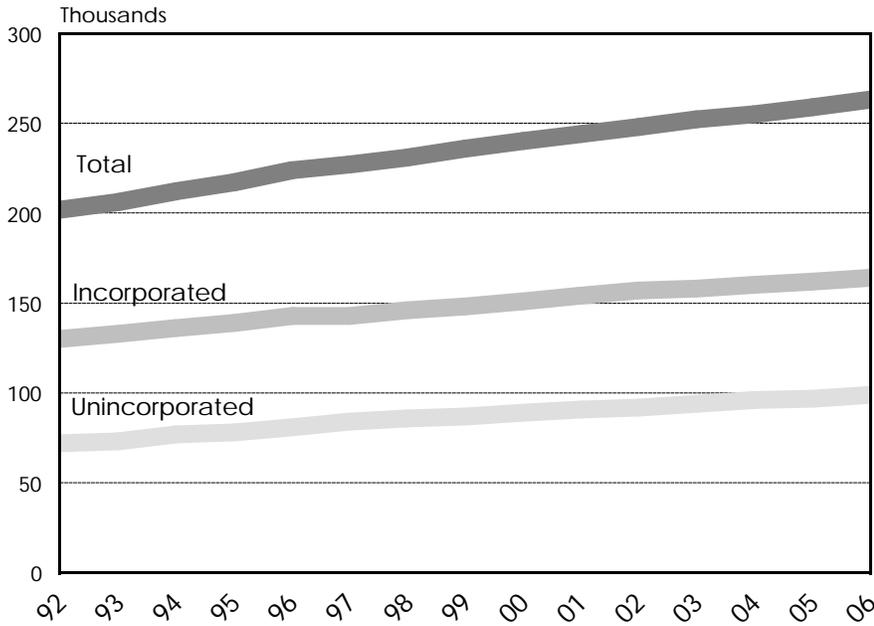


# Community Economic Profile

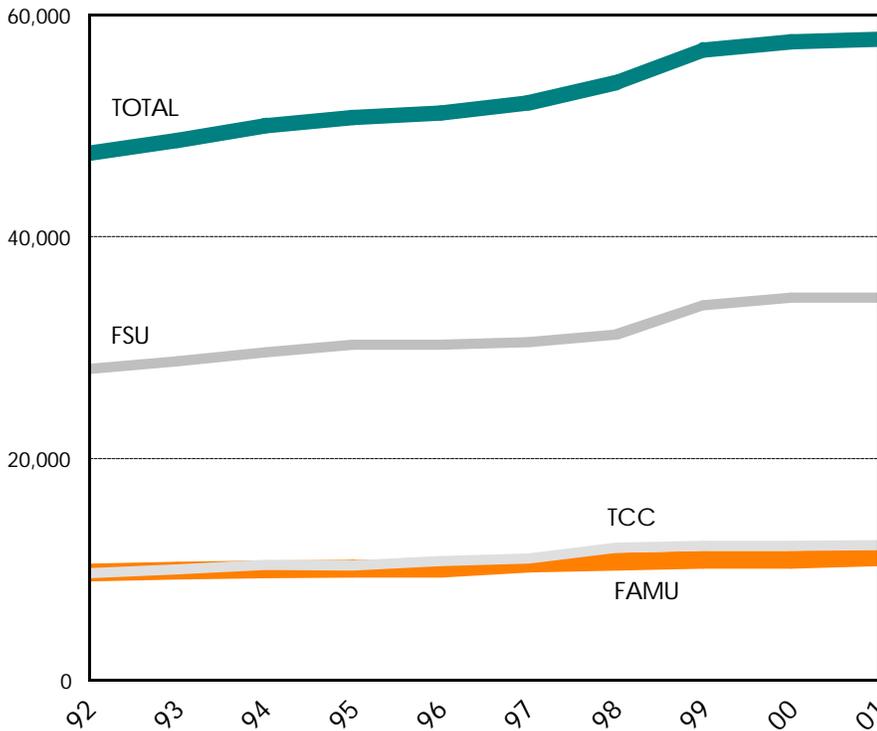
## Population



The population of the County in 2001 was 244,208; 63% Incorporated and 37% Unincorporated. Average ratios over the last decade have remained steady at this 2/3 & 1/3 ratio. Total county population projections are moderate and are stable at 1.5%. The county and the incorporated area have grown steadily with neither area having greater growth than the other, over the last decade. Population estimates include higher education enrollment.

