



*highlands county, florida*

**IDA/EDC**

*county demographics & membership guide*

**2014**

*"Destination for Success"*

**IDENTIFICATION**

County	Highlands
County Seat	Sebring
Nearest Metropolitan Area	Lakeland/ Winter Haven MSA

**POPULATION****County Population**

Population 2000	87,366
Population 2006	96,672
Population 2007	98,727
Population 2009	100,111
Population 2013	98,092

**Population Projections**

Population Projection 2015	100,800
Population Projection 2020	102,900
Population Projection 2025	104,700
Population Projection 2030	105,900

**Components of Population Change**

2000-2010	11.6%
Natural Change	-3,515
Net Migration	14,935
TOTAL	11,420

**Population Age Breakdown - 2011**

0-19	20.4%
20-34	13.0%
35-54	21.2%
55-64	13.5%
65-84	27.8%
80 and over	4.0%
Median Age	51.5

County Area (square miles)	1,029
Population Density	96

**Largest Incorporated Municipalities**

2011 Population	
Sebring	10,474
Avon Park	8,825
Lake Placid	2,219
Unincorporated	77,112

**COUNTY TAXES**

Ad Valorem Millage Rate	
Government	7.1000%
School District	7.698%
Water District	0.4289%
Total	15.2269%
(Amounts vary by location)	
Local Option Sales Tax	1%
Local Option Gasoline Tax/gal.	\$0.35
Local Option Tourist Tax	2%
Homestead Exemption	Yes
Impact Fees (currently suspended)	Yes

**STATE TAXES**

Corporate Income Tax	5.50%
Personal Income Tax	None
Retail Sales Tax	6.00%
Gasoline Tax per gallon	\$0.35
Intangible Tax - \$1/\$1,000 assets over \$250M	

**FINANCIAL****Number of Banks**

Domestic	9
Branches	28
Credit Union	1
Branches	4
Banks Financial Standing Domestic (total deposits 2010)	\$1,349,000,000

Does local government issue industrial revenue bonds? Yes  
(Industrial Development Authority)

Other location incentives are available through the Industrial Development Authority

Is tax increment financing available? No

**Employment By Industry 2013 April - June**

	% Emp,
Natural Resources and Mining	18.51%
Construction	3.31%
Manufacturing	2.27%
Wholesale Trade	1.49%
Retail Trade	14.84%
Transportation and Warehousing	1.29%
Utilities	0.73%
Information	0.58%
Finance and Insurance	1.83%
Real Estate and Rental and Leasing	0.96%
Educational Services	7.88%
Health Care and Social Assistance	19.05%
Arts, Entertainment, and Recreation	2.77%
Accommodation and Food Services	8.28%
Other Services, Except Public Administration	2.04%
Public Administration	5.67%
Professional and Technical Services	2.46%
Management of Companies and Enterprises	0.20%
Administrative and Waste Services	5.85%
Unclassified	0.02%

**EMPLOYMENT**

2013 Labor Force 11/13	40,416
Employed 11/13	37,358
Unemployment Rate 11/13	7.6%
Labor Force of Immediate Surrounding Counties labor force	103,877

**GOVERNMENT**

Commissioner	Yes
Commission/Administrator	Yes
Zoning Regulations	Yes
Planning Commission	Yes
2013 Registered Voters	61,094

**ECONOMIC INDICATORS**

Median Household 2010	\$34,469
2012 Average Annual Wage	\$29,617
2012 Price Level Index	93.62%
Taxable Sales 10/13	\$65,302,887

**COMMUNICATIONS****Newspapers**

Highlands Today/Tampa Tribune	
Off Season Circulation	17,000
In Season Circulation	28,300
News Sun	
Circulation	9,800
Lake Placid Journal	
Off Season Circulation	4,100
In Season Circulation	6,500

