INTERNATIONAL DRIVE
ECONOMIC IMPACT
ANALYSIS

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Economic Development Program Manager
March 29, 2017
• One of 10 RPCs
• Non-profit Agency
• Technical Assistance in Planning and Economic Development
I-DRIVE IMPROVEMENT DISTRICT

- Business Improvement District
- Provides Various Services
  - Transportation
  - Capital Improvements
  - Public Safety
  - Marketing/Promotions
  - Clean teams/Streetscape
PURPOSE OF STUDY

• Calculate Economic Impact of I-Drive Resort Area

• Document Sections
  • Existing Conditions
  • Visitation and Fiscal Impacts
  • Economic Impact Simulations
EXISTING CONDITIONS ANALYSIS

- Land Use Characteristics
- Demographics
- Business Profile
LAND USE CHARACTERISTICS

• DOR Codes Parcel Analysis
• 9,903-acre Study Area
• Four Primary Land Uses
  • Vacant
  • Commercial
  • Residential
  • Institutional
VACANT LAND

- Over 2,500 Acres
- 26% of Study Area
- Average Parcel Size 6.8 Acres
- Eight Property Owners Own 50 Acres or more

Percentage of Parcels by Acreage:
- 55%: > 5 Acres
- 21%: 1 to 5 Acres
- 24%: < 1 Acre
• 61.8 million Sqft\(^2\)

• Commercial Uses
  • Accommodations
  • Amusements
  • Retail/Restaurant
  • Office
  • Industrial
RESIDENTIAL LAND USE

- 7,148 Housing Units
- Units by Type:
  - Apartments: 3,951
  - Student Housing: 1,580
  - Condominiums: 1,575
  - Single-family Homes: 42
I-DRIVE DEMOGRAPHICS

• Over 12,000 Residents
• Leisure & Hospitality Workers
• At Least an Associate’s Degree.
INSTITUTIONAL LAND USE

- 1,395 acres
- 14% of Study Area
- Largest uses:
  - Orange County Convention Center
  - Rosen College of Hospitality Management
• Opened in 1983
• Nation’s 2nd largest facility
• 176 events (FY 2014-15)
• 1.4 Million Delegates
• Infogroup Database
• 1,800+ Businesses
• 75,000+ Jobs
Two Dominant Super Sectors:
- Leisure & Hospitality
- Trade, Transportation & Utilities
LEISURE AND HOSPITALITY

• Major Theme Parks
• Accommodations
• Restaurants & Night life
TRADE, TRANSPORTATION & UTILITIES

• 600 Establishments
• Most are Clothing Retailers
• 19 Private Transportation Companies
PROFESSIONAL & BUSINESS SERVICES

• 200 Establishments
• Suppliers to Leisure & Hospitality Industry
• Three National Headquarters
Most Jobs concentrated north of Sand Lake Road

Largest Employer is Leisure & Hospitality
# LARGEST EMPLOYERS

<table>
<thead>
<tr>
<th>Company</th>
<th>Estimated Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal Orlando Resort</td>
<td>21,000</td>
</tr>
<tr>
<td>Sea World*</td>
<td>9,500</td>
</tr>
<tr>
<td>Westgate Resorts*</td>
<td>5,000</td>
</tr>
<tr>
<td>Rosen Hotels &amp; Resorts</td>
<td>4,550</td>
</tr>
<tr>
<td>Lowes Royal Pacific Resort</td>
<td>2,300</td>
</tr>
<tr>
<td>Wyndham Vacation Ownership</td>
<td>1,500</td>
</tr>
<tr>
<td>Orlando World Center Marriott</td>
<td>1,365</td>
</tr>
<tr>
<td>Hyatt Regency Orlando</td>
<td>1,300</td>
</tr>
<tr>
<td>Lowes Hotel Portofino Bay</td>
<td>1,000</td>
</tr>
<tr>
<td>Orange County Convention Center</td>
<td>990</td>
</tr>
</tbody>
</table>

* All Central Florida Properties

Sources: Infogroup, International Drive Improvement District
VISITATION AND FISCAL IMPACTS

- $476.8 MILLION SALES TAX
- 12.5 MILLION VISITORS
- $83.9 MILLION BUILDING FEES
- $7.3 BILLION SPENDING
- $154 MILLION PROPERTY TAXES
• How Many People Visit I-Drive Annually?
VISITOR ESTIMATION METHODOLOGY

- Hotel Nights
- Occupancy
- Visitor Characteristics
  - Party Size
  - Length Of Stay
- Theme Park Attendance
I-DRIVE VISITOR PROFILE

