



Business & Philanthropy Forum: Leading Advocacy, Collaboration and Investment in Housing

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The Florida 2030 Blueprint: Uniting Businesses For Good

16th to 10th



39 Goals

- +2.8 Million Net New Residents
- +1.39 Million Net New Jobs
- +40 Million More Annual Visitors
- +2.5 Million More Drivers



4 Blueprint Goals Directly Connected to Today's Conversation



Increased size and impact of nonprofit and philanthropic sectors



Diverse, attainable housing to meet future demand



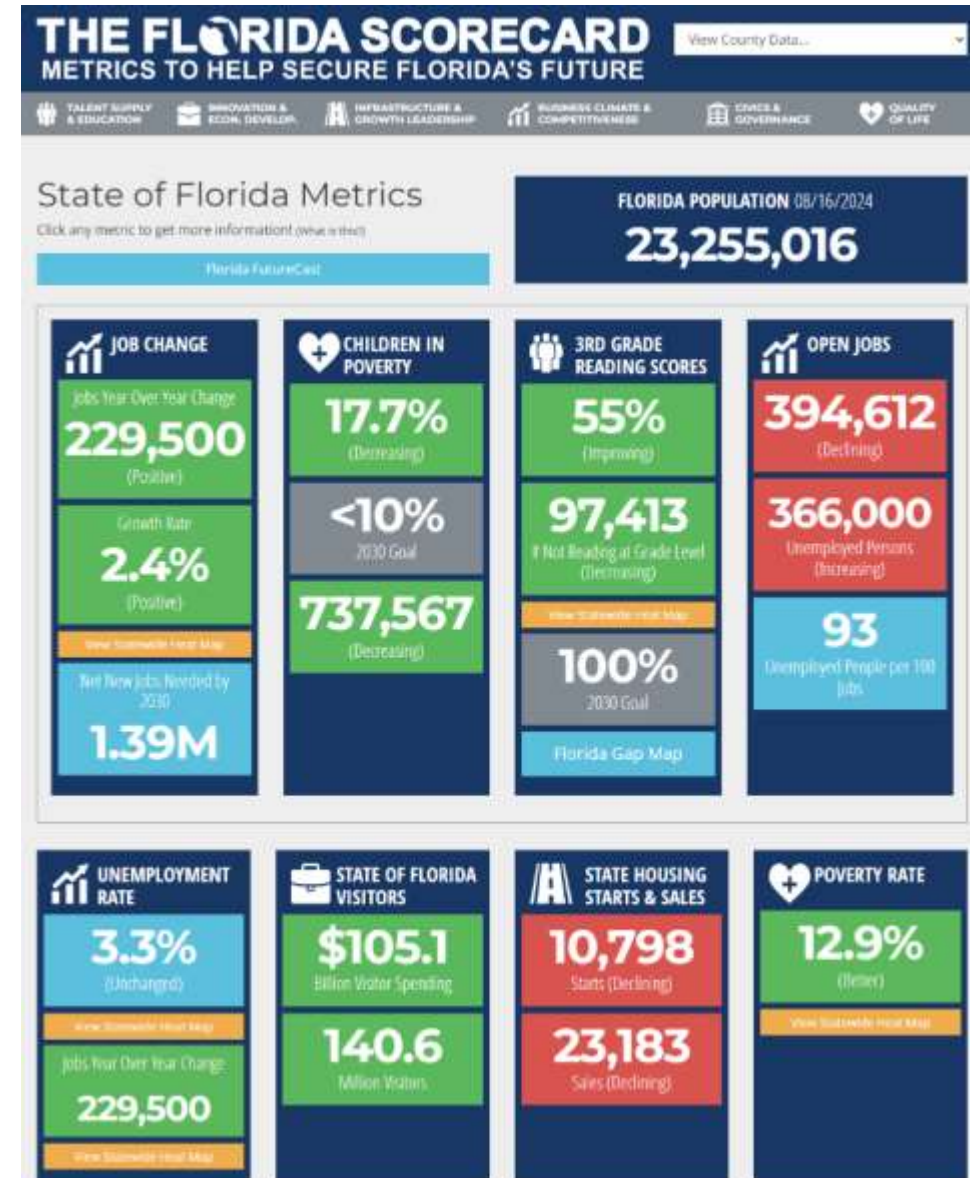
<10% of Florida residents live in housing-cost burdened households



