



CITY OF ORLANDO STATS

Orlando, located in the heart of Central Florida, is the region's hub for finance, government and commerce. More than 6,000 businesses bring 104,131 daily workers to 10.1 million square feet of office space.

Downtown Orlando serves as the region's largest employment center and is home to the most diverse office inventory in the Metro Orlando region. Downtown is currently experiencing a cultural arts-and-entertainment renaissance through the development of three state-of-the-art community venues; the new Amway Center, a world-class performing arts center and an upgraded Florida Citrus Bowl. These modern, competitive cultural arts, entertainment and sports venues will serve as the cornerstone for the Central Florida region for years to come.

Orlando is one of only two communities in the world currently building a "medical city." The emerging biotechnology and life sciences sector has evolved from a renowned regional healthcare system, comprised of some of the top hospitals in the country. The UCF College of Medicine anchors the growing cluster of life sciences companies dedicated to revolutionary research and care. The sector also has its roots in collaborative efforts with the region's established optics/photonics and modeling, simulation and training sectors.

Orlando has become one of the nation's top digital media clusters with more than 1,200 companies, 30,000 workers and collective annual revenues estimated at \$9 billion. From feature films to video games, Orlando is a hub for cutting-edge technologies. To further support this industry, the City of Orlando has partnered with a development team to redevelop a 68-acre site in downtown Orlando into a "Creative Village," a high-quality, new urban neighborhood where high-tech companies locate, and employees of those businesses and other residents live, work, learn and play.

For more information about doing business in the City of Orlando, and the entire Metro Orlando region, contact the Metro Orlando Economic Development Commission's office, 407.422.7159 or info@OrlandoEDC.com.

POPULATION TRENDS

1990	2000	2010
164,693	185,951	238,300

Source: BEBR, Florida Statistical Abstract 2011

POPULATION BY ETHNICITY

White	142,211	59.5%
Black	76,092	31.8%
American Indian	1,642	0.7%
Asian	11,306	4.7%
Other	14,528	6.1%
Hispanic (of any race)*	56,061	23.5%

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

Source: U.S. Census - American Community Survey 2010 Estimate

DEMOGRAPHICS

POPULATION BY AGE

0-14	44,365	18.6%
15-24	37,078	15.5%
25-44	82,921	34.7%
45-59	44,891	18.7%
60 and over	29,782	12.5%

Male/Female Population Statistics

Male	120,731	50.5%
Female	118,306	49.5%

Source: U.S. Census - American Community Survey 2010 Estimate

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EDUCATION

	Elem School	Junior/ Middle	High School
# Schools	120	34	19
# Students	82,272	39,400	51,317

Note: Data reflects Orange County School District
Source: Orange County School Board - 2009-2010 School Year

Education Profile

Grade K-8	5,980	3.8%
Grade 9-12 (no diploma)	12,578	8.0%
High School Graduate	41,613	26.4%
Some College (no degree)	33,493	21.3%
Associate's Degree	14,350	9.1%
Bachelor's Degree	32,431	20.6%
Graduate Degree	17,149	10.9%

Source: U.S. Census - American Community Survey 2010 Estimate



University of Central Florida (UCF) College of Medicine & Burnett School of Biomedical Sciences

Completed in the summer of 2010 and part of the nation's second largest university, the UCF medical campus includes the Burnett School of Biomedical Sciences, a medical library and other UCF health sciences programs. The college's first 40 students began in the fall of 2009 and each received a full four-year scholarship from nearly \$7 million in community donations.

Florida State University College of Medicine

With a regional campus in Delaney Park, just south of downtown, FSU's Medical School provides third and fourth year medical students a place to complete their training through involvement with two of the nation's largest healthcare systems, Orlando Regional Medical Center and Florida Hospital, both of which are also located in downtown Orlando.

University of Central Florida (UCF) Center for Emerging Media

The downtown Orlando campus is home to House of Moves, one of the largest motion-capture studios on the East coast; Florida Interactive Entertainment Academy (FIEA), a graduate video-gaming school; upper-level undergraduate and graduate programs in digital media, art, film, theatre and music in UCF's College of Arts & Humanities; "Citi-Lab Orlando," a partnership between UCF and the University of Florida's School of Architecture and other UCF programs – including the Center for Research and Education in Arts, Technology and Entertainment (CREATE).

Valencia College

Valencia College is a multi-campus college with one of its locations in downtown Orlando. Serving over 40,000 students a year, the college has evolved into a valuable community partner offering excellent workforce training and economic development opportunities, and was just named the nation's "Best Community College."

Florida A&M Law School

After an extensive statewide bidding and review process, the City of Orlando was selected as the site for FAMU's newly-chartered Law School. The fully-accredited College of Law is committed to providing a law program with high academic standards that offers both full-time and part-time learning opportunities to students.

