

SEMINOLE COUNTY

With a business climate that fosters quality development, Seminole County is one of the state's fastest growing communities. Industry growth in the county has taken several forms. Most notable is the establishment of corporate headquarters, such as AAA, Dixon Ticonderoga, Mitsubishi Power Systems, and Priority Healthcare Corp., as well as the emergence of high tech companies, including Kinetics, Veritas, InterVoice-Brite and Convergys. In addition, a cluster of insurance and financial service companies such as BNY Investment Management Services, Fiserv CBS, The Hartford, Universal American Financial and Insurance Office America have established in the county.

Expansion at the Orlando Sanford International Airport, including infrastructure improvements in and around the facility, a brand new entrance, coupled with the state's largest foreign trade zone designation, has helped this targeted area of development become a center of international travel, trade and investment.

Seminole County has prepared for growth with everything from a new expressway to pre-approved development sites, specialized job training and infrastructure incentives. The county's public school system is rated best in the state and among the top 100 nationally. The median household effective buying income is the highest in the region. This is a community well prepared to do business with business.

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

DEMOGRAPHICS

POPULATION TRENDS

1990	2000	2004	2009*
287,529	365,196	392,829	425,101

*Projected

Source: Decision Data Resources - Feb. 2005

POPULATION BY ETHNICITY*

White	323,283	82.3%
Black	37,806	9.6%
American Indian or Alaska Native	1,170	0.3%
Asian	10,026	2.6%
Other	11,973	3.1%
Multi-Race	8,571	2.2%
Total	392,829	100.0%
Hispanic	50,989	13.0%

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

Source: Decision Data Resources - Feb. 2005

POPULATION BY AGE

0-14	78,893	20.1%
15-24	52,826	13.4%
25-44	113,028	28.8%
45-64	104,730	26.7%
65 and over	43,352	11.0%
Median Age	37.6	

Source: Decision Data Resources - Feb. 2005

POPULATION BY CITY

Altamonte Springs	44,213	Oviedo	29,258
Casselberry	23,693	Sanford	40,646
Lake Mary	11,860	Winter Springs	33,753
Longwood	14,551	Unincorporated areas	203,706

Source: Decision Data Resources - Feb. 2005

LABOR

Labor Force	222,423
County Unemployment Rate	4.1%
National Unemployment Rate	5.7%
Florida Unemployment Rate	4.4%
MSA Unemployment Rate	4.2%

Source: Florida Agency for Workforce Innovation, Labor Market Statistics - Jan. 2005

EDUCATION

Seminole County schools are renowned for excellence. *Money* magazine's list of the top 100 school districts ranked Seminole County among the nation's highest quality education systems, and the National School of Excellence designation has been awarded to three schools located here. For the past 27 years, SAT scores in Seminole have consistently exceeded state and national averages.

	Elem School	Junior/Middle	High School	Charter School
# Schools	36	11	8	3
# Students	29,294	15,538	20,021	n/a

NUMBER OF HIGH SCHOOL GRADUATES(2004) 3,727

Source: www.firn.edu/doe/eias/flmove/seminole.htm, Seminole County School Board - 2004

TEST SCORES (MEAN)*

SAT Scores - Verbal/Math	675/691
ACT Scores - Composite	29.4

*Top 10% of test-takers.

Source: 2003, FL Department of Education - 2004

EDUCATION PROFILE

Graduate Degree	26,025	10.0%
Bachelor's Degree	54,963	21.1%
Associate's Degree	23,636	9.1%
Some College (no diploma)	63,271	24.2%
High School Graduate	63,639	24.4%
Grade 9-12 (no diploma)	20,751	8.0%
Grade k-8	8,825	3.4%
Total Population Age 25+	261,110	100.0%

Source: Decision Data Resources - Feb. 2005

TAXES/FINANCES

TAXES

Personal Income Tax	None
Personal Property (millage rate)	14.2678 - 20.4950
Corporate Income Tax	5.5%
Sales Tax	7%

Source: 2004, County Tax Collector - 2005

FINANCIAL INSTITUTIONS (000)

Bank Deposits	\$3,495,143
Thrift Deposits	\$981,240

Source: 1st Quarter 2004, Florida Banker's Association - 2004

MAJOR EMPLOYERS

Seminole County Public Schools	8,490
Hilton Hotels Corp.	2,100
Convergys Corporation	1,900
Florida Hospital - Altamonte Springs	1,500
Seminole County Government	1,446
Seminole Community College	1,386
Bank One	1,500
Progress Energy Inc.	1,300
Sprint PCS	1,200
Fiserv Inc.	1,100
Central Florida Regional Hospital	900
American Automobile Association	867
Orlando Regional South - Seminole	811
Florida Extruders International Inc.	700
Brite Voice Systems Inc.	679
TI Group Automotive Systems	630

Source: Metro Orlando Economic Development Commission - 2005

COST OF LIVING (MSA)

Composite Index	97.0
Grocery Items	92.4
Housing	90.7
Utilities	95.3
Transportation	99.7
Health Care	89.6
Miscellaneous Goods and Services	104.5

Source: 1st Quarter 2005, ACCRA Cost of Living Index - 2005

BUSINESS START-UPS *

	2000	2001	2002	2003	2004
	6,886	7,671	8,632	9,990	12,211

*Note: Includes home-based businesses.

