



MELBOURNE *regional*
CHAMBER of East
Central Florida

**BUSINESS
RESOURCE
GUIDE**

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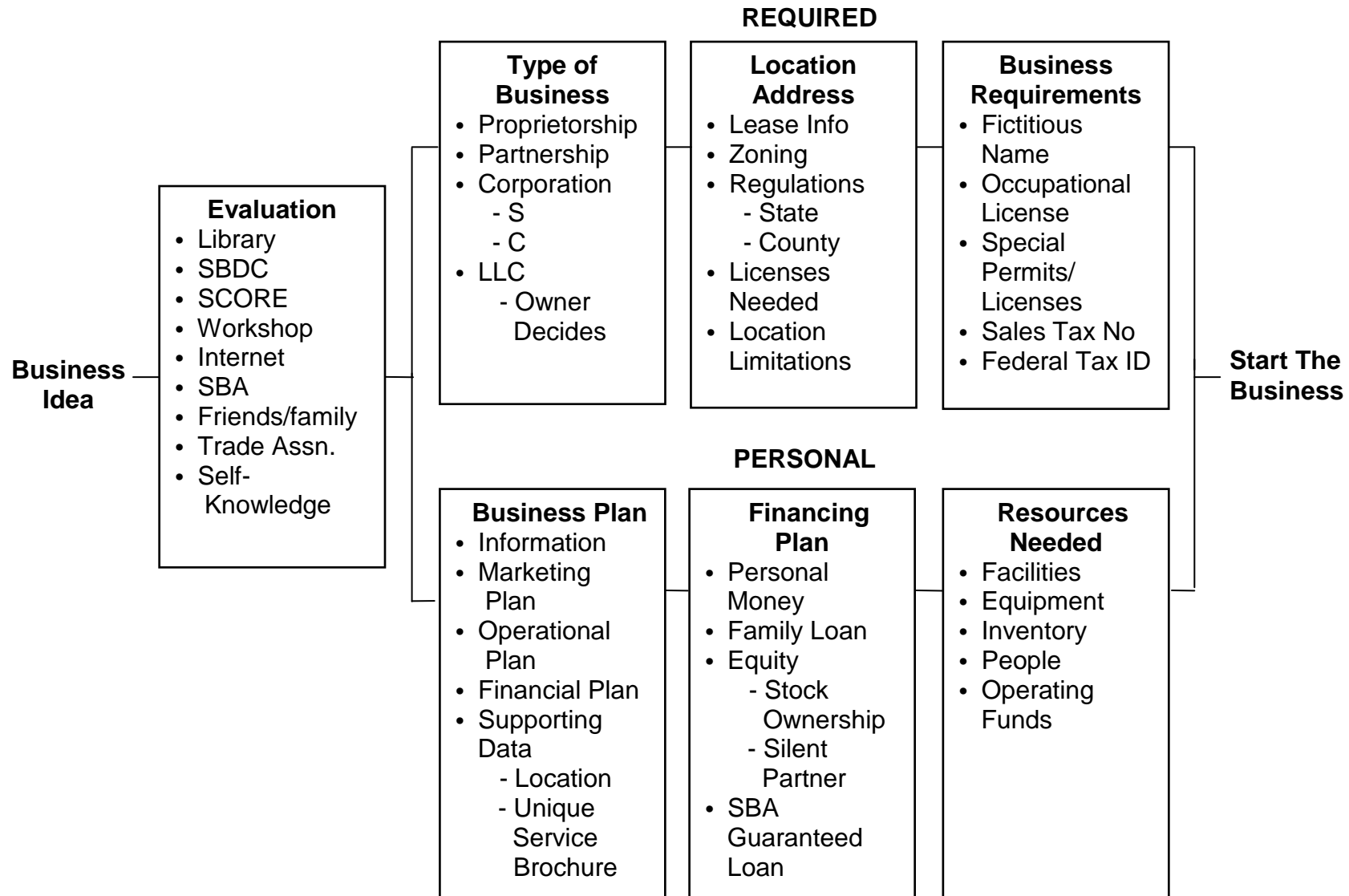
INTRODUCTION

This Business Resource Guide is a compilation of business resources intended to provide assistance to those interested in starting a business as well as a resource for existing businesses interested in obtaining additional information and expertise to further enhance their success.

