

February 1, 2013

Dear Fund Manager:

As residents of New England long for spring to bring winter's cold grip to an end, people living in the Sunshine State continue to enjoy warm sunshine, strolls on the beach, and outdoor dining with ocean views. The perfect vacation destination can (literally) become your backyard if you were to move your business to Florida. I am confident you will find not only our tropical climate appealing, but our business climate will interest you as well.

In the two years since I took office, I have committed to making Florida the most business friendly state in the nation. As a lifelong entrepreneur and former CEO, I understand what it takes to grow a business, so we have reduced the size, cost, and scope of government in order to expand opportunities for entrepreneurs.

You may have seen the enclosed *New York Post* article this week about fund managers moving their financial firms to sunny Florida. They are coming here, not only for the weather, but also for the competitive advantage of Florida's business climate. Companies like Apex Fund Services, ESL Investments, Palm Beach Investment Group, and Vinik Asset Management are already benefitting from Florida's tax-free environment.

Yet, the good news gets better: I am committed to reducing business taxes even more during our upcoming legislative session. A state without an income tax, Florida has also cut business taxes by more than \$1 billion and eliminated more than 2,300 costly and outdated regulations since I took office. As a result, fewer businesses are paying taxes, enabling more businesses to invest in growth and expansion.

I am also personally committed to making sure our state colleges and universities are training graduates to fill your business' needs. You will be glad to know that Florida's education system was recently ranked sixth in the nation for educational quality. In addition, our fourth graders scored among the best in the world on a recent international reading survey, and the National Council on Teacher Quality ranked Florida teachers No. 1 in the country on their 2012 survey.

We welcome your growing business and encourage your investment in Florida. Our state offers a diversity of cultures and communities that can meet the needs of your clients and your business. From tight-knit towns to fast-moving, global hubs of commerce, Florida has a place that is the perfect fit for your growing company. Living within our communities is a top-rated and talented workforce.

Those who know Florida do business in Florida. The Sunshine State ranks first for workforce development and training by the U.S. Chamber of Commerce, second for transportation infrastructure by Business Facilities, and is the third largest exporter of high-tech goods and services, according to TechAmerica. Finally, London-based foreign direct investment magazine fDi named Florida as having the best strategy for promoting foreign investment in our state.

In addition, our economic development team at Enterprise Florida stands ready to help you connect with the resources and expertise you need to relocate your company within days so you can quickly get back to work for your clients.

So, as you endure winter's cold, dark days, feel free to dream about the Sunshine State's great beaches, weather, and seafood. Then take a moment to learn how you can enjoy these amenities every day simply by moving your business to Florida.

If you are interested in learning more, please call me directly at (850) 717-9249 and allow me to personally make the case for Florida.

Sincerely,
Rick Scott
Governor

A handwritten signature in blue ink, appearing to read "Rick Scott", is positioned below the typed name and title.