

# 2023

CITY OF LAKELAND

## DEMOGRAPHIC GUIDE



**Lakeland ranked #3 among the Top 10  
Biggest Boomtowns by Lending Tree, LLC.**

POPULATION | WORKFORCE DEVELOPMENT | INDUSTRY SECTORS | MAJOR EMPLOYERS | WAGES & INCOME  
TAXES | EDUCATION | NEW INDUSTRY & EXPANSION | NEW CONSTRUCTION | LOCATION SPECIFIC  
REDEVELOPMENT & ECONOMIC INCENTIVES | HOUSING | CONSTRUCTION & DEVELOPMENT



It's a great place to live, work and play —  
that's why we call it home!

**Built upon historic character, philanthropy and volunteerism, Lakeland offers its residents, businesses and visitors a true sense of place. Incorporated in 1885, Lakeland quickly became one of the premier cities in Florida. From the inaugural railroad service in the mid-1890s to being one of the first cities in Florida to have electricity, Lakeland has always been a hub of innovation and progressive ideas. Today, the City continues to thrive as population and business expansions are attracted to this area, the geographic center of Florida. Lakeland's economic base consists of warehouse, transportation and distribution, education, health care, manufacturing and retail.**

**Lakeland has received the distinction of being on Money Magazine's "Best Place to Live in America" list. In addition, Lakeland is home to Publix Supermarkets, Florida Southern College, which hosts the largest one-site collection of Frank Lloyd Wright architecture in the world, and is the winter home to the Detroit Tigers.**

**The City of Lakeland offers an exceptional quality of life. A firm commitment to downtown development, redevelopment, historic preservation, cultural amenities, and an exceptional business-friendly environment has helped Lakeland to thrive for nearly 140 years. Growth and progress exemplify our City all the while maintaining a sense of history and a hometown feel.**

**Lakeland ranked #7 in the U.S. News and World Report's  
"Best Places to move in the US"**

# LAKELAND

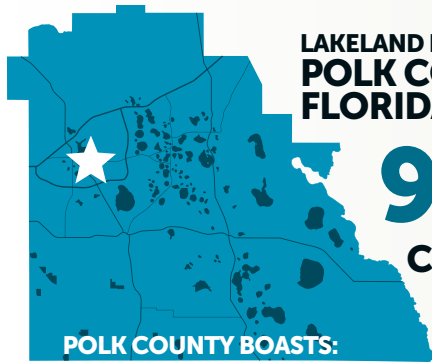
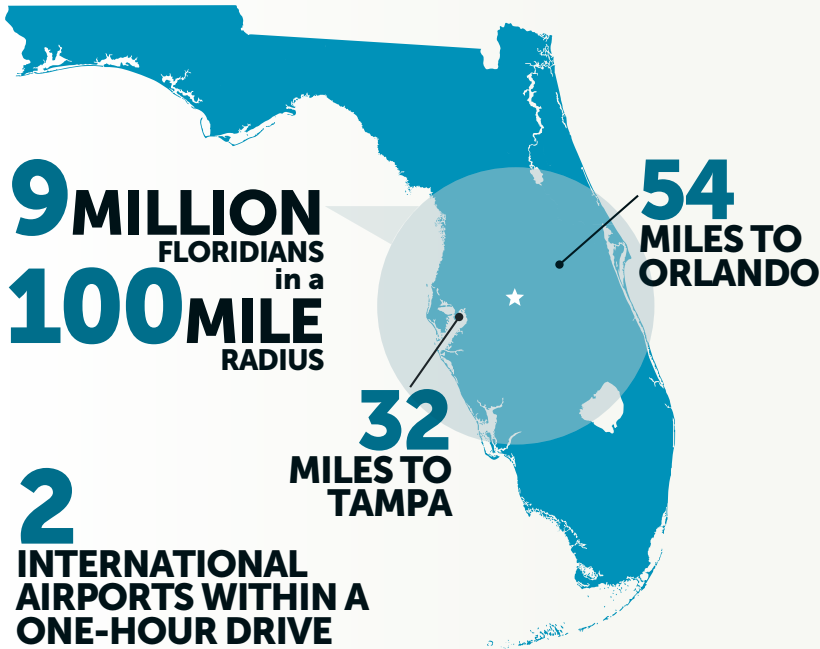
POLK Co

## FLORIDA

SECTION SURVEYOR.

0 100 200 300  
Scale in feet.

FEBRUARY



**550** LAKES

**90** MINUTES FROM BEACHES ON BOTH COASTS

**1.5 MILLION** TOURISTS ANNUALLY



**LOCATED CENTRALLY** ALONG FLORIDA'S **HIGH TECH CORRIDOR**

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# ECONOMIC & DEMOGRAPHIC SNAPSHOT

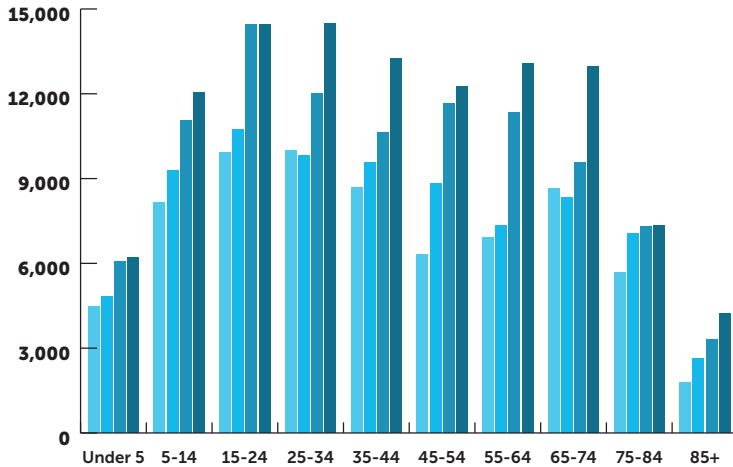
## POPULATION OVERVIEW

<b>120,279</b>	City of Lakeland '22
<b>300,258</b>	LE Service Area '22
<b>770,019</b>	Polk County '22
<b>22,276,132</b>	State of Florida '22

Total Number of Households (2022 Est.)	46,562
Median Net Worth (2022 Est.)	\$92,042
Median Household Income (2022 Est.)	\$53,151
Lakeland Labor Force (2022)	51,765
Employed (2022)	50,000
Unemployed (2022)	1,765
Lakeland Unemployment (2022)	3.4%
Average Home Sales Price (2022)	\$341,043
Single Family Permits (2022)	402
Multi-Family Permits (2022)	458
Warehouse/Industrial Square Feet Permitted (2022)	113,419
Commercial/Office Square Feet Permitted (2022)	12,263
Retail Square Feet Permitted (2022)	6,332
Public/Institutional Square Feet Permitted (2022)	151,280

