



2015 Annual Economic Development Indicators Report

The annual edition of the Economic Development Indicators series dives deeper into Hillsborough County’s economic, education, and demographic conditions for the past year. This information is collected and published to assist the business community with data relevant to evaluate the dynamic economic ecosystem and workforce potential Hillsborough County has to offer. Contact the Economic Development Department’s Business Intelligence team at (813) 272-7232 with any questions or to provide feedback on this report.

Economic Environment

Labor Force

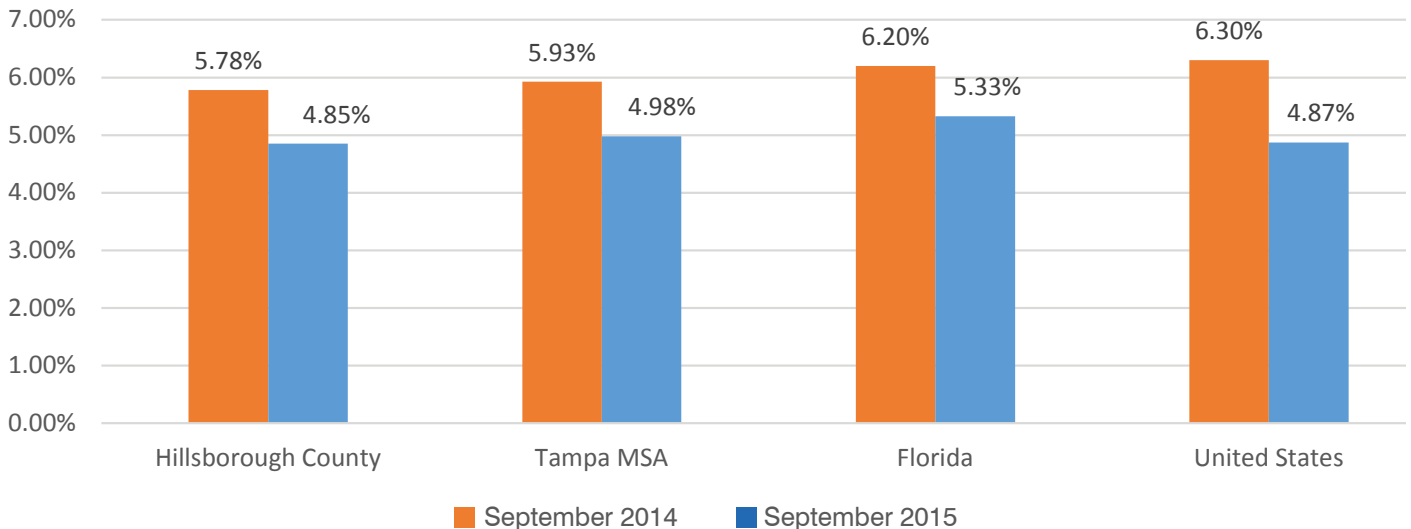
	Labor Force	Change from Sept 14	Unemployed	Change from Sept 14
Hillsborough County	685,680	-0.81%	33,233	-21.23%
Tampa MSA	1,446,538	-0.83%	72,020	-16.67%
Florida	9,645,000	-0.52%	514,000	-14.58%
United States	156,607,000	-0.25%	7,628,000	-22.89%

Data as of Sept 2015

Source: Florida DEO/Bureau of Labor Statistics

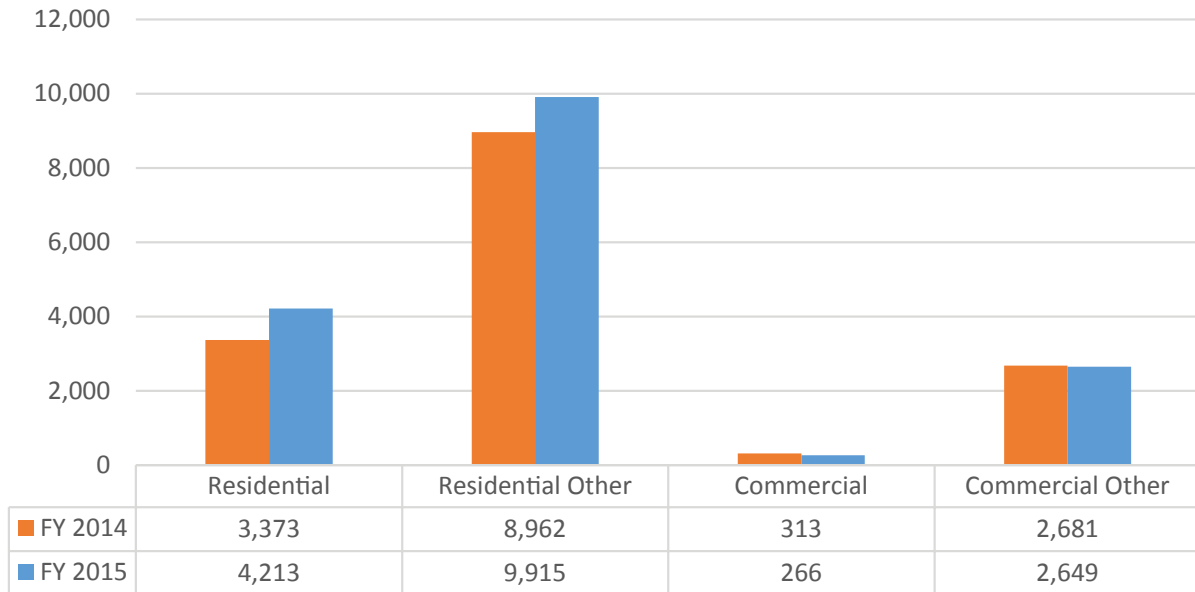
The Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA) is comprised of Hernando, Hillsborough, Pasco, and Pinellas counties

