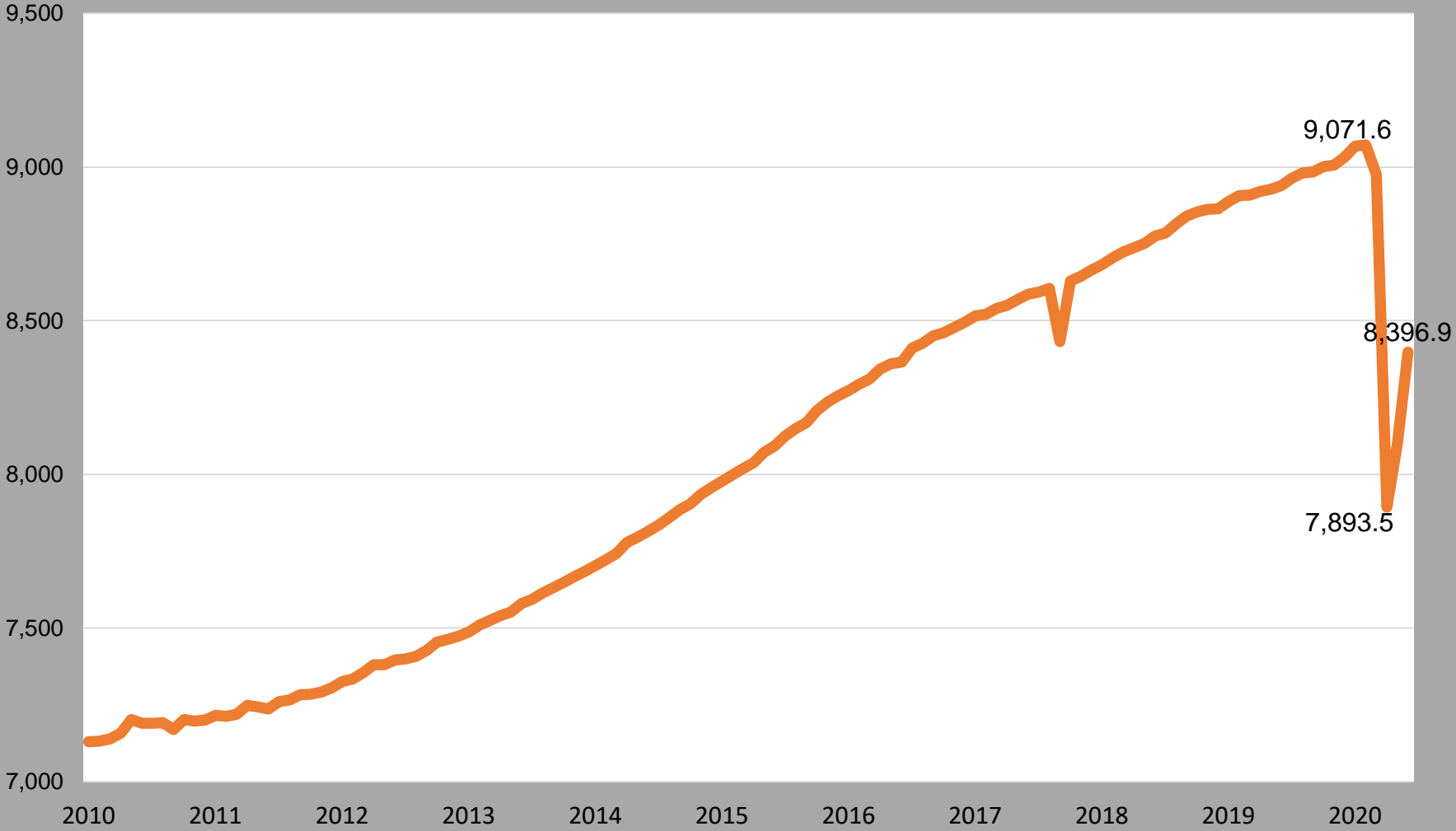


## Current COVID-19 Hospitalized: Peaked July 21



Data Source: Covidtracking.com

# Florida Non-Farm Jobs (thousands)



Data Source: U.S. Bureau of Labor Statistics

Month	Jobs (000)	Change	
Feb. 2020	9,071.6		
March	8,976.3		
April	7,893.5		
May	8,100.9		
June	8,396.9		

Month	Jobs (000)	Change	
Feb. 2020	9,071.6		
March	8,976.3	-95.3	
April	7,893.5	-1,082.8	
May	8,100.9	207.4	
June	8,396.9	296.0	