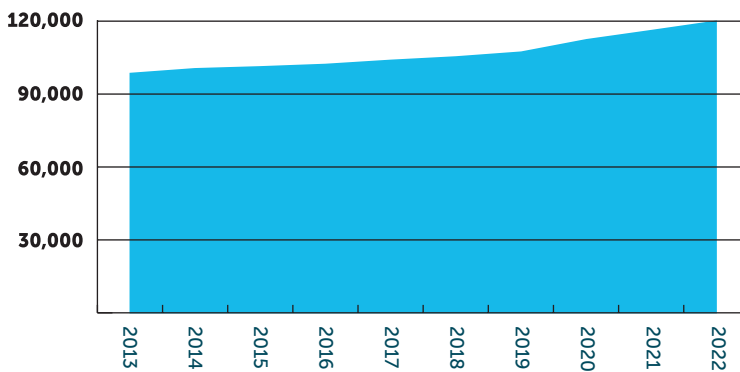
# POPULATION

## BY AGE

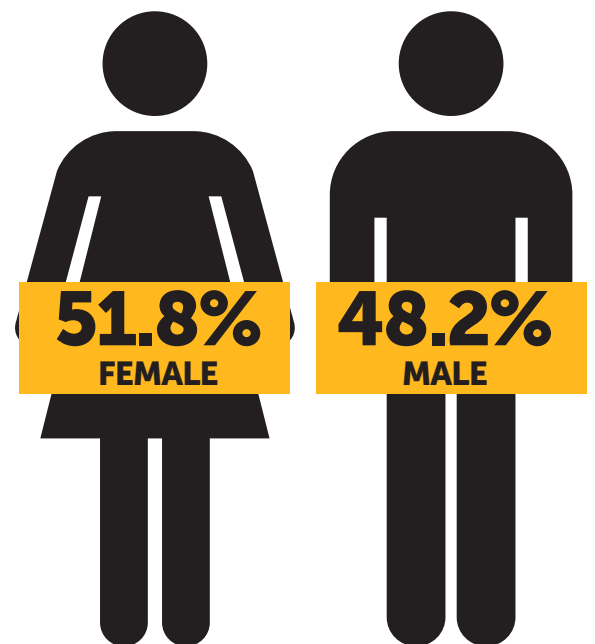


AGE	1990	2000	2010	2020
<b>Under 5</b>	4464	4832	6068	<b>6226</b>
<b>5 to 14</b>	8150	9280	11050	<b>12037</b>
<b>15 to 24</b>	9914	10748	14444	<b>14453</b>
<b>25 to 34</b>	10003	9802	12025	<b>14476</b>
<b>35 to 44</b>	8679	9582	10617	<b>13263</b>
<b>45 to 54</b>	6316	8817	11665	<b>12243</b>
<b>55 to 64</b>	6918	7345	11354	<b>13088</b>
<b>65 to 74</b>	8667	8347	9571	<b>12984</b>
<b>75 to 84</b>	5669	7049	7309	<b>7328</b>
<b>85+</b>	1796	2650	3319	<b>4237</b>

## GROWTH SINCE 2013



## BY SEX



## BY RACE

<b>WHITE OR CAUCASIAN</b> .....	<b>70.89%</b>
<b>BLACK OR AFRICAN AMERICAN</b> .....	<b>19.4%</b>
<b>ASIAN</b> .....	<b>1.98%</b>
<b>AMERICAN INDIAN</b> .....	<b>0.3%</b>
<b>NATIVE HAWAIIAN</b> .....	<b>0.4%</b>
<b>TWO OR MORE RACES</b> .....	<b>3.3%</b>
<b>HISPANIC OR LATINO</b> .....	<b>16.4%</b>

# POPULATION

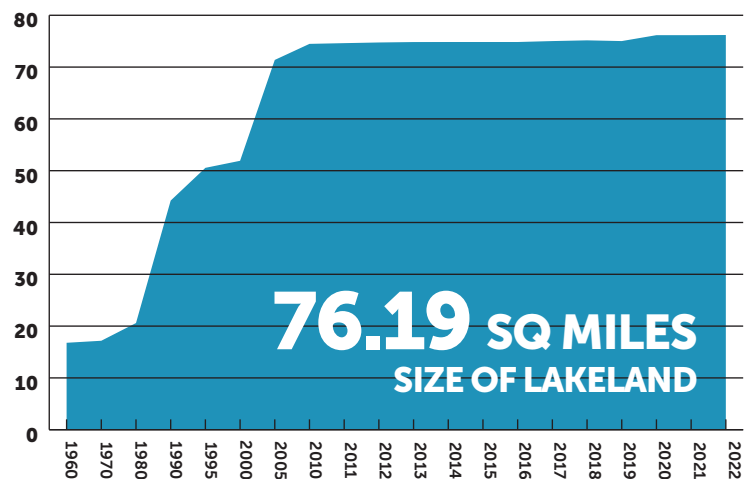
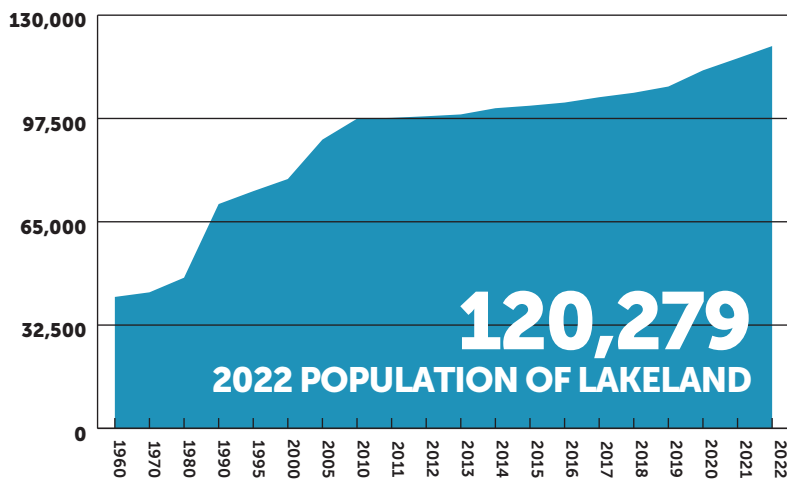
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## POLK COUNTY AND FLORIDA POPULATION



	Polk	Florida
1960	195,139	4,951,560
1970	228,515	6,791,961
1980	321,652	9,746,961
1990	405,382	12,938,071
1995	443,153	14,336,202
2000	483,924	15,982,378
2005	535,800	17,918,227
2010	602,095	18,801,310
2011	604,792	18,905,048
2012	606,888	19,074,434
2013	613,950	19,259,543
2014	623,174	19,507,369
2015	633,052	19,815,183
2016	646,989	20,148,654
2017	658,517	20,363,857
2018	673,028	20,840,568
2019	690,606	21,208,589
2020	715,090	21,596,068
2021	748,365	21,898,345
2022	770,019	22,276,132

## LAKELAND POPULATION AND SIZE 1960-2022



# POPULATION

CONTINUED

## FLORIDA'S TOP 25 INCORPORATED CITIES 2021

City	Population
Jacksonville	987,247
Miami	459,224
Tampa	401,512
Orlando	321,904
St. Petersburg	264,220
Hialeah	228,206
Port St. Lucie	224,916
Cape Coral	208,053
Tallahassee	200,289
Ft. Lauderdale	189,019
Pembroke Pines	171,309
Hollywood	154,979
Gainesville	145,979
Miramar	138,237
Coral Springs	134,237
Palm Bay	126,748
West Palm Beach	120,279
Clearwater	119,971
<b>Lakeland</b>	<b>119,298</b>
Pompano Beach	115,053
Miami Gardens	113,789
Davie	106,984
Boca Raton	99,542
Sunrise	97,479
Deltona	96,755

## METRO AND NON-METRO POPULATION 2021

Metropolitan Statistical Area	Population
Miami/Ft Lauderdale/Miami Beach	6,244,843
Tampa/St. Petersburg/Clearwater	3,285,257
Orlando/Kissimmee	2,794,178
Jacksonville	1,679,695
Sarasota/Bradenton/Venice Beach	874,146
Cape Coral/Fort Myers	802,178
<b>Lakeland</b>	<b>770,019</b>
Daytona Beach/Ormond Beach	697,017
Melbourne/Titusville/Palm Bay	627,544
Pensacola	526,417
Fort Pierce/Port St. Lucie	512,173
Tallahassee	393,189
Naples, Marco Island	391,983
Ocala	390,912
Gainesville	351,001
Fort Walton Beach	295,295
Punta Gorda	196,742
Panama City	184,002
Sebastian/Vero Beach	165,556
Homasassa Springs	158,009
The Villages	141,420
Sebring	103,102
<b>Total All MSA's</b>	<b>21,584,681</b>
<b>Total Non-Metro</b>	<b>691,451</b>
<b>Total Florida</b>	<b>22,276,132</b>