Source: Tallahassee/Leon County Planning Department, Division of Research & Graphics, US Census Bureau, & University of Florida BEBR

## Higher Education Enrollment



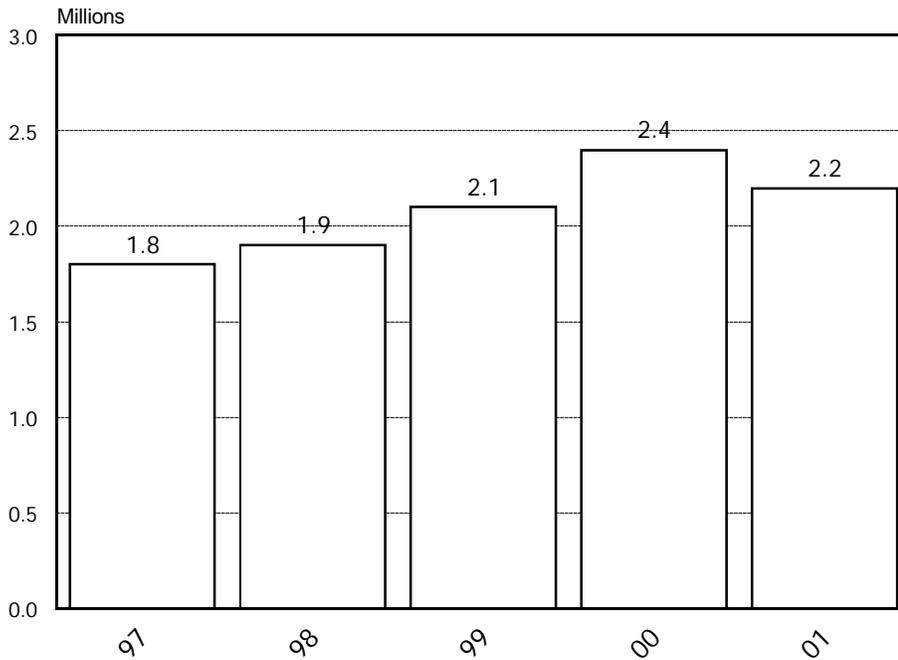
Three institutions of higher learning are located in Tallahassee: Florida State University (FSU), Florida Agricultural & Mechanical University (FAMU), and Tallahassee Community College (TCC). Total enrollment for 2001 was 57,803 and has remained relatively constant the past 3 years.

In the last decade, FAMU has had the highest overall average enrollment increase (2.7%), followed by FSU (2.3%), then TCC (1.39%). However, in the last year, TCC has had a higher enrollment increase (1.8%) of the 3 institutions.