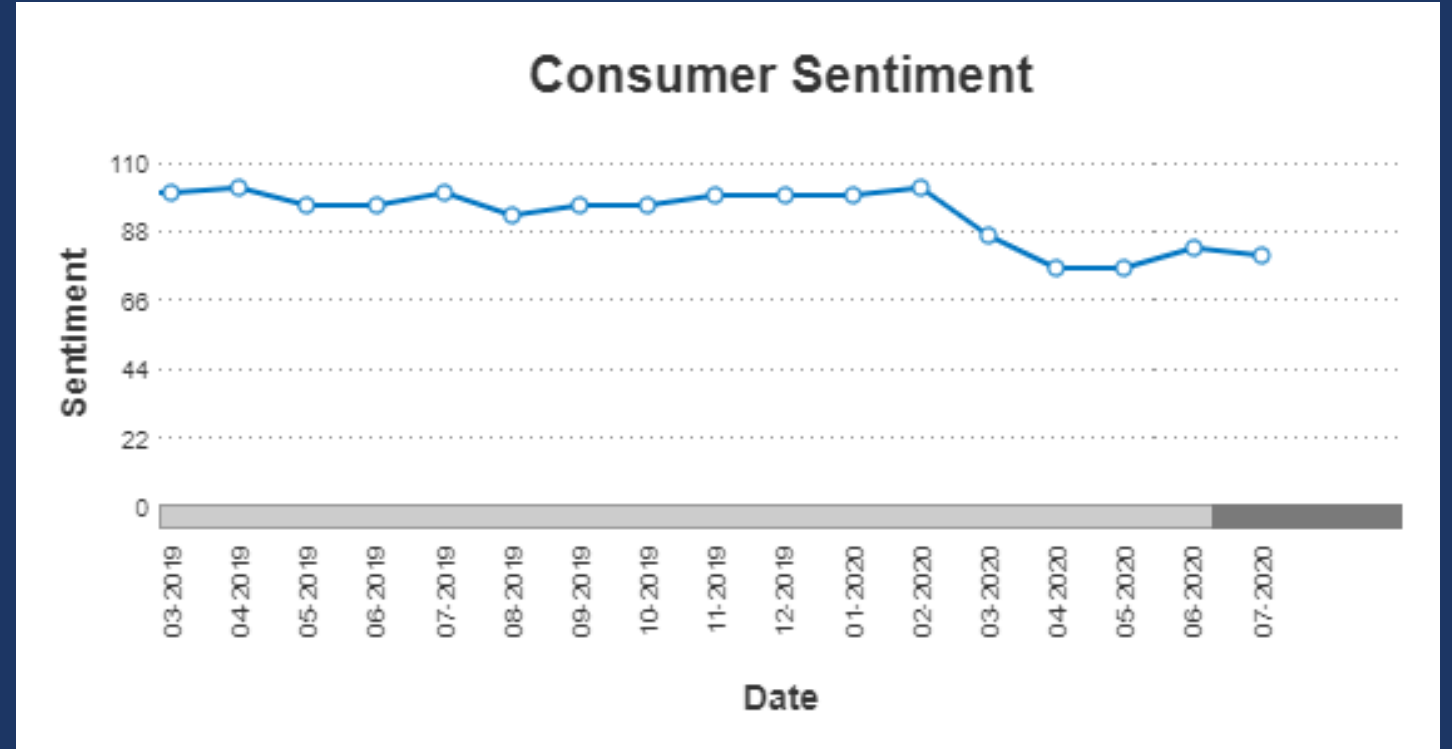
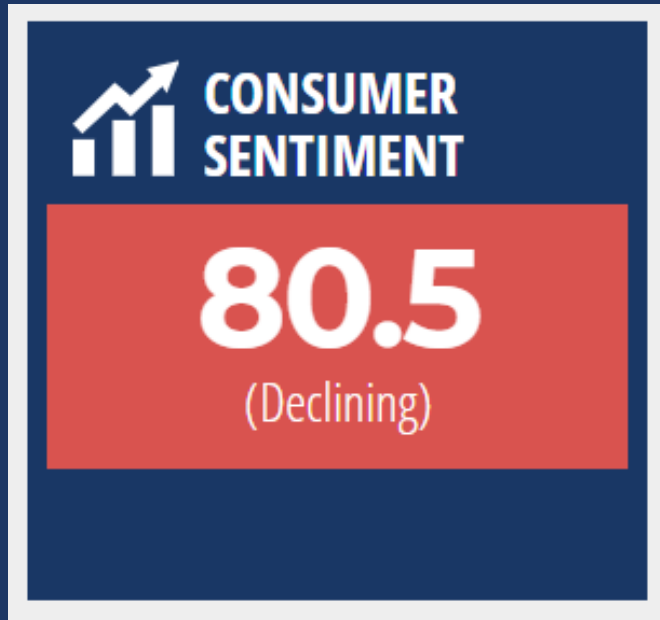


Month	Jobs (000)	Change	
Feb. 2020	9,071.6		
March	8,976.3	-95.3	Job Numbers Level Similar to:
April	7,893.5	-1,082.8	Sept 2014
May	8,100.9	207.4	June 2015
June	8,396.9	296.0	July 2016