Florida's brand and reputation as best place to live, work, raise a family, visit, learn, play, relocate and compete remains top in the nation

The Florida Scorecard Helps Leaders Lead

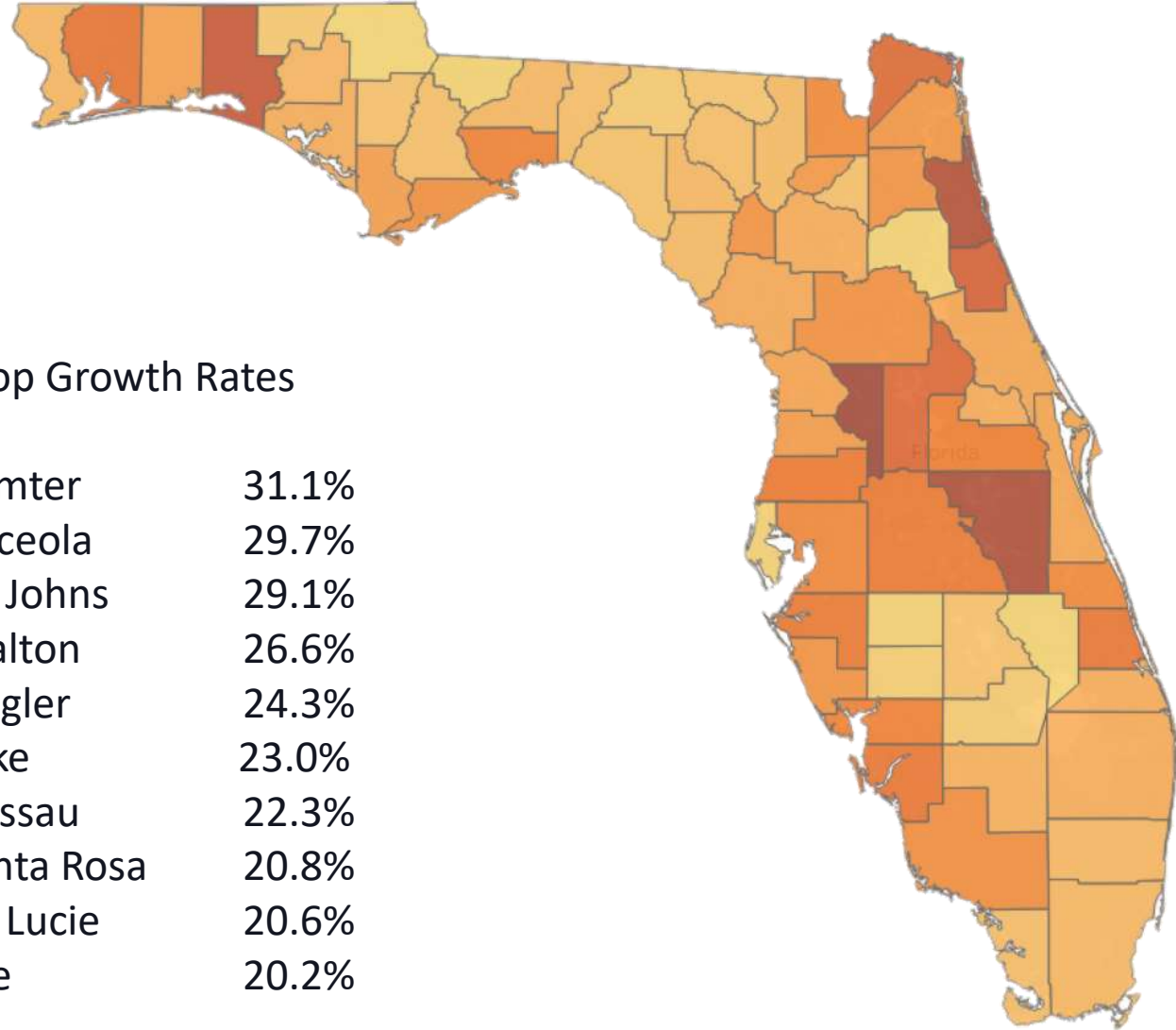
- 1.39 Million Net New Jobs Needed by 2030
- Open Jobs Decreased to 394,612
- Number of Unemployed Persons Remained Increased to 366,000
- Unemployment Rate at 3.3% (Unchanged from June 2024)
- Housing Sales: 23,183, Housing Starts: 10,798



