

TAMPA Community Profile



2004

Tampa Metropolitan Statistical Area (MSA) includes the counties of Hillsborough, Pinellas, Pasco and Hernando.

location

| Distance from Tampa | Driving Time | Miles |
|-----------------------|-----------------|-------|
| Atlanta, GA | 7 hrs, 5 mins | 460 |
| Baltimore, MD | 14 hrs, 50 mins | 947 |
| Boston, MA | 21 hrs, 51 mins | 1,371 |
| Chicago, IL | 18 hrs, 34 mins | 1,164 |
| Dallas/Fort Worth, TX | 17 hrs, 41 mins | 1,119 |
| Memphis, TN | 13 hrs, 32 mins | 820 |
| Miami, FL | 4 hrs, 38 mins | 278 |
| New Orleans, LA | 10 hrs, 14 mins | 660 |
| New York, NY | 18 hrs, 7 mins | 1,146 |
| Orlando, FL | 1 hr, 19 mins | 84 |

Source: Microsoft Automap



TAMPA-ST PETERSBURG-CLEARWATER METROPOLITAN STATISTICAL AREA (MSA)

population

| Total Population | 1990 | 2003 | % of MSA |
|--------------------------------|----------------|------------------|--------------|
| Hillsborough County | 834,054 | 1,083,520 | 43.7% |
| County (Unincorporated) | 514,841 | 708,310 | 28.6% |
| City of Tampa | 280,015 | 321,490 | 13.0% |
| City of Temple Terrace | 16,444 | 21,790 | 0.9% |
| City of Plant City | 22,754 | 31,930 | 1.3% |
| Tampa MSA | 2,067,959 | 2,479,513 | |

Hillsborough County Age and Gender Distribution

| | Percentage |
|----------------|------------|
| Under 17 years | 25.3% |
| 18-44 | 41.0% |
| 45-64 | 21.7% |
| Over 65 | 12.0% |
| Male | 48.9% |
| Female | 51.1% |
| 18 and older | 73.5% |
| 65 and older | 11.5% |
| Median Age | 35.1 |

41.0% of the County's residents are of prime working age!

Ethnicity*

| | Tampa | Hillsborough County | Tampa MSA |
|------------------------|-------|---------------------|-----------|
| Caucasian | 64.2% | 74.5% | 82.2% |
| African-American | 26.1% | 15.6% | 10.9% |
| Hispanic | 19.3% | 19.5% | 11.5% |
| Asian/Pacific Islander | 2.2% | 2.4% | 2.2% |

*Over 100% because Hispanic ethnicity crosses other ethnic lines

Source: 2002 Demographics USA, U.S. Census Bureau & The Hillsborough County City-County Planning Commission

labor

| Labor Force Draw Area | 4 Counties |
|--|----------------|
| Population of Tampa-MSA | 2,479,513 |
| Metro Labor Force | 1,279,406 |
| Metro Employed | 1,224,969 |
| Hillsborough County Labor Force | 585,353 |
| Hillsborough County Employed | 561,454 |
| Right-to-Work State | Yes |

County employed labor force is 46% of the MSA employed labor force!

| Unemployment Rate | |
|--|-------------|
| (August, 2003, Bureau of Labor Statistics) | |
| Hillsborough County | 4.3% |
| Metropolitan Statistical Area | 4.5% |
| Florida | 5.5% |
| United States | 6.0% |

Source: Florida Agency for Workforce Innovation

Employment By Industry (Hillsborough County)

| Industry | Employees |
|--|-----------|
| Services | 229,017 |
| Retail Trade | 100,441 |
| Government | 74,130 |
| Finance/Insurance/Real Estate | 50,635 |
| Manufacturing | 35,480 |
| Transportation/Communication/Utilities | 35,395 |
| Wholesale Trade | 34,014 |
| Construction | 29,628 |
| Agriculture/Forestry/Fishing | 16,142 |
| Mining | 47 |

Source: Florida Agency for Workforce Innovation, Qtr 4, 2002

income

| Effective Buying Income (\$000) | Projected | | % Change |
|---------------------------------|---------------------|---------------------|--------------|
| | 2002 | 2007 | |
| Hillsborough | \$20,714,939 | \$28,241,789 | 36.3% |
| Pinellas | \$19,634,159 | \$24,875,489 | 26.7% |
| Pasco | \$6,029,736 | \$8,008,141 | 32.8% |
| Hernando | \$1,975,644 | \$2,458,841 | 24.5% |
| Total | \$48,354,478 | \$63,584,260 | 31.5% |

