

DEERFIELD PLAZA SHOPPING CENTER

Overview: The Orlando-Kissimmee MSA is comprised of four central Florida counties: Orange, Lake, Osceola, and Seminole. Home to the nation's 7th largest university and the 11th fastest growing airport in the world, Orlando-Kissimmee MSA is clearly primed for growth. In fact, the region's population of approximately 2 million is expected to grow an average of 2.8% until 2009. At the heart of the Florida High Tech Corridor, the MSA is also home to a \$13.4 billion technology industry that employs nearly 53,000 people. The region has fostered and supports the continual growth of several industry clusters which include life sciences, modeling, simulation & training (MS&T), photonics/optics, and digital media.

Labor Force: Metro Orlando possesses a large and relatively young labor force of more than one million individuals. Of the region's total population, over 50% are between the prime working age of 18 and 54. More than 86% of residents age 25 and older possess at least a high school diploma, while over 26% have at least a bachelor's degree.

Education: A wide variety of educational institutions are available in the region to meet its educational needs. With an enrollment of nearly 47,000 students, the University of Central Florida (UCF) in Orlando ranks as the 7th largest public university in the nation and its research facilities have been fundamental in supporting the MSA's growing technology clusters. The adjacent Central Florida Research Park is known as one of the top 10 research parks for industry/university research collaboration and technology commercialization. Several other top-rated colleges and technical schools provide a constant supply of talented graduates to local employers.

Infrastructure: Orlando-Kissimmee MSA's location near the geographical center of Florida allows easy access to all the state's major metropolitan areas via Interstate 4 or the Florida Turnpike, which intersect each other in Orlando. Air transportation is provided by Orlando International Airport (OIA), Orlando Sanford International Airport, and four general aviation airports. OIA provides direct flights to 86 domestic destinations and 16 international locations in Europe, Canada, Mexico, and the Caribbean and was ranked second best for customer service. Both the Orlando and Sanford International Airports serve as a foreign trade zones. The latter provides direct flights to an additional 25 domestic and three international destinations, and is the 12th most active international airport in the nation. Orlando-Kissimmee MSA also has easy access to water transport via Port Canaveral 50 miles to the east, the Port of Tampa 70 miles to the west, and the Intercoastal Waterway via the nearby Port of Sanford. Additionally, Metro Orlando has connections with all major rail lines.

Business Environment: Several high tech clusters continue to thrive in Metro Orlando. For instance, a cluster of modeling, simulation & training (MS&T) companies comprise the highest concentration of MS&T-related activities in the United States. In addition, many digital media and life sciences/biotech companies in the region make up a large portion of the high tech employment base. Photonics/Optics, aviation/aerospace, homeland security/defense, and software are also particularly strong clusters. They are supported by state-of-the-art research facilities which include the UCF's Center for Research and Education in Optics and Lasers (CREOL) and Institute for Simulation & Training (IST), the National Center of Excellence in Simulation, and organizations such as the National Center for Simulation (NCS). Orlando's life sciences cluster received a substantial boost recently, as well, when the Burnham Institute for Medical Research announced plans to expand in the area and UCF announced the establishment of its new medical school.

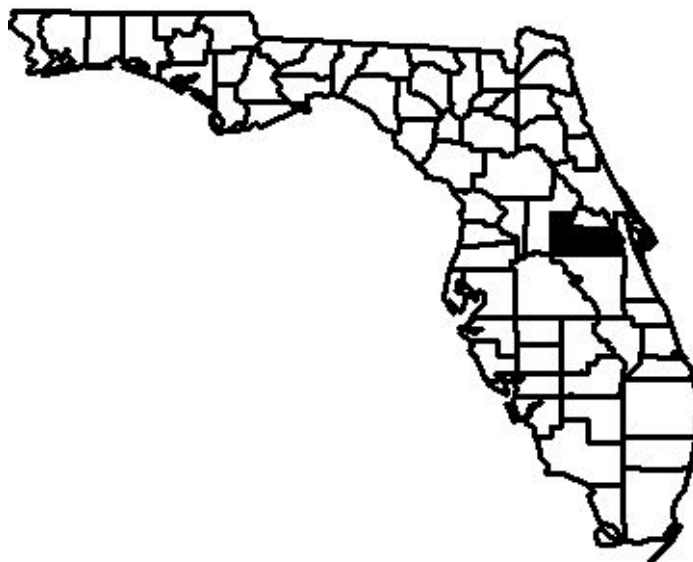
Orlando-Kissimmee MSA		
Economic Indicator	Value	5-yr Growth
Population, 2006	1,984,855	16.3%
Labor Force, 2006	1,055,675	16.0%
Total Employment, 2006	1,024,462	17.5%
Unemployment Rate, 2006	3.0%	n/a
Personal Income, 2005 (Billions)	\$61.0	36.2%
Per Capita Personal Income, 2005	\$31,557	16.8%
Median Home Price, 2006	\$262,900	n/a