www.TheFloridaScorecard.org

Florida's Demographics Are Changing

*Florida's Next
2.8 Million People*



Top Projected Increases

Top Growth Rates

Top 5: 52.5%	1. Miami-Dade	368K
	2. Orange	330K
	3. Hillsborough	317K
	4. Broward	261K
	5. Palm Beach	231K
Top 10: 82.4%	6. Duval	196K
	7. Lee	192K
	8. Polk	182K
	9. Osceola	151K
	10. Pasco	137K

1. Sumter	31.1%
2. Osceola	29.7%
3. St. Johns	29.1%
4. Walton	26.6%
5. Flagler	24.3%
6. Lake	23.0%
7. Nassau	22.3%
8. Santa Rosa	20.8%
9. St. Lucie	20.6%
10. Lee	20.2%

Housing Affordability



\$449.9K

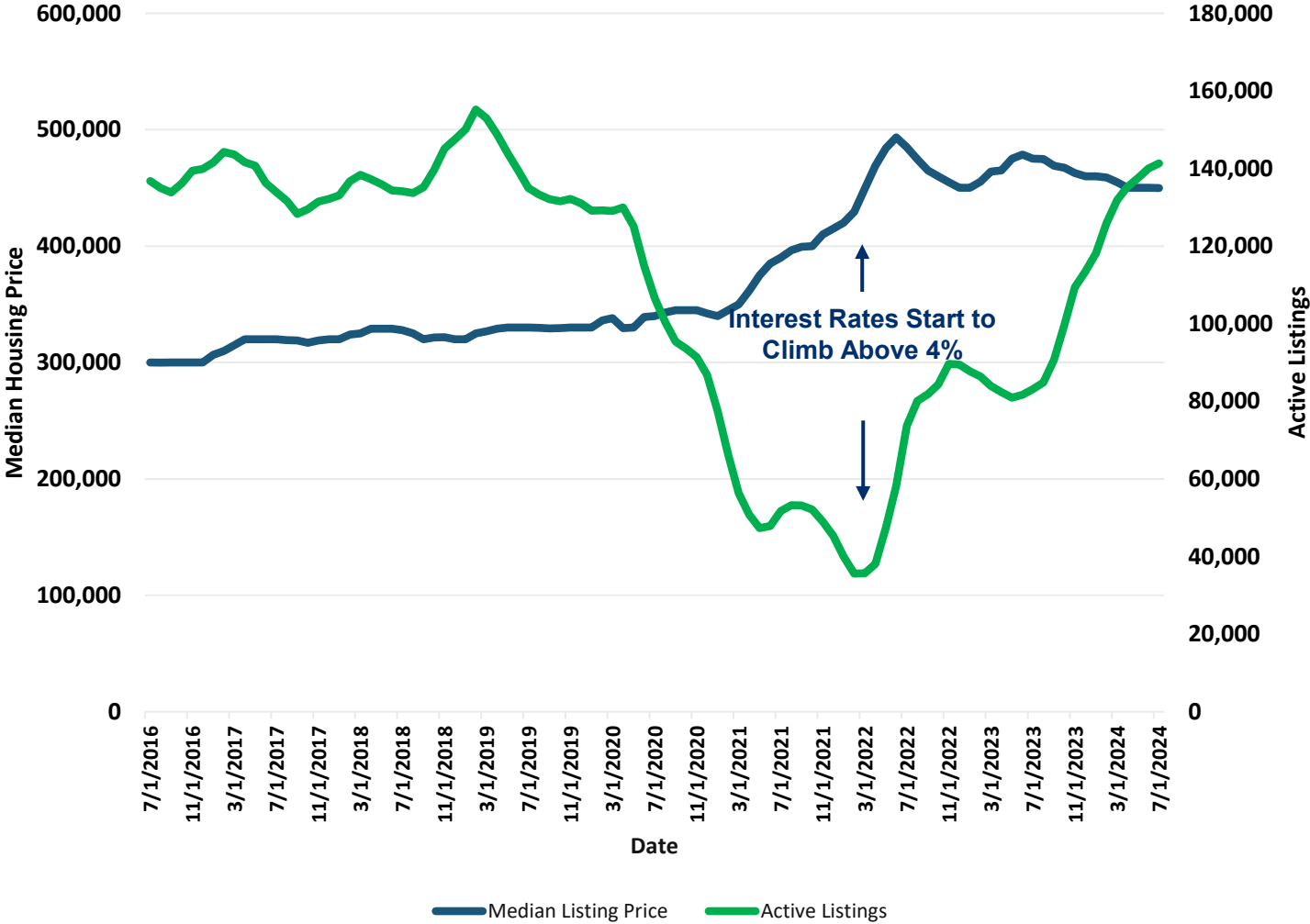
Median Listing Price



53.8%

