



ORLANDO
ECONOMIC
PARTNERSHIP

Central Florida Economics: Perspective & Data Points

Dale A. Brill, Ph.D.

A wide-angle photograph of the Orlando Stadium, taken from an elevated position behind the seating area. The stadium's seating is a mix of red and yellow, with the word 'ORLANDO' spelled out in large yellow letters across the middle section. The stadium's roof is a complex, white, cable-stayed structure. In the background, the Orlando city skyline is visible under a cloudy sky. The entire image has a warm, orange-red color overlay.

Laws of Economics

UNDERSTANDING CAUSES: THREE LAWS of ECONOMICS

- Strength is your weakness.
- Every choice (strategy) requires trade-offs.
- Every strategy (policy) comes with unintended consequences.

An aerial photograph of an empty stadium, likely the Amway Center in Orlando. The seats are arranged in a grid, with the word 'ORLANDO' spelled out in large, yellow, pixelated letters across several rows. The stadium's retractable roof is visible, supported by a series of white, A-frame trusses. In the background, the Orlando city skyline is visible under a hazy, orange-tinted sky. The entire image has a warm, orange-red color overlay.

Growth & Prosperity


Why a Prosperity Scorecard?

AP

Central Florida cities among fastest growing in US


Central Florida cities among fastest growing in US

By MIKE SCHNEIDER April 18, 2019



ORLANDO BUSINESS JOURNAL
Career & Workplace

Metro Orlando is the worst area in Florida for year-over-year job losses in July



Metro Orlando was the worst in the state for year over year job losses.

By Ryan Lynch – Staff Writer, Orlando Business Journal
Aug 21, 2020, 11:06am EDT Updated Aug 21, 2020, 11:08am EDT

IN THIS ARTICLE

Career & Workplace
Industry

Florida Department of
Economic Opportunity

ORLANDO, Fla. (AP) — When it came to population growth last year, Orlando was among the fastest growing in the nation, according to figures released by the U.S. Census Bureau.

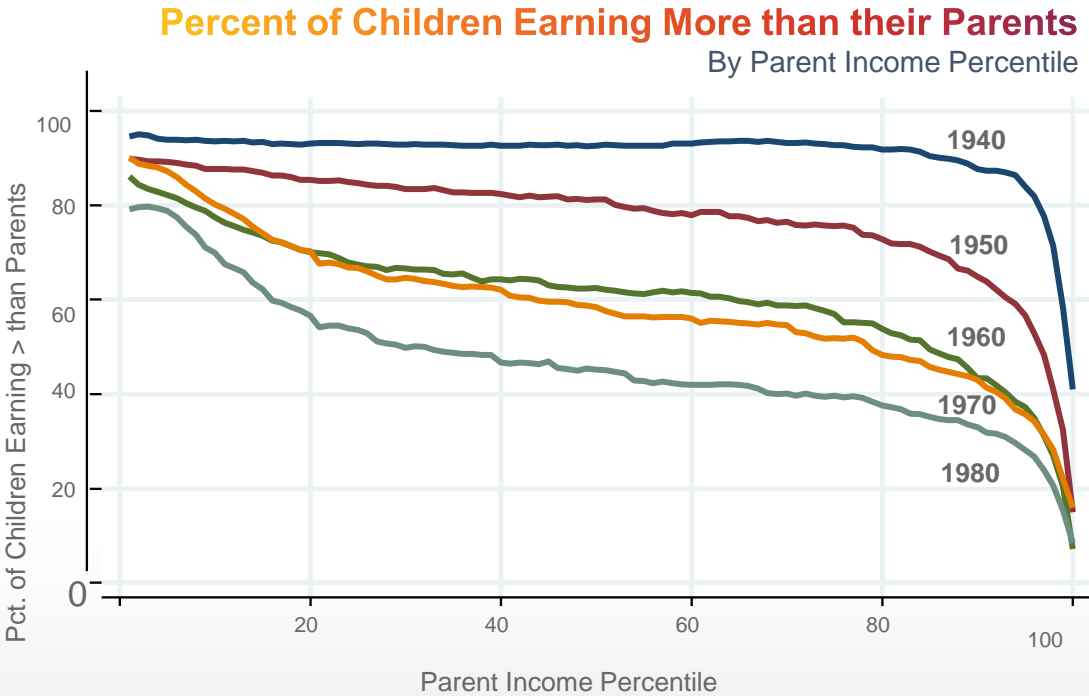
Metro Orlando grew by 60,000 residents last year, almost as large as the city's Camping World Stadium, where college football games are played.

The Tampa area grew last year by 51,000 residents, more than the Tampa Bay Rays play baseball.

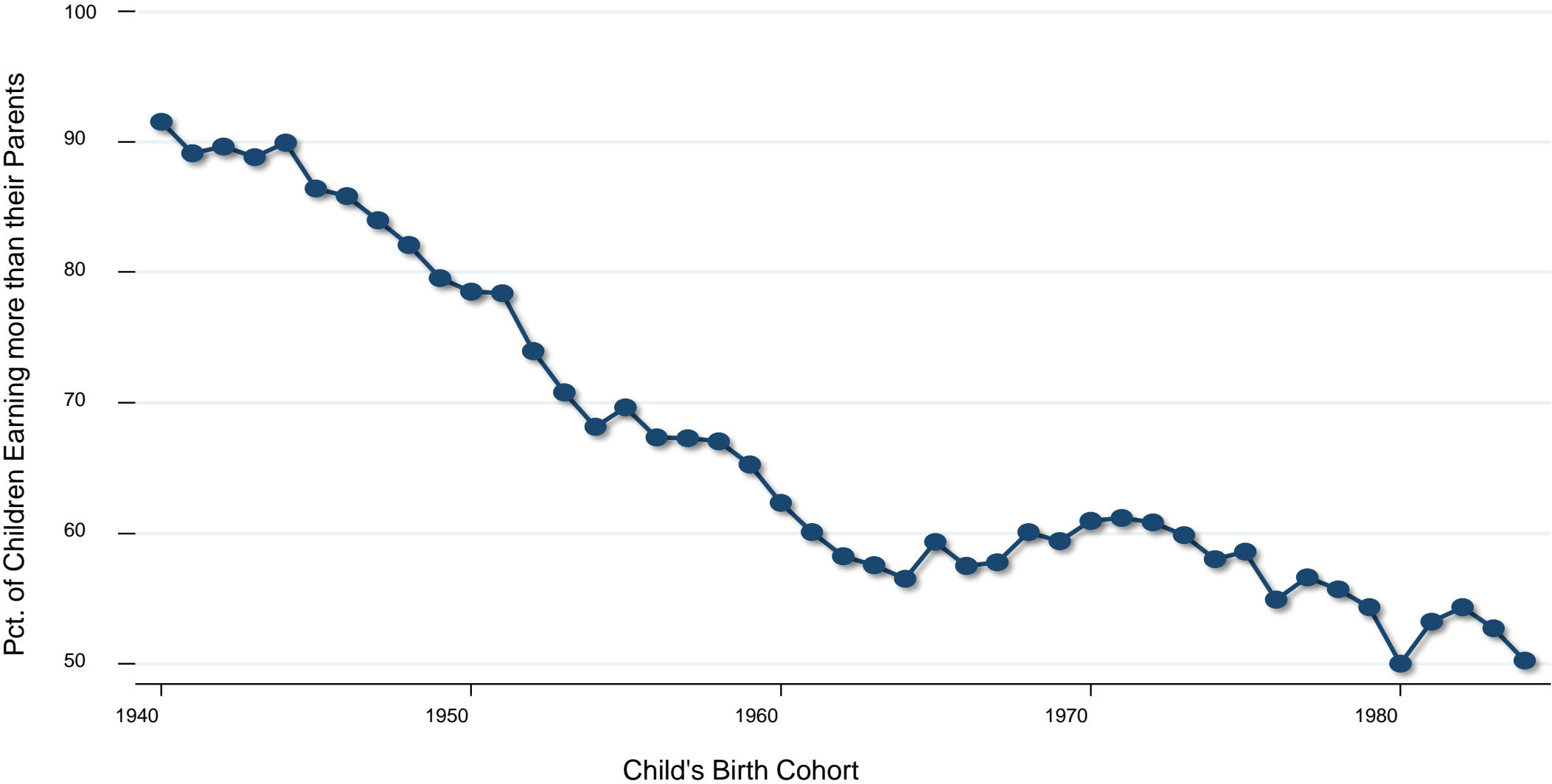
Growth from mid-2017 to mid-2018 propelled these two metropolitan areas to the top of the list, according to figures released by the U.S. Census Bureau.

