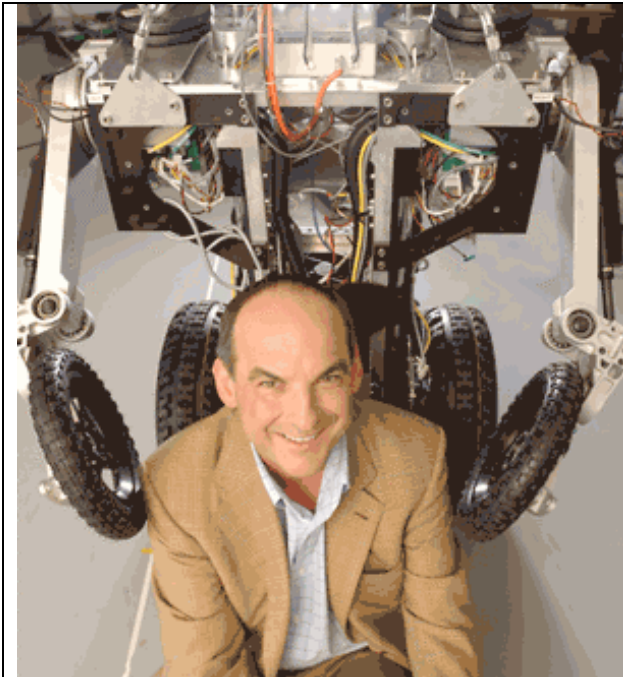




OCALA EDC
MARION COUNTY
great for business. great for life.

ECONOMY

Ocala/Marion County is fortunate to have a diverse and vibrant economy. A manufacturing base is strengthened with commercial and service sectors. The growing population and excellent training programs supply a steady workforce stream for employers. The mild climate, close proximity to universities and international airports and an available workforce blend together to attract new and expanding businesses to our community. This sustained economic growth and strong, stable economy continue to make Ocala/Marion County Great for Business, Great for Life!



Ocala/Marion County proudly welcomes the Institute for Human and Machine Cognition (IHMC). Located in the middle of a major university triangle, our community is an ideal location for high-tech companies looking to recruit talent and be in close proximity to innovative research programs. The University of Florida is less than 45 minutes to the north, the University of South Florida and the University of Central Florida are just over an hour away to the south.

Ocala/Marion County is partnering with the Florida High Tech Corridor to further diversify our economy with high-tech, higher wage jobs.

2009 Effective Buying Income – (EBI) Marion County, Florida

Average Household EBI	\$43,926
Median Household EBI	\$34,241
% of Households by EBI Group	
Less than \$15,000	17.96%
\$15,000 - \$24,999	16.83%
\$25,000 - \$34,999	16.46%
\$35,000 - \$49,999	20.15%
\$50,000 - \$74,999	16.46%
Above \$75,000	12.13%

Source: 2009 Claritas MarketPlace Research

Building Permit Annual Activity Marion County 2007

Total Residential Value	\$450,918,000
Number of Permits	
Single Family	2,540
Multi-Family	501

Source: 2008 Florida Statistical Abstract

Residential Income

2007 Average Earnings Per Worker	\$31,622
2009 Average Household Income	\$52,417
2009 Median Household Income	\$40,317
2009 Per Capita Income	\$21,875

Source: QCEW, 2009 Claritas MarketPlace Research Projections

Total Bank Deposits, 2000 - 2007

2000	\$2.60 billion
2001	\$2.73 billion
2002	\$2.93 billion
2003	\$3.20 billion
2004	\$3.59 billion
2005	\$4.44 billion
2006	\$4.78 billion
2007	\$5.20 billion

Source: 2008 Florida Statistical Abstract

2009 Retail Sales By Store Group Marion County, Florida

Major Retail Store Groups	Total Amount
Automotive Dealers	\$808,532,901
Clothing and Accessories Stores	\$199,528,370
Eating & Drinking Establishments	\$526,398,746
Electronics and Appliance Stores	\$110,243,260
Food and Beverage Stores	\$684,874,860
General Merchandise/Department/Other	\$622,720,859
Furniture, Home Furnishings, and Equipment	\$129,114,855

Source: 2009 Claritas MarketPlace Research

Retail Sales – Marion County

Gross and Taxable Retail Sales		
Year	Gross Sales	Taxable Sales
2001	\$7.04 billion	\$3.04 billion
2002	\$7.03 billion	\$3.08 billion
2003	\$7.50 billion	\$3.37 billion
2004	\$8.40 billion	\$3.68 billion
2005	\$9.55 billion	\$4.32 billion
2006	\$10.45 billion	\$4.70 billion
2007	\$9.85 billion	\$4.30 billion

Source: 2008 Florida Statistical Abstract