



MOVING FORWARD

2020 Chamber of the Year



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Population



Population-Ocala MSA

- 2020 – 372,409
- 2024 – 400,000
- 2040 – 500,000

The Ocala MSA grew by 2.14% (~150 people a week) from 1 April 2019 - 30 March 2020) ranking the area among the Fastest Growing Metros in the nation.

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Population



U-Haul Names Top 25 Cities for Growth – 2019 & 2020

- Ocala #3 (2019)
- Ocala #6 (2020)

Millennial population (25-34) grew by 15.8% from 2012-17, this was double the US average and among the highest for all small metros.

Avalanche Consulting, 2019

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Population

US News & World Report 2021 Best Places Lists

- #5 Fastest Growing Metro
- #6 Best Places to Retire
- Florida Top 10
- Top half of all Metros



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Population

**Milken Institute
Best Performing Cities 2021**

#33 out of 200 metros



**MILKEN
INSTITUTE**



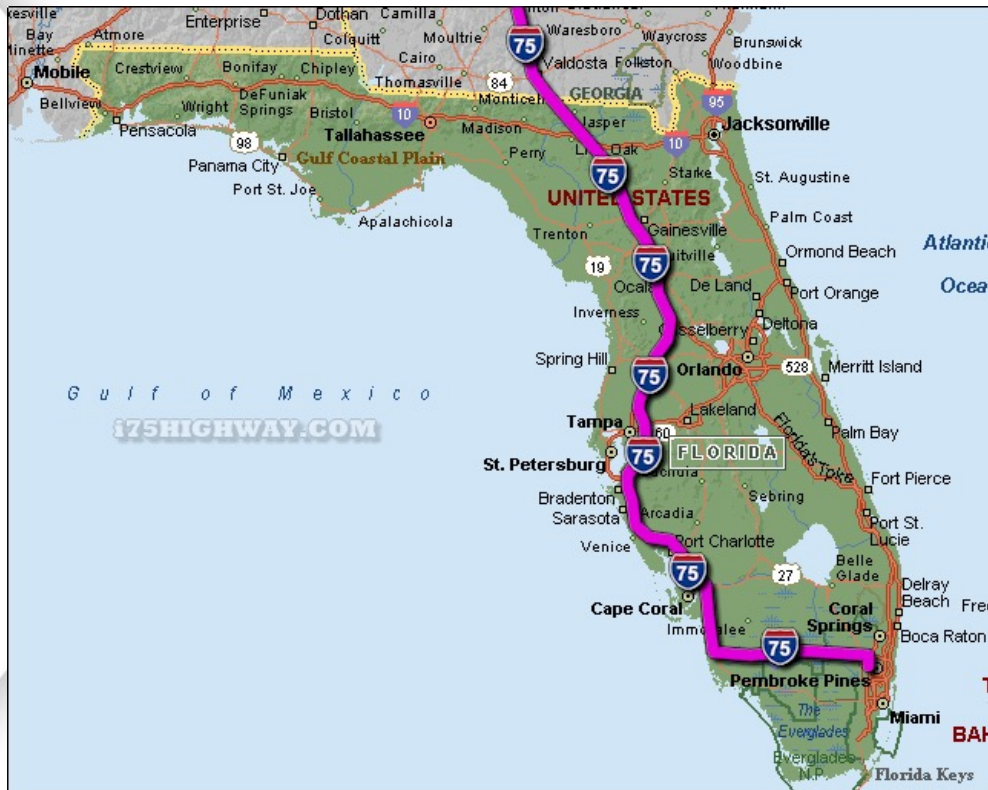
Emsi

**EMSI 2021
Talent Attraction Scorecard**

#75 out of 601 largest counties

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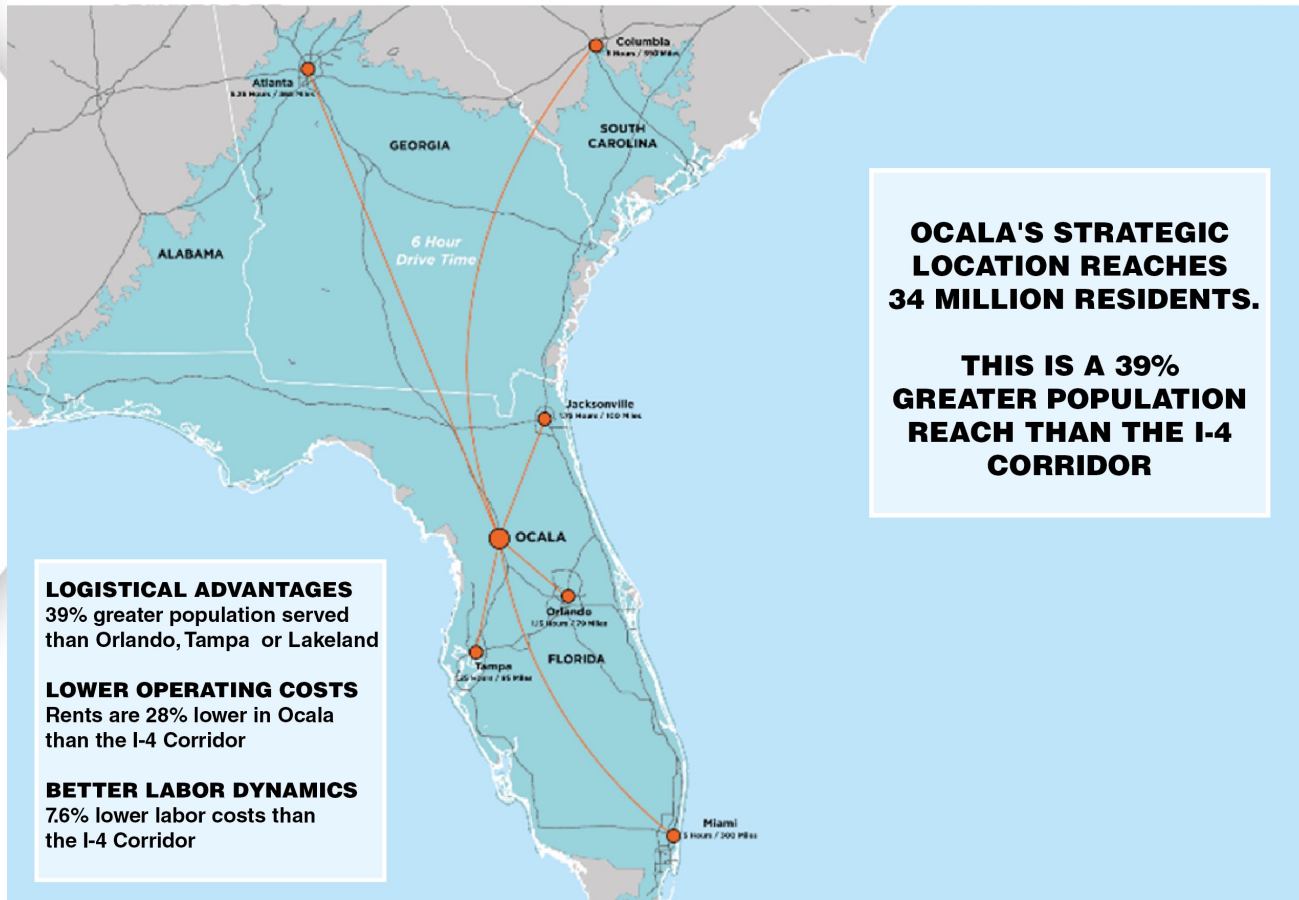
I-75 in Ocala