## Job Loss by Category: June 2019 to June 2020

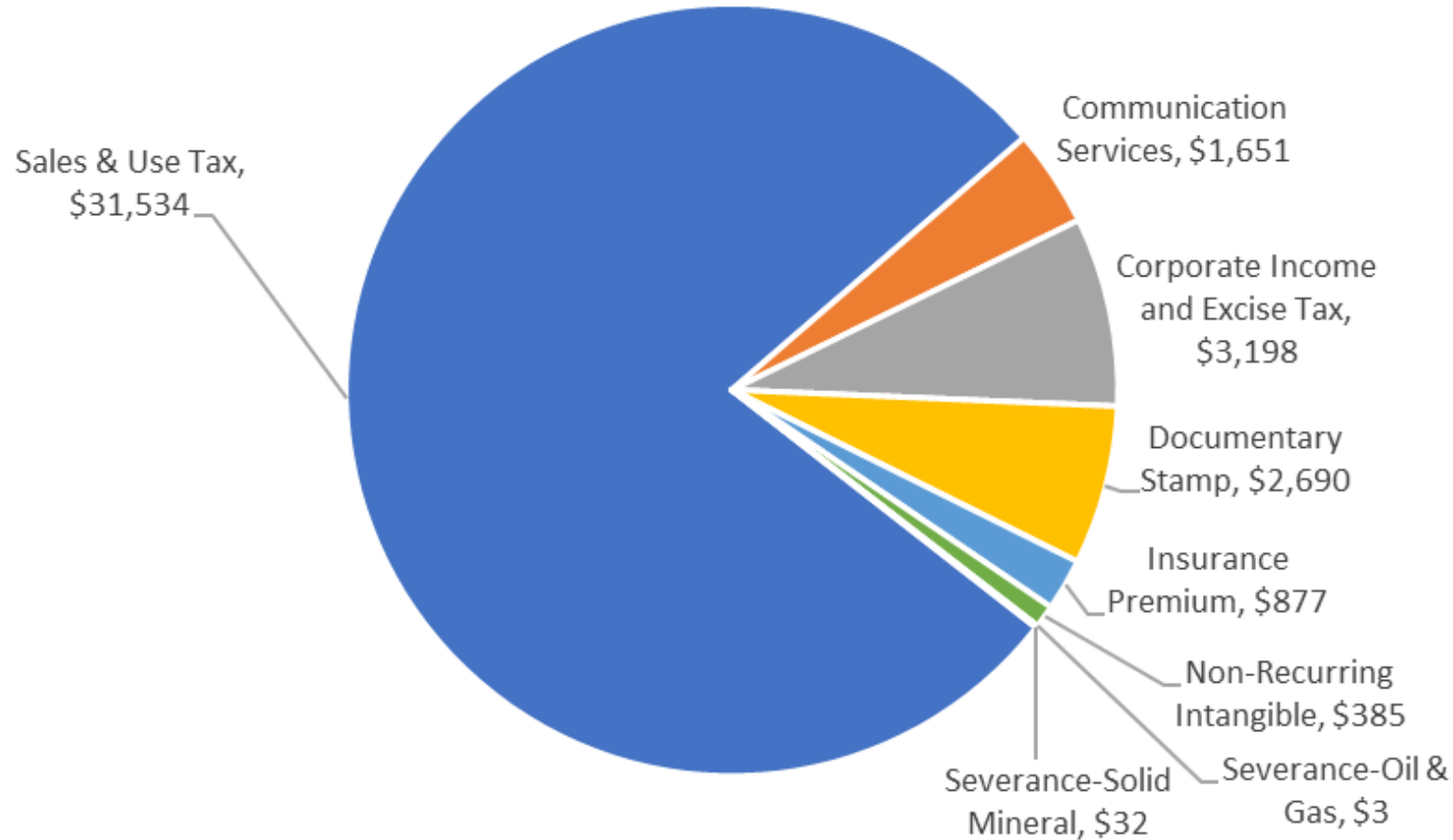
Industry	Job Change	Percent of Industry
<b>Total – All Industries</b>	<b>-541,800</b>	<b>-6.1%</b>
Leisure & Hospitality	-268,400	-21.5%
Professional & Business Services	-87,500	-6.3%
Trade, Transportation & Utilities	-64,700	-3.6%
Education & Health Services	-41,500	-3.5%
Other Services	-34,700	-9.8%
Manufacturing	-13,100	-3.4%
Financial Activities	-7,400	-1.3%
Construction	4,600	+0.8%

