

INTERNATIONAL DRIVE ECONOMIC IMPACT ANALYSIS

For the period of
2014 / 2015

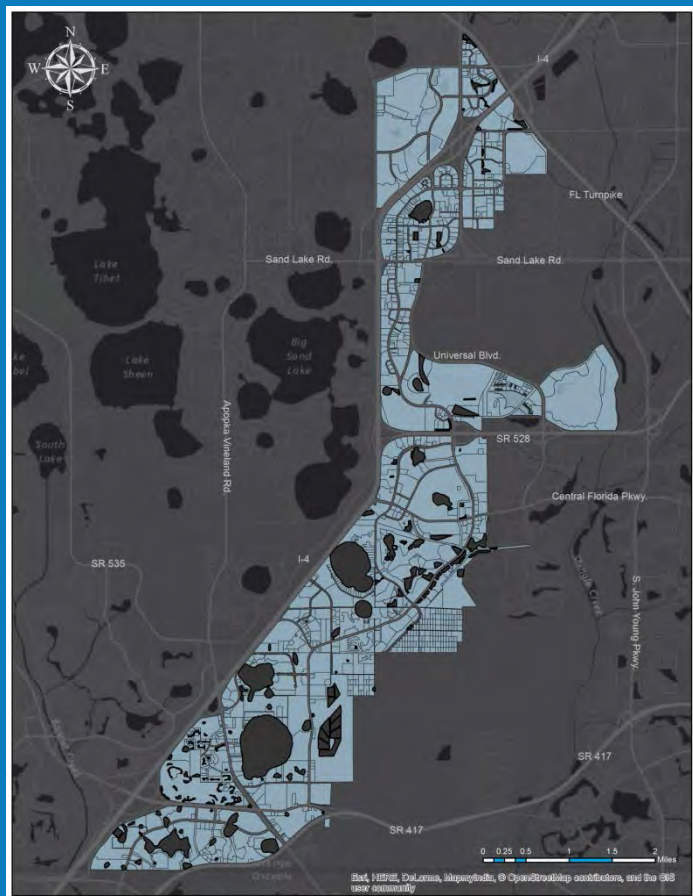
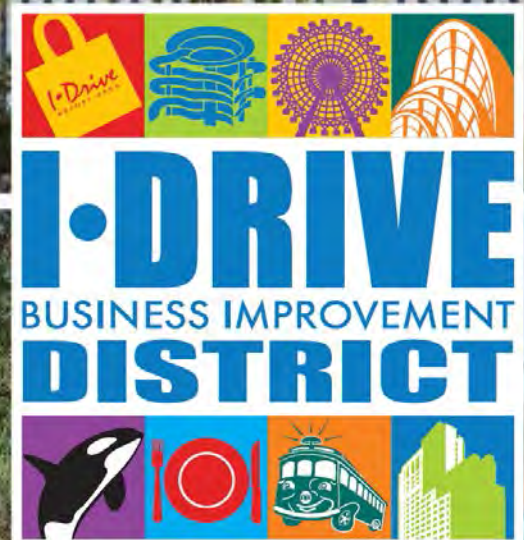


TABLE OF CONTENTS

About the District	Page 3	Employment by Sector	Page 29
Highlights	Page 5	Occupation Distribution	Page 30
Executive Summary	Page 6	Tourism Activity & Fiscal Impacts	Page 31
Introduction	Page 7	I-Drive Visitor Profile 2014	Page 32
Study Area Boundary	Page 8	Overnight Visitors	Page 33
I-Drive Existing Conditions Analysis	Page 9	Day Visitors	Page 34
Land Use Analysis	Page 10	Trip Purpose	Page 35
Vacant Land	Page 11	Origin Market	Page 36
Commercial Land	Page 12	Theme Park Attendance	Page 37
Major Attractions	Page 13	Group Meetings	Page 38
Retail & Restaurants	Page 14	Visitor Spending	Page 39
Accommodations	Page 15	Property Tax Revenue	Page 40
Residential Land	Page 16	Other Revenues	Page 41
I-Drive Demographics	Page 17	Economic Impact Analysis	Page 42
Institutional Land	Page 18	The Economic Value of I-Drive	Pages 43-47
Orange County Convention Center	Page 19	Economic Impact of Future I-Drive Projects	Pages 48-49
Build Year Analysis	Page 20	Conclusion	Page 50
Transportation	Page 21	About the East Central FL Regional Planning Council ..	Page 51
I-Ride Trolley	Page 22	About the Author	Page 52
Future Mobility	Page 23	Technical Appendix	Pages 53-54
Business Profile	Page 24	Notes	Pages 55
Industry Structure	Page 25		
TTU Super Sector	Page 27		
Professional Business Services & Financial Sectors	Page 28		

ABOUT THE DISTRICT

The International Drive Master Transit and Improvement District was created on November 10, 1992 as a Business Improvement District (BID) under a public-private partnership between the I-Drive business community, Orange County Government and the City of Orlando.

The I-Drive Business Improvement District was created to provide services such as transportation, capital improvements, public safety, marketing, promotions, clean teams, streetscape enhancements and representation to state and local governments. This contributes to the current and future economic development of the International Drive Resort Area!

The BID is a geographically defined area which services, activities and programs are paid for through a special assessment which is charged to all commercial businesses within the district boundaries in order to equitably distribute the benefits received and the costs incurred to provide specialized services over and above what is provided by local governments.

For more information about the District, please visit our website at www.idrivedistrict.com.



Source: Orange County Convention Center

75,000+ JOBS

WORLD

DESTINATION

3 COMPANY

HEADQUARTERS

1800+

BUSINESSES

120 HOTELS

43,000+ HOTEL ROOMS

Shingle Creek Golf Club



HIGHLIGHTS...

- First of its kind analysis completed for the I-Drive Area
- 12.5 million overnight & day visitors. This represents 20% of all Orlando area visitors (page 32)
- Total assessed value \$8.9 billion (page 40)
- Property taxes were \$154.3 million (page 40)
- Sales tax collected \$476.8 million (page 41)
- TDT payments collected \$80.7 million (page 41)
- Visitors spent \$7.3 billion in 2014 (page 39)
- 75,000 full, part-time & seasonal jobs (page 25)
- 120 properties – 43,224 individual accommodations (page 15)
- 1,800 individual businesses (page 25)
- 61 million square-feet of Commercial Space (page 12)
- Home to 12,000 residents housed in 7,100 units (page 16)
- Home to the second largest convention center & hospitality management school (page 18)
- Home to 3 national / international headquarters (page 28)

EXECUTIVE SUMMARY

The International Drive Resort Area is one of the most visited destinations in the world and an important economic hub for both Orange County and the Metro Orlando region. The purpose of this project is to analyze the area's economic impact by delving into its current conditions, assessing the actual number of people visiting the area, and calculating its overall influence on the economy. This document is divided into three main parts: existing conditions, visitation and fiscal analysis profile, and economic impact model simulations.

The existing conditions analysis found that the 9,903-acre area has a diversity of commercial, institutional and residential uses within its boundaries. These include over 61 million square feet of commercial space, 120 accommodation properties, the nation's second largest convention center, and a major educational institution. International Drive is also home to 1,800 businesses that employ over 75,000 people. These include the office headquarters of three national/international companies: Marriott Vacations Worldwide, SeaWorld Parks and Entertainment, and Wyndham Vacation Ownership. Long thought as only a job center, International Drive is also home to more than 12,000 residents housed in over 7,000 housing units. Finally, over 25 percent of the resort area's land is still vacant.

Most if not all of International Drive's economic activity is the result of tourists visiting the area. This study estimates that more than 12.5 million people visited the resort area in 2014 based on regional visitation and hotel occupancy data. Most of these visitors stayed overnight (61%) and the vast majority of them came for leisure purposes (82%). Being home to the Orange County Convention Center and several large convention hotels, the International Drive area also received

over 2 million business visitors in 2014. This number represents more than 30 percent of all business visitors coming to Metro Orlando that year. Finally, while the majority of the resort area visitors came from within the United States, it still received almost 1 million International visitors in 2014.

International Drive visitors spent about \$7.3 billion on transportation, lodging, food, entertainment and shopping in 2014. This visitor spending has an economic ripple effect on both Orange County and Metro Orlando's economy. According to the REMI¹ model, resort area visitor spending resulted in the creation of more than 126,000 jobs in the Metro Orlando region. It also was responsible for more than \$13 billion in sales and brought about \$5.1 billion in personal income to the region's residents. Most of this economic activity benefited Orange County. Approximately 12 percent of all jobs within Orange County (115,237) were there as a result of International Drive tourist expenditures. The resort area also generated \$11.8 billion in sales and \$3.4 billion in personal income to county residents. Finally, International Drive added \$7.3 billion to the county and \$8.1 billion to Metro Orlando's gross regional product.

This positive economic impact will continue as there are more than 30 new projects scheduled to be completed within the next five years. They represent more than \$1.8 billion in new investment coming to Orange County. These construction costs were used to determine the economic impact of these projects to the county and regional economies. According to REMI, these new development projects will add more than 46,000 jobs in Orange County. They will also generate more than \$3.5 billion in sales and \$2.3 billion in personal income. They will also add more than \$2.2 billion to the county's gross regional product. Metro Orlando would add more than 52,000 positions, \$4.2 billion in sales, and \$3.4 billion in personal income. This new construction will also increase Metro Orlando's gross regional product by almost \$2.7 billion.

INTRODUCTION

Since the opening of Disney World in 1971, tourism has become the most important and largest generator of jobs in the Metro Orlando region. The high economic impact of this industry can be seen not only in the high number of people employed by the hotels and theme parks, but it also results in positions and investment in other sectors of the economy such as retail, construction, transportation, and professional services. The growth in the number of visitors, 62 million in 2014, and recent major investments by the public and private sector should help to keep the vibrancy in this industry.

One of the most visited tourist corridors in Metro Orlando is the International Drive Resort area (I-Drive). Home to the nation's second largest convention center and six of the world's most visited theme parks, I-Drive is one of the country's premiere tourist hubs. Recent developments will help to solidify the corridor's competitiveness. The Orange County Convention Center just completed a new campus master plan that will help to upgrade its facilities. Orange County Government in partnership with the private sector is currently developing a new Strategic Vision Plan for the section of International Drive between Sand Lake Road and the Beachline Expressway. The strategies developed through this plan will help to create a more walkable and cohesive destination. These and other activities have renewed interest in redeveloping old sites into new attractions all around the district. These new investments bode well for the future of the I-Drive resort area.

Despite all the investment and careful planning put on the I-Drive area through the years, there have never been any specific efforts to calculate the economic impact that this area has on both Orange County and Metro Orlando. This study is the first attempt to do just that. The International Drive Resort Area Economic Impact Analysis is divided into three sections. The existing conditions analysis provides an overview of the area's land use, infrastructure, demographic, and economic characteristics. This is followed by a tourism activity and fiscal profile that summarizes business and revenue data collected by government and private organizations. Finally, the East Central Florida Regional Planning Council (ECFRPC) used the REMI Policy Insight model to calculate the economic value of I-Drive to the region and quantify the impact of the proposed future investments.

Brief History of the I-Drive Resort Area

In 1965, Walt Disney announced that it will build a new theme park south of Orlando. Around this time, Orlando attorney and developer Finley Hamilton paid \$90,000 for ten acres of vacant land north of Sand Lake Road and east of I-4 where he built the Hilton Inn South. The actual International Drive was not built until 1972, when Hamilton and RF Raidle's Major realty paved an 1 1/2 mile stretch connecting Kirkman and Sand Lake roads. It was named International Drive because it "sounded important". The 1970s brought other important events to the resort area including the opening of the Sea World and Wet 'n Wild theme parks and the approval from Orange County voters to use a 2 percent hotel room tax to build the Orange County Convention Center.

International Drive- 1978



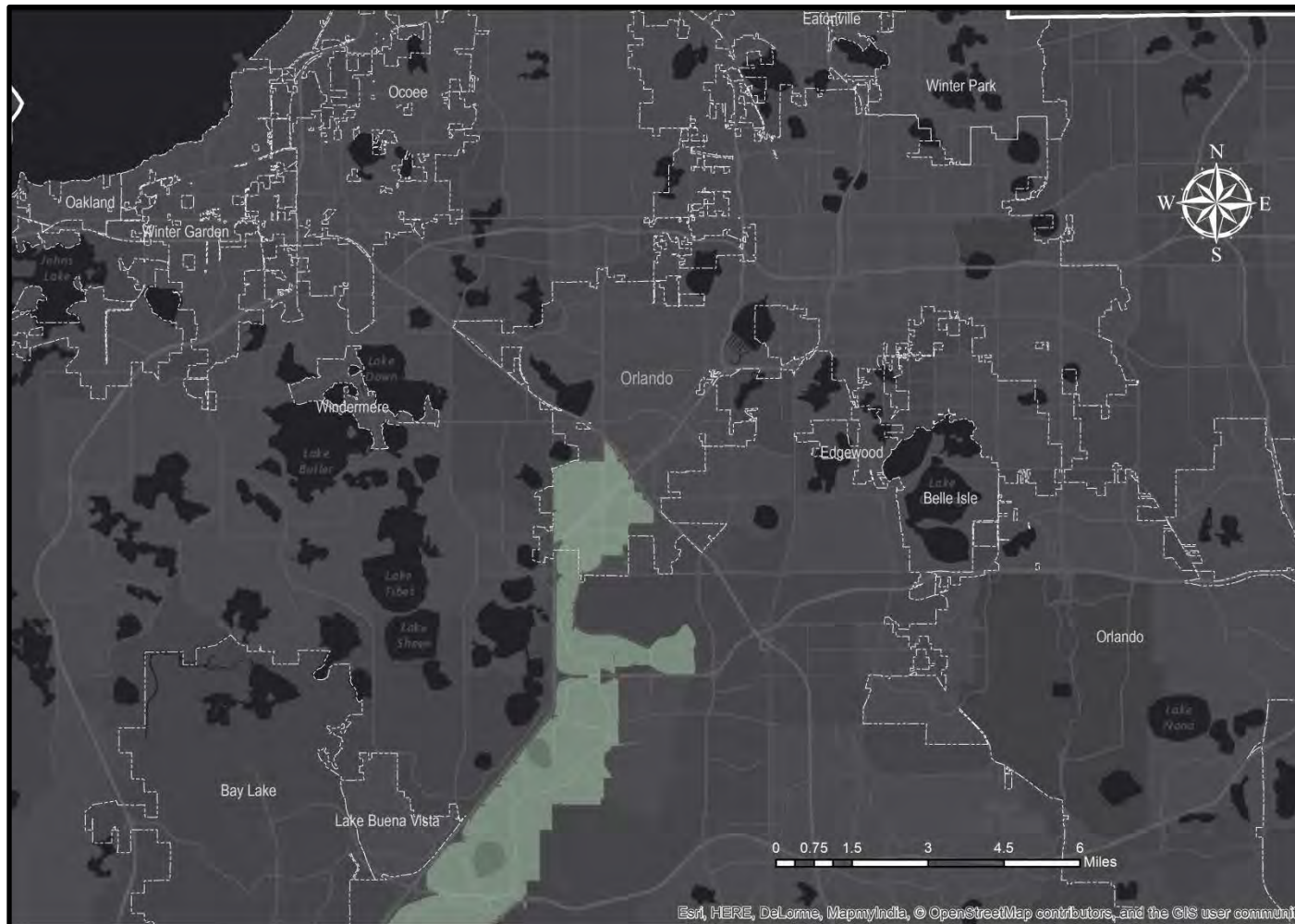
Source: International Drive Improvement District

The convention center was inaugurated in 1983, and its subsequent expansions have spurred the development of multiple hotels and commercial projects along the resort area. One of the most significant investments was the opening of the Universal Studios theme parks in the 1990s. Today the I-Drive Resort area is one of the most visited tourist corridors in the world. More detailed information about the history of International Drive can be found at the I-Drive Improvement District website at: <http://www.idrivedistrict.com/district-info/history.asp>

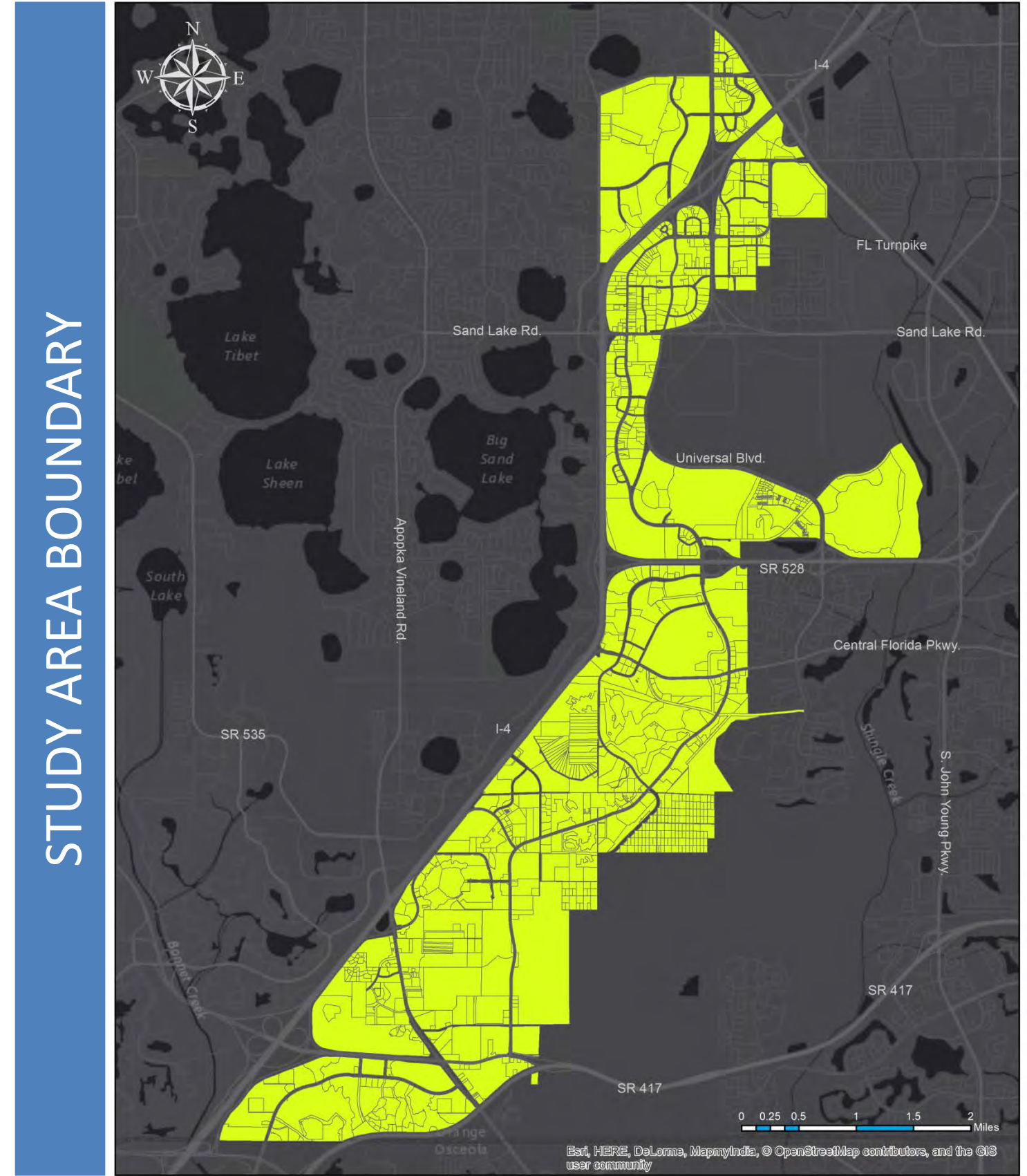
STUDY AREA BOUNDARY

The study area boundaries encompass several important tourist hubs. The first one is the Universal Studios Resorts area, which starts south of Vineland Road and follows Kirkman Road south to the Sand Lake Road interchange. The Florida Turnpike and the Turkey Lake road delimit the east and west borders.

After this the study is framed by International Drive starting from West Oak Ridge Road to the Orange-Osceola County line. To the east, Universal Boulevard also serves as a primary north-south corridor. Sand Lake Road is an important east-west road that divides the study area between the City of Orlando and unincorporated Orange County. The study area continues south of the Beachline Expressway and includes SeaWorld Orlando, Aquatica, Discovery Cove, a number of vacation resorts as well as housing for much of the supporting service industry professionals that work within the corridor.



Region Map



Study Area Boundary

I-DRIVE EXISTING CONDITIONS ANALYSIS

The purpose of the Existing Conditions Analysis is to provide an overview of the current conditions of the I-Drive Resort Area. This base information will serve as a background for helping the public understand the economic impact of the area. The existing conditions analysis includes a land use analysis and a business and industry profile.

The Land Use Analysis provides an overview of the major current land uses found within the International Drive area. This analysis was completed using Geographic Information Systems (GIS) software based on parcel information from the Orange County Property Appraiser's Office. For this section, the East Central Florida Regional Planning Council (ECFRPC) also used the U.S Census American Community Survey to identify the major demographic characteristics of the people living within International Drive. Finally, the report provides an overview of current and new transportation projects that will benefit the resort area.

The second part is a Business and Industry Profile that analyzes the distribution of economic activity in the I-Drive area using the number and type of establishments and number of employees. For this part of the report, the ECFRPC used the Infogroup database, which includes information on more than 25 million establishments across the United States.

More information about the methodologies and findings of the existing conditions analysis is provided on the following pages.



LAND USE ANALYSIS

The I-Drive Resort Area is comprised of 9,903 acres and has a diverse mix of land uses. For the purpose of this discussion, the ECFRPC classified all district properties into four general land use categories: Commercial, Residential, Vacant and Institutional.

Almost 50 percent of the properties within the study area can be classified as commercial. This land use category is comprised of several non-residential uses including hotel and time share properties (accommodations), retail, office, industrial developments and commercial amusement attractions. There are more than 4,800 acres of commercial land within I-Drive.

The second largest category is Vacant Land, which includes properties that are currently undeveloped or used for agricultural purposes. Vacant land encompasses about 26 percent of all land within the study area. In addition to these vacant properties, the I-Drive Resort area contains almost 250 acres of land classified as Water.

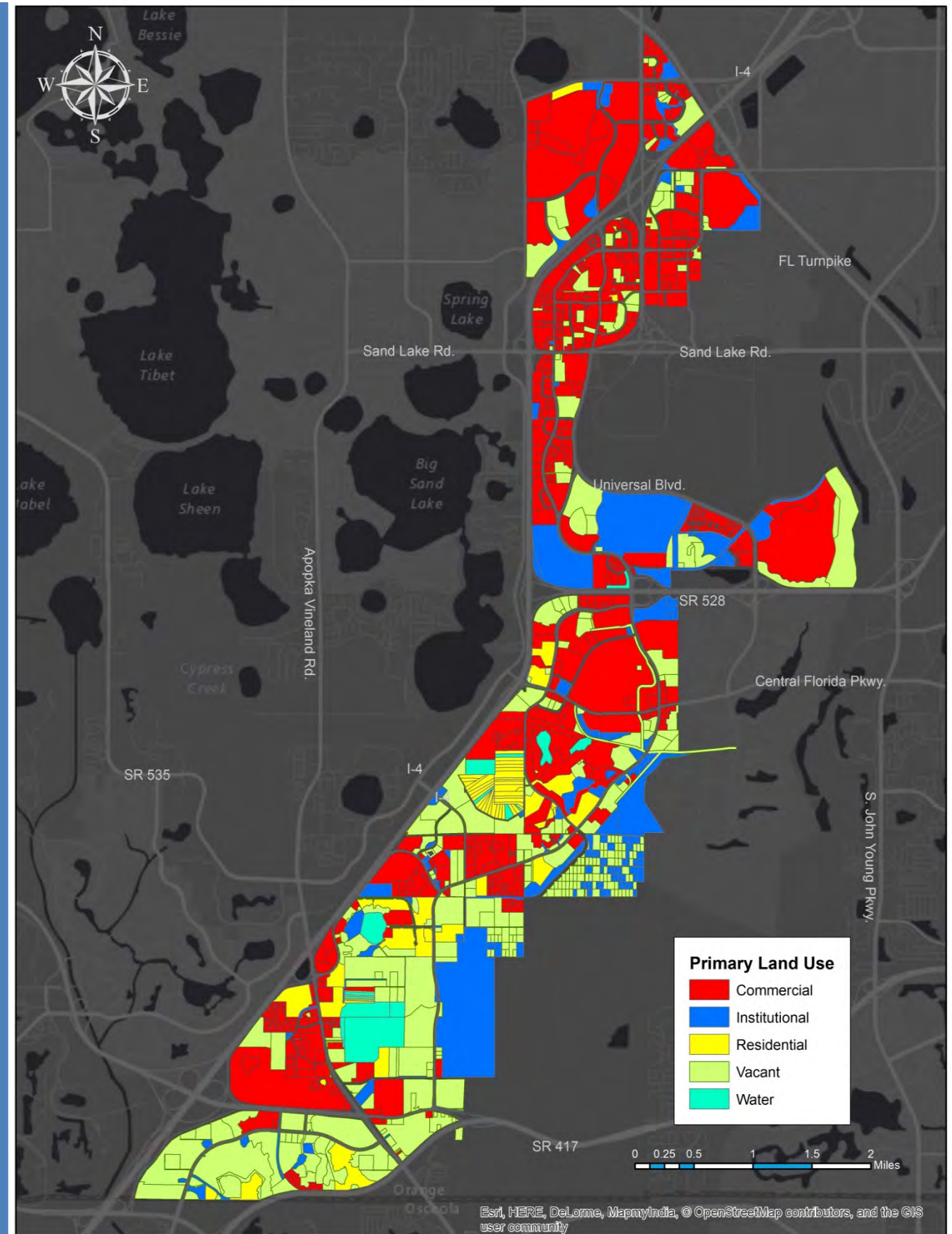
Institutional uses include all land owned by federal, state and local governments, civic, educational and non-profit organizations. These uses comprise about 14 percent of the total study area.

