

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 (MCO), Orlando Sanford International Airport (SFB) 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

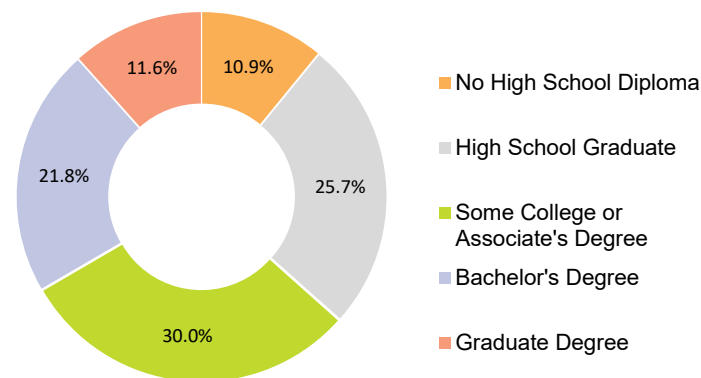
Population

Location	2010	2020 ¹	2030 ¹
Orange County	1,145,956	1,418,927	1,696,818
Seminole County	422,718	478,823	535,588
Osceola County	268,685	384,766	510,236
Lake County	297,047	366,615	450,305
City of Orlando	238,300		
Orlando MSA*	2,134,406	2,679,131	3,192,947

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Demographic Research - April 1, 2019 projections¹

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

Educational Attainment



Source: U.S. Census Bureau, 2019 American Community Survey

Income

Median Household	Per Capita
\$61,876	\$31,186

Source: U.S. Census Bureau, 2019 American Community Survey

Age Distribution

Age Range	Orange	Seminole	Osceola	Lake
0-17	22.0%	21.0%	24.1%	19.0%
18-24	8.2%	8.2%	9.7%	6.6%
25-54	44.1%	41.9%	41.8%	33.6%
55-64	11.4%	13.1%	10.9%	13.8%
65+	12.2%	15.9%	13.6%	27.0%
Median Age	35.6	39.5	36.0	47.1

Source: U.S. Census Bureau, 2019 American Community Survey

Population by Race & Ethnicity

Ethnicity	Percent of Population
White	68.7%
Black	16.9%
Other	6.3%
Asian	4.4%
Native Hawaiian/Other Pacific Islander	0.1%
Two or More Races	3.3%
American Indian or Alaska Native	3.3%
Hispanic*	31.9%

Source: U.S. Census Bureau, 2019 American Community Survey

*Note: People of Hispanic Origin may be of any race.

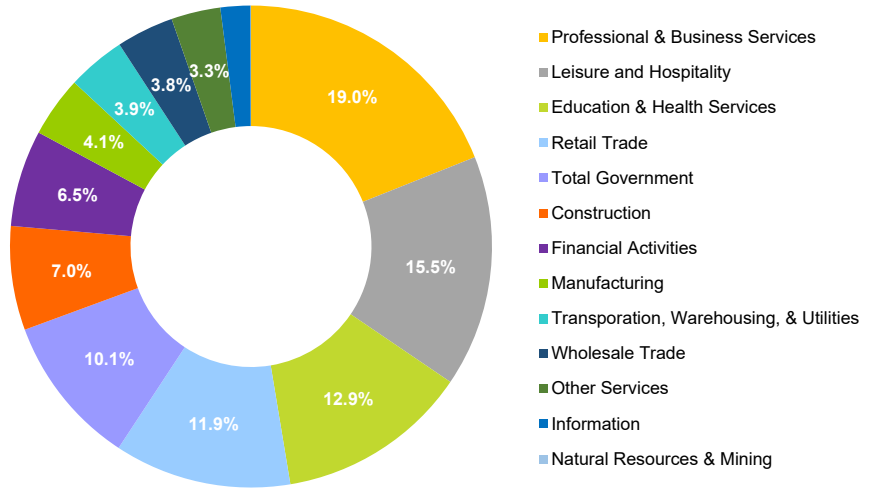
WORKFORCE

Labor

Labor Force	1,328,492
"Right-to-Work" State	Yes
Unemployment Rate (Sep 2020)	
Orlando MSA	9.8%
Florida	7.6%
United States	7.7%

**Note: Data is compiled monthly, not seasonally adjusted
Source: Florida Department of Economic Opportunity, Local Area Unemployment Statistics (LAUS) Program - released October 2020*

Employment by Industry



Source: Florida Department of Economic Opportunity, Current Employment Statistics (CES) - September 2020

EDUCATION

Universities

School	Number of Students
University of Central Florida (public state university)	69,525
Full Sail University (private four-year university)	20,170
Rollins College (private liberal arts college)	3,127

