

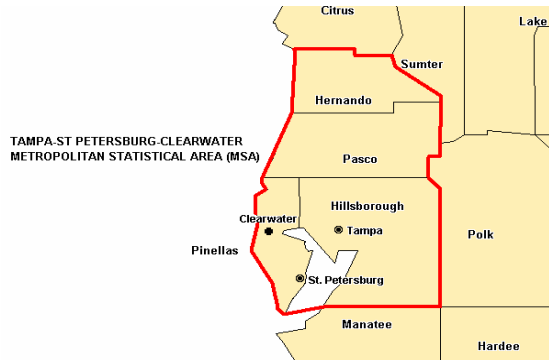
Tampa Community Profile

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



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

Population of Tampa-MSA

Metro Labor Force

Metro Employed

Hillsborough County Labor Force

Hillsborough County Employed

Right-to-Work State

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

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

4 Counties

2,479,513

1,279,406

1,224,969

585,353

561,454

Yes

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

Public Schools

	<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

SAT Scores (Annual Average 2003)

	<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

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



Enrollment '01

Enrollment

major employers

Public & Private County Employers

	<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: Tampa Bay Business 2003 & Individual Colleges

Source: Committee of One Hundred Research, August, 2003

Education

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

Source: 2002 Estimate Census Supplemental

cost of living

ACCRA Cost of Living Indices*

Second Quarter, 2003

	Composite
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

constructions

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

retail sales

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

Area	Total Retail Sales	Food & Beverage Stores	Food Serv. & Drinking Establish.
Tampa MSA	\$32,774,143	\$5,251,168	\$2,389,020
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!

Area	General Merchandise	Home Furn., Electronics & Appliances	Motor Vehicles & Parts Dealers
Tampa MSA	\$3,140,748	\$1,511,750	\$9,987,804
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

housing

	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

Type of Government	Hillsborough County Commission	City of Tampa Mayor/ City Council	City of Plant City City Mgr/ Commission	City of Temple Terrace 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

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

Average Annual Low

Days warmer than 90°

Days colder than 32°

Days with thunderstorms

Source: www.bestplaces.net



community facilities

Religious

Nearly 400 religious centers service all major denominations

Commercial

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

Source: www.superpages.com



medical

Healthcare Facilities 13

Beds Available 3774

Nursing & Personal Care Facilities 50

Source: Florida Agency for Health Care Administration, 2002

Doctors 2761

Dentists 447

Registered Nurses 8930

Source: Florida Department of Professional Regulation, 2001



recreation and culture

Recreational Activities

Deep Sea Fishing
Hiking
Biking
Water Skiing
Swimming
Tennis
Numerous Arts and Craft Shows



Golfing
Camping
Boating
Equestrian
Bird Watching
Canoeing

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

financial institutions

Hillsborough County

Banks and Branches	207
Savings & Loans	10
Total Deposits (\$000)	\$9,519,520

Source: Florida Bankers Association, 2001

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

Source: TECO, Tampa Bay Water & Tampa Planning & Management

as of: July 21, 2003

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