Finally, the I-Drive Resort Area is home to several single-family homes and multi-family residential developments. These residential properties account for nine percent of all land within the study area.

The next pages of the report discuss these land use categories in more detail.

Project Area Summary by Land Use		
Land Use Category	Acres	% Study Area
Commercial	4,813	49
Vacant	2,544	26
Institutional	1,395	14
Residential	922	9
Water	229	2
TOTAL	9,903	100

PRIMARY LAND USES



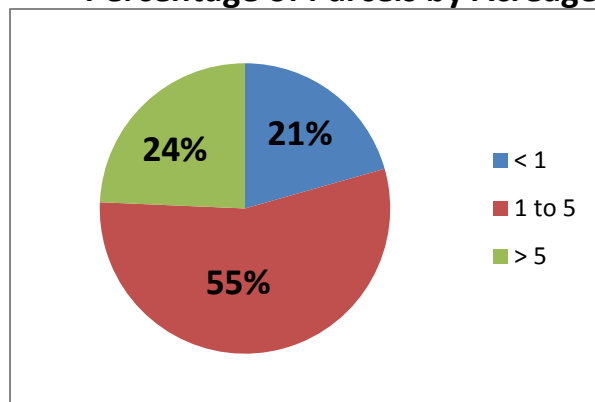
Source(s): Orange County Property Appraiser (November 2015), ECFRPC Research

VACANT LAND

There are more than 2,500 acres of vacant land within the I-Drive Resort area. This includes almost 1,000 acres of agricultural land, most of which is located south of the Beachline Expressway (S.R. 528). Because they are situated near a dynamic tourist district, these parcels will probably urbanize within the next decades. In fact, most of the land is currently used for passive agricultural uses such as timberland (55%) and pastures (44%) rather than active farming. The rest of I-Drive's vacant land is comprised of smaller undeveloped parcels located within the urbanized parts of the resort area.

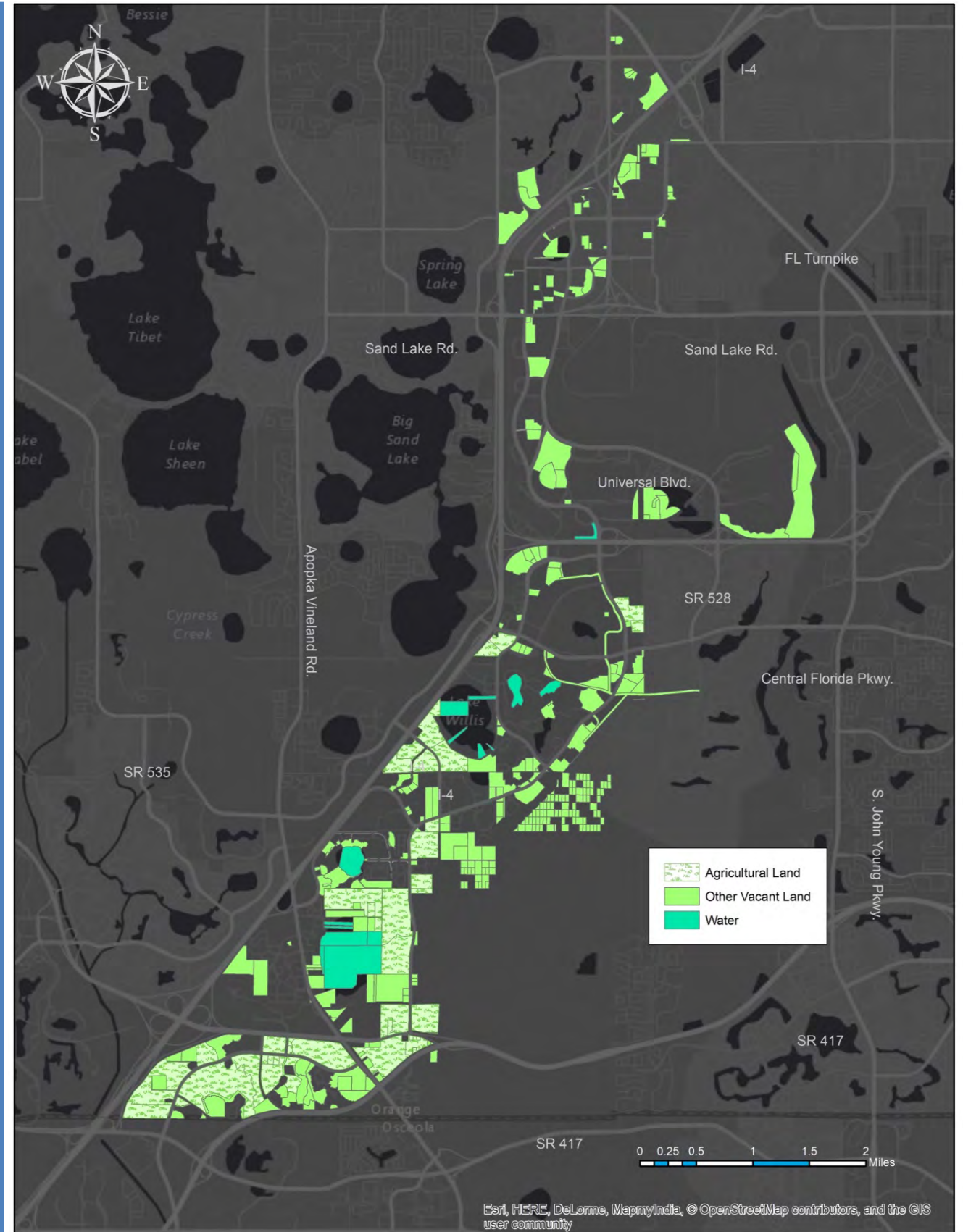
The number of parcels, their size and ownership are important variables when discussing the development potential of vacant land within the District. There are more than 400 vacant parcels within the I-Drive Resort Area. While the average size of these properties is 6.8 acres, more than half of these parcels are less than five acres. The vast majority of these small parcels are owned by single-property owners, which could serve as a barrier for future development. The current effort by the Orange County Planning Division to densify the I-Drive Resort Area will help to address this dilemma. On the other hand, there are more than 70 large parcels located within the district that could house large developments. Finally, there are more than 230 individuals and corporations that own vacant land within the resort area. Eight of these property owners own more than 50 acres of land each.

Percentage of Parcels by Acreage



Largest Property Owners by Acreage	
Organization	Acres
GCB Associates LLC	478.5
WGMLL Investments Ltd 1/2	158.1
Universal City Property Management III LLC	146.3
Carter-Vineland Pointe LLLP	69.7
Universal City Development Partners Ltd	65.2

VACANT LAND

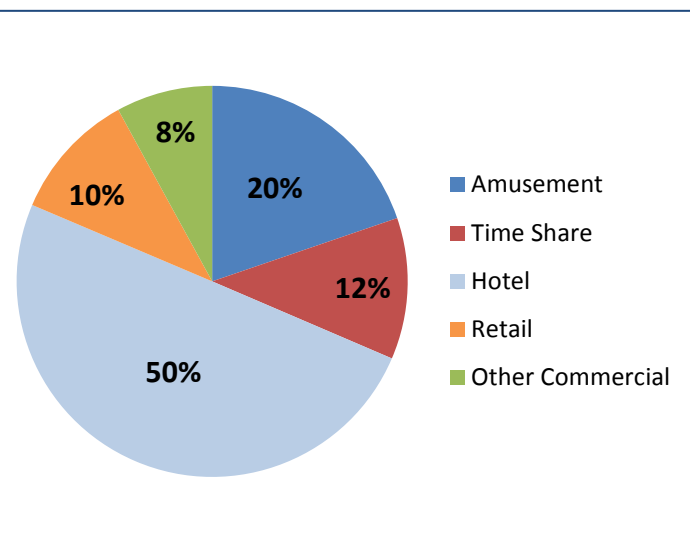


COMMERCIAL LAND

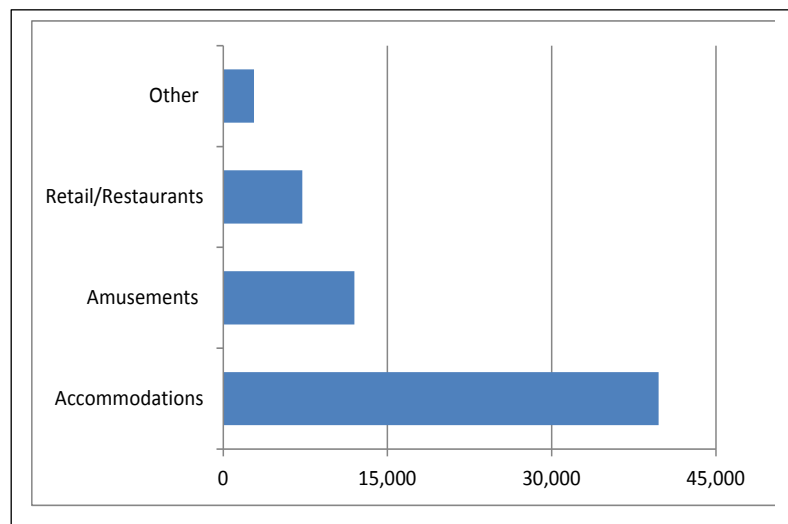
With close to 61.8 million square feet of commercial space, the I-Drive Resort Area is one of the busiest commercial districts in Metro Orlando. The dominant commercial types within this tourist corridor are Accommodations, Commercial Amusements and Retail. Accommodation uses comprise 64% of all commercial square footage within the study area. This category is comprised of hotels and time share properties distributed throughout the district. Commercial Amusements (19%) includes theme parks and other tourist attractions. Retail and Restaurants comprise another 12% of building space. Finally, there is about 2.2 million square feet of office space and about 600,000 square feet of industrial space in the study area. Together, these uses account for about 5 percent of all commercial uses.

The following pages provide more information about these commercial uses.

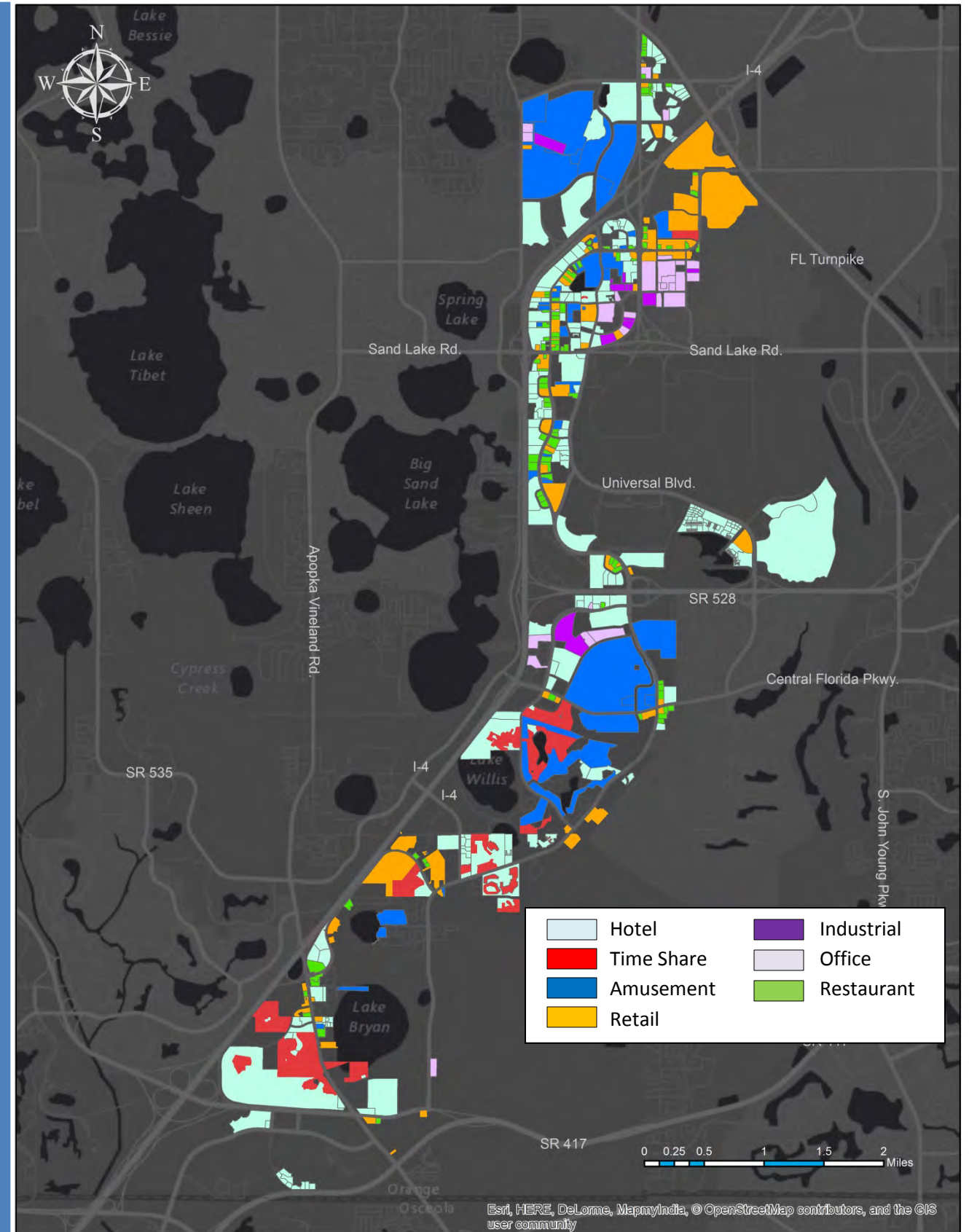
**Percent of Total Acreage
by Commercial Use**



**Total Commercial Square Footage
61,793,412**



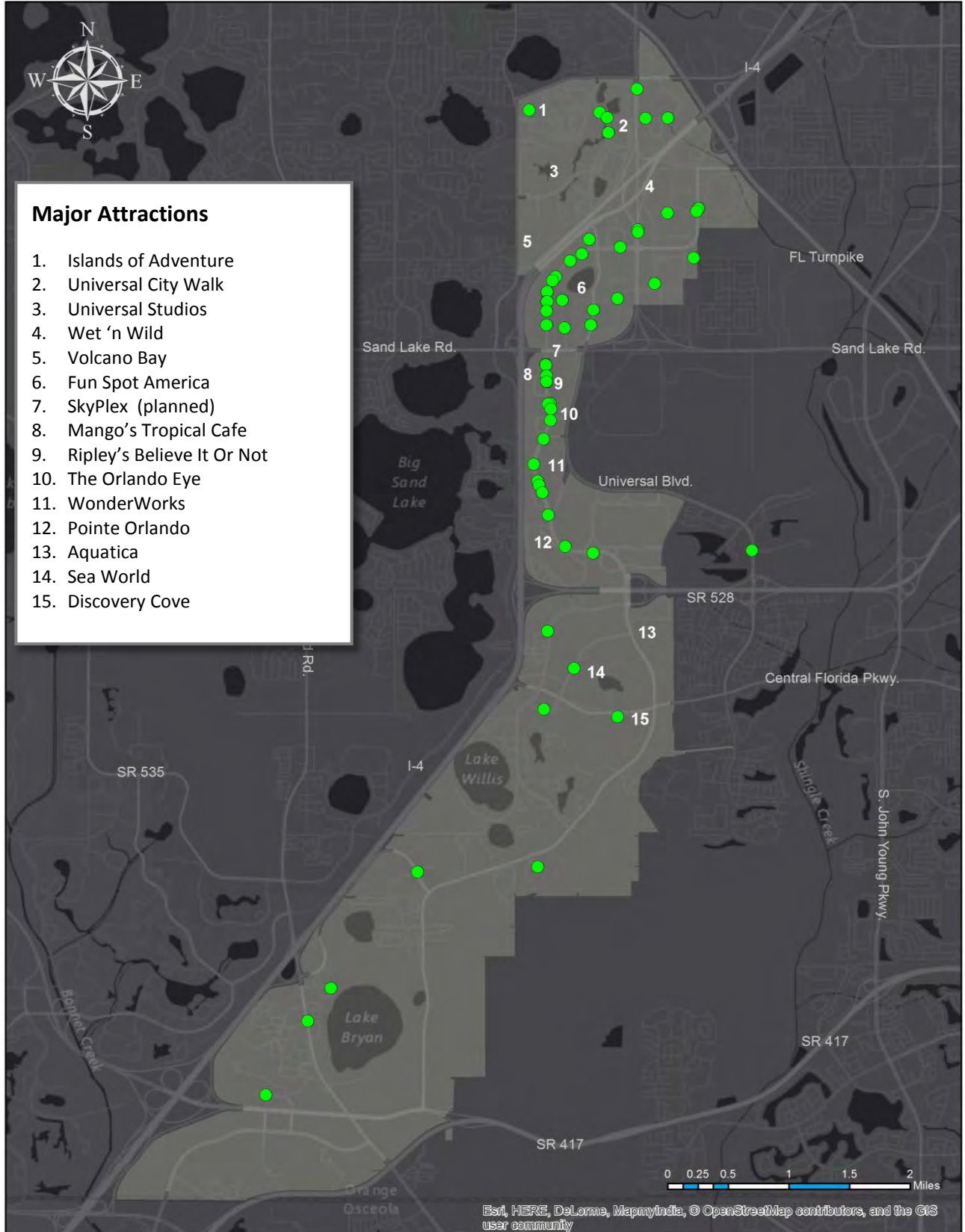
COMMERCIAL TYPOLOGIES



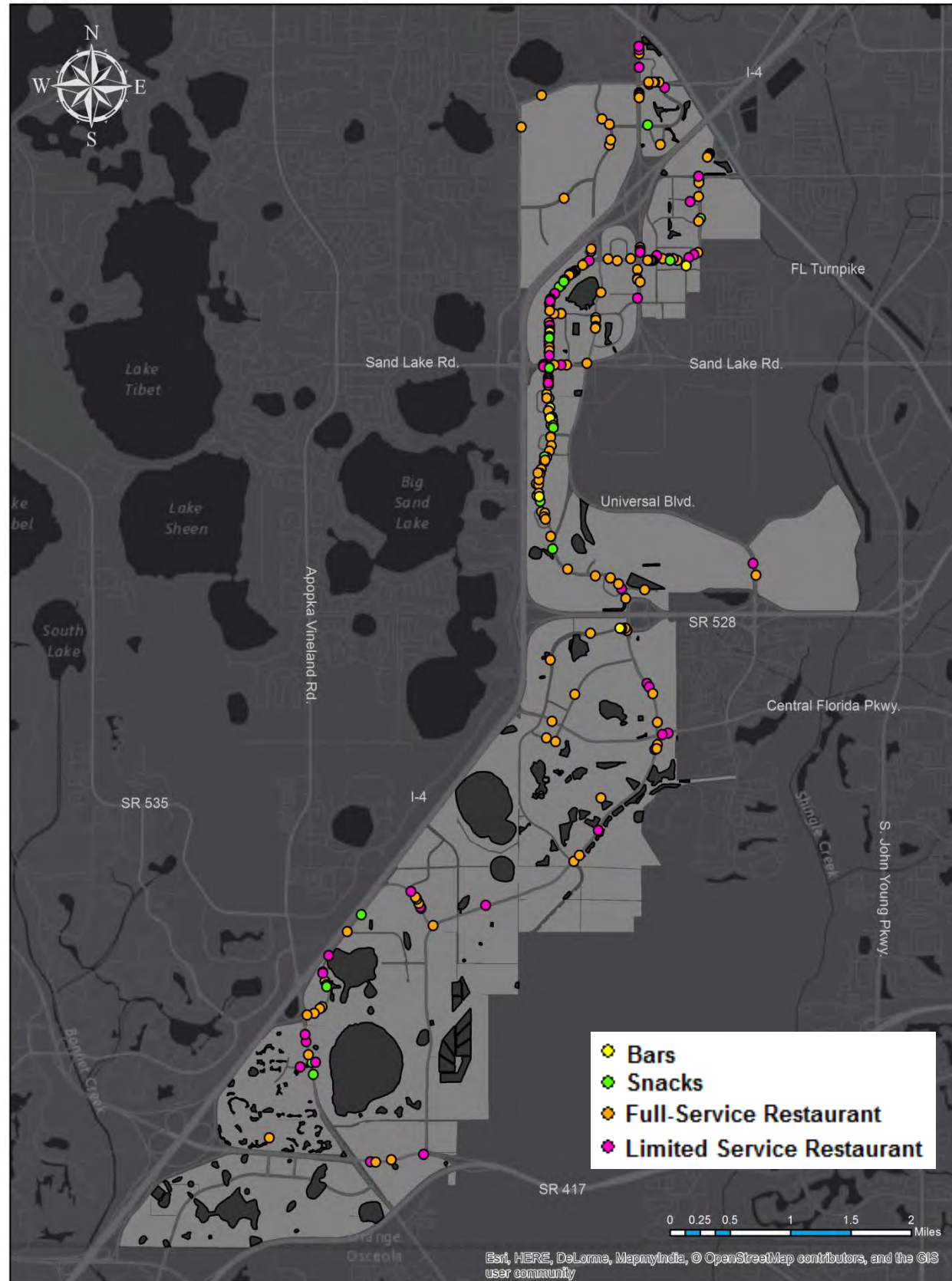
MAJOR ATTRACTIONS



MAJOR ATTRACTIONS



RETAIL & RESTAURANTS



RESTAURANTS AND BARS



Popular Restaurants

- | | | |
|-------------------------------|---------------------------------|--------------------------------|
| <i>Adobe Gilas</i> | <i>Giraffas</i> | <i>Shake Shack</i> |
| <i>Bahama Breeze</i> | <i>Great Western Steaks</i> | <i>Shalimar Classic Indian</i> |
| <i>BB King's Blues Club</i> | <i>Hard Rock Cafe</i> | <i>Shogun (Steakhouse)</i> |
| <i>Benihana</i> | <i>Hooters</i> | <i>Spencer's for Steaks</i> |
| <i>BJ's Restaurant</i> | <i>Itta Bena</i> | <i>Sugar Factory</i> |
| <i>Black Angus Steakhouse</i> | <i>Jack's Place</i> | <i>Sushiology</i> |
| <i>Bloodhound Brew</i> | <i>Joe's Crab Shack</i> | <i>Taj Mahal</i> |
| <i>Buffalo Wild Wings</i> | <i>Johnny Rockets</i> | <i>Taverna Opa</i> |
| <i>Carrabba's</i> | <i>Lighthouse Lobster Feast</i> | <i>Texas de Brazil</i> |
| <i>Charley's Steakhouse</i> | <i>Maggiano's</i> | <i>The Capital Grille</i> |
| <i>Chili's Bar and Grill</i> | <i>Margaritaville</i> | <i>The Oceanaire</i> |
| <i>Cooper's Hawk</i> | <i>Marlow's Tavern</i> | <i>Tilted Kilt</i> |
| <i>Cuba Libre</i> | <i>Mellow Mushroom</i> | <i>TGI Friday's</i> |
| <i>Dave & Busters</i> | <i>Miller's Ale House</i> | <i>Tin Roof</i> |
| <i>Del Friscos</i> | <i>Ming Court Oriental</i> | <i>Tokyo Suchi</i> |
| <i>Emirils</i> | <i>New Punjab Indian</i> | <i>Tommy Bahamas</i> |
| <i>Everglades</i> | <i>Outback Steakhouse</i> | <i>Tony Roma's</i> |
| <i>Fiorellas</i> | <i>Perkins Restaurant</i> | <i>Twin Peaks</i> |
| <i>Fiorenzo Steakhouse</i> | <i>Ponderosa Steakhouse</i> | <i>Urban Tide</i> |
| <i>Fishbones</i> | <i>Q'Kenan Cafe</i> | <i>Wild Jack's Steakhouse</i> |
| <i>Fuddruckers</i> | <i>RA Sushi</i> | <i>Yard House</i> |