Unemployment Rates

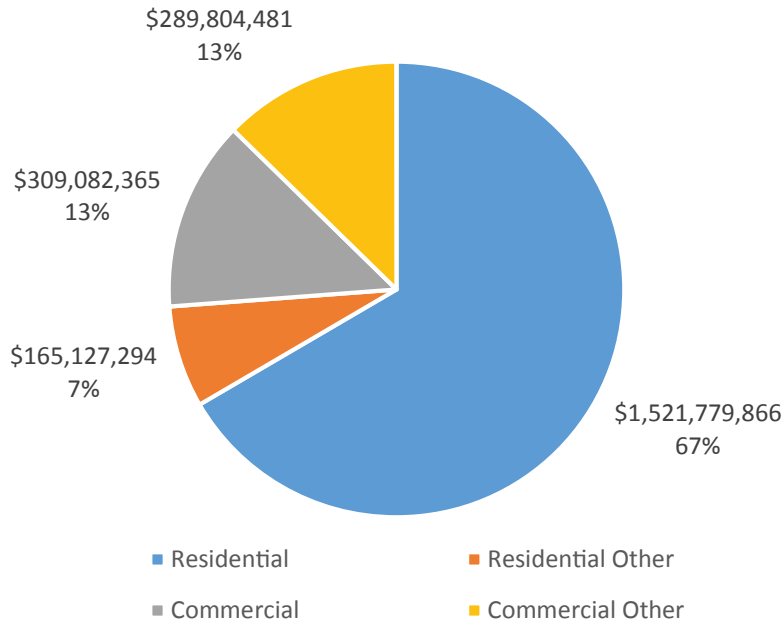


Permit Activity

Permits Issued by Hillsborough County October 2014 - September 2015



Permit Values for FY15



Total Permit Values for October 2014 -September 2015 = \$2,285,794,006

- **Residential** permits consist of new residential buildings.
- **Residential Other** includes permits for door and window replacements, aluminum screens, pools, and a variety of other general building changes for residential properties.
- **Commercial** permits include new commercial buildings, multi-family buildings, shell buildings, and interior finishes.
- **Commercial Other** includes the remainder of permits for changes and additions to commercial buildings, including interior remodels and sign permits.

Housing Activity

Single Family Houses

	Closed Sales	Median Sales Price	Median Days on Market
Oct 14-Sept 15	17,974	\$189,732	48.5
Oct 13-Sept 14	15,633	\$176,045	49.4
% Change	15.0%	7.8%	-1.8%

Townhouses and Condos

	Closed Sales	Median Sales Price	Median Days on Market
Oct 14-Sept 15	5,257	\$114,037	46.3
Oct 13-Sept 14	4,734	\$108,767	43.9
% Change	11.0%	4.8%	5.5%