Source: National Center for Education Statistics - Academic Year 2019-2020

State Colleges

School	Number of Students
Valencia College	65,985
Seminole State College of Florida	18,104
Lake-Sumter State College	4,881

Source: National Center for Education Statistics - Academic Year 2019-2020

SAT

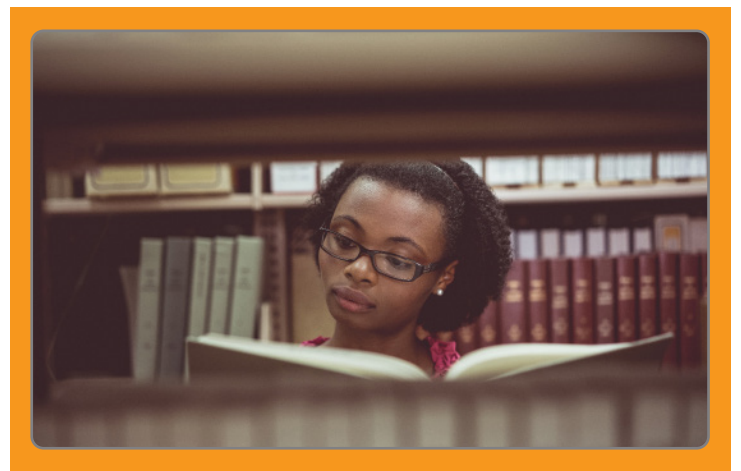
Score	Orange	Seminole	Lake	Osceola
Mean Score	978	1051	980	964

*Note: Score is out of a possible 1600 points
Source: Florida Department of Education - 2017*

ACT

Score	Orange	Seminole	Lake	Osceola
Composite Score	19.2	22.3	19.9	17.8

*Note: Scores include English, Math, Reading and Science
Source: Florida Department of Education - 2017*



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TAXES & INCENTIVES

Taxes/Finances

Tax	Rate
Personal Income Tax	None
Personal Property (millage rate)	13.4570-24.8812
Corporate Income Tax	4.458%
Sales Tax	6.5-7.5%

Source: County Property Appraiser & Tax Offices - 2019

State Incentives

Industry-Specific Incentives

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.

Research and Development Tax Credit is available to a business in a targeted industry that has qualified research expenses in Florida in the taxable year exceeding the base amount and, for the same taxable year, claims and is allowed a research credit for such qualified research expenses under 26 U.S.C. s. 41. The credit is equal to 10% of the excess qualified research expenses that exceed the average Florida qualified research expenses allowed to the previous four tax years (base amount).

Research and Development Sales/Use Tax Exemption provides an exemption from sales and use tax on machinery and equipment used predominantly for research and development.

Infrastructure Incentives

Many of the region's utility providers including Duke Energy, Florida Power & Light and the OUC - The Reliable One offer qualifying businesses incentives or discounts based on their utility usage.

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.

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 (QRT) 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.

Florida Veterans Business Training Grant is a performance-based reimbursable grant, covering up to 24 months of training. Businesses are reimbursed for 50% of training costs up to \$8,000 per new, full-time veteran employee.

LIVE & PLAY

Housing

	Orlando MSA	National
Median Sale Price	\$275,000	\$310,600

Source: National Association of REALTORS® Median Sales Price of Existing Single-Family Homes, Sep. 2020

Cost of Living Index (COLI)

City	Composite Index	Grocery Items	Housing	Transportation
Orlando, Fla.	91.8	100.4	84.2	89.1
Houston, Texas	95.5	88.2	90.2	95.1
Charlotte, N.C.	97.9	101.4	87.8	90.5
Atlanta, Ga.	102.4	103.1	102.4	103.4
Miami, Fla.	114.4	110.2	142.7	101.3
Chicago, Ill.	120.0	101.6	154.0	125.6
Los Angeles, Calif.	145.9	116.0	228.1	134.5
Washington, D.C.	159.0	115.7	274.0	110.4
New York, N.Y.	237.4	139.7	514.0	128.6

Source: The Council for Community & Economic Research (C2ER) - 2019 Annual Average; numbers less than 100 are below the national average

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 AdventHealth, Orlando Health, Nemours Children's Hospital and HCA Central Florida Regional Hospital

Climate

	Annual Avg.	Avg. High	Avg. Low
Temperature (°F)	73	83	63
	Annual Total		
Rainfall (inches)	50.7		
Snowfall (inches)	0		

