

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

2010	2018	2020 ¹	2025 ²	2030 ²
268,685	352,496	380,703	445,286	500,204

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research - June 27, 2019 estimate¹; projection²

Population by City

City	Population
Kissimmee	72,163
St. Cloud	46,519
Unincorporated	233,462

Source: University of Florida, Bureau of Economic & Business Research - January 4, 2019 estimates

Income

Median Household	Per Capita
\$47,343	\$20,165

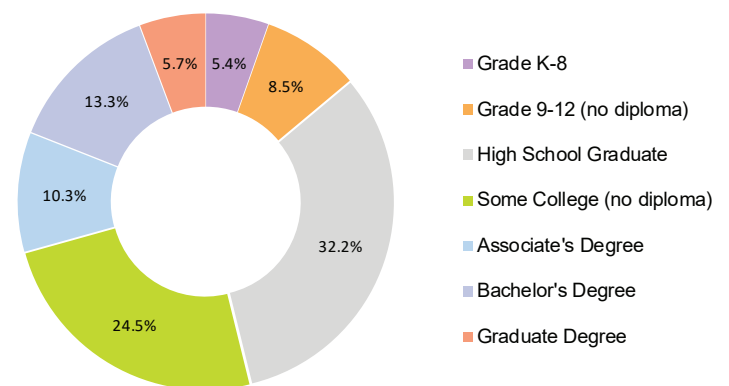
Source: U.S. Census Bureau, 2017 American Community Survey

Age Distribution

Age Range	Population
0-17	25.2%
18-24	9.6%
25-54	41.7%
55-64	10.8%
65 and over	12.6%
Median Age	35.7

Source: U.S. Census Bureau, 2017 Community Survey

Educational Attainment



Source: U.S. Census Bureau, 2017 American Community Survey

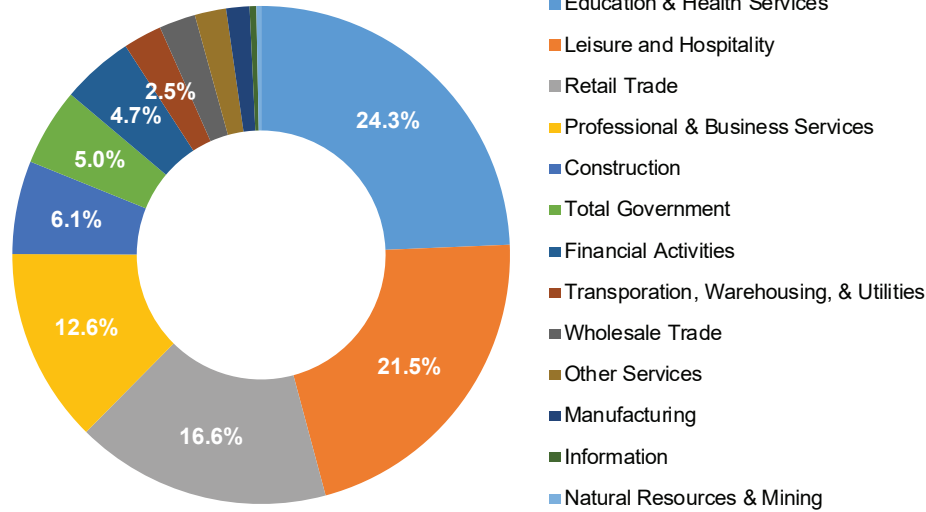
WORKFORCE

Labor*

Labor Force	185,344
Unemployment Rate (Aug. 2019)	
Osceola County	3.6%
Orlando MSA	3.2%
Florida	3.3%
United States	3.7%

**Note: Data is compiled monthly, not seasonally adjusted
Source: Florida Department of Economic Opportunity, Local Area
Unemployment Statistics (LAUS) Program - released September 2019*

Employment by Industry



Source: Florida Department of Economic Opportunity, Quarterly Census of Employment of Wages (QCEW) - 4th Quarter 2018

INDUSTRY

Leading Employers

Company	Number of Employees
School District of Osceola County	8,832
Walt Disney Company - Osceola County Offices	3,700
Orange Lake Resorts & Holiday Inn Club Vacations	2,600
Osceola Regional Medical Center	1,900
AdventHealth Celebration	1,658
Westgate Vacation Villas	1,500
Osceola County Government	1,399
Valencia College - Osceola	1,213
Wilson Resort Management	1,200
Gaylord Palms Resort & Convention Center	960
Omni Orlando Resort at ChampionsGate	940
City of Kissimmee	845
AdventHealth 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 - January 2019

Recent Announcements

Company	Project Type
AeroStar Flight Services LLC	Aviation, Aerospace & Defense
Aviator College	Aviation, Aerospace & Defense
BRIDG	Advanced Manufacturing
Easy Foods Inc.	Advanced Manufacturing
Esterline Landscape	Business Services
IDEAS	Film & Digital Media
imec	Advanced Manufacturing
Infinity Medical Engineering	Life Science & Healthcare
KemPharm, Inc.	Life Science & Healthcare
Nursery Supplies	Advanced Manufacturing
Pepsico	Distribution
Your Health Pediatrics	Life Science & Healthcare

Source: Orlando Economic Partnership Project Announcements

COMMERCIAL REAL ESTATE

Industrial Market Summary*

Total Inventory	6.84 million sq. ft.
Under Construction	0 sq. ft.
Vacancy Rate	1.5%
Average Asking Rate	\$8.61/sq. ft.
Net Absorption (YTD)	132,097 sq. ft.