The Business Resource Guide is a project of The Melbourne Regional Chamber of East Central Florida's Small Business Committee whose mission is to connect small business members with networking opportunities, information, assistance and resources that will help them best utilize their membership and contribute to their success.

If you are not a member of The Melbourne Regional Chamber, we invite you join and protect the investment you have made in your own business by establishing a network of contacts, taking advantage of educational opportunities, and participating in Chamber events, all designed to help you succeed in business.

Getting Started in Business Flow Chart



Licensing/Registration

- Many business and professions are licensed by the state and/or county.
- Local occupational licenses are also required for most businesses and are issued by the city clerk and county tax collector in most areas.
- Local government agencies issue certificates of occupancy and zoning permits to operate a business in a particular area, including home-based businesses.
- For information on state-regulated professions and businesses, contact the Florida State Department of Business & Professional Regulations. www.myfloridalicenses.com.
- For information on county-regulated professions and businesses, contact Brevard County License Regulation and Enforcement Division. www.brevardcounty.us/licensing/home

Division of Corporations (Florida Department of State)

State agency for business entity filings, annual reports, fictitious names, trademarks and service marks.

Mailing Address: Department of State Division of Corporations Corporate Filings

P.O. Box 6327, Tallahassee, FL 32314

Physical Address: 409 E. Gaines Street, Tallahassee, FL 32399

Website: www.sunbiz.org

Division of Corporations Telephone Directory:

All General Inquiries	(800) 755-5111
Amendments/Dissolutions/Withdrawals	(850) 245-6050
Annual Reports	(850) 245-6056
Certification/Copy Requests	(850) 245-6053
Corporate Reinstatements	(850) 245-6059
Fictitious Name Filings (Registrations, Renewals)	(850) 245-6058
Florida Profit & Non-Profit Articles	(850) 245-6052
Internet Assistance	(850) 245-6939
Lien Filings (Federal Tax Liens)	(850) 245-6011
Lien Filings (Judgment Liens)	(850) 656-7463
Limited Liability Company (LLC) Filings	(850) 245-6051
Mergers/Registered Agent Changes	(850) 245-6050
Partnership Filings (General, Limited, Limited Liability)	(850) 245-6051
Trade & Service Mark Filings	(850) 245-6051

FLORIDA TODAY Newspaper

Ph: (321) 242-3500

Website: www.floridatoday.com

- Local area daily newspaper used to insert a notice of fictitious name (if the business will be conducted under a name other than your own) and record affidavit at the County Courthouse.
- In addition, you must insert a Notice of Intention to Purchase under Bulk Sales Law, if the stock of goods, wares, or merchandise and/or business fixtures or equipment of existing business is being purchased.

Brevard County Government Services Government Center

2725 Judge Fran Jamieson Way

Melbourne, FL 32940

Ph: (321) 633-2000

Website: www.brevardcounty.us

- Contractor Licensing Regulation & Enforcement (321) 633-2058
- Environmental Health Services (State agency) (321) 633-2100
- Planning & Zoning (Growth Management) (321) 633-2069
- Land Development & Site Plan Review (321) 633-2065
- Building Code (Pulling Building Permits) (321) 633-2072
- Permitting & Enforcement (321) 690-6875
- Property Appraiser - www.brevardpropertyappraiser.com
 - Melbourne Office (321) 255-4440
 - Palm Bay Office (321) 952-4574
 - Titusville Office (Main) (321) 264-6700
 - Viera Office (321) 690-6880
- Occupational Licenses - www.brevardtaxcollector.com
 - Melbourne Office (321) 255-4453
 - Merritt Island Office (321) 455-1413
 - Palm Bay Office (321) 952-6325
 - Titusville Office (321) 264-6910

