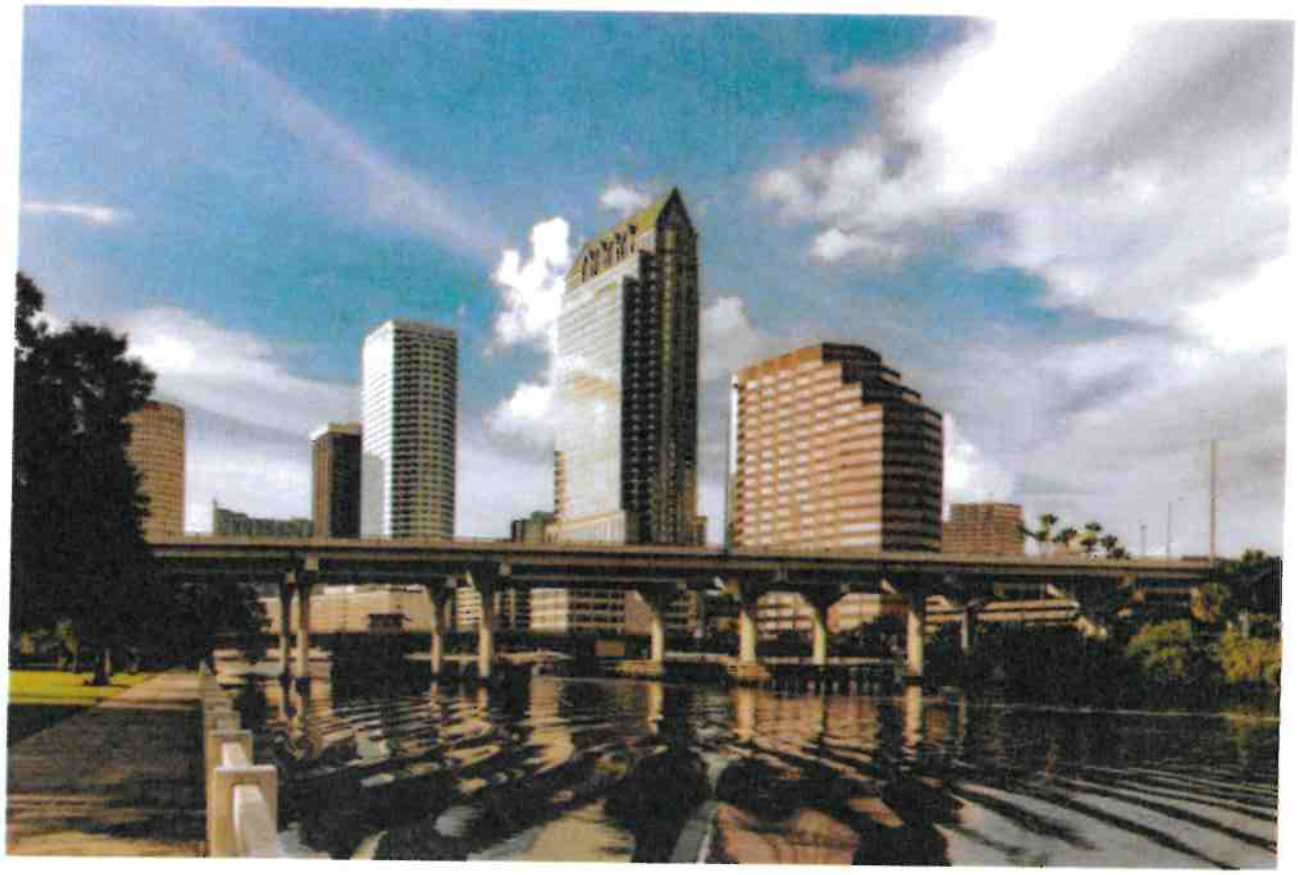
onday, September 18, 2017



"Winning Strategies" Survey Peeks Into Minds of Key Corporate Decision Makers

NEW YORK, NY (September 18, 2017) – Florida ranks second among the 50 states for having the best business climate, according to a new survey of U.S. corporate executives released today at the International Economic Development Council (IEDC) Annual Conference in Toronto. Texas ranked first. Georgia ranked third, followed by South Carolina and North Carolina, respectively.