Source: National Climatic Data Center, NOAA - 2019 data

Sports

- Orlando Magic (NBA)
- Orlando City (MLS)
- Orlando Pride (NWSL)
- Orlando Solar Bears (ECHL)
- Orlando Apollos (AAF)
- UCF Knights (NCAA-1)
- NFL Pro Bowl (2015-2019)
- NCAA Bowl Games - AutoNation Cure Bowl, Citrus Bowl, Cheez-It Bowl, Florida Blue Florida Classic
- Arnold Palmer Invitational presented by Mastercard (PGA)
- MLB Spring Training - Atlanta Braves
- Invictus Games Orlando 2016



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INDUSTRY

Leading Employers

Company	Number of Employees
Walt Disney World Resort	75,000
Universal Orlando Resort	26,000
AdventHealth	21,815
Orlando Health	20,500
Publix	19,783
Greater Orlando Aviation Authority	18,000
University of Central Florida	13,483
Resource Employment Solutions	8,400
Lockheed Martin	8,000
Darden Restaurants, Inc.	7,178
SeaWorld Parks & Entertainment	6,032
Valencia College	5,824
Marriott Vacations Worldwide	5,350
Westgate Resorts	5,151
Siemens	4,800
Rosen Hotels & Resorts	4,534
Wyndham Destinations	3,600
Hilton Grand Vacations Club	3,444
AT&T Mobility	3,063
JP Morgan Chase	3,053
Spectrum	3,000
Hospital Corporation of America	2,950
Central Florida Regional Hospital	2,865
Mears Transportation	2,825
FedEx	2,821

Source: Direct Company Contact; Orlando Sentinel; Orlando Business Journal - January 2020
 Employment before COVID

Recent Announcements

Company	Industry
Amazon	Distribution Center
Betta Batteries USA	Advanced Manufacturing
CardWorks, Inc.	Financial Services
Charter Communications	Call Center
Civix (formerly GCR Inc.)	IT Center of Excellence
Command Post Technologies, Inc.	Modeling & Simulation
Deloitte Consulting LLP	Expansion
FamilyLife	Headquarters
Fattmerchant	Fintech, Payment Solutions
Fiverr	Consumer Technology
Frontier Airlines	Maintenance Operations
Further	Healthcare Call Center
GLESEC	Corporate Headquarters
HNTB Corporation	Infrastructure Engineering Firm
HypGames, Inc.	Digital Studio & Software Developer
Lockheed Martin	Advanced Manufacturing
Pavlov Media	Data Center
Protean BioDiagnostics, Inc.	Corporate Headquarters
SimCom International Inc.	Aviation, Aerospace & Defense
SPIRE	Medical Equipment Manufacturing
Sucandi	Corporate Headquarters

Source: Orlando Economic Partnership Project Announcements

Corporate/Division Headquarters

Acousti Engineering Co. of Florida
 Advent Health
 Bank of America
 Central Florida Health Alliance
 CNL Financial Group
 Darden Restaurants, Inc.
 DiPasqua Enterprises, Inc.
 Electronic Arts Tiburon
 Finfrock
 Hilton Grand Vacations Club
 Jeunesse
 Kessler Collection
 L-3 Coleman Aerospace
 Marriott Vacations Worldwide Corp.

Massey Services, Inc.
 Oerther Foods Inc.
 Optum
 Orange Lake Resorts & Holiday Inn Club Vacations
 Orlando Health (+ Hospital Operations)
 Siemens Energy, Inc.
 Sonny's Franchise Company
 Tijuana Flats Burrito Company, Inc.
 United Medical Corporation
 Universal Orlando Resort (+ Resort)
 Verizon Corporate Resources Group
 Vistana
 Wyndham Destinations

COMMERCIAL REAL ESTATE

Industrial Market Summary

Total Inventory	166 million sq. ft.
Under Construction	3.5 million sq. ft.
Vacancy Rate	6.5%
Average Asking Rate	\$8.79/sq. ft.
Net Absorption (YTD)	2.4 million sq. ft.

Source: CoStar - 4th Quarter 2020, only includes industrial & flex properties larger than 10,000 sq. ft.

Office Market Summary

Total Inventory	87.6 million sq. ft.
Under Construction	804,000 sq. ft.
Vacancy Rate	8.4%
Average Asking Rate	\$25.15/sq. ft.
Net Absorption (YTD)	400,000 sq. ft.

Source: CoStar - 4th Quarter 2020, only includes office properties larger than 5,000 sq. ft.

Downtown Office Market Summary

Total Inventory	10.8 million sq. ft.
Vacancy Rate	12.3%
Average Asking Rate	\$27.52/ sq. ft.

Source: CoStar - 4th Quarter 2020, only includes office properties larger than 5,000 sq. ft.