Source: Tallahassee/Leon County Planning Department,

# Community Economic Profile

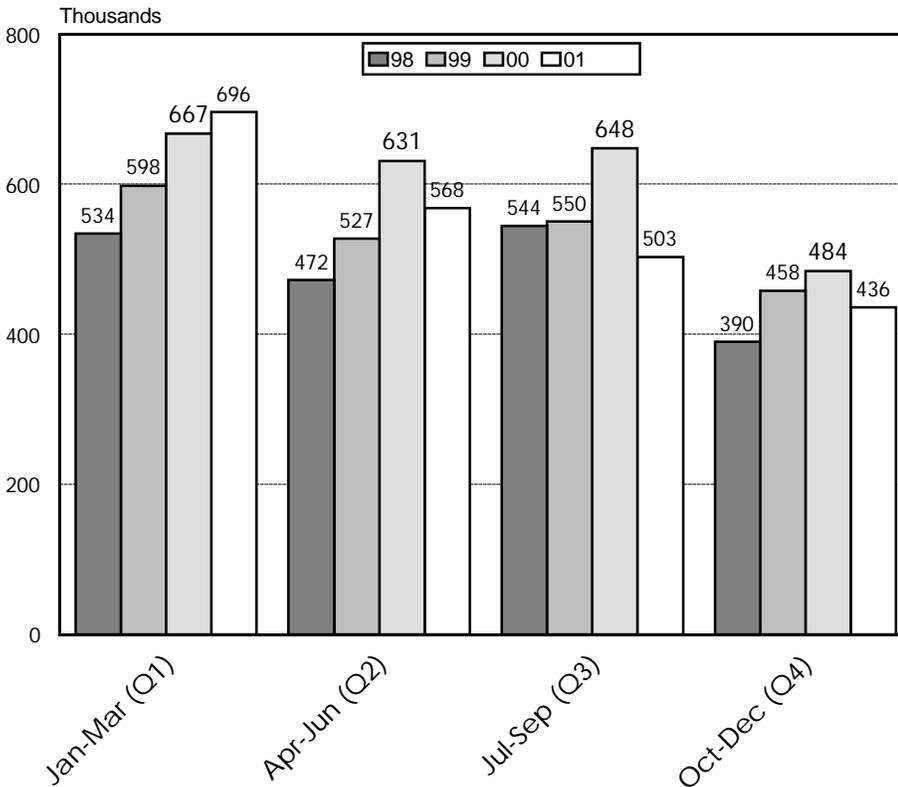
## Annual County Visitors



Source: Leon County Tourist Development Council, Dr. Mark A. Bonn, Ph.D., College of Business, Florida State University

Visitor data is collected and reported on an annual basis, therefore, 2001's 8% decrease in visitors reflects two events that significantly impacted usual increases: (1) the events on and after September 11 and (2) a national recession.

## Quarterly Visitors



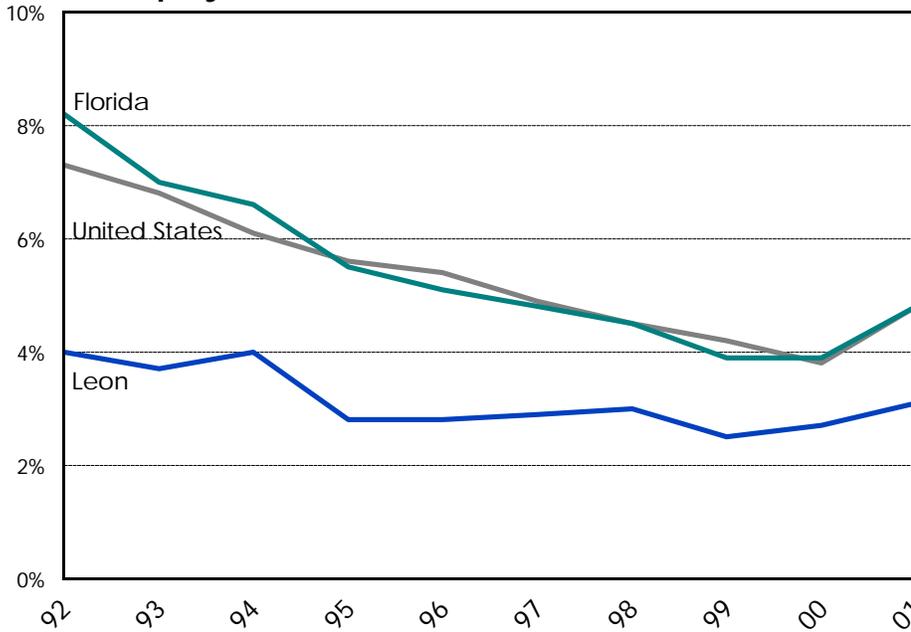
Source: Leon County Tourist Development Council, Dr. Mark A. Bonn, Ph.D., College of Business, Florida State University

Visitor increases are usually seen in the 1st and 2nd quarters (Q1 & Q2) due to the legislative session and higher education events. However, the 2nd quarter reporting reflects a decrease which may be the result of the start of a national recession last calendar year.

The 3rd quarter (Q3) reflects a 22% decrease from the previous year based on national and financial events. This continued into the 4th quarter (Q4), however, the 4th quarter is typically the quarter with the least visitors.