# Florida's July Consumer Sentiment Drops 2 points to 80.5



77% of Florida's General Revenue comes from Sales & Use Tax - \$31.5 billion

### Sources of Florida's General Revenue

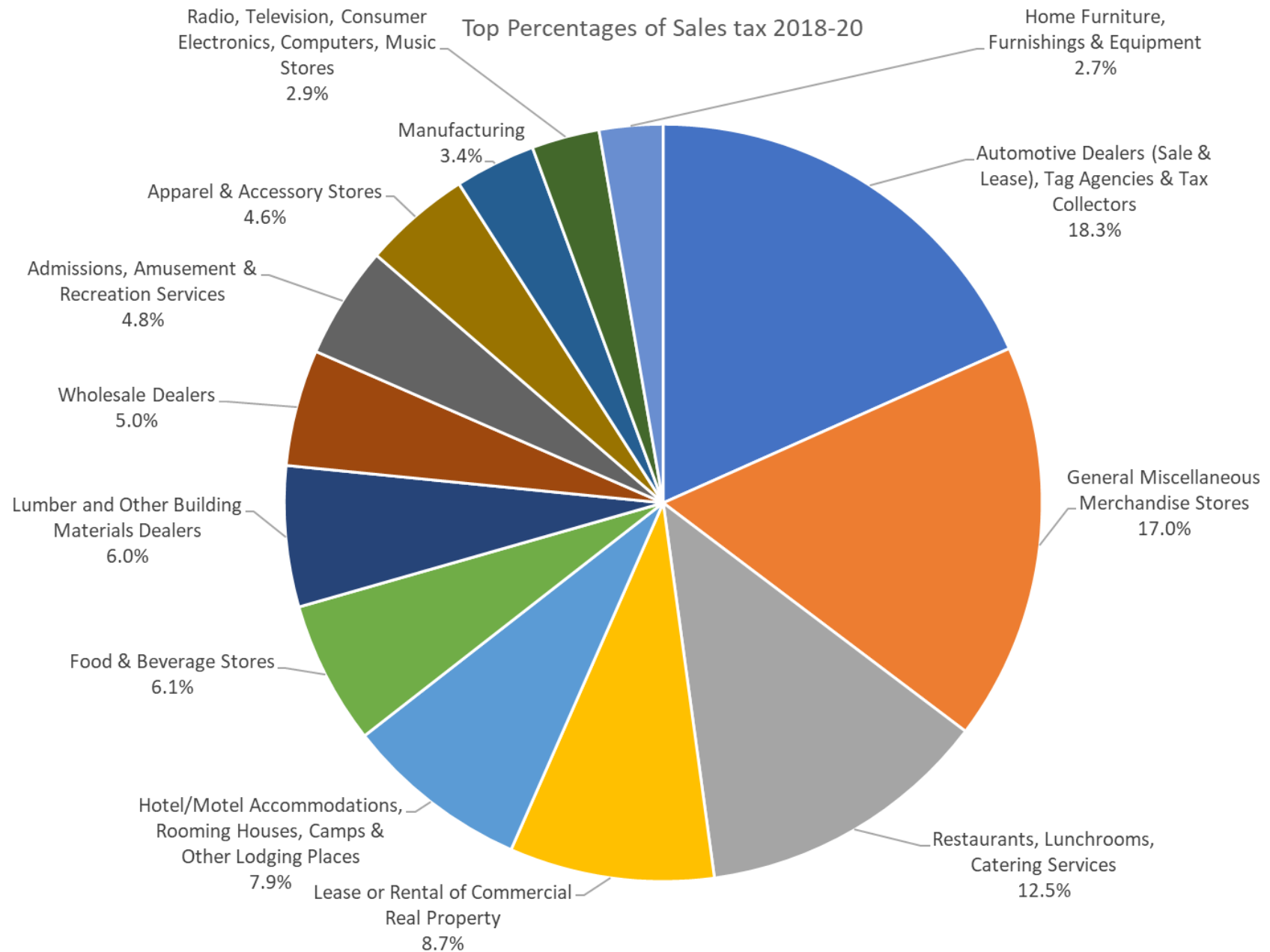




# State Sales Tax Receipts by Industry

Rank	Category	Annual Avg Receipts 2018-19 \$Billion	Avg Percent 2018-19
1	Automotive Dealers	4.00	14.4%
2	General Merchandise Stores	3.71	13.3%
3	Restaurants and Catering Services	2.74	9.8%
4	Lease or Rental of Commercial Real Property	1.91	6.8%
5	Hotel/Motel Accommodations	1.72	6.2%
6	Food & Beverage Stores	1.34	4.8%
7	Building Materials Dealers	1.31	4.7%
8	Wholesale Dealers	1.09	3.9%
9	Amusement & Recreation Services	1.05	3.8%
10	Apparel & Accessory Stores	1.01	3.6%
11	Manufacturing	0.75	2.7%
17	Consumer Electronics, Computers, Music Stores	0.63	2.3%
18	Home Furniture, Furnishings & Equipment	0.59	2.1%
19	Utilities, Electric, Gas, Water, Sewer	0.56	2.0%
20	Rental of Tangible Personal Property	0.41	1.5%
21	Automotive Accessories & Parts	0.37	1.3%
22	Automobile Repair & Services	0.35	1.2%
	Total	23.55	84.4%