# WORKFORCE DEVELOPMENT

## FAST FACTS

**1.59%**

ONE-YEAR JOB GROWTH

**42.5%**

PROJECTED 10-YEAR  
JOB GROWTH

**5.3%**

UNEMPLOYMENT RATE

**7.00%**

SALES TAXES

**0.00%**

INCOME TAXES

**\$52,972**

MEDIAN HOUSEHOLD  
INCOME

**\$38,196**

PER CAPITA  
PERSONAL INCOME

## ECONOMIC DEVELOPMENT ACTIVITY 2000-2021

Year	Projects	Jobs	Sq. Ft.	Est. Capital Investment
2000	25	533	1,861,000	\$109,700,000
2001	24	1,674	1,522,450	\$67,200,000
2002	22	1,850	1,431,517	\$30,045,000
2003	20	768	770,968	\$15,365,555
2004	27	1,315	1,269,673	\$33,805,000
2005	23	1,110	1,640,489	\$29,932,600
2006	29	610	1,309,512	\$38,115,337
2007	26	719	1,229,174	\$53,378,425
2008	15	318	1,003,878	\$83,007,817
2009	14	1,468	434,006	\$70,671,672
2010	20	401	691,833	\$35,714,000
2011	17	212	630,220	\$13,007,000
2012	17	1,092	1,464,786	\$123,250,000
2013	19	828	1,419,893	\$89,120,000
2014	17	671	1,386,766	\$146,827,000
2015	17	1,137	1,526,151	\$114,000,000
2016	19	681	1,035,991	\$74,985,000
2017	18	553	1,336,532	\$75,492,500
2018	18	2,518	1,365,660	\$103,000,000
2019	20	691	1,017,661	\$96,185,000
2020	13	1,725	2,935,000	\$250,300,000
2021	12	615	910,000	\$174,500,000
2022	13	345	1,357,500	\$78,400,000

**Lakeland ranked #3 among the Top 10 Biggest Boomtowns by Lending Tree, LLC.**

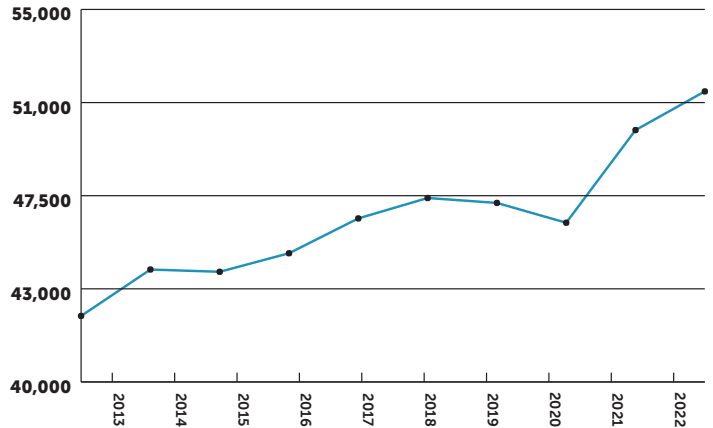


# WORKFORCE DEVELOPMENT CONTINUED

## ANNUAL LABOR FORCE

2010	43215
2011	42958
2012	43480
2013	42658
2014	44527
2015	44436
2016	45,182
2017	46,585
2018	47,407
2019	47,209
2020	46,411
2021	50,142
2022	51,765

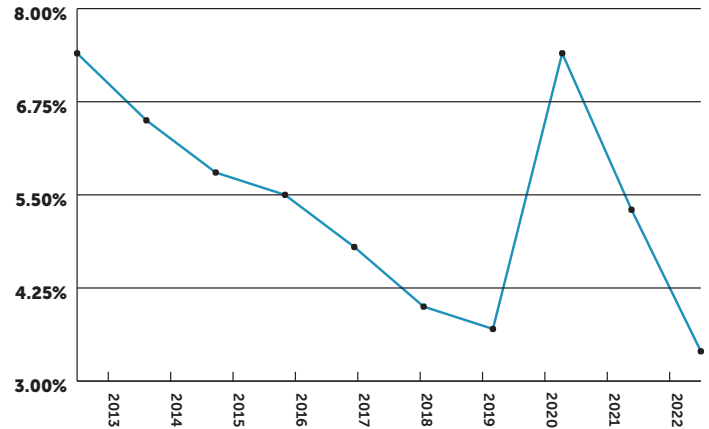
**51,765**  
2022



## ANNUAL UNEMPLOYMENT

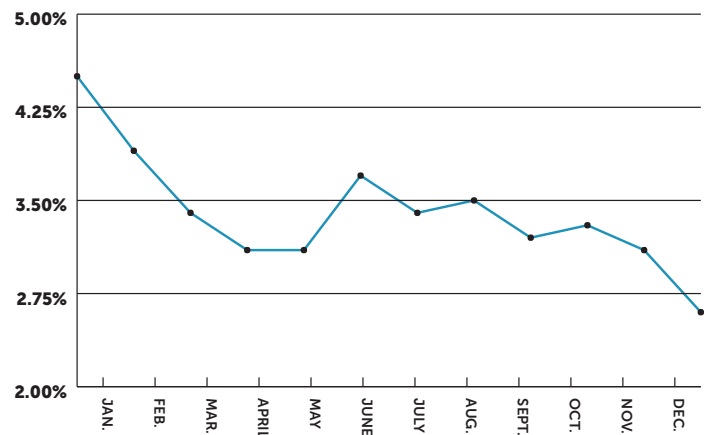
2010	11.7%
2011	11.1%
2012	9.1%
2013	7.40%
2014	6.50%
2015	5.80%
2016	5.50%
2017	4.80%
2018	4.00%
2019	3.70%
2020	7.40%
2021	5.30%
2022	3.40%

**3.40%**  
2022



## 2021 MONTHLY UNEMPLOYMENT

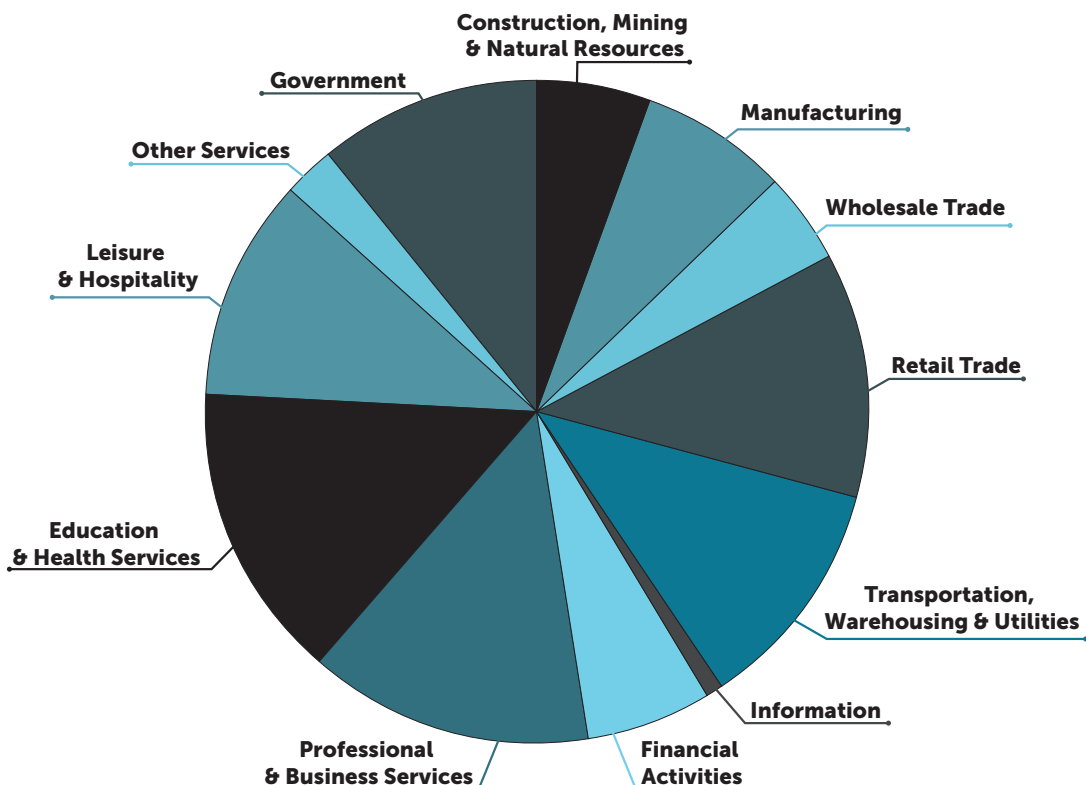
January	4.5%	July	3.4%
February	3.9%	August	3.5%
March	3.4%	September	3.2%
April	3.1%	October	3.3%
May	3.1%	November	3.1%
June	3.7%	December	2.6%