# Community Economic Profile

## Unemployment Statistics

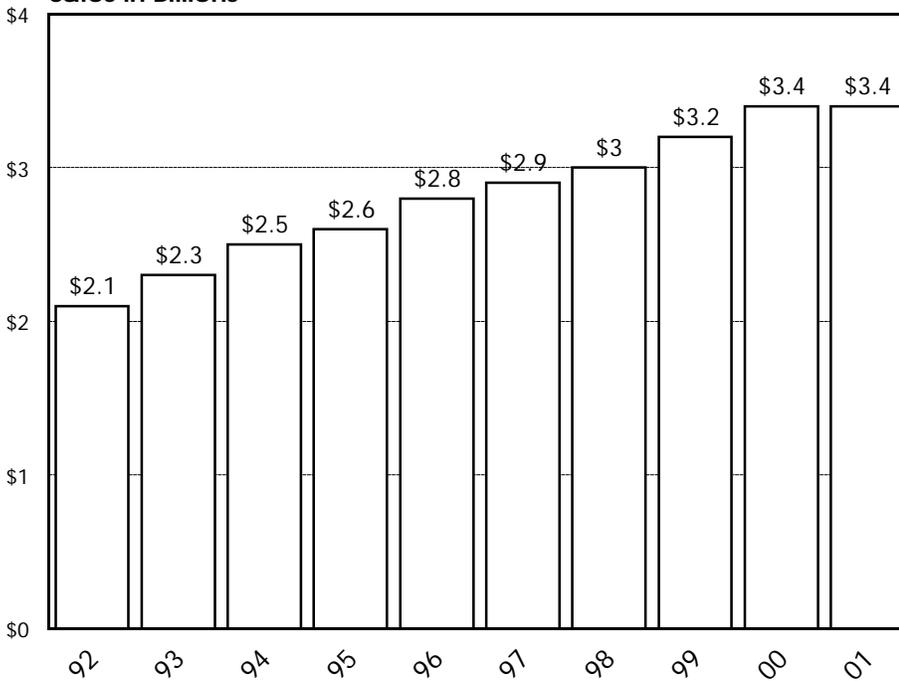


Unemployment rates are a traditional indicator of economic health. While Leon County's unemployment rate has stayed below the state and national averages, it has also seen increases in the last three years (8% & 15%, respectively) from 2.5%, to 2.7%, to 3.1%.

Source: Bureau of Labor and Statistics, US Department of Labor, Tallahassee Leon County Planning Department

## Taxable Retail Sales

### Sales in Billions



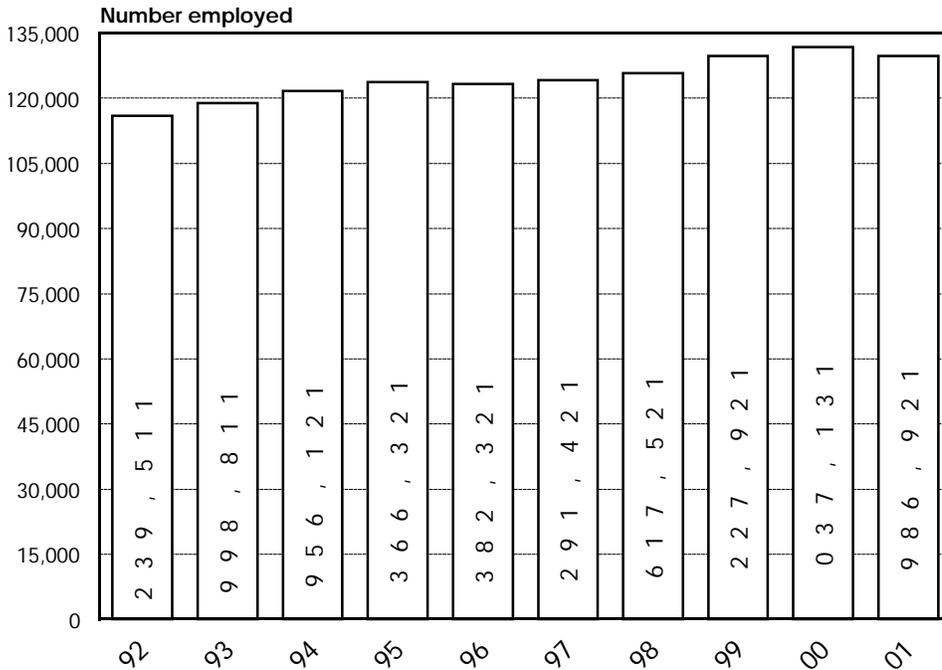
Taxable Retail Sales are reported by Metropolitan Statistical Area. Tallahassee's MSA includes Leon and Gadsden Counties. Taxable retail sales leveled in 2002 and this leveling has been attributed to the 2001 recession and national events.

