



# FLORIDA

Gross State Product: \$1.04 trillion | 5G Welcome: YES



## What did Florida do right?

The state ranks second in the Tax Friendly category for its business-friendly tax policies, including its relatively low corporate tax rate. A 2019 law also permits self-driving vehicle testing without a human driver behind the wheel.



## What can Florida do better?

It could enact statewide standards that preempt local governments from regulating short-term rentals, which would improve its grade in that category. It could also court more venture capital, which would improve its Attracts Investment grade. Additionally, it could produce more apprenticeship graduates.

### Technology

Short-Term Rentals	C
Ridesharing & E-Scooters	B+
Self-Driving Vehicles	A
Drones	B
Fast Internet	A-

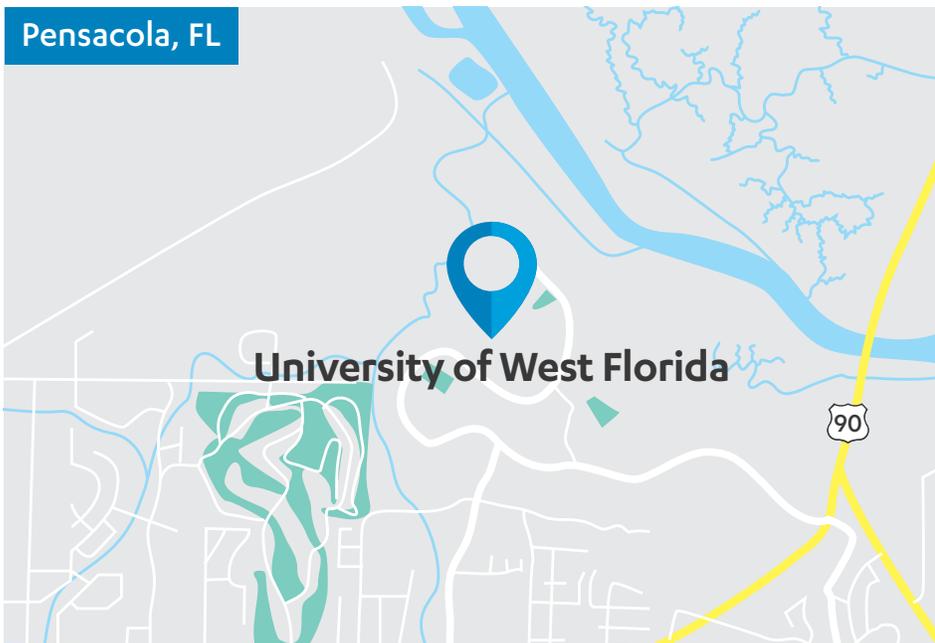
### Society

Best & Brightest	B
Grants Advanced Degrees	C+
Tech Workforce	D+
Innovation-Friendly Sustainability Policies	B

### Economy

Attracts Investment	D+
Entrepreneurial Activity	B+
Tax Friendly	A

Pensacola, FL



University of West Florida

To fill worker shortages in advanced manufacturing and cybersecurity, the University of West Florida has launched Project 10-X. Over the next five years, the initiative aims to produce 3,000 industry-certified graduates for the local talent pipeline.



## Areas of Innovation

CTA's Innovation Scorecard is formulated using a range of complementary factors that indicates how strongly a state supports innovation. These factors may relate to a state's citizens, corporations doing business or employing people there or a state's legislative and regulatory environments.



### Tax Friendly

Its corporate tax rate is 5.5%, and many of its tax policies are business-friendly.



### Entrepreneurial Activity

Small businesses in the state create about 395 jobs per 10,000 people.



### Ridesharing & E-Scooters

Ridesharing is legal statewide and e-scooters are permitted on roads and bike lanes, although cities still struggle with regulations.



### Self-Driving Vehicles

SDVs can operate without drivers.



### Fast Internet

The state has policies in place to welcome 5G connectivity, 71% of its households have high-speed fixed broadband and 85% of households have moderate-speed broadband.



### Best & Brightest

Though it is a "right-to-work" state, it lacks state legislation protecting workers from discrimination on the basis of sexual orientation and/or gender identity.

## ABOUT THE SCORECARD

CTA's 2020 U.S. Innovation Scorecard grades every state on 12 quantitative and qualitative criteria that measure how well it fosters innovation.

Each state ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Innovation Adopters promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

Learn more about the Scorecard and its methodology on the web at [CTA.tech/scorecard](http://CTA.tech/scorecard).

## ABOUT CTA

As North America's largest technology trade association, CTA® is the tech sector. Our members are the world's leading innovators — from startups to global brands — helping support more than 18 million American jobs.

CTA owns and produces CES® — the largest, most influential tech event in the world. Find us at [CTA.tech](http://CTA.tech). Follow us @CTAtech.

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