Conducted by Development Counsellors International (DCI) every three years, the "Winning Strategies in Economic Development Marketing" survey has tracked trends in economic development since its inception in 1996. For the first time, the survey also includes findings about how the current political climate affects business perceptions. Many of the executives surveyed, 57 percent, reported that the Trump presidency hasn't impacted their investment plans and 33 percent were more likely to explore domestic expansion.

"The Winning Strategies survey provides insights into the minds of key decision makers—from their perceptions on locations around the world to how they get the information that shapes those perceptions," said DCI President Andrew T. Levine. "As the competition for business expansions and talent intensifies, this information can be crucial to communities looking to set themselves apart from other locations."

Florida took the No. 2 spot with 22 percent of the respondents naming it as the state with having the most favorable business climate. In 2014, Florida bumped North Carolina out of the No. 2 spot, after the state held second place for

a decade. Respondents who named Florida as having a favorable business climate mentioned the state's pro-business environment, favorable tax climate and its strategic location.

Key findings from the 2017 "Winning Strategies" survey, which is based on the aggregate responses of 331 corporate executives with site selection responsibilities, include:

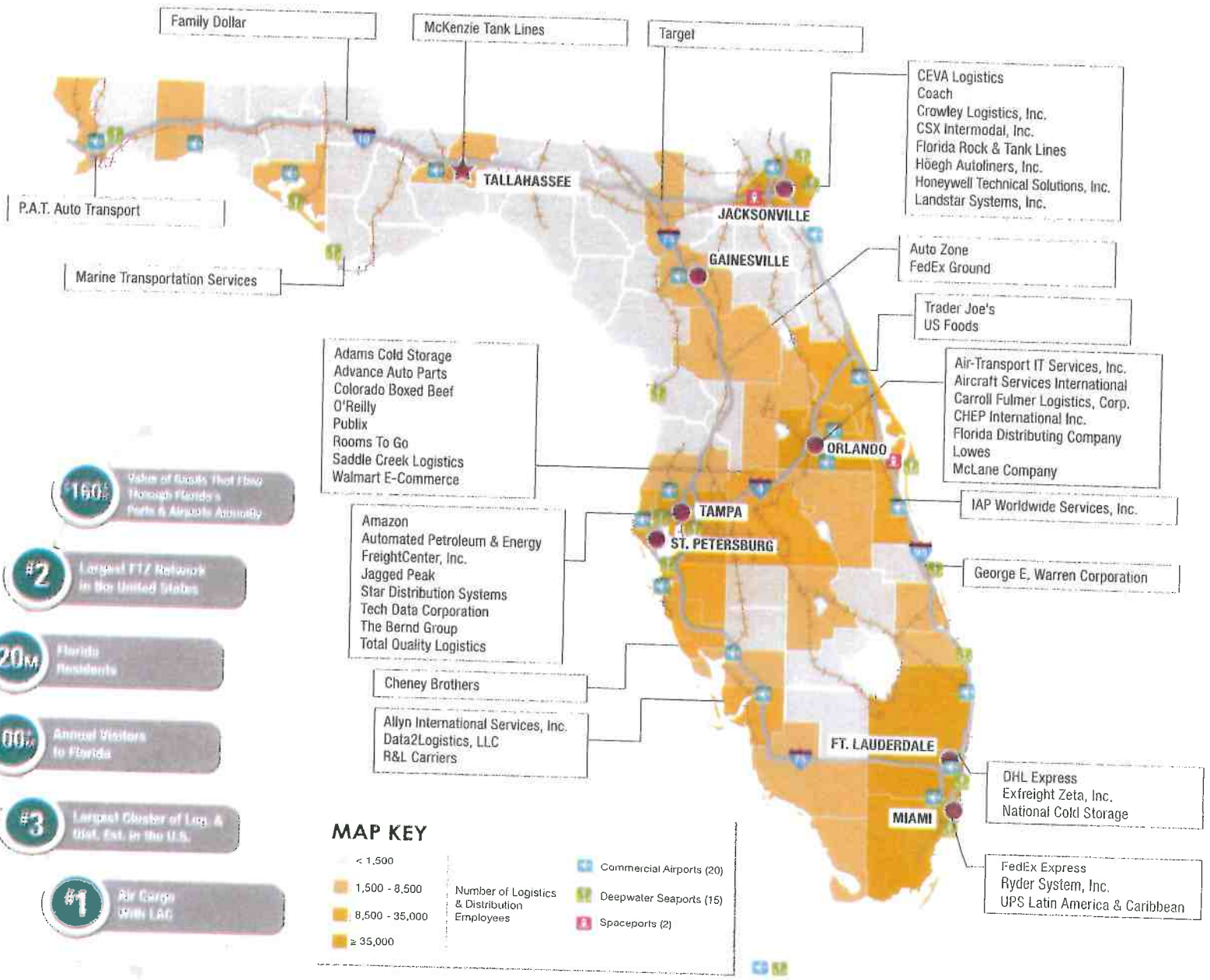
- Texas has consistently held the No. 1 ranking since 1999, and was again a favorite among survey respondents, with 42 percent naming the state as having one of the most favorable business climates. Rounding out the top 5 states for business include Georgia at No. 3 with 20 percent, South Carolina at No. 4 with 16 percent and North Carolina at No. 5 with 15 percent.

