

ECONOMIC AND FISCAL IMPACTS OF FLORIDA GOODWILL ASSOCIATION— *FY 2024*

November 2025



Florida
TaxWatch





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DEAR FELLOW TAXPAYER,

Florida's economic growth is closely tied to workforce development efforts within communities. Growth in the labor market demands a robust and dynamic workforce where people are consistently able to improve their skills and adapt to organizational changes. The Florida Goodwill Association ("Goodwill") and its nine territories throughout the state do just that. The Goodwill territories focus on providing mission-driven and impactful programs and services that enhance Florida's workforce and help stimulate the economy.

Goodwill is a national organization that has immersed itself in Florida's economy through workforce development programs, community service, housing services, re-entry services, and veteran and youth programs that provide critical resources, programs, and services to program enrollees. These investments by Goodwill have a direct impact on Florida's communities and economy of an estimated \$1.5 billion for 2024.

Organizations that focus on workforce development, community outreach, and resources for veterans and youth provide real economic benefits to the state of Florida. Florida TaxWatch undertakes this

independent research project to review the 2024 fiscal year numbers for each of the nine Goodwill territories to determine the individual territories' and statewide fiscal and economic impacts of its programs. We look forward to presenting and discussing our findings with state and local policymakers in advance of the 2026 legislative session.

Respectfully yours,

Dominic M. Calabro
President & Chief Executive Officer

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KEY FINDINGS

The 2024 statewide impacts for Goodwill's economic, fiscal, and job creation and placement are each described below:

- Economic Impacts
 - An estimated \$1.5 billion in economic impact;
 - Added \$893.9 million to Florida's GDP; and
 - Contributed \$593.8 million in personal income growth across the state.
- Fiscal Impacts
 - Collected more than \$31.4 million in local and state sales tax; and
 - Spent a total of \$72.9 million in direct and indirect tax dollars to the state.
- Jobs Created and Job Placements
 - One in 27 job placements in Florida for 2024 is accredited to Goodwill;
 - Employed more than 11,000 individuals within Goodwill's organization; and
 - Placed more than 4,600 individuals in jobs within their local communities.

The individual impacts of each Goodwill territory in terms of their economic, fiscal, and job-related impacts are provided below:

- Big Bend Territory:
 - \$99.5 million in economic output;
 - \$57.2 million in local GDP;
 - 1,271 jobs attributed to Goodwill based on all its operations;
 - \$40.1 million in personal income growth;

- 314 job placements in the community; and
- \$7.6 million in additional personal income through job placements.
- Central Florida Territory:
 - \$256.8 million in economic output;
 - \$152.1 million in local GDP;
 - 2,301 jobs attributed to Goodwill based on all its operations;
 - \$98.63 million in personal income growth;
 - 118 job placements in the community; and
 - \$3.6 million in additional personal income through job placements.
- Gulf Coast Territory:
 - \$16.5 million in economic output;
 - \$9.5 million in local GDP;
 - 325 jobs attributed to Goodwill based on all its operations;
 - \$6.0 million in personal income growth;
 - 28 job placements in the community; and
 - \$1.1 million in additional personal income through job placements.
- Gulfstream Territory:
 - \$40.9 million in economic output;
 - \$26.4 million in local GDP;
 - 298 jobs attributed to Goodwill based on all its operations;
 - \$19.1 million in personal income growth;
 - 103 job placements in the community; and
 - \$3.0 million in additional personal income through job placements.



- Manasota Territory:
 - \$148.4 million in economic output;
 - \$87.5 million in local GDP;
 - 2,211 jobs attributed to Goodwill based on all its operations;
 - \$53.3 million in personal income growth;
 - 328 job placements in the community; and
 - \$12.3 million in additional personal income through job placements.
- North Florida Territory:
 - \$134.4 million in economic output;
 - \$77.0 million in local GDP;
 - 1,803 jobs attributed to Goodwill based on all its operations;
 - \$51.0 million in personal income growth;
 - 2,075 job placements in the community; and
 - \$70.9 million in additional personal income through job placements.
- South Florida Territory:
 - \$309.5 million in economic output;
 - \$191.2 million in local GDP;
 - 3,975 jobs attributed to Goodwill based on all its operations;
 - \$135.0 million in personal income growth;
 - 104 job placements in the community; and
 - \$3.3 million in additional personal income through job placements.
- Southwest Florida Territory:
 - \$128.4 million in economic output;
 - \$75.3 million in local GDP;
 - 2,740 jobs attributed to Goodwill based on all its operations;
 - \$51.1 million in personal income growth;
 - 243 job placements in the community; and
 - \$7.0 million in additional personal income through job placements.
- Suncoast Territory:
 - \$142.9 million in economic output;
 - \$81.3 million in local GDP;
 - 1,697 jobs attributed to Goodwill based on all its operations;
 - \$56.4 million in personal income growth;
 - 1,381 job placements in the community; and
 - \$35.9 million in additional personal income through job placements.

These impacts emphasize the importance of investing in local communities and how organizations such as Goodwill can encourage growth in local and state economies. Elevating personal income levels, job placements, and improving the workforce all have positive and lasting impacts on communities. The savvy business model used by Goodwill—utilizing the sale of donated goods to fund community programs—highlights the meaning and emphasis behind Goodwill being “more than a store” from last year’s report. The investments and dedication to providing much needed services to community members while also improving the local and state economy showcases the impactful and important work of Goodwill.





INTRODUCTION

The Florida Goodwill Association (Goodwill) is known throughout communities as the place to drop off donations, shop for bargains, and employ individuals with barriers to traditional employment opportunities. Florida TaxWatch’s “*More Than a Store: The Fiscal and Economic Impacts of Goodwill in Florida*”¹ report reveals that Goodwill is in fact, so much more. Goodwill has been operating in Florida for more than 50 years, and the organization continues to expand and adapt its business model to meet the needs of local communities while providing the numerous benefits to Floridians statewide.

Goodwill uses the net proceeds from selling donated goods to pay employee wages and to fund various programs offered across the state. The organization focuses on hiring individuals with disabilities or other barriers to employment. There are 214 retail Goodwill stores throughout the state—including several outlet or bargain stores—and more than 11,000 individuals are directly employed at these stores or other Goodwill operations. Employment training programs are a large part of Goodwill’s mission and in 2024, these programs provided direct career training and other program offerings to more than 169,000 individuals.²

This business model allows Goodwill more opportunities to invest in its mission-driven work that focus on changing “lives through the power of work.”³ Through these business practices, Goodwill delivers career opportunities and

workforce training to a wide range of individuals including youth, veterans, and previously incarcerated individuals. Ninety percent of the dollars earned by Goodwill territories in Florida go directly to program activities. In comparison, the Better Business Bureau’s Standards for Charity Accountability’s minimum standards for not-for-profit organizations suggests that at least 65 percent of total organizational expenses should be spent on program activities. Goodwill far exceeds these minimum requirements by spending an additional 25 percent on its programs.

Florida TaxWatch undertakes this independent research project to review the 2024 financial year (FY) data to examine Goodwill’s contribution to the workforce and economy statewide and in each territory. This analysis shows the significant investments made by Goodwill over the FY 2024 and estimates the fiscal and economic benefits of the organization’s business and program operations. Florida TaxWatch continues to “tell the story” of Goodwill and its astonishing impact on Florida communities.

