



RICK SCOTT
GOVERNOR

April 22, 2013

Re: "One Way" Campaign

Dear Illinois 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 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 825,000 jobs, and unemployment more than tripled - from 3.5 percent to 11.1 percent. State debt had increased by \$5.2 billion; our housing market had collapsed; our economy was off track; and our families were hurting.

Today, an incredible economic turnaround is underway. Florida's unemployment rate has now dropped by more than three percentage points from two years ago - the second biggest drop in the country. Our unemployment rate is now below the national average for the first time in years - and we aren't letting up until everyone who wants a job in our state has one.

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. Florida businesses have created more than 300,000 new private-sector jobs in the last two years. Housing starts are up again; consumer confidence is rebounding; and Florida now has a AAA credit rating with two out of the three credit rating agencies.

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Because a major part of a growing economy is having a highly educated workforce, we are proud to report that Florida's education system is becoming one of the best in the country. Our students and teachers were recently ranked sixth for educational quality; and our fourth-graders scored among the highest in the world on a recent reading evaluation. The National Chamber Foundation said Florida has the number one talent pipeline in the country.

While Florida's economic formula is working, we know Illinois' formula of more taxing and more spending ISN'T WORKING. Illinois raised its personal income tax rate by nearly 70 percent in 2011, and the state's unemployment rate remains one of the highest in the country.

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 - not just for vacation - but also for the future of your business.

When you come to Florida, please contact my office for a meeting. I would like to tell you 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