Although the chart reflects a constant amount between 2000 & 2001, there was actually a decrease of approximately \$52 million (1.5%) in 2001 from 2000.

Source: Leon County Tourist Development Council, Dr. Mark A. Bonn, Ph.D., College of Business, Florida State University

# Community Economic Profile

## Total County Labor Force



Source: Tallahassee Leon County Planning Department

The number of civilian workers in Leon County has decreased slightly by 2% from 2000 to 2001. The decrease was almost the same as the increase from the preceding year (2,200).

Decreases in government employees were notable (2,300) coupled with decreases in Real Estate, Retail, Manufacturing, and Construction. Employment increases occurred in Services and limited growth in wholesale trade and utilities.

## Employment by Industry - 1992 vs. 2001

Industry	# Employees 1992	% Labor Force	# Employees 2001	% Labor Force	% Change
Government	53,000	42.2%	59,400	37.3%	12.1%
Services & Miscellaneous	28,400	22.6%	47,900	30.1%	68.7%
Retail Trade	22,843	18.2%	27,100	17.0%	18.6%
Finance, Insurance & Real Estate	5,100	4.1%	6,300	4.0%	23.5%
Construction	5,200	4.1%	6,200	3.9%	19.2%
Wholesale Trade	3,657	2.9%	4,600	2.9%	25.8%
Manufacturing	4,400	3.5%	4,100	2.6%	-6.8%
Transportation, Communication & Public Utilities	3,100	2.5%	3,800	2.4%	22.6%
<b>Total</b>	<b>125,700</b>	<b>100%</b>	<b>159,400</b>	<b>100%</b>	<b>26.8%</b>

Leon County's major industries are Government, Services, and Retail Trade. This is attributed to the support needed for the large government and higher education infrastructure located in the area.

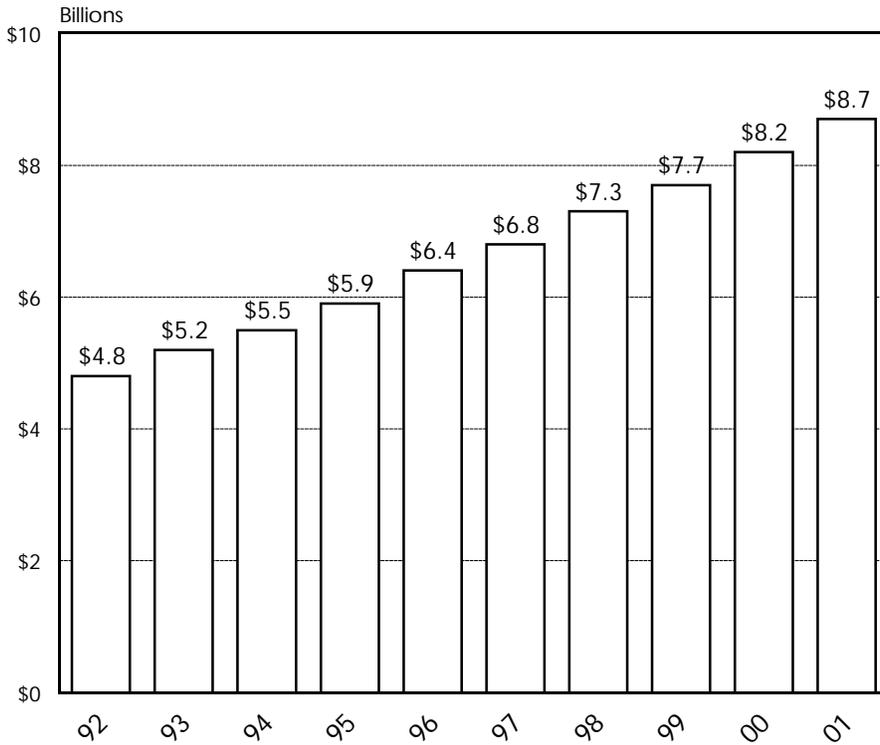
In the last decade, as part of the entire labor force, major industry has increased only in the service sector while decreasing in all others.