Cities & Municipalities in South Brevard County

Indialantic Town Hall

216 Fifth Avenue

Indialantic, FL 32903

Ph: (321) 723-2242

Website: www.indialantic.com

Indian Harbour Beach City Hall

2055 S. Patrick Drive

Indian Harbour Beach, FL 32937

Ph: (321) 773-3181

Website: <http://www.indianharbourbeach.org/>

Malabar Town Hall

2725 Malabar Road

Malabar, FL 32950

Ph: (321) 727-7764

Website: www.townofmalabar.org

Melbourne City Hall

900 E. Strawbridge Avenue

Melbourne, FL 32901

Ph: (321) 608-7000

Website: www.melbourneflorida.org

Melbourne Beach Town Hall

507 Ocean Avenue

Melbourne Beach, FL 32951

Ph: (321) 724-5860

Website: www.melbournebeachfl.org

Melbourne Village Town Hall

555 Hammock Road

Melbourne Village, FL 32904

Ph: (321) 723-8300

Palm Bay City Hall

120 Malabar Road SE

Palm Bay, FL 32907

Ph: (321) 952-3400

Website: www.palmbayflorida.org

- Palm Bay Economic Development website www.palmbayflorida.org/economic, this website highlights economic and business development opportunities, including a detailed profile of the city complete with demographics, population, business incentives, educational opportunities for job seekers, networking opportunities and more. Edyie McCall is the Business Development Administrator. (321) 952-3426

Palm Shores Town Hall

5030 Paul Hurtt Lane

Palm Shores, FL 32940

Ph: (321) 242-4555

Website: www.townofpalmshores.org

Rockledge City Hall

1600 Huntington Lane

Rockledge, FL 32955

Ph: (321) 690-3978

www.cityofrockledge.org

Satellite Beach City Hall

565 Cassia Blvd.,
Satellite Beach, FL 32937
Ph: (321) 773-4407
Website: www.satellitebeach.org

West Melbourne City Hall

2285 Minton Road
West Melbourne, FL 32904
Ph: (321) 727-7700
Website: www.westmelbourne.org

TAXES

- In addition to federal taxes such as corporate income tax and unemployment tax, most businesses in Florida are required to pay state taxes such as sales and use tax, discretionary sales surtax (local option taxes), unemployment tax, communications services tax, corporate income tax, and use tax on out-of-state purchases.
- Certain businesses must also pay tangible or intangible personal property tax. Florida law requires many businesses to e-file their tax returns. Businesses must pay electronically through www.myflorida.com/dor, if they pay more than \$30,000 per year in sales or fuel tax; have 10 or more employees on whom they pay unemployment tax in any calendar quarter; or remit any fuel tax or file consolidated tax returns for locations in more than one county.
- Contact the agencies listed below to determine your business tax responsibilities.

Florida Department of Revenue

Cocoa Service Center
2428 Clearlake Rd., Bldg. M
Cocoa, FL 32922-5731
Ph: (321) 504-0950 (local office) (800) 352-3671 (state office)
Website: www.myflorida.com/dor/

- The Florida Department of State handles corporate filings, fictitious name and partnership registrations.
- The Florida Department of Revenue collects state taxes. Businesses obtain a Florida Sales Tax number and report sales tax collections monthly to the Department.
- You can register to collect and/or pay tax in Florida and enroll to file and/or pay tax electronically via the Department's Website at www.myflorida.com/dor and clicking on "e-Services."
- If do not have Internet access, you can obtain a paper "Application to Collect and/or Report Tax in Florida" (form DR-1) from your local DOR Service Center.

Internal Revenue Service

Internal Revenue Service (local office)
431 N. Wickham Road
Melbourne, FL 32935
Ph: (321) 253-7700 & 1-800-829-3676

Federal Tax Information:

Ph: 1-800-829-1040

Website: www.irs.gov

- The IRS Provides information on employee withholding taxes (income and Social Security taxes), company taxes, federal unemployment taxes, and obtaining an Employer Identification Number (EIN).
- The IRS also conducts free small business workshops.
- Taxpayers can call 1-800-829-4933 to obtain an Employer Identification Number (EIN). Detailed information and an electronic SS-4 can be found at: www.irs.gov/businesses/small and click on link titled "Employer ID Numbers (EINs)."

Social Security Administration

Social Security Office – South Brevard
1715 W. Nasa Blvd.
Melbourne, FL 32901
Ph: 866-716-7667
Website: www.ssa.gov

- Employers must withhold Social Security and Medicare taxes from employees' wages and pay a matching amount. These taxes have different rates and only the social security tax has a wage base limit. There is no wage base limit for Medicare tax; all covered wages are subject to Medicare tax.
- To learn more about the five major benefits covered by Social Security taxes (retirement, disability, family benefits, survivors and Medicare), please refer to the Social Security Administration's Website.

