

## **BACK OFFICE ANALYSIS**

**Lakeland Economic Development Council  
210 South Florida Avenue, Suite 328  
Lakeland, Florida 33801  
863-687-3788  
Fax 863-688-2941**

## **WORKFORCE CRITERIA**

### **AVAILABILITY**

The number of 2008 Polk County high school graduates totaled over 5,000 (as of May 2008) students.

Per the Polk County School Board

### **LOCAL COLLEGE ENROLLMENT**

More than 20,000 students were enrolled in Lakeland area colleges in 2008.

### **PREVAILING MARKET WAGE**

Customer service representative-entry	\$10.28
Customer service representative-average	\$13.73
Customer service representative- experienced	\$15.46
Telemarketer- entry	\$8.80
Telemarketer- average	\$12.37
Telemarketer- experienced	\$14.15

### **WORKFORCE POPULATION**

The 2007 annual average workforce for Polk County totaled 269,074

The 2007 annual average unemployment rate for Polk County is 4.5 %

The 2007 annual average unemployment rate for Florida is 3.8%

***Source: FL Agency for Workforce Innovation 2007 Data***

Please visit our web site at for additional data on Lakeland's Workforce Population:

<http://www.lakelandcdc.com/Demographics/employment.html>

## **LEGAL CRITERIA**

### **Business Friendly Telemonitoring Legislation**

There is no legislation currently in place that requires one party/two party consent.

There is no requirement to use a tone during monitored telecommunications.

### **Right to Work State**

The Florida Constitution explicitly forbids compulsory union membership.

### **Labor Climate**

There are no local unions in Lakeland.

The unionized workforce in Florida is 6.5% for public and private companies, and under 3% for private companies. Polk County's unionized workforce is less than 5%. This is well below the National Average of 13.5%. (2001 data)

There were eleven union elections from 1990 to 1997; four union wins.

### **Employer Friendly Legislation**

Florida is an Employment at Will state, providing employment or termination of employment is not decided illegally, i.e., disabled, male female, age, etc.

## **TAXES CRITERIA**

### **Personal Income Tax**

There is no personal income tax in Florida

### **State Unemployment Tax**

The tax rate is 2.7% for the first 10 or 11 quarters depending on the quarter of the year the employer established liability. After the company establishes an employment record (generally 36 months), it is given a revised rate between 0% and 5.4%.

### **Occupational License**

The fee for an occupational license is based on the number of employees for businesses located within the county or the square footage of the office in addition to the number of employees if within the city limits.

### **Local Franchise Tax**

Charged by service providers, payable to the City/County tax collectors.

### **Sales and Use Tax**

7.0 %

### **Occupancy Tax**

Impact fees apply to new structure construction, additions or change in use.  
Permitting: \$20 certificate of occupancy fee.

### **Worker's Compensation**

The rate for code 8810 (clerical) is \$.37 per \$100.00 as of Jan. 2008.

# PROPERTY TAX CRITERIA

## Millage

3.2296 mills on 100 % valuation (per thousand of valuation).

Real Property-Residential, commercial and industrial real estate

Business Personal Property-machinery, equipment, fixtures, merchandise, etc.

Discounts are given (4% maximum) on early payment as follows:

4% discount if paid by November

3% discount if paid by December

2% discount if paid by January

1% discount if paid by February

## Computer Hardware

Assessed at just value by the county and city at the same rate as on real property.

## Computer Software

Assessed at just value by the county and city at the same rate as on real property.

## Office Furniture

Assessed at just value by the county and city at the same rate as on real property.

However, new equipment and machinery is exempt from the Florida sales tax.

# COMMUNITY CRITERIA

## I. SHARED SERVICES/BACK OFFICE OPERATIONS

### **Publix Super Markets, Inc.**

Corporate Headquarters  
1,100 Employees, Lakeland  
8,200 Total Employees in Polk County  
Established 1930