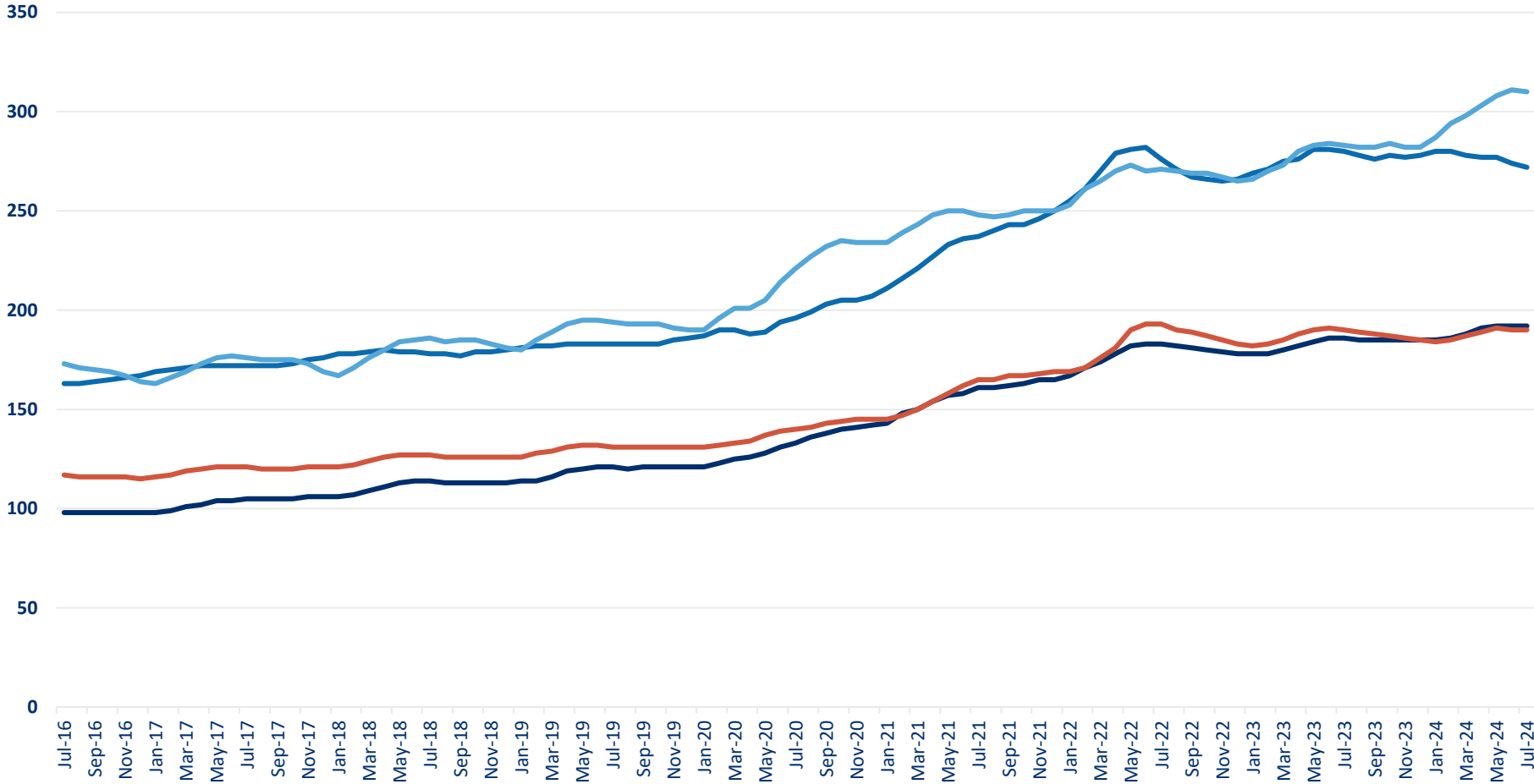
Housing Cost Burden

Median Housing Prices vs. Active Listings



Housing Affordability – Price Per Square Foot

Median Price Per Square Foot – Florida, Georgia, New Jersey, Texas



Current Price Per Square Foot

New Jersey - \$310

Florida - \$272

Georgia - \$192

Texas - \$190

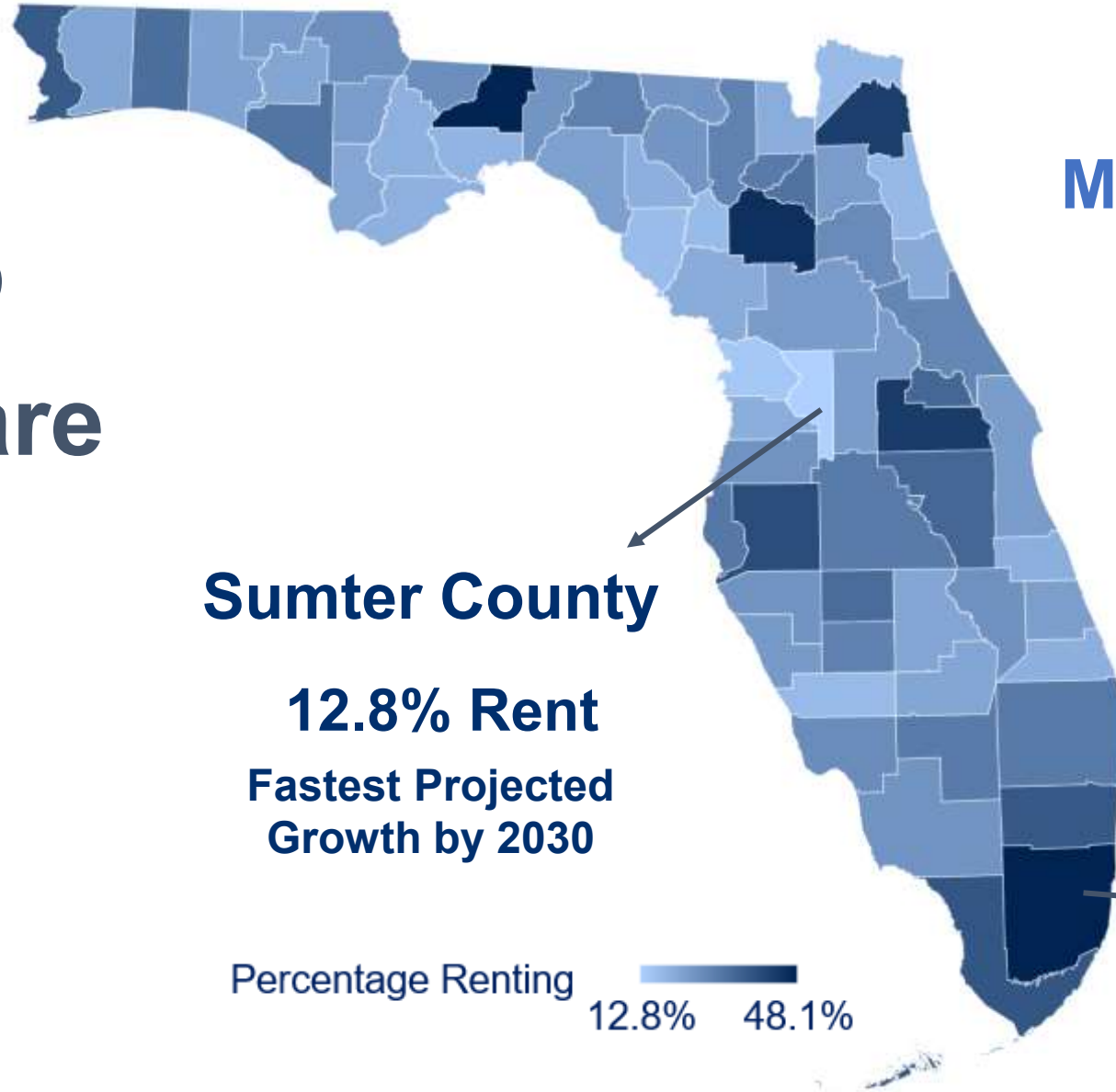
— Median Price Per Square Foot - Florida
 — Median Price Per Square Foot - Georgia
— Median Price Per Square Foot - New Jersey
 — Median Price Per Square Foot - Texas



How Many People in Florida Rent?

1 in 3

Floridians are Renters



\$1,560

Median Florida Rent

12th

