

# LET'S KEEP SMALL BUSINESS

RICK SCOTT  
GOVERNOR

## WORKING

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GOVERNOR

SCOTTFORFLORIDA.COM



# FLORIDA SMALL BUSINESS CLIMATE

## Then & Now

CHARLIE CRIST



3.5% to 11.1%,  
2nd Largest Increase  
in America

828,000  
Private-Sector Jobs Lost



\$5.2 Billion  
in State Debt Added

Left \$3.6 Billion Deficit



Raised Taxes  
\$2.2 Billion

Raided Budget  
Stabilization Fund and  
Other State Savings Accounts



Median Home Prices  
Fell by 47%

Who was governor  
when all this happened?  
Charlie Crist.

### UNEMPLOYMENT

### PRIVATE-SECTOR JOBS

### DEBT

### DEFICIT

### TAXES

### WASTE

### HOUSING

RICK SCOTT



11.1% to 6.2%,  
3rd Largest Drop  
in America

600,400  
Private-Sector Jobs Created



\$3.6 Billion in State  
Debt Paid Down

Achieved \$1.2 Billion  
Surplus



Cut Taxes  
40 Times for Families  
and Job Creators



Reduced Waste, Added  
to State's Savings Accounts



Median Home Prices  
Up by 17%

#LetsKeepWorking  
with Governor Scott!

Political Advertisement Paid For And Approved By Rick Scott, Republican, For Governor.

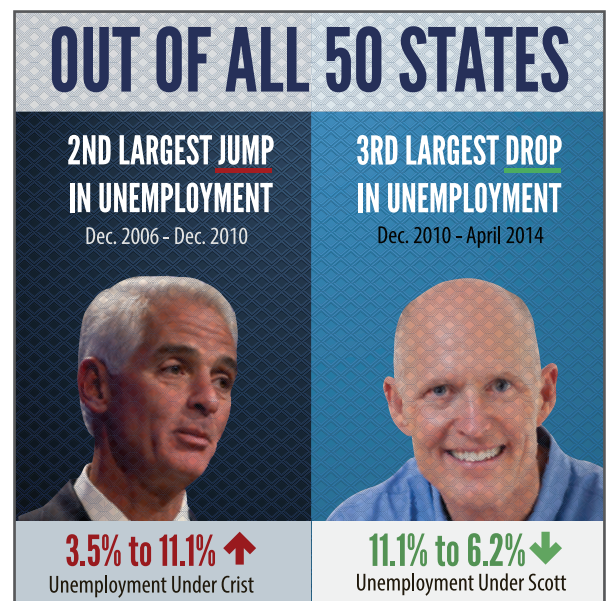




Nearly four years after Governor Scott's election, Florida is a much friendlier state to small businesses and the men and women who run them. But, there is still much that can be done to ensure Floridians can pursue their dreams of a great career and success in the Sunshine State. Throughout his time in office, Governor Rick Scott has worked every day to make Florida the premier destination to open, grow or relocate a small business. This is possible because he has focused on creating an environment that:

- Welcomes and encourages small business innovation,
- Reduces burdensome taxes and regulations that impede good ideas and jobs, and
- Helps small businesses expand into new markets.

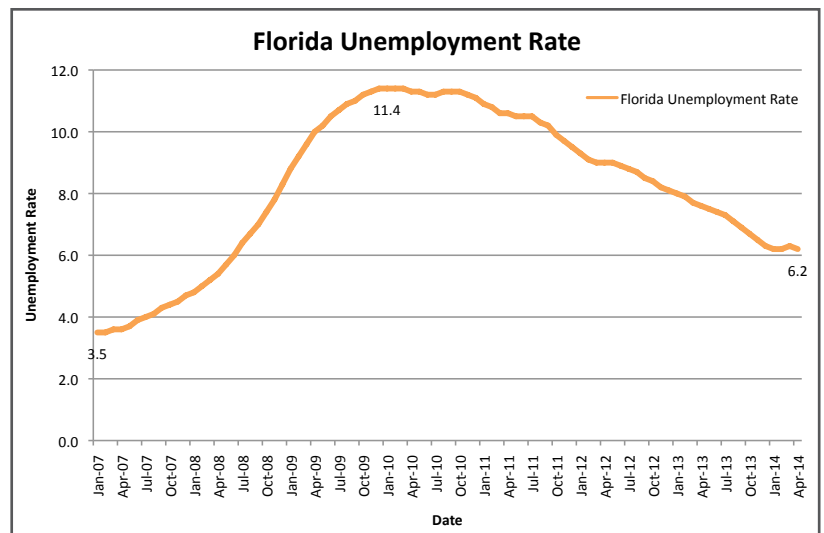
Florida's growing economy has become a model for success. To continue our efforts to help Florida families live their American dream, Governor Scott has proposed implementing the Let's Keep Small Business Working Plan to aid job growth and innovation in small businesses.