### **GEICO Direct**

Regional HQ Florida Claims Center  
1,850 Employees, Lakeland  
Established 1993

### **State Farm**

Regional Insurance Office  
1,676 Employees, Winter Haven  
Established 1975

### **GC Services**

Teleservices  
1,000 Employees, Lakeland  
Established 2001

### **Summit Consulting, Inc.**

Worker's Compensation Insurance  
654 Employees, Lakeland  
Established 1986

### **FedEx National LTL/ FedEx Freight Systems**

Back Office Accounting  
540 Employees, Lakeland  
Established 1966

### **ICT Group**

Teleservices  
500 Employees, Lakeland  
Established 1998

### **Marriott Vacation Club International**

Resort Ownership  
420 Employees, Lakeland  
Established 1975

### **Lockheed Martin**

Shared Services  
415 Employees, Lakeland  
Established 1993

### **Advantage Travel**

Teleservices  
150 Employees, Lakeland  
Established 2007

### **First Service Administrators**

Financial Operations  
100 employees, Lakeland  
Established 2007

### **Holland & Knight**

Backoffice Operations  
40 employees, Lakeland  
Established 2001

### **Allstate Insurance**

Claims Center  
35 Employees, Lakeland  
Established 1985

### **Watson's Physicians**

Financial Operations  
30 employees, Lakeland  
Established 2007

### **LRMC Orthopedic Group**

Financial Operations  
30 employees, Lakeland  
Established 2007



## Top Ten Employers

### Top 10 Lakeland Area Service and Manufacturing Businesses

#### Services

[Publix Super Markets, Inc.](#) (6,644) Supermarkets (stores & warehouse)

Phone: 863-688-1188

P.O. Box 407, Lakeland, FL 33802

[Lakeland Regional Medical Center](#) (4,540) Hospital

Phone: 863-687-1100

P.O. Box 95448, Lakeland, FL 33804

[GEICO](#) (1,850) Insurance

Phone: 863-648-2871

P.O. Box 33040, Lakeland, FL 33807-3040

[Watson Clinic](#) (1,500) Medical Clinic

Phone: 863-680-7000

P.O. Box 95000, Lakeland, FL 33804

[GC Services](#) (1,000) Teleservices

Phone: 863-413-5115

1775 Interstate Drive, Lakeland, FL 33805

[Summit Consulting](#) (1,000) Insurance

Phone: 863-665-6060

2310 Commerce Point Drive, Lakeland, FL 33801

[Rooms To Go](#) (900) Furniture Distributor

Phone: 863-686-3737

1475 Airport Road, Lakeland, FL 33811

[FedEx National LTL](#) (720) Trucking & Logistics

Phone: 863-687-4545

P.O. Box 95002, Lakeland, FL 33804-5002

[Saddle Creek Corporation](#) (680) Trucking & Logistics

Phone: 863-665-0966

3010 Saddle Creek Road, Lakeland, FL 33801

[Advance Discount Auto Parts](#) (475) auto parts distribution

Phone: 863-687-9226

4900 Frontage Rd. S., Lakeland, FL 33815-1300



## Manufacturing

[Publix Super Markets, Inc.](#) (1,419) Deli, Dairy, & Bakery

Phone: 863-688-1188

P.O. Box 407, Lakeland, FL 33802

[Key Safety Systems, Inc.](#) (580) Air Bag Manufacturing

Phone: 863-668-6000

5300 Allen K. Breed Hwy., Lakeland, FL 33811

[McDonald Construction Corp.](#) (400) Construction

Phone: 863-646-5763

P.O. Box 5109, Lakeland, FL 33802

[The Ledger Publishing Company](#) (360) Newspaper

Phone: 863-687-7051

P.O. Box 408, Lakeland, FL 33802

[Country Hearth Bread](#) (340) Bakery

Phone: 863-682-1155

P.O. Box 1707, Lakeland, FL 33802

[Pepperidge Farm](#) (288) Bakery

Phone: 863-688-4000

2222 Interstate Dr., Lakeland, FL 33805-2399

[Tampa-Maid Foods](#) (260) Shrimp Processing

Phone: 863-687-4411

1600 Kathleen Rd., Lakeland, FL 33809

[Carpenter Company](#) (235) Insulation

Phone: 863-682-2188

5100 Frontage Road South, Lakeland, FL 33815

[FMC Corporation](#) (190) Citrus Processing Machinery

Phone: 863-683-5411

P.O. Box 1708, Lakeland, FL 33802

[Keymark](#) (175) Aluminum Extrusions

Phone: 863-858-5500

2540 Knights Station Road, Lakeland, FL 33810

## Government

[City of Lakeland](#) (2,600) Government

Phone: 863-834-6000

228 S. Massachusetts Ave., Lakeland, FL 33801

# COMMUNITY CRITERIA

## III. HOUSING

### LAKELAND HOME SALES

<i>Year</i>	<i>Units Sold</i>	<i>Average Price</i>
1991	1203	\$72,253
1992	1320	\$80,171
1993	1141	\$74,401
1994	1667	\$78,844
1995	1923	\$86,803
1996	1760	\$84,359
1997	1873	\$90,176
1998	1630	\$90,385
1999	2219	\$93,144
2000	2450	\$96,907
2001	2561	\$104,546
2002	2629	\$108,306
2003	2883	\$119,162
2004	2,938	\$133,440
2005	3,676	\$175,224
2006	3,371	\$196,290
2007	1,212	\$196,291
2008*	952	\$166,856