Source: Greater Tampa Association of Realtors; data for Hillsborough County only

Tourist Development Taxes

Total collected between October and September for respective years listed

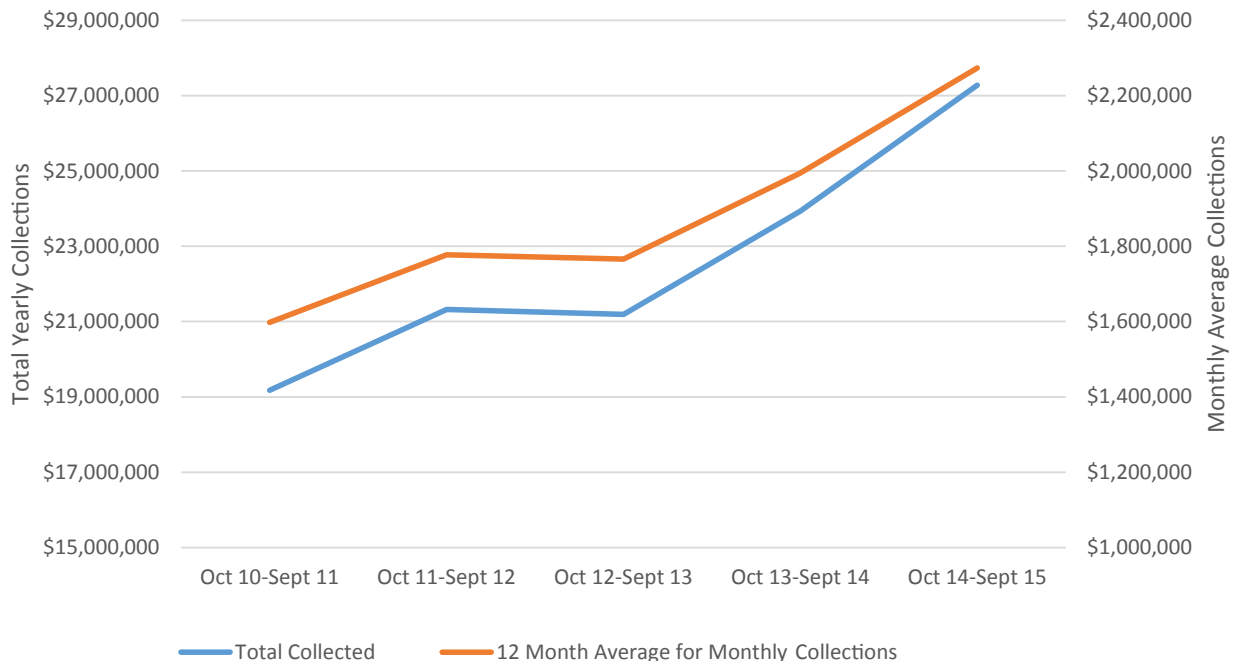


Tourist spending increased 14% over the past year
(More than \$27 million on hotel rooms alone!)

	Total Collected	12 Month Average for Monthly Collections
Oct 10-Sept 11	\$19,171,821	\$1,597,652
Oct 11-Sept 12	\$21,326,032	\$1,777,169
Oct 12-Sept 13	\$21,194,795	\$1,766,233
Oct 13-Sept 14	\$23,935,724	\$1,994,644
Oct 14-Sept 15	\$27,281,512	\$2,273,459

Source: Hillsborough County Tax Collector

Tourist Development Tax Collections



Hotel occupancy
increased 8.3%
over the last year
(And taxable sales
went up 7.8%)



Hotel Occupancy and Revenue

	Occupancy	Revenue
Sept 2015	65.0	\$36,288,493
Sept 2014	60.0	\$34,956,707
% Change	8.3%	3.8%

Source: Smith Travel Research

Quarterly Census of Employment and Wages

QCEW looks at employment, establishment, and wages for Hillsborough County at an industry level. We've compared industry growth in relation to the 2nd quarter of 2014 in the 'Annual Change' column next to each category of data. The final column shows the location quotient for each industry in Hillsborough County (see text box below table for more information on location quotients).

	Employment	Annual Change	Establishments	Annual Change	Wages	Annual Change	Location Quotient
Agriculture, Forestry, Fishing, Hunting	9,114	-9.50%	309	2.30%	\$18,830	13.50%	1.82
Mining, Quarrying, Oil and Gas Extraction	153	-39.00%	20	-13.00%	\$72,379	-19.10%	0.07
Utilities	2,636	-3.20%	55	5.80%	\$86,873	2.60%	1.12
Construction	32,836	5.60%	3,669	6.40%	\$47,947	3.50%	1.12
Manufacturing	24,770	-3.30%	1,136	0.70%	\$51,967	0.50%	0.45
Wholesale Trade	29,568	3.40%	2,375	-1.80%	\$61,838	3.60%	1.07
Retail Trade	75,047	6.60%	5,141	0.20%	\$31,255	3.60%	1.02
Transportation and Warehousing	16,840	10.50%	905	2.60%	\$46,463	-0.20%	0.76
Information	15,808	-2.10%	624	-3.00%	\$72,075	1.20%	1.27
Finance and Insurance	49,507	1.30%	2,350	1.20%	\$66,189	3.50%	1.91
Real Estate and Rental and Leasing	12,343	-2.70%	2,133	1.40%	\$49,285	3.90%	1.37
Professional and Technical Services	55,066	9.50%	6,546	3.10%	\$72,618	2.00%	1.35
Management of Companies and Enterprises	10,344	8.20%	278	6.90%	\$80,558	7.10%	1.07
Administrative and Waste Services	51,789	4.30%	2,773	2.50%	\$34,402	1.60%	1.22
Educational Services	12,315	5.50%	518	3.00%	\$36,897	-3.90%	0.95
Health Care and Social Assistance	75,071	4.40%	3,905	-0.30%	\$51,156	3.00%	0.9
Arts, Entertainment, and Recreation	14,748	5.10%	536	7.00%	\$37,593	4.90%	1.55
Accommodation and Food Services	56,299	2.50%	2,912	1.60%	\$19,149	4.00%	0.97
Other Services	17,699	1.90%	3,341	2.90%	\$31,680	2.20%	0.92
Public Administration	24,738	0.10%	173	-3.90%	\$56,725	-2.20%	0.81
Unclassified	605		591		\$31,442		
ALL INDUSTRIES	562,528	3.90%	40,117	2.60%	\$46,904	3.00%	

