

# ORANGE COUNTY STATS

The hallmark of Orange County is quality growth. In the past, over 12,000 business start-ups were reported each year in the county. The current labor pool of 601,414, with a median age of 33.7, is growing each week.

Much of this explosion has come in the high tech sector. The Central Florida Research Park and the University of Central Florida, housing the nation's number one technology incubator, are both located in Orange County and support a large and diverse high tech industry base. Significant sectors include modeling, simulation and training; life sciences & biotechnology; software development; optics & photonics; and digital media.

Positioned at the hub of the Metro Orlando region, airports, highways, bus systems and rail come together here. Federal, state and local governments are located in the county, as are the region's business, cultural, sports and international trade centers. This is truly a dynamic community of global opportunity.

As one of the top economic development groups in the world, the Metro Orlando Economic Development Commission (EDC) generates new business investment, fosters technology industry growth, and film, television and digital media production for Orange County and the rest of the four-county Metro Orlando region. The EDC also works to ensure that companies remain, flourish and expand here.

## POPULATION TRENDS

1990	2000	2010	2015
677,491	896,344	1,145,956	1,252,033

Source: BEBR, Florida Population Studies 2011

## POPULATION BY AGE

0-17	270,147
18-34	324,072
35-54	326,527
55-64	114,291
65 and over	110,919

Source: BEBR, Florida Population Studies 2011

## DEMOGRAPHICS

### MEDIAN AGE

33.7

Source: BEBR, Florida Statistical Abstract 2011

### POPULATION BY CITY

Apopka	41,542
Bay Lake	47
Belle Isle	5,988
Eatonville	2,159
Edgewood	2,503
Lake Buena Vista	10
Maitland	15,751
Oakland	2,538
Ocoee	35,579
Orlando	238,300
Windermere	2,462
Winter Garden	34,568
Winter Park	27,852
Unincorporated areas	736,657

Source: BEBR, Florida Statistical Abstract 2011

## LABOR\*

Labor Force	601,414
County Unemployment Rate	9.6%
National Unemployment Rate	8.2%
Florida Unemployment Rate	9.8%
Metro Orlando Unemployment Rate	9.7%

\*Note: Data is compiled monthly, not seasonally adjusted.

Source: Florida Department of Economic Opportunity, Local Area Unemployment Statistics (LAUS) - Nov. 2011

## EDUCATION

	Elementary	Middle School	High School
# Schools	129	36	54
# Students	83,530	39,587	52,869

Source: Florida Dept. of Education - 2010-2011 School Year

## Number of High School Graduates

10,481

Source: Florida Dept. of Education - 2009-2010 School Year

## Test Scores

	Mean
SAT Scores	1433
ACT Scores	18.8

Source: Florida Dept. of Education, 2011

## Education Profile

Grade K-8	5.0%
Grade 9-12 (no diploma)	6.8%
High School Graduate	28.3%
Some College (no degree)	18.4%
Associate's Degree	10.8%
Bachelor's Degree	21.0%
Graduate Degree	9.6%
Total Population Age 25+	770,752

Source: Decision Data Resources - 2011 estimates



## TAXES/FINANCES

Personal Income Tax	None
Personal Property (millage rate)	14.9302 - 21.1161
Corporate Income Tax	5.5%
Sales Tax	6.5%

Source: Orange County Property Appraiser & Tax Office - 2011

## BUSINESS START-UPS\*

2005	2006	2007	2008	2009
14,842	14,295	13,884	12,753	12,437

\*Note: Does not include home-based businesses.

Source: www.MarketForceCorporation.com - latest data available

## MAJOR EMPLOYERS

Walt Disney Company	58,000
Orange County Public Schools	21,349
Adventist Health System (Florida Hospital)	16,700
Orlando Health	14,000
Universal Orlando Resort	13,000
Lockheed Martin Corp.	13,000
University of Central Florida	9,500
Orange County Government	7,818
SeaWorld Parks & Entertainment	7,000
Marriott International Inc.	6,312
Darden Restaurants	4,800
Central Florida Investments (Westgate Resorts)	3,861
Starwood Hotels & Resorts Worldwide Inc.	5,369
Siemens	3,500
Northrop Gumman Corp.	2,746
SunTrust Banks, Central Florida	2,644
CenturyLink	2,253
Bright House Networks	1,724

Source: OBI Book of Lists, Orlando Sentinel Top 100 Employers, Primary Research



## EMPLOYMENT BY INDUSTRY\*

	% of Total
Leisure & Hospitality	20.3%
Professional & Business Services	16.3%
Education & Health Services	12.2%
Retail Trade	11.9%
Government	11.6%
Financial Activities (FIRE)	6.1%
Construction	4.5%
Other Services	4.7%
Wholesale Trade	3.6%
Manufacturing	3.6%
Transportation, Warehousing, & Utilities	3.0%
Information	2.3%

\*Note: Data reflects employment for Metro Orlando.

Source: Florida Department of Economic Opportunity, Current Employment Statistics (CES) - Nov. 2011

## COST OF LIVING

The Florida Price Level Index (FPLI) was established by the Legislature to represent the costs of hiring equally qualified personnel across school districts. The index is constructed so that the population-weighted average is 100. Counties with index values above 100 contain 61.2 percent of the state's population. The Index does not measure inflation and is produced annually.

