

# Orlando MSA Statistics



The Orlando Metropolitan Statistical Area (MSA) extends over 4,012 square miles and consists of four counties: Orange County (1,004.3 sq. mi.), Seminole County (344.9 sq. mi.), Lake County (1,156.5 sq. mi) and Osceola County (1,506.5 sq. mi.). An extensive highway network weaves the four counties together. The Atlantic Ocean is approximately a one-hour drive away and the Gulf of Mexico is approximately a two-hour drive. Orlando International Airport, Orlando Sanford International Airport and Port Canaveral offer global export and import possibilities for businesses involved in international trade. Proximity to local, regional, national and global markets has helped Orlando become one of the world's most exciting and dynamic business environments.

## DEMOGRAPHICS

### Population

Location	2000	2010	2016 <sup>1</sup>
Orange County	896,344	1,145,956	1,280,387
Seminole County	365,199	422,718	449,124
Lake County	210,527	297,047	323,985
Osceola County	172,493	268,685	322,862
City of Orlando	185,951	238,300	271,752
Orlando MSA*	1,644,563	2,134,406	2,376,358

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research - April 1, 2016 estimates<sup>1</sup>

\*Note: Four county total. City of Orlando is included in Orange County.

### Population by Ethnicity

Ethnicity	Percent of Population
White	70.9%
Black	16.1%
Other	5.4%
Asian/ Native/ Hawaiian/ Other Pacific Islander	4.3%
Two or More Races	3.0%
American Indian or Alaska Native	0.3%
Hispanic*	28.7%

Source: U.S. Census Bureau, 2015 American Community Survey

\*Note: Hispanic is not a race, thus is delineated separately.

### Income

Median Household	Per Capita
\$51,077	\$26,254

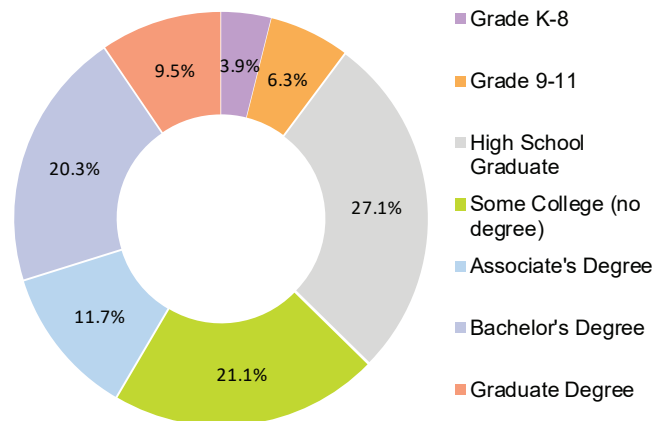
Source: U.S. Census Bureau, 2015 American Community Survey

### Age Distribution

Age Range	Orange	Seminole	Lake	Osceola
0-14	18.7%	17.1%	16.2%	20.4%
15-24	15.0%	13.1%	10.4%	14.2%
25-44	30.7%	27.6%	21.6%	28.3%
45-64	24.5%	27.3%	25.9%	24.1%
65-84	9.5%	12.4%	23.4%	11.4%
85+	1.5%	2.3%	2.7%	1.4%
Median Age	34.7	39.3	46.5	36.1