Source(s): Infogroup; ECFRPC Research

ACCOMMODATIONS

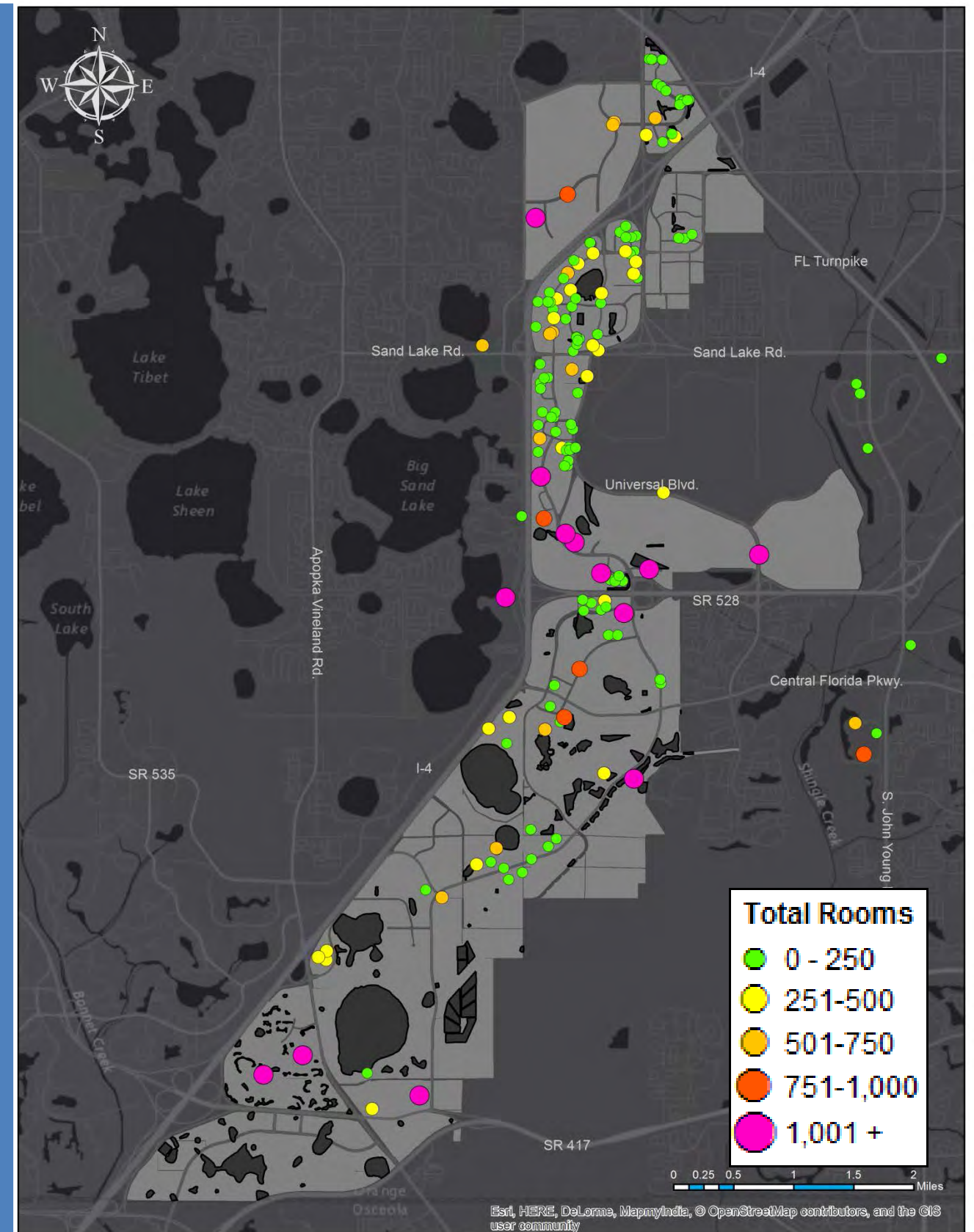
The I-Drive Resort area boasts low-price hotels, affordable hotels, luxury resorts, and vacation ownership units. The area has 120 properties with a total of 43,224 rooms, placing the corridor among the densest in Central Florida⁶. Hotel sizes and typologies range from small motels with just a few hundred rooms to large resorts exceeding 1,000 rooms⁶.

Largest Accommodations by Number of Rooms

Westgate Lakes – 1,995 Rooms	Sheraton Vistana – 1,169 Rooms
Orlando World Center Marriott – 1,883 Rooms	Rosen Inn – 1,020 Rooms
Cabana Bay Beach Club – 1,800 Rooms	Double Tree Resort – 1,004 Rooms
Hyatt Regency Orlando – 1,640 Rooms	Royal Pacific – 1,000 Rooms
Marriott Grande Vista Resort – 1,616 Rooms	Rosen Plaza – 800 Rooms
Rosen Shingle Creek – 1,501 Rooms	Hilton SeaWorld – 787 Rooms
Hilton Orlando – 1,417 Rooms	Renaissance Orlando – 781 Rooms
Caribe Royal – 1,338 Rooms	Porto Fino Bay Hotel – 750 Rooms
Rosen Centre Hotel – 1,334 Rooms	Doubletree by Hilton Universal – 746 Rooms



HOTELS AND NUMBER OF ROOMS

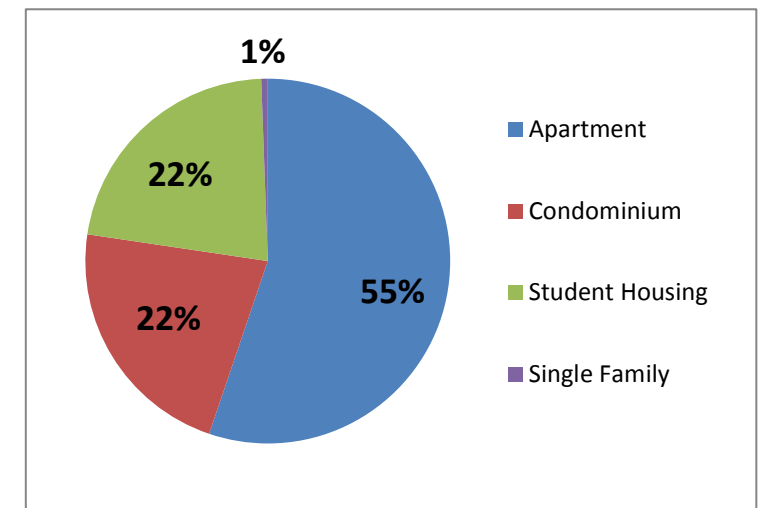


Source(s): Orange County Property Appraiser (November 2015), FGDL; IDID; ECFRPC Research

RESIDENTIAL LAND

There are 7,148 total residential units within the I-Drive Resort Area. Apartment complexes are the most common housing type followed by Condominiums and Student Housing. There are also 42 single family homes located within the district, most of which are lake front houses.

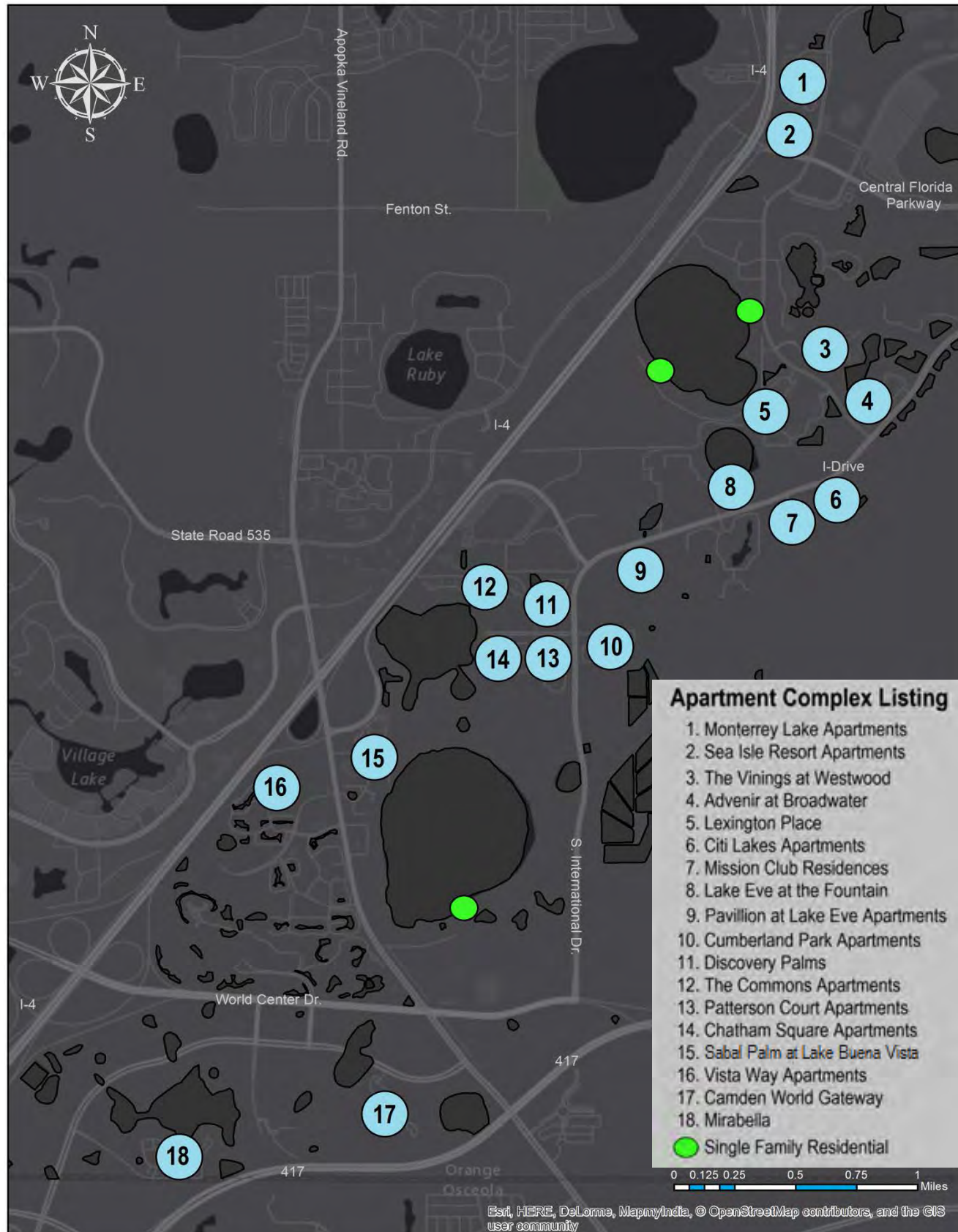
I-Drive Resort Area Housing Units by Type	
Residential Type	Housing Units
Apartments	3,951
Student Housing	1,580
Condominiums	1,575
Single Family Homes	42
Total Housing Units	7,148



Source(s): Orange County Property Appraiser (November 2015), FGDL; IDID; ECFRPC Research



APARTMENTS AND NEIGHBORHOODS



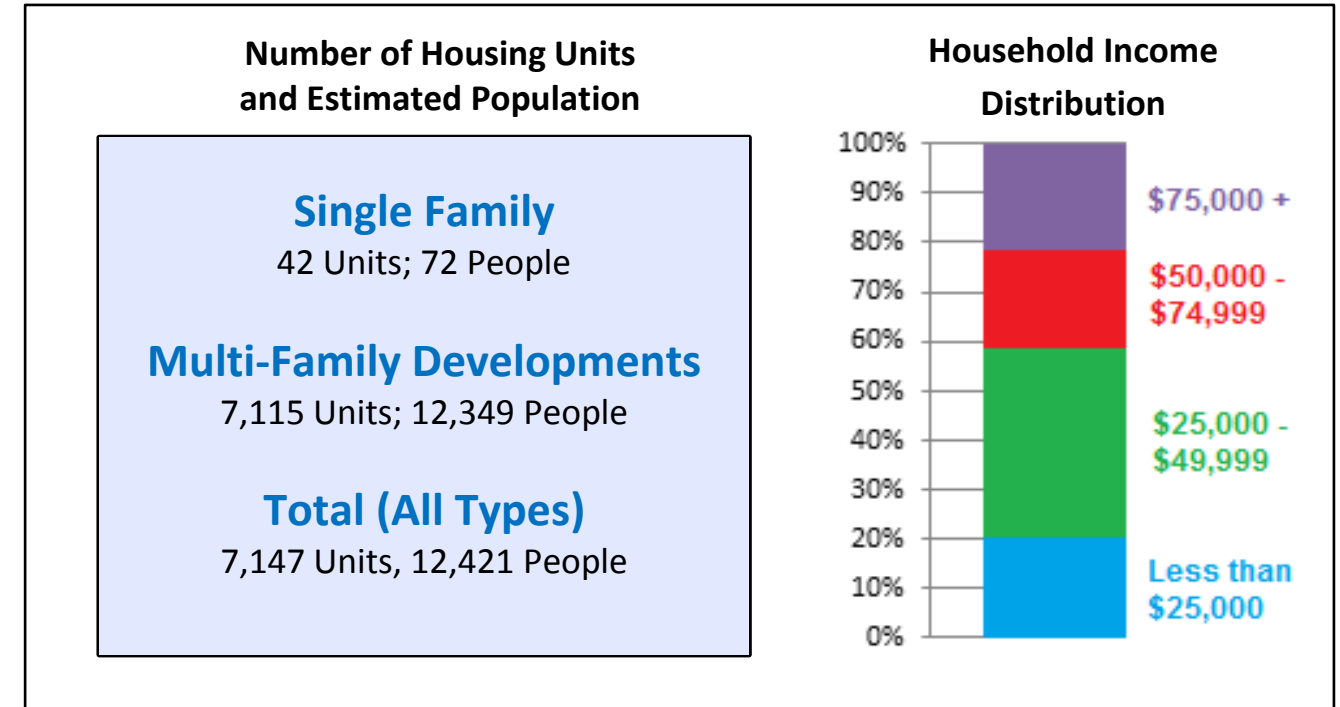
Source(s): Orange County Property Appraiser (November 2015), ECFRPC Research

I-DRIVE DEMOGRAPHICS

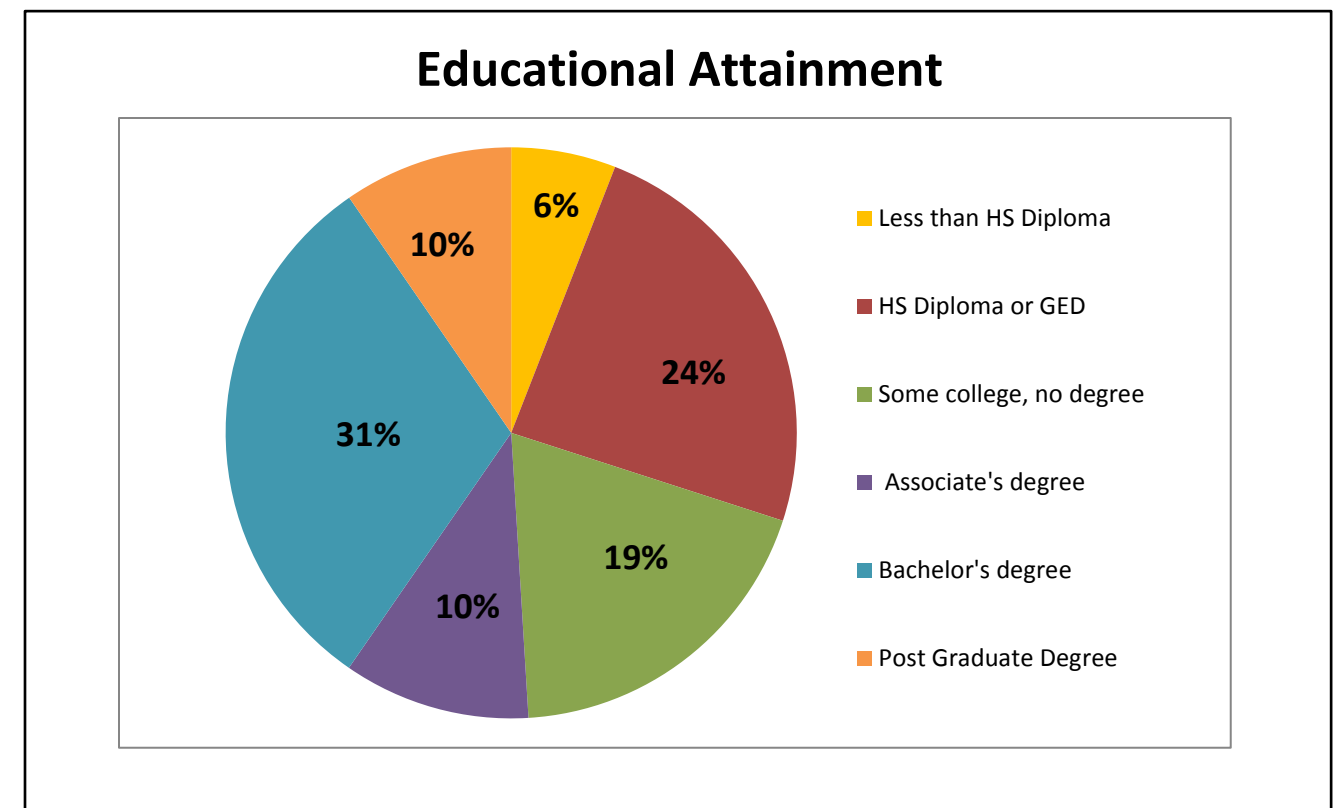
The ECFRPC used information from the U.S Census American Community Survey and the Orange County Property Appraiser to build a population profile for the I-Drive Resort Area. There are ten different Census Block Groups (the smallest geographical unit for which the bureau publishes sample data) within the resort area⁵. However, the boundaries of most of these block groups extend far beyond the study area borders because of the commercial nature of the I-Drive corridor. Therefore, their total population counts include people that live outside the area of interest. To address this situation, the ECFRPC decided to use Orange County Property Appraiser data to get a more realistic population count.

First, the ECFRPC identified the location of residential land within the study area using DOR codes and GIS software. The Orange County Property Appraiser website was then used to identify the number of residential units available on the multi-family developments (condominiums, apartments, and student housing). To calculate the population counts, the ECFRPC multiplied the number of housing units by the average household size for each Census block group. Finally, the ECFRPC applied Orange County's housing vacancy rate (13.5%) to get the final number of people. Based on this methodology, the ECFRPC estimates that there are more than 12,000 people living within the I-Drive resort area. Most of these people are concentrated on the west side of the study area, near the Lake Bryan/Lake Ruby areas. The average household size for the area ranges from 1.77 to 3.26 persons per household, which is smaller than the county average.

The ECFRPC used the American Community Survey to get additional demographic characteristics for the population living within the I-Drive Resort area. Not surprisingly, the majority of the people residing here work for the Leisure and Hospitality Industry (41%). Another ten percent of this population works for the retail industry. Since most of these people live close to work they mostly use their personal cars to get to their jobs. The educational attainment of this population tends to be relatively high, with 51 percent of people over age 25 having at least an Associate's Degree. About 20 percent of the population has some college education, but no degree. This might be partly explained by the presence of the University of Central Florida's (UCF) Rosen College of Hospitality Management, which is located within the study area.



Source(s) for all tables on this page: US Census Bureau, ECFRPC, Orange County PAO



Source: American Community Survey

INSTITUTIONAL LAND

Institutional land includes all properties owned by government agencies (federal, state, and local), infrastructure easements, land use for mitigation purposes, and conservation areas such as wetlands. These uses account for 1,340 acres of land or approximately 14% of the total study area. The Orange County Board of County Commissioners, the Valencia Water Control District and the South Florida Water Management District are the largest owners of Institutional land within the resort area.

The largest institutional uses within the resort area are the Orange County Convention Center (OCCC) and the UCF's Rosen College of Hospitality Management. Owned and operated by Orange County, the OCCC is one of the largest economic engines in the region. The facility includes two buildings (West and North/South) that host a variety of events catering to thousands of visitors each year. More information about the OCCC is provided on the next page. The Rosen College campus is situated on the east side of the study area. The 159,000-square foot building opened in early 2004 and is the largest, most advanced facility ever built for hospitality management education in the United States. The school's wide array of academic programs includes Hospitality Management, Event Management and Restaurants and Food Service Management.

Orange County Convention Center

- 2,053,817** Sqft. Exhibition Space
- 2** General Assembly Areas
- 2,643-Seat** Theater
- 3** Business Centers
- 106-Seat** Seat Lecture Hall
- 74** Meeting Rooms
- 3** Full-Service Restaurants
- 235** Breakout Rooms

UCF Rosen School

- 18** High-Tech Classrooms
- 1** Executive Education Center
- 200-Seat** Training Dining Room/Bar
- 1** Beer and Wine Laboratory
- 2** Test Kitchens
- 400-Seat** Auditorium



Orange County Convention Center



Rosen College of Hospitality

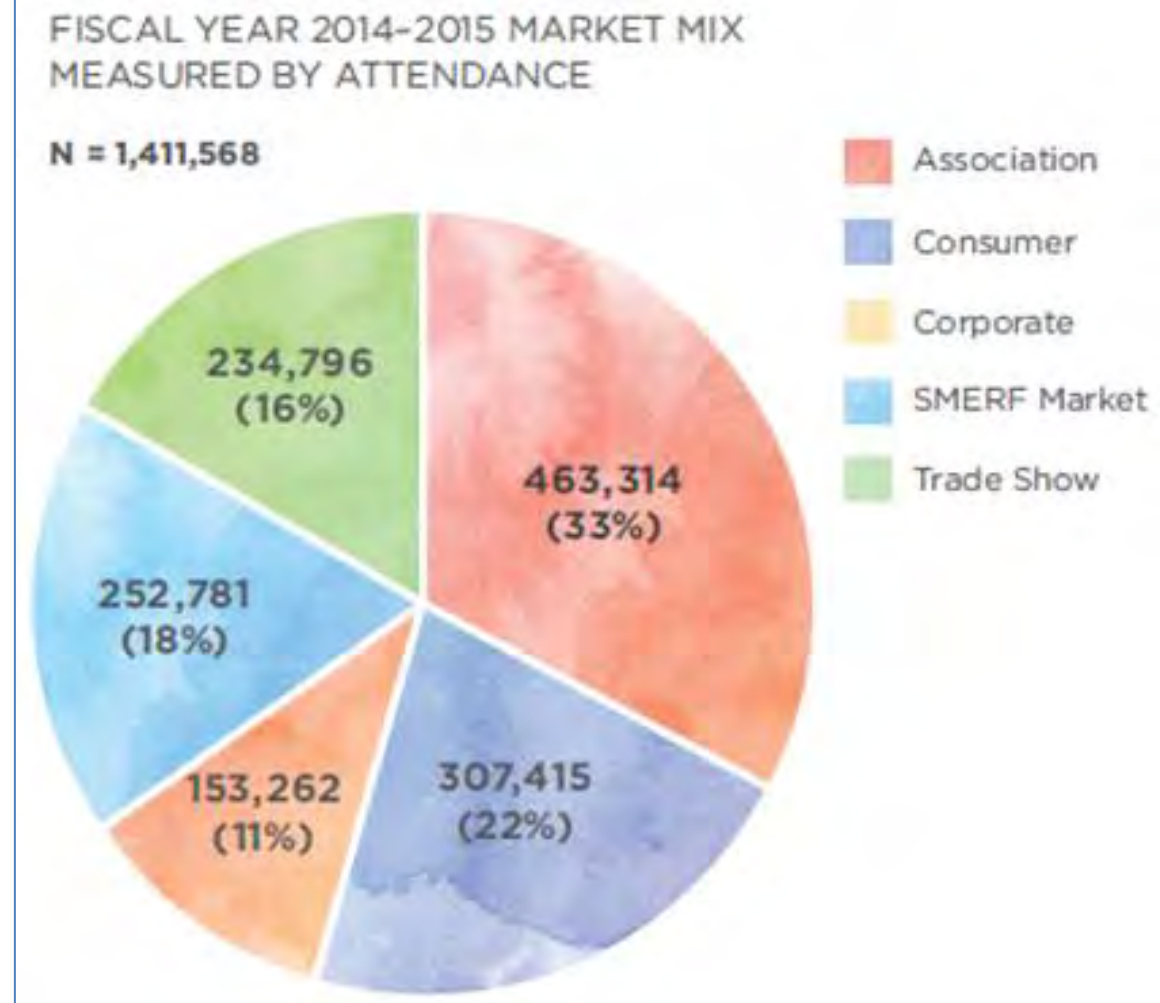
ORANGE COUNTY CONVENTION CENTER (OCCC)

The Orlando area started marketing itself as a convention destination in 1969. However, the groundwork for the future Convention Center did not start until eight years later when the Florida Legislature allowed local jurisdictions to impose a Tourism Development Tax or hotel room tax. That year the Orange County Board of County Commissioners created the Tourism Development Tax Council to help define the proposed uses for this new tax. In 1978, Orange County voters approved the use of this money to build a new Convention and Civic Center.