RELATED TOPICS

U.S. Census Bureau
Orlando
Immigration
Florida
Texas
U.S. News

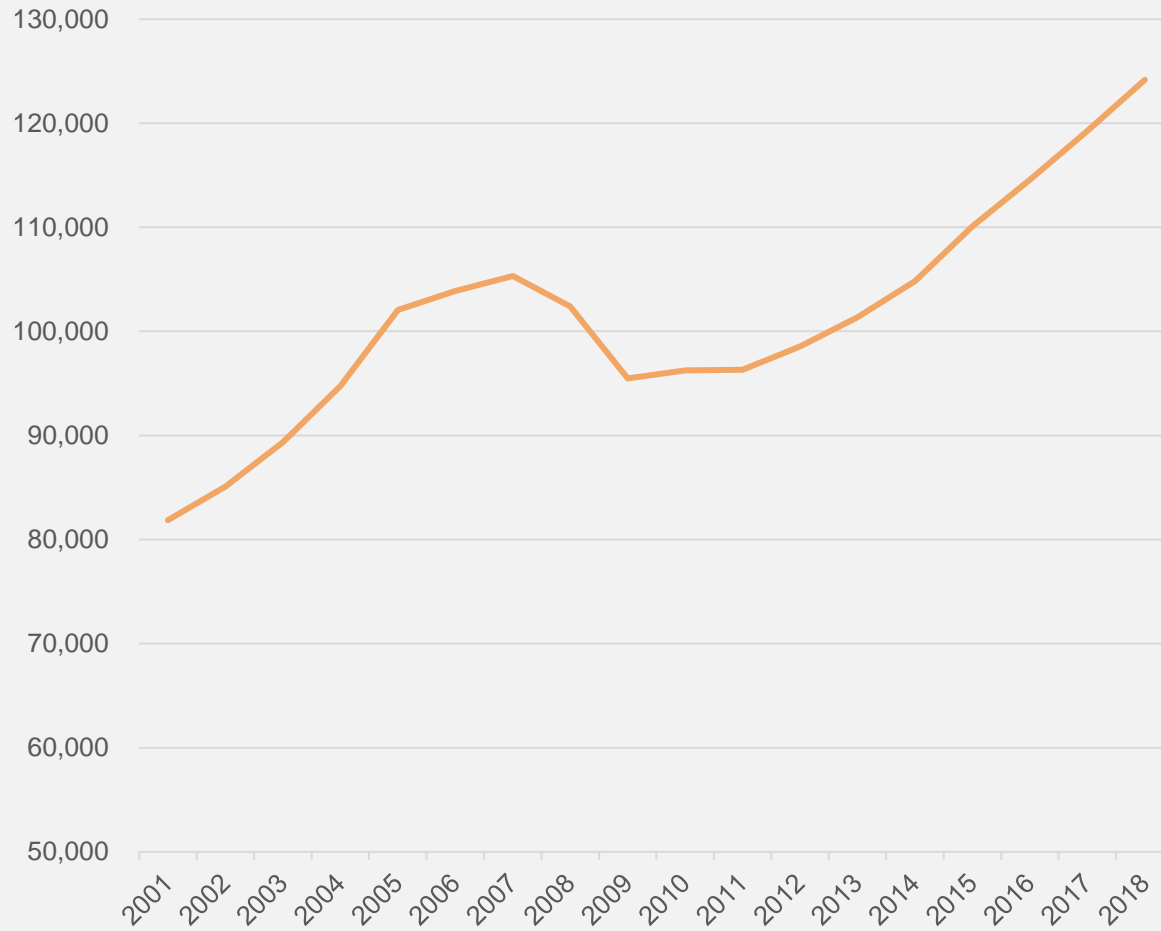


Percent of Children Earning More than Their Parents, by Birth Cohort

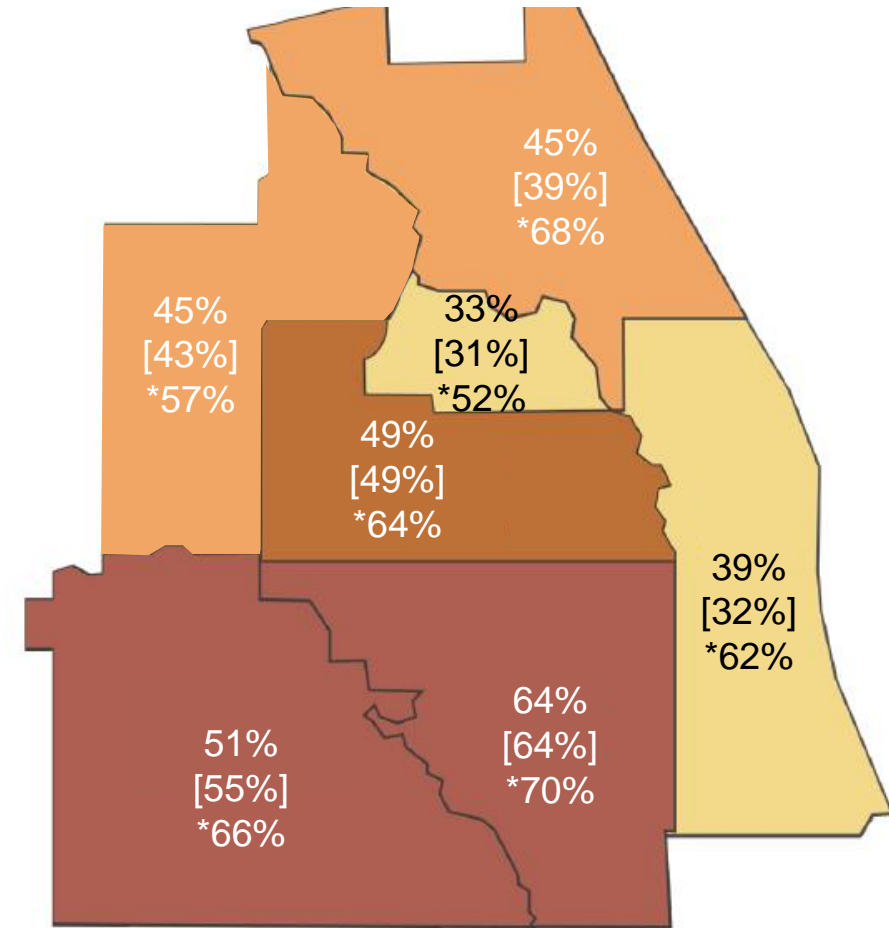


Total Real Gross Domestic Product, Orlando MSA

(Millions of Chained 2012 Dollars)

