

# Osceola County Statistics



In Osceola County, visionary government and business leaders have paved the way for diversification of an economy that has long been rooted in tourism. Osceola County is home to a thriving 1,200-acre industrial park at Poinciana and cutting-edge commercial development at Celebration. Rapid permitting and aggressive incentive packages further enhance this county's attractiveness. Future development will center around the 12.5-mile Osceola Parkway, which connects Orlando International Airport (MCO) with local attractions and numerous major thoroughfares. Also on the horizon, the next generation of advanced manufacturing technology is being bred in Osceola County at the first-of-its-kind research center dubbed BRIDG (Bridging the Innovation Development Gap) — the world's first industry-led smart sensor consortium will leverage unique and existing technologies and processes in the development of advanced, universal technologies.

## DEMOGRAPHICS

### Population

2000	2010	2017 <sup>1</sup>	2020 <sup>2</sup>	2030 <sup>2</sup>
172,493	268,685	337,614	384,458	509,273

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research - April 1, 2017 estimates<sup>1</sup>; projection<sup>2</sup>

### Population by City

City	Population
Kissimmee	69,962
St. Cloud	45,094
Unincorporated	222,558

Source: University of Florida, Bureau of Economic & Business Research - April 1, 2017 estimates

### Income

Median Household	Per Capita
\$45,536	\$19,482

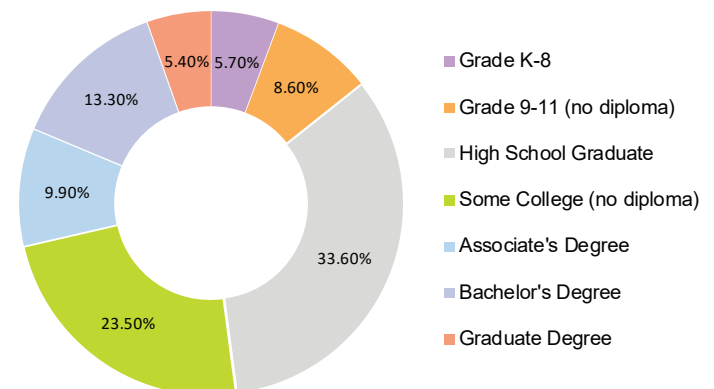
Source: U.S. Census Bureau, 2016 American Community Survey

### Age Distribution

Age Range	Population
0-17	25%
18-24	10%
25-54	42%
55-64	11%
65 and over	13%
Median Age	35.8

Source: U.S. Census Bureau, 2016 Community Survey

### Educational Attainment



Source: U.S. Census Bureau, 2016 American Community Survey

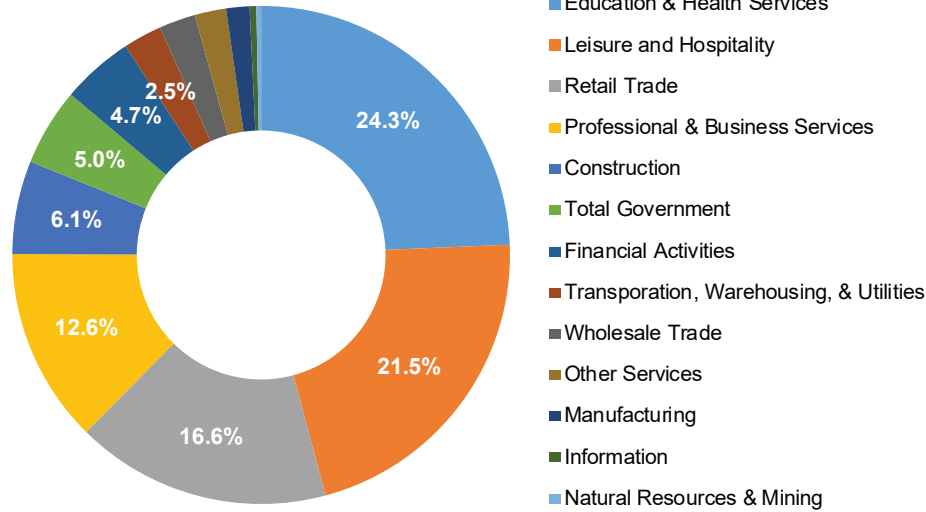
# WORKFORCE

## Labor\*

Labor Force	173,718
<b>Unemployment Rate (Feb. 2018)</b>	
Osceola County	3.8%
Orlando MSA	3.4%
Florida	3.8%
United States	4.4%