¹ Florida TaxWatch, “More Than a Store: The Fiscal and Economic Impacts of Goodwill in Florida” December 2024.

² Combined data for people served in FY 2024 from all Goodwill territories analyzed by Florida TaxWatch.

³ Florida Goodwill Association, “Our Mission,” retrieved from <https://floridagoodwills.org/mission/>, accessed on August 5, 2025.

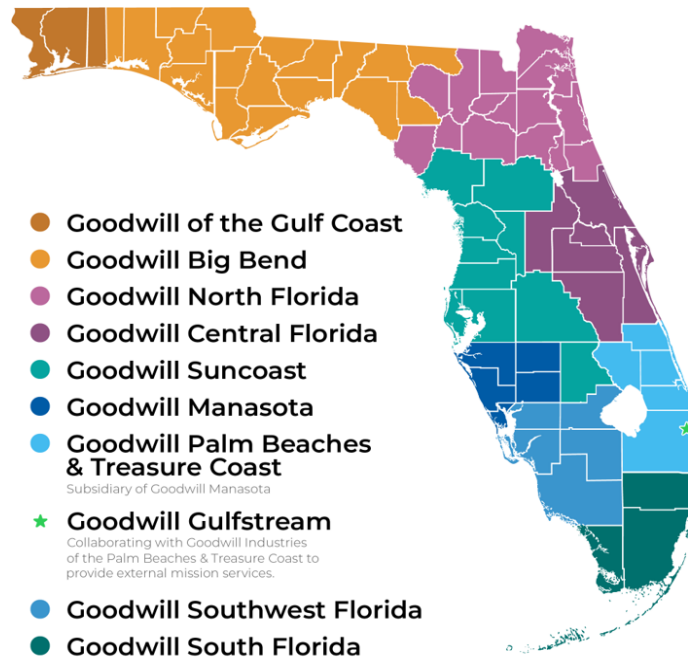
CHANGES IN BUSINESS OPERATIONS DURING FY 2024

There are nine established territories throughout the state. The nine territories include the Big Bend, Central Florida, Gulf Coast, Gulfstream, Manasota,⁴ North Florida, South Florida, Southwest Florida, and Suncoast. Over the last year, some changes between the Manasota and Gulfstream territories and the Big Bend and Gulf Coast territories have taken place, resulting in an updated map for the Goodwill territories (Figure 1).⁵

During FY 2024, four territories adjusted the day-to-day and donation collection operations to better serve their communities. The below sections summarize the adjustments between the Big Bend and Gulf Coast territories and the changes between Manasota (including Palm Beaches & Treasure Coast) and Gulfstream territories.

FIGURE 1.

FY 2024 CHANGES IN BUSINESS OPERATIONS IN MANASOTA, GULFSTREAM, BIG BEND, AND GULF COAST TERRITORIES ADJUSTED THE MAP AND ADDED GOODWILL PALM BEACHES & TREASURE COAST



⁴ The Goodwill Manasota territory also manages the Palm Beaches & Treasure Coast territory identified in Figure 1. More information on these business operation changes is mentioned in the next section.

⁵ July 23, 2025, Keyna Cory, email received by Jessica Cimijotti-Little. Note: There are still “nine” designated territories for Goodwill, the Gulfstream territory operates independent of the Palm Beaches & Treasure Coast territory which is managed and operated by Goodwill Manasota.





BIG BEND AND GULF COAST

This division of business operations and services takes place in Okaloosa County and uses the bridge into Valparaiso, Florida as its dividing line. Donation collections on the eastern and western sides of the county are gathered by the respective territory and collection sites are not shared between the two territories. As for the services in each territory, most services are divided in a similar way to the donation collections; however, communication and collaboration between territories may occur based on the needs of the individual seeking services and the capacity of the territory.⁶

MANASOTA AND GULFSTREAM

In FY 2023, Goodwill Industries-Manasota, Inc. and Gulfstream Goodwill began collaborating on territory impact initiatives. In early FY 2024, Goodwill Industries-Manasota, Inc. began serving Indian River, St. Lucie, Martin, Okeechobee and Palm Beach counties with its mission-integrated donated goods model, while Gulfstream Goodwill continued to advance its external mission programs centered on affordable housing, homelessness and job training for the disadvantaged.

GOODWILL PROGRAMS AND SERVICES

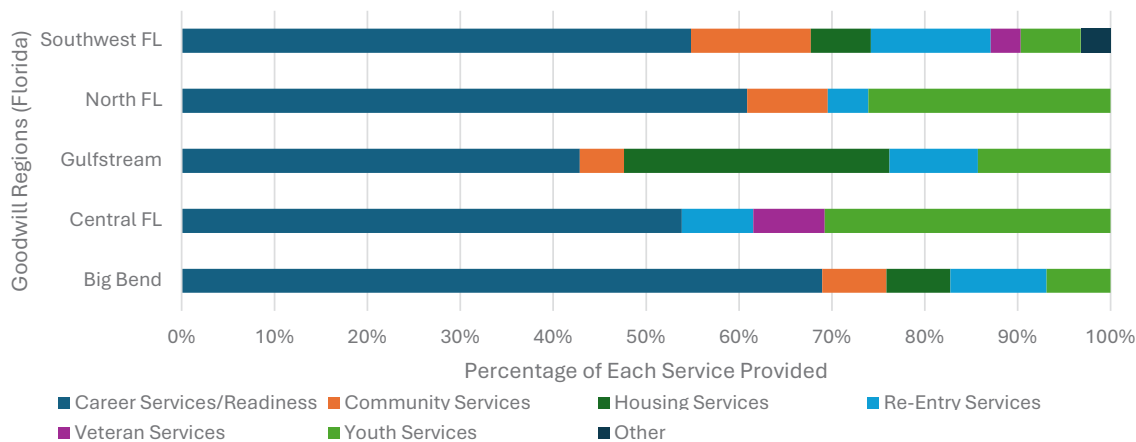
Several organizations throughout the state provide resources and opportunities to individuals with barriers to employment and help them find jobs. Goodwill's programs yield some of the most impactful contributions to local and state economies and communities. These efforts extend beyond the territory borders and have an influence across the state. Each territory has its own set of programs and offerings unique to the needs of the communities it serves. The overall impact of these programs is felt statewide because the organization's core mission supports workforce development, fiscal, and economic growth.

There are seven main categories of program offerings associated with Goodwill, and each category has numerous subcategories that specialize services based on the needs of individual communities (Figure 2):

- Career services/readiness,
- Community services,
- Housing services,
- Re-entry services,
- Veteran services,
- Youth services and
- Other

⁶ July 23, 2025, Keyna Cory, email received by Jessica Cimijotti-Little.

FIGURE 2.
GOODWILL PROVIDES A WIDE RANGE OF PROGRAMS ACROSS THE STATE



Source: Florida Goodwill Association⁸

CAREER COUNSELING: Public and private partnerships play an important role in Goodwill’s career counseling and job readiness programs. These programs focus on helping individuals form workforce skills and focuses on three main goals: helping people explore job opportunities that fit their skillsets; leveraging online learning platforms to develop new skills; and resume and job application assistance.⁸ Participants in these programs have free access to these resources which helps improve Florida’s workforce quality by providing these services to individuals who may not otherwise have access.