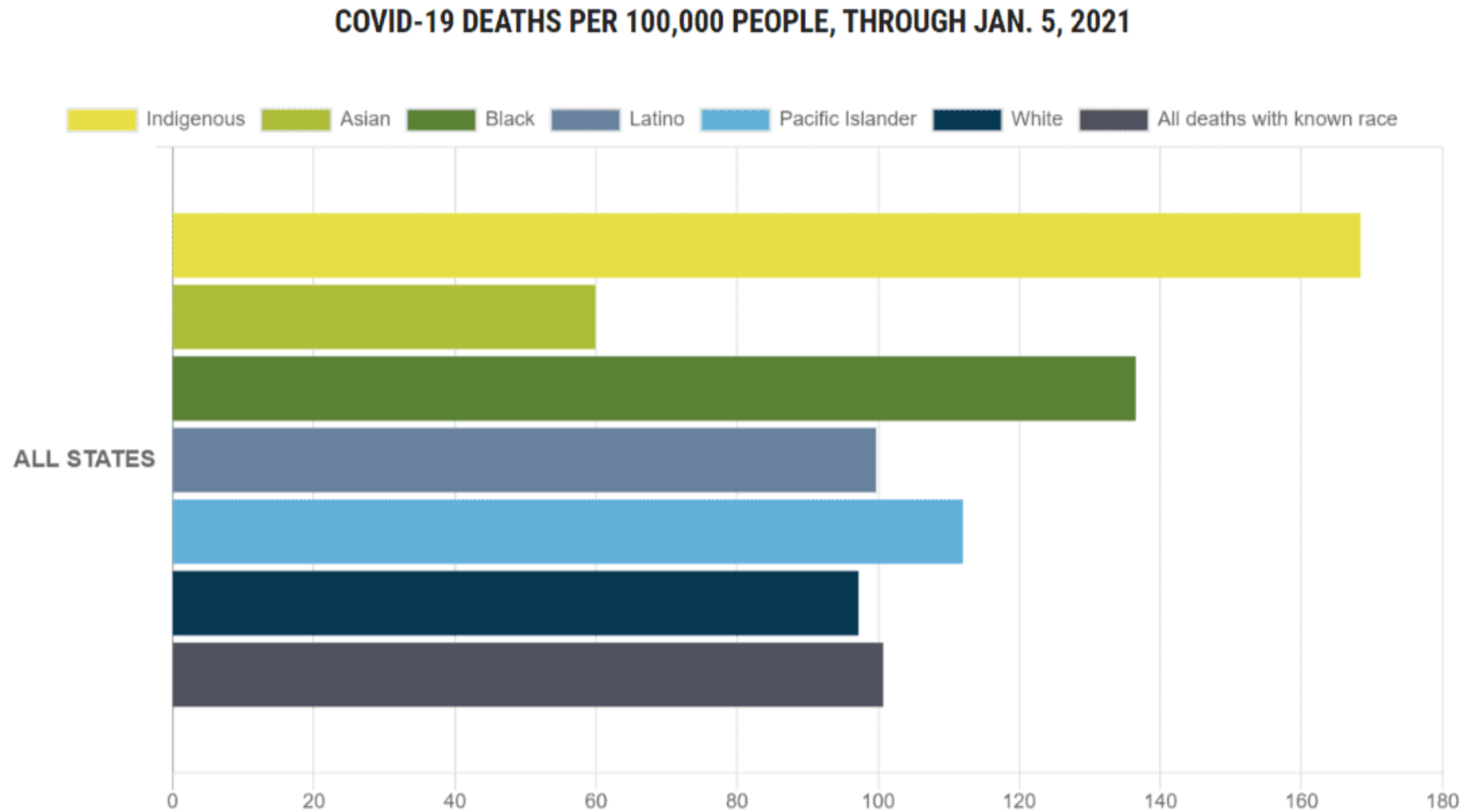


Below the ALICE Threshold Total Households [Households with Children] *Black Households

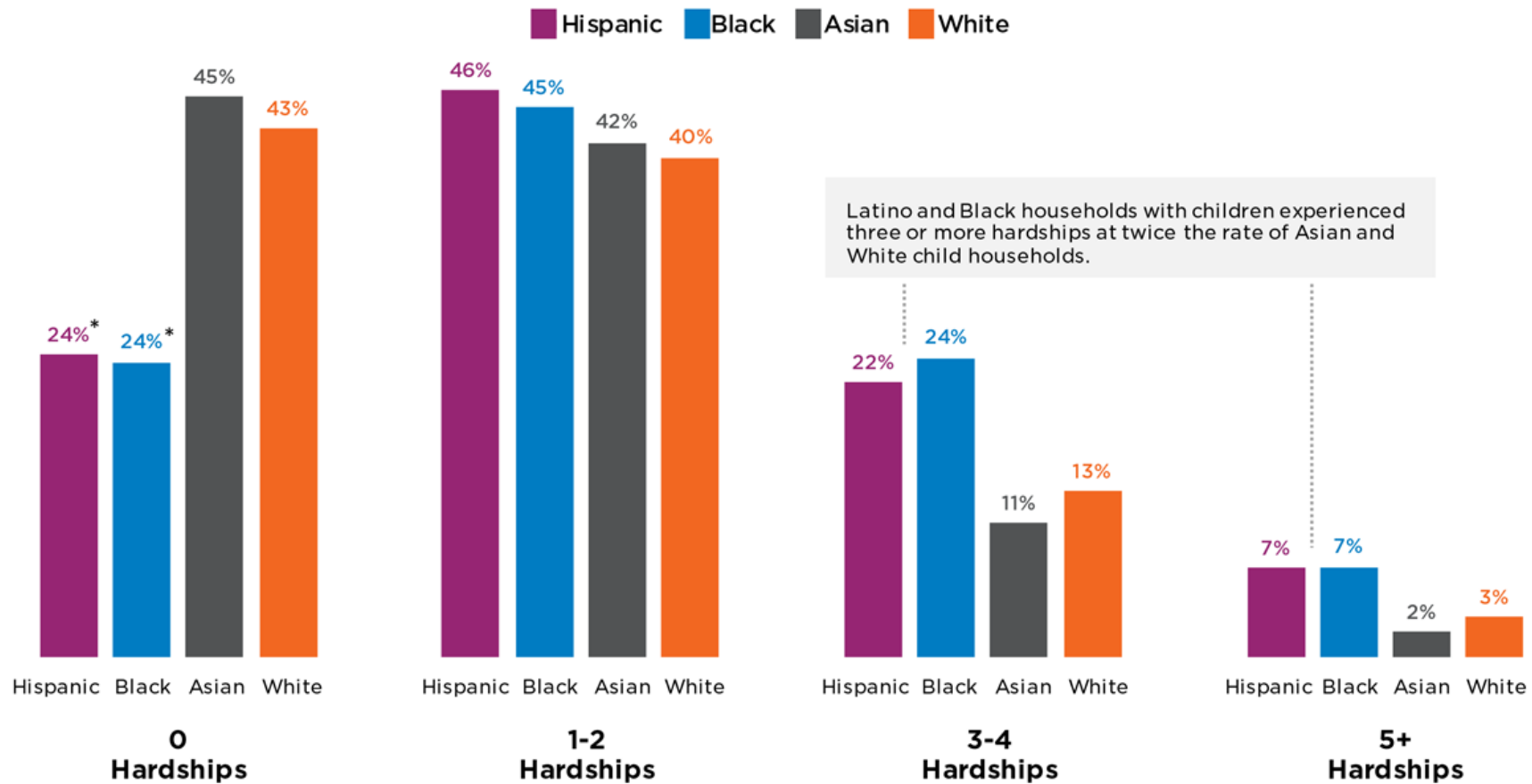


Source: United Way of Florida, 2020 ALICE Report

COVID-19's Disproportionate Impact on Minorities



COVID-19's Disproportionate Impact on Minorities



*The bars representing the rate of zero hardships for Hispanic and Black households with children are both labeled as 24% but are slightly different heights due to rounding (i.e., 24.49% for Hispanic child households and 23.89% for Black child households).