Orange County

GEOGRAPHY

County Seat: Orlando
 Nearest MSA: Orlando MSA
 Largest Cities: 1 Orlando
 2 Apopka
 3 Ocoee



Miles* To:
 Tallahassee 220
 Orlando 0
 Tampa 80
 Jacksonville 127
 Miami 202
 Atlanta 408
 Chicago 988
 Dallas 963
 New York 945

*Miles are calculated from county seat.

Time Zone: Eastern
 Local Area Code(s): 321, 407

POPULATION

	Orange	Florida
1980:	470,865	9,746,961
1990:	677,491	12,938,071
2006:	1,043,500	18,089,888
2015(p):	1,340,561	21,767,500
2030(p):	1,703,024	26,419,200

(p) Denotes Projected Population

CLIMATE

Average Temperature	High	Low
January:	70	48
July:	92	73
Florida Mean Annual Precipitation	53	
Average Annual Rain Days	116	

MIGRATION

(2005)	
In-Migration	76,583
Out-Migration	58,603
Net-Migration	17,980

*Estimates based on IRS Statistics of Income data

LABOR FORCE

(2006)	
Labor Force	575,990
Labor Force % of County Population	55.2
Number in County Unemployed	17,678
Unemployment Rate	3.1%

EMPLOYMENT BY INDUSTRY

<i>N/D = No Data</i>	Orange	Florida
(2006)		
Average Annual Employment	679,095	7,952,023
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Natural Resources & Mining	0.6%	1.2%
Construction	6.5%	8.0%
Manufacturing	4.2%	5.1%
Trade, Transportation and Utilities	17.8%	20.8%
Information	2.8%	2.1%
Financial Activities	6.2%	6.9%
Professional & Business Services	18.5%	17.0%
Education & Health Services	9.6%	18.4%
Leisure & Hospitality	21.6%	11.4%
Other Services	2.9%	3.1%
Public administration	4.0%	5.8%
Unclassified	0.1%	0.1%

Average Annual Wage

(2006)	
All Industries	\$39,180
Construction	\$47,171
Education & Health Services	\$43,897
Financial Activities	\$54,518
Information	\$52,535
Leisure & Hospitality	\$24,365
Manufacturing	\$54,310
Natural Resources & Mining	\$24,919
Other Services	\$27,338
Professional & Business Services	\$46,594
Public administration	\$46,425
Trade, Transportation and Utilities	\$35,535
Unclassified	\$25,783

EXISTING EMPLOYMENT

Major Private Sector Employers

Walt Disney World	
Business Line: Entertainment	
Number of Employees	53,500
Orange County Public Schools	
Business Line: Education	
Number of Employees	22,807
Adventist Health Systems	
Business Line: Healthcare	
Number of Employees	17,059
Universal Orlando	
Business Line: Entertainment	
Number of Employees	14,500
Orlando Regional Healthcare System	
Business Line: Healthcare	
Number of Employees	12,000
Orange County Government	
Business Line: Government	
Number of Employees	6,577
Lockheed Martin	
Business Line: Combat Systems	
Number of Employees	5,700
Central Florida Investments	
Business Line: Real Estate Developers	
Number of Employees	5,000
University of Central Florida	
Business Line: Education	
Number of Employees	4,808
Darden Restaurants	
Business Line: Corporate Headquarters	
Number of Employees	4,675

PER CAPITA PERSONAL INCOME

	Orange	Florida
2003	\$28,405	\$30,290
2004	\$30,068	\$32,534
2005	\$31,569	\$34,001

TRANSPORTATION

Federal Interstates	I-4	Nearest Airport with Scheduled Commerical Airline Service:	Orlando International Airport
Federal Highways	US-441, US-17/92	# Runways	4
State Highways	SR-15, 408, 417, 419, 426, 436, 482, 520, 525, 527	Longest Paved Runway(ft.)	12005
Railroads	Amtrak, CSX , Florida Central	General Aviation Airports	Orlando Executive Airport
		Local Deep Water Port	Canaveral Port Authority
		Miles to Closest Port	46

STATE AND LOCAL TAXATION

COUNTY

Countywide Ad Valorem Millage Rates:	
Government	5.1639
Schools	7.1690
Special	0.0000
Total	12.3329