Location Quotient is the concentration of an industry in a geographic area in relation to that industry's concentration nationally.

Example: Professional and Management Development Training is 5 times more concentrated in Hillsborough County compared to the industry's employment nationally.

Data as of Second Quarter 2015; Source: Bureau of Labor Statistics

Consumer Price Index

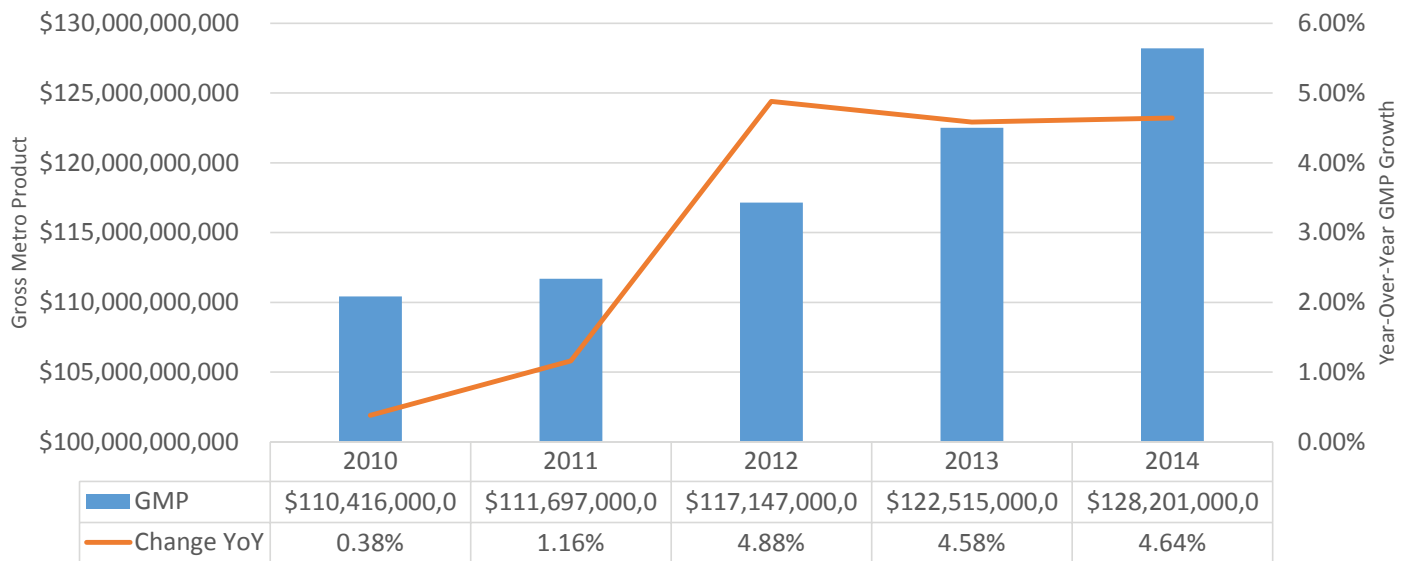
The Consumer Price Index is a measure of the average change over time in the prices paid by urban consumers for a representative basket of goods and services. CPI is used to monitor inflation within a geography. In this index, 100 is equal to the average price levels of a 36-month period covering 1982, 1983, and 1984.

	US City Average	South Urban Average
September 2015	237.945	233.480
September 2014	238.031	233.126
% Change	-0.04%	0.15%

Source: Bureau of Labor Statistics

Gross Metro Product

Gross Metro Product for Tampa MSA




Source: Bureau of Economic Analysis

Gross and Taxable Sales

	Gross	Taxable
Oct. 2014-Sept 2015	\$71,820,968,874	\$23,818,666,653
Oct. 2013-Sept 2014	\$69,501,709,088	\$22,100,476,463
% Change	3.3%	7.8%

Source: Florida Department of Revenue

International passengers increased by 14.8% over the past year



Airport Activity

	Domestic Passengers	Int'l Passengers	Freight Total (in tons)	Mail Total (in tons)
Oct 14-Sept 15	17,804,503	685,144	89,971	7,245
Oct 13-Sept 14	16,728,221	596,790	86,389	5,060
% Change	6.4%	14.8%	4.1%	43.2%