Percent of Households by Household Income

| | Hillsborough | Tampa MSA | Florida |
|--------------------|--------------|-----------|---------|
| Under \$25,000 | 28.1% | 31.6% | 35.0% |
| \$25,000-\$49,999 | 35.4% | 37.4% | 32.5% |
| \$50,000-\$99,999 | 29.3% | 25.2% | 26.3% |
| \$100,000 and over | 7.2% | 5.7% | 6.3% |

Source: Demographics, USA, 2002

| | Hillsborough | Florida |
|--------------------------|--------------|-----------|
| Monthly mortgage payment | \$ 986 | \$ 1,006 |
| Median household income | \$ 37,254 | \$ 37,389 |

Average travel time to work (minutes) 24.8 24.8

Source: Census 2000 Supplemental

education

| <u>Public Schools</u> | <u>Hillsborough County</u> |
|--------------------------|----------------------------|
| Elementary Schools | 115 |
| Middle Schools | 38 |
| High Schools | 22 |
| Total Student Enrollment | 165,271 |
| Total Number of Teachers | 11,280 |

Source: Hillsborough County School District

| <u>SAT Scores (Annual Average 2003)</u> | <u>Verbal</u> | <u>Math</u> |
|---|---------------|-------------|
| Hillsborough County | 499 | 504 |
| Florida | 498 | 498 |
| Nation | 507 | 519 |

Source: Individual School Districts

Private Schools

| | |
|---------------------------|--------|
| Number of Private Schools | 117 |
| Student Enrollment | 20,070 |
| Number of Teachers | 1,585 |



Colleges and Universities

| | <u>Spring '01 Enrollment</u> |
|--|------------------------------|
| University of South Florida | 35,758 |
| Hillsborough Community College | 34,000 |
| St Petersburg College | 19,992 |
| University of Tampa | 3,825 |
| Florida Metropolitan University | 3,600 |
| Eckerd College | 2,570 |
| International Academy of Design & Technology | 1,702 |
| University of Phoenix-Tampa Campus | 1545 |
| Education America-Tampa Technical Institute | 1,395 |
| Nova Southeastern University | 860 |
| National Louis University | 820 |
| Stetson University College of Law | 723 |
| ITT Technical Institute | 645 |
| Clearwater Christian College | 624 |

Source: Tampa Bay Business 2003 & Individual Colleges

Education

| | |
|--------------------------------------|-------|
| Bachelor Degree or more (25 + years) | 25.3% |
| High School graduate or more | 84.4% |

Source: 2002 Estimate Census Supplemental

cost of living

| <u>ACCRA Cost of Living Indices*</u> | <u>Second Quarter, 2003</u> | <u>Composite</u> |
|--------------------------------------|-----------------------------|------------------|
| San Francisco | 180.7 | |
| New York | 175.0 | |
| Los Angeles | 145.4 | |
| San Diego | 137.6 | |
| Boston | 136.2 | |
| Washington, DC | 133.5 | |
| Chicago | 132.8 | |
| Denver | 106.1 | |
| Cleveland | 104.5 | |
| Phoenix | 98.5 | |
| Atlanta | 95.9 | |
| Tampa | 95.7 | |



*100 is the nationwide average.

Source: ACCRA Cost of Living Index, Second Quarter, 2003

major employers

| <u>Public & Private County Employers</u> | <u>Employment</u> |
|--|-------------------|
| Hillsborough County School District | 25,487 |
| Verizon Communications | 14,000 |
| University of South Florida | 11,607 |
| Hillsborough County Government | 10,886 |
| MacDill Air Force Base | 9,000 |
| Tampa International Airport | 7,760 |
| James A Haley Veterans Hosp | 5,900 |
| St Joseph's Hospital | 5,242 |
| JP Morgan Chase | 5,237 |
| City of Tampa | 4,500 |
| Publix Food Centers | 4,342 |
| US Postal Service | 3,947 |
| Bank of America | 3,754 |
| Outback Steakhouse | 3,625 |
| TECO Energy | 3,211 |
| Tampa General Hospital | 3,166 |
| University Community Hospital | 3,100 |
| Citigroup | 3,000 |
| Kash-N-Karry | 2,652 |
| Busch Gardens | 2,437 |
| Caspers Company McDonald's Restaurants | 2,416 |
| Progressive Insurance | 2,359 |
| USF Health Sciences Center | 2,217 |
| Capital One | 2,000 |
| H Lee Moffitt Cancer Ctr | 1,901 |
| USAA Insurance | 1,546 |
| Tampa Tribune | 1,530 |
| IBM | 1,500 |
| Time Customer Svc | 1,500 |
| Hillsborough Community College | 1,454 |
| Medco Health Solutions | 1,430 |
| Brandon Regional Medical Center | 1,393 |
| Price WaterhouseCoopers | 1,350 |
| Continental Airlines | 1,330 |
| Coca Cola Enterprises | 1,200 |
| Household International | 1,200 |



