THE ECONOMIC DEVELOPMENT PROCESS

Enterprise Florida uses a very targeted and carefully crafted process when competing for jobs projects.

1. BUILD
COMPETITIVENESS

Being competitive means more than just providing a sites and building database. Florida must continue improving upon the resources that make it a business super-state. Florida has a top-ranked infrastructure. highly-ranked workforce pipeline, business-friendly tax climate and has removed unnecessary regulations, allowing businesses to get product to market more quickly.

11. PROVIDE Service After Sale

Communicating with and providing service to companies after they have located or expanded in Florida is essentially the first step in beginning the economic development process again. By being an engaged partner, EFI demonstrates its commitment to the companies it assists and those companies will help us tell the Florida business story. EFI works to expand and diversify Florida's economy through job creation. The economic development process used by EFI encourages partnerships and utilizes strategic measures to bring jobs projects to Florida that are beneficial for the company, community and state.

10. HELP COMPANY ESTABLISH IN FL EFI works with its

Privors with the partners at Workforce Florida, the Department of Economic Opportunity and local organizations to ensure that the company has the resources it needs to succeed. When companies receive the support they need, other companies and industry professionals take notice and are more likely to consider Florida for their next project.

10. HELP COMPANY

ESTABLISH IN FLORIDA

11. PROVIDE

SERVICE AFTER SALE

9. WIN & Announce Project

EFI works directly with the company, state and local leaders to announce that a company is locating or expanding in Florida. EFI identifies what a company hopes to achieve from their announcement and supports them in reaching those goals.

9. WIN & ANNOUNCE

PROJECT

8. NEGOTIATION AND APPROVAL OF INCENTIVES Florida's incentives

toolkit provides many performance-based options for companies requesting incentives assistance. Incentives are one of the final steps in the project process. These tools assist companies with relocation, expansion or training costs, or allow them to resolve issues that may arise if a preferred location does not offer all of the necessary resources. 8. NEGOTIATION AND APPROVAL OF INCENTIVES

 7. PRESENT & SELL FLORIDA TO CLIENT

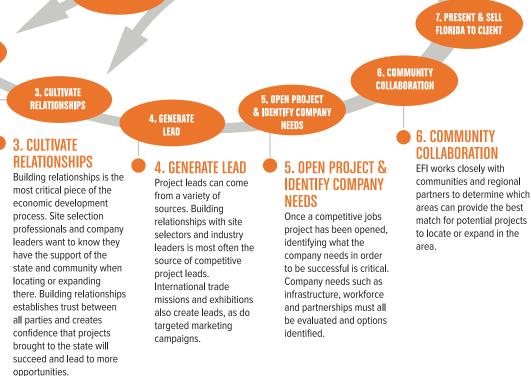
Once location(s) have been identified as matches for company needs, EFI presents options to the company for review. EFI and its partners are careful to address all of the required resources and tools needed for a project to be beneficial to the company, community and the state.

1. BUILD COMPETITIVENESS

> 2. MARKET TO SUSPECTS, PROSPECTS, CONSULTANTS

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Through the new and unified Florida business brand campaign, the state will be better positioned to reach decision-makers and influencers in the competitive jobs project process. EFI is partnering with economic development organizations and communities across the state to tell Florida's business story worldwide.



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