Source: Tampa International Airport

Port Activity - Port Tampa Bay Public Berths

	Total Bulk	Total General	TEUs	Cruise Passengers
FY 2015 (Oct-Sept)	13,555,455	1,029,946	56,742	867,114
FY 2014 (Oct-Sept)	12,143,931	1,029,714	47,265	888,343
% Change	11.6%	0.0%	20.1%	-2.4%

TEUs - 20-foot equivalent units, a standard-size container

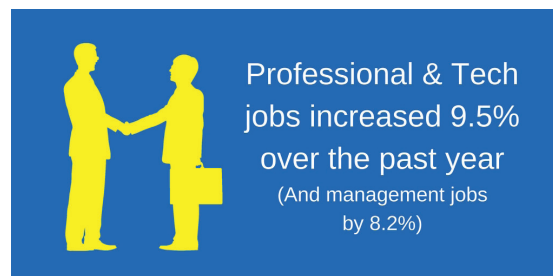
Source: Port Tampa Bay

Occupations

	Number Employed	% Change from 2014	Location Quotient
Management	23,996	4.2%	0.75
Business and Financial Operations	43,539	3.5%	1.34
Computer and Mathematical	21,585	3.9%	1.18
Architecture and Engineering	8,906	5.0%	0.78
Life, Physical, and Social Science	3,915	5.8%	0.72
Community and Social Service	6,488	2.9%	0.70
Legal	8,520	0.6%	1.73
Education, Training, Library	33,140	2.6%	0.89
Arts, Design, Entertainment, Sports, Media	6,583	4.4%	0.80
Healthcare Practitioners and Technical	37,393	5.2%	1.01
Healthcare Support	15,353	4.7%	0.81
Protective Services	14,984	0.1%	0.97
Food Preparation and Serving Related	57,381	5.7%	0.99
Building and Grounds Cleaning and Maintenance	17,649	-2.0%	0.86
Personal Care and Service	16,475	5.4%	0.78
Sales and Related	77,328	2.8%	1.17
Office and Administrative Support	122,641	2.4%	1.21
Farming, Fishing, Forestry	7,517	-1.6%	1.63
Construction and Extraction	23,282	5.2%	0.93
Installation, Maintenance, Repair	25,946	3.0%	1.06
Production	24,391	2.8%	0.58
Transportation and Materials Moving	39,063	4.2%	0.90