# INDUSTRY

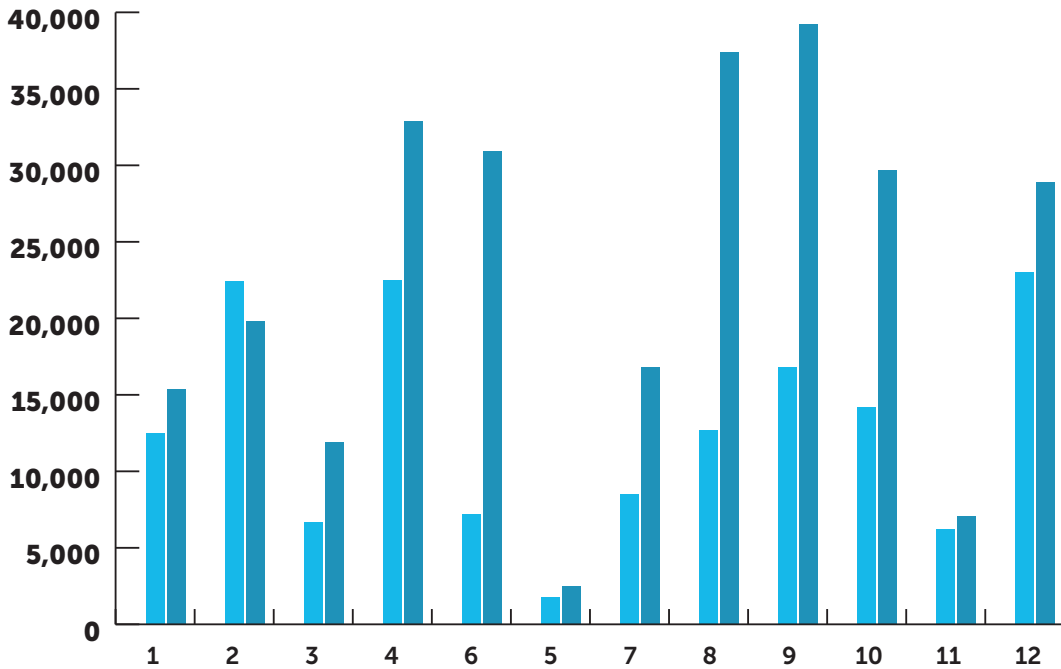
## LAKELAND MSA: TOTAL NONAGRICULTURAL EMPLOYMENT **MARCH 2023**

<b>Goods Producing</b> .....	<b>35,200</b> .....	<b>12.9%</b>
Construction, Mining & Natural Resources .....	15,400 .....	5.6%
Manufacturing .....	19,800 .....	7.3%
<b>Service Providing</b> .....	<b>237,300</b> .....	<b>87.1%</b>
Wholesale Trade .....	11,900 .....	4.3%
Retail Trade .....	32,900 .....	12.1%
Transportation, Warehousing & Utilities .....	30,900 .....	11.3%
Information .....	2,500 .....	0.9%
Financial Activities .....	16,800 .....	6.1%
Professional & Business Services .....	37,400 .....	13.7%
Education & Health Services .....	39,200 .....	14.4%
Leisure & Hospitality .....	29,700 .....	10.9%
Other Services .....	7,100 .....	2.6%
Government .....	28,900 .....	10.6%



# #8 Best Place to Work in Manufacturing - Smart Asset

## INDUSTRY SECTORS COMPARISON 1990 vs. 2023



	1990	2023
1. Construction, Mining, Natural Resources	12,500	15,400
2. Manufacturing	22,400	19,800
3. Wholesale Trade	6,700	11,900
4. Retail Trade	22,500	32,900
5. Transportation Warehouse & Utilities	7,200	30,900
6. Information	1,800	2,500
7. Financial Activities	8,500	16,800
8. Prof. & Business Services	12,700	37,400
9. Education & Health Services	16,800	39,200
10. Leisure & Hospitality	14,200	29,700
11. Other Services	6,200	7,100
12. Government	23,000	28,900

# MAJOR EMPLOYERS

Employer	Business	Number of Jobs
Publix Super Markets, Inc.	Groceries	8,008
Lakeland Regional Health Systems	Health Care	6,000
GEICO	Insurance	3,800
Amazon	Retail/DC	2,000
Watson Clinic	Health Care	1,857
Southeastern University	Education	1,072
Saddle Creek Corporation	Logistics	1,289
Rooms To Go	Furniture Distributor	827
Advanced Auto Parts	Auto Parts	615
Florida Southern College	Education	550
Summit Consulting	Insurance	540
Prima Water	Call Center	500
Southern Wine & Spirits	Beverage Distributor	500
WellDyne	Pharmacy Benefits	426
Mid-State Industrial Maintenance	Fabrication/Machining	400
Tampa Maid Foods	Manufacturing	400
Mission Foods	Manufacturing	400
Pepperidge Farm	Bakery Products	355
Harrell's Inc.	Fertilizer Blending	335
Marriott Vacations Worldwide	Back Office/Resort	330
Keymark	Aluminum Extrusions	318
IGT	Lottery Ticket Printing	300
Cardinal	Pharmaceuticals	300
Fed Ex Corporate Services	IT/Professional Services	300
Lockheed Martin	Financial Services	285
O'Reilly Auto Parts	Auto Parts	250

## Manufacturing

Publix Super Markets, Inc.	Deli, Dairy & Bakery	1,430
Mid-State Industrial Maintenance	Fabrication & Machine	435
Mission Foods	Tortilla Products	400
Tampa Maid Foods	Seafood Processing	400
Harrell's Inc.	Fertilizer Blending	335
Pepperidge Farm	Bakery	325
Keymark	Aluminum Extrusions	318
IGT	Lottery Ticket Printer	300
Flowers Baking Co.	Bakery	225
Carpenter Company	Insulation	200
GMF Steel Group	Fabrication/Erector	200
Refresco	Fruit Juices/Re-packaging	190
JBT FoodTech	Citrus Processing Machinery	142
MaxPak	Corrigated Containers	140
Firmenich, Inc.	Flavors & Essence	120
Treat USA	Flavors & Essence	90

## Government

City of Lakeland	Government	2,724
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ICES™



SOUTHEASTERN UNIVERSITY

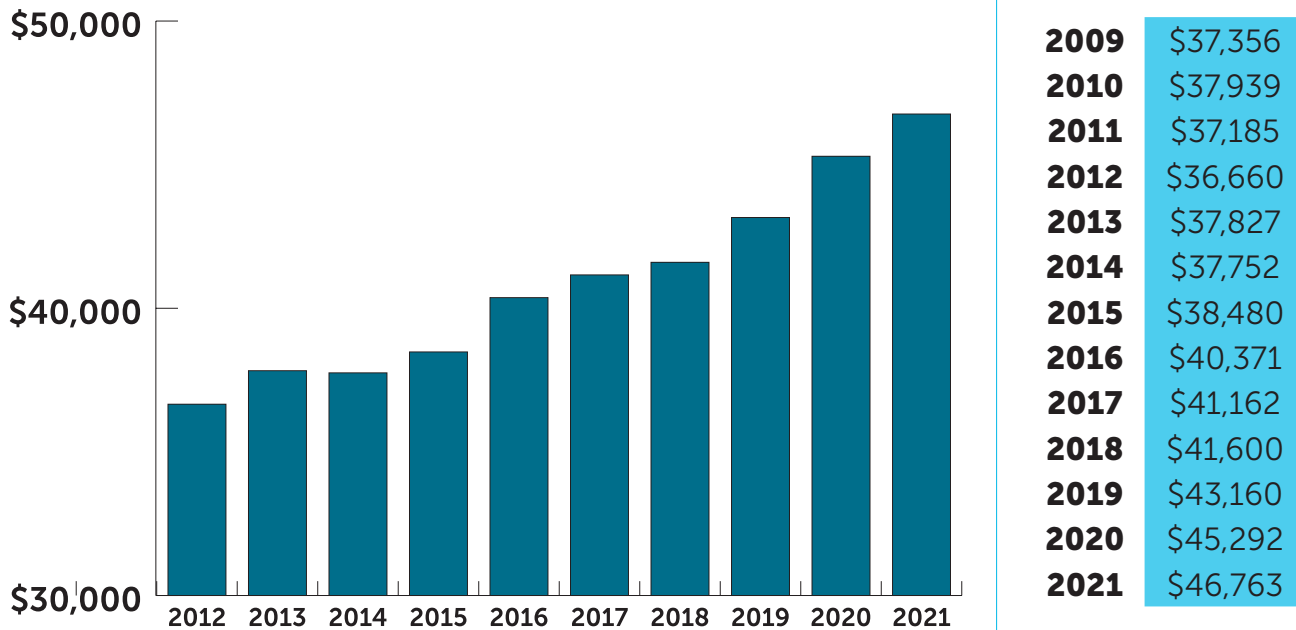


WESTERN UNIVERSITY



# WAGES & INCOME

## AVERAGE ANNUAL WAGE



## PER CAPITA PERSONAL INCOME

LAKELAND RANKED  
**10<sup>TH</sup>**  
 ON RAMSEYSOLUTIONS.COM  
 LIST OF 10 CITIES IN  
 FLORIDA WITH THE  
 HIGHEST AVERAGE SALARIES.