*\*Note: Data is compiled monthly, not seasonally adjusted  
Source: Florida Department of Economic Opportunity, Local Area  
Unemployment Statistics (LAUS) Program - released March 2018*

## Employment by Industry



*Source: Florida Department of Economic Opportunity, Quarterly Census of Employment of Wages (QCEW) - 1st Quarter 2017*

# INDUSTRY

## Leading Employers

Company	Number of Employees
School District of Osceola County	8,832
Orange Lake Resorts & Holiday Inn Club Vacations	4,500
Walt Disney Company - Osceola County Offices	3,700
Osceola Regional Medical Center	2,200
Florida Hospital Celebration Health	1,658
Gaylord Palms Resort & Convention Center	1,594
Westgate Vacation Villas	1,500
Osceola County Government	1,399
Valencia College - Osceola	1,213
Wilson Resort Management	1,200
Omni Orlando Resort at ChampionsGate	926
City of Kissimmee	845
Florida Hospital Kissimmee	824
City of St. Cloud	733
McLane/Suneast Distribution	700
Disney Vacation Club	700
Lowe's Distribution Center	607
Legacy Vacation Club	600
Osceola County Sheriff	500
St. Cloud Regional Medical Center	450
J R Davis Construction	425

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

## Recent Announcements

Company	Project Type
AeroStar Flight Services LLC	Aviation, Aerospace & Defense
Disney Shared Services	Business Services
Easy Foods Inc.	Advanced Manufacturing
Esterline Landscape	Business Services
Florida Advanced Manufacturing Research Center	Advanced Manufacturing
IDEAS	Film & Digital Media
IMEC	Advanced Manufacturing
Infinity Medical Engineering	Life Science & Healthcare
Italico Aviation USA	Aviation, Aerospace & Defense
KemPharm, Inc.	Life Science & Healthcare
Lowe's	Distribution
Marlin E-sourcing	Fulfillment
McLane/Suneast Distribution	Distribution
MicroKey Software	Film & Digital Media
Nursery Supplies	Advanced Manufacturing
Pepsico	Distribution
Symbol Mattress	Advanced Manufacturing

*Source: Orlando EDC Project Announcements*

# COMMERCIAL REAL ESTATE

## Industrial Market Summary\*

Total Inventory	7.32 million sq. ft.
Under Construction	0 sq. ft.
Vacancy Rate	3.0%
Average Asking Rate	\$7.23/sq. ft.
Net Absorption (YTD)	12,680 sq. ft.

Source: CoStar - 1st Quarter 2018; only includes industrial & flex properties larger than 10,000 sq. ft.

## Office Market Summary\*

Total Inventory	4.67 million sq. ft.
Under Construction	13,500 sq. ft.
Vacancy Rate	7.7%
Average Asking Rate (Class A)	\$25.52/ sq. ft.
Net Absorption (YTD)	-19,340 sq. ft.

Source: CoStar - 1st Quarter 2018; only includes office properties larger than 5,000 sq. ft.