Since its opening in 1983, more than 30 million people have attended events at the OCCC making it one of the most important anchors of the I-Drive Resort area⁷. It is the second largest convention center in the United States with over 2 million square feet of exhibition space⁷. According to the OCCC annual report, the convention center hosted 176 events that brought more than 1.4 million people to the I-Drive area in fiscal year 2014-2015⁷. The OCCC is currently in the midst of implementing a new campus master plan to remain as one of the most competitive facilities in the nation. The plan calls for the repurposing of its exhibit space to allow for more flexible uses, creating more gathering and networking spaces for clients, and bringing a new campus circulator to improve connectivity between the convention center buildings and nearby hotels.

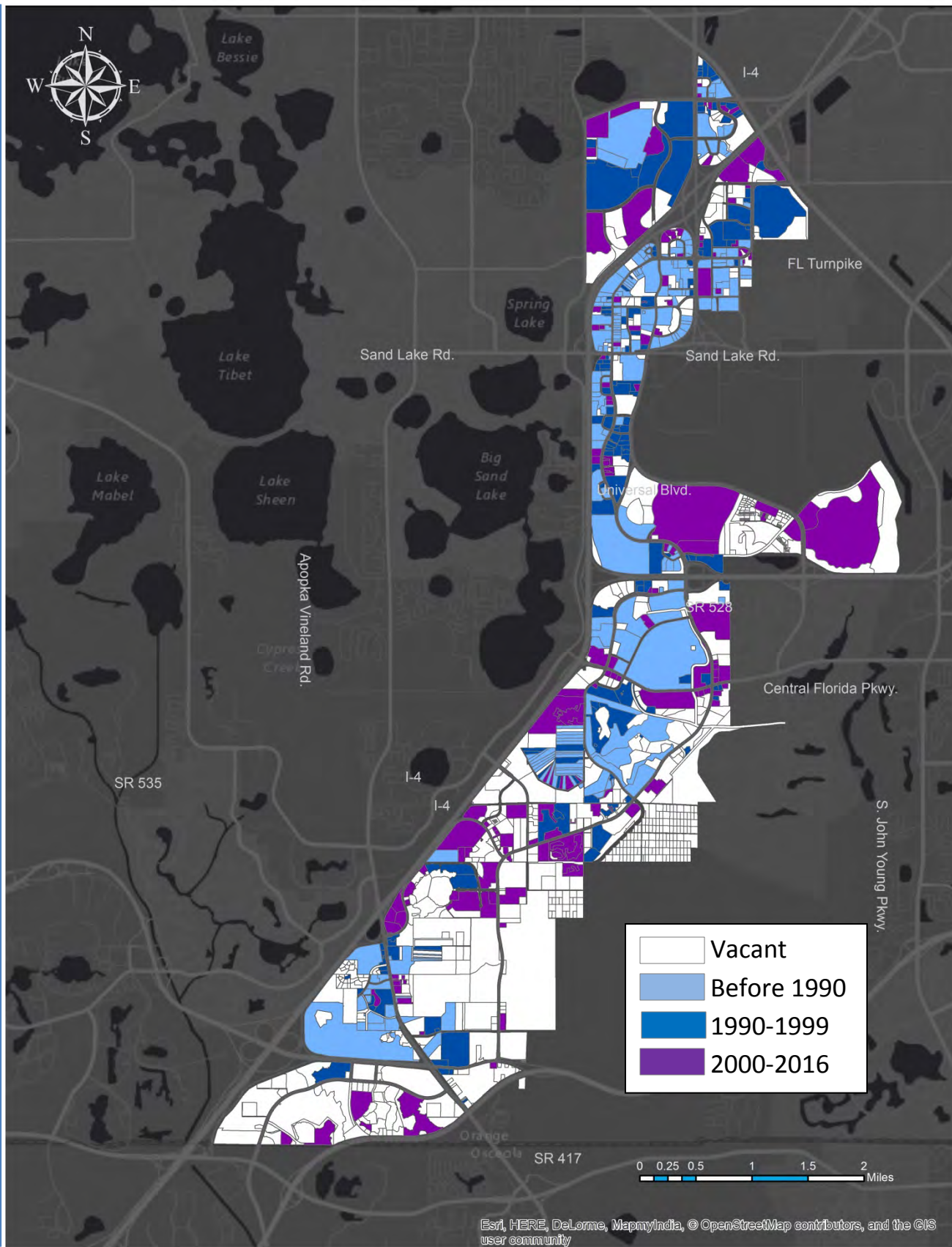
Sustainability has also become an important part of OCCC operations. The convention center is home to one of the largest rooftop solar photovoltaic systems in the Southeastern United States and a 3,000 square foot Climate Education Center⁷. The center has recently partnered with Organic Matters and Center Plate to convert the food waste generated at the convention center into livestock feed. It recently installed a 2,330 square feet hydroponic garden to grow herbs, edible flowers, and non root vegetables to be used for all meals prepared at its facilities⁷. The OCCC has received several recognitions through the years including the Prime Site Facilities and Top Destination Award, The Distinctive Achievement Award from the Association Convention and Facilities Magazine and IAEE Art of the Show Award from the International Association of Exhibitions and Events Art of the Show Competition⁷.

FISCAL YEAR 2014-2015 EVENT CATEGORIES—MEASURED BY NUMBER OF EVENTS



SMERF = Social, Military, Educational, Religious and Family

YEAR STRUCTURE BUILT

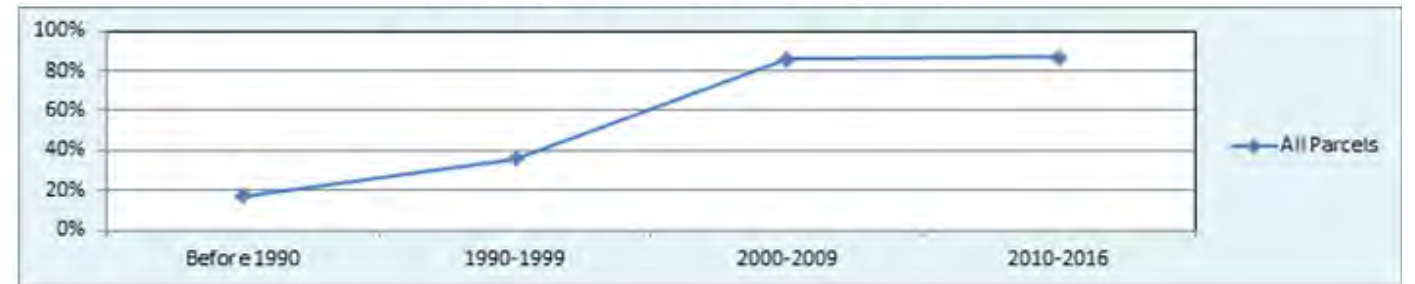


Source(s): Orange County Property Appraiser (November 2015), ECFRPC Research

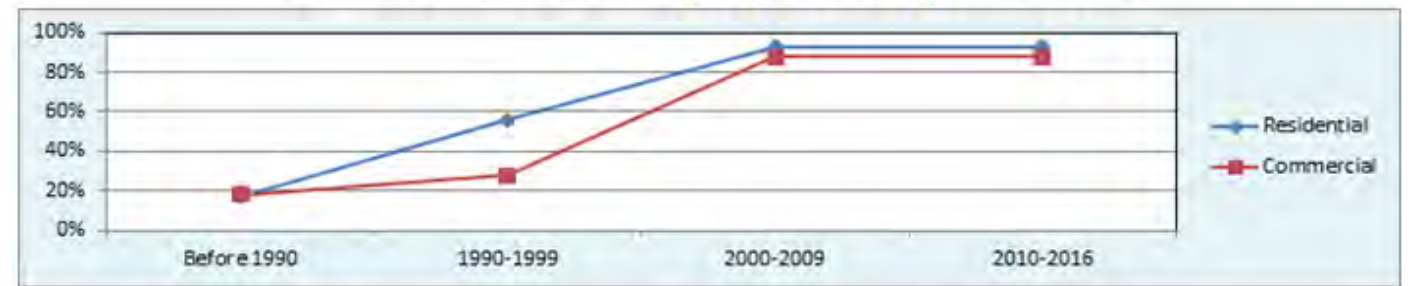
BUILD YEAR ANALYSIS

The I-Drive Corridor is a maturing destination that saw its first development boom in the late 1980's and into the 1990's¹. This boom continued through the 2000's until the recession of 2008-2009 limited new construction¹. Post-recession, the corridor has gone through a transition that has seen a large volume of entertainment venues, retail and hotels begin to be planned, funded and built. Economic activity within the corridor is expected to increase alongside publicly-funded infrastructure improvements and privately-funded plans to build new entertainment and leisure options for visitors.

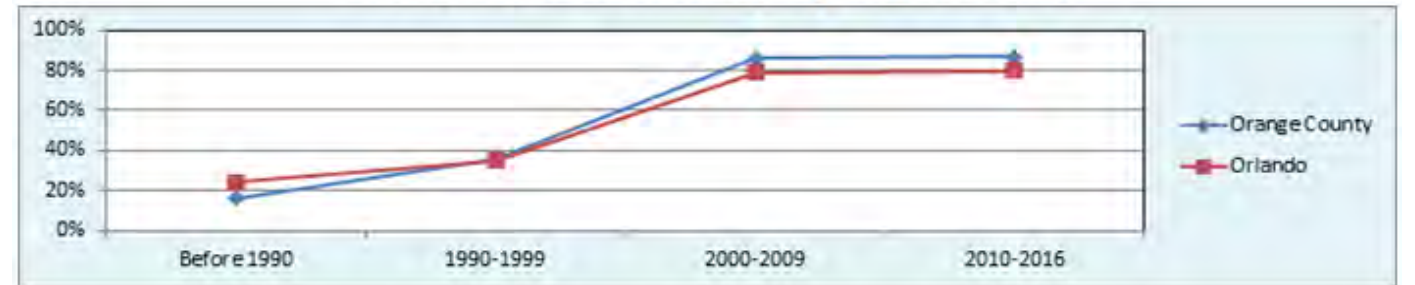
Build Year Summary by Parcel



Build Year Summary by Primary Land Use



Build Year Summary by Jurisdiction



Breakdowns detail percentage of parcels that were built upon – not total acreage developed

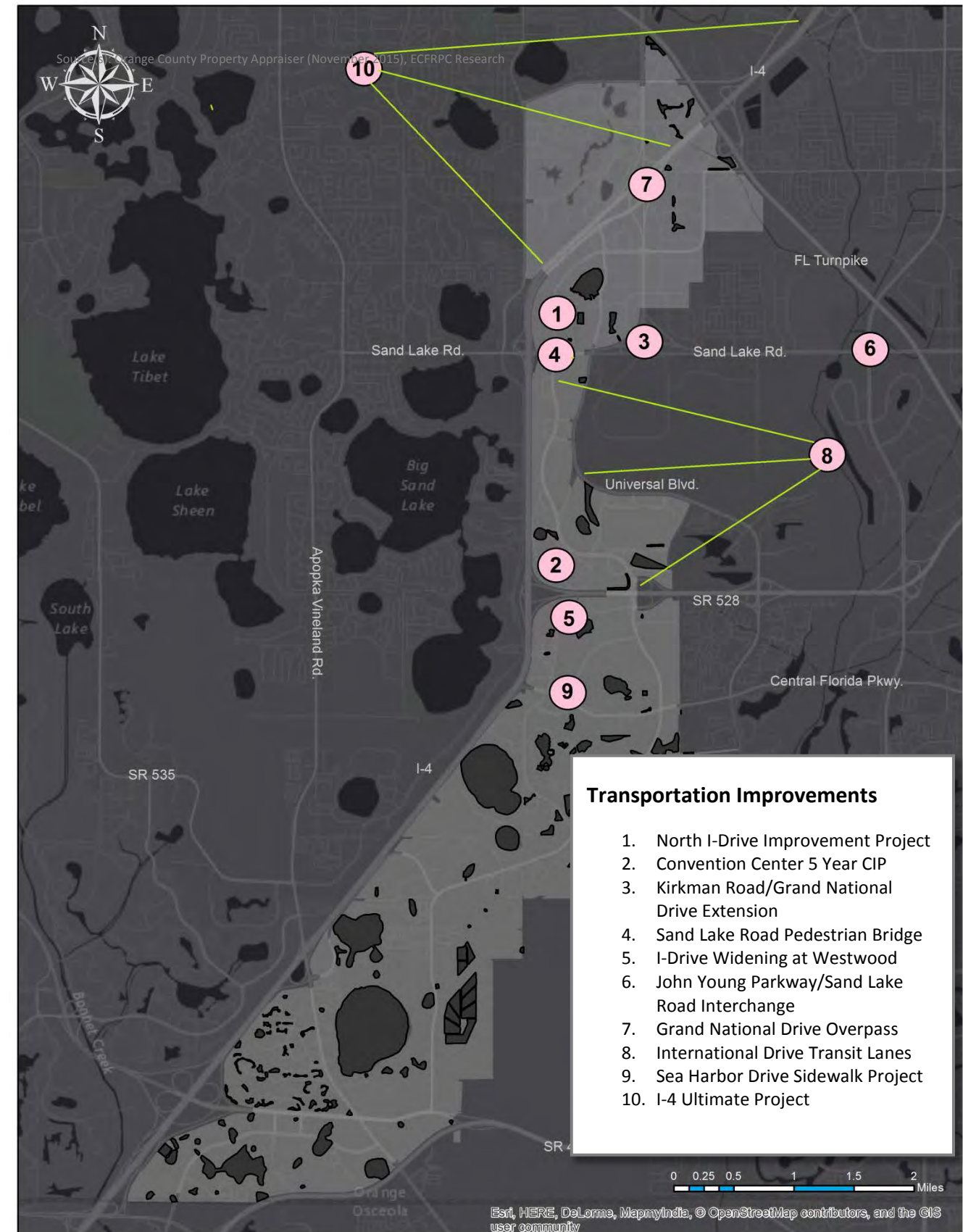
TRANSPORTATION

I-Drive's road network is going through several improvements that will ease traffic flow, provide more transportation options to visitors & residents, and create a more pedestrian friendly environment. For example, a traffic flow and pedestrian enhancement project in the northern portion of the study area was recently completed and four others are currently ongoing. These projects include the I-4 Ultimate Interchange-Grand National Drive Overpass, widening International Drive at Westwood Boulevard, improvements to the Sand Lake Road-John Young Parkway interchange and an extension of Destination Parkway. In addition, sidewalk additions to Sea Harbor Drive are in the design phase.

Two pedestrian projects have been planned by the Orange County Planning Division. One project is a conceptual pedestrian bridge at Sand Lake Road at the intersection of International Drive as well as planned transit lanes along Universal Boulevard and I-Drive.

Finally, the I-4 Ultimate Improvement Project will help build the Grand National Drive overpass as well as interchange improvements that will alleviate traffic at the Kirkman Road exit.

Recent and Under Construction Transportation Projects		
Project	Type	Status
North I-Drive Improvement Project	Traffic Flow and Pedestrian Features	Complete
Convention Center 5 Year CIP	Capital Improvements	Ongoing
Kirkman Road/Grand National Drive Extension	Traffic Flow	Ongoing
Sand Lake Road Pedestrian Bridge	Pedestrian Features	Ongoing
International Drive Widening (Westwood-Westwood)	Traffic Flow	Ongoing
John Young Parkway/Sand Lake Road Interchange	Traffic Flow	Ongoing
Grand National to I-4 Ultimate	Traffic Flow and Highway Access	Ongoing
International Drive Transit Lanes	Traffic Flow and Transit	Design Phase
Sea Harbor Drive Sidewalk Project	Pedestrian Features	Design Phase
I-4 Ultimate Project	Highway Makeover	Ongoing
Destination Parkway	Traffic Flow	Ongoing
Beachline Widening	Highway Makeover	Ongoing
I-Drive Pedestrian Bridge OCC	Pedestrian Features	Ongoing



I-RIDE TROLLEY

The I-Ride Trolley provides transit services to visitors and residents along International Drive and Universal Boulevard. Trolleys travel throughout the International Drive Resort Area serving over 100 convenient stops approximately every 20 minutes. In 2015 the trolley system had 1.9 million trips. The trolley offers single-trip passes for \$2.00 (\$1 for children and \$0.25 for senior citizens) and daily passes for \$5.00. Visitors can also get extended passes lasting 14 days for \$18.00, or day-based passes.

A “park once” philosophy is planned for the future, whereas guests park once and utilize the entire corridor via the transit system. The Orange County Planning Division has unveiled plans for retrofitted street sections along Universal Boulevard and International Drive that would make the trolley system even more impactful for residents and visitors in the future. Dedicated transit lanes and other features have been discussed for the corridor alongside bicycle and pedestrian improvements to create a more urban and traversable corridor.



- I-RIDE Trolleys operate daily, 8:00am to 10:30 pm
- Single Cash Fare \$2.00 per ride
- Kids Cash Fare \$1.00 (ages 3-9 with paying adult)
- Senior Cash Fare \$0.25 per ride (65 and over)
- Exact Change is Required
- All Trolleys are green in color on both Red and Green Lines.
- Red Line Route Trolleys generally arrive at each stop approx. every 20 minutes.
- Green Line Route Trolleys arrive approx. every 30 minutes.
- Wait times for Trolleys may vary with traffic and season.
- Transfers are FREE! Transfer between lines at the designated transfer stops, which are represented on the map as stars.
- Unlimited Ride Passes:
 - One Day Pass: \$5.00 per person
 - Three Day Pass: \$7.00 per person
 - Five Day Pass: \$9.00 per person
 - Seven Day Pass: \$12.00 per person
 - Fourteen Day Pass: \$18.00 per person
 Passes are not sold on trolleys. Passes are consecutive day use.

Where's My NextTrolley

Get your predicted trolley arrival times by texting the Trolley Stop code to 41411. Stop Codes are located on the map at each Trolley Stop. Or via www.IRideTrolley.com

Ask your trolley driver or your hotel guest service desk for the International Drive Resort Area Official Visitors Guide & I-Ride Trolley Map.

10-27-16 I-Ride Trolley Fare, Route and hours subject to change.

FUTURE MOBILITY

While hotels within the corridor use shuttles to traverse guests to and from the theme parks and Orlando International Airport, transit services have been studied for potential implementation over the next decade or further into the future.

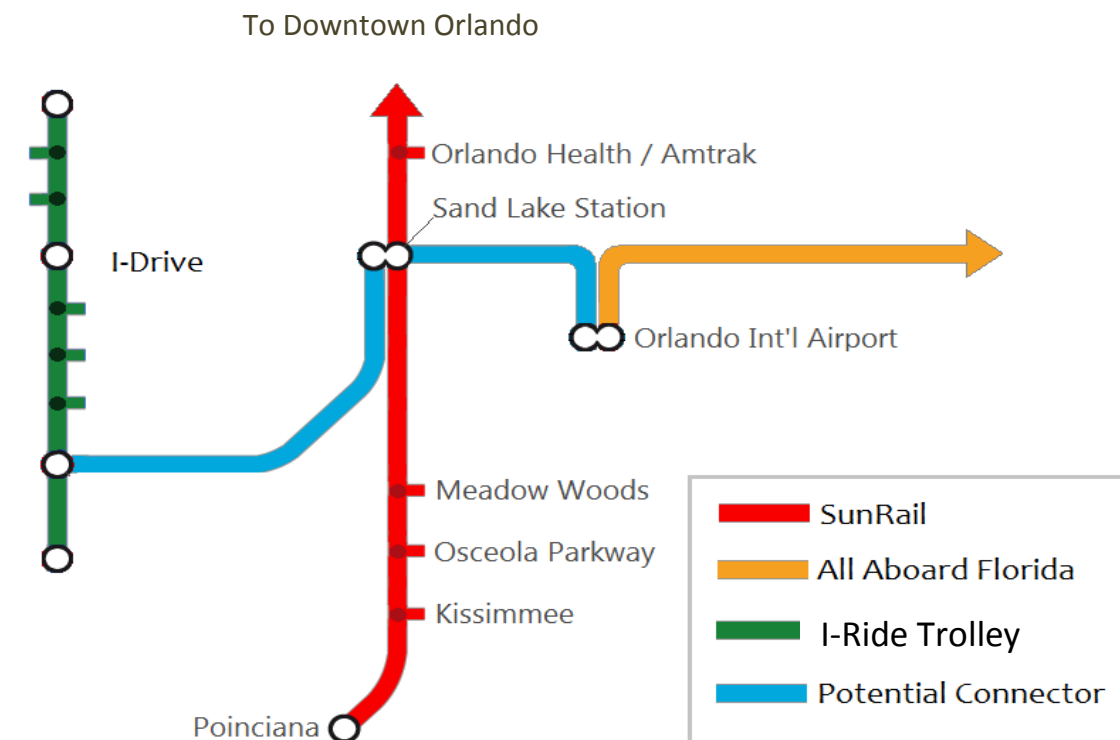
SunRail, Orlando's new commuter rail service, has been studying the option of connecting Orlando International Airport to the commuter line. In this case, the International Drive area would be in a prime position (both geographically and from a financial perspective) to gain access to sub-regional rail. Preliminary rail concepts depict a spur from the Sand Lake Road Station to the east of the study area connecting to the Orange County Convention Center. Interest for this type of project has been strong, while implementation would include multi-agency coordination, other concurrent transportation initiatives and a large public-private investment in the transit system.



The pedestrian bridge crossing Sand Lake Road and International Drive is currently in the conceptual phase.



Source: Ultimate I-4 --- Florida Department of Transportation



BUSINESS PROFILE

To complete the I-Drive Resort Area economic impact study, the ECFRPC is using an industry cluster analysis methodology that identifies geographic concentrations of particular industries as well as explains the connections between these establishments. The I-Drive Resort area is anchored by three large theme parks (Universal Studios, Islands of Adventure and Sea World) and one of the nation's largest convention centers. These institutions receive millions of visitors each year that generate additional demand for other services including accommodations, dining, retail, transportation among others. This section of the report also provides an in-depth analysis of the economic and employment data for businesses and industries found in the I-Drive Resort area.

To complete this analysis, the ECFRPC used the Infogroup database to determine the number of businesses and employees located within the study boundaries. This information was complemented with other data sources such as the Orange County Property Appraiser's parcel data and internet searches. In additions to these sources, the ECFRPC used GIS software to depict industry concentration and employment across the study area. Finally, it provides general information about occupations and wages for the tourism industry.