**Radio**

Number of Radio Stations	
AM	3
FM	3

**Television Cable & Satellite**

ComCast, Dish Network, Direct TV	Yes
# of non-cable Channels received	7

**Telephone & Internet Access**

CenturyLink	
Broadband	Yes
ComCast	
Broadband	Yes
POP/MCI in Avon Park	

**Mail/Parcel**

Nearest Regional Mail Handling Facility	Lakeland
Parcel Service	Yes
Air/Overnight Parcel Service	Yes

## MAJOR PRIVATE SECTOR EMPLOYERS

### 10 Largest Employers

<b>1. Florida Hospital</b>		<b>6. Palms of Sebring</b>	
Health Care		Assisted Living Facility	
Employees	1,500	Employees	257
<b>2. WalMart</b>		<b>7. Alan Jay Auto Network</b>	
Department Store		Automotive Dealerships	
Employees	796	Employees	250
<b>3. Agero</b>		<b>8. Lake Placid Health Care</b>	
Roadside Assistance		Assisted Living Facility	
Employees	600	Employees	210
<b>4. Highlands Reg.Med.Cntr.</b>		<b>9. Positive Medical Transport</b>	
Health Care		Health Care/Transportation	
Employees	413	Employees	150
<b>5. Delray Plants</b>		<b>10. E-Stone USA Corporation</b>	
Ornamental Plants		Manufacturing	
Employees	350	Employees	81



## UTILITIES

### Electricity

Duke Energy  
Glades Electric Cooperative  
FPL

### Water

Suppliers:  
Municipalities

Water Management District:

South Florida  
Southwest Florida  
Major water source  
Water ava. for new industry

Wells  
Yes

### Natural Gas

Distributor  
Coker Fuel  
TECO Peoples Gas Co.  
Sebring Gas Systems  
Gas available for new industry

Yes

### Other Fuel Sources

Number of Distributors  
Serving County:

Fuel Oil 5  
Coal 0  
LP Gas 7

### Industrial Support Services

Computer Services Yes  
Engineering Yes  
Plating Yes  
Machine Shop Yes  
Car and Truck Rental Yes  
Security Services Yes  
Job Printing Yes  
Bonded Warehousing No  
Freight Forwarder Yes

### Sanitation

Storm Sewer  
Sanitary sewer  
Sewage treatment type  
Solid waste disposal

Yes  
Yes  
Primary  
Sanitary  
Landfill

Sewage Available for  
New Industry

Yes

## Interstate

I-4  
Florida Turnpike  
I-75

## Major Highways

U.S. Highway 27  
U.S. Highway 98  
State Highway 70  
State Highway 66

## Railroads

CSX  
Amtrak

## Major Commercial Airport Serving County

Orlando International  
Distance/County Seat 86 miles  
Average # daily flights 790  
Airlines serving airport 50  
Longest Runway 12,000ft.  
Tampa International  
Distance/County Seat 102miles  
Average # daily flights 212  
Airlines serving airport 17  
Longest Runway 11,002ft.  
Ft. Myers International  
Distance/County Seat 93 miles  
Average # daily flights 230  
Airlines serving airport 15  
Longest Runway 12,000ft.  
Miami International  
Distance/County Seat 167miles  
Average # daily flights 90  
Airlines serving airport 55  
Longest Runway 13,000ft.

## Airport Services Offered

Charter Yes  
Private Aircraft  
Maintenance Yes  
Customs Port of Entry Yes  
Immigration Yes  
Air Cargo Yes  
International Air Yes

## TRANSPORTATION

### Local Commercial/Executive Airports

#### 1. Sebring Regional

Runway Length 5,234'  
Runway Surface Asphalt  
Lighted Runway Yes  
Aircraft Tie down Yes  
Fuel Service Yes

#### 2. Avon Park Executive

Runway Length 5,364'  
Runway Surface Asphalt  
Lighted Runway Yes  
Aircraft Tie down Yes

#### 3. Placid Lakes Airport

Runway Length 5,000'  
Runway Surface Asphalt  
Lighted Runway Yes  
Aircraft Tiedown Yes