Source: U.S. Census Bureau, 2015 American Community Survey

### Educational Attainment



Source: U.S. Census Bureau, 2015 American Community Survey

# WORKFORCE

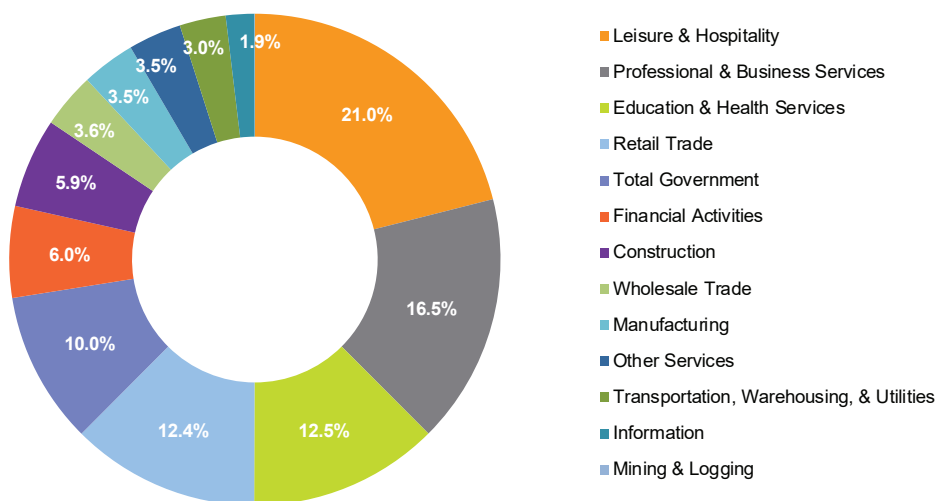
## Labor

Labor Force	1,276,618
"Right-to-Work" State	Yes
<b>Unemployment Rate (Dec. 2016)</b>	
Orlando MSA	4.2%
Florida	4.7%
United States	4.5%

Note: Data is compiled monthly, not seasonally adjusted. Data shown is for November 2016

Source: Florida Department of Economic Opportunity, Local Area Unemployment Statistics (LAUS) Program - released January 2017

## Employment by Industry



Source: Florida Department of Economic Opportunity, Current Employment Statistics (CES) - December 2016

# EDUCATION

## Universities

School	Number of Students
University of Central Florida (public state university)	62,953
Full Sail University (private four-year university)	20,025
Rollins College (private liberal arts college)	3,260

Source: National Center for Education Statistics - Fall 2015

## State Colleges

School	Number of Students
Valencia College	44,050
Seminole State College	17,741
Lake-Sumter State College	4,641

Source: National Center for Education Statistics - Fall 2015

## SAT

Score	Orange	Seminole	Lake	Osceola
<b>Mean Score</b>	1411	1541	1465	1342

Note: Scores include three sections including new writing section

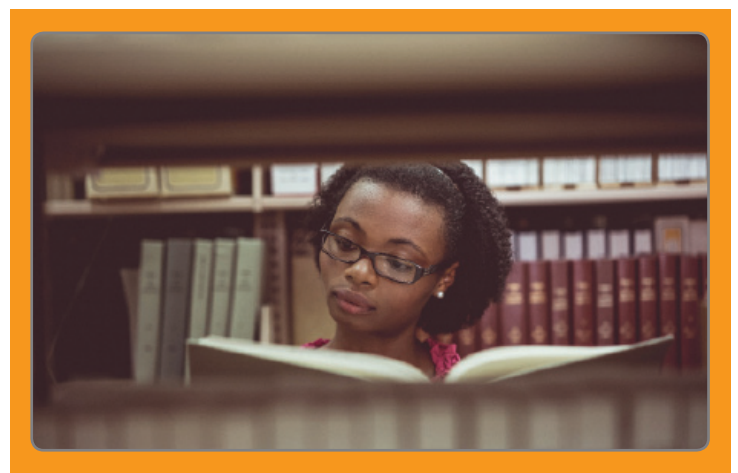
Source: Florida Department of Education - 2014

## ACT

Score	Orange	Seminole	Lake	Osceola
<b>Composite Score</b>	18.7	21.3	19.1	18.0

Note: Scores include English, Math, Reading and Science

Source: Florida Department of Education - 2013



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# INDUSTRY

## Leading Employers

Company	Number of Employees
Walt Disney World Resort	74,000
Universal Orlando Resort (Comcast)	21,000
Adventist Health System/Florida Hospital	20,413
Orlando Health	16,828
University of Central Florida	11,833
Aircraft Service International	6,800
Darden Restaurants, Inc.	6,149
SeaWorld Orlando	6,032
Marriott International Inc.	5,635
Lockheed Martin	5,000
Siemens Energy	4,448
Westgate Resorts	3,992
Wyndham Worldwide	3,509
Valencia College	3,449
Rosen Hotels & Resorts International	3,264
Hilton Grand Vacations	3,078
AT&T	3,063
JP Morgan Chase	3,053
Charter Communications	3,000
Mears Transportation	2,825
FedEx Ground	2,821
Loews Hotels	2,756
Central Florida Health	2,686
SunTrust Bank, Central FL Division	2,670
Walgreens Specialty Pharmacy	2,400
Southwest Airlines Co.	2,200

Source: Direct Company Contact; Orlando Sentinel; Orlando Business Journal - 2016

## Corporate/Division Headquarters

Adventist Health System/Florida Hospital  
American Automobile Association (AAA)  
Bank of America  
Central Florida Health  
Chase Card Services  
CNL Financial Group  
Darden Restaurants, Inc.  
Digital Risk, LLC  
Dixon Ticonderoga Corp.  
Electronic Arts Tiburon  
Full Sail University  
Golf Channel  
Hilton Grand Vacations  
Kessler Collection  
Marriott Vacations Worldwide Corp.