Data Source:  
Florida  
Department of  
Revenue





# Florida's General Revenue: Fiscal Year End \$1.8831 Billion Below Estimate

## \$1.5943 Billion lower Sales & Use Tax Collection (85%)

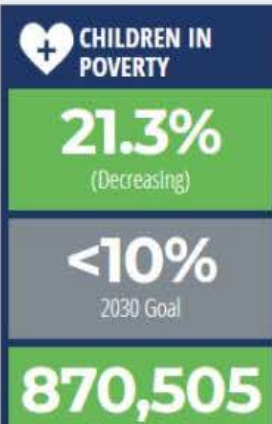
Net General Revenue	December 2019	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020
Month Over/Under	13.1	64.5	63.4	61.3	-878.1	-779.6	-427.8
Year Over/Under	13.1	77.6	141.1	202.4	-675.7	-1,455.3	-1,883.1

"I don't know that there is a way to completely eradicate it, but we should be creating a society where someone born into poverty doesn't have to stay that way."

Will Weatherford, Former Speaker  
Florida House of Representatives



## Florida Prosperity Initiative: Zip Code Maps

[LEARN MORE ABOUT THE PROSPERITY INITIATIVE](#)[BE PART OF THE SOLUTION](#)

### What is the Under 18 Poverty Rate in Your County?

The Florida Chamber Foundation's Prosperity Initiative is uniting Florida's business community to implement long-term solutions that provide economic opportunity for all Floridians, regardless of what zip code they live in.

As we work toward our goal of reducing the number of children in poverty to less than 10% and creating pathways to prosperity for 100%, it's important we know where to best focus our efforts.

**870,505 children live in poverty in Florida. How many of these children live in your zip code?**

The Florida Prosperity Initiative is looking at private sector best practices at the zip code level so we can learn from one another and help plant the same seeds in other zip codes.

Choose your county below to download a county map that illustrates the poverty rates broken down by zip code.

If you would like be part of the solution of ending childhood poverty in Florida, [join the Prosperity Initiative](#)

# Top 150 Under-18 Poverty Zip Codes

More than half of Florida's Child  
Poverty

In these Zip Codes are:

59.9% of Florida's Black Population in Poverty

54.4% of Florida's Black Population

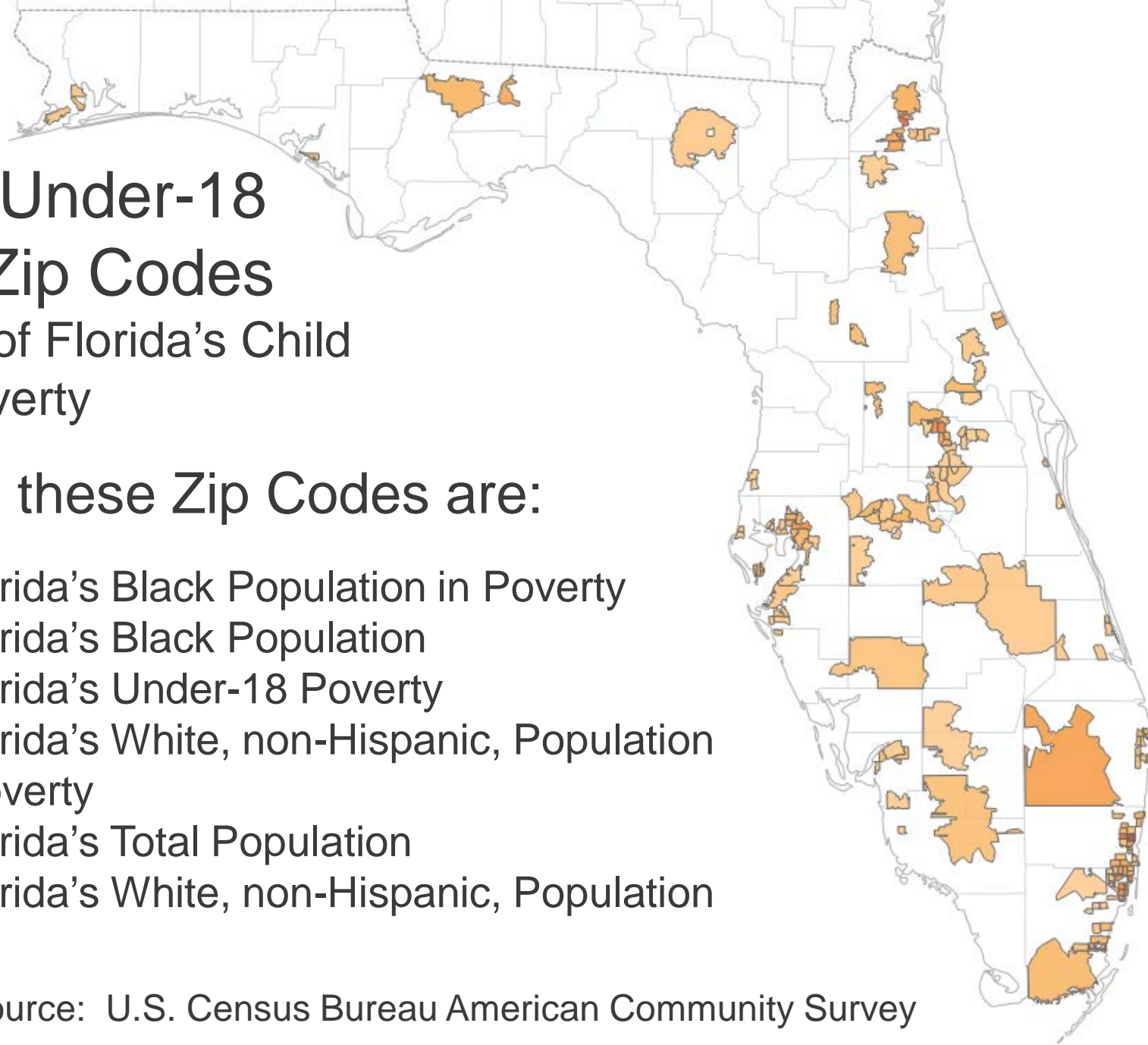
50.1% of Florida's Under-18 Poverty

35.7% of Florida's White, non-Hispanic, Population  
in Poverty

30.6% of Florida's Total Population

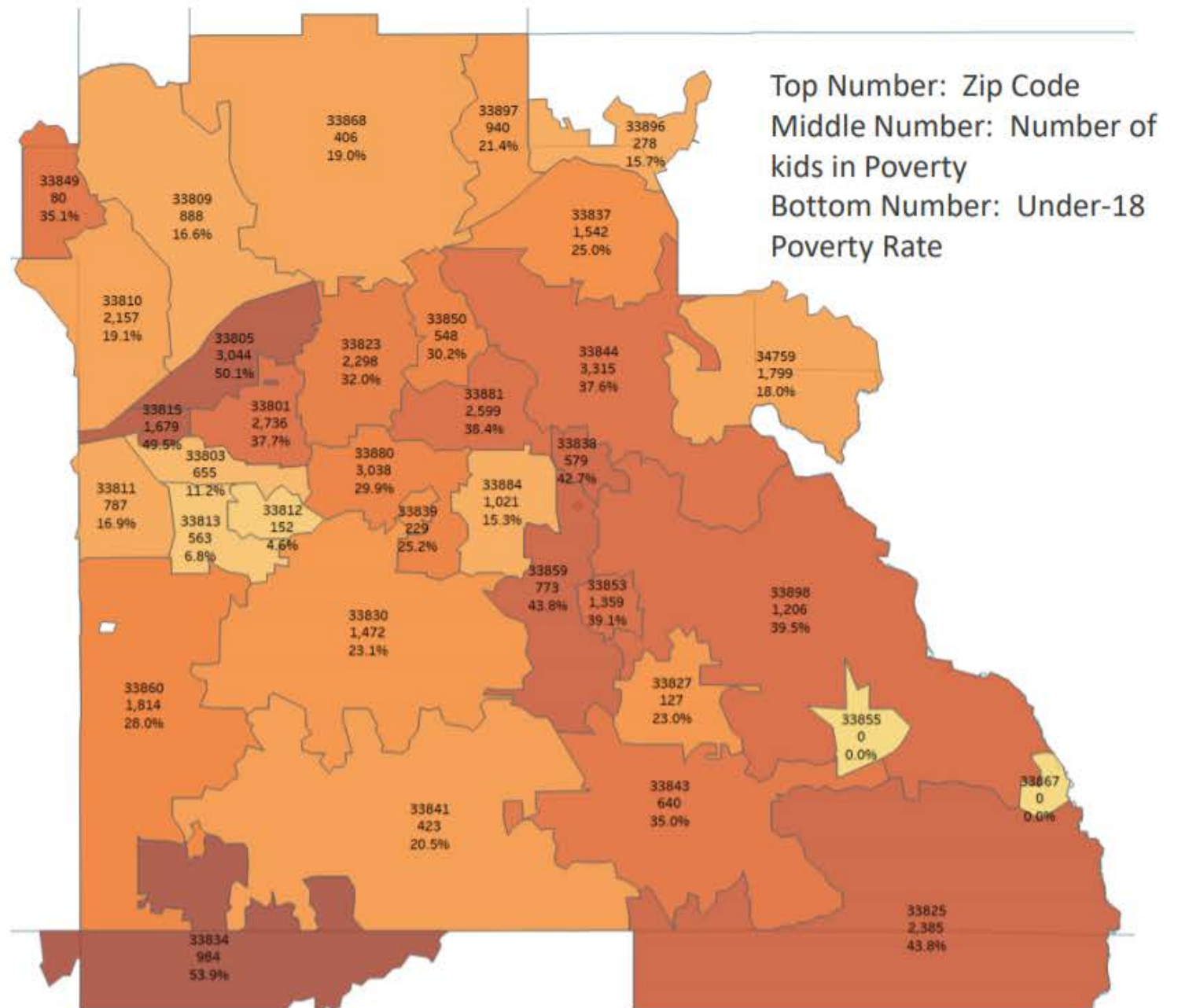
25.2% of Florida's White, non-Hispanic, Population

