



SEMINOLE COUNTY STATS

POPULATION TRENDS

1990	2000	2010	2015
287,529	365,196	422,718	445,270

Source: BEBR, Florida Population Studies 2011

POPULATION BY AGE

0-17	97,181
18-34	97,475
35-54	126,169
55-64	51,216
65 and over	50,677

Source: BEBR, Florida Population Studies 2011

Seminole County has a business climate that fosters growth and quality development. Industry sector growth in the county has taken several forms. Most notable is the location of several corporate headquarters such as AAA, Axiom Healthcare Pharmacy, Mitsubishi Power Systems, Remington Administrative Services, Scholastic Book Fairs, Sears Home Improvement Products, and The Newport Group. There has also been an emergence of many high tech companies like Convergys, Faro, NCR, SAP, SunGard Public Sector, Symantec and Team Cymru. Financial service companies providing back office services, software development, insurance and mortgage services have also clustered along the I-4 corridor including Chase Card Services, BNY Mellon, Fiserv, Harland, Pershing, The Hartford and Universal American Financial.

Recent expansion at the Orlando Sanford International Airport (OSIA) has provided new facilities, a parking garage, new infrastructure and road improvements in and around the complex. Coupled with the state's largest foreign trade zone designation, FTZ #250, OSIA is a targeted area of development and a center for international travel, trade and investment.

Seminole County has prepared for growth with everything from an expressway/by-pass, improved roadways and pre-approved development sites to specialized job training and infrastructure incentives. The area around the expressway has been dubbed SeminoleWay, which is a targeted area for development to attract high-wage jobs and businesses. The county's public school system has been rated the best in the state and among the top 100 nationally; Seminole State College comes in at #19 among the top 100 community colleges in the U.S. for associate degrees in liberal arts and sciences. The median household income is the highest in the region and fourth highest in Florida. This community is not only well prepared to do business with business, but is also renowned for beautiful neighborhoods and abundant natural beauty. Two cities within the county have been ranked among CNN/Money Magazine's 'Top 100 Best Places to Live'.

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

DEMOGRAPHICS

MEDIAN AGE

38.2

Source: BEBR, Florida Statistical Abstract 2011

POPULATION BY CITY

Altamonte Springs	41,496
Casselberry	26,241
Lake Mary	13,822
Longwood	13,657
Oviedo	33,342
Sanford	53,570
Winter Springs	33,282
Unincorporated areas	207,308

Source: BEBR, Florida Statistical Abstract 2011

LABOR*

Labor Force	235,373
County Unemployment Rate	7.6%
National Unemployment Rate	7.7%
Florida Unemployment Rate	8.3%
Metro Orlando Unemployment Rate	8.2%

*Note: Data is compiled monthly, not seasonally adjusted.

Source: Florida Department of Economic Opportunity, Local Area Unemployment Statistics (LAUS) - Apr. 2012

EDUCATION

Seminole County schools are renowned for excellence:



■ Seminole State College of Florida has ranked #19 of the top 100 community colleges in the U.S. for associate degrees awarded in liberal arts and sciences.

■ Newsweek magazine ranked Seminole County high schools among the top three percent in the nation.

■ Money magazine's list of the top 100 school districts ranked Seminole County among the nation's highest quality education systems.

■ The National School of Excellence designation has been awarded to three schools located in Seminole County.

■ For the past 30 years, SAT scores in Seminole have consistently exceeded state and national averages.

■ Over 46 percent of Seminole County teachers have a doctorate, specialist, or master's degree, exceeding the national average.

■ 80 percent of high school graduates go on to higher education.

■ 65 students recognized as National Merit Semi-finalists.

	Elementary	Middle School	High School
# Schools	41	12	14
# Students	28,653	14,788	20,894

Source: Florida Dept. of Education, 2010-2011 School Year

Number of High School Graduates 4,565

Source: Florida Dept. of Education, 2010-2011 School Year

Test Scores	Mean
SAT Scores	1540
ACT Scores	21.3

Source: Florida Dept. of Education, 2011

Education Profile

Grade K-8	2.8%
Grade 9-12 (no diploma)	6.0%
High School Graduate	25.9%
Some College (no degree)	21.7%
Associate's Degree	9.8%
Bachelor's Degree	23.1%
Graduate Degree	10.8%
Total Population Age 25+	288,922

Source: Decision Data Resources - 2011 estimates

MAJOR EMPLOYERS

Seminole County Public Schools	9,145
Chase Card Services	2,040
Seminole County Government	1,446
Convergys Corporation	1,400
Florida Hospital - Altamonte Springs	1,400
Seminole State College of Florida	1,350
Sprint PCS	1,200
Central Florida Regional Hospital	878
American Automobile Association	867
Orlando Regional South - Seminole	811
Symantec	800
AT&T	700
Florida Extruders International Inc.	600
Fiserv Inc.	565
CuraScript	546
Sungard Public Sector	500
The Hartford	500
Progress Energy	469

Source: Lexis Nexis, Harris InfoSource & Direct Company Contacts

EMPLOYMENT BY INDUSTRY*

	% of Total
Leisure & Hospitality	20.8%
Professional & Business Services	15.7%
Education & Health Services	12.0%
Retail Trade	11.9%
Government	11.6%
Financial Activities (FIRE)	6.3%
Construction	4.2%
Other Services	4.7%
Wholesale Trade	3.8%
Manufacturing	3.7%
Transportation, Warehousing, & Utilities	3.0%
Information	2.3%

*Note: Data reflects employment for Metro Orlando.