As a whole, these industries have seen a 27% increase in employment over the past decade.

Source: Tallahassee Leon County Planning Department

# Community Economic Profile

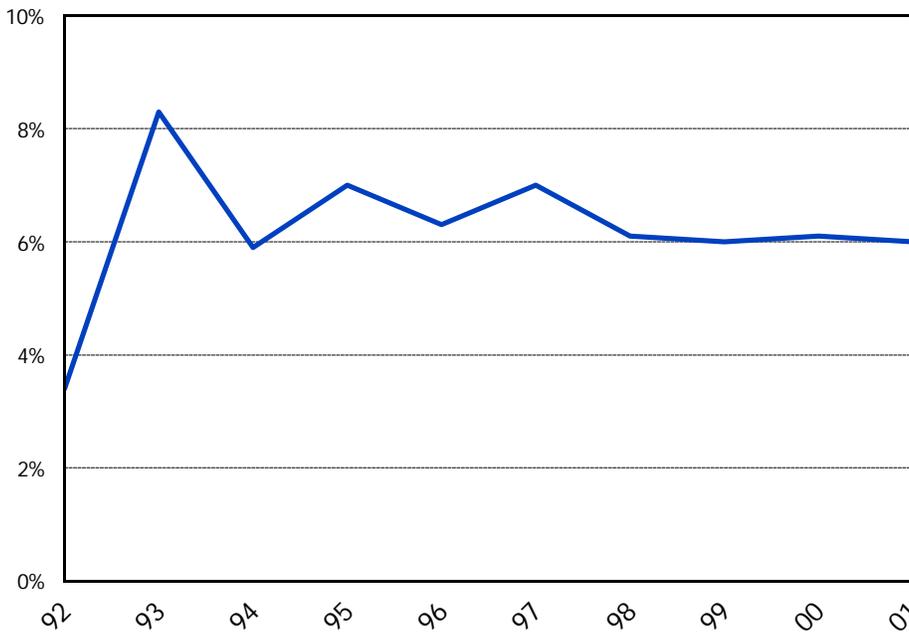
## Taxable Value



Taxable values have increased steadily over the past 10-year period.

Source: Certification of Final Taxable Value, Forms DR-420 & DR-422

## Annual Percentage Increase of Taxable Value



The average annual amount of growth during this ten-year period is 6.5%. Increases over the last 5 years have been approximately 6%.