Sources: Infogroup, International Drive Improvement District, ECFRPC research

INDUSTRY STRUCTURE

According to Infogroup, the resort area is home to more than 1,800 businesses that employ more than 75,000 people². These businesses can be classified into ten groupings called economic super sectors, which are defined below:

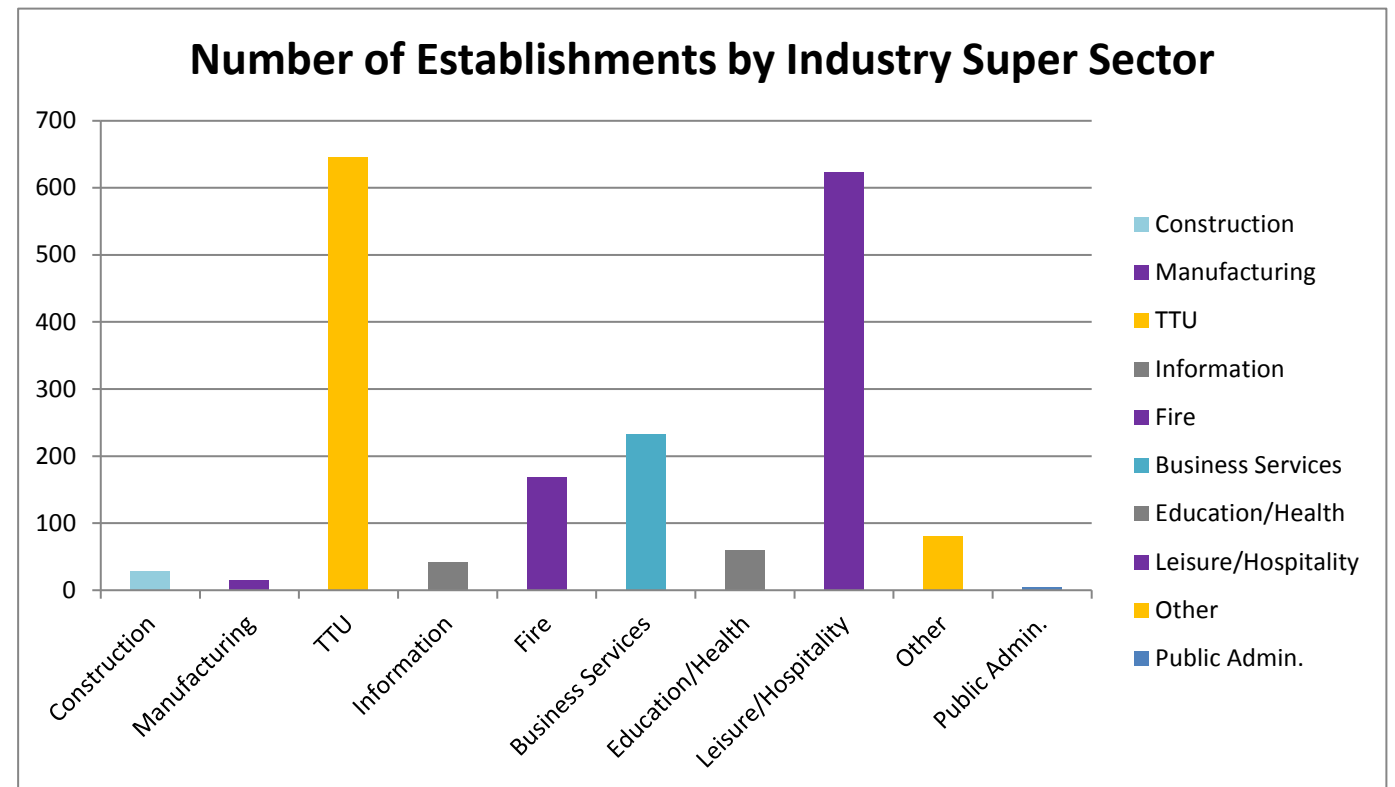
- **Construction:** This sector is comprised of establishments engaged in the construction of buildings and infrastructure projects as well as the subdivision of land.
- **Manufacturing:** Establishments within the manufacturing sector use mechanical, physical, and chemical processes to transform materials and substances into new products.
- **Trade, Transportation, and Utilities (TTU):** This is one of the most comprehensive categories. It includes businesses that sell merchandise at the wholesale level, those that sell directly to the public (retailers), industries that transport people and cargo, store goods, and provide utility services to the public.
- **Information:** This category includes all businesses that create and disseminate informational and cultural products through print, broadcast, online, or other forms of telecommunications.
- **Financial Activities:** Often referred to by the acronym FIRE, this super sector includes all establishments engaged in the facilitation of financial transactions or that are involved in the renting, leasing and management of real estate properties and other equipment.
- **Professional and Business Services:** This category is comprised of businesses that provide highly specialized technical services, strategic management and leadership, and routine support activities for the day-to-day operations of other organizations.
- **Education and Health Services:** The establishments within this category provide a variety of services to individuals including instruction and training in a wide variety of subjects, medical care, and social welfare services.
- **Leisure and Hospitality:** This is the largest category in the I-Drive Resort area. It is comprised of businesses that provide cultural, entertainment, and recreational services to the public as well as lodging and prepared meals and beverages.
- **Other Services:** Businesses within this category provide repair and maintenance, personal care, and social advocacy services. This super sector also includes home businesses.
- **Government:** This category includes all federal, state, regional and local government offices and facilities.

Examples of I-Drive Businesses by Super Sector

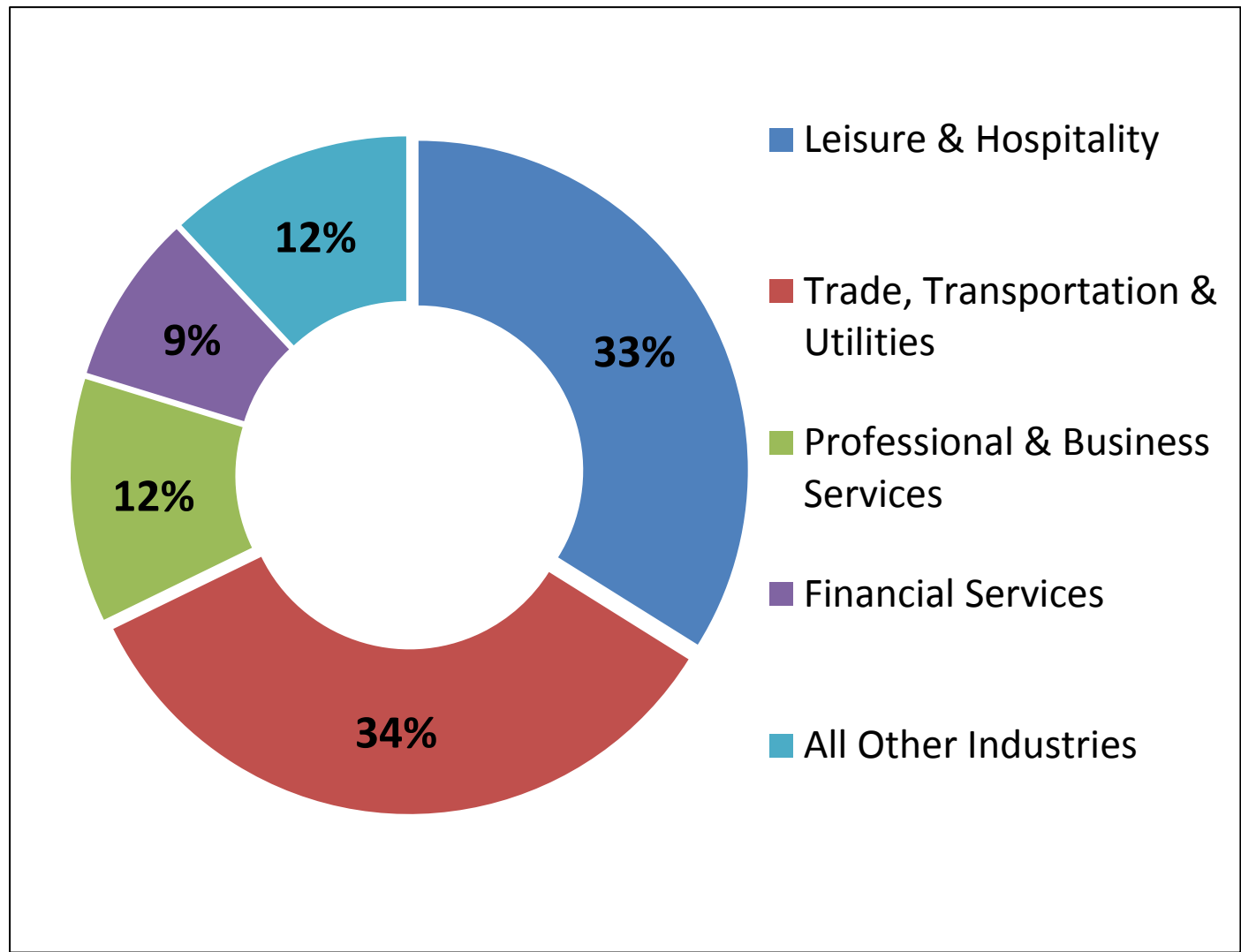
Examples of Businesses by Super Sector		
Super Sector	Total Establishments	Examples
20 - Construction	29.0	Building Contractors
30 - Manufacturing	15	Retail Bakeries, Tool and Die
40 - TTU	646	Charter Bus Companies, Clothing Stores
50 - Information	41	Newspapers, TV Stations
55 - FIRE	168	Insurance, Banks, Realtor Offices
60 - Professional/Business Services	233	Accountants, Engineers, Lawyers
65 - Education/Health Services	60	Higher Education, Doctor Offices
70 - Leisure and Hospitality	624	Hotels, Theme Parks, Restaurants
80 - Other Services	81	Auto Mechanics, Beauty Salon, Churches
92 - Public Administration	4	Government Offices

Source: InfoGroup, ECFRPC research

Most I-Drive establishments fall within two major supersectors: Leisure and Hospitality and TTU. Together these categories comprise 67 percent of all businesses within the International Drive Resort Area. Professional and Business Services and Financial Services comprise another 24 percent of all establishments within the resort area.



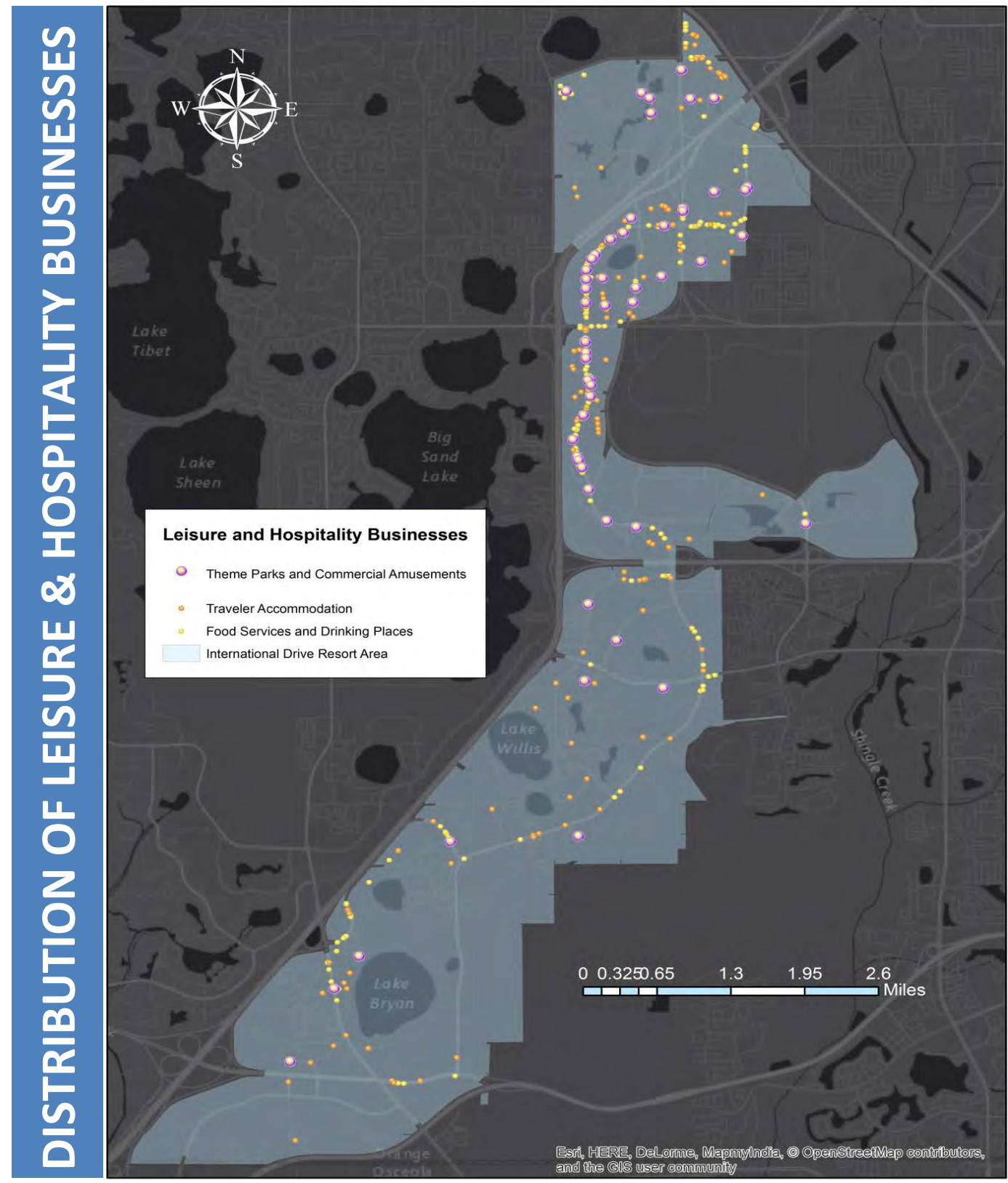
Source(s): InfoGroup; ECFRPC Research



Sources: InfoGroup, ECFRPC Research

Analysis

The high concentration of businesses in the Leisure and Hospitality supersector is not surprising, as this category includes all core tourism businesses: Theme Parks and Commercial Amusements (64), Hotels and Other Accommodation Places (120) and Restaurants (411). The map on the right shows the distribution of these businesses along the I-Drive Resort Area.



TTU SUPER SECTOR

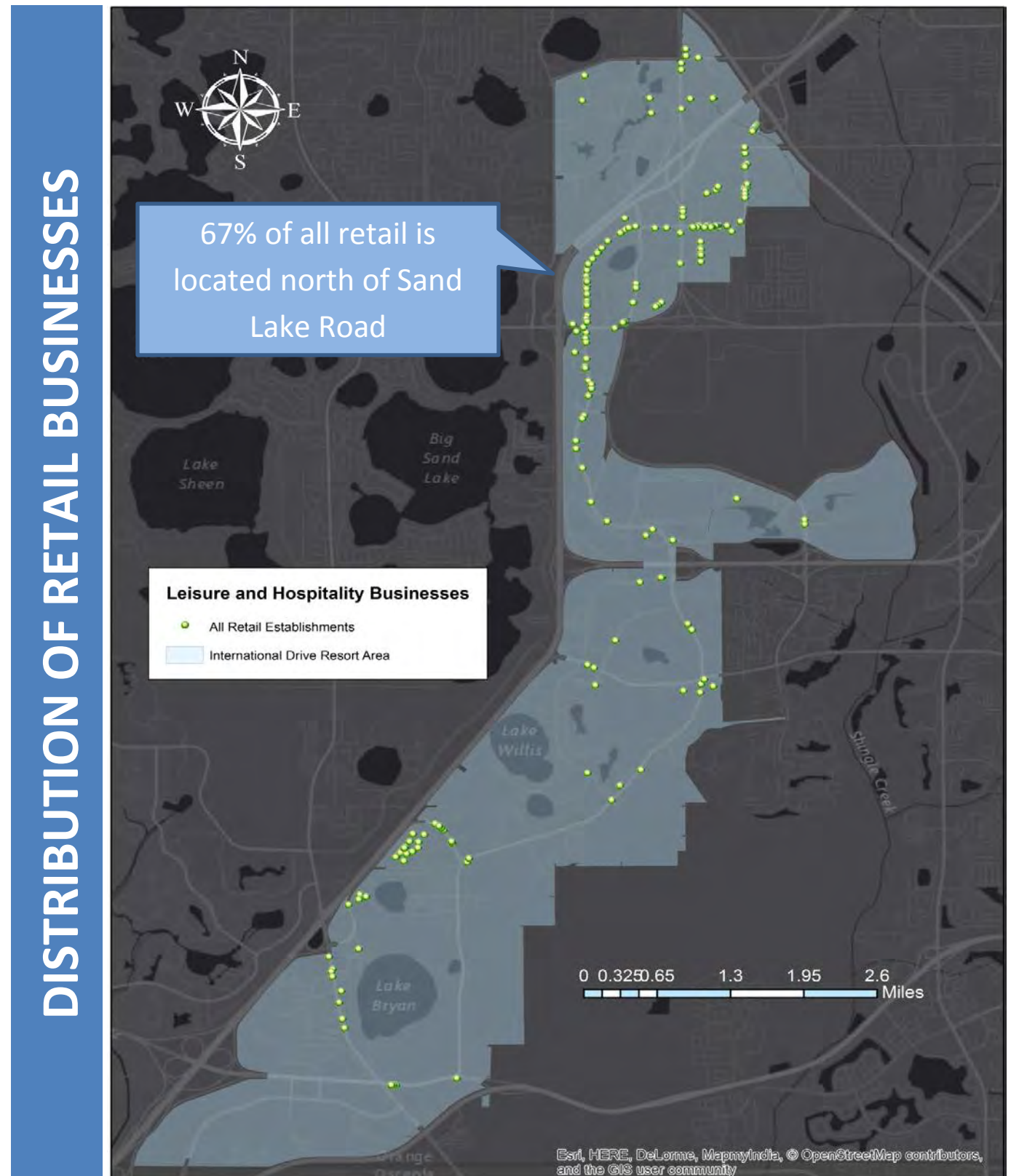
Most I-Drive firms within the Trade, Transportation and Utilities (TTU) supersector are retail establishments. According to Infogroup and ECFRPC research, there are over 600 stores located within the I-Drive Resort area². Sixty-seven percent of all these establishments are geographically concentrated north of Sand Lake Road as depicted on the next map². Orlando International Premium Outlets, Artegon Market Place and Orlando Crossings have the largest number of stores within the northern part of I-Drive. Orlando Vineland Outlets and Pointe Orlando are some important retail locations in the southern part of the district.

Shopping is a very popular activity for visitors and locals alike. Both of these groups like to shop in I-Drive because of the variety of stores and brands. The table below shows the number of stores by types of good sold for the most popular retail categories. Overall, clothing stores represent 30 percent of all retail establishments in I-Drive². Several major designer brands have outlet stores located within the International Premium and Vineland Outlets locations, hence the popularity of clothing stores.

Besides retail stores, another important industry within this super sector is transportation. There are 19 private companies offering transportation services within the study area including taxi and limousine services².

Stores by Types of Goods Sold	
Type of Retail Store	Number
Clothing Stores	182
Health and Personal Care Stores	84
Shoe Stores	63
Other Miscellaneous Store Retailers	47
Jewelry, Luggage and Leather Good Stores	38

Source: InfoGroup



Source(s): InfoGroup; ECFRPC Research

PROFESSIONAL BUSINESS SERVICES AND FINANCIAL SECTORS

The Professional and Business Services super sector includes professional services offices, other business support services, and management companies.

According to Infogroup there are more than 200 of these companies within the I-Drive Resort area². Based on ECFRPC research, more than 50 percent of these companies supply services to the Leisure and Hospitality sector².

The most important category is the Travel Arrangement and Reservation Services industry, which includes travel agencies, tour operators, convention and visitors' bureaus and similar organizations. It represents 38 percent of all the businesses within the Professional and Business Services super sector². While there are several engineering, design and consulting firms that serve the hospitality industry, most of the other types of businesses located within the resort area are not tied to the tourism sector.

One of the most important establishment types within this super sector is corporate, subsidiary and regional management offices. These establishments are responsible for administering, overseeing, and managing large companies. There are three of these establishments located within the I-Drive Resort area: Marriott Vacations Worldwide, Wyndham Vacation Ownership, and SeaWorld Parks and Entertainment.

Marriott Vacations was formerly the timeshare division of Marriott International, but was spun off into its own company in 2011. It runs more than 60 resorts worldwide⁹. Wyndham Vacation Ownership, part of Wyndham Worldwide, manages more than 190 vacation ownership resorts across the world⁹.

SeaWorld Entertainment relocated from St. Louis in 2008, when it was still part of Busch Entertainment⁹. From its Orlando office, the company manages 10

theme parks across the United States including five in the Central Florida area. These company headquarters are large employers and provide the I-Drive corridor with a large volume of high paying professional services jobs².

Finally, there are more than 160 businesses within the Financial Services super sector located in I-Drive. Thirty-seven percent of these firms provide a variety of services to the hospitality industry and visitors including currency exchange, hotel and commercial property management and leasing, and passenger car rental. This last category is the most prevalent in I-Drive as several passenger car rental companies have operations inside the resort area's hotels.

National/International Company Headquarters within the I-Drive Resort Area



EMPLOYMENT BY SECTOR

Another way of analyzing industry structure is by studying the number of jobs by industry also referred to as employment share. According to Infogroup and ECFRPC research, more than 75,000 people work within the International Drive Resort area². Not surprisingly, the vast majority of these workers are employed by the Leisure and Hospitality Sector, which includes hotels and theme parks. This super sector employs a little more than 61,000 people². The second largest employer is the TTU super sector, which employs close to 8,500 people².

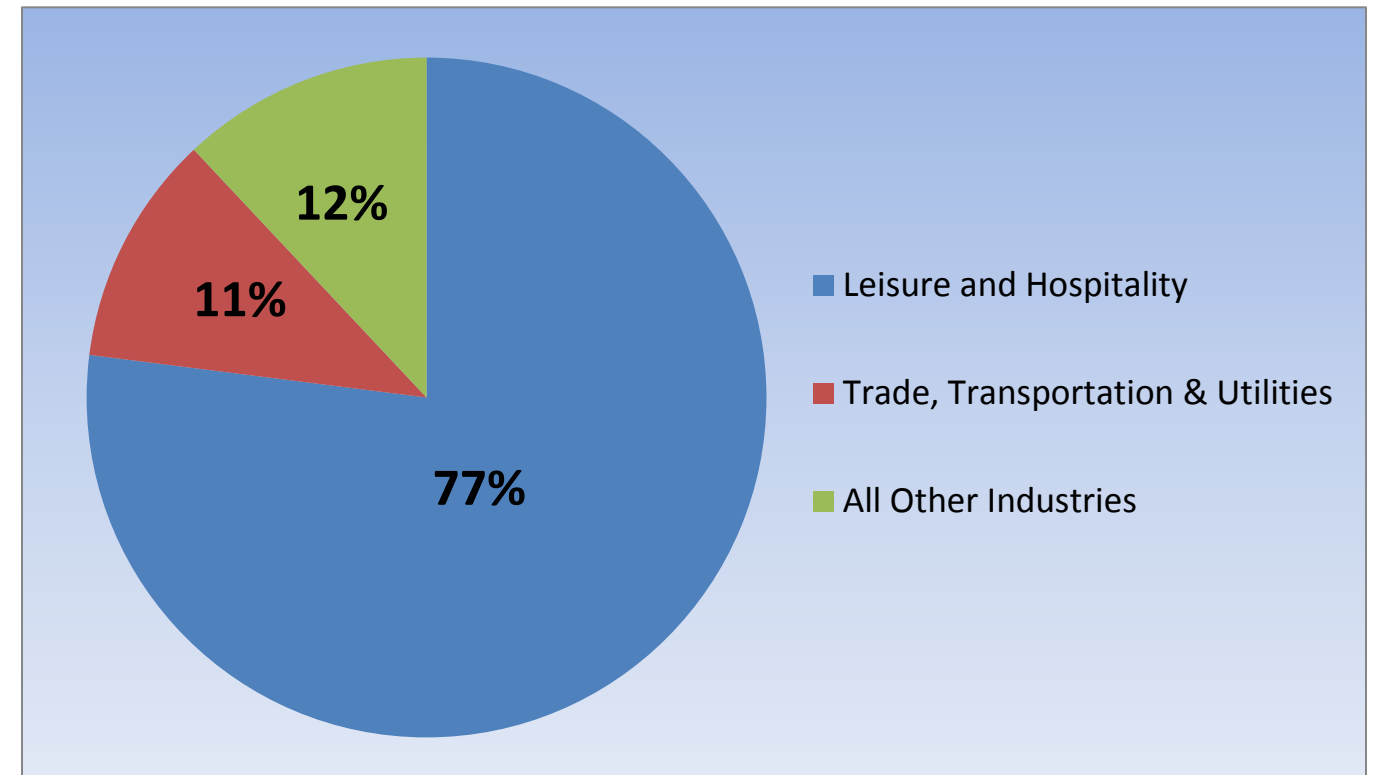
The table lists the 10 largest employers in the International Drive area. The largest employer in the I-Drive Resort area is Universal Studios, which is comprised of two theme parks that employ about 20,000 people². SeaWorld Orlando has three parks in the southern part of the resort area that employs approximately 9,500 people⁶.

Remaining firms are hotels located across the resort area. Westgate Resorts and Rosen Hotels and Resorts have numerous properties across Orlando. Wyndham Vacation Ownership’s headquarters employ 1,500 people⁶. Finally, the OCCC rounds the top ten largest employers with almost 1,000 employees⁶.

Similar to what it did with businesses, the ECFRPC also used a geographic approach to analyze employment concentrations within the I-Drive Resort area. Based on GIS analysis, more than half of all I-Drive employment is concentrated north of Sand Lake Road. This portion of the I-Drive includes the Universal Resorts tourist area. It is also home to most of the establishments.

The next largest concentration of employment is south of the S.R 528. This area has five locations with 1,000 employees or more². Finally, the area between Sand Lake Road and the S.R 528 is home to more than 60,000 employees².