Source: Florida Department of Economic Opportunity, Current Employment Statistics (CES) - Apr. 2012

TAXES

Personal Income Tax	None
Personal Property (millage rate)	13.2091 - 19.9234
Corporate Income Tax	5.5%
Sales Tax	6%

Source: Seminole County Property Appraiser & Tax Office - 2011

BUSINESS START-UPS*

2005	2006	2007	2008	2009
4,941	4,646	4,527	4,222	3,831

*Note: Does not include home-based businesses.

Source: www.MarketForceCorporation.com - latest data available



FACILITIES

Total Industrial Market Summary

Total existing industrial space	27.1 million sq. ft.
Under construction	0 sq. ft.
Current vacancy rate	13.3%
Lease rate	\$5.60/sq. ft.
Net Absorption (YTD)	74,896 sq. ft.

Source: CoStar, 1st Quarter 2012

Total Office Market Summary

Total existing office space	16.3 million sq. ft.
Under construction	280,211 sq. ft.
Current vacancy rate	14.5%
Lease rate	\$16.90/sq. ft.
Net Absorption (YTD)	(5,772) sq. ft.

Source: CoStar, 1st Quarter 2012

HOUSEHOLD INCOME

Median Household	\$60,210
Per Capita	\$31,780

Source: Decision Data Resources - 2011 estimates

HOUSING

	Apr 2011	Apr 2012
Median Home Price	\$119,950	\$125,000

Note: Data compiled monthly

Source: Orlando Regional Realtors Association

AVERAGE COMMUTE TIME TO WORK (minutes)

2006	2007	2008	2009	2010
25.4	25.8	26.0	25.6	25.6

Source: Census, American Community Survey - latest data available



COST OF LIVING

The Florida Price Level Index (FPLI) was established by the Legislature to represent the costs of hiring equally qualified personnel across school districts. The index is constructed so that the population-weighted average is 100. Counties with index values above 100 contain 61.2 percent of the state's population. The Index does not measure inflation and is produced annually.

	2008	2009	2010	2011
FPLI	100.07%	99.81%	99.64%	99.35%

Source: BEBR, Florida Price Level Index 2011

ORLANDO SANFORD INTERNATIONAL AIRPORT

■ With over one million international charter arrivals annually, Orlando Sanford International (OSIA) is the third most active international airport in Florida and the 13th in the United States.

■ International service is available through Icelandair, in addition to Direct Air and Allegiant Air, who also provide limited domestic service.

■ Foreign Trade Zone #250 in Seminole County is the largest trade zone in the state. Its geographic boundaries encompass OSIA, 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.

■ OSIA is also home to the 395-acre Sanford Airport Commerce Park and incubator, and 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 including the Central Florida GreeneWay.

RECENT ESTABLISHMENT ACTIVITY

Company	Industry
ACD Search Optimization	Business Services
Calvert Manufacturing, Inc.	Manufacturing
Fiserv	Information Technology
EZ Yield Global, LLC	Business Services
Industrial Lighting Products	Manufacturing
Millenium Luxury Coaches	Manufacturing
MYMIC LLC	Modeling, Simulation & Training
Advanced Solar Photonics LLC	Manufacturing
Team Cymru Inc.	Information Technology

■ We know that quality education is a leading site selection factor for companies. Seminole State College of Florida, 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 State College of Florida

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 at least 150,000 square feet.

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.

Casselberry, 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 purchases of research and development equipment
- Exemptions from sales tax on electricity, steam and natural gas 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
- Up front 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 Development Revenue Bonds (IDRB) tax-exempt bond financing, offering below prime rates, for industrial and non-profit organizations with projects requiring \$1.25 to \$10 million in bonds, provided that the total of all of the borrower's capital expenditures during the period beginning three years prior to the issuance of the bonds and ending three years after the issuance of the bonds with respect to the borrower's facilities within the local jurisdiction, plus the amount of the bonds, will not exceed \$20 million. No limit for tax-exempt organizations.
- Enterprise Bonds provide tax-exempt bond financing at attractive rates for small to medium manufacturers requiring \$800,000 up to \$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 exempt from documentary stamp tax and international banking transactions are exempt from intangible tax.
- Florida Black Business Investment Board provides financing for black-owned businesses.

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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 407.422.7159.

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