GOVERNMENT AGENCIES – STATE & LOCAL

Enterprise Florida, Inc. (Headquarters)

800 N. Magnolia Ave, Suite 1100

Orlando, FL 32803

Ph: (407) 956-5600

- Enterprise Florida, Inc. (EFI) is the public-private partnership responsible for leading Florida's statewide economic development efforts. The organization's mission is to diversify Florida's economy and create better paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries.
- EFI focuses on high-value sectors such as: international commerce, information technology, life sciences, aviation/aerospace, homeland security/defense, financial/professional services and modeling/simulation/training (part of IT).

Florida Division of Corporations (Secretary of State)

Department of State - Division of Corporations

Corporate Filings

P.O. Box 6327

Tallahassee, FL 32314

Ph: (850) – 245-6052

Website: www.dos.state.fl.us/doc/ or www.sunbiz.org

- The Division of Corporations is a ministerial filing agency which serves as the statewide central repository for business entity filings and annual reports, the statewide central filing office for judgment lien filings, and the statewide central registration office for fictitious names, trademarks and service marks. The Division is also the resource for information contained in these records.

Florida Department of Business & Professional Regulation

DBPR Customer Contact Center

1940 North Monroe Street

Tallahassee, FL 32399-1027

Ph: 1-850-487-1395

Website: www.myfloridalicense.com

- The Florida Department of Business & Professional Regulation oversees the licensure and regulation of nearly 200 classes of professions and occupations. Our regulatory reach is extensive, encompassing the hospitality industry, pari-mutuel wagering, licensed professions and occupations, alcohol and tobacco sales, and real estate, mobile homes and condominiums.

Florida Department of Financial Services

FLDFS - Central Florida Region Office
Hurston Building, South Tower
400 W. Robinson Street, Suite S-225
Orlando, FL 32801-1799
Ph: (407) 245-0608
Toll-Free: 1-800-342-2247 (Florida residents only)
Website: www.fldfs.com

- Regulatory and licensing department for state-chartered lending institutions, mortgage brokerage & lending, consumer finance loans, securities, certified capital companies, retail installment sales, commercial collection agencies, funeral and cemetery services.

**Department of Labor
Florida Division of Worker's Compensation**

Bureau of Compliance
400 W. Robinson Street, Suite-N509
Room 211, North Tower
Orlando, FL 32801-1756
Ph: (407) 835-4406
Website: www.fldfs.com/wc/

- Under the Florida Department of Financial Services, this Division operates to ensure the self-execution of the workers' compensation system through educating and informing all stakeholders in the system of their rights and responsibilities, compiling and monitoring system data, and holding parties accountable for meeting their obligations.

Unemployment Compensation Division - Information for Employers

Agency for Workforce Innovation
107 East Madison Street
Caldwell Building
Tallahassee, FL 32399-4120
Website: www.floridajobs.org/unemployment/empruc.htm

- Agency responsible for implementing policy dealing with workforce development programs, welfare transition, unemployment compensation, workforce information services and labor market information.

State of Florida - Government Directory Assistance
Ph: (850) 488-1234

State of Florida - State Information Operator
PH: (407) 245-1745

Assistance Organizations

45th Space Wing
1201 Minuteman Street, Bldg. 423, Room C-110
Patrick Air Force Base, FL 32925
Ph: (321) 494-2207
Fx: (321) 494-5599
E-mail: alice.oneil@patrick.af.mil
Contact: Alice O'Neil

Purpose: Counsel small businesses on how to do business with the Air Force at Patrick Air Force Base
Hours: Mon - Fri - 7:30 AM - 4:15 PM
Client Base/Fees: Serve all clients

Better Business Council (BBC) of Melbourne Regional Chamber of East Central Florida

1005 E. Strawbridge Avenue
Melbourne, FL 32901
Ph: (321) 984-8454
Fx: (321) 725-2093
E-mail: bbc@melbourneregionalchamber.com -
Website: www.melbourneregionalchamber.com
Contact: Chuck Galy or Lisa Rouede

Purpose: Provide membership referral services, free arbitration and consumer education
Resources: Member/complaint database
Meeting Date: Fourth Wednesday of each month at 8:00 a.m.
Client Base/Fees: Membership fees \$150 per year. Qualifications to join include: A current member in good standing of The Melbourne Regional Chamber, properly licensed & insured, in business locally for at least six months, and no outstanding or unresolved complaints filed with the BBC against your business.