- When asked which international countries they were most likely to explore for investment, 31 percent of U.S. executives named China as their top choice, followed by the United Kingdom (22 percent) and Canada (21 percent). Germany and Mexico ranked fourth and fifth, respectively.
- 3 percent of executives report that their company will make a location decision (move, expansion or consolidation) in the next 24 months. This is a 6 percent increase from 2014 results.

- 54 percent of the survey audience report that they plan to outsource a portion of the site selection process during their next site selection search, a significant increase from 2014 (40 percent).

FLORIDA'S LOGISTICS & DISTRIBUTION CLUSTER

Select companies highlighted

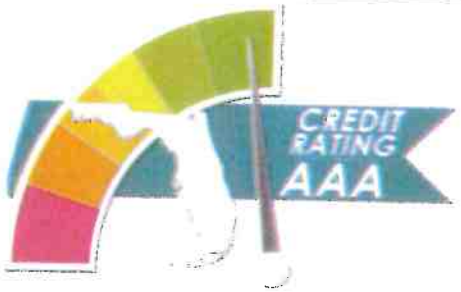


WHY FLORIDA?

WHEN YOUR BUSINESS CAN BE ANYWHERE
THERE'S NO LIMIT TO HOW FAR YOU CAN TAKE IT

As a leading international trade center, Florida excels at getting people, products, and services anywhere — fast. Most key global shipping lines and airline alliances, (including specialized cargo operators), 3PLs, and VALs have a presence in Florida. We're generating a robust talent base and supply chain that benefits all.

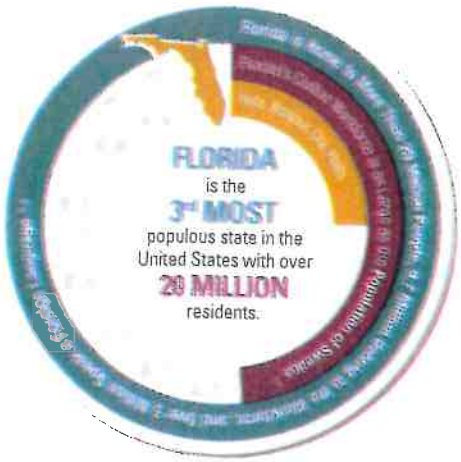
BUSINESS CLIMATE



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, make it a great place to do business. We won't stand in the way of your success. We'll pave the way for it.