## 1 Rewarding the Risk Takers and the Innovators

### ESTABLISH THE RISK TAKER REWARD TO CELEBRATE INNOVATION IN CRITICAL AREAS FOR FLORIDA'S FUTURE

In 1927, Charles Lindbergh flew across the Atlantic for the \$25,000 Orteig Prize, paving the way for transoceanic flight. Recently, the X-Prize Foundation created an incentive to push private companies to achieve something government agencies and military contractors were unable to: cheaper, reusable space flight. In order to bring the next generation of entrepreneurs and industries to the state, Governor Scott proposes the State of Florida partner with private entities to create the Risk Taker Reward. The concept is simple and time tested: there are problems facing society that could be solved with technology that does not yet exist, but is not far from creation. For issues presenting Florida with generational challenges, a smart incentive can ensure that the private market handles a public problem.



After identifying such an opportunity for innovation, Florida can jumpstart enterprise by offering a **\$10 million award**—half from private sector funding—to the Florida-based entity that invents the solution, thus motivating citizens to tackle problems facing the state. The Risk Taker Reward would push both non-profit and for-profit entities to tackle specific issues with private capital, and would only be paid out if the goal was successfully accomplished. Risk Taker Reward would only reward success, while also creating new markets and new jobs. These new markets would focus on the challenges that Florida needs to tackle in the future, such as water supply and quality issues, transportation and infrastructure, and medical breakthroughs in cancer and other diseases.

## HOST ANNUAL BUSINESS PLAN START-UP COMPETITIONS WITH COLLEGES & UNIVERSITIES THROUGHOUT THE STATE

Working with Florida colleges and universities, Governor Scott proposes creating a State Matching Grant Program to fund prizes for annual business-plan competitions throughout the state. Colleges and universities could match state funding with private funds up to \$100,000 that would be awarded to the Floridian with the winning business plan at each institution.

These annual competitions would incentivize start-ups and innovative businesses to grow around our colleges and universities. Working in partnership with entrepreneurship programs and business incubators would help to ensure groundbreaking research and development happens at our universities, while also marketing and helping to create jobs for Floridians. Competitions like these serve as a starting point for many successful entrepreneurs, and will facilitate the meeting of great Florida ideas with the capital and expertise to make them successful, job-creating businesses.

## 2 Cutting Red Tape on Job Creators

### REDUCE GOVERNMENT FEES ON JOB CREATORS

Governor Scott recognizes costs imposed on small businesses from government are a significant barrier for entrepreneurs when considering opening or growing their business. One fee that is paid annually by nearly every small business is the corporate filing fee. Reducing corporate filing fees and streamlining the process for filing not only makes Florida more welcoming to those wishing to achieve their American Dream, but would inject an additional \$33 million into private sector job growth. Governor Scott knows that every reduction to the cost of doing business means more capital for investment and growth. More money in the private sector means more job opportunities for Floridians.

Under Charlie Crist, the state of Florida increased efforts to collect fines for businesses due to late filings. These fines can be almost three times the cost of the annual fee, even if the business was only one day late. That approach was focused solely on generating revenue for the state. Instead, Governor Scott believes Florida should generate revenue by rolling out a welcome mat to new entrepreneurs, making state filing fees lower and more competitive than other states.

