Orlando is well known but *poorly understood*. 
Corporate Headquarters & Regional Offices
Advanced Manufacturing

Over $1B in annual payroll
More than 92,000 jobs
Aviation / Aerospace & Defense

Modeling & Simulation capital of the world

jetBlue  L3 Communications  Aerosim  Northrop Grumman  Lockheed Martin
Innovative Technologies

2,600 companies // $70,000 average wage
Major Employers

Darden
Deloitte
EA Sports
Lockheed Martin
Mitsubishi Hitachi Power Systems
Siemens
Tupperware Brands
Universal Orlando Resort
Verizon
Walt Disney World
Recent Project Establishments

**ADP**
- 1,600 new jobs
- $28M capital investment

**USTA**
- 196 new jobs
- $60M capital investment

**IMEC**
- 100 new jobs
- International Consortium for Advanced Manufacturing Research partner

[OrlandoEDC.com](http://orlandoedc.com)
Accolades

**#1 in the U.S.**
**For Job Growth in 2015**
U.S. Department of Labor, Bureau of Labor Statistics

**Top 10 American City of the Future**
3 years in a row
fDi Magazine

**Best Performing City**
Orlando
Kissimmee
Sanford
Milken Institute

**2nd Most Competitive U.S. Location for Business**
KPMG

orlandoedc.com
Population
2.2 MILLION
Medan Age

Orlando 36  Florida 41  U.S. 37
500,000 students within 100 miles
Infrastructure Investment

$15 BILLION

- Wekiva Parkway: $1.6 billion
- I-4 Ultimate: $2.3 billion
- Health Village: $350 million
- Citrus Bowl: $207.7 million
- DPAC: $488 million
- Orlando City Soccer Stadium: $155 million
- Sports Entertainment Complex: $200 million
- MCO Expansion: $1.8 billion
- Lake Nona: $2.8 billion
- Brightline: $2.2 billion
- SunRail Phase 1 & 2: $615 million
- Florida Advanced Manufacturing Research Center: $500 million

Competitive Product
Transportation Infrastructure
Quality of Life
IT Infrastructure

Percent of Population that can Download or Upload > 1Gbps (wireline)

- Kansas City: 10%
- Orlando: 8%
- New York: 7%
- Denver: 5%
- Tampa: 4%
- Austin: 3%
- Phoenix: 2%
- San Francisco: 1%
museum
ballet
festivals
art
gardens
AAA Five Diamond
Celebrity chefs
James Beard nominees

5,000+
restaurants
A “Best City” for active lifestyle
Enough retail to fill 900 football fields
All under the sparkling backdrop of fireworks
Consideration Set

BUSINESS LOCATION DECISIONS

- Orlando considered: 34%
- Orlando considered but dismissed: 33%
- Orlando not considered: 33%

orlandoedc.com
Challenge

Get on the short list!
Research Results

- Orlando’s advantages virtually unknown
- Tourism provides strong advantage
- Play to our strengths
- Perceptions overwhelmingly positive
Residents

First word that comes to mind:

Disney

Orlando. You don’t know the half of it.
OrlandoEDC.com
Orlando. You don’t know the half of it.
OrlandoEDC.com
Spreading the Message Locally
Spreading the Message Locally
Spreading the Message Locally
Spreading the Message Locally
Advertising Buys

THE WALL STREET JOURNAL
Chief Executive MAGAZINE
CFO
COX MEDIA GROUP
Google
YAHOO!
the Leader
AREA DEVELOPMENT
LinkedIn
Media Relations

Bloomberg

The National

GlobeSt.com

Area Development

Global Trade Magazine

orlandoedc.com
Welcome to tomorrow land.

The future is now in Orlando, home to one of the top incubation systems and research parks in the country. Here, forward-thinking researchers are on the cutting edge of discovery in specialized fields like diabetes and obesity, advanced manufacturing, the Internet of Things, and more. So, if you still think Orlando is all just fun and games, it's time for more research.

OrlandoEDC.com
Not just characters, but character.

The atmosphere has it, and the citizenry certainly does. Real character. It’s the heart and soul of Orlando, one of America’s fastest-growing metros and a uniquely livable community blending small-town charm with big-city amenities. From high-rise luxury living to distinct neighborhoods – from professional sports to a state-of-the-art performing arts center – the quality of life here is right out of a storybook, but it’s as real as the people who call Orlando home.

OrlandoEDC.com
Orlando No. 1 in U.S. for job growth and population growth

Orlando led the nation in job growth, adding 52,200 jobs averaging nearly 150 new jobs per day in 2015, increasing the year-over-year employment growth to 4.6 percent.

The revised data released by the U.S. Department of Labor makes Orlando the fastest-growing metro of the 30 regions in the country with an employment base of at least one million jobs.

Learn more

Download Orlando Insight First Quarter Issue

Be the first to receive updates on Orlando's economy.

Sign Up

Branding campaign puts Orlando on "the list"

The "Orlando: You don't know the half of it" business branding campaign launched just over a year ago and is already showing results. With Orlando in
Results

69% Major National MEDIA STORIES

WEBSITE VISITS increased by 53%

50% PIPELINE