## Nearest Port with Docking Facilities

#### 1. Port of Tampa

Distance 70 miles  
Depth 34'  
Warehousing Yes  
Stevedoring Yes

#### 2. Port of Palm Beach

Distance 100 miles  
Depth 12'  
Warehousing Yes  
Stevedoring Yes

#### 3. Port Manatee

Distance 81 miles  
Depth 40"  
Warehousing Yes  
Stevedoring Yes

#### 4. Port of Miami

Distance 81 miles  
Depth 40"  
Warehousing Yes  
Stevedoring Yes



## INDUSTRIAL PARKS

### Number of Industrial Parks

Developed 8  
Developed acreage 266  
Acreage zoned for manufacturing 2,070

### County Economic Development

Foreign Trade Zone Yes  
Hub zone No  
Champion Community Yes  
Enterprise Zone Yes



## K-12 EDUCATION

### Schools 2011-12

Public	23
Nonpublic	3
Home School Families	208

### Teachers 2011-12

Public	818
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### Enrollment 2011-12

Public	11,622
Nonpublic	374
Home School Families	304

### 2011 Florida Comprehensive Assessment Test (FCAT)

#### Math

State	329
County	326

#### Science

State	307
County	299

## POST SECONDARY EDUCATION

### Colleges/Universities

#### Serving the County

Azure College  
Hodges University  
South Florida State College  
University of South Florida  
Warner University  
Webber International University

### Technical Programs Offered

#### At SFSC

Accounting  
Agriculture  
Air Conditioning-Commer/Resid  
Apprenticeships  
Automotive  
Bioenergy  
Business  
Commercial Truck Driving  
Computer Info Systems  
Community Education Offerings  
Construction  
Corrections  
Cosmetology  
Criminal Justice  
Culinary and Hospitality  
Dental Asst/Dental Hygiene  
Electrical Lineman  
Electronic Technology  
Emergency Medical Services  
English as Second Language  
GED  
Industrial Manufacturing  
Nursing (LPN, RN)  
Office Administration  
Paramedic  
Plumbing  
Radiography

## FACILITIES

<b>Motels</b>	<b>21</b>
Total Rooms Available	648
<b>Hotels</b>	<b>7</b>
Total Rooms Available	714
<b>Food Service Establishments</b>	<b>180</b>
Seating	15,568

<b>Civic Auditoriums</b>	
Total Seating Capacity	7,500
Regional Malls	1
Shopping Centers	22
Libraries	3

### PLACES OF WORSHIP

Various Denominations (approx.)	52
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### RECREATION

County Parks	19
Golf Courses	14
Highlands Hammock State Park	1
Lake June Scrub State Park	1
Lakes w/Public Access	32
Total Lakes in County	113
Tennis Courts	31

### POINTS OF INTEREST

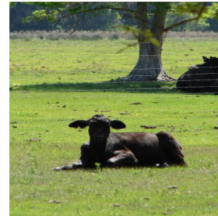
Alan Altwater Cultural Center  
Archbold Biological Center  
Avon Park Depot Museum  
Civilian Conservation Corps Museum  
Lake Placid Historical Museum  
Lake Placid Murals  
Military Sea Services Museum  
Sebring Historical Museum  
Sebring International Raceway  
SFSC - Museum of FL Arts and Culture  
SFSC - Performing Artist Series

## MEDICAL

Hospitals	3
Number of Beds	335
Nursing Homes	5
Number of Beds	598
Assisted Living Facilities	11
Number of Beds	544
Physicians	169
Dentists	31
Optometrists	10
Physical therapists	65
Chiropractors	21
Nurses - RN	946
LPN	406

Information Sources: Bureau of Business & Economic Research, University of Florida; Enterprise Florida; US Dept. of Labor; US Census Bureau of Economic Analysis, Florida Agency for Workforce Innovation, Labor Market Statistics; Highlands County School Board; Highlands County Tax Collector; Heartland Workforce.

The statistical data contained in this Profile is subject to change at any time. These are approximant number's and projections.



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