HOUSING SERVICES: The Housing services programs throughout Goodwill serve a wide range of individuals including low-income adults with

disabilities and low-income elders. The majority of the facilities are income-driven apartment complexes with a few senior living facilities.⁹ This program provides affordable housing options and helps program participants build a stronger sense of community by creating a living space with a group of their peers.

COMMUNITY JOB PLACEMENT PROGRAM: This program focuses on career counseling, workforce development, and job placement activities. In 2024, 16,665 people were either employed at Goodwill or were placed in a job through Goodwill’s Community Job Placement Program.¹⁰ In that same year, Florida hired an estimated 462,900 new employees; therefore, Goodwill was responsible for 1-in-27 job placements in 2024.¹¹

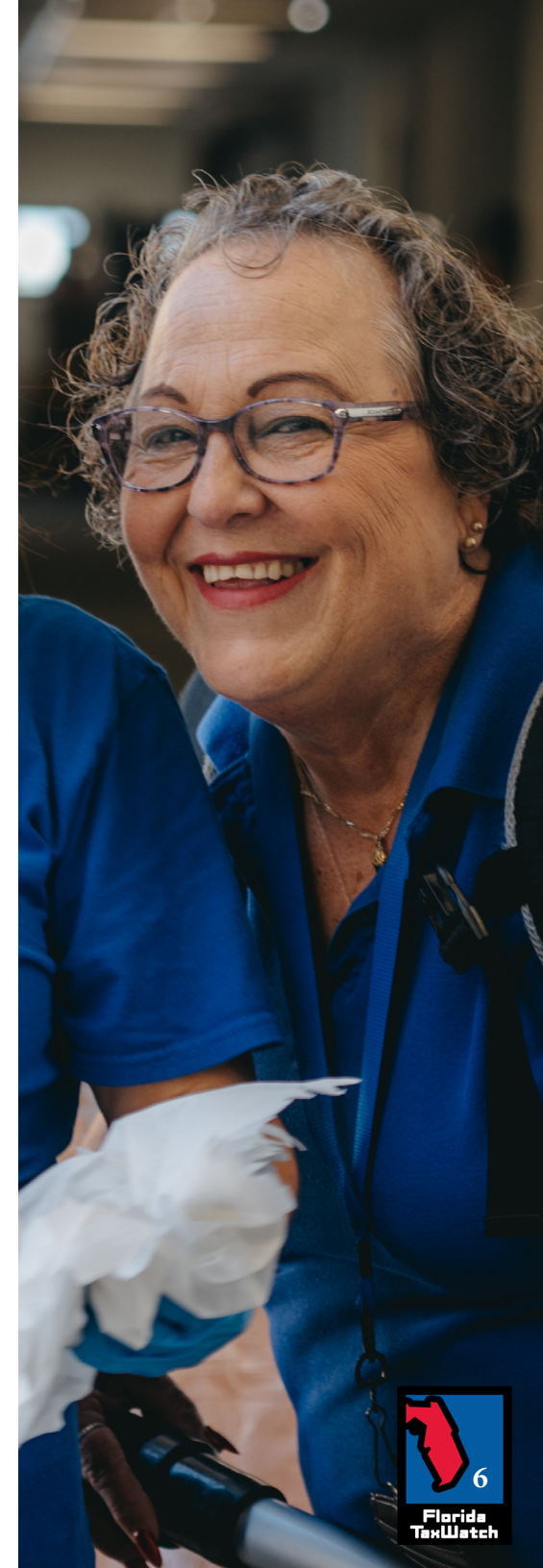
⁷ Florida Goodwill Association, “Program Summary,” March 2023. Note: this is a snapshot of five territories and does not capture the programs and services offered in the territories not listed.

⁸ Florida Goodwill Association, “Self-Paced Resources to Help You Find a Job and Advance Your Career,” retrieved from <https://www.goodwill.org/job-seekers/career-resources/>, accessed on August 8, 2025.

⁹ Goodwill Southwest Florida, “Goodwill Housing Services,” June 2025.

¹⁰ Combined data from all Goodwill territories analyzed by Florida TaxWatch. Note: the number of people employed at Goodwill was added to the number of people placed from Goodwill’s placement programs for each of the participating territories to get this number.

¹¹ United States Bureau of Labor Statistics, “Job Openings and Labor Turnover Survey Original Data Value-Hires,” United States Department of Labor, accessed on August 8, 2025.





BIG BEND TERRITORY

The Big Bend Territory (Figure 1) focuses on equipping individuals with employability skills, career training, and re-entry support across 18 counties: Eastern Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Gulf, Liberty, Franklin, Gadsden, Wakulla, Leon, Jefferson, Madison, Taylor, Lafayette, and Dixie.

One of the region’s most impactful initiatives, The Learning Pavilion, provides inclusive preschool and childcare services for more than 150 children annually, offering both education and on-site therapy for children with special needs.

The territory’s Certified Nursing Assistant (CNA) program continues to thrive, serving over 150 students each year in Panama City and Tallahassee. Graduates are successfully placed with local hospitals, nursing facilities, and home health care agencies through established employer partnerships.

Career readiness programs within the Big Bend region include CNA, bookkeeping, construction, GED preparation, hospitality, digital technology, vocational rehabilitation, re-entry services, Career Express, financial literacy, and a comprehensive series of WorkReady workshops. The territory also provides housing for persons with disabilities and low-income seniors, as well as a re-entry program for young adults that builds essential life skills such as parenting, communication, and relationship development.

These vital services are made possible through retail donations, community contributions, and local and corporate funding.

TABLE 1.
BIG BEND TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$MILLIONS) ¹² | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|---|---|
| 4,266 | 314 | \$9.30 | 35 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

In FY 2024, an additional \$9.3 million in personal income growth and 314 job placements were added to the state and local economies in this area. The Big Bend territory served 4,266 individuals and diverted or sold over 35 million pounds of materials from landfills through its recycling efforts.¹³

¹² Note: This was calculated with the following assumptions—individuals placed within the community work 40 hours a week and are paid for 52 weeks of work. Calculation: hourly wage x 40 hours x 52 weeks x number of individuals placed within community.

¹³ April 9, 2025, Keyna Cory, email received by Jessica Cimijotti-Little.

CENTRAL FLORIDA TERRITORY

The Central Florida territory covers Volusia, Lake, Seminole, Orange, Osceola, and Brevard counties and provides a wide range of programs. Programs in this territory include career readiness, re-entry services, veteran services, and youth services (see Figure 2).¹⁴ Some programs have a specific regional focus, such as the “LIFT Orlando” program where Goodwill Industries of Central Florida partnered with LIFT Orlando to begin a financial literacy and wellbeing center.¹⁵ This partnership, along with additional partners focus on the fundamental program offerings and offer advice for building wealth and one-on-one financial management classes.

Career services/readiness and youth services are the two primary programs where the Central Florida Goodwill territory focuses its efforts. The territory runs a program called “Project COMPASS” where it works with non-violent youth ages 14 to 18 to learn consistent study habits and complete school curriculum coursework programs.¹⁶ Similar career services in this territory provide pre-placement, job fairs, resume building, and work experience opportunities that are available to youth in the community.