Source: Committee of One Hundred Research, August, 2003

retail sales

2002 MSA and County Retail Sales By Store Group (\$000)

| <u>Area</u> | <u>Total Retail Sales</u> | <u>Food & Beverage Stores</u> | <u>Food Serv. & Drinking Establish.</u> |
|---------------------|---------------------------|-----------------------------------|---|
| | Tampa MSA | \$32,774,143 | \$5,251,168 |
| Hillsborough | \$16,690,211 | \$2,473,117 | \$1,120,996 |
| Pinellas | \$11,881,479 | \$1,927,908 | \$990,692 |
| Pasco | \$3,143,582 | \$733,140 | \$179,167 |
| Hernando | \$1,058,871 | \$117,003 | \$98,165 |

County Retail is 51% of MSA total!

| <u>Area</u> | <u>General Merchandise</u> | <u>Home Furn., Electronics & Appliances</u> | <u>Motor Vehicles & Parts Dealers</u> |
|---------------------|----------------------------|---|---|
| | Tampa MSA | \$3,140,748 | \$1,511,750 |
| Hillsborough | \$1,037,036 | \$730,787 | \$4,925,178 |
| Pinellas | \$1,516,887 | \$691,679 | \$3,834,906 |
| Pasco | \$404,570 | \$75,001 | \$901,794 |
| Hernando | \$182,255 | \$14,283 | \$325,926 |

Source: Demographics USA, 2002

construction

Hillsborough County (2002)

| | |
|------------------------------------|-------|
| New Single Family Building Permits | 9,370 |
| New Multi-Family Building Permits | 3,775 |

Total Residential Permit Value \$1.277 billion

| | | |
|----------------------------------|-------------------------------------|-----------|
| Commercial Permits (2001) | Total Value (\$000) | \$493,460 |
| | Unincorporated County Value (\$000) | \$182,912 |

Source: Hillsborough County City-County Planning Commission

taxes

Hillsborough County Taxes

| | |
|--------------------------------|-------------|
| Sales: | 6.75% |
| Income: | |
| Personal | 0.0% |
| Corporate | 5.5% |
| Corporate Income Tax | 5.5% |
| Business Inventory Tax | 0.0% |
| Homestead Exemption | \$25,000 |
| Ad Valorem Property Tax | 2.4% - 2.9% |
| Tangible Personal Property Tax | 2.3% - 2.9% |

Source: Hillsborough County Tax Collector

climate

Temperature and Rainfall

| | High | Low | Rainfall (in.) |
|------------------|------|-----|----------------|
| January | 70 | 50 | 2.1 |
| February | 72 | 52 | 2.8 |
| March | 76 | 56 | 3.5 |
| April | 82 | 61 | 1.8 |
| May | 87 | 67 | 3.0 |
| June | 90 | 73 | 5.6 |
| July | 90 | 74 | 7.3 |
| August | 90 | 74 | 7.9 |
| September | 89 | 73 | 6.5 |
| October | 84 | 66 | 2.3 |
| November | 77 | 57 | 1.8 |
| December | 72 | 52 | 2.1 |

Average Annual Rainfall (inches) 46.7

Average Annual High 82°

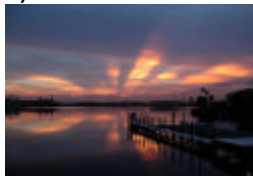
Average Annual Low 63°

Days warmer than 90° 85

Days colder than 32° 3

Days with thunderstorms 87

Source: www.bestplaces.net



community facilities

Religious

Nearly 400 religious centers service all major denominations

Commercial

| | |
|--------------------------|----------|
| Hotels & Motels | Over 300 |
| Bed and Breakfasts | 5 |
| Shopping Centers & Malls | Over 30 |
| Libraries & Branches | 19 |