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





# Polk County Under-18 Poverty



# Who is not paying rent?

Age	U.S.	Florida
18 - 24	14.1%	5.2%
25 - 39	21.3%	23.0%
40 - 54	23.7%	22.2%
55 - 64	20.7%	11.3%
65 & above	6.9%	5.4%

# Who is not paying rent?

Age	U.S.	Florida	Education	U.S.	Florida
18 - 24	14.1%	5.2%	Less than high school	28.5%	10.2%
25 - 39	21.3%	23.0%	High school or GED	25.9%	32.9%
40 - 54	23.7%	22.2%	Some college/ associate's degree	19.3%	13.2%
55 - 64	20.7%	11.3%	Bachelor's degree or higher	7.3%	8.8%
65 & above	6.9%	5.4%			



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55 - 64	20.7%	11.3%			
65 & above	6.9%	5.4%	Bachelor's degree or higher	7.3%	8.8%

Marital status	U.S.	Florida
Married	20.3%	28.2%
Widowed	17.8%	3.2%
Divorced/separated	22.8%	16.2%
Never married	18.0%	14.0%

# Who is not paying rent?

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55 - 64	20.7%	11.3%	Bachelor's degree or higher	7.3%	8.8%
65 & above	6.9%	5.4%			

Marital status	U.S.	Florida	Presence of children under 18 years old	U.S.	Florida
Married	20.3%	28.2%	Children in household	26.9%	27.2%
Widowed	17.8%	3.2%	No children	14.6%	8.3%
Divorced/separated	22.8%	16.2%			
Never married	18.0%	14.0%			

# The U.S. dollar is getting punched in the mouth, and its outlook amid coronavirus doesn't look great, some experts say

Published: July 21, 2020 at 4:45 p.m. ET

By Mark DeCambre

22





# International Trade

EXPORTS

IN-TRANSIT

IMPORTS



SERVICES

VISITORS

INVESTMENT

# Florida's Top Global Partners

## FLORIDA ORIGIN EXPORTS

## SERVICES EXPORTS

## IMPORTS

## VISITORS

## INVESTMENT

Brazil



United Kingdom



China



Canada



United Kingdom



Canada



Canada



Mexico



United Kingdom



Spain



Mexico



China



Canada



Brazil



Germany



Colombia



Japan



Germany



Colombia



France



Chile



Mexico



Brazil



Argentina



Switzerland



# Economic Outlook for Florida's Top Trading Partners

Exports	Billions	Imports	Billions
Brazil	\$4.50	China	\$12.20
Canada	\$4.36	Mexico	\$6.92
Mexico	\$3.32	Canada	\$4.71
Colombia	\$2.34	Germany	\$4.02
Chile	\$2.03	Brazil	\$4.00
U.K.	\$1.89	France	\$3.89
Dominican Republic	\$1.85	Vietnam	\$2.87
Germany	\$1.83	U.K.	\$2.80
Paraguay	\$1.55	Chile	\$2.70



# Economic Outlook for Florida's Top Trading Partners

Exports	Billions	Outlook	Imports	Billions	Outlook
Brazil	\$4.50	-9.1%	China	\$12.20	+1.0%
Canada	\$4.36	-8.4%	Mexico	\$6.92	-10.5%
Mexico	\$3.32	-10.5%	Canada	\$4.71	-8.4%
Colombia	\$2.34		Germany	\$4.02	-7.8%
Chile	\$2.03		Brazil	\$4.00	-9.1%
U.K.	\$1.89	-10.2%	France	\$3.89	-12.5%
Dominican Republic	\$1.85		Vietnam	\$2.87	
Germany	\$1.83	-7.8%	U.K.	\$2.80	-10.2%
Paraguay	\$1.55		Chile	\$2.70	

# Advertised Job Certifications - Pinellas County

## Advertised Job Certifications



This section shows the top advertised certification groups found in job openings advertised online in Pinellas County, FL in July, 2020. (Jobs De-duplication Level 1)

