



## **An Open Letter to Florida's Governor Scott**

October, 2011  
Jacksonville, FL

To: Governor Scott and Director Doug Darling

Re: The Department of Economic Opportunity

Congratulations for leading the State focus toward job growth, and creating a "one-stop shop for economic and community development". Your leadership roles and "vision for making Florida the most business friendly state in the nation", are worthy of note.

Within that focus is a distinct challenge to business communities – to capitalize on industries which highlight Florida assets – and shine a light of hope for national and international concerns.

Attempting to connect the proverbial dots, here are some statements which may help declare and re-emphasize economic opportunity in Florida – and develop a 'beacon for sustainable opportunity'.

The nexus of economic growth in Florida stems from a natural resource – water.

All who beat the drum for Florida's leadership point to the care of that resource -- beaches, parks, ports, rivers, and marshland.

Our waterways and waterfront improvement inspire growth – in technology, construction, and manufacturing.

Keeping our State's natural treasure (water) clean and productive provides a link to both micro-environments (backyards) and macro-impact (Oceans, Everglades, St. Johns River)

Primary industries are affected by Florida's proximity, use and care of water (consider the Gulf Spill, consider our hurricane recovery successes).

In the view of many, waterway leadership translates into economic opportunity. It increases tourism and business development; and promotes the long-term viability of Florida on a number of strategic fronts. What better focus?

Eco-opportunities, directed toward our most treasured asset, are abundant. At this point they simply need implementation. A number of state trade associations and state agencies proposed similar programs during this year's budget presentations.

'Shovel-ready' programs are available which improve and retain the power of our waterways. They provide needed state guidance for:

Property owners (private and public)

Product manufacturing (and R&D)  
Regulators  
Funding (and incentive opportunities)  
Environmental education

As an eye-popping summary, the collective activity of 'Florida's waterfront' produces an enormous economy. By some calculations, greater than the citrus and cruise industries, combined.

So, again, thank you for your focus. If we all look for the most efficient use of State resources – the 'dots-are-connected'. The one action-word used to capitalize on this synergy is LEADERSHIP.

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The TECHBlue Center  
Clean Waterfront Alliances

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