*Business Facilities

BOUNDLESS MARKETS



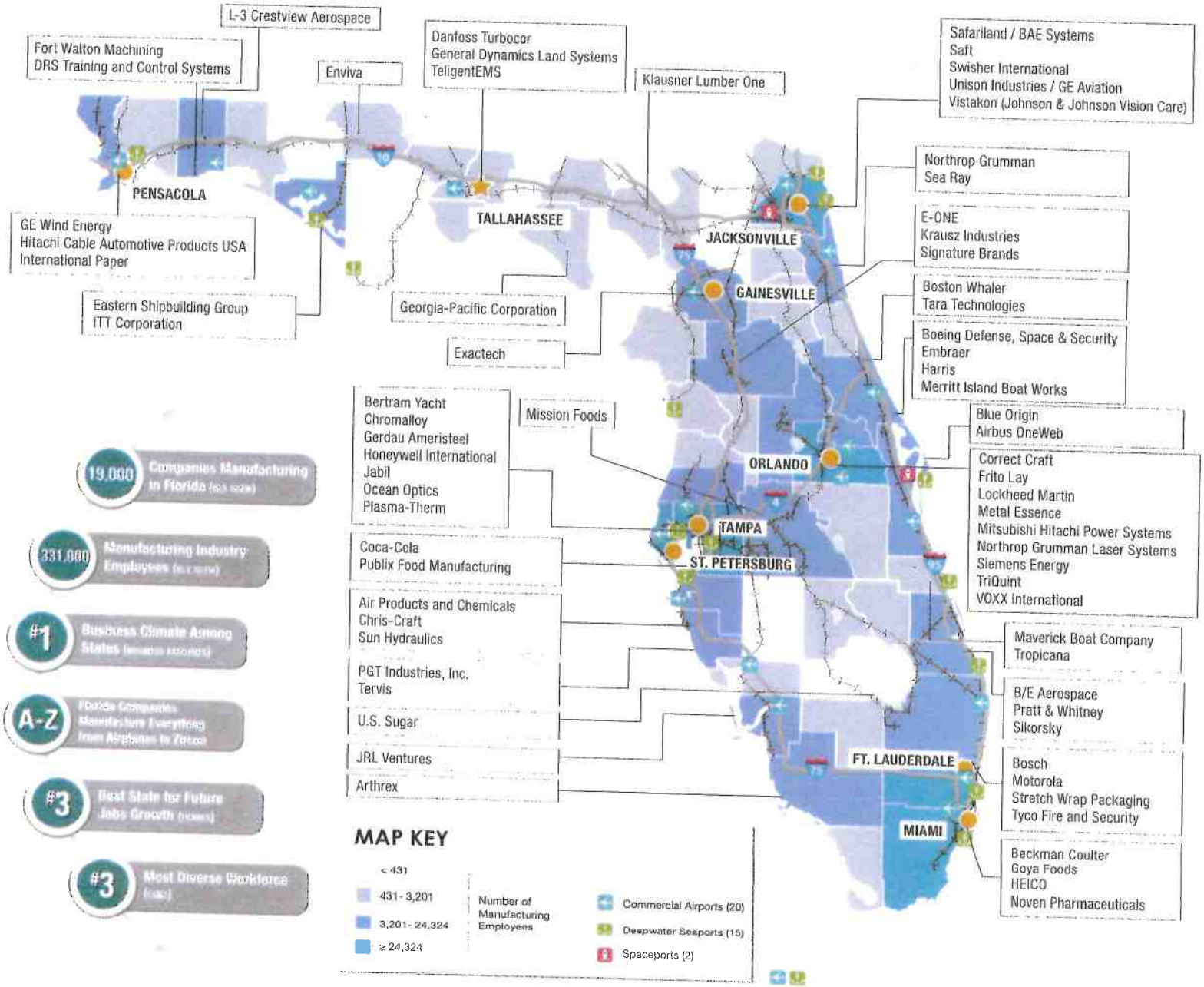
Florida is an economic superstate — home to 20+ million residents and home-away-from-home for 100+ million annual visitors. Whether you and your customers are serving Florida's large market, the U.S., Latin America, or the globe, **Florida can help you find new growth opportunities anywhere.**

