

Citrus County

Economic Development Council

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Business Climate

The same things that make Citrus County a great place to live and raise a family make it a place that has much to offer new or expanding businesses. What does Citrus County offer a business today? This county is an area with a growing population, workforce and clientele, inexpensive labor, a well-developed infrastructure, a favorable location, existing economic development, and a high quality of life.

Population

(for detailed demographic information, see **Fact Sheet**)

Overview

The population of Citrus County has expanded from 19,196 persons in 1970 to 118,085 persons in 2000 and to 140,357 in 2009. Citrus County's population growth rate from April 1, 2000 to July 1, 2009 was 18.9 percent—3 percent above the state population growth rate. Similar growth is expected from now to 2030. The projected population for Citrus County is 153,300 in 2015 and 189,700 in 2030.

Distribution

Approximately 92 percent of Citrus County's 140,357 residents live in the unincorporated area of the county. The population per square mile is 202.3. Citrus County does not have a single dominant city but instead a number of smaller cities and towns. There are two incorporated cities in the county: Inverness (the county seat) and Crystal River, with populations of 7,248 and 3,547, respectively. The once rural villages of Lecanto and Hernando are gaining recognition as the county's administrative, business, and education centers, in part due to their central location between Crystal River and Inverness.

Age

Citrus County is and likely will remain a retirement haven because of its preferred advantages over other areas. These advantages include a coastal location, a subtropical climate, large acreages of preserved land, and a small-town ambiance. In 2008, 30.7 percent of the population was 65 years old and over—about 13 percent above the state average, more than likely contributing to the area's placid atmosphere.

Workforce/Education/Employment

(for detailed business information, see **Fact Sheet**)

As of 2009, Citrus County's workforce was 56,604 with an unemployment rate of 12.3 percent. This rate is just above the state rate of unemployment of 10.5 percent and is comparable to neighboring county rates of Levy, Marion, Sumter and Hernando (11.7, 12.9, 9.1 and 13.2 percent, respectively). Labor is not only available but inexpensive in Citrus County.

PER CAPITA PERSONAL INCOME

	Citrus	Florida	Nation
2006	\$29,233	\$38,161	\$37,689
2007	\$29,913	\$39,036	\$39,392
2008	\$30,170	\$39,064	\$40,166

AVERAGE ANNUAL WAGE, ALL INDUSTRIES (2008)

Citrus County	\$31,708
Nation	\$39,653

When comparing per capita personal income and average annual wage beyond the area, it is evident workers are paid less in Citrus County to do similar things they would do elsewhere. This is most likely due to the reduced cost of living. As a result, businesses can increase their margins by spending less on labor.

EDUCATIONAL ATTAINMENT (2008)

Adults age 25 and older	109,867
Less than 9th grade	5,476
9th to 12th grade, no diploma	15,031
High School graduate (includes equivalency)	42,766
Some college, no degree	22,669
Associate's degree	6,667
Bachelor's degree	9,902
Graduate or professional degree	7,356
Percent high school graduate or higher	81.3%
Percent bachelor's degree or higher	15.7%

EXISTING EMPLOYMENT (2010)

Major Private Sector Employers

Citrus County School Board

Business Line: Education

Number of Employees..... 2,475

Citrus Memorial Hospital

Business Line: Healthcare

Number of Employees..... 1,400

Progress Energy

Business Line: Utility

Number of Employees..... 1,000

Seven Rivers Community Hospital

Business Line: Healthcare

Number of Employees..... 525

Taxes

The state of Florida has no personal income tax and a modest corporate income tax, making it a highly desirable place to earn a living for both employees and employers. The county property tax rates are also listed below.

STATE TAXES

Corporate Income	5.5%
Personal Income	0.0%
Retail Sales	6.0%

Citrus County Ad Valorem Millage Rates:

Government	5.7299
Schools	7.8150
Special	1.9960
Total	15.5409

Infrastructure and Utilities

Citrus County has a well-developed infrastructure already in place, available to both residents and businesses.

Electric Companies

- Sumter Electric Co-operative, Inc.
- Withlacoochee River Electric Co-op, Inc.
- Progress Energy

Natural Gas Companies

- Central Florida Gas Company

Telephone Companies

- CenturyTel

Water & Sewer Companies

- Citrus County, Inverness, Crystal River

Transportation

Citrus County has a well-developed roadway system providing excellent east-west and north-south vehicular movement both within the county and to surrounding counties and cities. Citrus County also successfully accommodates freight, marine, and air transportation. A railway spur serves the Progress Energy nuclear power plant complex on the west coast. This spur enters the County in the South Dunnellon area located in the northeast and transects Citrus Springs in a southwesterly direction to CR-495 where it heads due west to the complex. Both the Tampa International and Orlando International Airports are approximately a two-hour driving distance away.