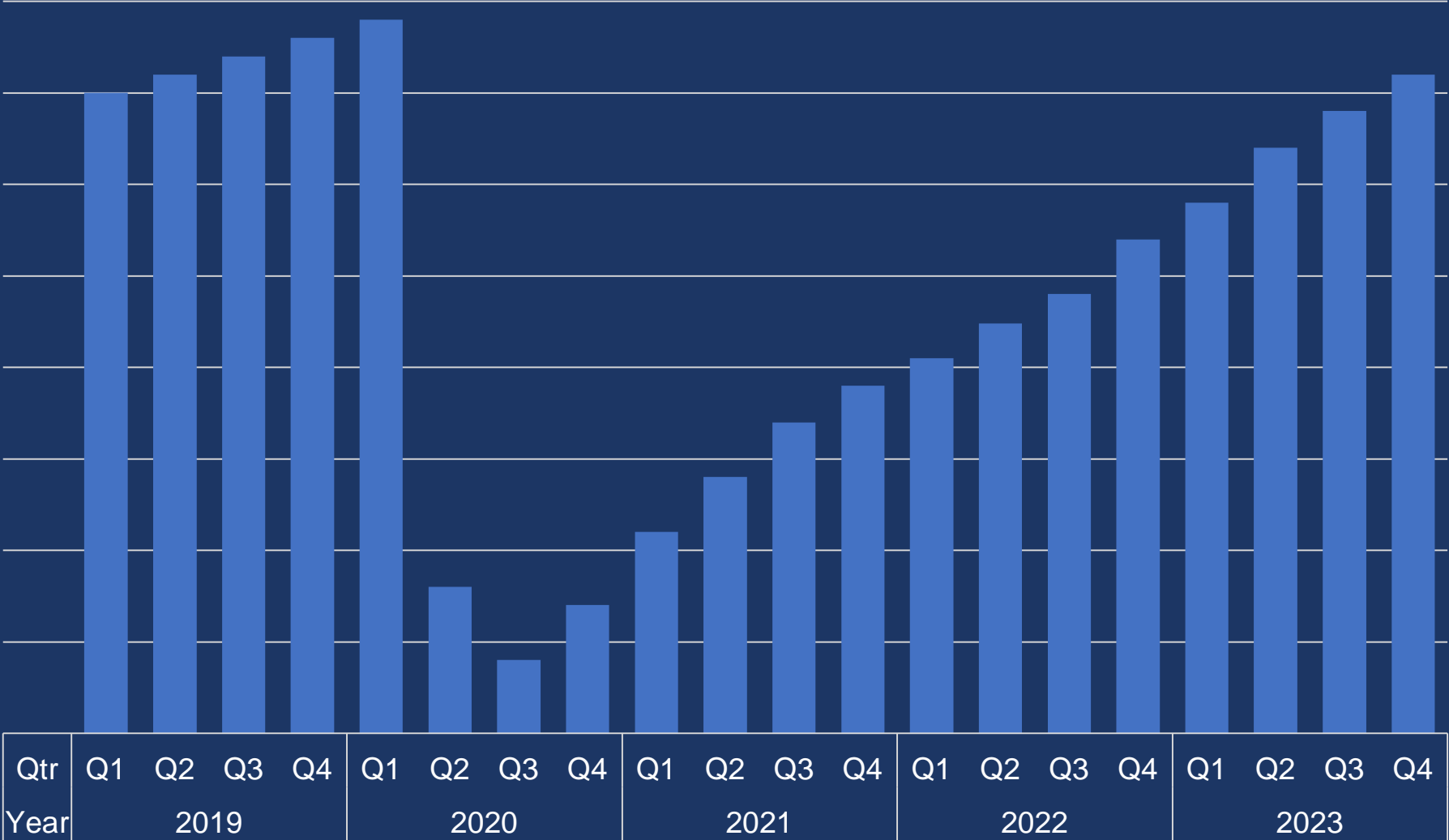
Click a column title to sort.

Rank	Advertised Certification Group	Advertised Certification Sub-Category	Job Opening Match Count
1	Nursing Credentials and Certifications	Nursing	<a href="#">5,876</a>
2	American Heart Association (AHA) CPR & First Aid Certifications	Nursing	<a href="#">5,530</a>
3	National Board for Respiratory Care (NBRC)	Medical Treatment and Therapy	<a href="#">323</a>
4	Commercial Drivers License (CDL)	Ground Transportation	<a href="#">321</a>
5	American Institute of CPAs (AICPA) Certifications	Financial Specialists	<a href="#">206</a>
6	National Registry of Emergency Medical Technicians (NREMT)	Fire Rescue	<a href="#">133</a>
7	American Red Cross - First Aid Certifications	Nursing	<a href="#">113</a>
8	(ISC) <sup>2</sup> Certifications	Information and Cyber Security	<a href="#">111</a>
9	FINRA Financial Securities Professionals	Financial Specialists	<a href="#">100</a>
10	American Society of Phlebotomy Technicians (ASPT)	Medical Testing	<a href="#">95</a>

Slide Source: Geographic Solutions, Inc. Available on Employ Florida website



# Jobs by Quarter – 2019 and Q1 2020, and Forecast



Source: Dr. Rajeev Dhawan, Economic Forecasting Center, Georgia State University