



**For Immediate Release**

Friday, January 2020

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**NFIB Florida Joins Connecting Florida Coalition to Support M-CORES Program**

**Tallahassee, Fla.** – Connecting Florida today announced that the National Federation of Independent Business in Florida (NFIB Florida), Florida’s leading small business advocacy organization, has joined the coalition, adding their name to the roster of organizations who support critical infrastructure enhancements and other connectivity services in Florida and the Multi-use Corridors of Regional Economic Significance (M-CORES) program.

“As the voice of small business in Florida, NFIB Florida is proud to join the Connecting Florida coalition in support of the M-CORES program, which will plan for Florida’s future transportation needs,” said NFIB Florida Executive Director Bill Herrle. “Florida’s population and economy are flourishing. With that growth comes the need to plan for our trade, tourism and transportation needs. NFIB Florida shares with Connecting Florida the belief that the project will provide not only efficient connectivity to interstates and other major corridors for commuters to travel, but a myriad of improvements, such as utility and communication resources and reliable broadband connectivity.”

“Further, the M-CORES project will encourage both economic competition and business development in Florida, helping to keep Florida a large economic hub and unemployment rates low in the state,” said Herrle. “As NFIB Florida recognizes a stronger economy helps strengthen small and independent businesses throughout the state, which is our top priority, we are proud to stand in support with the coalition.”

To view the full list of coalition members, please click [here](#).

The M-CORES program, as detailed on the Florida M-CORES website, “is intended to revitalize rural communities, encourage job creation and provide regional connectivity while leveraging technology, enhancing the quality of life and public safety, and protecting the environment and natural resources. The program was signed into law by Governor Ron DeSantis on May 17, 2019.”

The three regional corridors being studied by the taskforce include the Southwest-Central Florida Connector, the Suncoast Connector and the Northern Turnpike Connector. According to the Florida M-CORES website, “the task force will summarize the results of its analysis in a final report by October 1, 2020.”

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