LABOR*

Labor Force	135,450
Employed	120,288
Unemployed	15,162
Unemployment Rate	11.2%
National Unemployment Rate	9.1%
Florida Unemployment Rate	11.6%

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

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

TAXES

Personal Income Tax	None
Personal Property (millage rate)	19.3358 - 20.7047
Corporate Income Tax	5.5%
Sales Tax	6.5%

Source: Orange County Property Appraiser & Tax Office - 2011



ORLANDO HEALTH



FLORIDA HOSPITAL

MAJOR EMPLOYERS*

Florida Hospital	21,483
Universal Orlando	14,300
Orlando Health	14,000
SunTrust Banks, Central Florida	3,197
Wachovia Corp.	2,765
Mears Transportation Group	2,776
Bank of America Corp.	1,775
Hughes Supply Inc.	1,332
Orlando Sentinel Communications	1,316
Coca-Cola Bottling Company	1,300
CNL Financial Group	1,078
Oracle Corp.	840

*Note: Figures may include operations outside of city limits.

Source: Lexis Nexis, Harris InfoSource, Direct Company Contacts, OBJ Book of Lists 2011 & Orlando Sentinel

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% 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%

Note: Data reflects Orange County



FACILITIES

Total Industrial Market Summary

Total existing industrial space	89.5 million sq. ft.
Under construction	0 sq. ft.
Current vacancy rate	9.9%
Lease rate	\$4.41/sq. ft.
Net Absorption (YTD)	(1,059,050) sq. ft.

Source: CoStar, 2011 Year End

Total Office Market Summary

Total existing office space	47.3 million sq. ft.
Under construction	134,000 sq. ft.
Current vacancy rate	13.1%
Lease rate	\$15.27/sq. ft.
Net Absorption (YTD)	413,074 sq. ft.

Source: CoStar, 2011 Year End

Central Business District Office Market Summary

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

Source: CoStar, 3rd Quarter 2011



HOUSING (METRO ORLANDO)*

	Nov 2010	Nov 2011
Median Home Price	\$105,000	\$115,000

*Note: data compiled monthly

Source: Orlando Regional Realtors Association



AIR

Orlando International Airport

Serves Metro Orlando with full customs services and a designated Foreign Trade Zone.

- North America's best large airport for customer service
- 3rd largest airport in the nation for domestic origin and destination
- 2nd best airport in the world for customer service
- 11th fastest-growing major airport in the world
- 2nd busiest airport in Florida; 13th in the nation; 29th in the world
- 17th largest port of entry for international visitors in the Continental U.S.
- More than 980 flight operations per day
- Domestic passengers (2011) – 31,923,422
- International passengers (2011) – 3,502,584
- Cargo tonnage (2011) - 187,095
- Foreign Trade Zone No. 42

Orlando Executive Airport

Located three miles from the business and financial center of downtown Orlando. Amenities include:

- 24-hour service
- Full ILS capability
- FAA air traffic control tower
- Full-service Fixed Base Operators
- 2 paved runways: 6,003 ft. and 4,638 ft.

RECENT ESTABLISHMENT ACTIVITY

Company	Investment	Products/Services
Amcort Rigid Plastics	\$19.5 million	Manufacturing
JetBlue University	\$157 million	Aviation/Education
Sanford-Burnham Medical Research Institute	\$175 million	Biomedical R&D
L-3 Communications	\$3 million	Photonics
Xymogen	\$7 million	Pharmaceutical

“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

CITY INCENTIVES

The Orlando City Council has provided inducements to those companies creating a significant impact on the economy. Sanford-Burnham Medical Research Institute, CuraScript, Florida Interactive Entertainment Academy (FIEA), JetBlue, Signature Flight Support and L-3 Communications are examples of companies that have partnered with the City.

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, Indra, JetBlue, Walgreens, Whirlpool and WinDoor.

MAYOR'S BUSINESS ASSISTANCE TEAM

The Mayor's Business Assistance Team typifies the City's pro-business attitude and was created to ensure that businesses within our community have every opportunity to succeed.

The cross-departmental team consists of City staff with expertise from disciplines such as Transportation, Code Enforcement, Solid Waste and Public Works, and fulfills a vital need by working with the Office of Business Assistance in resolving issues for business clients.

For more information, please contact the Team at 407.246.2222 or visit the Mayor's Business Assistance Team Customer Care Center on the first floor of City Hall.

TRANSPORTATION IMPACT FEE REDUCTION

The City has temporarily reduced transportation impact fees by 25% through June 27, 2012. This exemption reduces financial barriers for businesses seeking to expand or locate within the City, allowing them to direct more money toward growing their business which, in turn, creates jobs for our residents.

EXPEDITED PERMITTING

The City of Orlando expedites permitting for any project that creates ten or more jobs.

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 or call 407.422.7159.

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