Brevard Community College Regional Small Business Development Center

3865 N. Wickham Road
Melbourne, FL 32935
Ph: (321) 632-1111
Fx: (321) 634-3721
E-mail: peakev@brevardcc.edu
Email: pfrimmers@brevardcc.edu
Website: www.brevard.cc.fl.us
Contact: Vicky Peake Ext. 5573 or Sandy Pfrimmer Ext. 5570

Purpose: Assist entrepreneurs through counseling, seminars, and workshops. Promote economic development by responding to the

Continued: (Brevard Community College Regional Small Business Development Center)

needs of small businesses in Brevard. Provide business professionals an opportunity to contribute to the community through volunteering as a consultant to business owners.

Resources: Counseling with certified volunteer business analysts, small group counseling, roundtables and training programs. Special international quality and electronic data interchange programs.

Meeting Dates: Various times at main college office and Melbourne Regional Chamber

Client Base/Fees: Assist business start-up and enhance existing businesses with FREE coordinator counseling.

Brevard Small Business Assistance Council

Hoyman Dobson & Company

215 Baytree Drive

Melbourne, FL 32940

Ph: (321) 255-0088

Contact: Neil Jackson , Website: www.bsbac.org

Purpose: Promote the exchange of ideas, methods, experiences and general information among government agencies and contractor personnel in small business utilization programs.

Resources: Membership consists of federal, state, county, city, academic, legal, military or large private sector organizations interested in the development, operation, clarification, implementation and improvement of small business programs.

Meeting Time: Meet quarterly at various members' facilities within Brevard County.

Brevard Workforce Development Board

5275 Babcock St NE Ste 8B, Palm Bay, FL 32905

Ph: (321) 504-7600 1-800-955-8770

Fx: (321) 504-7600

Website: <http://www.brevardjoblink.org/>

Contact: Lisa Rice

Purpose: To facilitate and be the catalyst for training and educational services that are responsive to the employment needs of Brevard County.

Resources: Vocational/technical training; workforce development; business services; employee hiring; job preparation; resume writing; interview skills; employability skill training

Meeting Time: Board meeting - bimonthly, 3rd Friday, 8:30 a.m. at BCC Cocoa Administration Board Room.

Client Base/Fees: No charge for eligible customers; no charge for businesses hiring our customers

- Qualifications for Assistance: Laid-off workers or long-term unemployed; economically disadvantaged citizens and those with barriers to employment

Canaveral Port Authority and Foreign Trade Zone #136

P.O. Box 267

Cape Canaveral, FL 32920

Ph: (321) 783-7831

Fx: (321) 783-6223

E-mail: portcan@aol.com

Website: www.portcanaveral.org

Contact: Dixie Sansom

Purpose: Operation of deep water port and Foreign Trade Zone
Resources: Deep Water Port with cargo and cruise facilities.
Meeting Time: Commission meets on 3rd Wednesday of each month at 2:00 p.m.
Client Base/Fees: Start up and existing international, domestic and FTZ businesses.

- Qualifications for Assistance: Desire for import/export information.

The Library of Congress

U.S. Copyright Office

101 Independence Avenue S.E.

Washington, D.C. 20559-6000

Ph: (202) 707-5000

Website: <http://www.loc.gov/>

Copyright Hot Line: (202) 707-5959

Or 1-877-476-0778 (toll free)

Economic Development Commission of Florida's Space Coast

597 Haverty Ct. Ste-100

Rockledge, FL 32955

Ph: (321) 638-2000 or 1-800-535-0203

Fx: (321) 633-4200

E-mail: edcfsc@edc-space.org

Website: www.spacecoastedc.org

Contact: Lynda Weatherman

Purpose: To create value-added jobs for the Brevard County community through the recruitment and retention of industry.
Resources: General demographics, market research, labor and wage analysis, industrial building availability and marketing, directory of manufacturers, and confidential site relocation assistance.
Client Base/Fees: No charge for assistance. Services for existing, new and relocating industry (manufacturing and high tech mainly) as well as the general public.