## Recent Announcements

Company	Project Type
ADP	New to Market
Allegiant Air	Expansion
Aromatech Flavorings, Inc.	Expansion
Campuspeak	New to Market
CompuTech City	Expansion
Deloitte Consulting LLP	Expansion
Faro Technologies Inc.	Expansion
Florida Blue	Expansion
Granite Telecommunications, LLC	New to Market
Harper Limbach LLC	Expansion
IMEC	New to Market
Institute of Internal Auditors	Expansion
Jeteezy	New to Market
KPMG	New to Market
Leidos	Expansion
Limbach Facility Services LLC	Expansion
Nebbia Technology	Expansion
Qorvo Inc.	Expansion
Secure Transportation	New to Market
Thales	Expansion
Total Quality Logistics (TQL)	Expansion
Xerox Corporation	New to Market

Source: Orlando EDC Project Announcements

Massey Services, Inc.  
Mears Destination Services, Inc.  
Oerther Foods Inc.  
Optum  
Orlando Health  
Red Lobster  
Rosen Hotels and Resorts International  
SeaWorld Orlando  
Siemens Energy, Inc.  
Sonny's Franchise Company  
Tijuana Flats Burrito Company, Inc.  
Tupperware Brands Corporation  
United States Tennis Association (USTA)  
Westgate Resorts  
Wyndham Vacation Ownership

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# COMMERCIAL REAL ESTATE

## Industrial Market Summary

Total Inventory	145.6 million sq. ft
Under Construction	370,070 sq. ft
Vacancy Rate	5.5%
Average Asking Rate	\$6.28/ sq. ft
Net Absorption (YTD)	4,119,028 sq. ft.

Source: CoStar - 4th Quarter 2016, only includes industrial & flex properties larger than 10,000 sq. ft.

## Office Market Summary

Total Inventory	80.3 million sq.ft
Under Construction	30,000 sq. ft
Vacancy Rate	10.9%
Average Asking Rate	\$20.12/ sq. ft
Net Absorption (YTD)	2,246,013 sq. ft.

Source: CoStar - 4th Quarter 2016, only includes office properties larger than 5,000 sq. ft.

## Downtown Office Market Summary

Total Inventory	9.88 million sq. ft.
Vacancy Rate	10.6%
Average Asking Rate	\$24.46/ sq. ft.

Source: CoStar - 4th Quarter 2016, only includes office properties larger than 5,000 sq. ft.



# INFRASTRUCTURE

## Air

### Orlando International Airport (MCO)

	Passengers
Domestic	36,330,197
International	5,593,202

Cargo Tonnage	209,052
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Source: Greater Orlando Aviation Authority - 2016

- 5th largest airport in the nation for domestic origin and destination
- 2nd busiest airport in Florida; 14th in the U.S.; 43rd in the world
- More than 800 arrivals and departures daily
- Scheduled non-stop service available to 81 domestic destinations and 34 international destinations
- 17th largest port of entry for international visitors in the continental U.S.
- More than 15,000 acres, the third largest parcel of airport property in the country
- Foreign Trade Zone No. 42

General Aviation	Runway Length
Orlando Executive Airport	6,000 ft.
Kissimmee Gateway Airport	6,000 ft.
Leesburg International Airport	5,000 ft.
Mid-Florida Airport	3,000 ft.