TABLE 2.
CENTRAL FLORIDA TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|---------------------------------|---|
| 3,967 | 118 | \$3.61 | 112.20 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

The Central Florida Territory served 3,967 individuals in 2024. Through the territory’s job placement program an additional 118 individuals were placed in jobs and \$3.61 million in personal income growth was added throughout the community. The Central Florida territory also diverted or sold 112.20 million pounds of recyclable materials in 2024.

¹⁴ Florida Goodwill Association, “Program Summary,” March 2023.

¹⁵ Goodwill Central Florida, “Job & Skills Programs—Financial Program,” retrieved from <https://www.goodwillcfl.org/services/job-skills-programs/>, accessed on August 11, 2025.

¹⁶ Goodwill Central Florida, “Job & Skills Programs—Transition & Youth Programs,” retrieved from <https://www.goodwillcfl.org/services/job-skills-programs/>, accessed on August 11, 2025.





GULF COAST TERRITORY

The Gulf Coast territory serves three Florida counties, Santa Rosa, Escambia, and the western half of Okaloosa along with seven counties in Alabama. This territory focuses on providing career services/readiness services, community services, re-entry services, veteran services, and youth services. The Escambia County School District contracts with the territory to offer the “Escambia County School Program” that provides high school students with disabilities an opportunity to receive hands-on instruction and work experiences at retail stores in the surrounding areas. Military respite, information technology skill advancement classes, and youth re-entry programs are other distinctive programs offered in this territory. In 2024, the Gulf Coast territory served more than 4,000 individuals.¹⁷

Several of the programs offered in this territory work with individuals with disabilities or with some other type of disadvantaged condition, such as limited access to medical or educational services. Through its “We Share Project” the territory help residents gain access to free medical equipment such as wheelchairs, walkers, and personal care items.¹⁸ In addition to these medical services, the territory works with youth with disabilities (ages 12-22) to develop career-oriented skills and activities that encourage program participants to graduate high school and obtain high-demand and relevant jobs.

TABLE 3.
GULF COAST TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|---------------------------------|---|
| 4,039 | 28 | \$1.05 | 14.23 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

In FY 2024, the Gulf Coast territory placed 28 individuals in jobs and added \$1.05 million in personal income growth. The territory also diverted or sold over 14 million pounds of recyclable materials from landfills.¹⁹

¹⁷ March 31, 2025, Ginny Turner, email received by Keyna Cory.

¹⁸ Florida Gulf Coast, “Medical Assistance/Equipment Program,” retrieved from <https://www.goodwillgulfcoast.org/programs-and-services/support/medical-assistance/>, accessed on August 11, 2025.

¹⁹ Supra, see footnote 21.

GULFSTREAM TERRITORY

The Gulfstream territory continues to operate its main office and continues to invest in buildings and staff to help grow their programs throughout the surrounding areas. The territory’s programs are centered around affordable housing, homelessness, and job training.²⁰ In 2024, the Gulfstream territory served 5,931 individuals within and around Palm Beach County. A public charter school, “Charter Academy,” is run by this territory and supports students ages 14 to 22 with developmental disabilities. The charter school uses a model of training and hands-on-training in its curriculum to improve students’ vocational training skills. The Career Academy, a program within the charter school, has an 80 percent success rate for employment for its students upon completion of the program.²¹

In addition to the job training programs for individuals with developmental disabilities, the territory also has four homeless shelters, 170 “scatter site permanent housing” units, and 40 affordable housing units. These housing services help individuals and families find consistent housing and shelter when they need it the most.

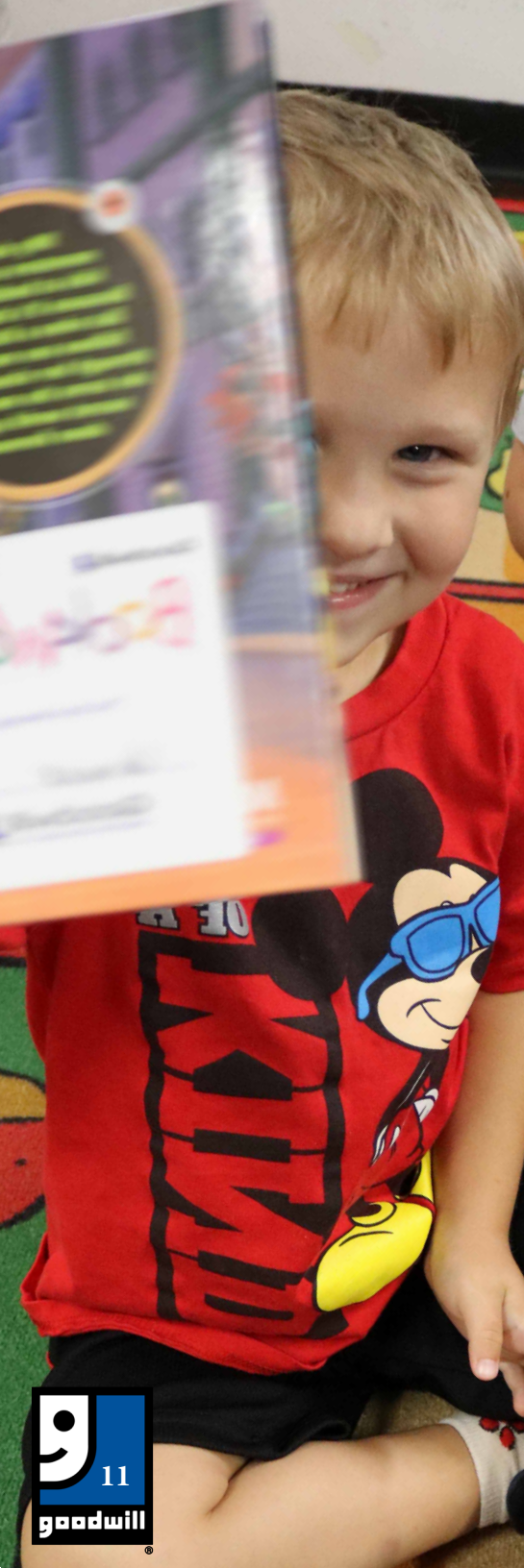
TABLE 4.
GULFSTREAM TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|-------------------------------|---|
| 5,931 | 103 | \$3.02 | 0.00 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

Through the territory’s job placement programs, 103 individuals were placed within the community and \$3.02 million in personal income growth in 2024. The Gulfstream territory no longer operates its retail and donation centers; therefore, no recycled material data was collected for FY 2024 for this territory.



²⁰ July 24, 2025, Keyna Cory, email received by Jessica Cimijotti-Little.
²¹ October 15, 2024, Lisa Mason, email received by Keyna Cory.



MANASOTA TERRITORY (INCLUDING PALM BEACHES & TREASURE COAST)

The Manasota territory serves 11 counties on the west and east coasts of Florida including: Sarasota, Manatee, DeSoto, Hardee, and portions of Northwestern Charlotte & Lee Counties, in addition to Indian River, St. Lucie, Martin, Okeechobee and Palm Beach counties. This territory employs more than 1,500 individuals and a significant portion of its employees experience some barrier to employment.²² Several of the programs offered in this area revolve around career development, life skill building, and supportive employment opportunities for people with disabilities.