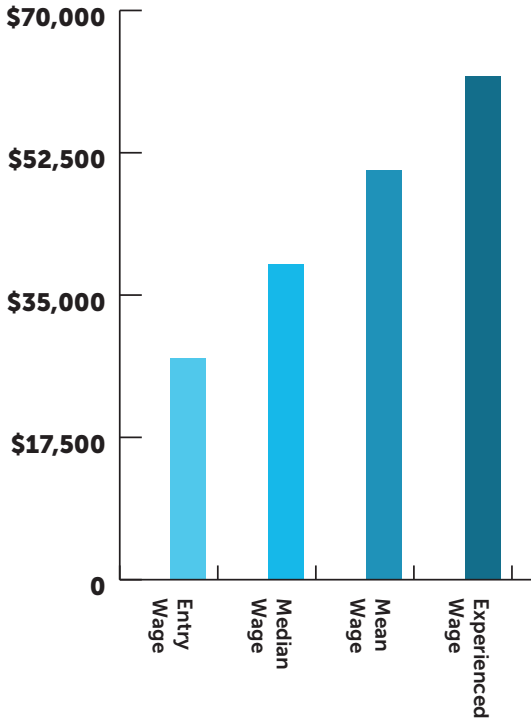
	LAKELAND	FLORIDA
2009	\$31,307	\$37,350
2010	\$32,893	\$38,473
2011	\$34,873	\$40,215
2012	\$33,647	\$41,041
2013	\$34,393	\$41,497
2014	\$32,652	\$42,737
2015	\$33,723	\$44,429
2016	\$34,199	\$46,858
2017	\$34,938	\$47,684
2018	\$35,789	\$50,964
2019	\$36,649	\$52,426
2020	\$39,760	\$56,096
2021	\$43,556	\$62,136



# WAGE BY INDUSTRY - 2022

INDUSTRY	WAGE
Public Administration	\$60,380
Agriculture, Forestry & Fishing	\$40,992
Construction	\$62,188
Manufacturing	\$67,904
Wholesale Trade	\$73,788
Retail Trade	\$37,724
Transportation & Warehousing	\$49,024
Utilities	\$105,372
Information	\$59,412
Finance & Insurance	\$68,836
Real Estate & Rental Leasing	\$52,012
Professional, Scientific Services	\$75,776
Management of Enterprises	\$98,872
Administration & Waste Services	\$40,452
Educational Services	\$44,304
Healthcare & Social Services	\$60,012
Arts & Entertainment & Recreation	\$34,324
Accommodations & Food Services	\$23,768
Other Services	\$47,008

## ANNUAL WAGE RANGES



**Lakeland ranked #4 top city for US Job Seekers due to high job and wage growth (as rated by MoneyGeek)**



# TAX INFO

## GENERAL INFORMATION

The tax laws in Florida are advantageous both to industry and to individuals. There is no state personal income tax, no state ad valorem tax on real or tangible personal property, no inventory tax and no inheritance tax. This is indicative of Florida's favorable tax climate – which is lower than most other southeastern states.

Ad valorem rates in Lakeland and Polk County compare favorably with taxes in any other section of the United States. The City of Lakeland has one of the lowest operating millages in the state at 5.4644.

## STATE SALES TAX

Florida has a 6% state sales tax. Exemptions include food and drugs, machinery and equipment for new businesses, and research and development equipment manufactured and used by a firm doing the research and development. Lakeland/Polk County has an additional 1% local sales tax as of January 2005.

## CORPORATE INCOME TAX

Florida corporate income tax liability is computed using federal taxable income, modified by certain Florida adjustments, to determine adjusted federal income. A corporation doing business within Florida may apportion its total income. Adjusted federal income is apportioned to Florida using a three-factor formula. The formula is a weighted average, designating 25 percent each to factors for property and payroll, and 50 percent to sales. Non-business income allocated to Florida is added to the Florida portion of adjusted federal income. An exemption of up to \$5,000 is subtracted to arrive at Florida net income. Tax is computed by multiplying Florida net income by 5.5 percent.

## COMMUNICATIONS TAX

Businesses providing communications services are required to register to collect and remit communications services tax. Communications services include telecommunications, cable, direct-to-home satellite, and related services. This definition encompasses voice, data, audio, video, or any other information or signals, including cable services that are transmitted by any medium.

## HOMESTEAD EXEMPTION

On January 29, 2008 Florida voters approved an amendment to the Constitution allowing for a statewide reform of Florida's existing Homestead Exemption criteria. This reform, designed by the Florida Legislature to provide property tax relief to homestead-exempted homeowners, owners of second homes, rental property owners and business owners provides four significant changes to the previous exemption.

**Expanded Homestead Exemption:** Increase the current \$25,000 Homestead Exemption by an additional \$25,000 except on school board taxes.

**Portability:** Allows Homeowners to transfer up to \$500,000 of their Save Our Homes Assessment Limitation benefit to the new homestead.

**Cap on Non-Homestead Property:** The assessed value for all other properties without a homestead exemption will be limited to a maximum of 10% a year.

**Tangible Personal Property Exemption:** Businesses will be eligible for a \$25,000 exemption on equipment such as computers, office furniture and fixtures.

**FLORIDA RANKS 4<sup>TH</sup>**  
in the Tax Foundation's  
State Business Tax Climate Index for 2023.



# TAX INFORMATION CONTINUED

## COUNTY-WIDE 2021 MILLAGE RATES

<b>Polk County</b>	<b>6.899</b>
<b>School Board</b>	<b>5.829</b>
<b>*Parks MSTU</b>	<b>0.5619</b>
<b>*Library MSTU</b>	<b>0.2109</b>
<b>*Stormwater MSTU</b>	<b>0.1</b>
<b>SWFWMD</b>	<b>0.2535</b>

*\*MSTUs are paid by all residential taxpayers of unincorporated Polk County*

Auburndale	<b>4.215</b>
Bartow	<b>4</b>
Davenport	<b>7.5</b>
Dundee	<b>7.9</b>
Eagle Lake	<b>7.6516</b>
Fort Meade	<b>8.6306</b>
Frostproof	<b>6.553</b>
Haines City	<b>7.5895</b>

Highland Park	<b>9.9759</b>
Hillcrest Heights	<b>0.858</b>
Lake Alfred	<b>7.239</b>
Lake Hamilton	<b>8.4276</b>
<b>Lakeland</b>	<b>5.4323</b>
Lake Wales	<b>6.7974</b>
Mulberry	<b>6.44</b>
Polk City	<b>5.7</b>
Winter Haven	<b>6.79</b>

### TAX SUMMARY

**4.458%**

Corporate Income Tax

**7.00%**

Sales Tax

**2.52%**

Gross Receipt Tax

**2.70%**

Unemployment Tax

**7.03%**

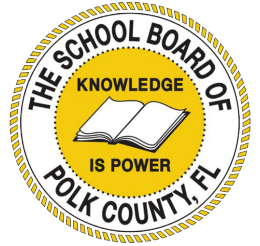
Communication Services Tax

## STATEWIDE 2021 OPERATING MILLAGE RATES

Bradenton	<b>5.8976</b>	Plant City	<b>5.7157</b>
Clearwater	<b>5.955</b>	Sarasota	<b>3.1372</b>
Daytona Beach	<b>5.53</b>	St. Petersburg	<b>6.655</b>
Ft. Myers	<b>7.5875</b>	Tallahassee	<b>4.1</b>
Ft. Lauderdale	<b>4.3443</b>	Tampa	<b>6.2076</b>
Gainesville	<b>5.2974</b>	West Palm Beach	<b>8.3465</b>
Hollywood	<b>7.8966</b>	Winter Haven	<b>6.79</b>
Kissimmee	<b>4.6253</b>	<b>Lakeland</b>	<b>5.4323</b>
Lakeland	<b>5.4323</b>	Lake Wales	<b>6.7974</b>
Miami	<b>7.5665</b>	Mulberry	<b>6.44</b>
Orlando	<b>6.65</b>	Polk City	<b>5.7</b>
Pensacola	<b>4.2895</b>	Winter Haven	<b>6.79</b>

# EDUCATION

With nearly 100,000 students in the County, the Polk County School Board offers a number of traditional and customized public educational options for students. Lakeland alone has 33 elementary schools, 12 middle schools and eight high schools, all of which are public. Adding to that, there are a number of private school options in Lakeland that represent a variety of faiths for PreK-12 students.



