

FLORIDA

MIDDLE MARKET INDICATOR

3Q 2019



IN COLLABORATION WITH





Florida Revenue Growth vs. National

FLORIDA MIDDLE MARKET

PAST 12 MO.

Past 12 Months 5.8% National

FLORIDA MIDDLE MARKET

NEXT 12 MO.

Next 12 Months National

Florida Employment Growth vs. National

FLORIDA MIDDLE MARKET

PAST 12 MO.

FLORIDA MIDDLE MARKET

NEXT 12 MO.

Past 12 Months National

Next 12 Months National

\$



Florida Companies Less Confident In **Local Economy Than National Average**



GLOBAL ECONOMY



NATIONAL ECONOMY



LOCAL ECONOMY

Preparing for Growth Through Capital Investment

WILLINGNESS TO **INVEST DIPS FROM** LAST QUARTER'S REPORTED 60%.



VS. NATIONAL MIDDLE MARKET

55%

76%

85%

Florida's Middle Market Defined

ANNUAL REVENUE

\$10 MM-\$1B



REPRESENTS

0.4% OF ALL FLORIDA

COMPANIES

NEARLY

7,000

BUSINESSES



EMPLOYS

25%

OF THE FLORIDA WORKFORCE

MORE THAN

\$277B

IN ANNUAL REVENUE



GENERATES

21%

OF ALL FLORIDA BUSINESS REVENUE

Florida's Middle Market is Diverse



CONSTRUCTION

11.6%



FINANCE & INSURANCE

6.1%



HEALTHCARE

9.6%



PROFESSIONAL SERVICES

7.8%



RETAIL TRADE

12.4%



MANUFACTURING

11.3%



WHOLESALE TRADE

14.4%



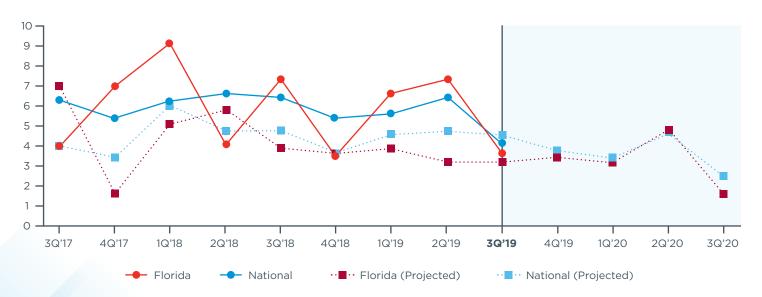
TRANSPORTATION & WAREHOUSING

3.3%

Actual & Projected Revenue Growth



Actual & Projected Employee Growth



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