Source: Certification of Final Taxable Value, Forms DR-420 & DR-422

# Community Economic Profile

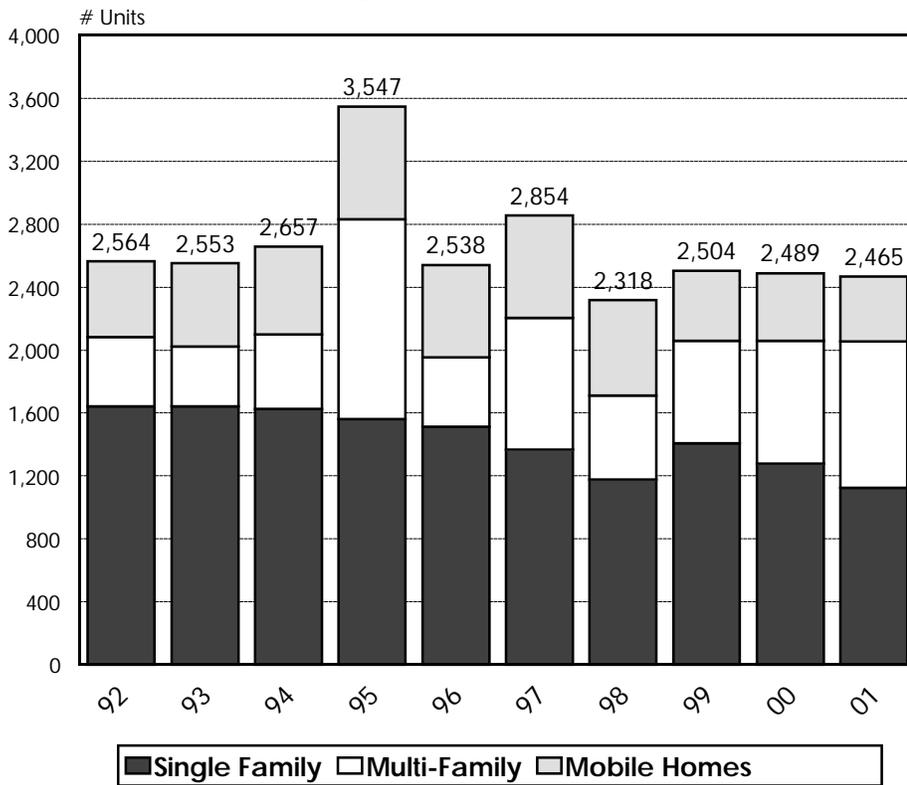
## Principal Taxpayers

2000			2001		
Name	Total Taxable Value	Total Taxes	Name	Total Taxable Value	Total Taxes
Sprint - Florida, Inc.	\$164,637,558	\$3,505,987	Sprint - Florida, Inc.	\$145,866,401	\$3,098,271
Talquin Electric Coop, Inc.	\$71,857,789	\$1,412,333	Talquin Electric Coop, Inc.	\$79,539,751	\$1,552,429
Smith Interest General Partnership (Gov. Square Mall)	\$52,246,857	\$1,120,277	Smith Interest General Partnership (Gov. Square Mall)	\$53,291,304	\$1,140,860
Koger Equity, Inc.	\$51,788,722	\$1,110,454	Koger Equity, Inc.	\$50,325,932	\$1,077,377
Stiles, J.A., III Etal. Trust (Tallahassee Mall)	\$37,801,815	\$810,547	Stiles, J.A., III Etal. Trust (Tallahassee Mall)	\$39,135,430	\$837,811
Blairstone Properties, LLC.	\$28,003,166	\$660,444	Blairstone Properties, LLC.	\$27,258,500	\$583,549
Comcast Cablevision, Inc.	\$27,585,208	\$568,712	Comcast Cablevision, Inc.	\$27,651,300	\$568,505
Elman Tallahassee Properties, Inc.	\$25,969,767	\$556,844	Capital City Bank	\$24,622,135	\$527,649
Capital City Bank	\$24,526,640	\$526,528	Walmart Stores, Inc.	\$24,495,295	\$524,395
			Elman Tallahassee Properties, Inc.	\$20,999,910	\$449,569
<b>Total</b>	<b>\$484,417,522</b>	<b>\$10,272,126</b>	<b>Total</b>	<b>\$472,186,048</b>	<b>\$9,910,846</b>

The taxable value of Leon County's Top Ten Counties for Taxable Value **decreased** by \$12 million from 2000 to 2001. This 2% **decrease** in value led to a 4% **decrease** in total taxes paid based on total taxable value.

# Community Economic Profile

## Residential Building Permits



Residential Building Permits have decreased overall 1% from 2000, the same decrease in 2000 from 1999.

