

ECONOMIC INDICATORS

TAMPA HILLSBOROUGH ECONOMIC DEVELOPMENT CORPORATION



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EMPLOYMENT (Not seasonally adjusted)

	Labor Force (Dec 11)	Employment (Dec 11)	Unemployment Rate (Dec 10)	Unemployment Rate (Dec 11)
Hernando	62,895	54,925	14.7%	12.7%
Hillsborough	599,437	542,269	11.7%	9.5%
Pasco	196,884	174,782	13.2%	11.2%
Pinellas	442,670	399,461	11.9%	9.8%
Tampa MSA	1,301,885	1,171,437	12.2%	10.0%
Florida	9,198,000	8,305,000	11.7%	9.7%
United States	153,373,000	140,681,000	9.1%	8.3%

Source: FL Agency for Workforce Innovation, LAUS and Bureau of Labor Statistics — U.S. Department of Labor

TAMPA MSA MAJOR INDUSTRY EMPLOYMENT

	Dec 10	Dec 11	%Δ**
Mining & Logging	400	400	0.0%
Construction	51,100	47,800	-6.5%
Manufacturing	57,200	57,700	0.9%
Wholesale Trade	45,400	46,600	2.6%
Retail Trade	141,200	143,800	1.8%
Transportation, Warehousing, Utilities	25,600	25,300	-1.2%
Information	25,300	25,000	-1.2%
Finance and Insurance	66,700	71,100	6.6%
Real Estate, Rental, & Leasing	19,700	20,600	4.6%
Professional & Business Services	191,900	199,700	4.1%
Education & Health Services	181,500	180,500	-0.6%
Leisure and Hospitality	117,800	130,700	11.0%
Other Services	42,900	42,800	-0.2%
Total Government	155,600	158,800	2.1%

Source: FL Agency for Workforce Innovation, CES

BUILDING PERMITS & VALUE (Hillsborough County)

	3Q10	3Q11	%Δ**
Permitted Housing Units, All Types	708	1,108	56.5%
Value of Non-Residential Permits (\$1,000s)	\$736,169	\$127,532	-82.7%

Source: Hillsborough County City-County Planning Commission

REAL ESTATE (Commercial)

3Q11 to 4Q11 Trends			
	Under Construction	Vacancy	Absorption
Office	↔	↓	↑
Industrial	↔	↑	↓

Source: C&W Market Statistics (Hillsborough County)

REAL ESTATE (Residential)

	Dec 10 YTD	Dec 11 YTD	%Δ**
Total Units Sold	20,135	22,431	11.4%
Average Sales Price	159,624	151,039	-5.4%

Source: Greater Tampa Association of Realtors (GTAR) Includes homes sold in Hillsborough and Pasco Counties through Realtors @

RESIDENTIAL UTILITIES

	Dec 10	Dec 11	%Δ**
Active Meters	497,163	502,344	1.0%

Source: Tampa Electric Company, Hillsborough County

AIRPORT ACTIVITY

	Dec 10 YTD	Dec 11 YTD	%Δ**
Total Passengers	16,645,765	16,732,051	0.5%
Total Cargo (lbs)	181,773,187	180,385,221	-0.8%

Source: Tampa International Airport

SEAPORT ACTIVITY

	2010 FY	2011 FY	%Δ**
Cruise Passengers	807,082	875,611	8%
Total Bulk & General Cargo ¹	14,567,419	13,689,658	-6%
Containers TEU	44,000	39,632	-10%

¹Net Tons is the Unit of Measure
Source: Tampa Port Authority

TOURISM

	Dec 10 YTD	Dec 11 YTD	%Δ**
Occupancy	56.74%	61.90%	9.1%
Average Daily Rate	\$85.82	\$87.79	2.3%
RevPar ¹	\$48.62	\$54.31	11.7%

¹Revenue Per Available Room
Source: Tampa Bay & Company

** %Δ Denotes "Percentage Change"

December 2011

- Citing strong job growth and the second largest economy in Florida, Arizona-based Meritage Homes announced its expansion to Tampa with plans to build energy-efficient homes by the first quarter of 2012. (*Tampa Bay Business Journal*, 12-05-11)
- According to Manpower's Employment Quarterly Outlook Survey, the Tampa-St. Petersburg-Clearwater MSA has the fourth best employment outlook in the nation for the first quarter of 2012. (*Manpower*, 12-13-12)
- Southshore Commons, a proposed regional mall in south Hillsborough County, is planned to begin construction next year. The development, which is scheduled to be completed over the next 10 years, contains one million square feet of retail space, 490,000 square feet of office space and a hotel. The finished project is projected to have an assessed property value of \$140 million. (*Tampa Tribune*, 12-17-11)
- Moffitt Cancer Center signed a 128,759 square foot lease at Intellicenter One in Tampa's Telecom Park. The state-of-the-art facility will serve as Moffitt's new location for its business and administrative support functions. (*Studley*, 12-19-11)
- Kiplinger named Tampa as one of 10 great cities to start a business due to its business-friendly local government and tax credits available to businesses that locate in certain geographical areas or work in one of a number of high-demand industries. (*Kiplinger*, Dec. 2011)