



RICK SCOTT
GOVERNOR

April 26, 2013

Re: "One Way" Campaign

Dear California Business Owner:

Summer is coming and millions of people are booking their trips to Florida. This year, we are asking you to make that plane reservation a "one way."

Thanks to the economic turnaround we have mounted here in Florida over the last two years our state now ranks second in the nation as a place to do business and we are nipping at the heels of Texas every day, as we approach the prized number one spot.

Before we took office two years ago, Florida was losing jobs and many families were losing their dreams. In the four years before we took office, Florida lost more than 832,000 jobs. Unemployment more than tripled – from 3.5 percent to 11.1 percent over those four years. State debt increased by \$5.2 billion. Our housing market had collapsed, our economy was off track, and our families were hurting.

Today, we are seeing the results of an incredible economic turnaround. Florida's unemployment rate has now dropped by more than 3 percentage points from two years ago – the second biggest drop in the country. We are now at 7.5 percent unemployment – and we aren't letting up until everyone who wants a job in our state has one.

We have also cut state debt by \$2 billion. Housing starts are up again, and consumer confidence is rebounding. Our economy has created more than 300,000 new private sector jobs in the last two years. Quite simply, our formula for job creation is working. We have cut business regulations, kept taxes low (Florida has no income tax at all), and paid down state debt while making government do more with less.

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Although Florida's economic formula is working, we know California's formula of more taxing and more spending ISN'T WORKING. Their state general sales tax is the highest in the nation; their gasoline taxes are the highest in the nation; their personal income tax is the highest in the nation; and their corporate income tax is 60 percent higher than Florida's (and Florida has a generous exemption of \$50,000). And as a result, their unemployment rate, at 9.4 percent, is among the highest in the nation.

We hope you book a trip to Florida soon, and we hope you make it a "one way" trip because we have the perfect climate for your business. In fact, the National Chamber Foundation said Florida has the number one talent pipeline in the country.

When you come to Florida, please contact my office for a meeting. I would love to tell you even more about the economic turnaround underway in our state and why you and your company would be more successful in Florida. I look forward to seeing you here soon.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Scott", with a large, stylized flourish at the beginning.

Rick Scott
Governor