

# FLORIDA

MIDDLE MARKET INDICATOR

2Q 2018



IN COLLABORATION WITH









## Florida Revenue Growth vs. National

**FLORIDA MIDDLE MARKET** 

PAST 12 MO.

Past 12 Months National

**FLORIDA MIDDLE MARKET** 

NEXT 12 MO.

National

Next 12 Months

Florida Employment Growth vs. National

> **FLORIDA MIDDLE MARKET**

PAST 12 MO.

Past 12 Months National

**FLORIDA MIDDLE MARKET** 

NEXT 12 MO.

Next 12 Months National

\$



## Local Confidence Is High in Florida, but Global and National Confidence Slip



**GLOBAL ECONOMY** 



**NATIONAL ECONOMY** 



**LOCAL ECONOMY** 

# **Preparing for Growth Through Capital Investment**

**SIGNIFICANTLY** FEWER FLORIDA MIDDLE COMPANIES WILL INVEST; MORE WILL SAVE CASH.



**VS. NATIONAL MIDDLE MARKET** 

**75%** 

86%

90%

#### Florida's Middle Market Defined

ANNUAL REVENUE \$10 MM-\$1B



**REPRESENTS** 

OF ALL FLORIDA **COMPANIES** 

**NEARLY** 7,000

BUSINESSES



**EMPLOYS** 

OF THE FLORIDA WORKFORCE

MORE THAN

IN ANNUAL REVENUE



**GENERATES** 

OF ALL FLORIDA **BUSINESS REVENUE** 

### Florida's Middle Market is Diverse



**CONSTRUCTION** 



**FINANCE & INSURANCE** 



**HEALTHCARE** 



**PROFESSIONAL SERVICES** 



**RETAIL TRADE** 



**MANUFACTURING** 

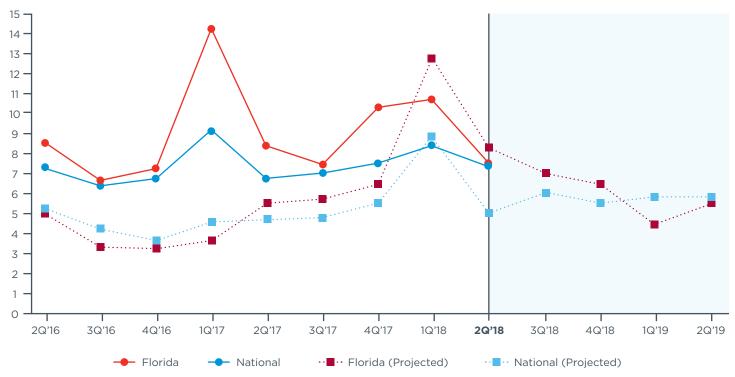


**WHOLESALE TRADE** 

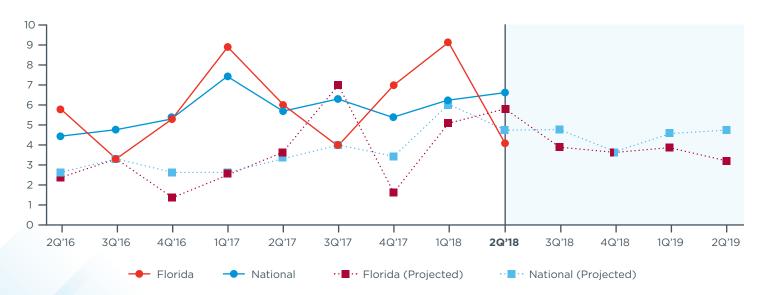


TRANSPORTATION & WAREHOUSING

## Actual & Projected Revenue Growth



## **Actual & Projected Employee Growth**



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