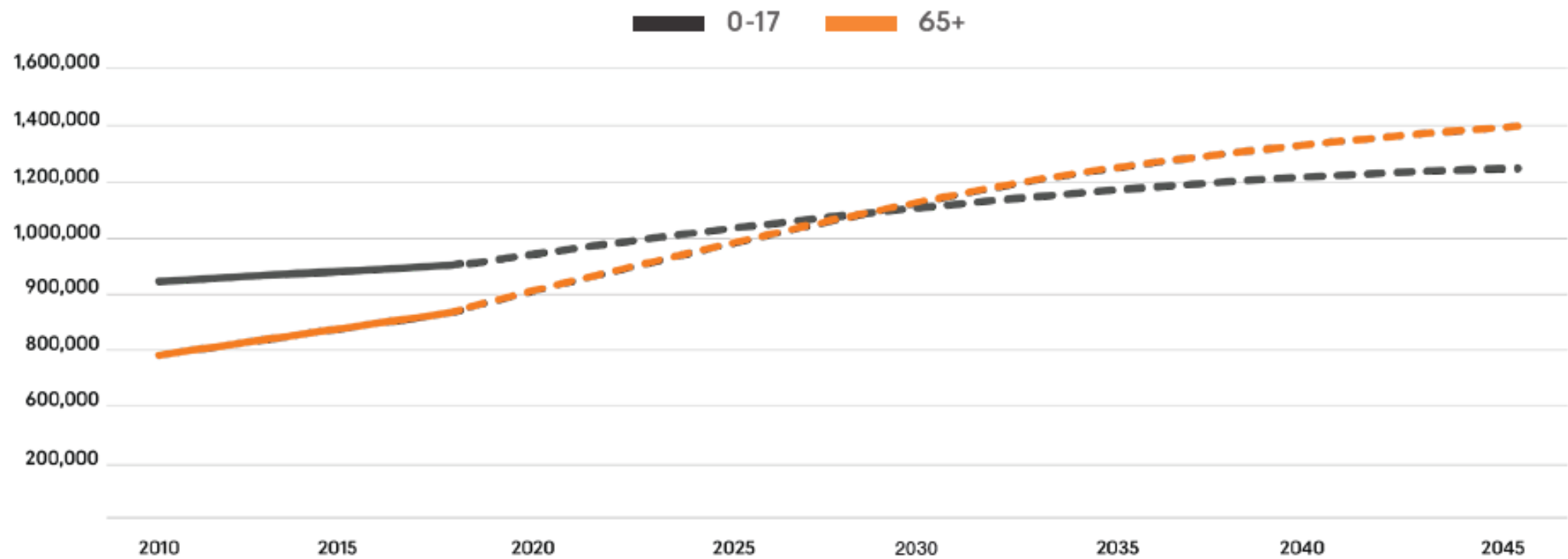
Source: The Census Bureau Household Pulse Survey, Weeks 13-20 (August 19-December 7, 2020). Data are weighted to be nationally representative

An aerial photograph of an empty stadium, likely the Amway Center in Orlando. The seats are arranged in a grid, with the word 'ORLANDO' spelled out in large, yellow, pixelated letters across several rows. The stadium's white, cable-stayed roof is visible above the seating area. In the background, the Orlando city skyline is visible under a cloudy sky. The entire image has a warm, orange-red color overlay.

Growth

Growth Perspective

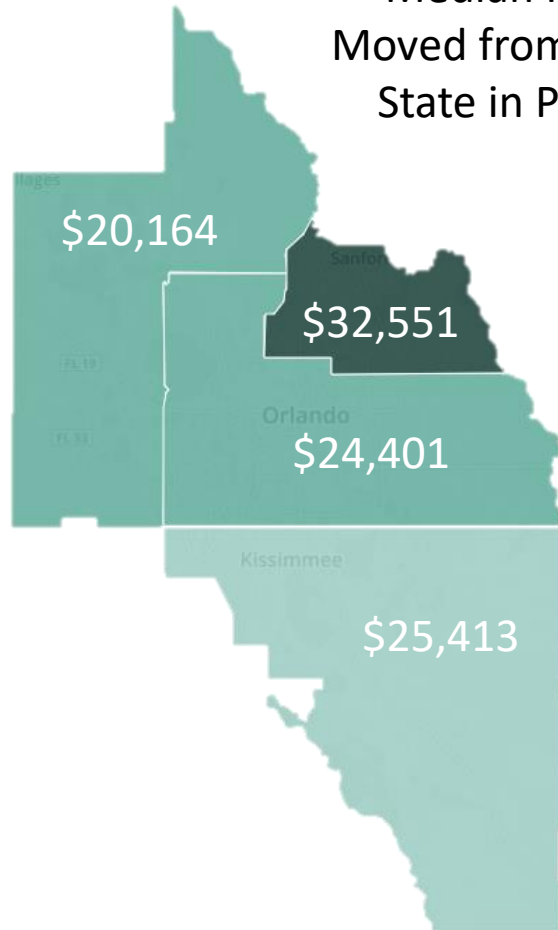
Seniors Will Outnumber Children For the First Time in History



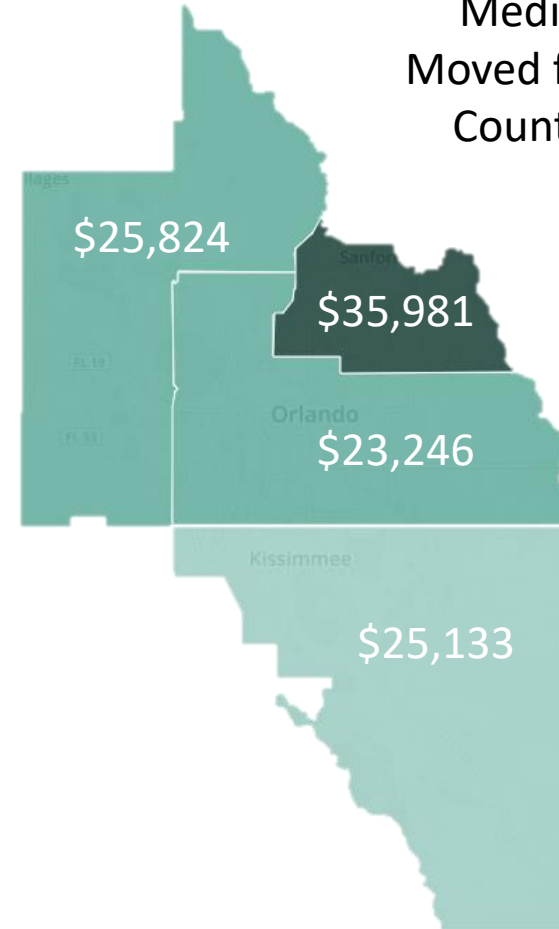
Source: University of Florida, Bureau of Economic and Business Research

Growth Perspective

Median Income:
Moved from Different
State in Past Year



Median Income:
Moved from Different
County in Florida



Brookings Metro Monitor

TABLE 1

Composite Inclusive Growth Index rankings for top very large metros in growth
Metro Monitor index rankings, fastest-growing very large metro areas, 2008-2018

	Growth	Prosperity	Inclusion	Racial Inclusion	Geographic Inclusion
Austin-Round Rock-Georgetown, TX	1	5	9	51	4
San Jose-Sunnyvale-Santa Clara, CA	2	1	4	43	27
San Francisco-Oakland-Berkeley, CA	3	2	2	49	50
San Antonio-New Braunfels, TX	4	19	24	6	5
Denver-Aurora-Lakewood, CO	5	15	1	9	1
Raleigh-Cary, NC	6	6	5	4	2
Dallas-Fort Worth-Arlington, TX	7	28	36	35	12
Orlando-Kissimmee-Sanford, FL	8	42	41	40	25
Houston-The Woodlands-Sugar Land, TX	9	33	48	31	6
Seattle-Tacoma-Bellevue, WA	10	3	15	16	29