In 2024, the Manasota territory assumed control over the donated goods, retail stores, donation inventory, and other assets from the Gulfstream territory. Through this transition, the Palm Beaches and Treasure Coast area was added to the map (see Figure 1) to show as a subsidiary entity under the Manasota territory and management. The collaboration between the two territories and the new subsidiary aims to improve service delivery efforts in the surrounding areas and operate the key aspects of Goodwill’s business operations based on the needs of each community these territories serve.²³

TABLE 5.
MANASOTA TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|---------------------------------|---|
| 5,409 | 328 | \$12.27 | 98.40 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

More than 5,400 individuals were served in the Manasota and Palm Beaches & Treasure Coast areas during 2024. Additionally, 328 individuals were placed in jobs throughout their communities and more than \$12.27 million in annual personal income growth was added to the economy. The territory also recycled 98.4 million pounds of material through diverting the material from landfills in 2024.

²² April 11, Melissa Carman, email received by Keyna Cory.

²³ Supra, see Footnote 24.

NORTH FLORIDA TERRITORY

There are 14 counties that the North Florida territory covers along Florida's northeastern coast and north-central areas of the state. This territory employs more than 1,200 individuals and has 23 stores throughout the area. Workforce development programs are the central focus of the territory's programs and these programs engage youth and adults and help them develop critical life and work skills. The A-STEP (Academic Support Through the Employment Process) is a program that partners with local state colleges to deliver workforce skillsets and educational upskilling courses to adults.

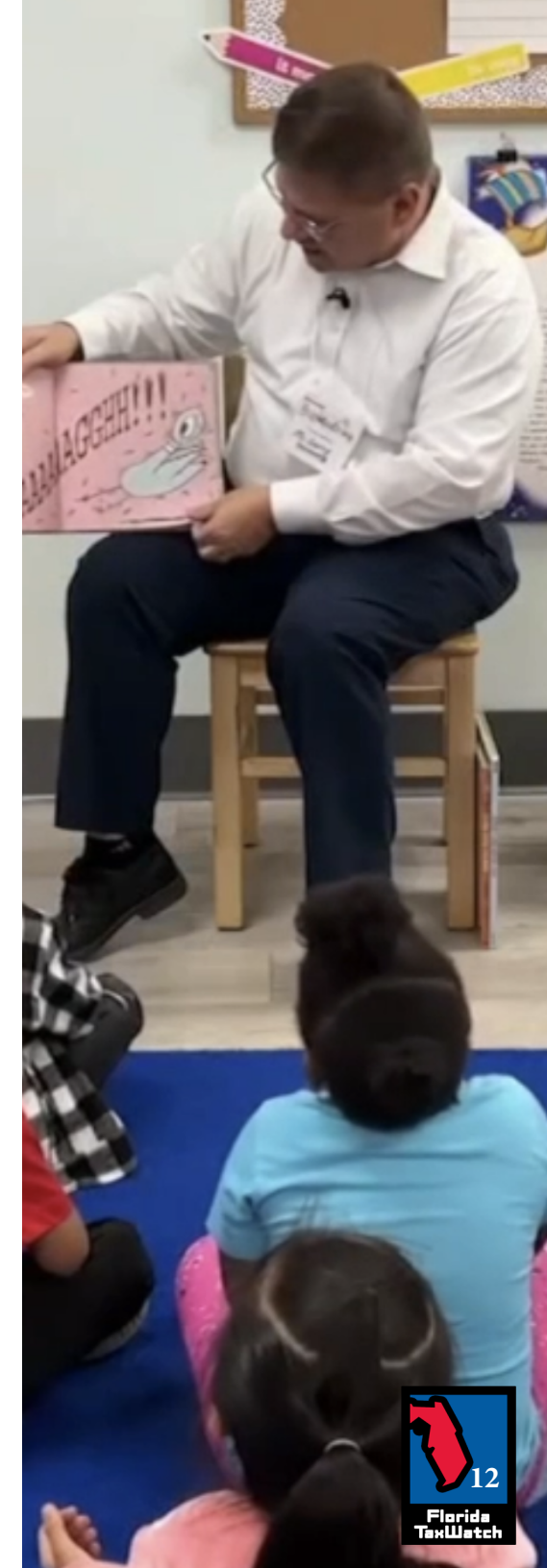
For every dollar spent in the North Florida stores, 90 cents is reinvested back into the programs offered by the territory. The Take Stock in Children initiative is a statewide program offered in this territory and gives mentoring services and scholarship opportunities for students seeking higher education. The program has continued to be a success with more than 450 program participants and provide better access to higher education opportunities to individuals in need.

TABLE 6.
NORTH FLORIDA TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---------------------------------|------------------------------|---------------------------------|---|
| 14,936 | 2,075 | \$70.87 | 13.70 |

Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch

In 2024, the North Florida territory served 14,936 individuals through its career and workforce development programs. More than 2,000 people were placed in jobs and \$70.87 million in personal income growth was added to the economy. In addition to these economic gains, Goodwill North Florida diverted 13.7 million pounds of recycled materials from landfills in 2024.





SOUTH FLORIDA TERRITORY

The South Florida territory serves Broward, Miami-Dade, and Monroe counties and provides a wide range of services to this area. The territory focuses most of its program efforts on career services/readiness, community services, and disability services. The career and skills center in this territory offers no cost services to individuals seeking jobs and help them build potential skills needed for success in the workforce. Project R.I.S.E. (Reintegrating Individuals Successfully through Empowerment) specifically focuses on helping individuals reenter the workforce after incarceration through using technology, mock interviews, and customized coaching methods to prepare them for interviews and entering the workforce.²⁴

Though most known for its Goodwill donation centers and retail stores, the organization’s other entrepreneurial businesses include Ryder Apparel Manufacturing, Custodial Services, Laundry Services and Third-Party Logistics Solutions, which train and employ a large number of people, while providing mission funding. Goodwill South Florida’s manufacturing facilities produce more than one million apparel and textile products each year.²⁵ Most of the apparel and manufacturing products are for military, government, and commercial customers. Some of the most common apparel and products made in the three facilities owned by the territory are army combat uniform coat and trouser sets, women’s Air Force dress slacks and women’s Army dress shirts, and interment flags.²⁶

²⁴ Goodwill South Florida, “Career and Skills Center,” retrieved from <https://goodwillsouthflorida.org/jobs-services/career-and-skills-center/>, accessed on August 12, 2025.
²⁵ Goodwill South Florida, “Apparel Manufacturing,” retrieved from <https://goodwillsouthflorida.org/goodwill-business-enterprises/apparel-manufacturing/>, accessed on August 12, 2025.
²⁶ Ibid.

TABLE 7.
SOUTH FLORIDA TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$ MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|----------------------------------|---|
| 7,482 | 104 | \$3.34 | 58.00 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

More than 7,400 individuals were served in the Goodwill South Florida territory in 2024. Additionally, there were 104 job placements with \$3.39 million in annual personal income growth attributed to the job placements programs in this territory. The South Florida territory also diverted or sold 96 million pounds of recyclable materials from landfills in 2024.