18th LARGEST GLOBAL ECONOMY,
IF FLORIDA WERE A COUNTRY

[3] CIA, [3] U.S. Census Bureau

FLORIDA'S MANUFACTURING CLUSTER

(select companies highlighted)

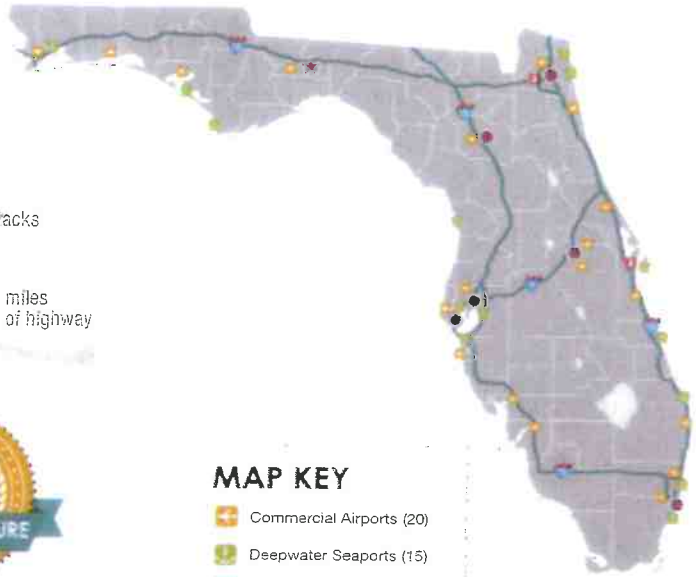


TRANSPORTATION INFRASTRUCTURE

Florida has one of the most extensive multi-modal transportation systems in the world — giving you the ability to move your product anywhere in the world. So the only thing easier than operating your business in Florida is moving your product around the globe.

- 20 commercial service airports
- 2 spaceports
- 15 deepwater seaports
- 3,000 miles of freight rail tracks
- 122,900 miles of highway

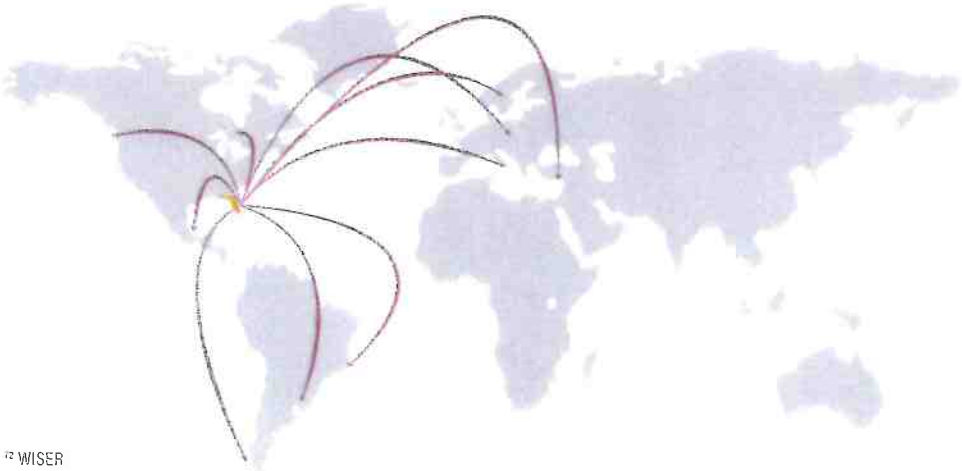
#2 INFRASTRUCTURE



GLOBAL ACCESS

FLORIDA
businesses export greater than
$53 BILLION
in goods annually,
this is as much as the entire
NEW ENGLAND
region.[12]

Each year more than $160 billion worth of goods flow through Florida's ports and airports, fueled by our strategic location and impressive trade support services. In fact, Florida is home to one of five U.S. exporters. Come see what these businesses already know: success today requires global access and no other state can expand your reach like Florida.



[12] WISER