



**OFFICE OF ECONOMIC DEVELOPMENT
AND COMMUNITY RELATIONS**



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE

OFFICE OF ECONOMIC DEVELOPMENT & COMMUNITY RELATIONS

ECONOMIC PROSPERITY

With a climate that has fostered business growth and quality development, Seminole County has become home to a multitude of equally dynamic corporations.

Economic growth in Seminole has taken several forms. Most notable is the establishment of corporate headquarters, such as American Automobile Association (AAA), Mitsubishi Hitachi Power Systems, Scholastic Book Fairs, and Sears Home Improvement Products. The County has also helped to foster the emergence of many high tech companies, including CuraScript, NCR, Faro Technologies, Deloitte IT Consulting and Convergys. On-going expansion at the Orlando Sanford International Airport (OSIA), coupled with the state's largest foreign trade zone designation, has helped OSIA become the fifth most active international airport in Florida, and the 32nd most active in the United States.

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 among the highest in the state, and the median household effective buying income is the highest in the region. The municipalities of Oviedo and Winter Springs consistently rank as best places to live by CNN Money Magazine.

In the past five years, Seminole County Government has supported 47 economic development projects, resulting in nearly 5,000 new jobs (4,981). Of these 47 projects, 19 were incentivized through the State's Qualified Target Industry incentive (QTI) or the County's Job's Growth Incentive (JGI). Seminole County Government has distributed approximately \$667,800 in incentives over the last five years.

PARTNERSHIPS AND RECRUITMENT

Seminole County partners with several local and state organizations to develop a well-rounded Economic Development landscape.

Enterprise Florida, a public-private partnership between Florida's business and government leaders, is the primary economic development organization in the state. In coordination with Florida's Department of Economic Opportunity, Enterprise Florida assists local government partners in advancing their economy. Enterprise Florida serves as a primary pipeline for business recruitment and expansion efforts through the US and internationally. Last year, Enterprise Florida partnered with Seminole County on three economic development projects: CardWorks, Constant Aviation, and Next Horizon.

The Orlando Economic Partnership (OEP) serves as Central Florida's conduit between Enterprise Florida, DEO, and cities/counties/private industry, with the overall goal of creating high-wage jobs, supporting workforce development efforts, and serving as an advocate at the state and federal levels. Seminole County Government is one of OEP's five primary government partners. In 2017, OEP partnered with Seminole County on several new business development and expansion projects, including CardWorks, Constant Aviation, Next Horizon, and Superion.

Seminole County Economic Development has ongoing partnerships with organizations that encourage small businesses and the entrepreneurial spirit.

The Seminole State College Center for Economic Development houses the county's Small Business Development Center as well as local incubation efforts. Businesses such as Magellan Solutions USA, NanoSpective, Inc., First Response Disaster Team, and Vocational Academy of Makeup and Prosthetics have benefitted from the partnership between SSC and Seminole County.

Prospera, an economic development organization specialized in providing assistance to Hispanic entrepreneurs, has supported business start-ups including: MyAguaTech, Ecoplate Drainage Solutions, Purple Ocean Superfood, OG Digital Advertising Agency.

ECONOMIC DEVELOPMENT PROJECTS BY THE NUMBERS

- PROJECTS: 7
- NEW JOBS: 907
- AVERAGE ANNUAL WAGE: \$52,024
(CURRENT AVERAGE ANNUAL WAGE IS \$43,573)
- CAPITAL INVESTMENT: \$25,300,000M

2017 ECONOMIC DEVELOPMENT PROJECTS

PROJECT	INDUSTRY	JOBS CREATED	AVERAGE WAGE	CAPITAL INVESTMENT
ALORICA	CUSTOMER SERVICE	200	\$27,000	\$3M
CARDWORKS	FINANCIAL	241	\$50,062	\$4.2M
CONSTANT AVIATION	AVIATION	75	\$50,000	\$1.9M
INTERNAL INST. OF AUDITORS	FINANCIAL	30	\$53,000	\$2M
NEXT HORIZON	INFO TECH	20	\$65,360	\$1.9M
SUPERION, LLC	INFO TECH	335	\$55,177	\$12.3M
UPS INTEGRAD	TRAINING	6	\$63,573	N/A

PARTNERSHIPS AND RECRUITMENT (CONTINUED)

The Winter Springs/UCF Incubator, UCF's most-successful incubation program, is designed to help create and sustain jobs in the community. Most-recently, this program provided support and education services for companies such as Freshorize, Altura, LifeBridge, Optigrade, and Rini Technology.