Source: Brookings analysis of Emsi and U.S. Census Bureau data

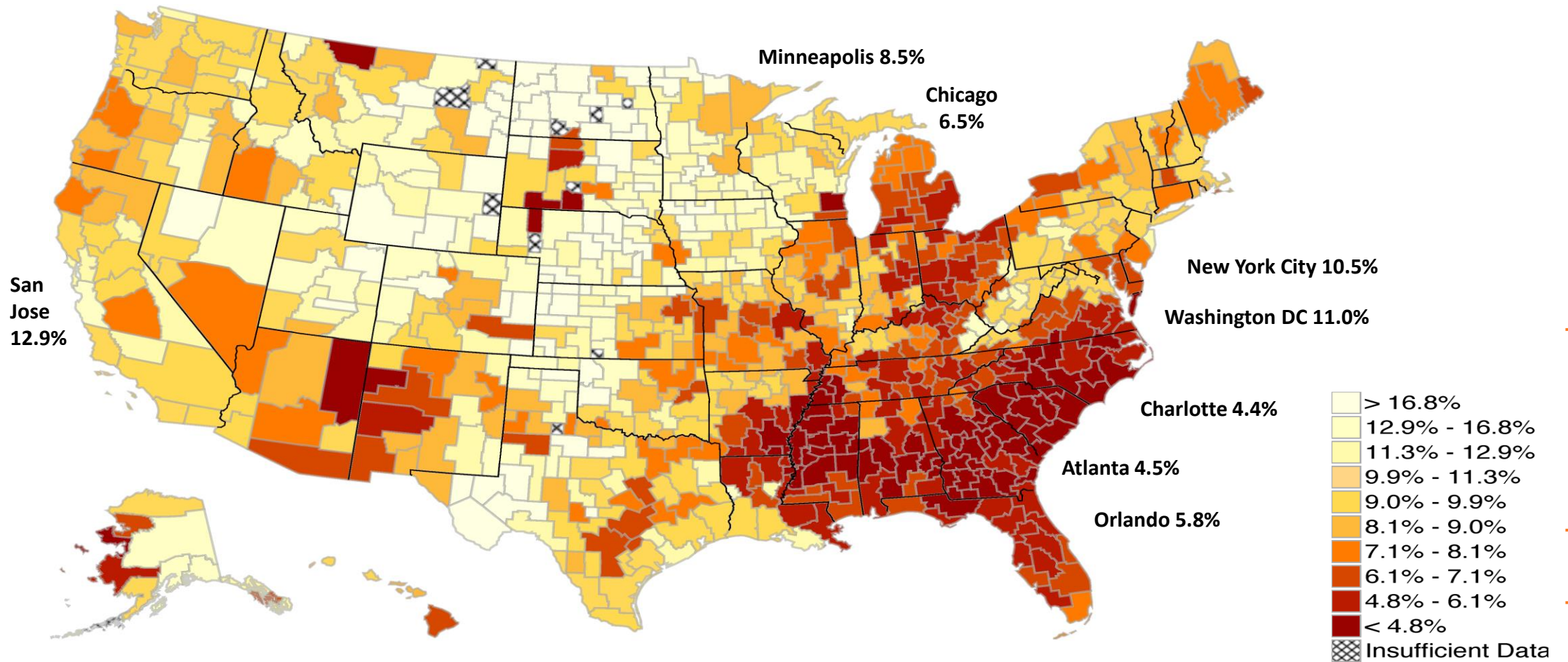
B Metropolitan Policy Program
at BROOKINGS

A wide-angle photograph of the Orlando Stadium, showing the seating area with 'ORLANDO' written in large yellow letters. In the background, the Orlando city skyline is visible under a cloudy sky. The entire image has a warm, orange-red color overlay.

Inclusive Growth Broad-based Prosperity™

The Geography of Upward Mobility in the United States

Chances of Reaching the Top Fifth Starting from the Bottom Third by Metro Area



The Geography of Upward Mobility in the Orlando Area

Chances of Reaching the Top Fifth Starting from the Bottom Third by Census Tract

<1% 3.7 5.6 6.7 7.6 8.2 11 12 15 18 >28%

Altamont Springs: 29%

Winter Park: 22%

Robinson Hills: 2.3%

College Park: 15%

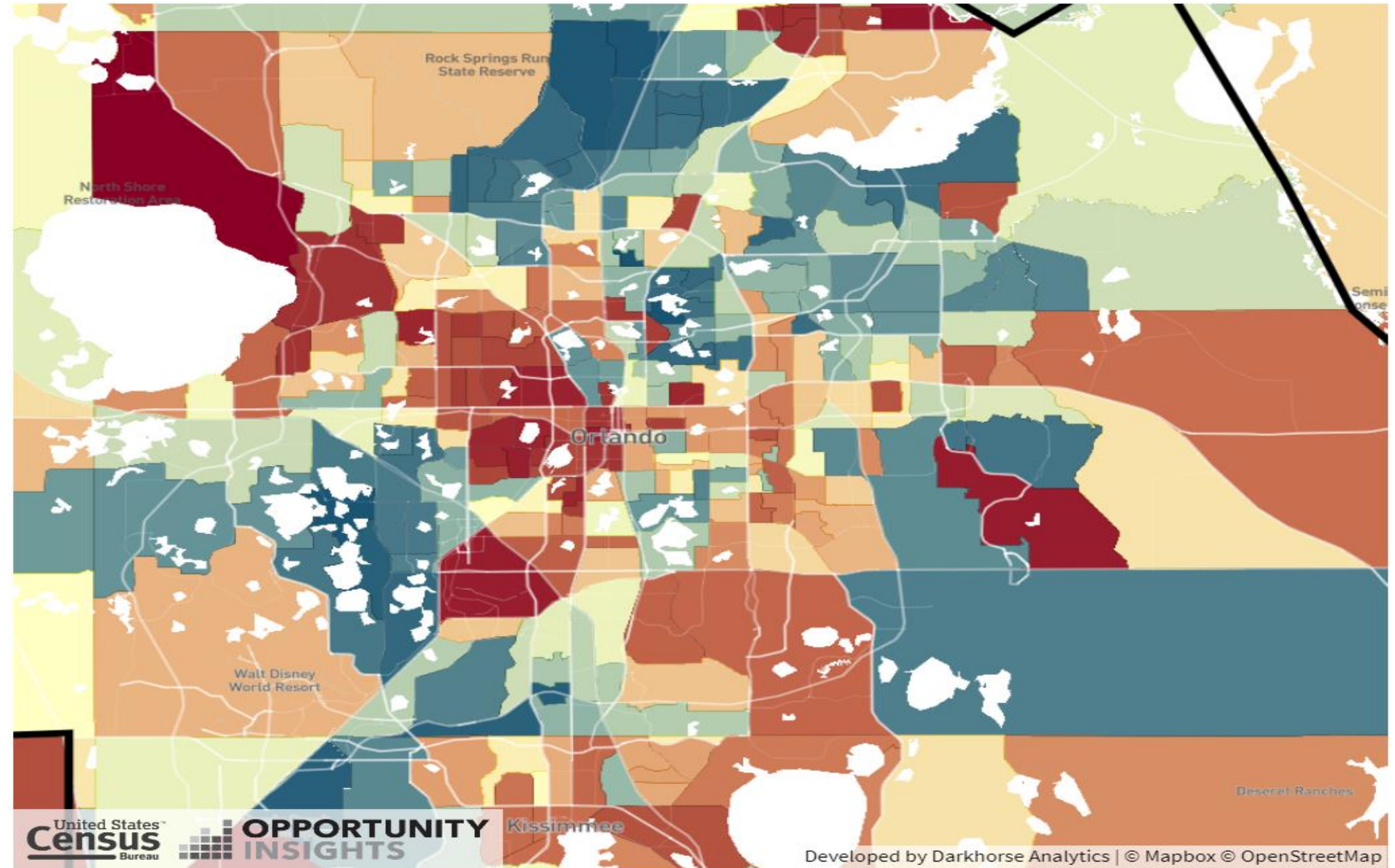
Parramore: <1%

Pine Hills: 3.8%

Lake Nona (A) 17%

Lake Nona (B): 5.2%

Storey Lake: 6.7%



Florida 42

Grade **C+**

Score 48.7 / 100

Economic Opportunity: Brevard County

Compare

By Year

2018

to

2018



By County

>

	Opportunity Score	Economy Score	Education Score	Community Score	Health Score
Brevard County	50.2	56.1	57.6	43.0	44.0
Florida	48.7	53.4	52.8	43.5	45.0
Counties with Similar Levels of Opportunity ?	55.0	60.1	57.5	46.8	55.7
Counties with Similar Demographics ?	52.9	57.5	56.3	45.4	52.3
United States	53.1	55.4	55.2	47.6	54.0



Florida 42

Grade **C**

Score 48.7 / 100

Economic Opportunity: Lake County

Compare

By Year

2018

to

2018



By County



☆ Opportunity Score ?

\$ Economy Score ?

📖 Education Score ?

👤 Community Score ?

🏠 Health Score ?

Lake County

47.2

57.1

42.6

39.5

49.6

Florida

48.7

53.4

52.8

43.5

45.0

Counties with Similar Levels of Opportunity ?

47.0

51.3

46.4

40.7

49.5

Counties with Similar Demographics ?