Percentage of Employees by Industry Super Sector



Sources: Infogroup, Orlando Business Journal, International Drive Improvement District research

Ten Largest Employers within the Study Area

Company	Estimated Number of Employees
Universal Orlando Resort	21,000
SeaWorld*	9,500
Westgate Resorts*	5,000
Rosen Hotel & Resorts	4,550
Loews Royal Pacific Resort	2,300
Wyndham Vacation Ownership	1,500
Orlando World Marriott	1,365
Hyatt Regency Orlando	1,300
Loews Hotel Portofino Bay	1,000
Orange County Convention Center	990

* All Central Florida Properties

Sources: Infogroup, International Drive Improvement District

OCCUPATION DISTRIBUTION

Along with analyzing the number of employees by industry, it is also important to understand the distribution of workers according to their skills, education, training, and credentials. While some occupations are found in just one or two industries, many of them transcend industry categories. For example, engineers can work for a variety of industries such as construction, manufacturing or higher education. An occupational analysis can also help to inform the types of jobs and wages available to workers in a community.

For this analysis, the ECFRPC used the REMI PI Model to identify the most common occupations for the Leisure and Hospitality industry in Orange County. The 2015 Standard Occupational Classification hand book was then used to define the occupations and find the median annual wages for these occupations.

Most of these occupations have a median wage of less than \$30,000 per year¹⁰. The majority of these jobs require little or no education, which makes it easier for people to enter into the workforce. More experienced workers probably make more money as they pursue advancement opportunities within their particular industries. Moreover, the local Leisure and Hospitality industry also offers high wage jobs in management and executive positions.

Occupation	Description	Entry-Level Educational Requirements	Total Employment	2015 Median Wage
Top Executives	Devise strategies and policies to ensure than an organization meets its goals.	Bachelor's Degree	2,446	\$102,690
Other Management Occupations	Plan, direct, and coordinate supportive services of different organizations.	Bachelor's Degree	2,567	\$98,560
Building Cleaning and Pest Control Workers	Building cleaners keep many types of buildings clean, orderly, and in good condition. Pest control workers remove unwanted creatures, such as roaches, rats, ants, bedbugs, and termites that infest buildings and surrounding areas.	No formal education; High School Diploma	16,209	Janitors and Building Cleaners: \$23,440 Pest Control Workers: \$32,160
Entertainment Attendants and Related Workers	Perform a variety of duties at amusement or recreation facilities. May schedule the use of recreation facilities, maintain and provide equipment to participants in sporting events or recreational pursuits, or operate amusement concessions and rides.	High School Diploma	13,085	\$22,720
Other Personal Care and Service Workers	Provide care and services for the traveler accommodation industry.	High School Diploma	11,240	\$22,310
Retail Sales Workers	Sell retail merchandise, assist customers with finding products, and process their payments	No formal education	7,576	\$22,040
Cooks and Food Preparation Workers	Cooks prepare, season, and cook a wide range of foods. Food preparation workers perform many routine tasks under the direction of cooks.	High School Diploma	18,404	Cooks: \$21,720 Food Preparation Workers: \$20,180
Food and Beverage Serving Workers	Perform a variety of customer service, food preparation, and cleaning duties in restaurants, cafeterias, and other eating and drinking establishments.	No formal education	48,592	\$19,040

Sources: REMI PI+ East Central Florida Region v 1.7, 2015 BLS Occupational Handbook

Sources: REMI PI+ East Central Florida Region v 1.7, BLS Occupational Handbook

TOURISM ACTIVITY AND FISCAL IMPACTS

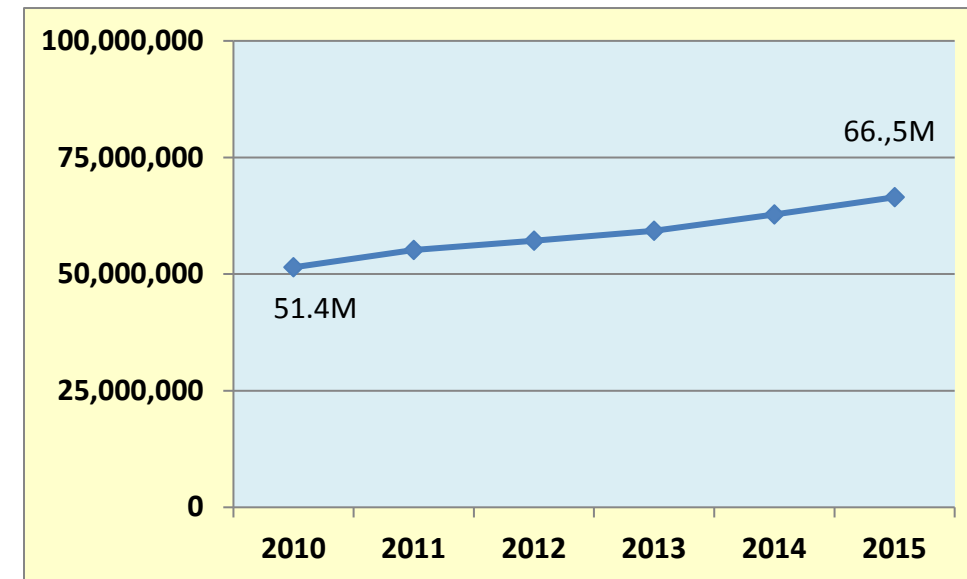
The Tourism Activity and Fiscal Impact section of the report provides estimates of the number and type of visitors coming to the I-Drive Resort Area, the amount that they spend in our region, and how much revenue this spending generates for Orange County. To complete this analysis, the ECFRPC used information from D.K Shifflet & Associates provided through the International Drive Improvement District Office. All visitation estimates are based on figures from 2014, which were the most readily available at the inception of this project.

The Tourism activity report provides a general profile of I-Drive visitors. It also discusses visitor numbers according to their length of stay, purpose of the trip and origin market. These visitor characteristics are very important as they help to calculate the amount of money spent by these visitors. The ECFRPC used this information to develop different spending profiles for each of these visitor subgroups.

Finally, the report discusses the fiscal impact that I-Drive visitors have in Orange County. Visitors generate a large amount of tax revenues for local governments without consuming many services. These include estimates of the amount of TDT and sales taxes paid by these visitors. Moreover, the area's high number of visitors also has an indirect impact on the amount of fees collected by local governments such as building permits.

More detailed information about the assumptions and formulas used by the ECFRPC to calculate all these numbers is provided on the Technical Appendix at the end of this report.

Travel to Orlando 2010-2015

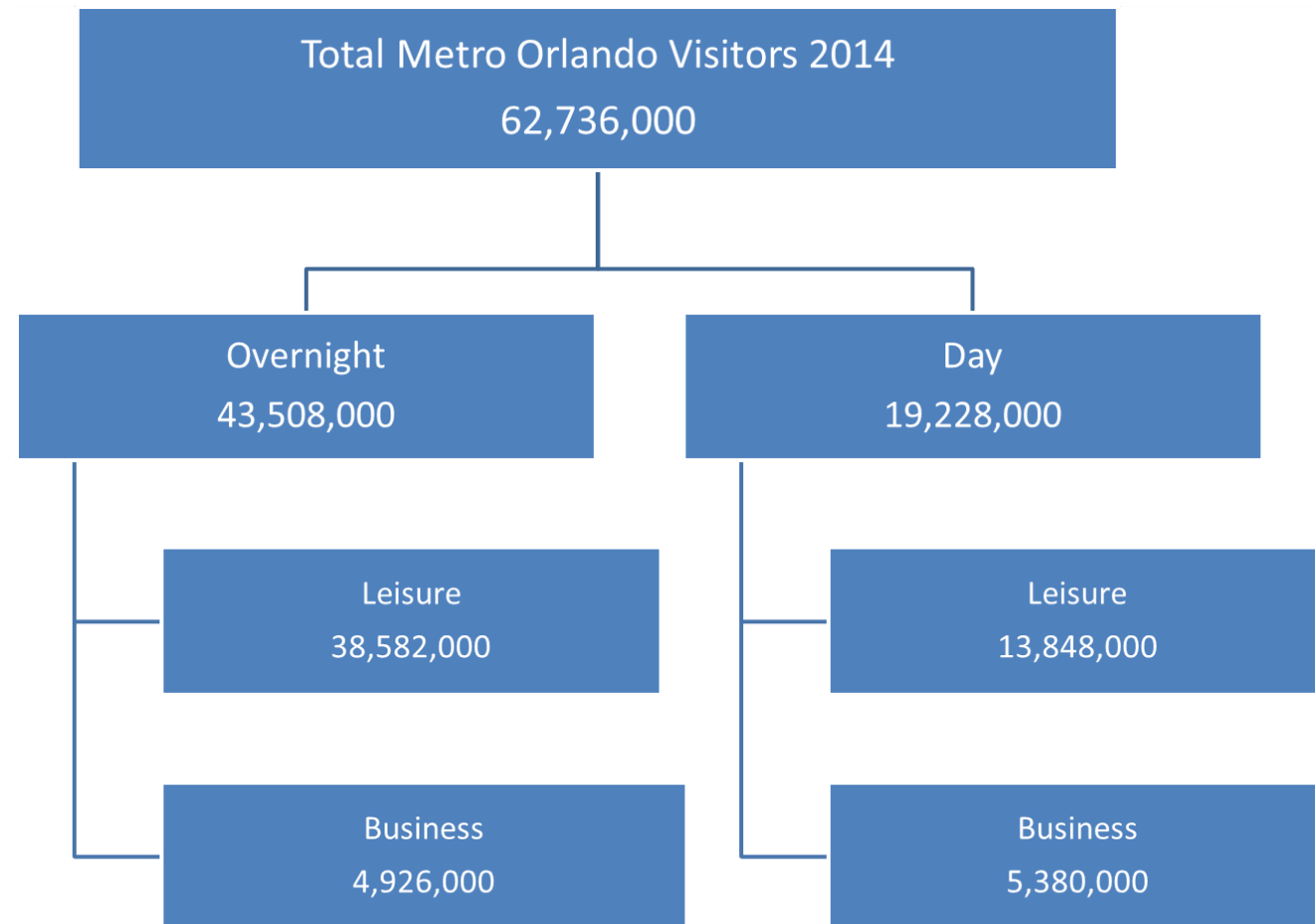


Source: D.K Shifflet & Associates



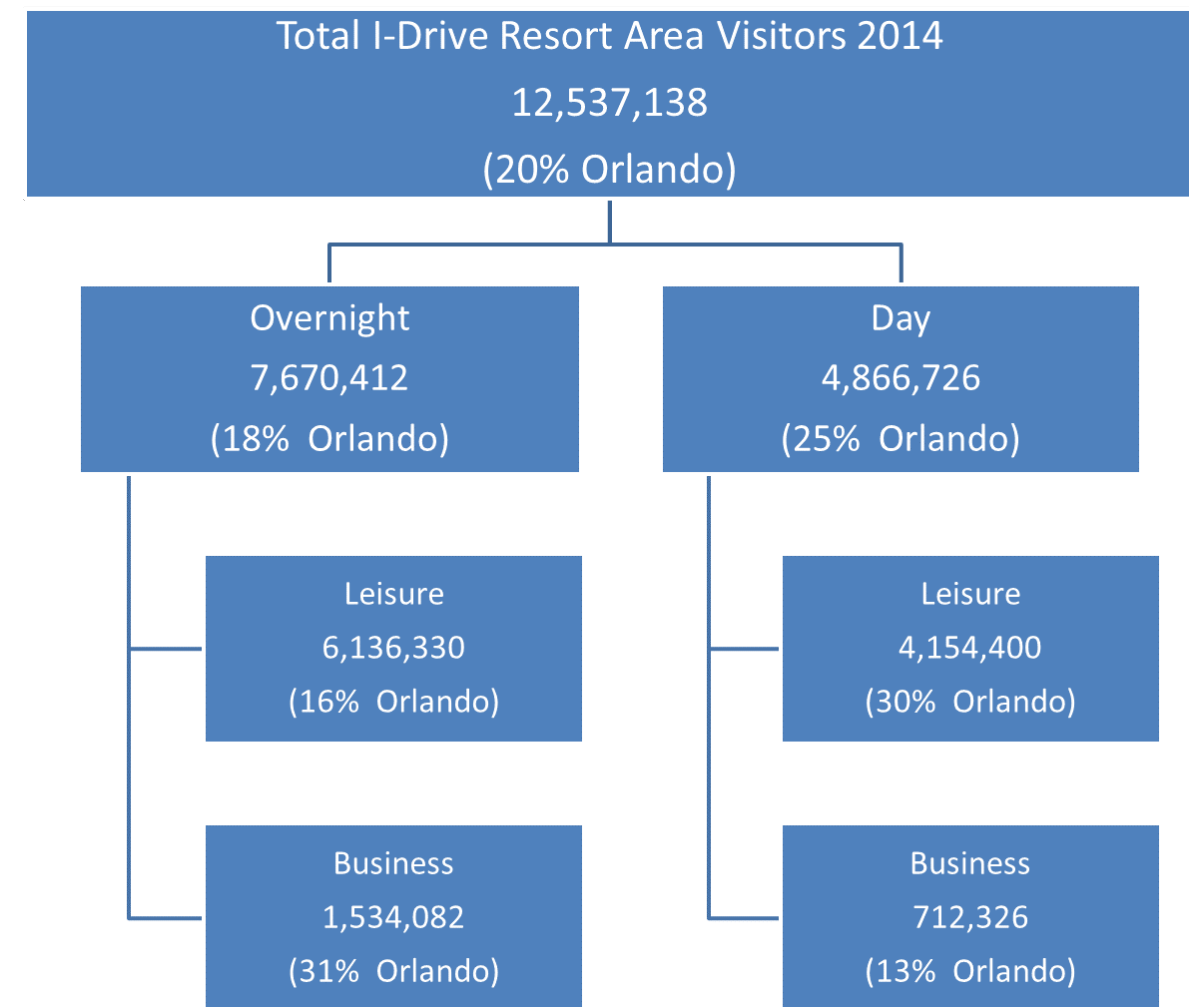
I-Drive 360

I-DRIVE VISITOR PROFILE 2014



Source: D.K Shifflet & Associates

According to D.K Shifflet & Associates, the Metro Orlando Region received just over 62.7 million visitors in 2014. This represents an increase of about 9 percent from the previous year. The majority of these visitors (69 percent) stayed overnight. The overwhelming majority of these visitors came to the area for leisure purposes (83 percent).



Source: ECFRPC calculations

According ECFRPC calculations, the I-Drive Resort Area received nearly 12.5 million visitors in 2014. This number represents 20 percent of all Orlando area visitors. While the majority of its visitors traveled for vacation purposes (82%), the I-Drive Resort Area received a high share of business visitors. More details about the characteristics of these visitors are provided in the next pages.

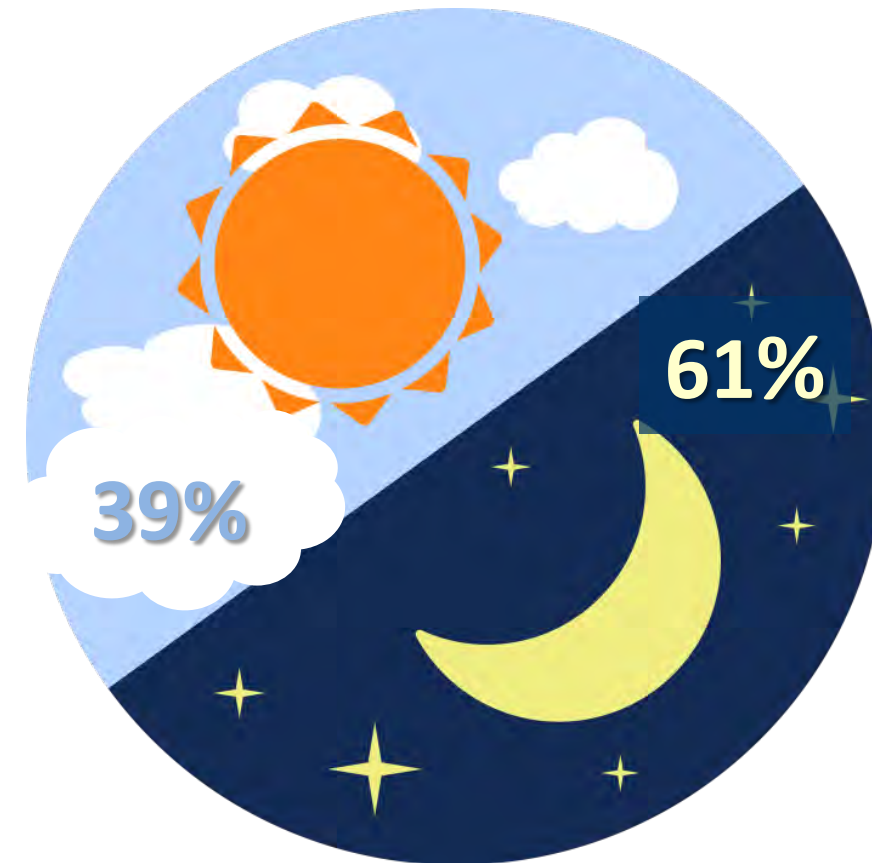
OVERNIGHT VISITORS

According to ECFRPC calculations, the I-Drive Resort area received more than 7.6 million overnight visitors in 2014. Most of these people come from outside the state of Florida and international destinations. This number includes visitors coming to I-Drive for vacation and business purposes. Overnight visitors represented 61 percent of all visitors coming to the I-Drive Resort Area. Overnight visitors, which include all people that stayed at least one night, tend to spend more money than Day Visitors. Therefore, they have a higher economic impact. Most visitors arrive by plane or automobile.

The average daily rate for I-Drive Resort accommodations in 2014 was \$115.31.

Total Number of I-Drive Resort Area visitors by Length of Stay		
Visitor Type	Number of Visitors	Percent Total
Overnight	7,670,412	61
Day	4,866,726	39
Total	12,537,138	100

Percentage of Visitors by Length of Stay



Source: ECFRPC Calculations

Overnight Visitor Highlights

**11.6+ Million
Hotel Nights**

**Average
Party Size
2.5 people**

**Average
Number of Nights
3.8 Nights**

Source: ECFRPC calculations based on numbers provided by the International Drive Improvement District

DAY VISITORS

The Day visitors count includes all people that come to Orlando for just a day visit. They could come for leisure or business purposes. The Day visitor category represents about 39 percent of all people coming to the I-Drive Resort area. These visitors may have come to visit one of the Resort Area’s six theme parks, shop at one of the many outlets located within the area or attend a meeting, seminar or training.

According to D.K Shifflet and Associates, over 80% of Orlando Day visitors come for leisure purposes. Most of these Day visitors drove from other parts of Florida such as Daytona-Melbourne, Tampa St. Petersburg, Miami-Ft Lauderdale, and West Palm Beach-Ft. Pierce. Other Day visitors come from nearby states like Georgia and Alabama. For the purpose of this analysis, the Day visitors count excludes all people coming to Orlando for transient business purposes.

The economic impact of Day Visitors is much smaller than Overnight visitors because they do not spend any money on air transportation or lodging.



PGA Show at Orange County Convention Center



Orlando Premium Outlets

Day Visitor Highlights

4.2 million
Leisure

712,326
Business

Top Markets

1. Daytona-Melbourne
2. Tampa-St. Petersburg
3. Miami Ft. Lauderdale

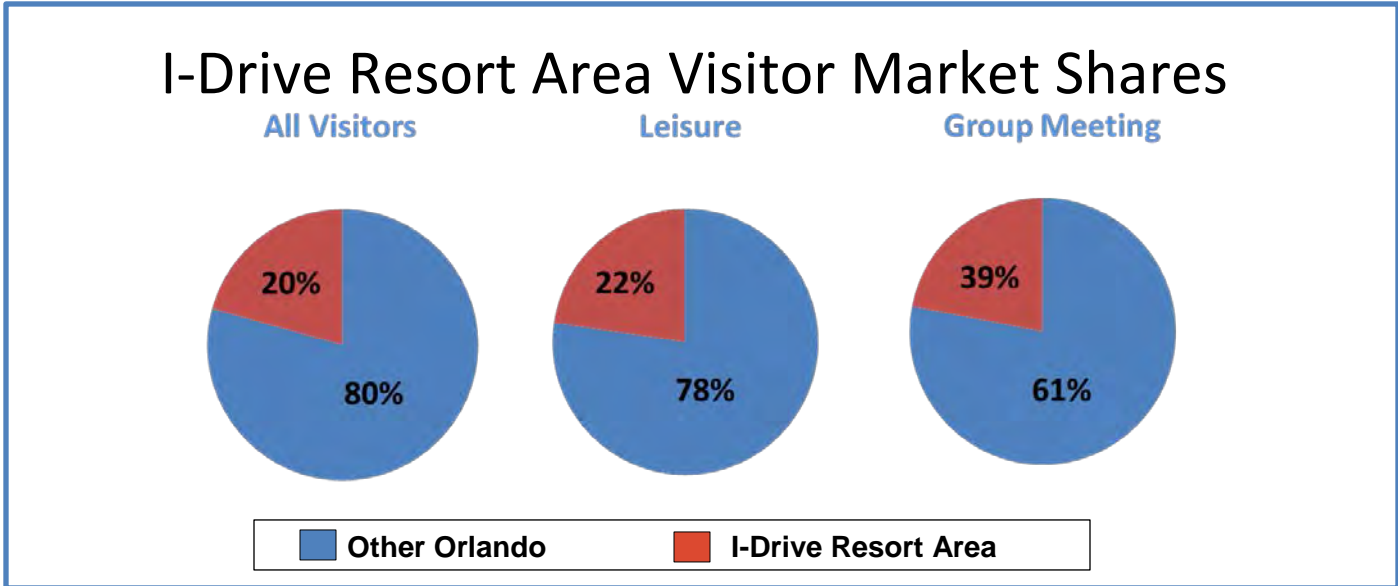
TRIP PURPOSE

There are two main reasons people travel to the Orlando area. The vast majority of visitors come for leisure. Our region is home to many of the most visited attractions in the United States and the world. The Leisure visitor category is comprised of travelers from all markets that come to the Orlando area to have fun and relax. In 2014 the I-Drive Resort Area received almost 10.2 million Leisure Visitors. This number represents close to 20 percent of all of Orlando’s Leisure Visitors. The overwhelming majority of these visitors are domestic travelers (92 percent) that come for a day visit or stay overnight.

Another important travel segment for Orlando is Group Meeting visitors. These are people who travel here to attend a convention, tradeshow, seminar or training. Besides being home to the nation’s second largest convention center, the I-Drive Resort area also has over 60 hotels that specifically cater to convention groups. Based on ECFRPC calculations, the I-Drive Resort area received over 2.3 million business visitors in 2014. This number represents about 39 percent of all Group Meeting visitors that came to Orlando in 2014. This number excludes transient business travelers.

Total Number of Leisure Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Domestic Overnight	5,215,880	51
Domestic Day	4,154,400	41
International	865,522	8
Total	10,235,802	100

Total Number of Business Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Domestic Overnight	1,534,082	67
Domestic Day	712,326	31
International	55,227	2
Total	2,301,635	100

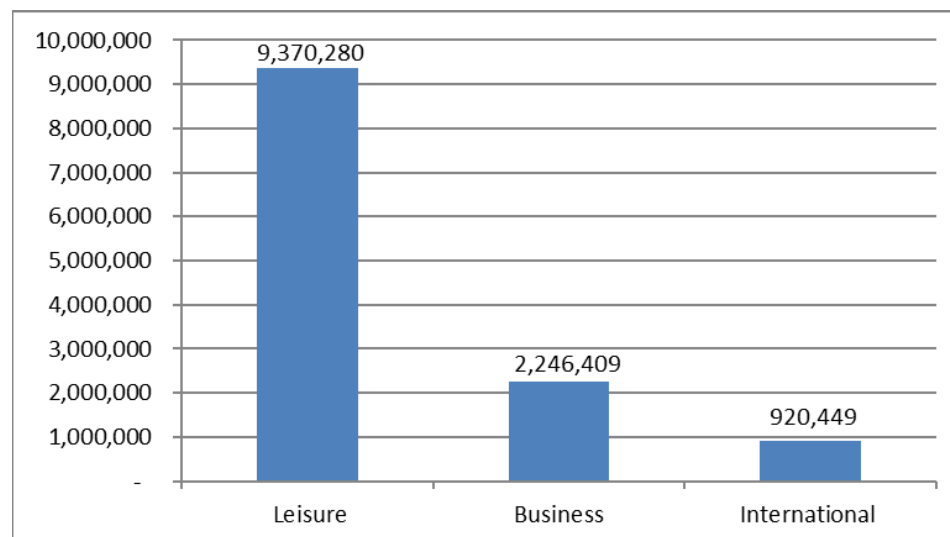


Source: ECFRPC Calculations

ORIGIN MARKET

The vast majority of the people visiting the I-Drive Resort Area come from the United States. These domestic visitors are divided into Florida and Non-Florida residents. Florida residents account for 54 percent of all resort area visitors. Most of these Florida visitors are coming for just one day for leisure purposes. While there are not any specific market origin numbers for International Drive, the majority of Florida visitors to Orlando come from the Daytona, Melbourne, Tampa, Ft Lauderdale and Miami areas. Domestic visitors from outside Florida account for 38 percent of all visitors in the I-Drive Resort area. Similar to the Florida resident subcategory, most Non-Florida Domestic visitors are coming for leisure purposes. However, two thirds of these travelers stay at least one night. Therefore, their economic impact is much greater. The majority of these Non-Florida Visitors are coming from the following cities: New York, Chicago, Boston, Atlanta, and Philadelphia. Finally, International Visitors represent only eight percent of all travelers coming to the I-Drive Resort Area. The vast majority of these visitors come for leisure purposes (94 percent). Most International visitors coming to Orlando are from Brazil, Canada, and the United Kingdom (in no particular order). International visitors stay longer, per trip, and spend more money overall.