Source: CoStar - 4th Quarter 2019; only includes industrial & flex properties larger than 10,000 sq. ft.

Office Market Summary*

Total Inventory	5.57 million sq. ft.
Under Construction	214,000 sq. ft.
Vacancy Rate	5.1%
Average Asking Rate (Class A)	\$24.12/sq. ft.
Net Absorption (YTD)	63,500 sq. ft.

Source: CoStar - 4th Quarter 2019; only includes office properties larger than 5,000 sq. ft.

INFRASTRUCTURE

Air

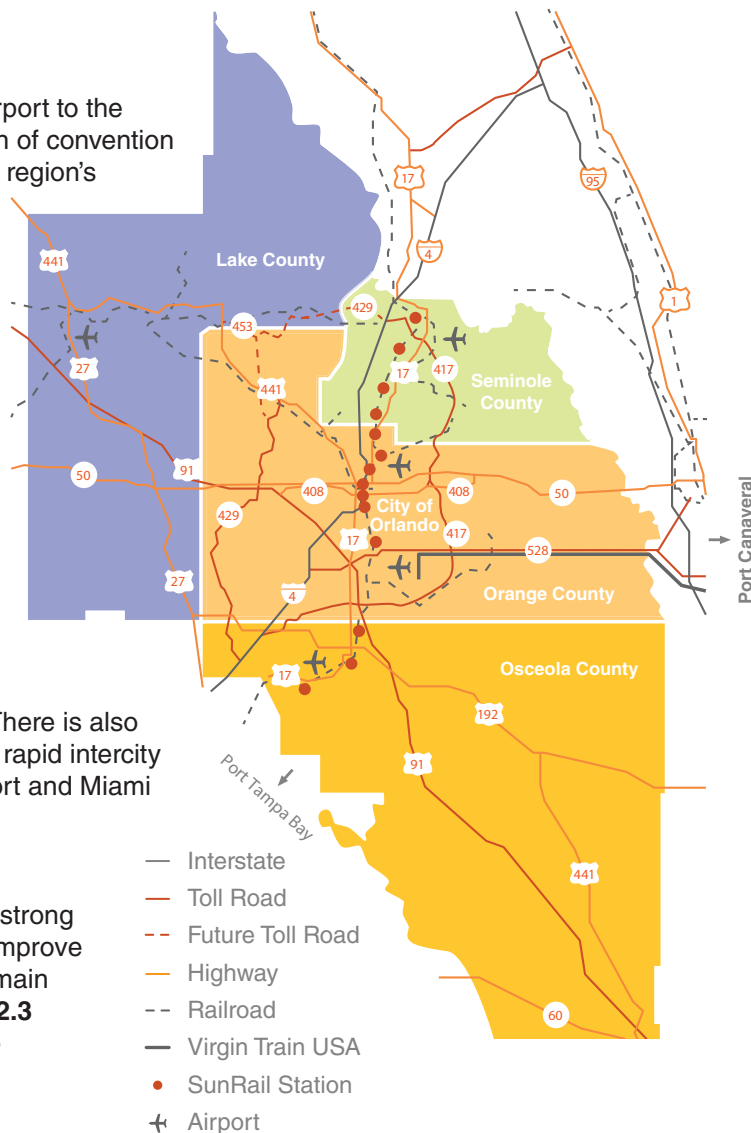
Kissimmee Gateway Airport is the closest general aviation airport to the Orlando/Orange County Convention Center, the concentration of convention hotel properties in the southwest Orlando metro area and the region's many attractions. The airport can accommodate up to Boeing 737 Business Jet aircraft, as well as Airbus 319 and A320 aircraft. The main runway has an FAA Category I precision approach (ILS) for all weather landings. The air traffic control tower is staffed 7 a.m. to 10 p.m. daily. The airport has a variety of sites for both aviation and commercial/light industrial development, with eligible companies having access to the city's Aerospace Advancement Initiative program which provides robust economic development incentives.

Rail

Orlando's first commuter rail transit system, **SunRail** is a **\$800 million investment** that stretches from Debarry, the north end of the Orlando region, to south Osceola County in Poinciana. The northern expansion will extend the line further in north in Volusia County linking DeBarry to Deland. There is also the **Virgin Trains**, 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.

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.



LIVE & PLAY

Housing

	Jan 2019	Jan 2018	% Change
Median Sale Price	\$216,000	\$205,000	5.4%

Source: Orlando Regional Realtors Association - February 2019

Cost of Living Index (COLI)

	Composite Index	Grocery Items	Housing	Transportation
Orlando MSA	99.4	117.4	90.9	94.8

Source: The Council for Community & Economic Research (C2ER) - 2018 Annual Average; numbers less than 100 are below the national average

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TAXES & INCENTIVES

Taxes/Finances

Tax	Rate
Personal Income Tax	None
Personal Property (millage rate)	13.8904-19.0032
Corporate Income Tax	4.458%
Sales Tax	7%

Source: Osceola County Property Appraiser & Tax Office - 2019

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 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 Contact

CASEY BARNES

Vice President, Business Development
casey.barnes@orlando.org
C/ 407.587.6030

Osceola County Contact

DAVID RODRIGUEZ

Economic Development Manager
Osceola County
david.rodriguez@osceola.org