



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

ECONOMY

Ocala/Marion County is fortunate to have a diverse and rebounding economy. Our manufacturing base has strengthened and growing professional and business service sectors are on the rise. The growing population and excellent training programs supply a steady workforce stream for employers. The mild climate, close proximity to universities and international airports, and an available, skilled workforce blend together to create the environment new and expanding businesses are naturally attracted to for growth and prosperity. This emerging economic growth continues to make Ocala/Marion County Great for Business, Great for Life!



The Institute for Human and Machine Cognition (IHMC) chose Ocala/Marion County to expand their research operations in 2010. Located in the middle of a major university triangle, our community is an ideal location for high-tech companies looking to recruit talent and be in close proximity to innovative research programs. The University of Florida is less than 45 minutes to the north, the University of South Florida and the University of Central Florida are just over an hour away to the south.

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

2011 Effective Buying Income – (EBI) Marion County, Florida

Average Household EBI	\$41,909
Median Household EBI	\$32,746
% of Households by EBI Group	
Less than \$15,000	20.45%
\$15,000 - \$24,999	16.54%
\$25,000 - \$34,999	16.79%
\$35,000 - \$49,999	20.21%
\$50,000 - \$74,999	14.98%
Above \$75,000	11.02%

Source: The Nielsen Company 2011

Building Permit Annual Activity Marion County 2009

Total Residential Value	\$80,499,000
Number of Permits	
Single Family	370
Multi-Family	24

Source: 2010 Florida Statistical Abstract

Residential Income

2009 Average Earnings Per Worker	\$32,729
2011 Average Household Income	\$50,312
2011 Median Household Income	\$38,626
2011 Per Capita Income	\$21,279

Sources: Workforce Connection, The Nielsen Company 2011

Total Bank Deposits, 2000 – 2009

2000	\$2.60 billion
2001	\$2.73 billion
2002	\$2.93 billion
2003	\$3.20 billion
2004	\$3.59 billion
2005	\$4.44 billion
2006	\$4.78 billion
2007	\$5.20 billion
2008	\$4.62 billion
2009	\$4.89 billion

Source: 2010 Florida Statistical Abstract

2011 Retail Sales By Store Group Marion County, Florida

Major Retail Store Groups	Total Amount
Automotive Dealers	\$630,523,358
Clothing and Accessories Stores	\$101,916,847
Eating & Drinking Establishments	\$487,991,687
Electronics and Appliance Stores	\$90,228,711
Food and Beverage Stores	\$585,060,491
General Merchandise/Department/Other	\$636,886,224
Furniture, Home Furnishings, and Equipment	\$85,908,088

Source: The Nielsen Company 2011

Retail Sales – Marion County

Gross and Taxable Retail Sales		
Year	Gross Sales	Taxable Sales
2001	\$7.04 billion	\$3.04 billion
2002	\$7.03 billion	\$3.08 billion
2003	\$7.50 billion	\$3.37 billion
2004	\$8.40 billion	\$3.68 billion
2005	\$9.55 billion	\$4.32 billion
2006	\$10.45 billion	\$4.70 billion
2007	\$9.85 billion	\$4.30 billion
2008	\$8.61 billion	\$3.73 billion
2009	\$7.54 billion	\$3.31 billion

Source: 2010 Florida Statistical Abstract