Ad Valorem Tax Exemption:	Yes
Retail Sales Tax (Local Option)	0.50
Federal Enterprise Zone	No
State Enterprise Zone	EZ-4801

STATE

Corporate Income Tax	5.5%
Personal Income Tax	0.0%
Retail Sales Tax	6.0%

COMMERCIAL/INDUSTRIAL SERVICES

Electric Companies:

- Orlando Utilities Commission (OUC)
- Progress Energy

Natural Gas Companies:

- TECO Peoples Gas

Telephone Companies:

- BellSouth
- Sprint

Water & Sewer Companies:

- City of Apopka
- City of Orlando (OUC) - Water
- City of Orlando - Sewer
- City of Maitland
- City of Winter Park

EDUCATION

	Public Schools	Teachers	Enrollments
Elementary:	126	4,258	84,239
Secondary:	92	4,367	90,916
Totals:	218	8,625	175,155

Private Schools Available: Yes

POST SECONDARY EDUCATION SERVING THE COUNTY:

Colleges/Universities:

- University of Phoenix
- Rollins College
- Stetson University
- University of Central Florida
- Florida Metropolitan University

Junior/Community Colleges:

- Seminole Community College
- Valencia Community College
- Lake-Sumter Community College

Existing Industrial Zoned Land	Yes
Number of Acres	2,550
Largest Available Contiguous Parcel	300
Industrial Parks	Yes
Number of Acres	5,740
Largest Available Contiguous Parcel	300
Foreign Trade Zones	Yes
Zone Number(s)	42

Vocational/Technical Schools:

- Winter Park Tech
- Orlando Technical Center
- Mid-Florida Technical Institute
- Orange Technical Education Centers / Westside Tech
- Lake County Area Vocational Technical Center
- UTI-Motorcycle, Marine & Mechanics Institute

Other Schools:

- Florida Technical College
- DeVry University
- ITT Technical Institute
- Orlando Culinary Academy
- Full Sail Real World Education (Digital Media)
- International Academy of Design & Technology
- FAMU College of Law
- Barry University College of Law
- Sistema Universitario Ana G. Mendez
- Nova Southeastern University

MEDIA

Local Radio Stations:

- 41 FM
- 43 AM

Local Television Stations:

- WKMG 6 (CBS)
- WFTV 9 (ABC)
- WOFL 35 (FOX)
- WESH 2 (NBC)
- WMFE 24 (PBS)
- WKCF 18 (WB)
- WRBW 65 (UPN)
- WRDQ 21 (IND)
- Central Florida News 13
- The Golf Channel

Locally Printed Newspapers:

- The Orlando Business Journal
- The Orlando Sentinel
- Orlando Weekly
- Downtown Leader
- Axis Magazine
- Orlando Magazine
- Orlando Travel & Leisure
- West Orange Times

FINANCIAL INSTITUTIONS

Number of Banks:	215
Number of Savings and Loans:	25
Number of Credit Unions:	50

QUALITY OF LIFE

Cost of Living

Price Level Index, (2005)

Florida State Average = 100

	Sample
Total	94.34
Food	99.48
Housing	88.96
Medical Care	97.89
Personal Goods and Services	99.87
Transportation	97.01

Medical Services:

- Arnold Palmer Hospital for Women and Children
- Florida Hospital Orlando
- Health Central
- M.D. Anderson Cancer Center
- Orlando Regional Medical Center (ORMC)
- Sand Lake Hospital
- Winter Park Memorial Hospital

Recreational Opportunities:

- Boating & Sailing
- Camping
- Citrus Bowl
- Golfing
- Leu Gardens
- Swimming
- Tangerine Bowl
- Tennis
- The Bay Hill Invitational - PGA
- The Funai Classic - PGA
- The Orlando Magic
- The Orlando Seals Hockey
- West Orange Trail

Historical Points Of Interest:

- Apopka Historical Trail
- Cathedral Church of St. Luke
- Downtown Orlando Historic District
- Eatonville Historic District
- Fort Christmas Historical Park
- Orange County History Center
- Winter Park Historic District

Cultural Events/Festivals:

- Bach Festival
- Broadway Series
- Calle Orange
- Fiesta in the Park
- Florida Film Festival
- Florida Music Festival
- Gay Days
- Light Up Orlando
- Morse Museum
- Orlando International Fringe Festival
- Orlando Museum of Art
- Orlando Opera
- Orlando Philharmonic
- Orlando Scottish Highland Games & Festival
- Orlando-UCF Shakespeare Festival
- Winter Park Art Festival
- Zellwood Corn Festival

- Zora Neale Hurston Festival

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