### GOVERNOR SCOTT HAS CUT TAXES 40 TIMES IN 4 YEARS INCLUDING THESE FOR SMALL BUSINESSES

**Reduced Property Taxes** for Homeowners and Businesses by **\$210.5 million** in 2011

Doubled Tax Exemption for Business Income  
Now **over 70% of Businesses are Exempt** from Paying the Business Tax

**Eliminated Sales Tax** on Manufacturing Equipment



## SUPPORT COMMUNITIES IN EXPEDITING SMALL BUSINESS PERMITTING AND LICENSING

Since Governor Scott was elected, Florida's regulatory climate for small business has dramatically improved. Customer service at Florida agencies is at an all-time high, duplicative government agencies and regulations have been eliminated, and a mission to foster, rather than red tape, the creation of small businesses and jobs runs throughout our state. Immediately upon his election, Governor Scott created the Office of Fiscal Accountability and Regulatory Reform, which has worked to ensure proposed and existing agency rules and regulations do not impede the growth of small businesses and jobs in Florida. Because of these efforts, Floridians have nearly 3,000 fewer burdensome regulations today than they did four years ago. Additionally, agencies like the Department of Business and Professional Regulation that interact with small businesses each day have improved their operations and cut bureaucratic red tape to achieve average license turnaround times as low as 1.74 days.

Given this experience, Governor Scott proposes creating a Florida Small Business Ready Team to assist local governments that want to follow the state's efforts in becoming friendlier to new and existing businesses. This team would be available to cities and counties looking to eliminate duplicative requirements on small businesses, share process improvements to speed up the turnaround time for local permits, and help to develop analytical tools to evaluate the cost-benefit implications of potential new regulations.



### 3 Going Global – Moving Florida Products All Over the World

## HELP FLORIDA BUSINESS EXPAND INTO NEW MARKETS THROUGH EDUCATION AND INCREASED EXPORT MARKETING

Over the past quarter century, the world has become smaller and more connected. The same is true for the potential of small businesses. Today, Florida small businesses are not just shipping their products to New York, but also to New Delhi, and are able to connect with customers in California as easily as those in Calcutta. This drastic change in the global economy has given Floridians opportunities in new markets across the world. The challenge for many small businesses is finding and entering into agreements within these new markets. Throughout his time in office, Governor Scott has been on the cutting edge of marketing Florida, and its small businesses, to new customers.





Governor Scott knows that businesses need information and resources to help them grow, and he supports empowering small businesses in Florida to compete internationally by increasing the state's investment in export marketing programs. Currently, through Enterprise Florida, the state offers businesses the opportunity to grow into new markets through export counseling, grants to small businesses to participate in export trade missions, and offers international trade leads to Florida companies. Governor Scott proposes doubling funding from the current year budget for these programs to help more small businesses expand internationally. The increased funding would require a return on investment for all Florida taxpayers in increased job creation and economic activity.

Additionally, the Governor proposes the creation of an annual New Markets Expo. This Expo would bring together experts to offer advice and assistance to small businesses interested in learning how to grow into new markets around the world. Many international consulates and businesses have already seen the opportunity in Florida ports. Our goal is to bring together these players to help the state's small businesses grow and create new jobs.

## MARKET THE STATE'S BUSINESS BRAND TO ENCOURAGE RELOCATION OF ADDITIONAL SMALL BUSINESSES

Florida offers the perfect climate for business, and Governor Scott has worked tirelessly to expand that message to business communities across the globe. Capitalizing on the success of Florida's first-ever business marketing plan, Governor Scott will continue his aggressive efforts to encourage job creators to relocate their operations to Florida. Over the last four years, Governor Scott's approach to recruiting businesses, large and small, has yielded thousands of job opportunities, and there is room for even greater small business growth.

During the first quarter of 2014, Florida welcomed its highest number of visitors in a quarter ever. Learning from Florida's record-breaking tourism marketing programs, the state needs to employ similar strategies to ensure that not only tourists think of Florida, but anyone looking to build a small business. By leveraging the expertise of Visit Florida and Enterprise Florida, Governor Scott proposes advertising the state all over the world as a willing partner to facilitate opportunities to open and grow a small business. This approach will bolster our efforts to become a haven for new enterprise and jobs and change the way people think about Florida by supplementing our efforts with a robust marketing plan built around Florida's small business strengths.