**175+** NON-STOP DESTINATIONS:  
WORLDWIDE

### Orlando Sanford International Airport (SFB)

	Passengers
Domestic	2,449,035
International	303,375

Cargo Tonnage	610
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Source: Sanford Airport Authority - 2016

- Ranked among the 100 busiest airports in the nation
- Four paved runways ranging from 3,750 to 9,600 feet long
- 395-acre Sanford Airport Commerce Park with 50,000-square-foot cargo building
- 13,500-square-foot incubator - the Airport Enterprise Center
- Foreign Trade Zone No. 250



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# INFRASTRUCTURE

## Rail

Orlando's first commuter rail transit system, **SunRail** is a **\$615 million investment** that stretches 31 miles from Debary, the north end of the Orlando region, to south Orange County near the Orlando International Airport (MCO). The second phase, which will extend the line further north in Volusia County and south into Osceola County, will include five more stations that cover an additional 30 miles. Also forthcoming is the **Brightline** train, a **\$2.2 billion investment**, which will use the existing Florida East Coast Railway corridor and build new track along State Road 528 between Cocoa and Orlando. The Miami to Orlando route will open for service in 2017.

Commercial: Amtrak  
Cargo: CSX Transportation (CSXT)  
Florida Central Railroad (FCEN)



## Roads

The core of the Orlando region's unmatched infrastructure is strong roadways, providing invaluable connectivity to business. To improve our economy and enhance livability even more, the region's main thoroughfare, Interstate 4, is getting a 21-mile makeover, a **\$2.3 billion investment** that will connect the Gulf of Mexico to the Atlantic Ocean.

## Bus Service

Greyhound  
Lynx (regional)  
Downtown Orlando: Lymmo (free-of-charge)

## Seaports

### Port Canaveral | Atlantic Ocean

- Foreign Trade Zone No. 136
- 50 miles east of Orlando; depths range from 39 feet to 41 feet
- Eleven deep-water cargo piers with two gantry cranes
- World's only quadramodal foreign trade zone
- Undergoing a **\$650 million** expansion

### Port of Sanford | Intercoastal Waterway

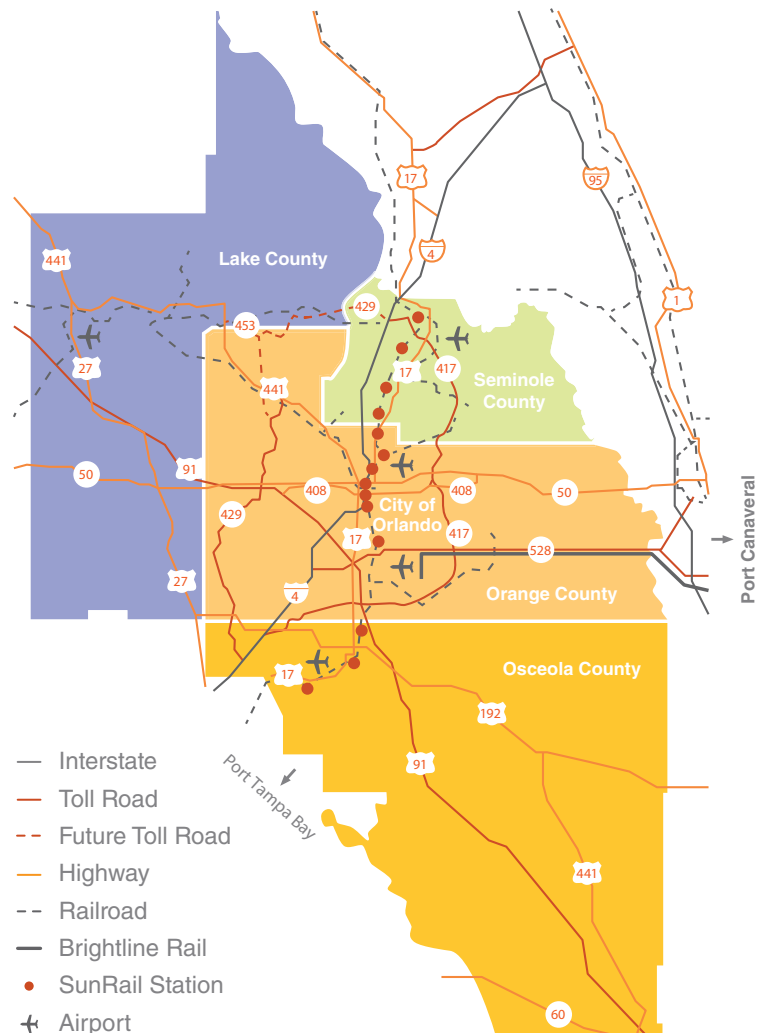
- 350-foot main pier and bulk unloading pier of 100 feet
- 250,000 square feet of industrial and distribution space