Data as of 2015

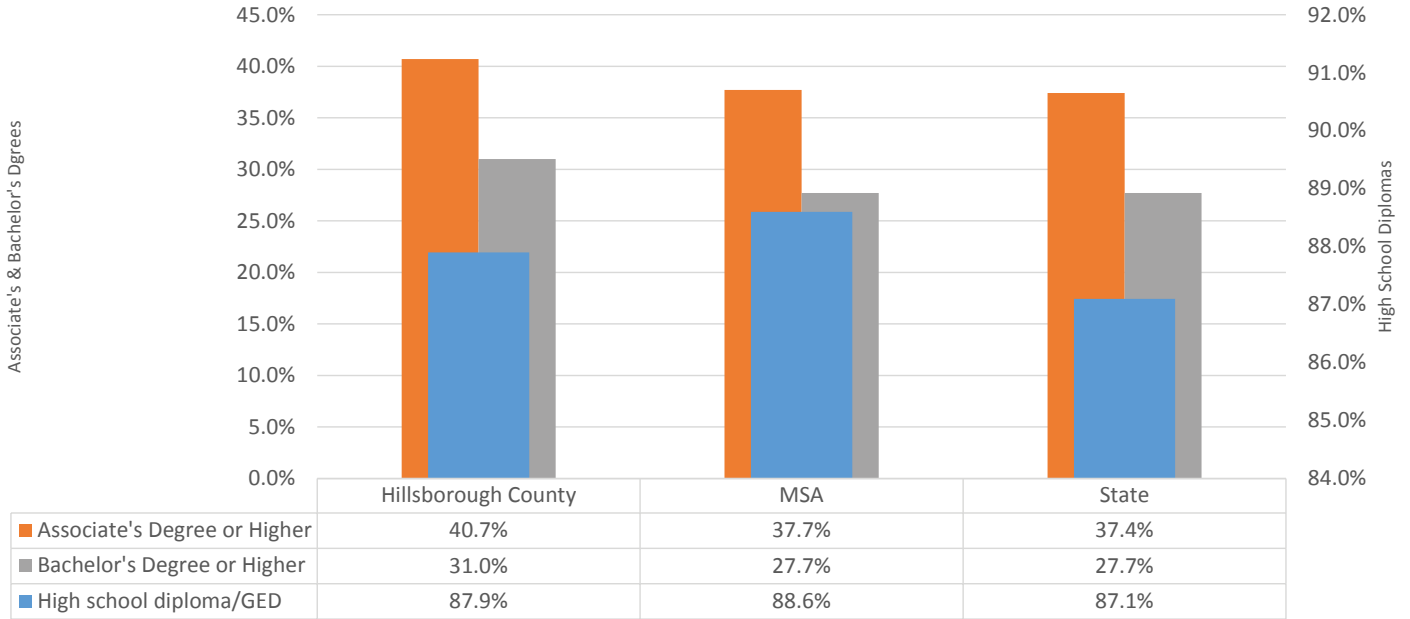
Source: EMSI



Workforce Development

Educational Attainment

Educational Attainment for Population 25+

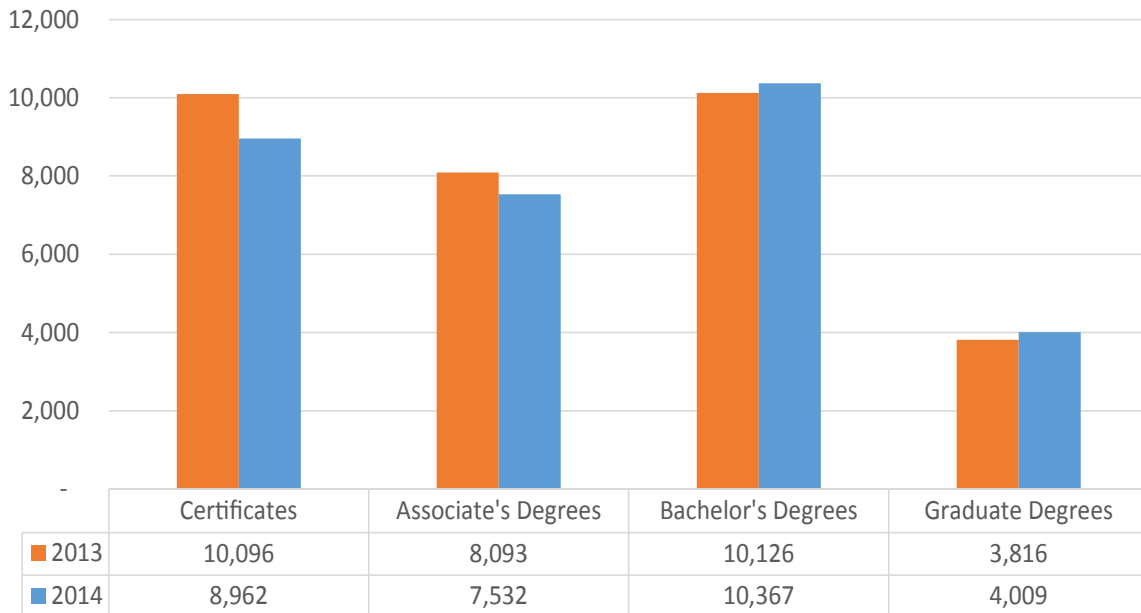


Source: ESRI Business Analyst Online

The Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA) is comprised of Hernando, Hillsborough, Pasco, and Pinellas counties

Completions by Type

Degree Completions by Level

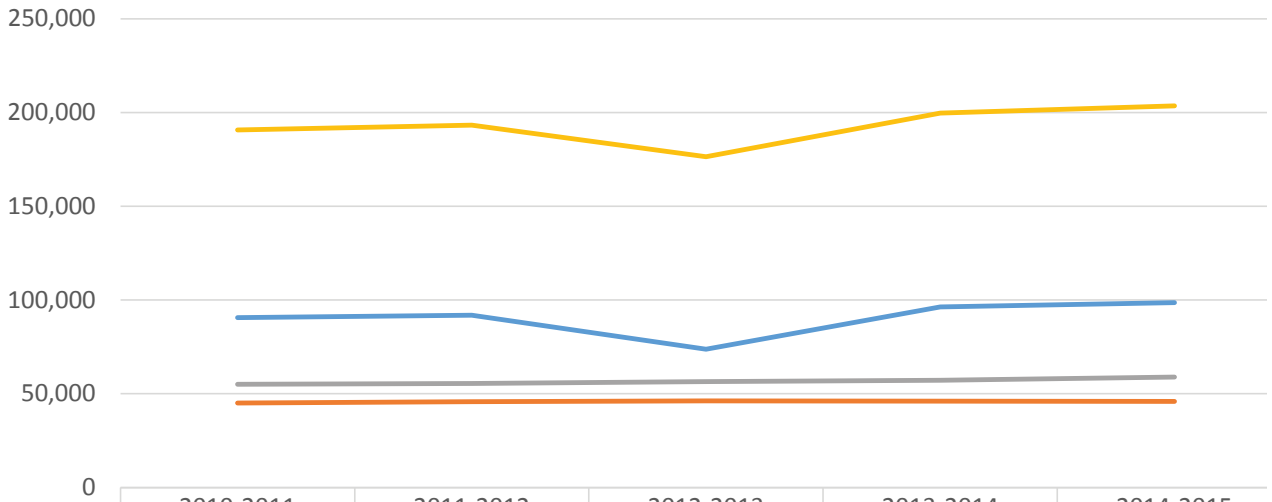


Completions are degrees finished in a given year at every institution in Hillsborough County. These are based on calendar years, not academic years.