Highest in the Country

Sumter County

12.8% Rent

Fastest Projected Growth by 2030

Miami-Dade County

48.1% Rent

Largest Projected Growth by 2030

Percentage Renting

12.8% 48.1%

Florida's 2024 Economic Forecast: Key Takeaways



7%

Annual GDP Growth

\$415,000 – \$450,000

Median Sale Prices

UPDATE:
\$427,000



\$1,450 – \$1,650

Median Rental Estimate

UPDATE:
\$1,556



Small Interest Rate Cuts
in the Second Half of 2024

UPDATE:
June Saw
Third
Inflation
Decline of
2024



Increase in Listing / Availability,
However, Demand Will Still
Outpace Supply

UPDATE:
Active
Listings
Up 60.5%
YOY



#1

State for
Net Income Migration

UPDATE:
We Remain #1,
with \$36.1B in
Net Income
Migration



225k-275k

Florida Net New Residents in 2024



1.0%-1.5%

Florida Annual Job Growth

UPDATE:
Slow, Steady
Job Growth
+1.0% through
July 2024

Working Together: 2030 Blueprint, WWS, HTV

FLORIDA 2030
THE BLUEPRINT TO SECURE FLORIDA'S FUTURE

KEY TARGETS & STRATEGIES

FLORIDA CHAMBER Foundation **50** YEARS

WHERE WE STAND

UNITING BUSINESS FOR GOOD

The Florida Chamber's 2024 Jobs and Competitiveness Agenda

FLORIDA CHAMBER of Commerce

2024

HOW THEY VOTED

Where Legislators Stood on the Florida Chamber's Jobs and Competitiveness Agenda

FLORIDA CHAMBER of Commerce

2024