Florida - where transportation decisions support and enhance livable communities

Florida - the most attractive place to do business

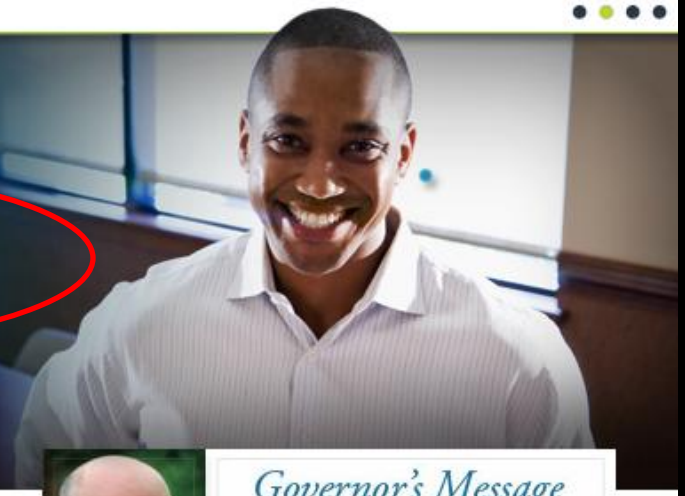
Florida - where people want to invest more time and more money

Florida is Open for Business!

LEARN MORE

HOW TO USE THIS SITE

Florida is open for business! We are working hard to ensure a landscape that offers opportunity for Floridians and business to prosper. Let's get to work!



JOB SEEKERS | EMPLOYERS

EMPLOY FLORIDA MARKETPLACE

Florida is committed to helping job seekers find employment and the services they need to succeed. Go to ...

Find A Job | File an Unemployment Compensation Claim
Find a One-Stop Career Center | Low-Income Home Energy Assistance Program

Governor's Message

Florida is open for business. Let's get to work!

View the Governor's Site

Meet the Executive Director

DEO NEWS | FACEBOOK | TWITTER

OCT 12 STATEMENT FROM FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY EXECUTIVE DIRECTOR DOUG DARLING REGARDING GOVERNOR SCOTT'S 2012 JOB CREATION AND ECONOMIC GROWTH AGENDA

Business of Beautification

- Now
- For the Future

- Favorable first and lasting impressions
- Welcoming and enjoyable experience
- Safe, sustainable, maintainable

Florida's *most* visible landscape

186,000 acres
1/2% of entire state

Now

- ***Bold Landscapes***
  - **INSTANT CURB APPEAL**-Instant ability to help attract and grow business
  - Visual impact and distinctive sense of place; its why people come to Florida; what they expect to see, what they pay to see
  - **MANY LARGE TREES AND FEW IF ANY SHRUBS**; **keep it simple ……..**
    - overstocked
    - high quality
    - low priced
    - lower maintenance costs
  - Landscapes that ***grow*** in value

US17 Sanford 1958

Now

- Make beauty *everyone's* business
- *Every* landscape project implemented successfully
- Identify and program highest priority landscapes
  - Where able to help attract and grow business
  - Re-design
  - Accept responsibility for maintenance
- *Be **Bold!***

Biscayne Blvd. and Bayfront Park, Miami, Fla.
431
c. 1929

Palm Beach 2008

Miami 2011

For the Future

- Plan, design, construct, and maintain roadways to
  - **accommodate bold performing** landscapes that enhance private enterprise and public health and safety.
  - **mimic natural processes** that manage stormwater, filter air, abate noise, shade pedestrians, conserve energy, provide habitat, *and* be beautiful.
  - **grow in value**… paying meaningful environmental and economic dividends, unimpeded by current or future recessions.

Let's get to work

- Make beauty everyone's business
- Every project implemented successfully
- Many large trees, few if any shrubs
- **Bold** leadership at all levels
- Roadways designed to accommodate **bold** performing landscapes

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