Source: EMSI

School Enrollment Trends

Enrollment in Hillsborough County School District by Level

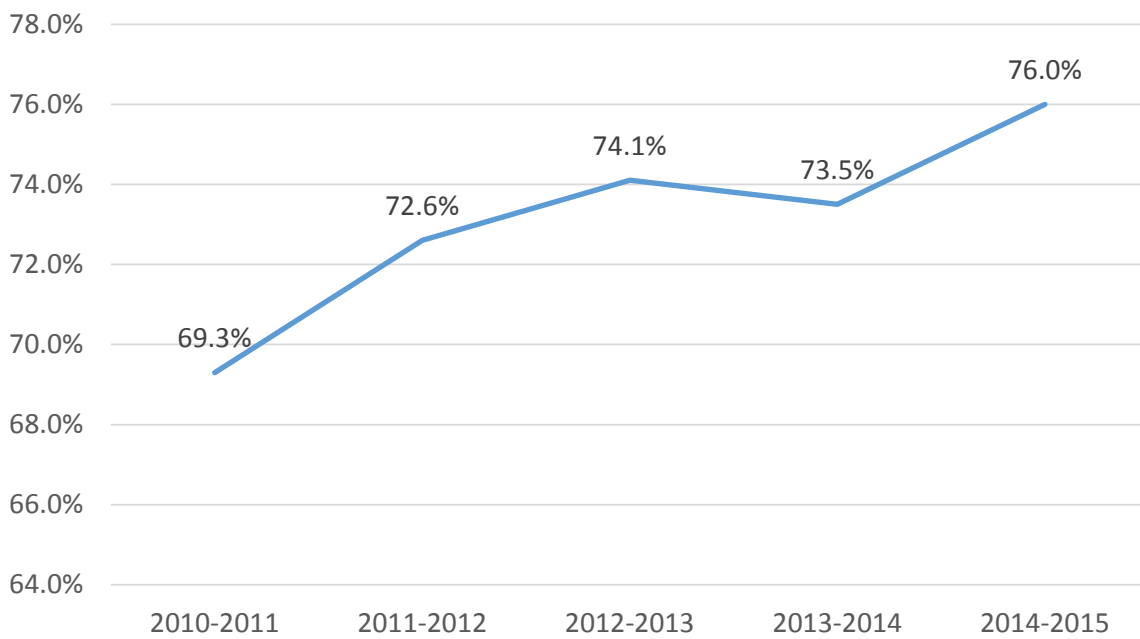


	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
Elementary School	90,631	91,918	73,752	96,312	98,605
Middle School	45,086	45,844	46,199	46,107	45,976
High School	55,059	55,522	56,491	57,269	58,966
TOTAL	190,776	193,284	176,442	199,688	203,547

Source: Florida Department of Education

High School Graduation Rates

Hillsborough County High School Graduation Rates



Source: Florida Department of Education

Community Characteristics

Population Growth and Projected Growth

	2010	2015	2020	2010-2015	2015-2020
County	1,229,226	1,308,304	1,395,620	6.43%	6.67%
MSA	2,783,243	2,893,923	3,027,024	3.98%	4.60%
State	18,801,310	19,603,934	20,654,191	4.27%	5.36%

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 Source: ESRI Business Analyst Online