# INFRASTRUCTURE

## Air

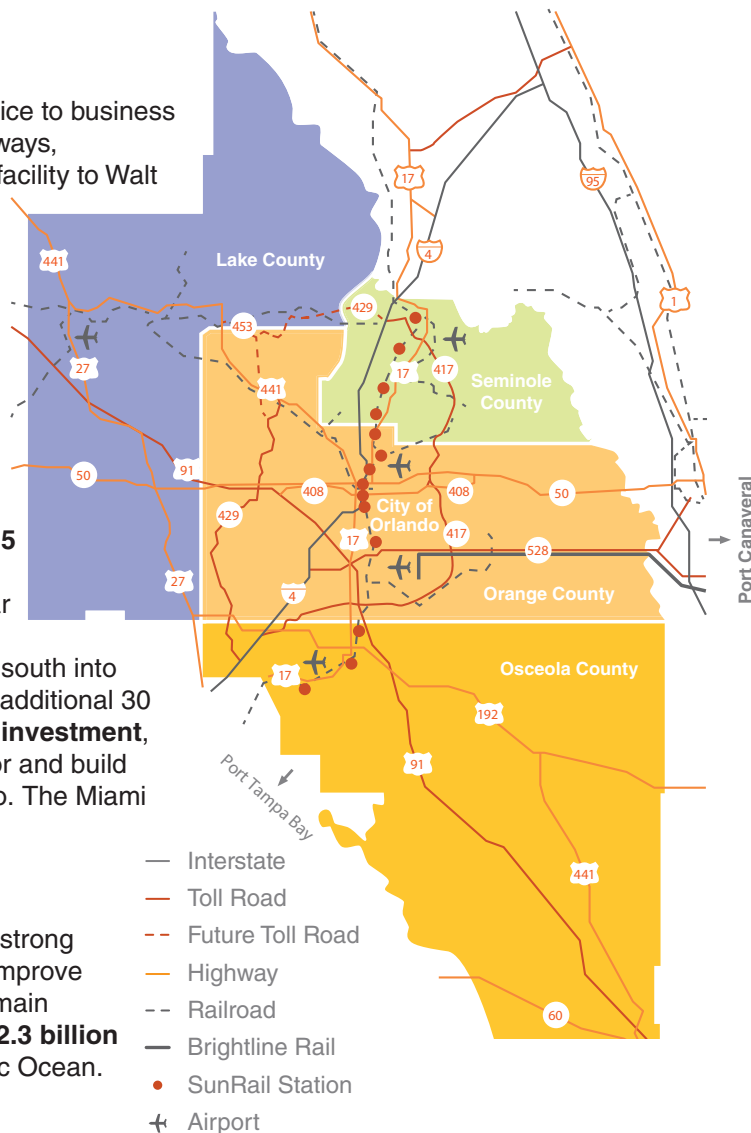
Kissimmee's modern 900-acre airport provides excellent service to business and leisure travelers. Just minutes from Orlando's major highways, **Kissimmee Gateway Airport** is the closest general aviation facility to Walt Disney World Resort, SeaWorld Orlando, Universal Orlando and the Orange County Convention Center. The airport's tower and two paved runways - 5,000 and 6,000 feet in length - can accommodate all corporate aircraft and many commercial airliners. In addition to the 26-acre industrial park which serves aviation and non-aviation businesses, the Business Air Park offers one to 40-acre sites for development.

## Rail

Orlando's first commuter rail transit system, **SunRail** is a **\$615 million investment** that stretches 31 miles from Debarry, 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 2019.

## Interstates/Roadways

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.



# LIVE & PLAY

## Housing

	Feb 2017	Feb 2018	% Change
<b>Median Sale Price</b>	\$188,000	\$215,000	14.4%

Source: Orlando Regional Realtors Association - April 2018

## Cost of Living Index (COLI)

	Composite Index	Grocery Items	Housing	Transportation
<b>Orlando MSA</b>	95.5	102.5	88.9	94.0

Source: The Council for Community & Economic Research (C2ER) - April 2018

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# TAXES & INCENTIVES

## Taxes/Finances

Tax	Rate
Personal Income Tax	None
Personal Property (millage rate)	14.2587-19.3715
Corporate Income Tax	5.5%
Sales Tax	7%

Source: Osceola County Property Appraiser & Tax Office - 2017

## 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.

## County Incentives

Committed to diversifying its economy and ensuring the future of its citizens, Osceola County has formed partnerships with the State of Florida and other agencies to create and participate in many aggressive, targeted industry incentive programs.

Incentive Packages include:

- Property Tax Abatement
- 5-Day, Fast-Track Permitting
- Manufacturing Equipment Investment Refund

### 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.

### 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.

## 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.



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