The Polk County School Board offers six magnet/choice school options for students K-8 in Lakeland and more than 30 specialized academies within middle and high schools in the City. With a focus on higher education, career preparation and college readiness, these academies provide STEM curriculum and specific training representing a variety of professional fields of study. Academies at Lakeland area schools offer education in engineering, computer design, finance, biotechnology, sports medicine, information technology, veterinary science, aerospace, digital animation and the culinary arts.

## EDUCATIONAL ATTAINMENT

POPULATION AGE 25+.....	ESTIMATE.....	PERCENTAGE
No Degree .....	13457 .....	10.1
High school graduate.....	34764 .....	32.6
Some College, no degree .....	37007 .....	30.4
Bachelor's degree .....	17943 .....	26.9

**FORTUNE MAGAZINE RANKS  
FLORIDA SOUTHERN'S  
ONLINE MBA  
NO. 20 IN THE U.S.**

# EDUCATION CONTINUED

## SECONDARY & POST-SECONDARY ENROLLMENT

### PUBLIC/PRIVATE COLLEGES & UNIVERSITIES .....ENROLLMENT

Southeastern University.....	9,365
Florida Southern College .....	3,386
Florida Polytechnic University .....	1,543
Polk State College .....	14,772

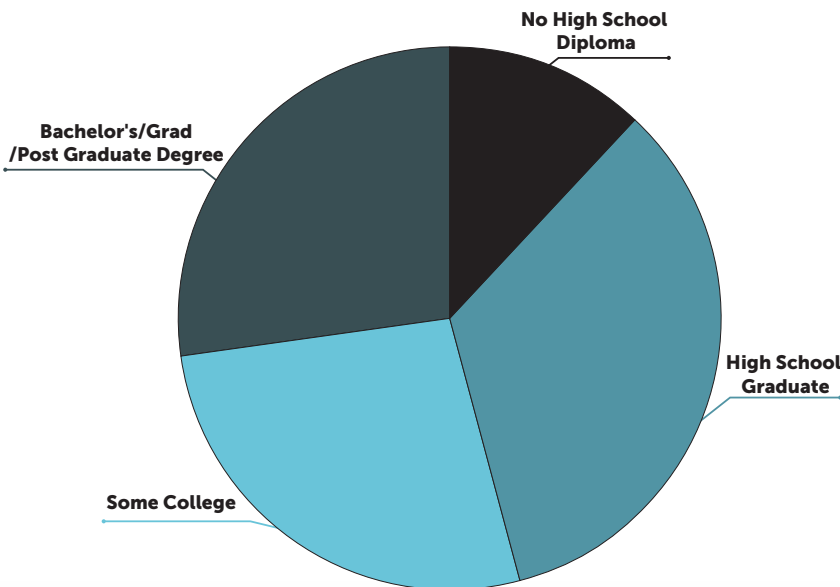
### PROPRIETARY COLLEGES & UNIVERSITIES

Keiser University .....	1,400
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### TRADES & TECHNICAL SCHOOLS

Travis Technical Center.....	450
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**SEU ENROLLMENT  
HAS INCREASED BY  
MORE THAN  
215%  
SINCE 2010.**



**89.8%  
HIGH SCHOOL  
GRADUATE OR HIGHER**

**26.9%  
BACHELOR DEGREE  
OR HIGHER**





# ECONOMIC DEVELOPMENT INCENTIVES

## NEW INDUSTRY & EXPANSION

**Polk County Economic Development Ad Valorem Tax Exemption Program** is an exemption of taxes to encourage quality job growth in targeted high value added businesses. The exemption was designed to encourage new business development and retain local business with planned expansion. Targeted industries include manufacturing and Qualified Target Industry (QTI) companies. The Polk County Board of County Commissioners (BoCC) has final approval of all projects. Minimum wage threshold is 115% of the average wage (\$47,204) or 100% for manufacturers (\$41,047).

**Polk County Bonus Incentive Program (PCBI)** is a local cash incentive that was created to augment the State's Qualified Targeted Industry (QTI) tax refund program. Pre-qualified businesses are eligible for refunds of \$500+ per net new job. Minimum wage threshold is 115% of the average wage (\$47,204).

**Lakeland Electric Economic Development Rider** is for General Service Customers of Lakeland Electric, the City of Lakeland owned electric utility. The new load must be a minimum of 350 kW at a single delivery point. In addition to a new load, there must be a workforce of at least 25 new full time employees per 350kW of new load and comply with all provisions in the service agreement. The reduction is based on a five year rate schedule.

## NEW CONSTRUCTION

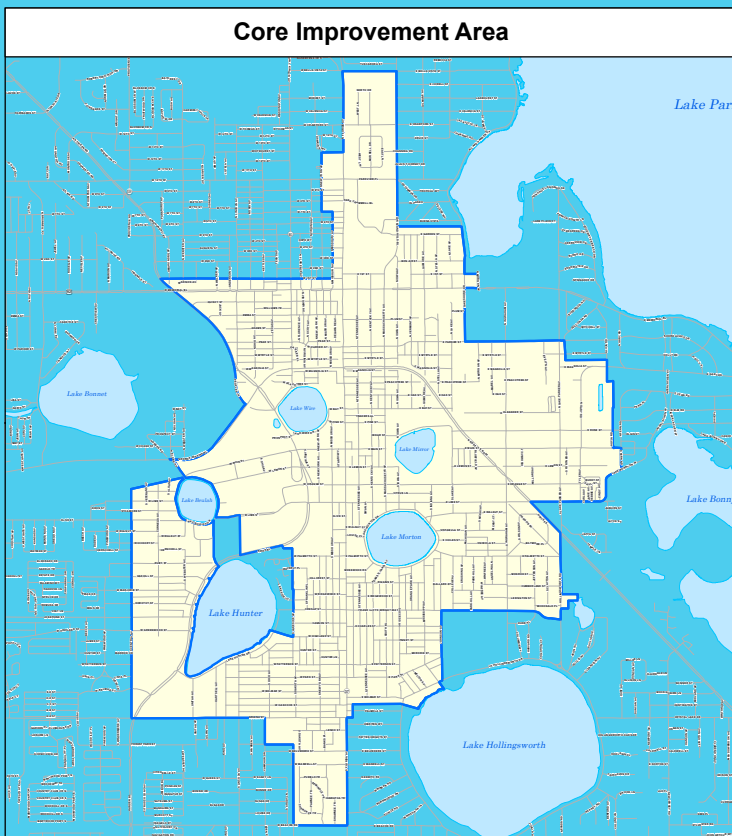
**Economic Development Impact Fee Mitigation (EDIFM)** – City of Lakeland is a reduction of City of Lakeland impact fees to encourage Build to Suit and Speculative Building Development. There are three ways to take advantage of the mitigation: 1) High Wage Job Creation 2) Industrial Job Creation 3) Inventory Development – creating an available industrial building inventory for prospective companies.

**Polk County Impact Fee Mitigation** – is a reduction or waiver of Polk County impact fees to encourage development. There are three options for eligibility 1) QTI company – minimum 115% average wage 2) QTI company – 100% average wage + a minimum \$10 million capital investment 3) As a developer for a QTI company.

