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FOR IMMEDIATE RELEASE:

**Florida Council of 100 and Florida Chamber of Commerce Release
*Into the Storm: Framing Florida's Looming Property Insurance Crisis***

TAMPA, Fla. (March 22, 2010) – Today, the Florida Council of 100 and the Florida Chamber of Commerce released “Into the Storm: Framing Florida’s Looming Property Insurance Crisis.” Drawing upon the knowledge and creativity of several of Florida’s property insurance experts, “Into the Storm” advocates for an approach to property insurance reform based on five key principles: risk-determined rates, competitive markets, increased mitigation, transactional fairness, and optimizing public-private partnership.

“Last year, the Governor and the Legislature took significant action to reduce potential CAT Fund shortfalls and set Citizens Property Insurance Company on a potential glide path to actuarial soundness,” said Susan Story, Chair, Florida Council of 100. “While the situation has improved, Florida is still one storm away from financial disaster and, thus, still has a property insurance solvency crisis that must be addressed.”

In a state with more than \$2.1 trillion in property exposure:

- State-run Citizens Property Insurance Corporation is still Florida’s largest residential property insurer — an insurer that’s greatly undercapitalized and which charges its 1 million policyholders rates that are not actuarially sound. This means that Florida’s lower risk property owners are subsidizing those with higher risk.
- The Florida Hurricane Catastrophe Fund (CAT Fund) still faces a multi-billion dollar shortfall should it have to make good on its promise to pay hurricane claims.
- Floridians are already paying \$5 billion in hidden taxes, or insurance assessments, and that situation could worsen if another major storm or series of storms hits the state.

“Having a reliable, solvent property insurance market is vital to the future of Florida’s economy and the creation of much-needed jobs,” said Steve Halverson, Chair of the Florida Chamber of

Commerce. “Employers recognize that such stability is directly related to business decisions to start, grow, or locate a business in Florida.”

The publication of “Into the Storm” culminates a multi-year initiative to review issues relating to Florida’s property insurance market, and an earlier version of the report was distributed in early 2009. The report can be downloaded from the Florida Council of 100’s website at fc100.org.

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Formed in 1961, the Florida Council of 100, which consists of business, government and academic leaders, serves as an advisory council to the Governor and focuses on public policy that enhances the quality of life and economic well-being of all Floridians. Visit www.fc100.org.

Established in 1916 as Florida’s first statewide business advocacy organization, the Florida Chamber of Commerce is the state’s largest federation of employers, chambers of commerce and associations, representing more than 139,000 employers. The Chamber works within all branches of government to affect those changes set forth in the annual Florida Business Agenda, and which are seen as critical to the continued improvement of Florida’s business environment. Visit www.FloridaChamber.com.