### Port Tampa Bay | Gulf of Mexico

- Foreign Trade Zone No. 79
- Florida's largest cargo tonnage port
- Largely a bulk commodities port

### Port Manatee | Gulf of Mexico

- Foreign Trade Zone No. 169
- Closest U.S. deep-water seaport to Panama Canal
- Port-owned railroad interchanging with CSX



# LIVE & PLAY

## Housing

	Orlando MSA	National
<b>Median Sale Price</b>	\$229,900	\$240,900

Source: National Association of Realtors - 3rd Quarter 2016

## Cost of Living Index (COLI)

City	Composite Index	Housing	Grocery Items	Transportation
Charlotte, N.C.	95.9	85.9	96.8	95.6
<b>Orlando, Fla.</b>	<b>93.7</b>	<b>99.2</b>	<b>91.3</b>	<b>97.5</b>
Houston, Texas	99.4	106.1	86.9	94.7
Atlanta, Ga.	97.6	84.9	101.6	101.1
Miami, Fla.	108.7	129.1	101.7	104.6
Chicago, Ill.	117.6	140.9	103.5	133.0
Los Angeles, Calif.	143.6	225.2	112.9	130.6
Washington, D.C.	151.6	243.7	114.3	97.9
New York, N.Y.	232.0	482.3	127.4	122.5

Source: The Council for Community & Economic Research (C2ER) - 3rd Quarter 2016

## Arts & Culture

- Broadway Across America: Orlando
- Florida Film Festival
- Dr. Phillips Center for the Performing Arts
- Orlando Ballet
- Orlando Fringe Festival
- Orlando Museum of Art
- Orlando Science Center
- Zora Neale Hurston Festival

## Healthcare

- World-class pediatric healthcare delivery network
- Internationally recognized programs: cardiology, cancer, women's medicine and many more
- Top ranked hospital systems including Adventist Health System (Florida Hospital), Orlando Health, Nemours Children's Hospital and HCA Central Florida Regional Hospital)

## Climate

	Annual Avg.	Avg. High	Avg. Low
<b>Temperature (°F)</b>	75.7	84.5	66.9
	<b>Annual Total</b>		
<b>Rainfall (inches)</b>	50.73		
<b>Snowfall (inches)</b>	0		

Source: National Climatic Data Center, NOAA - 2016 data

## Sports

- Orlando Magic (NBA)
- Orlando City Soccer (MLS)
- Orlando Solar Bears (ECHL)
- Orlando Pride (NWSL)
- UCF Knights (NCAA-1)
- NFL Pro Bowl (2015-2017)
- NCAA Bowl Games - AutoNation Cure Bowl, Buffalo Wild Wings Citrus Bowl, Russell Athletic Bowl, Florida Blue Florida Classic
- Arnold Palmer Invitational (PGA)
- MLB Spring Training - Atlanta Braves
- Invictus Games Orlando 2016



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# TAXES & INCENTIVES

## Taxes/Finances

Tax	Rate
Personal Income Tax	None
Personal Property (millage rate)	15.1612-26.5438
Corporate Income Tax	5.5%
Sales Tax	6.5-7.0%

Source: County Property Appraiser & Tax Offices - 2016

## State Incentives

### Industry-Specific Incentives

**Qualified Target Industry Tax Refund (QTI)** is available for companies that create high wage jobs in targeted high value-added industries. This incentive includes refunds on corporate income, sales, ad valorem, intangible personal property, insurance premium, and certain other taxes. Pre-approved applicants receive tax refunds of \$3,000 per net new Florida full-time equivalent job created, with additional monies available for meeting certain additional wage thresholds or locating in certain targeted economic zones. No more than 25 percent of the total refund approved may be taken in any single fiscal year.

**Capital Investment Tax Credit (CITC)** is an annual credit, provided for up to 20 years, against Florida corporate income tax. Eligible projects are those in designated high-impact portions creating a minimum of 100 jobs and investing at least \$25 million in eligible capital costs. Eligible capital costs include all expenses incurred in the acquisition, construction, installation and equipping of a project from the beginning of construction to the commencement of operations.