Source: www.superpages.com



housing

Median Home Prices (Existing)

| | 1999 | 2002Q3 |
|---------------|-----------|-----------|
| Tampa MSA | \$94,000 | \$139,400 |
| Southern U.S. | \$120,300 | \$151,600 |
| U.S. | \$133,300 | \$161,800 |

Source: National Association of Realtors

Apartment Rental Costs-Hillsborough County

| (2 Bedroom/2 Bath) | Avg Sq. Ft. | Avg Rent | Rent per s.f. |
|--------------------|-------------|----------|---------------|
| County | 1,063 | \$817 | \$0.77 |
| University | 1,069 | \$755 | \$0.71 |
| Northwest | 1,045 | \$794 | \$0.76 |
| Central | 1,012 | \$710 | \$0.70 |
| Temple Terrace | 1,103 | \$732 | \$0.66 |
| South Central | 1,110 | \$1,212 | \$1.09 |
| Brandon | 1,025 | \$743 | \$0.72 |
| Town 'N Country | 1,067 | \$817 | \$0.77 |

Source: Triad Research & Consulting, Qtr 3, 2001

government

| | Hillsborough County | City of Tampa | City of Plant City | City of Temple Terrace |
|---|------------------------|------------------------|-------------------------|------------------------------|
| Type of Government | County Commission | Mayor/ City Council | City Mgr/ Commission | City Mgr/ City Council |
| Law Enforcement Officers | 1036 | 939 | 67 | 47 |
| Firefighters (Volunteers) | 470 200 | 531 0 | 33 10 | 37 10 |
| Fire Insurance Rating | Varies | 3 | 5 | 4 |

Source: Tampa Police Department, Sheriff's Office, Tampa Fire Rescue, City of Temple Terrace, City of Plant City

recreation and culture

Recreational Activities

| | | |
|------------------|---|---------------|
| Deep Sea Fishing |  | Golfing |
| Hiking | | Camping |
| Biking | | Boating |
| Water Skiing | | Equestrian |
| Swimming | | Bird Watching |
| Tennis | | Canoeing |

Numerous Arts and Craft Shows

Attractions

| | |
|----------------------------------|---------------------|
| Adventure Island | Busch Gardens |
| Florida Aquarium | Lowry Park Zoo |
| Museum of Science & Industry | Tampa Museum of Art |
| Tampa Bay Performing Arts Center | Tampa Theatre |
| Ybor City Historic District | |

Festivals

| | |
|--------------------------------|--------------------------------|
| Fiesta Day | Florida State Fair |
| Gasparilla Pirate Festival | Guavaween Festival |
| Illuminated Night Parade | MacDill Air Force Base Airfest |
| New Year's/Outback Bowl Parade | Outback Bowl |
| St Patrick's Day Parade | Plant City Strawberry Festival |

Hillsborough County Regional Parks

| | |
|----------------------|-------------------|
| Alderman's Ford Park | Lake Park |
| Eureka Springs | Lettuce Lake Park |
| Edward Medard Park | Lithia Springs |
| E.G. Simmons Park | Wilderness Park |
| Upper Tampa Bay Park | |

Source: County Directory of Services, Tampa Planning & Management

medical

| | |
|--|------|
| Healthcare Facilities | 13 |
| Beds Available | 3774 |
| Nursing & Personal Care Facilities | 50 |
| <i>Source: Florida Agency for Health Care Administration, 2002</i> | |
| Doctors | 2761 |
| Dentists | 447 |
| Registered Nurses | 8930 |
| <i>Source: Florida Department of Professional Regulation, 2001</i> | |

utilities

| | |
|---|--|
| Electricity | Tampa Electric Company (TECO) |
| Natural gas | TECO/People's Gas |
| Water | City of Tampa Water Dept, Tampa Bay & SW FL Water Mgmt Dist. |
| Telephone | Verizon |
| <i>Source: TECO, Tampa Bay Water & Tampa Planning & Management as of: July 21, 2003</i> | |

financial institutions

| | |
|--|-------------|
| Hillsborough County | |
| Banks and Branches | 207 |
| Savings & Loans | 10 |
| Total Deposits (\$000) | \$9,519,520 |
| <i>Source: Florida Bankers Association, 2001</i> | |

for additional information

**Greater Tampa Chamber of Commerce
Committee of One Hundred Research Center
PO Box 420, Tampa, FL 33601
(813)276-9407 Fax: (813)223-7899
Email: wmoline@tampachamber.com**

www.tampachamber.com