Number of I-Drive Visitors by Type



Total Number of Florida Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Leisure Overnight	1,764,195	26
Business Overnight	767,041	11
Leisure Day	3,683,400	54
Business Day	591,230	9
Total	6,805,866	100

Total Number of Non-Florida Domestic Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Leisure Overnight	3,451,685	72
Business Overnight	767,041	16
Leisure Day	471,000	10
Business Day	121,095	3
Total	4,810,821	100

Total Number of International Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Leisure	865,222	94
Business	55,227	6
Total	920,449	100

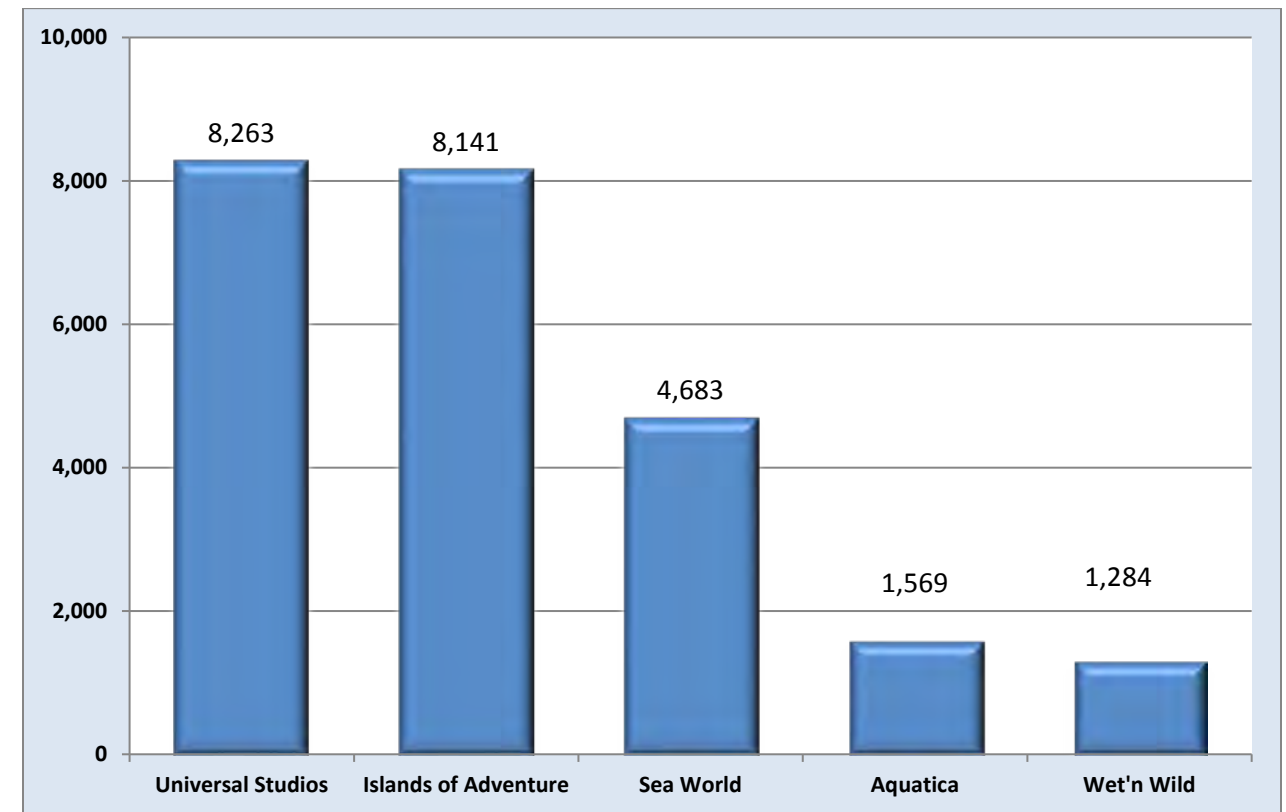
Source: ECFRPC Calculations. Some numbers don't

THEME PARK ATTENDANCE

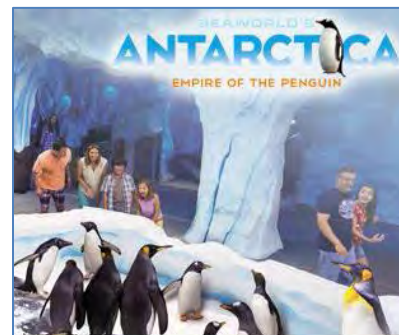
There are six large theme parks located within the I-Drive Resort area: Universal Orlando, Islands of Adventure, Wet 'n Wild, Sea World, Aquatica and Discovery Cove. While the theme park companies do not release their attendance numbers to the public, there are several businesses that estimate the total number of visitors for the largest parks. According to these reports, the Orlando area theme parks received over 80 million visits in 2014. Based on these numbers, the I-Drive Resort area theme parks represented about 30 percent of all the theme park visits in the Metro Orlando area.

These theme park attendance figures are 22 percent higher than the total visitor numbers (62.7 million). There could be multiple explanations for this discrepancy. While one may not be familiar with the methodology used to calculate these attraction numbers, it can be assumed that they could reflect multiple visits to the theme parks by the same person. Most families that travel to Orlando try to visit as many parks as possible during their stay. The large parks are also selling multi-day passes, which allow visitors to experience several theme parks during their stay. Finally, local visitors (those that live in Orange, Lake, and Seminole counties) could account for a large number of these visits. Florida residents can buy annual passes to the largest theme parks that allow them to visit them multiple times in the year and can get discounts for seasonal events. Local organizations like churches and schools also like to take advantage of our proximity to the theme parks.

I-Drive Resort Area Theme Park Attendance 2014 (in thousands)



Source: Amusement from TEA/AECOM Annual Theme Index, all numbers are for calendar year
There is no attendance number available for Discovery Cove



GROUP MEETINGS

The OCCC is the epicenter of the Orlando’s convention/group meeting market. Each year the convention center hosts some of the largest conventions and trade shows in the group meeting industry. In the 2014-15 fiscal year, these events were the NPE National Plastics Exposition, the PGA Merchandise Show, InfoComm, the International Association of Amusement Parks and Attractions, and the National Business Aviation Association. The 176 events hosted at the OCCC were attended by more than 1.4 million people. These included 88 private convention/tradeshows, 59 meetings and conferences, and 29 consumer and public ticketed events. These consumer shows were responsible for attracting 268,942 people to I-Drive, most of which are local residents.

Besides the OCCC, there are numerous hotels within the I-Drive Resort area that also cater to the group meeting market. These properties provide the resort area with another 2.6 million square feet of meeting space. Therefore, there is more than 4.5 million square feet of meeting space within the I-Drive Resort Area.

OCCC Top Conventions and Trade Shows FY 2014-2015	
Event	Attendance
NPE National Plastics Exposition	65,810
PGA Merchandise Show	42,000
InfoComm	39,105
International Association of Amusement Parks & Attractions	30,500
National Business Aviation Association	26,694

Source: OCCC Annual Report 2014-15

I-Drive Resort Hotels with Most Meeting Space	
Hotel	Meeting Space (Sqft)
Rosen Shingle Creek	490,000
Orlando World Center Marriott	480,000
Hyatt Regency Orlando	315,000
Hilton Orlando	225,000
Renaissance at SeaWorld	185,000
Caribe Royale Orlando	150,000
Rosen Centre Hotel	150,000
Loews Royal Pacific Resort	131,931
Double Tree by Hilton at the Entrance to Universal Orlando	62,800
Double Tree by Hilton Orlando at SeaWorld	60,000
Rosen Plaza Hotel	60,000
Wyndham Orlando Resort I-Drive	60,000
Loews Portofino Bay Hotel at Universal	57,040
International Palms Resort & Conference Center	20,000
Crowne Plaza Orlando Universal	13,095
Westgate Lakes Resort & Spa	12,298
Holiday Inn & Suites at Universal	12,000
Hard Rock Hotel	8,964
Castle Hotel Autograph Marriott	8,400
Hilton Grand Vacations Club on I-Drive	8,000
Four Points by Sheraton Orlando Studio City	6,585
Embassy Suites I-Drive / Jamaican Ct	6,559
Westgate Palace Resort, The	6,550
Las Palmeras by Hilton Grand Vacations, The	5,573
CoCo Key Water Resort	5,552

Source: International Drive Improvement District, 2016

VISITOR SPENDING

One of the most significant benefits of tourism is the amount of money that visitors spend in the community. This amount is highly dependent on the length of stay, trip purpose, and market origin of these visitors. The ECFRPC estimates that I-Drive visitor spending reached more than \$7.3 billion in 2014. Domestic Leisure visitors are responsible for about 50 percent of the money spent in I-Drive.

Visitor expenditures can be further divided into the following categories: transportation, lodging, food, entertainment and shopping. The transportation category includes all monies used to pay for airfare, gas, car rental, public transportation, and private excursions. The accommodation category includes all payments to lodging establishments such as hotels and time shares. These two spending categories comprise 51 percent of all funds spent in I-Drive. Food, Entertainment, and Shopping equal to the other 49 percent.

Tourism spending has a multiplier effect in the Orlando economy. The ECFRPC used the REMI* Policy Insight model to calculate the total economic impact that these expenditures have in Orange County and Metro Orlando. This model will be discussed in the next section of the document.

\$7.3 Billion Total Visitor Spending



**\$4.1 Billion
Domestic**

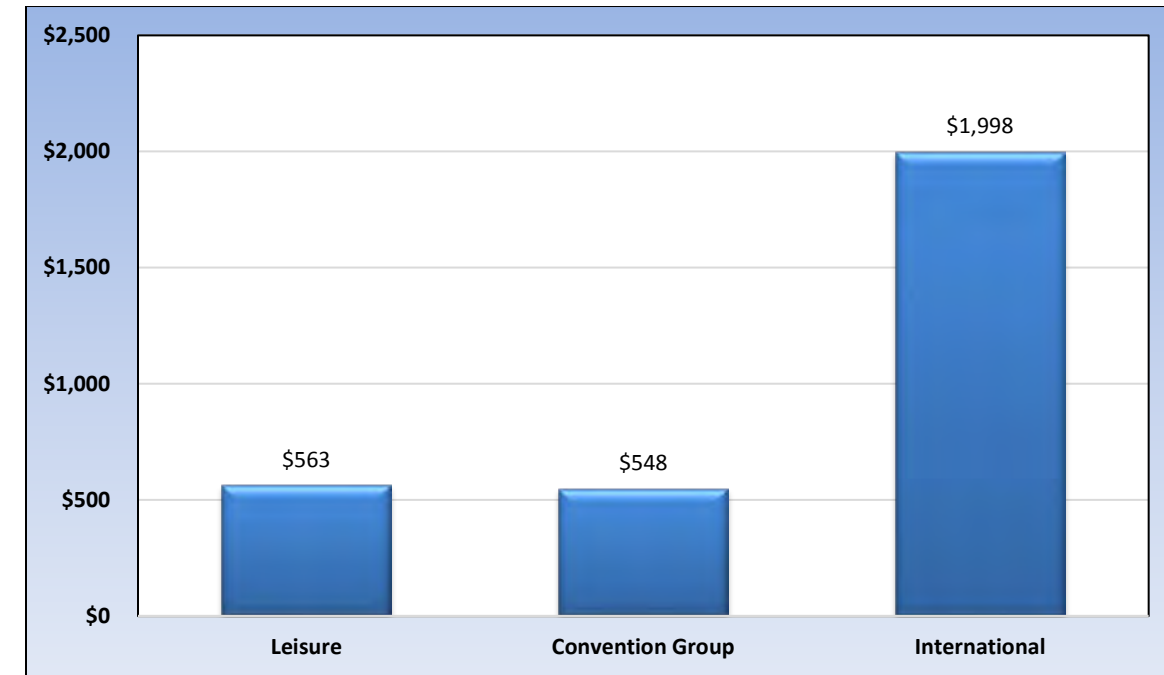


**\$1.3 Billion
Convention/Group**

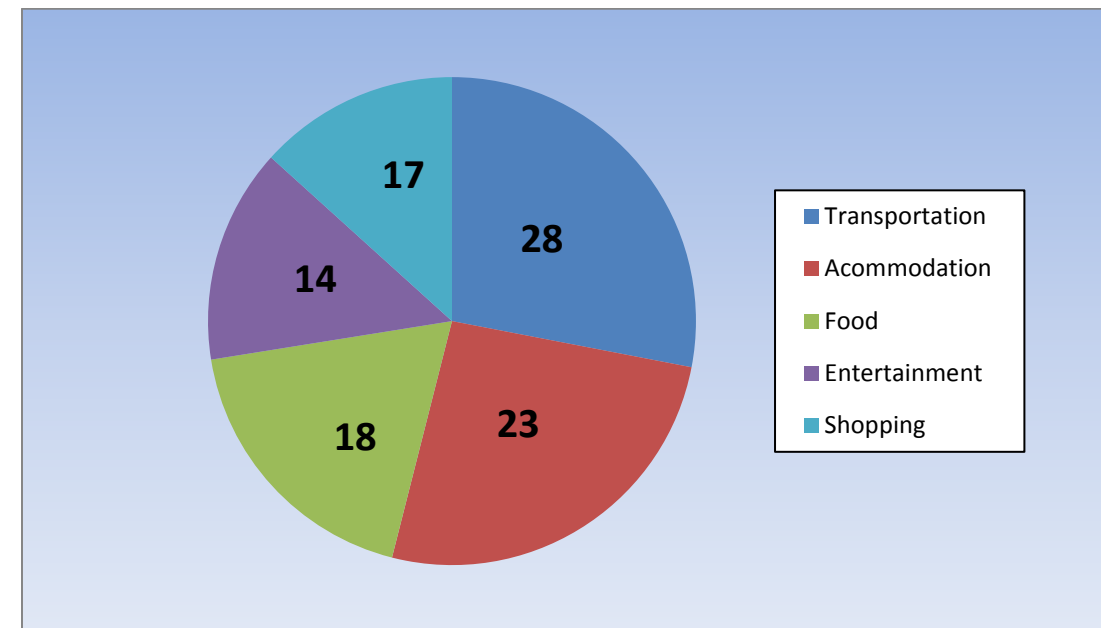


**\$1.9 Billion
International**

Average Spending Per Type of Visitor



Percentage of Spending by Major Category for all I-Drive Visitors



Source: ECFRPC calculations. Data includes both day and overnight visitors

* REMI = Regional Economic Models, Inc.

PROPERTY TAX REVENUE

The I-Drive Resort area had a total assessed value of nearly \$8.9 billion in 2015. When acreage is taken into account, the parcels with the highest assessed value are located north of S.R. 528. I-Drive property owners paid more than \$154 million in property taxes in 2016. Hotel, Time Share and Amusement properties represent over 75 percent of the I-Drive Resort Area's tax base.

Property Values Information by Specific Land Uses in 2016				
Specific Land Use	Total Acres	Total Assessed Value	Assessed Value/Acre	Total Property Taxes
Time Share	563	\$1,998,983,756	\$3,551,770	\$36,840,205
Hotel	2,404	\$3,020,196,856	\$1,256,463	\$58,854,256
Amusement	951	\$1,156,755,681	\$1,216,519	\$24,556,487
Restaurant	141	\$158,194,777	\$1,123,202	\$3,278,128
Office	165	\$155,562,897	\$944,951	\$3,209,447
Retail	512	\$454,017,878	\$886,573	\$9,556,995
MF Residential	772	\$596,146,600	\$772,131	\$10,854,260
Institutional	1,340	\$1,029,757,599	\$768,590	\$447,775
Industrial	78	\$44,432,540	\$567,909	\$957,789
SF Residential	146	\$15,986,958	\$109,741	\$266,672
Vacant	2,832	\$264,015,370	\$93,228	\$5,445,328
All	9,903	\$8,894,050,912	\$898,143	\$154,267,341

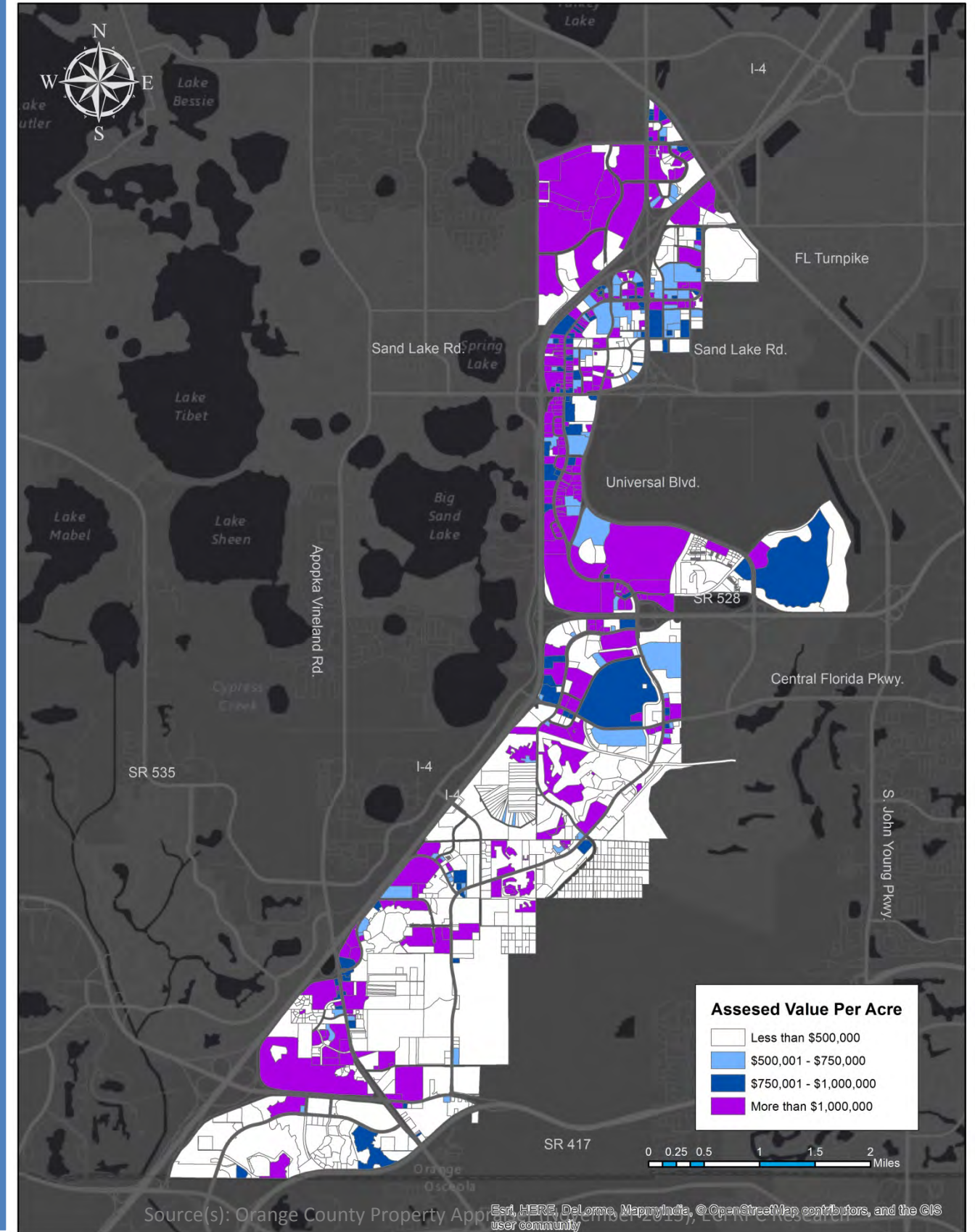
Source(s): Orange County Property Appraiser (November 2015), ECFRPC Research

Vacant land includes all properties assessed as Water by the Property Appraiser.

Total Assessed Value
\$8,894,050,912

Total Property Taxes
\$154,267,341

ASSESSED VALUE PER ACRE



OTHER REVENUES

Visitor purchases also have a positive impact on Orange County's coffers. The most evident is the amount of money that these visitors pay for all items they purchase during their visit. The current sales tax rate for Orange County is 6.5 percent. Based on visitor expenditures of \$7.3 billion in 2014, I-Drive visitors paid approximately \$476.8 million in sales taxes that year.

Visitors staying within the resort area's accommodations also pay another 6 percent room charge per night, which is known as the Tourism Development Tax (TDT). Based on the total occupied hotel nights (11.7 million) and the average daily rate (\$115.31), the I-Drive Resort area was responsible for a total \$80.7 million in hotel tax collections. This represents 40 percent of all TDT collections in 2014.

Orange County and the City of Orlando also benefit from the investments made to house I-Drive visitors in the form of permitting fees. Based on data provided by the Orange County Development Services Office, businesses within the I-Drive Resort Area paid \$83,888,298 million in building permit fees. This information was not available for the City of Orlando, which encompasses the northern part of the district.

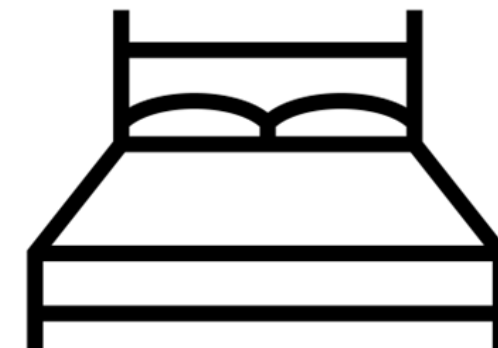


**\$83.9 million
Building Fees
Orange County**

Tax Revenues paid by I-Drive Tourists



**\$476.8 million
Sales Tax Collections**



**\$80.7 million
TDT Payments**

ECONOMIC IMPACT ANALYSES

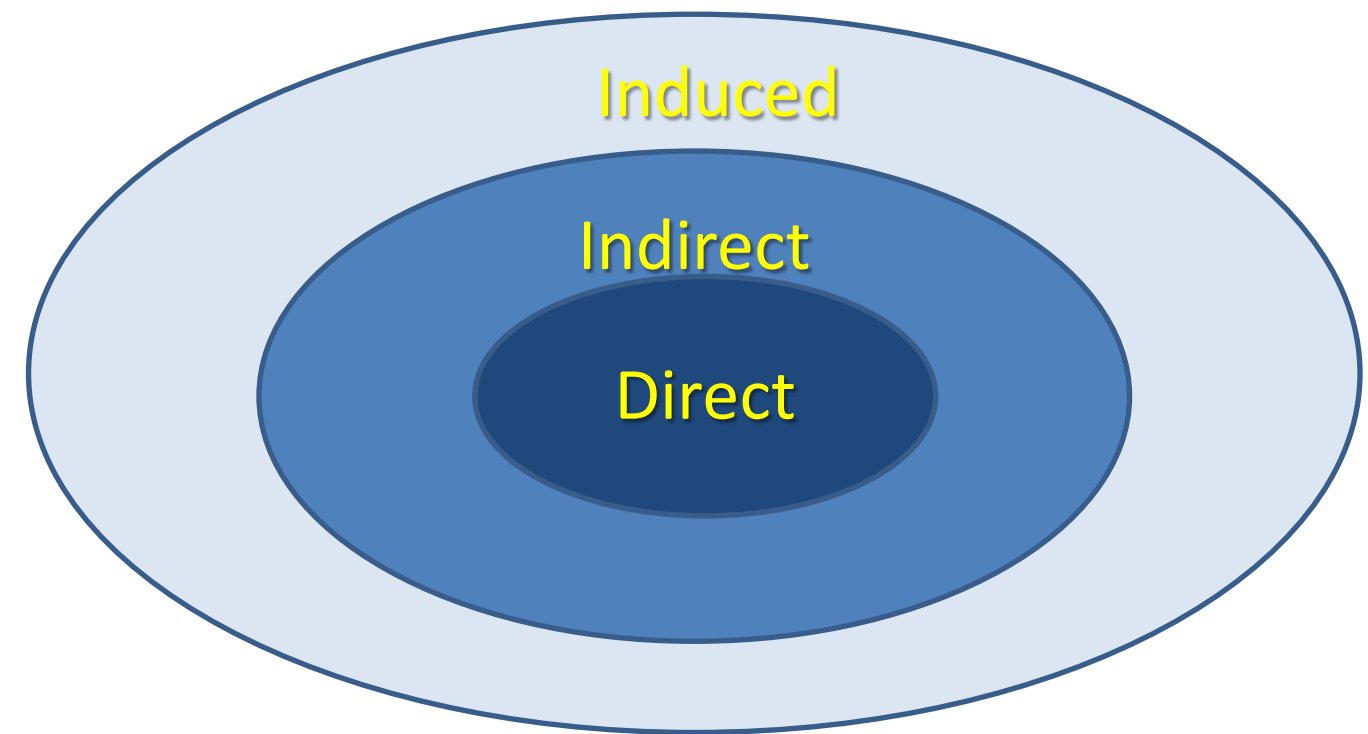
One of the most important goals of this project is to calculate the total economic impact of the I-Drive Resort area to Orange County and the Orlando Metropolitan Statistical Area (Metro Orlando), which also includes Lake, Osceola, and Seminole counties. This total economic impact includes the economic benefits created by I-Drive businesses, their suppliers and employees. For example, a new business opening in I-Drive has a direct impact on the economy when it hires new employees or invests in the building where they are located. This business will also generate an additional demand for goods and services that are usually met by local suppliers. This is considered an indirect economic impact. Finally, the new employees will spend their salary in household needs such as rent, food, and entertainment among others. This is considered the local consumption or induced economic effect. These indirect and induced impacts are often referred to as the economic ripple effect.

