

SPOTLIGHT

By Melinda Young

TAMPA, FLA.



As a port city, Tampa has built-in economic drivers that seem to be moving in the right direction.

Cruise-passenger traffic increased 12.5 percent in 2006 over 2005 to more than 910,000 people, according to the Tampa Bay Convention and Visitors Bureau. Visitor expenditures also increased to more than \$3.2 billion during the same time.

In addition, the Port of Tampa is Florida's largest seaport in terms of cargo volume, moving almost 50 million tons of cargo each year. Meanwhile, the port continues to expand operations, in part because of the direct routes it provides to Mexico, Latin America and the Caribbean.

What the Locals Say



"What's driving the economy worldwide is imports and exports. In Tampa, especially with the expansion of the Panama Canal, we'll have more products coming from Asia into Florida. I think international trade is an important part of our future, just as it has been for Los Angeles and New York."

— Ray Sandelli, senior managing director - Tampa, CB Richard Ellis

It also doesn't hurt that Tampa is part of a state attracting more new businesses and experiencing population growth. Florida ranked fifth in the 2007 Tax Foundation study of states' business-tax climates. Tampa and neighboring St. Petersburg were Bizjournals' 14th-best market for small businesses nationwide in 2007. And Central Florida has been expected to add 2 million residents between 2001 and 2030

With these factors in mind, developers are gearing up. Construction is on the rise in all commercial property types in the southern city.

<h3>Vitals</h3> <ul style="list-style-type: none"> ↑ Population: 332,888 <ul style="list-style-type: none"> ▪ Population in 2000: 303,447 ▪ Rank (U.S.): 55th largest ▪ Metropolitan-area population: 2.7 million ▪ Metropolitan-area rank (U.S.): 19th largest ↑ Average commute: 23.3 minutes <ul style="list-style-type: none"> ▪ Average commute in 2000: 22.8 minutes ▪ U.S.: 25 minutes ↑ Median household income: \$39,602 <ul style="list-style-type: none"> ▪ Median household income in 2000: \$34,415 ▪ U.S.: \$48,451 ↑ Median age: 35.1 years <ul style="list-style-type: none"> ▪ Median age in 2000: 34.7 years ▪ U.S.: 36.4 years ↑ Inflation (MSA Consumer Price Index, 1st half 2007): 5.2 percent <ul style="list-style-type: none"> ▪ Inflation (1st half 2006): 4.5 percent ▪ U.S. (June 2007): 0.2 percent ↑ Unemployment: 4.3 percent <ul style="list-style-type: none"> ▪ Unemployment in October 2006: 3 percent ▪ U.S.: 4.7 percent 	<h3>Rents/Leases</h3> <ul style="list-style-type: none"> ↑ Office: <ul style="list-style-type: none"> ▪ Asking: \$21.37 per square foot ▪ Effective: \$18.50 per square foot ↑ Retail: <ul style="list-style-type: none"> ▪ Asking: \$15.58 per square foot ▪ Effective: \$14.10 per square foot ↑ Apartment: <ul style="list-style-type: none"> ▪ Asking: \$829 per unit ▪ Effective: \$786 per unit ▪ Industrial: \$7.28 per square foot
<h3>Absorption</h3> <ul style="list-style-type: none"> ↓ Net office: -35,000 square feet ↑ Net retail: 169,000 square feet ↓ Apartment: -488 units ↑ Net industrial: 1.2 million square feet 	<h3>Under Construction</h3> <ul style="list-style-type: none"> ↑ Office: 350,000 square feet ↑ Retail: 271,000 square feet ↑ Apartment (projected for 2007): 900 units ↑ Industrial: 2.6 million square feet
<h3>Vacancy</h3> <ul style="list-style-type: none"> ↔ Office: 11.7 percent ↔ Retail: 6.7 percent ↑ Apartment: 6.5 percent ↓ Industrial: 3.7 percent 	<h3>Résumé</h3> <ul style="list-style-type: none"> ■ Top employers: Hillsborough County Public Schools, Verizon, MacDill Air Force Base, University of South Florida, Hillsborough County Government ■ Port of Tampa is closest full-service U.S. port to the Panama Canal ■ Second-largest tech hub in a state that ranks fourth in high-tech-company volume ■ Tampa Bay Performing Arts Center is South's largest such facility ■ 2nd-highest condo sales in state (behind Fort Lauderdale) in 2007 <p>Sources: CB Richard Ellis, Marcus & Millichap, Reis Inc., U.S. Census Bureau, U.S. Department of Labor</p>

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