SOUTHWEST TERRITORY

Goodwill’s Southwest Florida territory serves Collier, Lee, Hendry, Glades, and Charlotte counties and provides the greatest number of services to community members (see Figure 2).²⁷ Many of the territory’s programs are centered around helping individuals with disabilities and disadvantages become independent. The Community Resource Centers employment services programs help train individuals to enter the workforce through education, digital literacy classes, and on-the-job training.

Another program offered by this territory is the MicroEnterprise Institute. Since its inception in 2010, the program has graduated more than 1,000 aspiring entrepreneurs with more than 670 businesses either started or sustained. Through its disability services, the agency supports over 100 adults with intellectual and developmental disabilities (IDD) annually through a training program focused on life skills development. Its disability navigation program supports over 600 families yearly, helping them connect to state and local resources, making sure families with a loved one with IDD build security and community.”

TABLE 8.
SOUTHWEST TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|---------------------------------|---|
| 24,716 | 243 | \$7.00 | 19.32 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

This territory placed 243 people in jobs through its job placement programs and increased the annual personal income in the area by \$7 million in 2024. In that same year, the territory diverted or sold 19.3 million pounds of recyclable materials from landfills.



²⁷ The term referencing the “greatest number of services to community members” is based on the other territories within the Florida Goodwill Association and the number of programs they offer.



SUNCOAST TERRITORY

Goodwill-Suncoast serves ten counties in West Central Florida. In 2024, 90,633 individuals received services in the territory through various programs, including employment services, training programs, and affordable housing. The programs focus on serving individuals with any barrier to succeed in training, employment, and stability. Several of these programs involve providing resources to youth within these communities. One such initiative, “BookWorks,” promotes early childhood literacy through reading events and personalized book donations to children who otherwise may not have the opportunity to have them.

Goodwill-Suncoast offers comprehensive training and education to both team members and individuals within its community. Other initiatives include re-entry services, developing employment opportunities for individuals with disabilities, and partnerships with community programs such as Junior Achievement.

TABLE 9.
SUNCOAST TERRITORY

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|---------------------------------|---|
| 90,633 | 1,381 | \$35.91 | 33.65 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

In 2024, this territory placed 1,381 individuals in jobs and added \$35.91 million in personal income growth within these communities. The territory also sold or diverted 33.65 million pounds of material through its recycling initiatives.

STATEWIDE

Every Goodwill territory has a significant impact on their respective local economies that they serve. Looking at the territories at the individual territories and their impacts only tells part of the story. The overlapping services and resources in these territories have a statewide impact. These impacts are summarized below:

TABLE 10.
STATEWIDE

| NUMBER OF PEOPLE SERVED IN 2024 | PLACEMENT PROGRAM EMPLOYMENT | PERSONAL INCOME (IN \$ MILLIONS) | RECYCLED MATERIAL (IN MILLIONS OF POUNDS) |
|---|------------------------------|----------------------------------|---|
| 161,379 | 4,694 | \$146.37 | 384.5 |
| <i>Source: Combined data from all Goodwill territories analyzed by Florida TaxWatch</i> | | | |

The job placement programs throughout the state placed 4,694 individuals and added \$146.37 million in personal income growth in 2024. Goodwill's wide range of programs and resources throughout the state help communities expand their skillsets and contribute more to local and state economies. In 2024, more than 161,000 individuals were served throughout the state. In addition, 384.5 million pounds of recycled material was sold or diverted from landfills across each of the territories.

²⁸ The acronym "GDP" stands for "Gross Domestic Product" and it measures the value of goods and services produced in a country over a set period and is typically measured quarterly or yearly.

FISCAL AND ECONOMIC IMPACTS

To calculate the fiscal and economic impacts, Florida TaxWatch uses data collected directly from each of the individual Goodwill territories. Using the employment, operational, and capital data of Goodwill, IMPLAN generates an impact on the following variables:

- Job Creation – The number of jobs created directly and indirectly as a result of Goodwill's functioning.
- Personal Income – The total dollar value created as income for employment created, as a result of Goodwill's functioning.
- Gross Domestic Product (GDP)²⁸ – Also known as value added, this is the dollar amount created by Goodwill through its products and services, in other words, Goodwill's addition to Florida's economy.
- Total Economic Impact – The dollar impact Goodwill has on all sectors of the economy, from manufacturing to the final products created directly or indirectly because of its operations.





BIG BEND TERRITORY

The estimated FY 2024 economic impact of the Big Bend territory is \$99.5 million and adds more than \$57.2 million in local GDP growth. This territory also provides jobs for more than 1,200 individuals as a result of the territory's operational activities which contribute \$40.1 million in annual wages for the territory. Additionally, this territory collected \$2.5 million in local and state sales tax for 2024.²⁹

TABLE 11.
FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR
FLORIDA GOODWILL BIG BEND TERRITORY

| | JOB | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|--------------|--------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 1,057 | \$29.42 | \$35.82 | \$61.13 |
| Indirect | 112 | \$5.63 | \$9.98 | \$20.22 |
| Induced | 102 | \$5.09 | \$11.42 | \$18.16 |
| Total | 1,271 | \$40.14 | \$57.22 | \$99.51 |

Source: IMPLAN by Florida TaxWatch (in \$millions)

CENTRAL FLORIDA TERRITORY

The Central Florida territory provides an estimated \$256.8 million in economic impacts and contributes more than 2,300 jobs as a result of the territory's 2024 operational activities. These jobs contribute \$98.63 million in personal wages and add \$152.1 million in local GDP for the territory. This territory also contributed to the collection of nearly \$7.4 million in local and state sales tax in 2024.

TABLE 12.
FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR
FLORIDA GOODWILL CENTRAL FLORIDA TERRITORY

| | JOB | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|--------------|--------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 1,602 | \$60.38 | \$81.61 | \$131.74 |
| Indirect | 330 | \$17.67 | \$29.61 | \$57.96 |
| Induced | 369 | \$20.58 | \$40.85 | \$67.10 |
| Total | 2,301 | \$98.63 | \$152.07 | \$256.80 |

Source: IMPLAN by Florida TaxWatch (in \$millions)

²⁹ This value includes a local Panama City (local) sales tax.

GULF COAST TERRITORY

The estimated FY 2024 economic impact of the Gulf Coast territory is \$16.5 million and adds more than \$9.5 million in local GDP growth. This territory also provides jobs for more than 325 individuals as a result of the territory's operational activities which contributes to \$6.0 million in annual wages for the territory. Additionally, this territory collected more than \$566,000 in local and state sales tax for 2024.

TABLE 13.

FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL GULF COAST TERRITORY

| | JOBS | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|---|------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 291 | \$4.29 | \$6.17 | \$10.44 |
| Indirect | 20 | \$0.96 | \$1.62 | \$3.38 |
| Induced | 14 | \$0.78 | \$1.67 | \$2.67 |
| Total | 325 | \$6.03 | \$9.46 | \$16.49 |
| <i>Source: IMPLAN by Florida TaxWatch (in \$millions)</i> | | | | |

GULFSTREAM TERRITORY

The Gulfstream Florida territory provides an estimated \$40.9 million in economic impacts and more than 298 jobs as a result of the territory's FY 2024 operational activities. These jobs contribute \$19.1 million in personal wages and add \$26.4 million in local GDP for the territory. This territory also contributed to the collection of more than \$256,000 in local and state sales tax in 2024.