- Average-**97,500** cars/day
- Peak-**120,000+** cars/day
- **70%** of all truck traffic in Florida travels on I-75 in Ocala.

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LARGE NATIONAL USERS DISCOVER THE SUPERIOR LOGISTICS AND LABOR BENEFITS OF OCALA



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Economic Drivers-Logistics

The new FedEx Ground Hub will eventually be the largest in the FedEx system processing **70,000** packages/hour.



amazon.com[®]



DOLLAR TREE


McLANE[®]



chewy.com

 **Auto
Zone**

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Buildings



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Buildings



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Buildings



**5 Million Square Feet
of New Spec Industrial**



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Economic Drivers-Manufacturing



Ocala is a center for manufacturing. Among products Made in Marion are fire apparatus, prepared foods, missile control systems, storage products, and medical devices.

Two recent announcements: **Artemis Plastics** opening 2nd medical device manufacturing facility and **Cardinal LG** recently opened a 2nd facility and has begun work on a 30,000 sq. ft. R&D facility.

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Manufacturing



Top Metros Where US Manufacturing is Thriving

- A Top Mid-Sized Metro
- Top 20 of all Metros for Manufacturing Output Growth
- Top 20 of all Metros for Mfg Employment Growth

Advisor Smith, January 2020

The Ocala Metro is home to approximately 200 manufacturers with more than 9,000 employees.

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Economic Drivers-Office & IT



Headquarters

- E-ONE
- Signature Brands
- Krausz USA
- Ansafone
- eResources
- iGlobal
- RealTruck
- Raney's

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Entrepreneurship



Top Mid-Sized Metros for Entrepreneurs

- #1 for Entrepreneurs per Capita*
- Top 10 Ranking
- Among the Top Ranked Metros in Florida of all sizes

**AdvisorSmith 2020/CloudKitchen, January 2020*

BioSysco (a life science technology company) and Geospace Labs (a logistics technology company) both recently announced relocation to Ocala.

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Entrepreneurship

- Targeting West Ocala, Silver Springs Shores, & Marion Oaks
- Diverse Small Business Enterprise Certification
- FastTrac cohorts



The long-term vision is to have a retail/service business incubator in each of these communities.

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Economic Drivers-Health Care

More than **\$500 Million** in
Health Care Capital Investment
underway or recently completed



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Economic Drivers-Health Care



A Healthcare initiative of the Ocala Metro Chamber & Economic Partnership

Presented by



Intelligence
HEALTH GROUP

- Healthcare Development Initiative
- Coordination
- Recruitment
- Workforce

Health Care is the largest employer, pays the highest average wages, and is a major contributor of local tax revenue.

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Economic Drivers-Equine



\$2.62 billion in industry output
(revenues)

Employment of **19,209** full-time
and part-time jobs

HITS-**40,000** spectators/participants
14-week hunter/jumper show
Average daily tourism spend - \$2,400

OBS-**\$150+ million** in sales
42 states/18 nations
Average daily tourism spend - \$3,300



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Economic Drivers- World Equestrian Center



- 1,000,000 sq. ft. of air-conditioned competition space
- 2,500 permanent conditioned stalls
- 22 outdoor arenas
- Hotel Opening – May 2021
- 6 restaurants

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Income Growth

**Median Household Income Grew 31.4%
faster than the US Average 2016-2020**

- Ocala Metro Median Household Income is now only 1.4% below the National Median

2021 EnviroNics, Claritas



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Employment

- **4.4** Current Unemployment Rate (Feb 2021)
- The Ocala Metro *was the only Florida Metro* to report month/month and year/year workforce and employment growth for four consecutive months.
- The Ocala Metro is a leader in job growth (rate & overall):
 - #1/2 Manufacturing
 - #2/2 Logistics/Transportation

#1

Among the
Top 200
Largest Metros
in 12-month
Job Growth

Milken Institute, January 2021

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