As a result of these partnerships, more than 4,500 clients were served, 300 business start-ups were advanced, and more than 2,600 jobs were created or retained.

Our workforce development group, Seminole Economic Development Education Network (SEDEN), meets quarterly to discuss workforce needs in targeted industries, such as manufacturing, engineering, hospitality, and information technology. Representatives from throughout the community are part of the SEDEN network, including representatives from the University of Central Florida, Seminole State College, and Seminole County Public Schools, Career Source, as well as government entities and private business leaders. This team strives to proactively identify opportunities for education partners to support the current and future needs of local businesses. Last year, SEDEN featured workforce development forums related to the engineering, manufacturing, and hospitality industries.

COMMUNITY REDEVELOPMENT

Established in 1997, the Seminole County US 17-92 Community Redevelopment Area (CRA) "sunset" at the conclusion of 2017. The CRA has operated under the direction of the Seminole County Board of County Commissioners, who serve as the members of the CRA. The Cities of Casselberry, Lake Mary, Sanford and Winter Springs have also participated in the program. Activities within the CRA were guided by a series of redevelopment plans specific to the corridor and funded through tax increment financing specific to CRA boundaries. The CRA leveraged private funding with public funds to revitalize the corridor.

Since its inception, the CRA partnered on 95 projects, 80 of which have attained final completion. A total of \$20,041,515 was invested towards projects in Casselberry, Lake Mary, Sanford, Winter Springs, and unincorporated Seminole County.

The activities of the CRA have helped to increase property values within the CRA area by 110% since its inception, with a current total value of properties estimated at more than \$520,000,000 (base year value of \$247,752,571).

TOURISM

It was a record-breaking year for Seminole County hotels, with a 3.1% increase in hotel room night occupancy – the highest since 2008. Last year, visitor generated \$6.9 million in local sales tax revenue and \$474 million in economic impact to Seminole County.

In 2017, Seminole County athletic venues hosted 85 tournaments with more than 100,000 athletes, 85,000 spectators and 185,000 visitors. These tournaments resulted in an economic impact of \$35M.

SPORTS COMPLEX

Since opening in May 2016, the Boombah Sports Complex:

- Hosted more than 100 tournaments and upwards of 220,000 visitors;
- Generated 18,000 hotel room nights;
- Resulted in a \$32M economic impact to County residents and businesses;
- Hotels have experienced a 3% increase in occupancy numbers (on the weekends) since the opening of the complex;
- The Sports Complex was selected by Perfect Game to host three Perfect Game Super25 National Youth Baseball Championships (June 25-29, July 6-10, July 16-20) in 2018. Perfect Game baseball tournaments attract teams, spectators and visitors from throughout the United States. Each of these events will host 50+ teams for up-to five days. In total, these three tournaments will generate an estimated 6,000 room nights and \$3 million in economic impact to Seminole County;
- The Seminole County Sports Complex was selected to host the Woman's National Field Hockey tournament January 12 -14, 2018. This tournament will host more than 90 teams from throughout the US, with more 400 college coaches attending, and is anticipated to generate \$1.8 million in economic impact with 2,000 potential room nights.

SOLIDERS CREEK

- After completing a \$7.5M renovation project, the Boombah Soldiers Creek park reopened in May of 2017, and is now Central Florida's home for elite softball tournaments, with six newly-renovated natural turf fields configured for women's fast-pitch softball;
- In its first six months after reopening, Soldiers Creek generated more than \$3M in economic impact to Seminole County residents and businesses;
- Soldiers Creek was selected to host the 2018 Junior College State Softball Championships.

**THE BOOMBAH SPORTS COMPLEX
HOSTED MORE THAN
100 SPORTS TOURNAMENTS
IN 2017**