52.9

57.5

56.3

45.4

52.3

United States

53.1

55.4

55.2

47.6

54.0



Florida 42

Grade **C+**

Score 48.7 / 100

Economic Opportunity: Orange County

Compare

By Year 2018 to 2018

By County

	Opportunity Score	Economy Score	Education Score	Community Score	Health Score
Orange County	50.5	51.8	56.7	46.2	47.3
Florida	48.7	53.4	52.8	43.5	45.0
Counties with Similar Levels of Opportunity	52.1	51.2	55.4	50.6	51.1
Counties with Similar Demographics	50.6	52.1	54.9	45.3	50.0
United States	53.1	55.4	55.2	47.6	54.0



Florida 42

Grade **C-**

Score 48.7 / 100

Economic Opportunity: Osceola County

Compare

By Year 2018 to 2018

By County

	Opportunity Score	Economy Score	Education Score	Community Score	Health Score
Osceola County	45.4	48.1	49.0	37.6	47.0
Florida	48.7	53.4	52.8	43.5	45.0
Counties with Similar Levels of Opportunity	47.6	45.7	49.0	40.1	55.6
Counties with Similar Demographics	46.5	52.5	46.9	38.9	47.8
United States	53.1	55.4	55.2	47.6	54.0



Florida 42

Grade **C-**

Score 48.7 / 100

Economic Opportunity: Osceola County

Compare

By Year

2018



to

2018



By County



Opportunity Score



Economy Score



Education Score



Community Score



Health Score



Osceola County

45.4

48.1

49.0

37.6

47.0

Florida

48.7

53.4

52.8

43.5

45.0

Counties with Similar Levels of Opportunity ?

47.6

45.7

49.0

40.1

55.6

Counties with Similar Demographics ?

46.5

52.5

46.9

38.9

47.8

United States

53.1

55.4

55.2

47.6

54.0



Florida 42

Grade **B-**

Score 48.7 / 100

Economic Opportunity: Seminole County

Compare

By Year

2018



to

2018



By County



Opportunity Score



Economy Score



Education Score



Community Score



Health Score



Seminole County

56.6

60.1

65.8

46.2

54.4

Florida

48.7

53.4

52.8

43.5

45.0

Counties with Similar Levels of Opportunity ?

59.6

59.1

64.3

56.3

58.8

Counties with Similar Demographics ?

50.7

54.5

54.5

42.5

51.3

United States

53.1

55.4

55.2

47.6

54.0



Florida 42

Grade **C-**

Score 48.7 / 100

Economic Opportunity: Volusia County

Compare

By Year 2018 to 2018

By County

	Opportunity Score	Economy Score	Education Score	Community Score	Health Score
Volusia County	44.3	49.6	44.6	41.0	42.0
Florida	48.7	53.4	52.8	43.5	45.0
Counties with Similar Levels of Opportunity	47.0	51.3	46.4	40.7	49.5
Counties with Similar Demographics	52.9	57.5	56.3	45.4	52.3
United States	53.1	55.4	55.2	47.6	54.0



Supply & Demand Insights

Housing Wage for X Bedrooms at Fair Market Rent (FMR)

	One-Bedroom FMR	Two-Bedroom FMR	Three-Bedroom FMR	Four-Bedroom FMR
Florida	\$18.41	\$22.86	\$30.80	\$37.05
Orlando MSA	\$19.31	\$22.88	\$30.31	\$36.13
Lake County	\$19.31	\$22.88	\$30.31	\$36.13
Orange County	\$19.31	\$22.88	\$30.31	\$36.13
Osceola County	\$19.31	\$22.88	\$30.31	\$36.13
Seminole County	\$19.31	\$22.88	\$30.31	\$36.13

Supply & Demand Insights

Work Hours per Week at Min. Wage to Afford X Bedrooms at Fair Market Rent (FMR)

	One-Bedroom FMR	Two-Bedroom FMR	Three-Bedroom FMR	Four-Bedroom FMR
Florida	87	108	146	175
Orlando MSA	91	108	143	171
Lake County	91	108	143	171
Orange County	91	108	143	171
Osceola County	91	108	143	171
Seminole County	91	108	143	171

Supply & Demand Insights

Work Hours per Week at Mean Renter Wage to Afford X Bedrooms at Fair Market Rent (FMR)

	One-Bedroom FMR	Two-Bedroom FMR	Three-Bedroom FMR	Four-Bedroom FMR
Florida	44	55	74	89
Orlando MSA	46	55	73	87
Lake County	60	71	93	111
Orange County	44	52	69	83
Osceola County	56	66	88	105
Seminole County	48	57	75	90

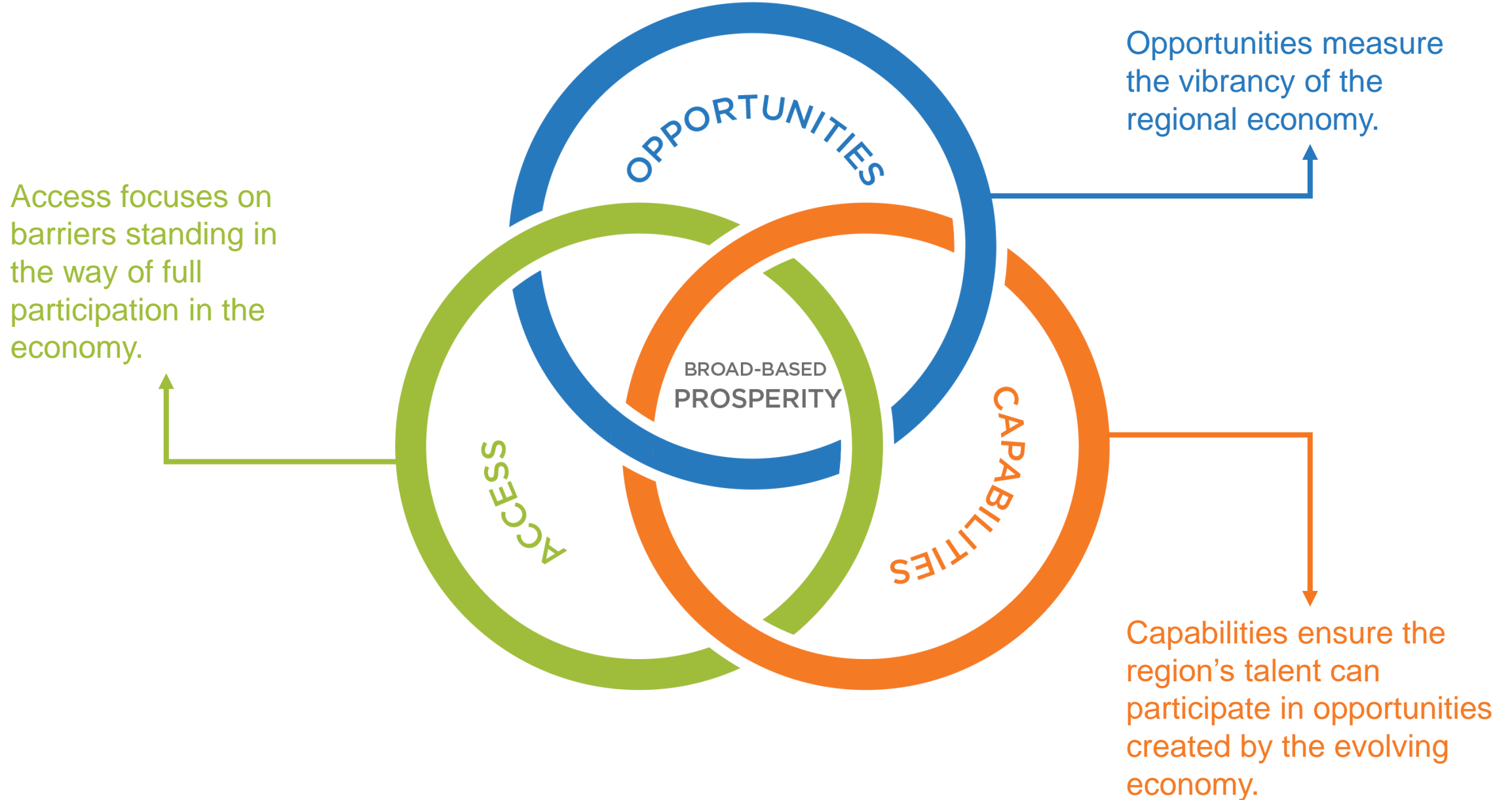
Supply & Demand Insights

Two-Bedroom Housing Occupations with Threshold Wage of >\$22.86

	Current Jobs	5-Yr Demand	Median Hourly Wage
Elementary School Teachers	10,294	5,167	\$23.71
Sales Reps, Wholesale and Mfg.	12,067	7,543	\$24.27
Office & Admin Support Supervisors	15,228	9,105	\$25.21
Business Operations Specialists	9,874	5,896	\$29.37
Accountants & Auditors	10,215	6,036	\$30.36
Registered Nurses	21,653	9,122	\$31.39
General & Operations Managers	18,418	10,075	\$44.94