Source: 2004, www.MarketForceCorporation.com - 2005

RETAIL SALES (000)

\$5,727,626

Source: Sales & Marketing magazine, 2004 Survey of Buying Power

ECONOMIC PROJECTIONS

	2003	2004	2005	2006
Population	394,901	402,875	410,341	416,595
Employment	155,845	155,845	160,084	163,389
Income (\$Billions)	\$13.9	\$14.8	\$15.2	\$16.1
Unemployment Rate	5.1%	4.8%	4.6%	4.5%
Housing Starts	3,224	3,914	3,585	3,398
Single Family	2,803	2,785	2,594	2,469
Multi-Family	4,211	1,129	991	929
Overnight Tourist Visitors	886,067	1,000,187	1,051,950	1,072,849

Source: Fishkind & Associates Econocast - 2004

FACILITIES (MSA)

TOTAL INDUSTRIAL MARKET SUMMARY

Total existing industrial space	119.7 million sq. ft.
Under construction	983,684 sq. ft.
Current vacancy rate	8.2%
Lease rate	\$3.48 - \$10.36/sq. ft.
Net Absorption (Year End 2004)	6.1 million sq. ft.

TOTAL OFFICE MARKET SUMMARY

Total existing office space	55.8 million sq. ft.
Under construction	1.9 million sq. ft.
Current vacancy rate	11.2%
Lease rate (Class A)	\$21.30/sq. ft.
Net Absorption (Year End 2004)	2.3 million sq. ft.

CENTRAL BUSINESS DISTRICT OFFICE MARKET SUMMARY

Total existing CBD office space	8.9 million sq. ft.
Current vacancy rate	10.8%
Lease rate (Class A)	\$23.83/sq. ft.
Construction costs	\$70.00 - \$150.00/sq. ft.

Source: Year End 2004, CoStar - 2005

BULK DISTRIBUTION WAREHOUSE SUMMARY

Total existing warehouse space	13.6 million sq. ft.
Proposed sq. ft. within 12 months	203,125 sq. ft.
Current vacancy rate	15.8%
Lease rate	\$4.48/sq. ft.
Net Absorption (Projected 2003)	500,000 sq. ft.

Source: 4th Quarter 2003, Rebman Properties - 2004

HOUSEHOLD INCOME

Average Household	\$72,200
Median Household	\$52,881
Per Capita	\$28,886

Source: Decision Data Resources - Feb. 2005

HOUSING (MSA)

	2001	2002	2003	2004
Median Home Price	\$124,100	\$136,600	\$148,602	\$179,000

Source: Orlando Regional Realtor Association - Oct. 2004

EACH WEEK METRO ORLANDO WELCOMES AN ESTIMATED:

- \$508 million in retail sales
- 1,275 new adult residents
- 549,407 air travellers
- 531 residential building permits
- \$689 million total buying income
- 103 successful new established businesses
- 314 new jobs
- 866,000 visitors

Source: Orlando Sentinel Market Book - 2005

ORLANDO SANFORD INTERNATIONAL AIRPORT

With over one million international charter arrivals annually, Orlando Sanford International is the third most active international airport in Florida and the 13th most active in the United States. Approved in 2001, Foreign Trade Zone #250 in Seminole County is the largest trade zone in the state. Its geographic boundaries encompass the Orlando Sanford International Airport, the Port of Sanford, Sanford Central Park and various other industrial parks and sites throughout the county. The FTZ offers duty and tariff exemptions on imported materials used in the manufacturing of products for export, thereby reducing overall manufacturing costs.

Orlando Sanford International Airport is also home to the 395-acre Sanford Airport Commerce Park and incubator, the Airport Enterprise Center, consisting of 13,500 square feet. The airport is pursuing approval to build Phase Two, a 'mirror image' incubator building. A 50,000-square-foot cargo center in the commerce park enables cargo handling, pallet preparation and receiving. The commerce park offers rail service and is easily accessed by major roadways

RECENT ESTABLISHMENT ACTIVITY

Company	Investment (Millions)	Products/Services
Leisure Bay	\$18.0	Spas and Above Ground Pools
Priority Healthcare Corporation	\$17.0	Pharmaceutical HQ/Distribution
Insurance Office of America	\$14.0	Insurance Svcs.
Universal American Financial Corp.	\$13.0	Insurance Svcs.
The Hartford	\$12.8	Insurance Svcs.

"We know that quality education is a leading site selection factor for companies.

Seminole Community College, and other colleges throughout the Orlando region, are working with business and industry now more than ever to develop specific programs that meet their workforce needs."

- Dr. Ann McGee, President, Seminole Community College

ECONOMIC INCENTIVES

COUNTY INCENTIVES

The Board of County Commissioners has established a Jobs Growth Incentive (JGI) Trust Fund for both new and existing companies. Seminole County will consider providing incentive dollars for items such as training, relocation expenses and development costs for companies that satisfy selected job creation and wage criteria. Preference is given to new construction and to companies locating in targeted areas within the County.

CITY INCENTIVES

ALTAMONTE SPRINGS - The city offers development incentives that reduce building and impact fees for qualified new construction projects within the Central Business District. To qualify, commercial and office projects must be at least 100,000 square feet. Mixed-use projects must be at least 150,000 square feet.

CASSELBERRY, OVIEDO & WINTER SPRINGS - These cities are willing to partner with Seminole County to create an incentive package for projects on a case-by-case basis for companies locating in targeted areas.

LAKE MARY, LONGWOOD & SANFORD - These cities have worked in partnership with Seminole County to provide effective incentive packages for significant projects on a case-by-case basis.

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 electricity 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
- Upfront 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 Revenue Bond (IRB) financing authorized for industrial and not-for-profit use.
- Enterprise Bonds provide tax-exempt bond financing at attractive rates for small to medium manufacturers requiring less than \$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 exempted from documentary stamp tax and international banking transactions are exempted from intangible tax.
- Florida Black Business Investment Board provides financing for black-owned businesses.

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 407.665.2903.

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

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