For this part of the project, the ECFRPC prepared two different economic impact simulations for the I-Drive Resort area. The first analysis estimates the value that the I-Drive Resort area has for Orange County and the Metro Orlando region based on visitor expenditures. The second simulation estimates the economic impact of 33 new construction projects scheduled to be built between 2015 and 2019. The next pages discuss the data methodology, inputs and assumptions used to develop these simulations and their results.

To complete these analyses the ECFRPC used the PI+ model developed by Regional Economic Models, Inc. (REMI). Since 1980, the REMI model has been successfully used by decision makers across the nation to calculate the economic effects of policies and investments. The REMI model builds on the strengths of

four major modeling approaches: Input-Output, General Equilibrium, Econometric, and Economic Geography. The ECFRPC has been using the REMI model since 2003. More detailed information about the model can be found at www.remi.com.

The Economic Ripple Effect



Direct Effect: Expenditures made by an organization on labor and products
Indirect Effect: Purchase of good and services from suppliers
Induced Effect: Employee expenditures from wages paid by suppliers

THE ECONOMIC VALUE OF I-DRIVE

Methodology, Inputs, and Assumptions

After discussions with REMI staff, the ECFRPC decided to use visitor expenditures as the base data for the completion of this simulation. The ECFRPC used visitor spending data from D.K. Shifflet and Associates that detail the average expenditure per visitor type and expenditure categories. Based on this information, the ECFRPC created six expenditure profiles. Part of this process included determining how to allocate money among different spending subcategories. For example, a Florida resident will probably spend all transportation money to buy gas for the car. On the other hand, a Non-Florida visitor would instead allocate its transportation money to pay for an airplane ticket, ground transportation or a car rental. Moreover, there was not a spending profile for International Visitors. Because of this, the ECFRPC assumed that their spending patterns would be fairly similar to that of Non-Florida Domestic travelers.

As discussed in the previous section, the ECFRPC calculated the number of I-Drive visitors by length of stay, trip purpose, and market origin. These visitor numbers were multiplied by the money for each spending category to determine the final numbers that were put into the model. The ECFRPC also adjusted the total amount of spending in the retail category (25%) and also applied a local spending offset for all Florida visitors to account for the opportunity costs (money that could be spent elsewhere). The money was spread over all Florida counties. More detailed information about these assumptions is provided in the report's technical appendix.

ECFRPC Assumed Expenditures Categories by Type of Visitor						
Expenditure Subcategory	Visitor Categories					
	Leisure			Business		International
	Florida Overnight	Non-Florida Overnight	Day	Overnight	Day	
Accommodation	X	X		X		X
Air Transportation		X		X		X
Amusement and Recreation (Entertainment)	X	X	X	X		X
Ground Transportation		X	X	X		X
Rental and Leasing Services (Car rental)		X		X		X
Restaurant and Drinking Places (Food)	X	X	X	X	X	X
Retail Trade (Shopping and Miscellaneous Expenses)	X	X	X	X	X	X
Scenic and Sightseeing Transportation				X		X
Tour Operators		X				
Transportation (Fuel)	X	X	X	X	X	X

THE ECONOMIC VALUE OF I-DRIVE

Summary of Economic Simulation Results

The I-Drive Resort Area is an important economic hub for both Orange County and Metro Orlando. The economic impact of the area is measured using four main variables: employment, output, personal income, and gross regional product.

The ECFRPC found that the I-Drive Resort Area is responsible for the creation of more than **115,000** jobs in Orange County. This means that approximately **12 percent** of all County jobs are the result of tourism expenditures within the I-Drive area. It also generated **\$11.8 billion** in sales and about **\$3.4 billion** in personal income. Finally, I-Drive contributed **\$7.3 billion** to the County's Gross Regional Product in 2014.

The economic impact of I-Drive is also felt throughout the rest of the Metro Orlando region. I-Drive spending created an additional 11,296 jobs in the region's other counties. Sixty-eight percent of these jobs are located in Seminole County. Lake and Osceola counties benefited from 3,564 additional jobs.

The I-Drive Resort Area also added \$1.3 billion in sales and \$1.7 billion in personal income to the other Metro Orlando Counties. In total, I-Drive was responsible for \$8.1 billion of the region's Gross Regional Product.

The next part of the document explains the meaning of these economic indicators and provides more detailed information about these variables.

Metro Orlando Economic Impact			
126K+	\$13.1B	\$5.1B	\$8.1B
Jobs	Sales	Income	GRP

Summary of I-Drive Resort Area's Economic Impact				
Economic Indicator	Orange County	Percent County Total	Metro Orlando	Percent MSA Total
Total Employment	115,237	12%	126,533	9%
Sales (Output)	\$11.8	9%	\$13.1	7%
Personal Income	\$3.4	7%	\$5.1	6%
Gross Regional Product	\$7.3	9%	\$8.1	7%

Source: REMI PI+ East Central Florida Region v 1.7

Output, Gross Regional Product and Personal Income figures are reported in billions. The numbers have also been rounded.

Orange County Economic Impact			
115K+	\$11.8B	\$3.4B	\$7.3B
Jobs	Sales	Income	GRP

THE ECONOMIC VALUE OF I-DRIVE

Employment

The employment estimate is comprised of all full-time and part-time positions (the model gives them equal weight). The I-Drive Resort Area is responsible for the creation of 126,533 jobs within Metro Orlando, 92 percent of which are private sector positions. This number includes over 74,000 direct jobs, 18,719 indirect jobs, and more than 33,000 induced jobs. The majority of these jobs are located in Orange County, which benefited from more than 115,000 jobs.

Over 80 percent of all jobs are in industries directly related to I-Drive visitor expenditures. These include Food Services and Drinking Places (25,399), Retail Trade (19,236), Amusement and Recreation (15,928), Accommodation (15,479), Air Transportation (3,571) and Transit and Ground Transportation (1,398).

Other non-leisure industries benefit indirectly from these visitor expenditures. The largest beneficiaries are Administrative and Support Services (5,585) and Professional, Scientific and Technical Services (3,433). Finally, the wages paid by these businesses support thousands of induced jobs in the Construction (5,270), Ambulatory Health Services (1,405) and other industries.

The Government sector, which is counted separately, created more than 2,200 jobs to meet the demand generated by I-Drive spending.

115,237 Orange County Jobs



Top Industry Sectors by Employment in Orange County				
Industry Category	Total Employment	Direct	Indirect	Induced
Food Services and Drinking Places	25,399	22,855	1,463	1,081
Retail Trade	19,236	13,157	522	5,557
Amusement and Recreation	15,928	15,608	57	263
Accommodation	15,479	15,029	265	185
Construction	5,638		368	5,270
Administrative and Support Services	5,855	1,908	3,570	377
Professional, Scientific and Technical Services	3,433		2,833	600
Air Transportation	3,571	3,513	28	30
Ambulatory Health Care Services	1,482		77	1,405
Transit and Ground Transportation	1,398	1,183	100	115
All Other Industries	17,818	2,192	8,236	8,573
Total Private Jobs	115,237	74,262	17,519	23,456

Source: REMI PI+ East Central Florida Region v 1.7

THE ECONOMIC VALUE OF I-DRIVE

Sales (Output)

Often referred to as total sales volume, output measures the gross level of business revenue which includes both the costs of labor and materials (intermediate inputs) and value added (compensation and profits). Since business output is the broadest measure of economic activity, it tends to generate the largest numbers.

I-Drive visitor expenditures added about \$13.1 billion to Metro Orlando’s total output in 2014. This includes a direct impact of \$6.6 billion. Most of these sales occurred in Orange County, which increased its output by \$11.8 billion. The intermediate demand was more than \$4 billion for the two study areas. Overall, I-Drive accounts for 6% of Metro Orlando and 8% of Orange County’s output.

Four of the largest industries by sales are directly related to the visitor expenditures: Accommodation (\$1.9 billion), Amusement and Recreation (\$1.2 billion), Air Transportation (\$1 million). While they are not totally dependent on visitor spending, the Retail Trade and Food Services and Drinking Places industries generated more than \$1 billion in sales because of I-Drive visitation.

Other non-tourism private industries also benefited from the I-Drive visitor expenditures including Construction (\$83 million), Real Estate (\$76 million), Professional, Scientific, and Technical Services (\$55 million), and Administrative and Support Services (\$40 million). The Government sector benefited more than all these industries combined with \$273 million in output.

Non-farm Industry Output generated by I-Drive Economic Activity			
Industry Category	Orange County	Other Counties	Metro Orlando
Accommodation	\$1.9	0	\$1.90
Retail Trade	\$1.5	\$0.14	\$1.64
Food Services and Drinking Places	\$1.4	\$0.03	\$1.43
Amusement and Recreation	\$1.2	0	\$1.20
Air Transportation	\$1.0	0	\$1.00
Real Estate	\$0.7	\$0.11	\$0.81
Construction	\$0.6	\$0.23	\$0.83
Professional, Scientific and Technical Services	\$0.5	\$0.08	\$0.58
Administrative and Support Services	\$0.4	\$0.04	\$0.44
Wholesale Trade	\$0.3	\$0.06	\$0.40
Rental and Leasing Services	\$0.2	\$0.05	\$0.30
All Other Industries	\$2.2	\$0.3	\$2.50

Source: REMI PI+ East Central Florida Region v 1.7

All Output numbers are reported in billions and may not add up because they have been rounded.

THE ECONOMIC VALUE OF I-DRIVE

Personal Income

Personal income is comprised of the income amount received by a person from all sources including employee compensation, supplements to wages and salaries, rental income, government and business transfer payment and other categories. The I-Drive Resort Area also generates billions of dollars of income for both Orange County and Metro Orlando residents. The resort area supported \$5.1 billion of personal income in Metro Orlando, \$4.5 billion of which was disposable income. This amount represents about six percent of the entire region's income in 2014. Most of that income was generated by Orange County residents (\$3.4 billion).

The majority of this income is the result of wages and salaries paid to employees. Most of the industries paying the highest amount of wages are directly tied to the tourism trade. These include Amusement and Recreation (\$632 million), Accommodation (\$525 million) and Air Transportation (\$253 million). While they also rely on tourist spending for their growth, the Retail Trade (\$599 million) and Food Services and Drinking Places (\$598 million) industries wages are mostly dependent on local consumers. The economic ripple effects of I-Drive Spending also contribute a large amount of wages paid to employees in other non-leisure industries including Construction (\$329 million), Professional, Scientific and Technical Services (\$276 million), Administrative and Support Services (\$218 million) among others.

Gross Regional Product (GRP)

Finally, another important measure of I-Drive's economic impact to the region is its effect on gross regional product (GRP). Sometime referred to as GDP, this figure represents the market value of all goods and services produced by labor and property, regardless of nationality. Based on the results of this simulation, I-Drive added \$8.1 billion to Metro Orlando's GRP in 2014, or six percent of the region's GRP that year. Most of this impact was felt in Orange County. I-Drive added \$7.3 billion to the County's GRP in 2014.

Non-farm Industry Wages and Salaries generated by I-Drive Economic Activity (millions)			
Industry Category	Metro Orlando	Orange	Other Counties
Amusement and Recreation	\$632	\$632	0
Retail Trade	\$599	\$544	\$55
Food Services and Drinking Places	\$598	\$584	\$14
Accommodation	\$525	\$523	\$2
Construction	\$329	\$242	\$87
Professional, Scientific, and Technical Services	\$276	\$245	\$31
Air Transportation	\$253	\$253	0
Administrative and Support Services	\$218	\$194	\$24
Wholesale Trade	\$139	\$109	\$30
Ambulatory Health Care Services	\$136	\$105	\$31

Source: REMI PI+ East Central Florida Region v 1.7

ECONOMIC IMPACT OF FUTURE I-DRIVE PROJECTS

Methodology, Inputs, and Assumptions

For this second simulation, the ECFRPC calculated the economic impact that 33 I-Drive construction projects would have on Orange County and Metro Orlando’s economies. The resort area has seen a lot of construction during the past couple of years. This momentum is expected to continue in the near future with the opening of new hotels and attractions. According to Construction Journal.com and other sources, these projects represent close to \$1.84 billion in new construction investment for the I-Drive Resort area.

For this model, the ECFRPC used the REMI PI+ model’s Business Development Scenario, which includes all the variables needed to calculate the economic impact of construction projects. The investment money was entered into the model according to the year the project was completed or is expected to be built. However, the ECFRPC aggregated the results for the five-year period to show the total economic impact of these projects.

Summary of Economic Simulation Results

The ECFRPC found that these 33 projects will have a positive impact on the region’s economy. They will create more than 52,000 jobs, \$4.25 billion in sales, and bring \$882 million in personal income to the region’s residents. Most of the benefit will be felt by Orange County residents. The County will add more than 46,000 jobs, more than \$3.5 billion in sales, and bring more than \$2.28 billion in personal income to residents. Moreover, these projects will add more than \$2 billion to the County and Metro Orlando’s Gross Regional Product.

The next section of the report discusses these economic indicators in more detail.

I-Drive Projects Construction Investments per Year		
Year	Total Projects	Estimated Investments
2015	14	\$313,080,000
2016	7	\$348,100,000
2017	8	\$285,300,000
2018	1	\$17,000,000
2019	3	\$875,500,000
Total 5-Year Period	33	\$1,838,980,000

Sources: International Drive Improvement District Office estimates based on information from Construction Journal and the Orlando Business Journal

I-Drive Projects Construction Investments per Year		
Economic Indicator	Orange County	Metro Orlando
Total Employment	46,540	52,317
Output	\$3,567,000,000	\$4,255,000,000
Personal Income	\$2,284,000,000	\$3,443,000,000
Gross Regional Product	\$2,262,000,000	\$2,699,000,000

Source: REMI PI+ East Central Florida Region v 1.7

ECONOMIC IMPACT OF FUTURE I-DRIVE PROJECTS

Employment

Overall, these construction projects would result in the creation of more than 52,000 jobs within Metro Orlando. This number includes 32,697 direct jobs, 4,349 indirect jobs, and almost 15,271 induced jobs. All the direct jobs are located in Orange County. The County would also benefit from 87 percent of the indirect and 66 percent of the induced jobs.

More than 60 percent of the jobs created will be in the construction sector. However, the construction of these projects will translate into additional jobs in a variety of industries. According to REMI, the Retail Trade, Government, Professional, Scientific and Technical Services, and Food Services and Drinking Services will each create more than 1,000 jobs in the region.

Output

According to REMI, the investment made for these projects would generate about \$4.3 billion in sales in Metro Orlando and \$3.6 billion in Orange County. Fifty percent of the output gains spurred by these projects will benefit the Construction sector. Other industry sectors that will also see increases in sales include Real Estate, Retail Trade, and Professional, Scientific and Technical Services.

Personal Income

These I-Drive Projects will generate \$3.4 billion of personal income to Metro Orlando residents, most of which will stay in Orange County (66 percent). Most of this income will be the result of wages and salaries paid to employees for a variety of industries. The most benefited industries will be Professional, Scientific, and Technical Services, Retail Trade, and Construction.

Gross Regional Product

These I-Drive projects would add \$2.7 billion and about \$2.3 million to Metro Orlando and Orange County's Gross Regional Products respectively.

Total Employment by Industry Sector		
Industry Category	Orange County	Metro Orlando
Construction	34,460	35,741
Retail Trade	2,150	3,208
Government	1,206	1,428
Professional, Scientific and Technical Services	1,051	1,515
Food Services and Drinking Places	829	1,154
Other Industries	6,844	9,271
Total Employment	46,540	52,317

Source: REMI PI+ East Central Florida Region v 1.7

CONCLUSION

The Economic Impact Analysis Report has confirmed that the I-Drive Resort area is an important economic hub for both Orange County and the Metro Orlando area. The resort area is home to more than 1,800 businesses including six of the world's most visited theme parks and three national /international company headquarters. In 2015, the study area had a total assessed value of more than **\$8.9 billion** and generated more than **\$154 million** in property taxes. This economic activity is the result of the more than **12.5 million** visitors that come to I-Drive to visit one of its many attractions or attend a business convention. These visitors are also responsible for generating approximately **\$476.8 million** in sales tax and **\$80.7 million** in hotel taxes.

The economic impact of the resort area extends beyond its boundaries. According to the REMI PI+ model, the I-Drive Resort area is responsible for creating more than 126,000 jobs within the Metro Orlando Region In 2014. It also generated \$13.1 billion in sales, \$5.1 billion in personal income and added more than \$8 billion to Metro Orlando's Gross Regional Product. The biggest beneficiary of this economic activity was Orange County. The economic activity in I-Drive generated 12% of the County's jobs in 2014. This positive economic impact will continue through the next five years. Private companies are expected to invest more than \$1.8 billion to build new hotels, apartment complexes, retail projects and new attractions. The economic impact of these projects will reverberate across Orange County and the Metro Orlando region. These projects are estimated to generate more than new 52,000 additional jobs, \$ 4.25 billion in sales, \$ 3.4 billion in personal income, and add close to \$2.7 billion to Metro Orlando's gross regional product.

Based on this analysis results, the I-Drive Resort area is an important contributor to the success of the Metro Orlando region. Careful planning and investment will keep the area as one of the nation's most competitive tourism clusters and help it continue to be an important source of jobs and tax revenue for Orange County and the region, for years to come.

Upcoming I-Drive Resort Area Attractions



ABOUT THE EAST CENTRAL FLORIDA REGIONAL PLANNING COUNCIL (ECFRPC)

The ECFRPC was established in 1962 as an area-wide association of local governments. It is one of Florida's ten regional planning councils and serves governments and organizations located within Brevard, Lake, Orange, Osceola, Seminole, Sumter and Volusia counties. Council staff provides technical assistance in the areas of land use and environmental planning, emergency preparedness, geographic information systems(GIS), health, housing, urban design, transportation and economic and fiscal analysis among others. Because of the ECFRPC, member governments have received more than \$10.6 million in federal grants since 2011. This represents a return on investment of \$2.53 for every dollar paid in assessments.

The ECFRPC is currently designated by the U.S Economic Development Administration as the region's Economic Development District (EDD). The EDD program provides economic technical assistance to public and private organizations within the seven-county region. This includes performing economic impact analyses using the REMI model, developing economic strategic plans, and assisting with grant applications.

For more information about ECFRPC programs, visit the organization's website at www.ecfrpc.org.



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Originally from Puerto Rico, Luis holds a Master's Degree in Regional Planning from Cornell University, and is a member of the American Institute of Certified Planners. Luis coordinates all projects and activities of the East Central Florida EDD including the implementation of the region's Community Economic Development Strategy (CEDS). In addition to the CEDS, he has developed strategic plans for the cities of DeBary, Kissimmee, Lake Helen, Sanford, and Tavares. His areas of professional expertise include industry cluster analysis, economic modeling, planning research methods, and food systems planning. Before joining the ECFRPC, Luis worked for six years with the Orange County Planning Division's Research and Economic Development Section.

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TECHNICAL APPENDIX

This technical appendix provides the formulas and assumptions used to develop the visitation numbers for the I-Drive Resort Area and the spending profiles.

Overnight Visitors

The number of overnight visitors was calculated using the following formula: Total number of occupied hotel/time share nights x annual room occupancy x average party size / length of stay.

Overnight visitors were distributed among five different subcategories (Leisure Florida, Leisure Non Florida, Business Florida, Business Non Florida and International) to account for different spending patterns. For the purpose of this analysis, all International travelers were considered overnight visitors. The business visitation numbers were adjusted based on the number of convention delegates that visited the Orange County Convention Center in 2014.

Occupied Hotel/Time Share Nights

According to the I-Drive Improvement District, there are 43,224 hotel rooms located within resort area's boundaries. The ECFRPC multiplied this number by 365 to get the total number of occupied room nights.

I-Drive Average Party Size

The ECFRPC used a weighted average rather than a regular average to calculate the average party size of I-Drive visitors. In 2014, the average party size of Orange County visitors ranged from 1.4 people for Business Travelers to 2.6 people for Domestic Leisure Travelers. The influence of each visitor category in determining this average is based on the total number of visitors received in 2014.

I-Drive Average Length of Stay

The ECFRPC used a weighted average rather than a regular average to calculate the average length of stay for I-Drive visitors. In 2014, the average length of stay for Orange County visitors ranged from 1.2 nights for Leisure Florida Visitors to 8.4 nights for International Visitors. The influence of each visitor category in determining this average is based on the total number of visitors.

Leisure Day Visitors

The ECFRPC assumed that all day leisure visitors come to visit a theme park because it would be very difficult to calculate leisure visitors coming I-Drive to shop or do any other activities. The ECFRPC used attraction attendance data from TEA/AECOM to calculate this number. Based on ECFRPC calculations, the I-Drive area accounted for 30 percent of all theme park visits in 2014. This attendance percentage includes visitation to Universal Studios, Islands of Adventure, Sea World, Aquatica, and Wet 'n Wild (there is no attendance information for Discovery cove). This percentage was applied to the Total Number of Day Visitors for the Metro Orlando area, which was provided by D.K Shifflet & Associates.

Group Meeting Day Visitors

According to Visit Orlando staff, the Orlando region had 2.3-million-day group meeting visitors in 2014. The ECFRPC applied a 25% market capture to this number get the total of group meeting day visitors.

Visitor Spending Profiles

The ECFRPC used average spending numbers from D.K Shifflet & Associates to calculate the total amount spent by I-Drive visitors. This numbers was then distributed among several different expenditure categories such as transportation, accommodation and retail. In most cases, the average expenditures per categories did not add up to the average visitor expenditure. The ECFRPC applied category percentages to the average expenditure to create new numbers.

There was no difference between the Florida Overnight and Florida Day Visitors average expenditures. The ECFRPC decided not to use a new number and just allocated the money to different categories instead.

To calculate International Visitors spending, the ECFRPC decided to use the average budget for International visitors that stay in Orlando only. There was also no spending profile for International visitors. The ECFRPC applied the Non-Florida resident percentage rates to the average spending, with some adjustments. The ECFRPC reduced the amount of money allocated for air transportation because some of that money will stay out of the United States. Shopping was also made the third largest expenditure because it is one of the top leisure activities listed for International visitors.

Tourist Development Tax Calculations

It is important to note that the TDT numbers provided by the Orange County Comptroller are based on Orange County's fiscal year (Oct-Sept) while the hotel occupancy numbers reflect calendar year (Jan-Dec). For the percentage calculation, the ECFRPC used the Actual Number figure, which was published in the Annual Revenue Monitoring Report published by OCCC on September 30, 2014.

Building Permit Fees

Orange County Development Services provided the ECFRPC with building occupancy permit data from April 2011-April 2016. This information only included final occupancy permits not simple building alterations or installations.

REMI Model (Regional Economic Models, Inc.)

Visitor spending categories were put into the REMI model as industry sales according to the closest NAICS category. For car transportation, the ECFRPC used the Fuel consumer spending category.

The ECFRPC made small adjustments to the model to prevent over counting. The retail numbers were adjusted down 25 percent to account for opportunity costs. The ECFRPC also applied a local spending offset for all the spending generated by Florida Visitors. The reasoning behind using this variable is that the money that state residents pay for I-Drive vacations could be used to pay for other recreational expenses at their local communities. For this variable, the ECFRPC used the spreader option in REMI, which distributes the money across the different Florida regions. The ECFRPC decided against making any adjustments to the spreader.

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