INFRASTRUCTURE

Air

Orlando International Airport (MCO)

	Passengers
Domestic	42,200,000
International	7,100,000

Cargo Tonnage	255,896
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Source: Greater Orlando Aviation Authority - 2019 (Pre COVID-19)

- 5th largest airport in the nation for domestic origin and destination
- No. 1 busiest airport in Florida; 10th in the U.S.
- More than 880 arrivals and departures daily
- Scheduled non-stop service available to 95 domestic destinations and 61 international destinations
- 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	3,061,000
International	230,150

Cargo Tonnage	827
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Source: Sanford Airport Authority - 2019 (Pre COVID-19)

- 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
- Least expensive airport in the country (of the 100 busiest airports) based on the average airfare for a flight
- Foreign Trade Zone No. 250



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INFRASTRUCTURE

Rail

Orlando's first commuter rail transit system, **SunRail** is a **\$800 million investment** that stretches from DeBary, the north end of the Orlando region, to south Osceola County in Poinciana. The northern expansion will extend the line further north in Volusia County linking DeBary to Deland. There is also the **Brightline** train, a **\$3.5 billion investment**, which provides rapid intercity passenger rail service connecting Orlando International Airport and Miami with stations in Fort Lauderdale and West Palm Beach.

Commercial: Amtrak, Brightline, SunRail (regional)
 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

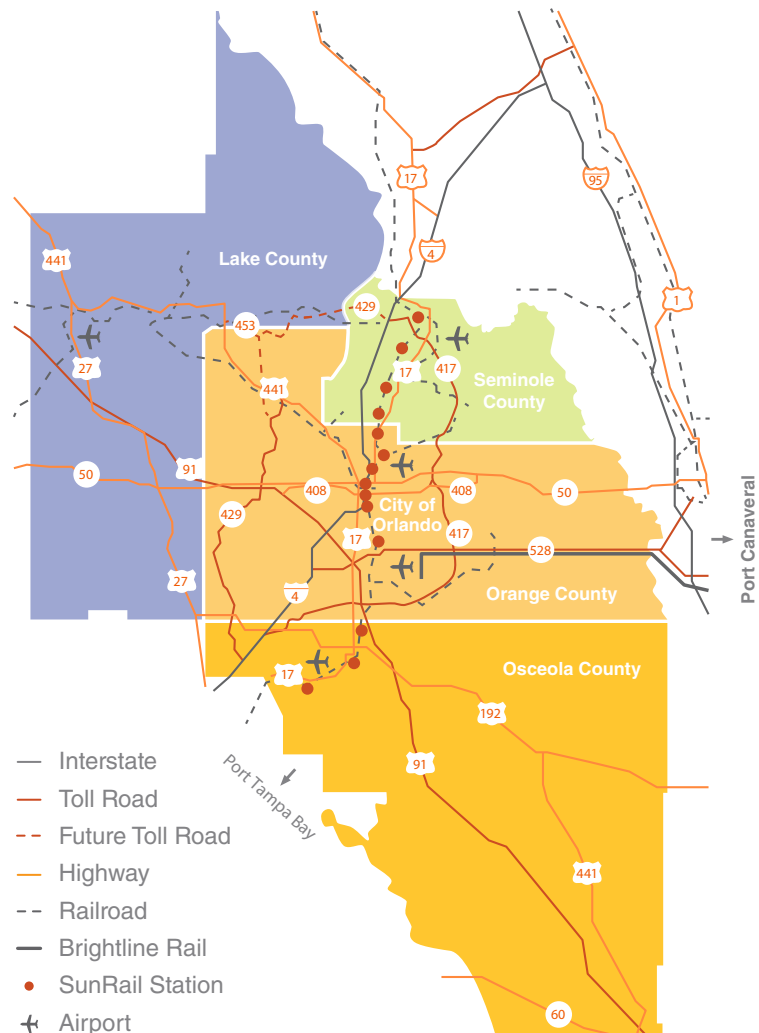
- 350-foot main pier and bulk unloading pier of 100 feet
- 250,000 square feet of industrial and distribution space

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



SERVICES

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.

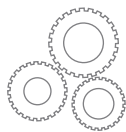
Permitting and Scouting Film Assistance and Commercial Productions

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



Corporate Headquarters
& Regional Offices



Advanced
Manufacturing



Life Sciences
& Healthcare



Aviation / Aerospace
& Defense



Innovative
Technologies

ABOUT THE ORLANDO ECONOMIC PARTNERSHIP

The Orlando Economic Partnership (the Partnership) is a public-private, not-for-profit economic and community development organization that works to advance Broad-based Prosperity™ by strengthening Orlando's economy, amplifying Orlando's story, championing regional priorities, empowering community leaders and building a brilliant region. These five foundational objectives serve to improve the region's competitiveness while responding to the needs of communities, residents and businesses.



**ORLANDO
ECONOMIC
PARTNERSHIP**

Orlando Economic Partnership Contact

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