



RICK SCOTT
GOVERNOR

July 17, 2013

Re: "One Way" Campaign

Dear Colorado Business Owner:

Summer is 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 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 four percentage points from two years ago – the second biggest drop in the country. We are now at 7.1 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 \$3 billion. Housing starts are up again, and consumer confidence is rebounding. Our economy has created more than 330,000 new private sector jobs since I took office. 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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Florida's economic formula is working – since December 2010, our unemployment rate has declined twice as fast as Colorado's. According to *Chief Executive* magazine, Colorado "anti-business forces won 2012 elections and are delivering on promises." The magazine said Colorado is getting worse for business, and its ranking as a business friendly state dropped two places from last year.

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. Last month Hertz rental car company recognized it's working in Florida when they booked their one-way ticket to move their global headquarters to Central Florida.

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 me to schedule a visit today: (850) 488-5603.

Sincerely,

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

Rick Scott
Governor