



**RICK SCOTT**  
GOVERNOR

May 30, 2013

**Re: "One Way" Campaign**

Dear Minnesota Business Owner:

Summer is almost here 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 #1 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% to 11.1% 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 7.2 percent unemployment (below the national average) – 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.

THE CAPITOL

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Although Florida's economic formula is working, we know Minnesota's formula of more taxing and more spending ISN'T WORKING. According to a report released by the Tax Foundation, there are only five states worse than Minnesota for business. Minnesotans lost jobs for the second straight month in April and the state legislature just voted to raise the income tax rate to almost ten percent (the fourth highest in the nation). Not only is the business climate bad - it looks like it's going to get worse.

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.

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 Florida is the best state in the nation to live, work and raise a family. I look forward to seeing you here soon. Please call Enterprise Florida and schedule a visit today: (407) 956-5629.

Sincerely,

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

Rick Scott  
Governor