Total I-Drive Resort Area Visitors 2014
12,537,138
(20% Orlando)

Overnight
7,670,412
(18% Orlando)

Leisure
6,136,330
(16% Orlando)

Business
1,534,082
(31% Orlando)

Day
4,866,726
(25% Orlando)

Leisure
4,154,400
(30% Orlando)

Business
712,326
(13% Orlando)
OVERNIGHT VISITORS

- +/- 7.67 Million
- 61% of Visitors
- Average Room Rate
  $115.31
DAY VISITORS

- +/- 4.86 Million
- 39% of Visitors
- Top Markets
  - Daytona-Melbourne
  - Tampa-St. Petersburg
  - Miami-Ft. Lauderdale
TRIP PURPOSE

- 10.2 Million Leisure
- 2.3 Million Business
• $7.3 Billion in 2014
• Spending Categories:
  • Transportation
  • Lodging
  • Food
  • Entertainment

Average Spending Per Type of Visitor

- Leisure: $563
- Business: $548
- International: $1,998

$4.1 Billion Domestic Leisure
$1.3 Billion Group Meeting
$1.9 Billion International
PROPERTY TAX REVENUES

- $8.9 Billion Assessed Value
- $154.3 Million Taxable Value
- 75% of Tax Base from Accommodations and Entertainment Venues
OTHER REVENUE ESTIMATES

- **$83.9 million** Building Fees
- **$476.8 million** Sales Tax Collections
- **$80.7 million** TDT Payments
Economic Modeling Analysis

Orange County

- 115K+ Jobs
- $11.8 M Sales
- $3.4M Personal Income

Metro Orlando

- 126K+ Jobs
- $13.1M Sales
- $5.1M Personal Income
MEASURING ECONOMIC IMPACT

• Direct: Original Investment and Employment
• Indirect: Supplier Jobs and Investment
• Induced: Demand Created by Worker Expenditures
Allocate Visitor Expenditures to Respective Industries

<table>
<thead>
<tr>
<th>Expenditure Subcategory</th>
<th>Visitor Categories</th>
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<tbody>
<tr>
<td></td>
<td>Florida Overnight</td>
<td>Non-Florida Overnight</td>
<td>Day</td>
<td>Overnight</td>
<td>Day</td>
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<tr>
<td>Accommodation</td>
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<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Air Transportation</td>
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<td></td>
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<td>X</td>
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<tr>
<td>Amusement and Recreation (Entertainment)</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Ground Transportation</td>
<td></td>
<td>X</td>
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<tr>
<td>Rental and Leasing Services (Car rental)</td>
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<td></td>
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<tr>
<td>Restaurant and Drinking Places (Food)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Retail Trade (Shopping and Miscellaneous Expenses)</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Scenic and Sightseeing Transportation</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>Tour Operators</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Transportation (Fuel)</td>
<td></td>
<td></td>
<td>X</td>
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</table>
Economic Value of I-Drive

Orange County
• 115,237 Jobs (12%)
• $11.8 Billion Sales
• $3.4 Billion Personal Income
• $7.3 Billion GDP

Metro Orlando
• 126,533 Jobs
• $13.1 Billion Sales
• $5.1 Billion Personal Income
• $8.1 Billion GDP
VALUE OF FUTURE I-DRIVE PROJECTS

• 33 New Construction Projects
• 5-year Period
• $1.8 Billion

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Projects</th>
<th>Estimated Investments</th>
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<tbody>
<tr>
<td>2015</td>
<td>14</td>
<td>$313,080,000</td>
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<tr>
<td>2016</td>
<td>7</td>
<td>$348,100,000</td>
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<td>2017</td>
<td>8</td>
<td>$285,300,000</td>
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<td>2018</td>
<td>1</td>
<td>$17,000,000</td>
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<td>2019</td>
<td>3</td>
<td>$875,500,000</td>
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<tr>
<td>Total</td>
<td>33</td>
<td>$1,838,980,000</td>
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CONCLUSIONS

• I-Drive is a Regional Hub and Economic Activity Center
  • 1,800 Businesses
  • 75K+ Jobs
  • 12K+ Residents
  • 12.5 Million Visitors
  • $7.3B Visitor Spending
CONCLUSIONS

• I-Drive Benefits Orlando MSA
  • 126K+ Jobs
  • $13.1 Billion in Sales
  • $5.1 Billion in Personal Income
  • $8.1 Billion Gross Regional Product
  • $1.8+ Billion Investment within Next 5 Years
Conclusions

The I-Drive resort area is an important contributor to Metro Orlando’s success. 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.
Questions/Comments

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