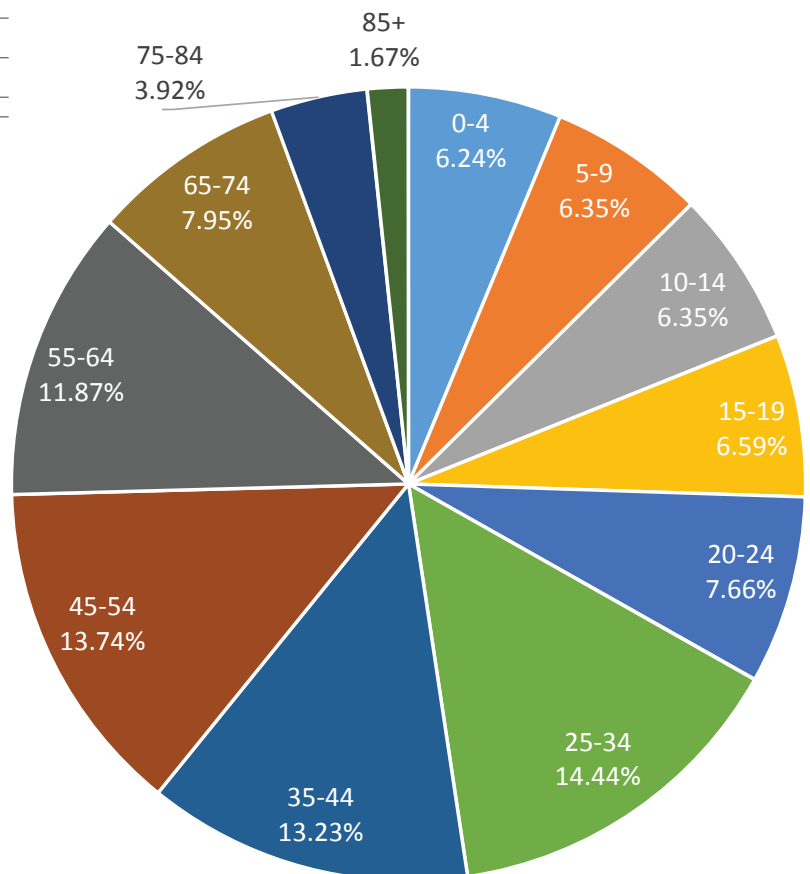
Population by Age

	2010	2015	Growth
0-4	80,459	81,573	1.4%
5-9	79,737	83,066	4.2%
10-14	82,835	83,026	0.2%
15-19	88,167	86,231	-2.2%
20-24	91,853	100,212	9.1%
25-34	173,877	188,875	8.6%
35-44	174,342	173,026	-0.8%
45-54	178,058	179,797	1.0%
55-64	134,661	155,304	15.3%
65-74	79,772	103,971	30.3%
75-84	46,900	51,319	9.4%
85+	18,565	21,904	18.0%
18 and Older	935,441	1,011,319	8.1%

Source: ESRI Business Analyst Online

Our Millennial demographic (20-34) increased 8.8% over the past year

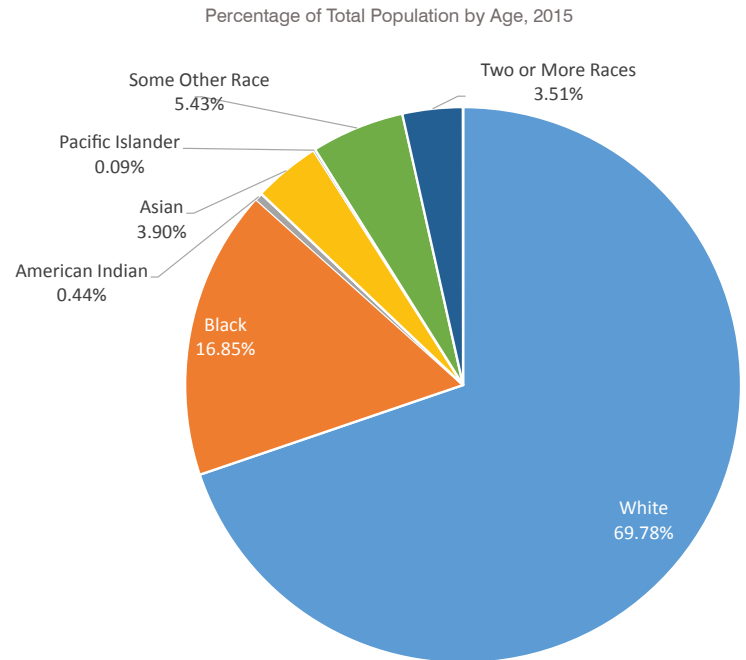
Percentage of Total Population by Age, 2015



Population by Race

	2010	2015	Growth
White	876,137	912,968	4.2%
Black	205,073	220,492	7.5%
American Indian	4,779	5,733	20.0%
Asian	42,076	51,042	21.3%
Pacific Islander	925	1,173	26.8%
Some Other Race	61,554	71,008	15.4%
Two or More Races	38,682	45,888	18.6%
Hispanic or Latino	306,635	355,277	15.9%

Source: ESRI Business Analyst Online



Household Income

	2010	2015	Growth
Less than \$15,000	65,406	66,582	1.8%
\$15,000-\$24,999	54,351	54,965	1.1%
\$25,000-\$34,999	54,351	52,545	-3.3%
\$35,000-\$49,999	73,236	75,673	3.3%
\$50,000-\$74,999	82,909	96,109	15.9%
\$75,000-\$99,999	50,667	56,562	11.6%
\$100,000-\$149,999	46,521	54,328	16.8%
\$150,000-\$199,999	16,121	22,588	40.1%
\$200,000+	17,503	22,857	30.6%
Total Households	461,066	502,209	8.9%

Source: ESRI Business Analyst Online

Number of Households by Household Income