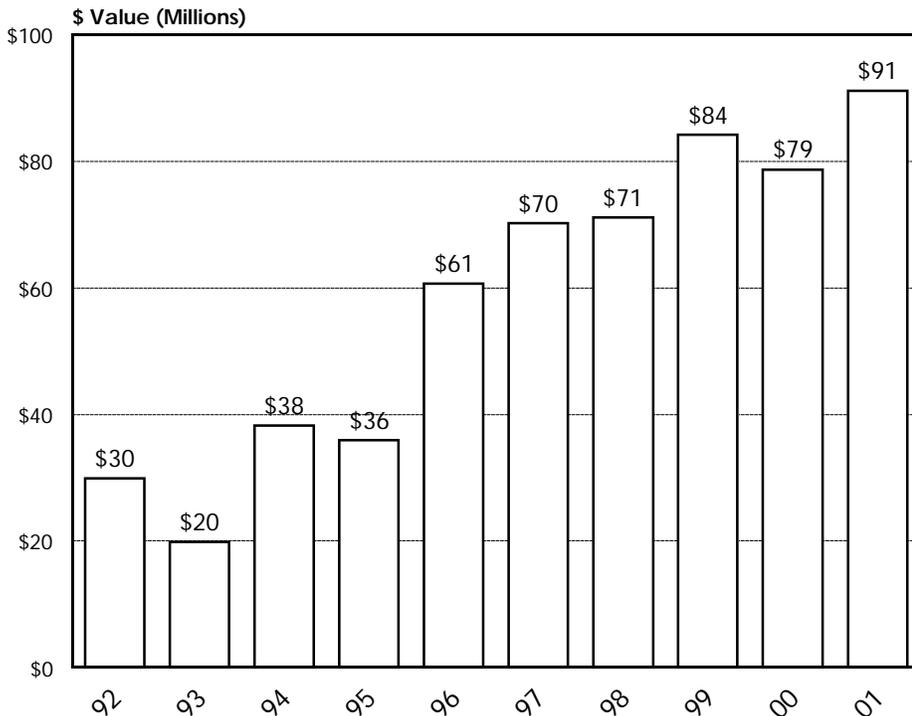
Single-family permits have decrease noticeably(12%).

Multi-family permits have increased 16%, largely due to the building of apartment buildings.

Mobile home permits have decreased slightly (5%).

Source: Leon County Growth & Environmental Management

## Commercial Permits



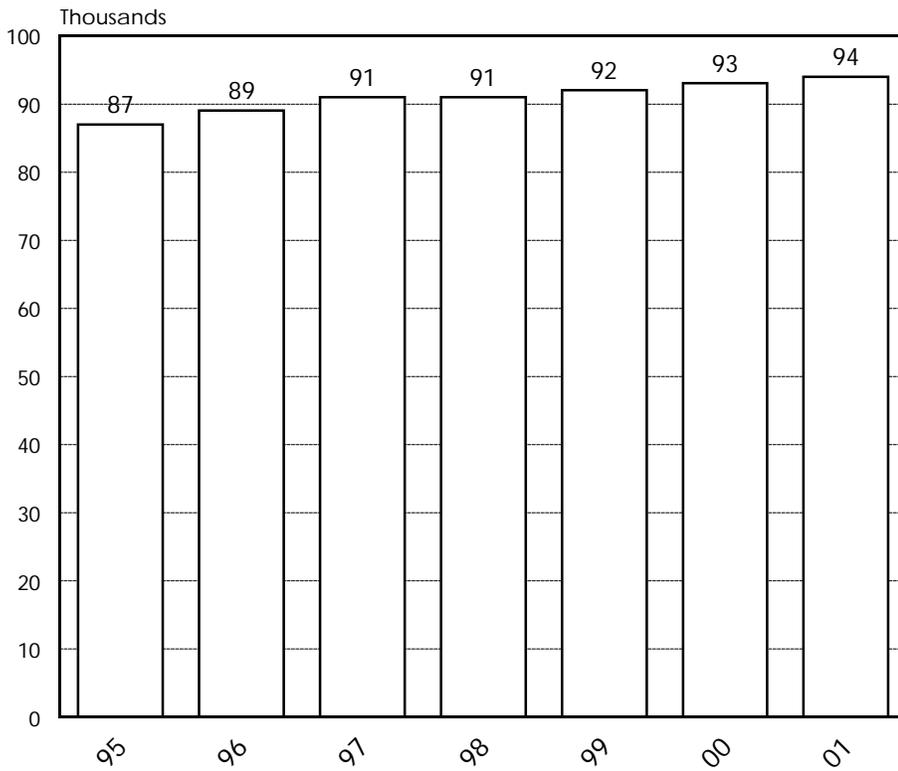
In 1996, commercial development showed a substantial increase. This trend continued through 1999. Since 1996, commercial development in Leon County has remained relatively strong. 2001 reflects a 16% increase over 2000 activity.

Source: Leon County Growth & Environmental Management

# Community Economic Profile

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## Homestead Parcels



Growth in homestead parcels remains steady at approximately 1% growth per year.

Source: Property Appraiser, Official Tax Roll Certification