A Systems PerspectiveTM



An aerial photograph of an empty stadium, likely the Amway Center in Orlando. The stadium seats are arranged in a grid, with the word 'ORLANDO' spelled out in large, yellow, pixelated letters across several rows. The stadium's retractable roof is visible, featuring a series of white, triangular structural supports. In the background, the Orlando city skyline is visible under a cloudy sky. The entire image has a warm, orange-red color overlay.

Measuring What Matters

ORLANDO PROSPERITY SCORECARD

GEOGRAPHY: Central Florida

Central Florida

Well-Being Index Score*

61.8

TREND: NOT IMPROVING
2016-2017 ●



% Below ALICE

46.2%

TREND: NOT IMPROVING
2016-2018 ●

OPPORTUNITIES

Job Growth

+3.3%

TREND: IMPROVING
2017-2018 ●

Real GRP per Worker*

\$77,638

TREND: NOT IMPROVING
2016-2017 ●

Middle-Wage Occupational Growth

+3.8%

TREND: IMPROVING
2017-2018 ●

CAPABILITIES

3rd Grade Reading Proficiency

57.0%

TREND: IMPROVING
2018-2019 ●

% Associate's or Higher

40.3%

TREND: NOT IMPROVING
2017-2018 ●

% with Poor/Fair Health

18.2%

TREND: NOT IMPROVING
2017-2019 ●

ACCESS

% Extremely Cost Burdened

18.2%

TREND: IMPROVING
2017-2018 ●

Extreme Commuters (60+ min.)

8.2%

TREND: NOT IMPROVING
2017-2018 ●

% with Broadband

77.1%

TREND: NOT IMPROVING
2017-2018 ●

* Data for this metric is available at the metro level only.
Some metros are made up of a single county.