	2007	2008	2009	2010
FPLI	101.20%	101.13%	101.00%	100.98%

Source: BEBR, Florida Price Level Index

## FACILITIES

### Total Industrial Market Summary

Total existing industrial space	111.3 million sq. ft.
Under construction	0 sq. ft.
Current vacancy rate	11.9%
Lease rate	\$6.15/sq. ft.
Net Absorption (YTD)	751,869 sq. ft.

Source: CoStar, 3rd Quarter 2011

### Total Office Market Summary

Total existing office space	62.7 million sq. ft.
Under construction	170,333 sq. ft.
Current vacancy rate	14.3%
Lease rate (Class A)	\$19.40/sq. ft.
Net Absorption (YTD)	539,699 sq. ft.

Source: CoStar, 3rd Quarter 2011

### Central Business District Office Market Summary

Total existing CBD office space	10.8 million sq. ft.
Current vacancy rate	16.1%
Lease rate	\$20.77/sq. ft.

Source: CoStar, 3rd Quarter 2011



## HOUSEHOLD INCOME

Median Household	\$52,624
Per Capita	\$27,333

Source: Decision Data Resources - 2011 estimates

## HOUSING\*

	Nov 2010	Nov 2011
Median Home Price	\$105,000	\$116,500

\*Note: data compiled monthly

Source: Orlando Regional Realtors Association

## AVERAGE COMMUTE TIME TO WORK (minutes)

2007	2008	2009	2010
26.1	26.2	26.8	25.5

Source: Census, American Community Survey - latest data available

## ORLANDO INTERNATIONAL AIRPORT

Orlando International Airport is one of the region's crown jewels. Among the fastest growing major international airports in the world, Orlando International ranks as the 13th busiest airport in the U.S. and the 29th busiest in the world. With more than 980 arrivals and departures daily, over 35 million passengers were served in 2011.

Passengers and products move quickly through Orlando International. The airport handled over 187,000 tons of cargo in 2011. Foreign Trade Zone No. 42, located on 205 adjacent acres, offers duty exemptions or deferments for companies receiving materials from foreign countries.

## RECENT ESTABLISHMENT ACTIVITY

Company	Industry
AcAe	Information Technology
Digital Risk, LLC	Business Services
The DiSTI Corporation	Modeling, Simulation & Training
Innovative Medical Device Solutions (IMDS)	Life Sciences
JHT, Inc.	Modeling, Simulation & Training
Tecport Optics, Inc.	Optics & Photonics
TravelCLICK	Business Services
SAIC	Modeling, Simulation & Training
ZeeGee Games	Digital Media

“The synergies among the military services, the business community and UCF make Orlando a great business location for our company. What I like best is the sense of community; so many people coming together to help business and each other.”

Beverly Seay, Senior Vice President  
SAIC

# INCENTIVES

## COUNTY INCENTIVES

Orange County Commissioners have provided inducements to those companies creating a significant impact on the economy. Companies receiving incentives in the past have typically been well-established, high tech, high impact and high value-added corporations.

They include Aetna Specialty Pharmacy, Digital Infrared Imaging, Electronic Arts - Tiburon, Indra, Whirlpool and Windoor.

Orange County also has Enterprise Zones which provide additional incentives for qualifying companies investing in these zones.

## CITY INCENTIVES

### Orlando

City of Orlando Commissioners have provided inducements to those companies creating a significant impact on the economy. American Road Retail, Cessna/Citation, CuraScript, Dynetech, Florida Interactive Entertainment Academy (FIEA) and JetBlue are examples of companies that have partnered with the city.

## STATE TAX INCENTIVES

- No state personal income tax
- No sales tax on food and medicine
- No state-level ad valorem tax
- No inventory tax
- No ad valorem tax on goods-in-transit
- Exemptions from sales tax on manufacturing machinery and equipment used in production
- Exemptions from sales tax on purchases of research and development equipment
- Exemptions from sales tax on electricity, steam and natural gas used in the manufacturing process
- Sales and use tax exemptions for research/development costs
- No sales tax on containers/packaging/materials incorporated into a final product
- No sales tax on boiler fuels
- Up front sales tax exemption for the motion picture, television and recording industries
- Tax refunds up to \$3,000 per job created for qualified target industries

## STATE FINANCING INCENTIVES

- Industrial Development Revenue Bonds (IDRB) tax-exempt bond financing, offering below prime rates, for industrial and non-profit organizations with projects requiring \$1.25 to \$10 million in bonds, provided that the total of all of the borrower's capital expenditures during the period beginning three years prior to the issuance of the bonds and ending three years after the issuance of the bonds with respect to the borrower's facilities within the local jurisdiction, plus the amount of the bonds, will not exceed \$20 million. No limit for tax-exempt organizations.
- Enterprise Bonds provide tax-exempt bond financing at attractive rates for small to medium manufacturers requiring \$800,000 up to \$2 million.
- Enterprise Florida provides capital for start-ups, expansions, technology-transfer and businesses seeking to export goods and services.
- Florida First Capital Finance Corporation is a non-profit corporation certified to issue SBA debentures.
- International transactions are exempt from documentary stamp tax; international banking transactions are exempt from intangible tax.
- Florida Black Business Investment Board provides financing for black-owned businesses.

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Founded in 1977, the EDC is a not-for-profit, public/private partnership serving Orange, Seminole, Lake and Osceola counties and the City of Orlando. For more information about the Metro Orlando Economic Development Commission visit our website at [www.OrlandoEDC.com](http://www.OrlandoEDC.com) or call 407.422.7159.

"Putting imagination to work" is a registered service mark of the Metro Orlando Economic Development Commission.