# LOCATION SPECIFIC

**Urban Job Tax Credit (UJTC)** is an incentive for new or expanding business creating full time jobs located in the designated area of Lakeland. Companies within specified industries can receive a \$500 credit per job, which can be taken against either state corporate income tax or the state sales and use tax.

**Core Improvement Area** is 2.3 acres located in the core of Downtown Lakeland. Non-residential and residential construction inside the Core Improvement Area is eligible to have all impact fees waived, except city water, wastewater and fire service, with a minimum \$10 million capital investment.



**Foreign Trade Zone (FTZ)** was created to enhance U.S. production and job opportunities by allowing companies to defer, reduce and/or eliminate payment of U.S. Customs duties depending on the range of activities to be conducted in the zone. Lakeland/Polk companies are in the service area of FTZ 79. Qualified companies can obtain FTZ designation by applying to the U.S. Foreign- Trade Zones Board for usage driven site designation. The Grantee of FTZ 79 is the City of Tampa.



# LAKELAND CRA

## LAKELAND COMMUNITY REDEVELOPMENT AGENCY

The City of Lakeland is on a course of constant change and improvement. Many of the major changes occurring within the “core” of our city are as a direct result of activities of the **Lakeland Community Redevelopment Agency (CRA)**. The CRA works in concert with the City of Lakeland to rebuild and revitalize many of our more challenged neighborhoods. The goal of the CRA is to continue to build and strengthen the heart of our city by providing the appropriate infrastructure and incentives for new and renewed property investment.

# #4

## Fastest-Growing Places in the U.S.

rated by US News

### OVERVIEW

The City of Lakeland has four CRA districts. They are Downtown, established in 1977; Dixieland and Mid Town, created in 2001; and Williams, created in 2002. Each of these areas are dependent taxing districts established by the local government for the purpose of carrying out redevelopment activities. These include reducing or eliminating blight, improving the tax base and encouraging public and private investments in the CRA.

### ORGANIZATION

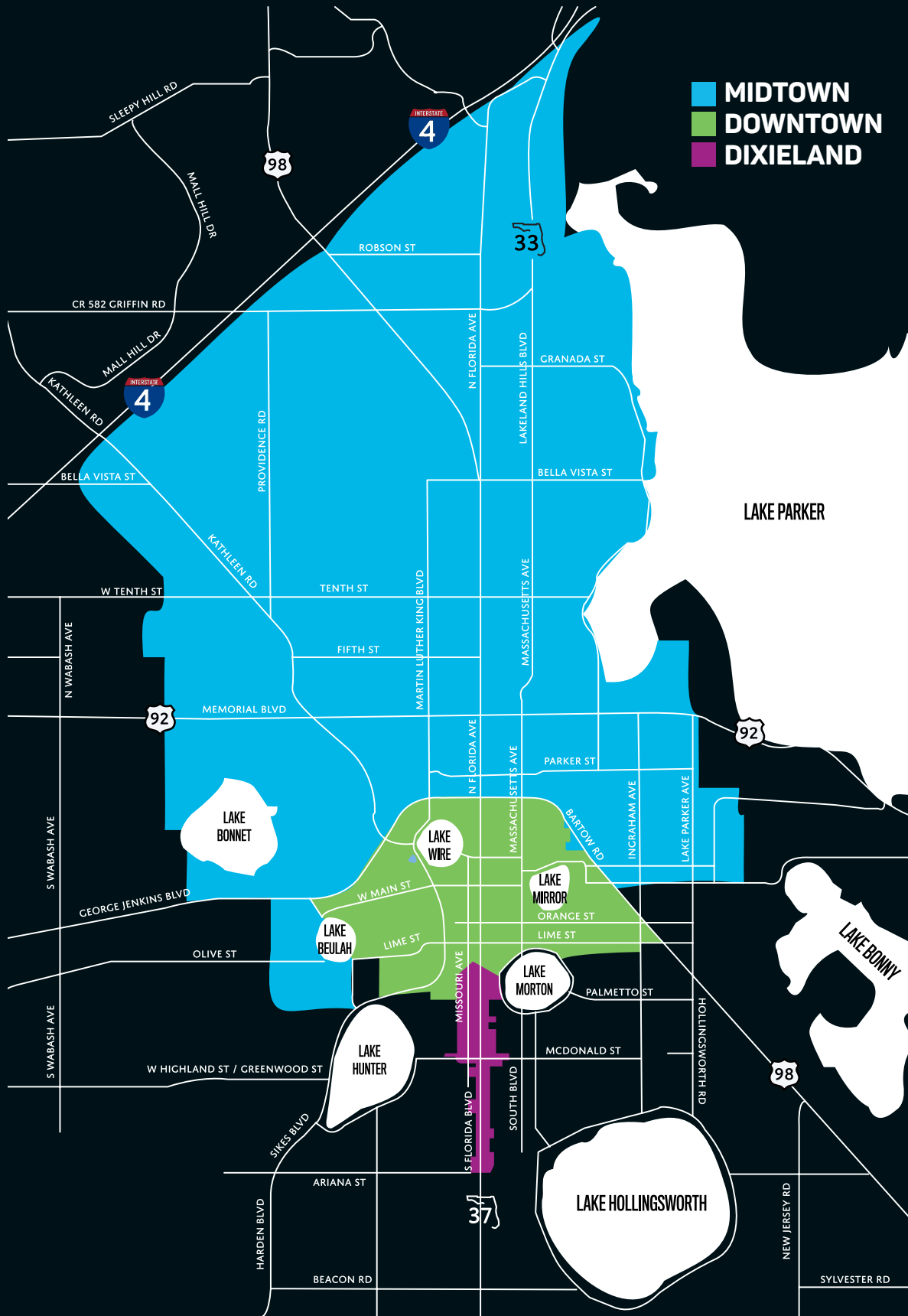
The City Commission is the official Community Redevelopment Agency for Lakeland. Each specific redevelopment area operates under the leadership of an Advisory Board.

### PROJECTS & FUNDING

CRA projects must serve a public purpose and must address concerns raised in the adopted redevelopment plans for each area. Possible CRA programs include street and streetscape improvements, park improvements, development of infill housing, recruitment of new businesses and partnership with job-training and placement services.

CRA projects are funded by “tax increment financing” which works as follows: the value of real property in a redevelopment area is determined on a fixed date; as the value of the real property appreciates, the tax revenue on the appreciated portion of the value (the increment) is set aside for CRA projects; the City and County continue to collect the tax revenue on the original real property value. Most programs are designed to leverage tax increment by encouraging private developers to invest in CRA districts.

Please visit [www.LDDA.org](http://www.LDDA.org) and [www.LakelandCRA.net](http://www.LakelandCRA.net) for additional information.



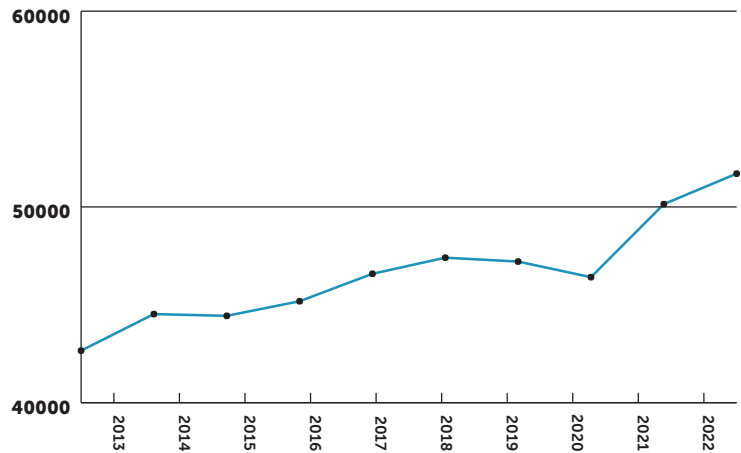
# LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