ORLANDO ECONOMIC PARTNERSHIP

THE Orlando Prosperity SCORECARD



OPPORTUNITIES

Jobs

Income

- + *Innovation and Entrepreneurship*
- + *Economic Diversification*

CAPABILITIES

K-12 Education

Individual Health

- + *Continued Education*
- + *Social Capital*

ACCESS

Transportation

Housing

Digital

- + *Food*
- + *Childcare*



PROSPERITY



PEOPLE



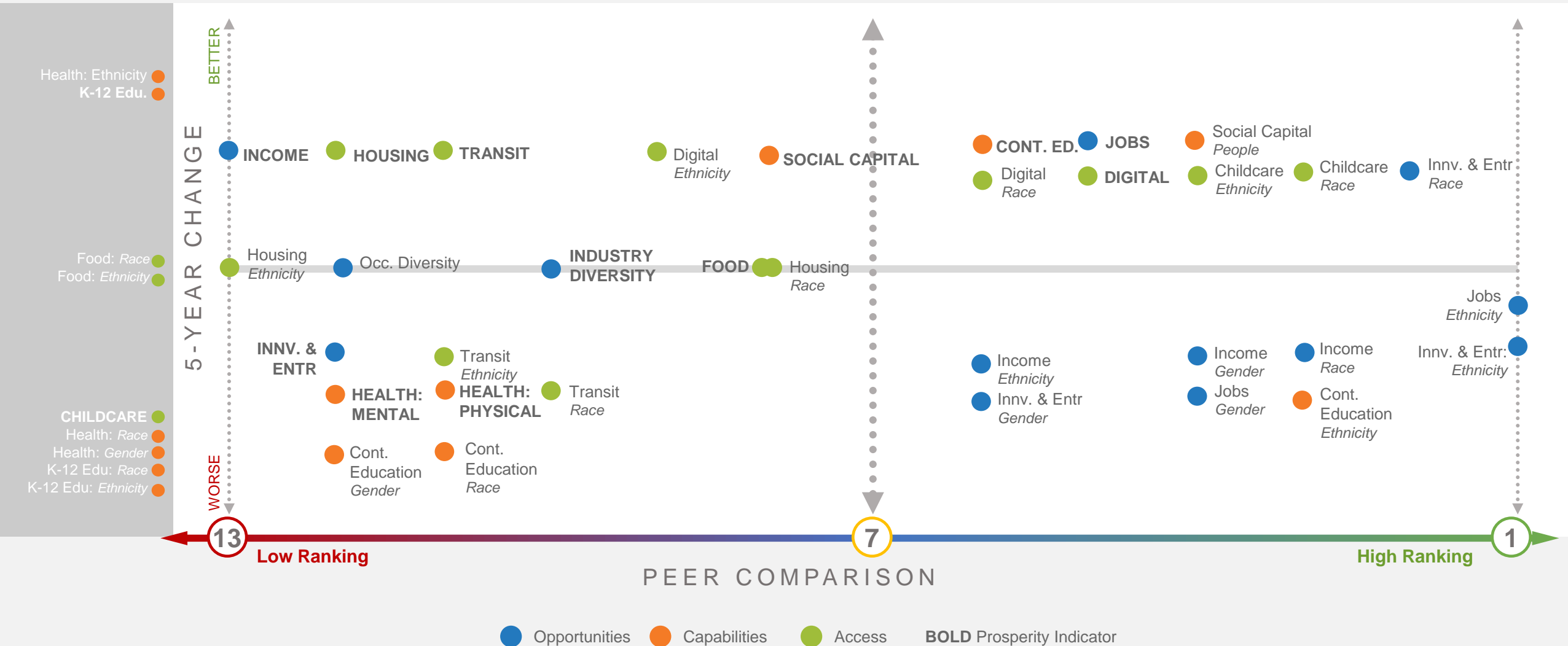
PLACES

MOMENTUM + RANKING

INDICATORS IN CONTEXT

STATE DATA

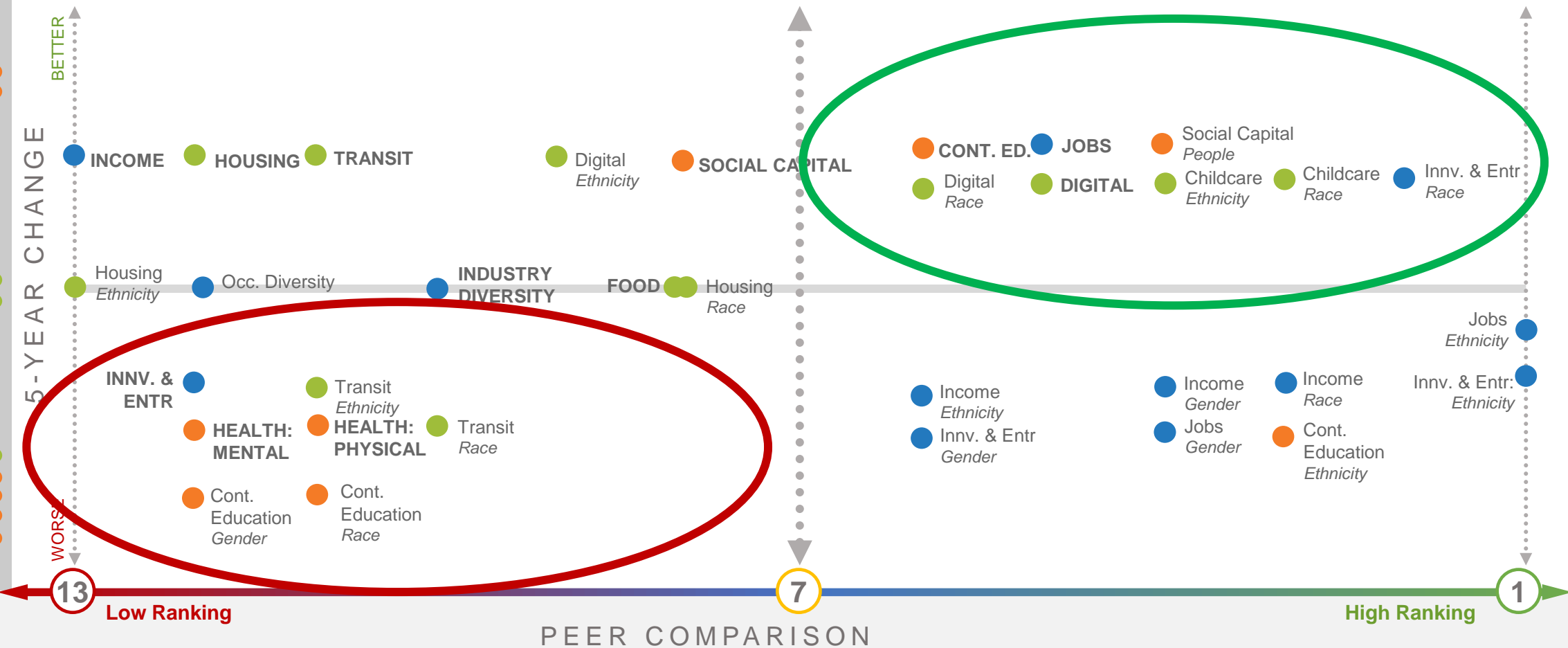
No Peer Comparison



MOMENTUM + RANKING

INDICATORS IN CONTEXT

STATE DATA
No Peer Comparison



THE Orlando Prosperity SCORECARD



OVERALL PROSPERITY

- ✓ Barriers to workforce participation improving over time
- ✗ Still falling below peer metros

INSIGHTS

Growth is fragile, and not enough to propel Orlando forward among peers.

COVID-19 economic shock threatens future prosperity.

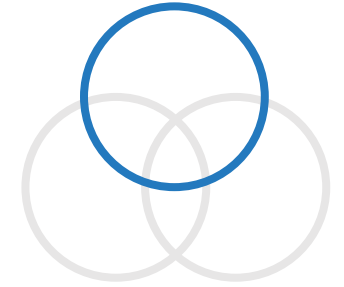
OPPORTUNITIES

Continued alignment of talent supply with digital economy skill demand will drive broad-based prosperity, especially upskilling our labor force to capture the benefits of middle-wage job growth.





THE Orlando Prosperity SCORECARD



OPPORTUNITIES

KEY TAKEAWAYS

INSIGHT

Higher than expected industry diversity score.

OPPORTUNITIES

Addressing gaps in Orlando's innovation ecosystem and targeted recruitment can impact key prosperity drivers: industry diversification and career-ladder opportunities.





THE Orlando *Prosperity* SCORECARD



CAPABILITIES

KEY TAKEAWAYS

INSIGHTS

High ranking and improving indicators for social capital, racial segregation.

Worsening health and education outcomes threaten the long-term prospects for broad-based prosperity.

OPPORTUNITIES

Upskilling investments validated as a key to improving competitiveness.

Use “two-generational” lenses to incorporate factors impacting children as well as working age adults.



THE Orlando *Prosperity* SCORECARD



ACCESS

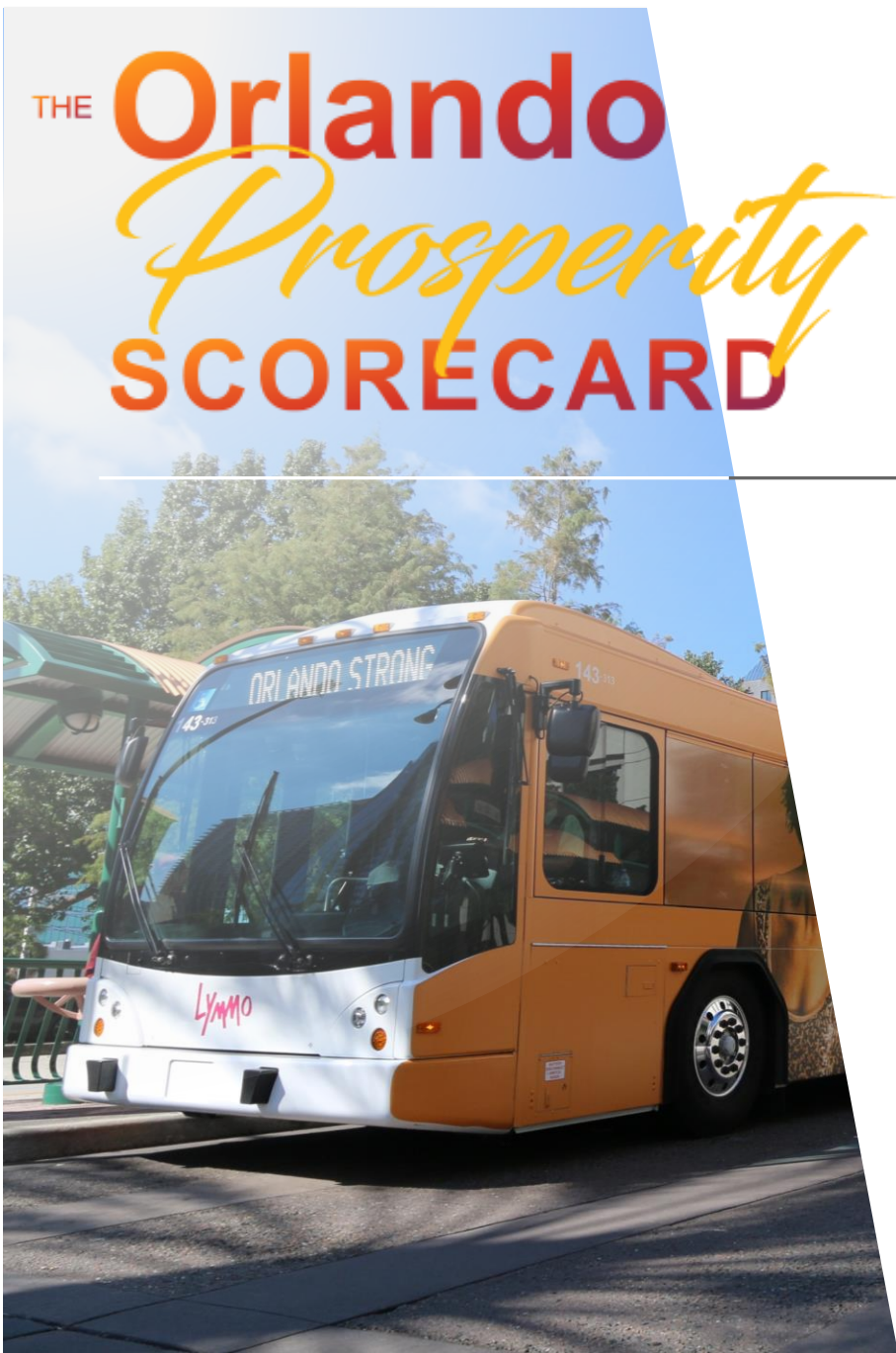
KEY TAKEAWAYS

INSIGHT

Known regional challenges experienced in housing costs and transportation interact to exacerbate barriers to broad-based prosperity.

OPPORTUNITIES

Adding digital access to the focus on housing cost burden and transportation can significantly reduce barriers to economic opportunities and drive both broad-based prosperity and regional competitiveness.





COLLECTIVE LEADERSHIP

“Power is drifting...to cities
and metropolitan communities,
horizontally from government
to networks of public, private
and civic actors...”

In sum, **POWER INCREASINGLY
BELONGS TO THE PROBLEM
SOLVERS.”**