Technological Research and Development Authority (TRDA)

1050 W. NASA Blvd.
Melbourne, FL 32901
Telephone: (321) 872-1050
Fax: (321) 872-1051

Small business development is good for America because it creates jobs and positively impacts local, state and national economies. However, launching a small business isn't easy, and the first two to three years are the most difficult. Start-up costs are high, and revenue generation is often slow. Nationally, more than **70%** of start-ups fail in the first three years of operation. The TRDA is working hard to nurture start-ups for success.

The TRDA provides valuable resources for start-up technology companies at its [Business Innovation Center](#).

Through a network of business incubators, the TRDA provides start-up companies with a quality environment and the hands-on assistance they need to grow and prosper. Resources include access to modern office space, shared office resources, business services, investment capital and more. As a result, the start-up companies receive the tools they need to evolve from start-ups to mature companies.

- [Business Incubation Program Milestones](#)

For more general information/statistics about business incubation, visit any one of the following sites:

- [Florida Business Incubator Association \(FBIA\)](#)
- [National Alliance of Clean Energy Business Incubators](#)
- [National Business Incubation Association \(NBIA\)](#)

Founders Forum

c/o SBDC @ BCC
3865 N. Wickham Rd
BLDG 10 Room 122
Melbourne, FL 32935
Ph: 321-433-5570
Fx: 321-433-5708
webcontact@foundersforum.com

Purpose:	Non-profit Corporation dedicated to the needs of entrepreneurs.
Meeting Date:	Series of dinner meetings arranged Monthly. Announced on a line card and through Brevard business publications.
Client Base/Fees:	\$35 with pre-registration; \$40 at the door; \$20, with pre-registration. Season tickets available for 160 Board arranges monthly dinner meetings.

Home Builder & Contractors Association of Brevard (HBCA)

1500 W. Eau Gallie Blvd.

Melbourne, FL 32935

Ph: (321) 254-3700

Fx: (321) 259-9504

Contact: Frank Keiser

Purpose: Trade Association for the Construction & Home Building Industries. Development of professionalism. Education of members. Promotion of better service to the buying public.

Resources: Remodelers council referral service (321) 768-9412. Housing Problems assistance. Education seminars for the public.

Meeting Dates: Monthly meeting of committees and leadership.

Foreign Trade Zone #136

P.O. Box 267

Cape Canaveral, FL 32920

Ph: (321) 783-7831

Fx: (321) 783-3748

E-mail: ftz136@aol.com

Website: www.portcanaveral.org

Contact: Susan Cossey

Purpose: As a Grantee of FTZ #136 they offer duty deferral programs for companies engaging in international business.

Resources: Marketing brochures, training, consultations.
Meetings: By appointment.

Client Base/Fees: Client base companies whom import/export, fee quoted.

Melbourne Regional Chamber of East Central Florida

1005 E. Strawbridge Avenue

Melbourne, FL 32901

Ph: (321) 724-5400

or 1-800-771-9922

Fx: 321) 725-2093

Website: www.melbourneregionalchamber.com

Contact: Charles Galy, Executive Vice President

Purpose: To create an environment where businesses will succeed.

Resources: Publications available include: Demographics (Economic Profile), Directory of Manufacturers, maps, on Brevard County, Relocation Guide, Visitors Guide, and Reference materials. Networking functions to include: Monthly "Business Breakfast of Champions"

Meetings, Tabletop Expos Business development Seminars, Committee Meetings and various other events.

Meeting Date: First Thursday of month - Monthly Membership Breakfast - location varies; other committee meetings at various times throughout the month. Check the monthly newsletter and calendar of events for dates and locations.

Client Base/Fees: Businesses, civic, charitable and social service organizations as well as individuals. Membership fees are based on size of company and vary depending on number of employees, call for information/fees.

Midwest Research Institute (MRI)

1470 Treeland Blvd.

Palm Bay, FL 32909

Ph: (321) 723-4547

Fx: (321) 722-2514

Website: www.mriresearch.org

Contact: LeeAnn Smithson

Purpose: Chemical, Analytical, Biological, and Environmental Testing and Research; Education.

Resources: Over \$4 million in instrumentation, experienced PhD level staff affiliated with BCC, UCF and University of Florida.

Meeting Date: Hours Mon - Fri 8:00 AM - 5:00 PM

Client Base/Fees: Various industries requiring testing, analytical, problem solving and research facilities.