**High Impact Performance Incentive Grant (HIPI)** is a negotiated grant used to attract and grow major high impact facilities creating at least 50 new full-time equivalent jobs (25 if an R&D facility) and making a cumulative investment in the state of at least \$50 million (\$25 million if an R&D facility) in a three-year period.

### Infrastructure Incentives

**Economic Development Transportation Fund or "Road Fund"** is designed to alleviate transportation problems that adversely impact a specific company's location or expansion decision. The award is made to the local government on behalf of a specific business for public transportation improvements.

## Florida has ...

- **NO** state personal income tax guaranteed by constitutional provision
- **NO** corporate income tax on limited partnerships
- **NO** corporate income tax on subchapter S-corporations
- **NO** corporate franchise tax on capital stock
- **NO** state-level property tax assessed
- **NO** property tax on business inventories
- **NO** property tax on goods-in-transit for up to 180 days
- **NO** sales and use tax on goods manufactured or produced in Florida for export outside the state
- **NO** sales tax on purchases of raw materials incorporated in a final product for resale, including non-reusable containers or packaging
- **NO** sales tax on manufacturing machinery and equipment
- **NO** sales/use tax on co-generation of electricity
- Balanced budget amendment to state constitution

## Workforce Training Incentives

**Quick Response Training** provides grant funding for customized training for new or expanding businesses. The business-friendly program is flexible to respond quickly to corporate training objectives. Once approved, the business chooses what training is needed, who provides it, and how it is provided.

**Incumbent Worker Training Program (IWT)** is a program available to all Florida businesses that have been in operation for at least one year prior to application and require skills upgrade training for existing employees. Priority is given to businesses in targeted industries and certain targeted economic zones.

## Local Incentives

In addition to the state incentives listed above, local jurisdictions are prepared to offer additional inducements to companies on a case-by-case basis that will have an impact on the community. This may include items such as tax incentives, fee abatements, relocation costs, expedited permitting and infrastructure enhancements.

# SERVICES

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## Complimentary, Confidential Services for Your Business

The Orlando Economic Partnership Business Development Team offers a full range of services to businesses looking to locate or expand in the Orlando area with a staff of business development experts who can assist in everything from site location analysis to evaluation of financial assistance.

### Confidential Project Management Assistance

The Partnership helps companies evaluate locations within our region in a confidential, objective manner. We serve as our region's single point of contact for business location or expansion.

### Site Selection Assistance

The Partnership stays on top of current real estate availability and can help companies narrow their location selection for everything from a manufacturing operation to the perfect site for the latest biotech research facility.

### In-Depth Market Data

The Partnership provides information for your business, including demographics, labor availability, transportation, taxes, cost of living comparisons, education and much more.

### Connections

The Partnership can facilitate introductions to key government, education and private partners at the local and state level.

### Financial & Entrepreneurial Resources

The Partnership is a resource for companies interested in evaluating financial incentives, grants, Industrial Development Revenue Bonds and other support, as well as working with other business service organizations in the region to help companies establish a competitive presence.

### Workforce Recruitment & Training

Companies often need assistance with finding and training employees. The Partnership can assist by coordinating involvement with appropriate educational institutions, CareerSource Central Florida and staffing agencies.

### Permitting and Scouting Film Assistance and Commercial Productions

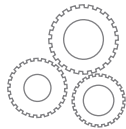
With the Orlando Film Commission housed in our office, the Partnership can help speed up the permitting process, find the perfect location for your next production and help connect you with crew and support services.

## Targeted Industries

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Corporate Headquarters  
& Regional Offices



Advanced  
Manufacturing



Life Sciences  
& Healthcare



Aviation / Aerospace  
& Defense



Advancing  
Technologies

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## ABOUT THE ORLANDO ECONOMIC PARTNERSHIP

The Orlando Economic Partnership is a not-for-profit, public/private partnership encompassing Central Florida's seven counties – Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia – as well as the City of Orlando. The organization's top priorities include creating high-wage, high-value jobs, expanding Central Florida's global reach and competitiveness, supporting and enhancing educational/skills preparedness in the talent pipeline, strengthening advocacy for improved infrastructure and community resources, and creating an enviable quality of life that is broad-based and sustainable.



### Orlando Economic Partnership Contact

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