***\*YTD – As of June 30, 2008***



Source: Estimates based on information from the Lakeland Association of Realtors 2008

# COMMUNITY CRITERIA

## IV. Office Space

Gross Lease rate for class A&B office space (base rent and operating expense components).

- **Downtown Market**

base rent	\$16-24 psf, modified gross
operating expense	\$5-\$7 pass through

- **Suburban Market**

base rent	\$ 18-21 psf, modified gross
operating expense	\$ 2-3 pass through

## **COMMUNITY CRITERIA, CONT'D.**

### **V. MEDICAL**

#### **HOSPITALS IN POLK COUNTY**

<b>Lakeland Regional Medical Center, Lakeland</b> 851 Beds	863-687-1000
<b>Winter Haven Hospital, Winter Haven</b> 527 Beds	863-293-1121
<b>Lake Wales Medical Centers, Lake Wales</b> 154 Beds	863-676-1433
<b>Heart of Florida, Haines City</b> 115 Beds	863-422-4971
<b>Columbia Bartow Memorial, Bartow</b> 56 Beds	863-533-8111
<b>All Children's Hospital, Lakeland</b> Outpatient facility	800-456-4543

**MEDICAL DOCTORS IN POLK COUNTY, 2007**  
938

**DENTISTS IN POLK COUNTY, 2007**  
169

# **COMMUNICATIONS**

## **FIBER OPTIC CABLE**

All Verizon switches are connected using fiber optic cables and have diverse routing. Fiber optic cable is extensively deployed throughout Lakeland and Polk County.

## **LOCAL TELEPHONE COMPANY, VERIZON FLORIDA**

Verizon provides equal access connectivity to any access providers certified by the Florida Public Service Commission. Verizon SmartParks bring advance telecommunications capabilities to business parks, allowing tenants to benefit from high-speed, error-free data transfer and voice building networking with redundancy and diverse routing. Currently, City Center Park and Lakeland Interstate Business Park are designated Verizon SmartParks with the feature-rich telecommunications infrastructure.

## **ISDN CAPABILITIES**

ISDN is available everywhere in Lakeland and Polk County.

## **DIVERSE LOCAL TELEPHONE SERVICE**

All Verizon switches are digital with redundant systems and diverse fiber optic routing to ensure maximum network reliability. Verizon continually adds enhancements to switching equipment and product line. Verizon has pricing latitude allowing sales engineers to custom design applications for advanced services including CentraNet and ISDN. The engineers will work directly with clients to design and price the correct telecommunications solution.

# COMMUNICATIONS

## POINTS OF PRESENCE

Verizon provides equal access connectivity to any long distance carrier certificated by the Florida Public Service Commission.

### LONG DISTANCE CARRIERS

Verizon Long Distance

AT&T

MCI

Sprint

Worldcom & others

### HUB LOCATIONS

412 E. Madison, Tampa  
1103 N. 22<sup>nd</sup> St., Tampa  
3357 US Hwy 92, Lakeland  
515 Avenue T, NW, Winter Haven  
2261 Massaro Blvd., Tampa  
1315 Stringfield, Sarasota  
4502 Seedling Cir., Tampa  
2205 118<sup>th</sup> Ave. N, St. Petersburg  
Virtual Point of Presence at:  
821 1<sup>st</sup> Ave. N, St. Petersburg  
1280 E. Cleveland, Clearwater

\*210 Recker Hwy, Auburndale  
501 E. Kennedy Blvd., Tampa  
12000 25<sup>th</sup> Ct., Feathersound  
Virtual Point of Presence at:  
GTE's Clearwater Main Central Office  
GTE's Sarasota Main Central Office

Three Tampa City Center, Tampa

Multi-tenant long distance carrier hub  
1103 N. 22<sup>nd</sup> St., Tampa  
412 East Madison, Tampa  
3357 US Hwy 92, Lakeland

***All carriers use digital switches and fiber optic networks***

***\* only 10 miles from Lakeland***