- Qualifications for Assistance: Provide assistance to small businesses needing access to equipment and experienced personnel.

National Association of Women Business Owners (NAWBO)

Florida Space Coast Chapter

c/o: BCC Melbourne Campus, CM – 122

3865 N. Wickham Road - CM 122

Melbourne, FL 32935

Ph: (321) 632-1111

x 33201

or 32760

Fx: (321) 634-3721

Website: <http://www.nawbo.org/>

E-mail: Peake.V@A1.brevard.cc.fl.us

Contact: Vicky Peake or Barbara Butler

Purpose: To support and assist women business owners with finance, education and resources.

Resources: National and regional networks of women business owners.

Patent & Trademark Office

Applications for patents and trademarks can be obtained by contacting:

Commissioner of Patents and Trademarks

Washington D.C. 20231

Ph: (800) 786-9199

Website: www.loc.gov

The Reusable Resources Adventure Center (TRRAC)

(Formerly known as the Brevard Schools Recycle Center)

2255 Meadowlane Avenue

West Melbourne, FL 32904

Ph: (321) 729-0100

Contact: Walter Drew

Purpose: Collect, clean, safe materials from industry and business waste products to provide creative resources for education.

Client Base/Fees: Work with all businesses, no fees, ask for a donation proportional to savings in landfill fees when possible.

- **Qualifications for Assistance:** Accept a wide range of materials from paper & wood to foams, plastics, books and textiles.

Space Coast World Trade Council

P. O. Box 540490

Merritt Island, FL 32954-0490

Ph: (321) 724-5769

Fx: (321) 783-3748

Email: mwilliams@portcanaveral.org

Contact: Mary Williams, Exec. Asst

- **Purpose:** Advance international economic development in Brevard County and enhance membership professionalism through education, interaction and the exchange of information.

Resources: Library at Canaveral Port Authority, National Trade Data Bank, seminars and workshops.

Meeting Time: Monthly Membership meetings take place at various locations throughout Brevard County.

Client Base/Fees: International importers/exporters in all phases of business.

Brevard Workforce

Country Club Plaza
5275 Babcock St., NE
Suite 8B
Palm Bay, FL 32905
Ph: (321) 504-7600
info@brevardworkforce.com

- **Purpose:** Brevard Workforce is a network of "one-stop" **career centers** that offer a variety of services to both job seekers and employers.

Hours: M,Tu,W,F - 8 AM - 5 PM

Th 9 AM - 7 PM

BizLaunch Job Club – Rockledge Career Center

BizLaunch is a weekly networking, support and skill building group for those with an entrepreneurial spirit. Whether you're still in the exploration stage, or are ready to launch or have already launched your own business, BizLaunch will put you in touch with like-minded individuals where you can share, discuss and explore solutions in real-time. Weekly topical presentations and workshops facilitated by business professionals and successful entrepreneurs will provide you with the tools you need to go from business idea to launch.

<http://brevardworkforce.com/take-action/calendar?d=2012-02-29&em=1>

Space Florida / Mailing Address:

PO Box 656
Cape Canaveral , FL 32920

Corporate Office/Physical Address:

Bldg M6-306. Room 9030 M.S. SPFL
State Road 405
Kennedy Space Center, FL 32899

South Campus Office (Cape Canaveral)

100 Space Port Way
Cape Canaveral, FL 32920
Fax: (321)- 323-5070
Ph: (321)- 730-5301
Fax: (321)- 730-5307

Spaceflorida.gov

- **Purpose:** Space Florida is an Independent Special District of the State of Florida, created by Chapter 331, Part II, Florida Statutes, for the purposes of fostering the growth and development of a sustainable and world-leading space industry in Florida.

Florida High Tech Corridor

1055 AAA Drive Suite 140, Heathrow, FL 32746

P: (407) 708-4630

F: (407) 708-4635

Floridahightech.com

Purpose: The Florida High Tech Corridor Council (FHTCC) is a regional economic development initiative of the **University of Central Florida (UCF)**, the **University of South Florida (USF)** and the **University of Florida (UF)** whose mission is to grow high tech industry in the region through research, workforce development and marketing programs.