TABLE 14.

FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL GULFSTREAM TERRITORY

| | JOBS | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|---|------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 218 | \$14.06 | \$17.40 | \$25.75 |
| Indirect | 44 | \$2.81 | \$4.63 | \$8.53 |
| Induced | 36 | \$2.25 | \$4.36 | \$6.66 |
| Total | 298 | \$19.12 | \$26.39 | \$40.94 |
| <i>Source: IMPLAN by Florida TaxWatch (in \$millions)</i> | | | | |





MANASOTA TERRITORY (INCLUDING PALM BEACHES & TREASURE COAST)

The estimated FY 2024 economic impact of the Manasota territory is \$148.4 million and adds \$87.5 million in local GDP growth. This territory also provides jobs for 2,211 individuals as a result of the operational activities which contributes to \$53.3 million in annual wages for the territory. Additionally, this territory collected more than \$5.8 million in local and state sales tax for 2024.

TABLE 15.
FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL MANASOTA TERRITORY

| | JOB | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|--------------|--------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 1,861 | \$35.56 | \$55.14 | \$88.80 |
| Indirect | 200 | \$9.74 | \$16.00 | \$33.17 |
| Induced | 150 | \$7.99 | \$16.35 | \$26.44 |
| Total | 2,211 | \$53.29 | \$87.49 | \$148.41 |

Source: IMPLAN by Florida TaxWatch (in \$millions)

NORTH FLORIDA TERRITORY

The North Florida territory provides an estimated \$134.4 million in economic impacts and more than 1,800 jobs as a result of the territory's FY 2024 operational activities. These jobs contribute \$51.0 million in personal wages and add more than \$77.0 million in local GDP for the territory. This territory also contributed to the collection of over \$2.0 million in local and state sales tax in 2024.

TABLE 16.
FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL NORTH FLORIDA TERRITORY

| | JOB | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|--------------|--------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 1,463 | \$30.16 | \$40.20 | \$69.75 |
| Indirect | 165 | \$10.39 | \$16.41 | \$31.39 |
| Induced | 175 | \$10.44 | \$20.43 | \$33.21 |
| Total | 1,803 | \$50.99 | \$77.04 | \$134.35 |

Source: IMPLAN by Florida TaxWatch (in \$millions)

SOUTH FLORIDA TERRITORY

The estimated FY 2024 economic impact of the South Florida territory is \$309.5 million and adds more than \$191.15 million in local GDP growth. This territory also provides jobs for more than 3,900 individuals as a result of the territory's operational activities which contribute \$135.0 million in annual wages for the territory. Additionally, this territory collected more than \$5.4 million in local and state sales tax for 2024.

TABLE 17.

FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL SOUTH FLORIDA TERRITORY

| | JOBS | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|---|--------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 3,171 | \$89.26 | \$108.39 | \$161.96 |
| Indirect | 373 | \$20.55 | \$33.86 | \$67.03 |
| Induced | 431 | \$25.19 | \$48.90 | \$80.48 |
| Total | 3,975 | \$135.00 | \$191.15 | \$309.47 |
| <i>Source: IMPLAN by Florida TaxWatch (in \$millions)</i> | | | | |

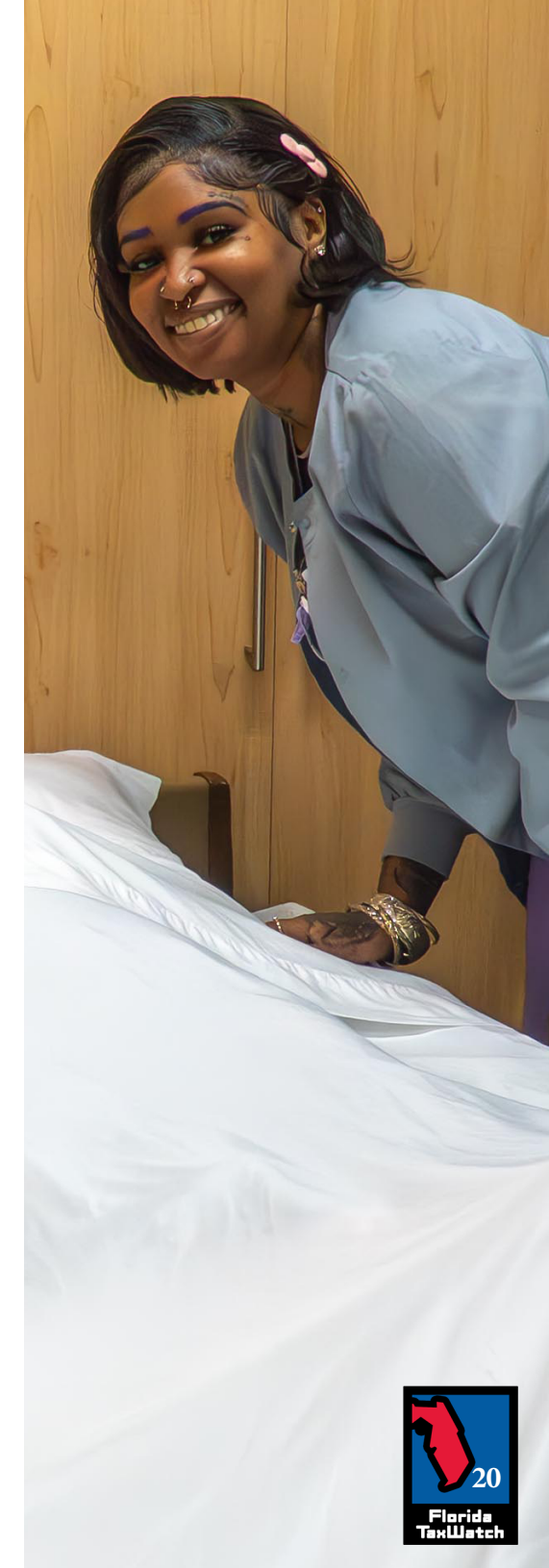
SOUTHWEST FLORIDA TERRITORY

The Southwest Florida territory provides an estimated \$128.4 million in economic impacts and more than 2,700 jobs as a result of the territory's FY 2024 operational activities. These jobs contribute \$51.1 million in personal wages and add more than \$75.3 million in local GDP for the territory. This territory also contributed to the collection of over \$3.1 million in local and state sales tax in 2024.

TABLE 18.

FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL SOUTHWEST FLORIDA TERRITORY

| | JOBS | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|---|--------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 2,444 | \$35.50 | \$46.48 | \$75.86 |
| Indirect | 165 | \$8.32 | \$13.74 | \$28.63 |
| Induced | 131 | \$7.27 | \$15.07 | \$23.94 |
| Total | 2,740 | \$51.09 | \$75.29 | \$128.43 |
| <i>Source: IMPLAN by Florida TaxWatch (in \$millions)</i> | | | | |





SUNCOAST TERRITORY

The estimated FY 2024 economic impact of the Suncoast territory is \$142.9 million and adds more than \$81.3 million in local GDP growth. This territory also provides jobs for more than 1,690 individuals as a result of the territory’s operational activities which contributes to \$56.4 million in annual wages for the territory. Additionally, this territory collected \$4.3 million in local and state sales tax for 2024.