# HOUSING

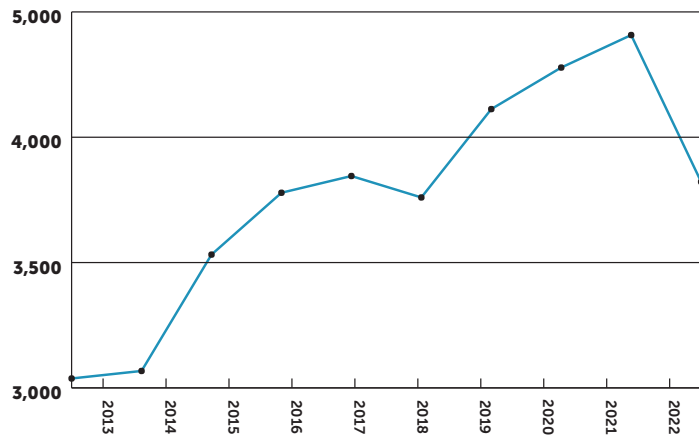
## HOUSING SALES IN LAKELAND

<b>2010</b>	2,421
<b>2011</b>	2,456
<b>2012</b>	2,817
<b>2013</b>	3,050
<b>2014</b>	3,090
<b>2015</b>	3,709
<b>2016</b>	4,038
<b>2017</b>	4,127
<b>2018</b>	4,013
<b>2019</b>	4,483
<b>2020</b>	4,704
<b>2021</b>	4,877
<b>2022</b>	4,096



## HOUSING PRICES IN LAKELAND

<b>2010</b>	\$115,075
<b>2011</b>	\$106,090
<b>2012</b>	\$118,185
<b>2013</b>	\$126,447
<b>2014</b>	\$134,892
<b>2015</b>	\$149,141
<b>2016</b>	\$164,689
<b>2017</b>	\$178,236
<b>2018</b>	\$202,768
<b>2019</b>	\$225,302
<b>2020</b>	\$234,701
<b>2021</b>	\$286,112
<b>2022</b>	\$341,083



# #1

**City to buy a home**

**BusinessInsider.com**



# HOUSING CONTINUED

## LAKELAND HOUSING STATS

**41**

**MEDIAN HOME AGE**

**\$341,083**

**AVERAGE SALES PRICE**

**\$1,941**

**MEDIAN MONTHLY RENT**

**54.7%**

**OWNER-OCCUPIED**

**27.7%**

**HOME APPRECIATION  
ONE-YEAR CHANGE**

**18.1%**

**VACANT HOUSING UNITS**

**\$344,134**

**AVERAGE LISTING PRICE**

**5.4323**

**MILLAGE RATE**

**45.3%**

**RENTER OCCUPIED**

**3.7%**

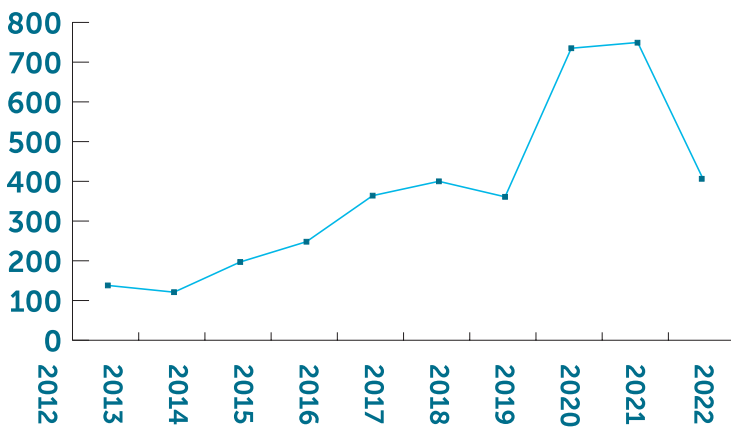
**HOME APPRECIATION  
ONE-YEAR FORECAST**

**#5**

**Highest rise in home ownership  
among millennials.**

# CONSTRUCTION & DEVELOPMENT

## SINGLE FAMILY PERMITS



YEAR	PERMITS	PERMIT VALUATION
2012	73	\$15,959,510
2013	138	\$35,707,862
2014	121	\$31,406,341
2015	197	\$100,083,414
2016	248	\$112,925,104
2017	364	\$132,210,593
2018	400	\$157,727,393
2019	361	\$144,852,054
2020	735	\$206,093,109
2021	749	\$231,358,612
2022	402	\$161,287,781

## COMMERCIAL / INDUSTRIAL SQUARE FOOT PERMITTED

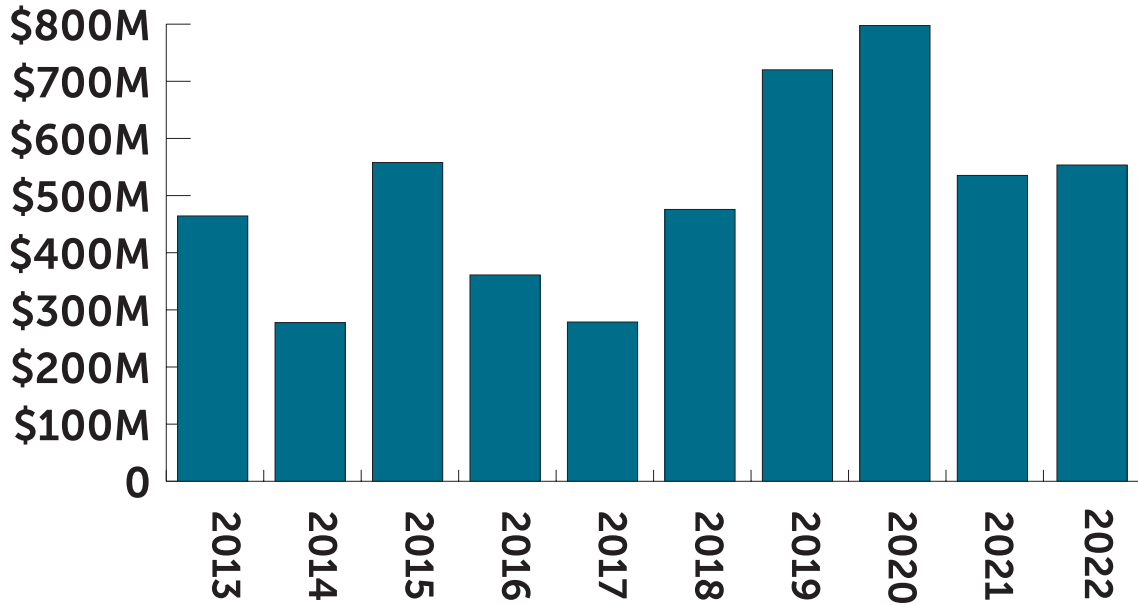
YEAR	WAREHOUSE/ INDUSTRIAL	COMMERCIAL OFFICE	COMMERCIAL RETAIL
2011	890,718	11,522	50,031
2012	192,409	61,996	132,887
2013	1,479,327	7,223	161,138
2014	1,369,759	12,000	305,856
2015	1,083,291	89,462	211,149
2016	920,805	91,206	75,243
2017	159,893	72,193	100,326
2018	2,035,924	98,503	145,943
2019	2,594,389	301,756	90,806
2020	2,708,490	17,864	122,883
2021	820,820	12,271	16,029
2022	113,419	12,673	6,332

# #2

## Fastest Growing places in the U.S.

US News

# TOTAL PERMIT VALUATION



# \$557,616,241

**2022 TOTAL VALUE OF ALL PERMITS GRANTED**



# LAKELAND

## BY THE NUMBERS



**41**

MEDIAN  
AGE



**\$53,151**

MEDIAN  
HOUSEHOLD  
INCOME



**300,258**

LAKELAND ELECTRIC  
CUSTOMER SERVICE  
AREA POPULATION



**70+**

NEIGHBORHOOD  
ASSOCIATIONS



**46,562**

HOUSEHOLDS



**\$341,083**

AVERAGE HOME  
SALE PRICE



**3**

LIBRARIES  
INCLUDING  
OVER  
**1 Million  
Titles**



**27**

PLAYGROUNDS



MILES OF TRAILS  
RECREATION FACILITIES  
TENNIS COURTS  
PLAYFIELDS  
DOG PARKS



# Lakeland

IS A GREAT PLACE TO  
LIVE • WORK • PLAY



# 2023

CITY OF LAKELAND  
DEMOGRAPHIC GUIDE



**228 S. MASSACHUSETTS AVE.  
LAKELAND, FLORIDA 33801  
863-834-6000**