Disney Entrepreneur Center

315 E. Robinson Street, Suite 100, Orlando, FL 32801

Ph: 407-420-4848

disneyec.com

Purpose: The Disney Entrepreneur Center provides a single location where small businesses can access a variety of business resources, technology, research tools and more than 8 resident support organizations who can provide free One-on-One Business Coaching, Low-cost Seminars, Powerful Networking Events, Access to Business Building Tools and Resources, Certification assistance for Minority Owned Businesses, Connections to Procurement Opportunities and Publicity Opportunities.

THE FLORIDA SCORECARD

BY THE NUMBERS

brought to you by the



February 2012

www.TheFloridaScorecard.com

Florida's unemployment rate fell to a two-year low in January 2012 despite a large decrease in non-farm payroll employment. This simultaneous decline in the unemployment rate and employment loss may be a signal that more Florida residents have exited the labor force or otherwise are not counted as unemployed. In addition, at a level of 24,783 units in January, Florida home foreclosures are trending up over the year by 14%. This increase is likely caused by the dissipating moratorium on foreclosure processing which arose after concerns regarding improper processing of foreclosure documents.

**New data updates to www.TheFloridaScorecard.com for the month of February include: Baccalaureate Production Rate, Science and Engineering Students, Science and Engineering Workers, Visitors, Venture Capital, Trade Export, Trade Import, Building Permits, Percent of Land Area in Conservation, Urban Congestion, Emergency Preparedness Rating, Voter Participation, Nonprofit Organizations, Inflation, Consumer Confidence, Foreclosure.*

EMPLOYMENT DATA

January Employment

● Florida: 7,294,600 ↓ (up from 7,333,200)
Source: Department of Economic Opportunity

● U.S.: 132,470,000 ↑ (up from 131,900,000)
Source: Bureau of Labor Statistics

January Unemployment

● Florida: 9.6% ↓ (down from 9.9% in December)
Source: Department of Economic Opportunity

● U.S.: 8.3% ↓ (down from 8.5% in December)
Source: Bureau of Labor Statistics

January Employment by Industry (U.S.)

● Biggest year-over gainers: Trade, Transportation, and Utilities (up 2.4%) and Leisure and Hospitality (up 1.3%)
Source: Department of Economic Opportunity

● Biggest year-over losses: Construction (down 6.3%) and Total Government (down 1.5%)
Source: Department of Economic Opportunity

CONSUMER DATA

January Consumer Sentiment Index

- Florida: 77 \uparrow (up from 70* in December)
Source: Bureau of Economic and Business Research
**Revised Data*
- U.S.: 75.0 \uparrow (up from 69.9 in December)
Source: Reuters/University of Michigan Surveys of Consumers (1964=100)

Personal Income: 3rd Quarter, 2011

- Florida: 751,902,000,000 \downarrow (down 0.1% from 2011:Q2)
Source: U.S. Bureau of Economic Analysis
- U.S.: 12,953,429,000,000 \uparrow (up 0.1% from 2011:Q2)
Source: U.S. Bureau of Economic Analysis

January Consumer Price Index

- U.S.: \uparrow (up 0.2% from December, up 2.9% year-over)
Source: Bureau of Labor Statistics

January Retail Sales

- U.S.: \$403.5 billion \uparrow (up 0.4% from December, up 5.8% year-over)
Source: US Census Bureau/Retail

HOUSING DATA

January Foreclosures

- Florida: Total units 24,783 \uparrow (up 207 units, up 0.8% over December, up 14.2% year-over)
Source: Department of Economic Opportunity

January Median Sales Price, Single-Family Existing Homes

- Florida: \$129,000 \downarrow (down from \$135,500 in December)
Source: Florida Realtors

January Housing Starts

- Florida: 2,624 \uparrow (up 4.3% from December, up 26.9% year-over)
Source: Department of Economic Opportunity and US Census Bureau

Housing Sales: 3rd Quarter, 2011

- Florida: 38,560 units \downarrow (down 9.0% from Q2, up 10.6% year-over)
Source: National Association of Realtors

Note: All data is seasonally adjusted when available.

Definitions:

Seasonally adjusted - Seasonal adjustment removes the effects of events (i.e. holidays) that follow a more or less regular pattern each year. These adjustments make it easier to observe the cyclical and other nonseasonal movements in a data series.

Source: Bureau of Labor Statistics