TABLE 19.
FY 2024 ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL SUNCOAST TERRITORY

| | JOBS | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|--------------|--------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 1,298 | \$33.69 | \$40.07 | \$69.52 |
| Indirect | 195 | \$10.86 | \$17.82 | \$34.72 |
| Induced | 204 | \$11.88 | \$23.43 | \$38.65 |
| Total | 1,697 | \$56.43 | \$81.32 | \$142.89 |

Source: IMPLAN by Florida TaxWatch (in \$millions)

STATEWIDE IMPACTS

Goodwill and its territorial operations create more than 21,400 jobs and have an estimated impact of \$593.8 million in personal income growth for 2024.³⁰ For FY 2024, Goodwill’s total estimated economic output is \$1.5 billion and adds about \$893.9 million in annual GDP to Florida’s economy. Additionally, Goodwill collects more than \$31.4 million in local and state sales tax, which is paid to the state and has a total impact of \$72.9 million in direct and indirect tax dollar contributions to the state.³¹

TABLE 20.
FY 2024 STATEWIDE ECONOMIC IMPACTS SNAPSHOT FOR FLORIDA GOODWILL ASSOCIATION

| | JOBS | PERSONAL INCOME (IN \$MILLIONS) | VALUE ADDED (GDP) (IN \$MILLIONS) | TOTAL OUTPUT (IN \$MILLIONS) |
|---------------------------|---------------|---------------------------------|-----------------------------------|------------------------------|
| Direct | 17,420 | \$366.53 | \$480.83 | \$778.33 |
| Indirect | 2,057 | \$114.13 | \$187.35 | \$369.70 |
| Induced | 1,994 | \$113.16 | \$225.74 | \$367.53 |
| Total³² | 21,471 | \$593.82 | \$893.92 | \$1,515.56 |

Source: IMPLAN by Florida TaxWatch (in \$millions)

30 Note: This total does not include the total number of individuals placed in jobs and the personal income associated with those jobs through Goodwill’s job placement programs due to data limitation on which industries these individuals were placed in to estimate wage-specific estimates.

31 IMPLAN by Florida TaxWatch.

32 Note: The “statewide impacts” data and “totals” presented in Table 9 considers statewide economies including trades, sales tax, and other economic factors and is not a total of each of the territory’s values. Therefore, the “totals” row is not a sum of each territory’s values, but it is instead an entirely different calculation for the entire state instead of a county-by-county addition of all economic and fiscal outputs from each territory. Calculating the statewide impacts this way helps avoid duplication in trade data between territories.

RETURN ON INVESTMENT

Return on investment (ROI) is a measure of an investment's profitability (return) relative to the cost of the investment. A traditional ROI is calculated by dividing the benefit (return) by the cost of the investment, with the ROI expressed as a ratio or percentage; however, non-profit ROI focuses on the social value of a program, the progress towards fulfilling its mission, and the monetary impact of operations it has on the community.³³

As a non-profit organization, the ROI for Goodwill would not be correctly portrayed as just monetary value because of the diverse community impacts it has. Goodwill receives donations and contributions from people of the community it serves, and the return earned from Goodwill can be seen in both its economic impact to that community and its mission fulfillment. As Goodwill receives contributions and not investments, the impact shown in this report portrays Goodwill's nonprofit ROI.

Using the IMPLAN input-output economic software model, Florida TaxWatch uses Goodwill expenditure data (inputs) to estimate the direct, indirect, and induced effects (outputs) of Goodwill on Florida's economy. These direct, indirect, and induced effects refer to the "ripple" effects on the economy from those expenditures. Direct effects refer to changes that occur in "front-end" businesses that would initially receive expenditures and operating revenue as a direct consequence of the operations and activities. Indirect effects refer to the business to-business purchases in the supply chain taking place in the territory that stems from the initial industry manufacturing. As Goodwill spends money in the territory with its suppliers, it generates an indirect effect. Induced effects refer to the value from household spending of labor income after removing taxes, savings, and commuter income. The induced effects generate expenditures of the employees within Goodwill's supply chain.

Goodwill has an estimated \$1.5 billion return on investment and economic impact calculation for FY 2024.



\$893.9M added to Florida's GDP | \$593.8M in new personal income | 21,471 jobs supported

\$1.5 B Total Impact in FY 2024

Every donated dollar sent to Goodwill ripples through Florida's economy—first in direct program spending, then through supplier purchases, and finally through household spending by employees and vendors.

³³ Darryl Evey, "Nonprofit ROI: How "Measuring the Good" Can Help Nonprofits Justify Investments," retrieved from <https://blueavocado.org/finance/nonprofit-roi/>, accessed on August 22, 2025.





CONCLUSION

Goodwill provides employment opportunities, career resources, and community outreach that positively impacts economic growth in Florida. The organization's mission is unmatched. These programs leave lasting and positive impacts at the local level and help promote economic growth at the state level. Job placements, increases in personal income, and developing a strong workforce all play a role in this statewide growth. Through its savvy business model of selling donated goods to generate funding for its programs not only does Goodwill operate efficiently, but it also provides significant investments back into its community. Not only does Goodwill provide several public services for its local communities, but it provides economic growth and development to local and state economies as well.

One thing is clear—Goodwill supports thousands of Floridians throughout the various program and retail store offerings each year. The unique and effective business model provides real benefits to local communities and to the state. Not only do these programs provide workforce development opportunities, but it also provides employment for disabled individuals and other community-based programs that are tailored to the needs of the communities they serve.

Goodwill's persistent investment in Florida's communities is tangible through the economic impact it provides to the state. The economic impact of Goodwill reaches more than \$1.5 billion per year and delivers workforce development services throughout communities. In FY 2024, Goodwill contributed more than \$893.9 million in statewide GDP which not only helps Florida's economy grow,

but it also provides better incentives for individuals to stay and work in the state. **THESE COMMUNITY-BASED INVESTMENTS AND CONNECTIONS KEEP INDIVIDUALS CONNECTED TO THEIR COMMUNITIES WHERE PEOPLE CAN THRIVE BOTH PROFESSIONALLY AND PERSONALLY.**

ABOUT FLORIDA TAXWATCH

As an independent, nonpartisan, nonprofit taxpayer research institute and government watchdog, it is the mission of Florida TaxWatch to provide the taxpayers of Florida and public officials with high quality, independent research and analysis of issues related to state and local government taxation, expenditures, policies, and programs. Florida TaxWatch works to improve the productivity and accountability of Florida government. Its research recommends productivity enhancements and explains the statewide impact of fiscal and economic policies and practices on citizens and businesses.

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All Florida TaxWatch research is done under the direction of Dominic M. Calabro, President, CEO, Publisher & Editor.

The findings in this Report are based on the data and sources referenced. Florida TaxWatch research is conducted with every reasonable attempt to verify the accuracy and reliability of the data, and the calculations and assumptions made herein. Please contact us if you believe that this paper contains any factual inaccuracies.

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