Closest Federal Interstate*:	I-75 (Wildwood, 21 mi.; Ocala, 31 mi.)
Major Roads Nearby*:	Florida Turnpike (Wildwood, 21 mi.)
Federal Highways:	US-19, US-98
State Highways:	SR-41, SR-44, SR-200
County Roads:	CR-48, CR-480, CR-490, CR-491, CR-581
Railroads:	CSX Transportation
Closest International Airports*:	Tampa International Airport (74 mi.); Orlando International Airport (79 mi.)
General Aviation Airports:	Crystal River Airport; Inverness Airport
Local Deep Water Port:	Tampa Port Authority
Miles to Closest Port*:	62

*Distances calculated from county seat

Location and Land Use

Citrus County contains 773 square miles and is centrally located on the west coast of Florida. The county has a beautiful coastline on the Gulf of Mexico and is ideally situated on Florida’s “Nature Coast” between regional centers throughout the state. It is located 164 miles south of Tallahassee, 110 miles southwest of Jacksonville, 69 miles southwest of Gainesville, 63 miles northwest of Orlando, 62 miles north of Tampa, and 35 miles southwest of Ocala.



Citrus County’s geography is most notable for its bodies of water. Nearly 25 percent of the county’s area is water. These bodies of water include: Lake Rousseau, the Tsala Apopka chain of lakes, Withlacoochee River, Homosassa River, Crystal River, Chassahowitzka River, the Gulf of Mexico, as well as approximately 40 natural springs.

The Gulf of Mexico contributes to an ideal climate with mild and dry winters and warm days and cool nights during the summer.

<u>Average Temperature</u>	<u>High</u>	<u>Low</u>
January:	69	44
July:	92	72

The overall land use pattern in the County may be described as “suburban sprawl” or “leap frog development”. Residential and commercial developments, as well as other land uses, are sporadically located throughout the County.

ESTIMATED EXISTING LAND USE—CITRUS COUNTY, 2009

Generalized Land Use	Percent Land Area
Residential	50.13
Commercial/Office	1.48
Industrial	0.65
Public/Semi-Private Institutional	0.32
Agricultural	12.17
Mining	2.02
Conservation	30.23
Other	
(Transportation, Communication, Utilities; Recreational; etc.)	3.00
Total Land Area	100.00

Commercial/Industrial Properties

Commercial land use in Citrus County includes, but is not limited to, land used for retail sales, banking facilities, restaurants, theaters, hotels, motels, mini-warehouses, outdoor markets, convenience stores, professional services, automobile service stations, and repair facilities.

Much of the commercial land use in Citrus County can generally be described as “strip” or linear in nature, distributed along arterials and major collector roadways. Neighborhood commercial uses such as convenience stores are dispersed throughout the residential areas. The major concentrations of commercial uses are located along US-19, SR-44, US-41, and on CR-491 adjacent to Beverly Hills.

Industrial land uses within the County include, but are not limited to, warehousing, manufacturing, wholesaling, assembly or processing of materials, and distribution.

Industrial Parks	11
Number of Acres	1,000
Largest Available Contiguous Parcel	600

Citrus County has acquired about 150 acres south of the Inverness Municipal Airport for future industrial development. The effects of this development are expected to lead to commercial and urban expansion and sprawl.

Housing

(for detailed housing information, see **Fact Sheet**)

Citrus County offers some of the most affordable housing in the state. The cost of housing is more than 17% below the state average (See **Quality of Life-Cost of Living**). As a result, people are able to purchase upgraded residences at very competitive prices.

Citrus County also has nearly 60 fewer houses per square mile than the state as a whole.

Housing units per sq. mile	
Citrus County	106.5
Florida	163.2

This is in part due to the areas of protected lands and areas of water. In comparison though, this does lead to a less crowded environment and larger lot sizes for residents.

Quality of Life

Medical Care

Citrus County is home to two major medical groups serving the surrounding areas, contributing to both life expectancy and quality of life. Seven Rivers Regional Medical Center is located in Crystal River with satellite campuses for its Outpatient Laboratory, Rehab & Wound Center, and Diagnostic Center. Citrus Memorial Health System's hospital is located in Inverness, with separate locations for its Walk-in Clinics, Primary Care Offices, Laboratory Collection Centers, Rehabilitation Centers, and Diagnostic Imaging Centers.

Recreation

With the abundance of lakes, rivers, and springs and the proximity to the Gulf of Mexico, it is no wonder why Citrus County is referred to as "The Water Lover's Florida". Local aquatic activities include fresh and salt-water fishing, boating, kayaking and canoeing, diving and snorkeling, and manatee watching. Citrus County contains 29 parks, preserves and refuges in which to enjoy the area's beautiful flora and fauna. There are also 17 golf courses in Citrus County, renowned for their quality and natural scenery. The recreational activities here create unique and profitable business opportunities.

Cost of Living

Citrus County is a relatively inexpensive place to live and/or operate a business, with its total cost of living almost 10 percent below the state average shown in the price level index figure below. As a result, businesses will generate higher profit margins.

Price Level Index for Citrus County, (2007)

Florida State Average = 100

	Sample
Total	90.77
Food	101.63
Housing	82.91
Medical Care	87.28
Personal Goods and Services	95.16
Transportation	97.42

Crime

In 2009 the state index crime rate per 100,000 people was 4,397.5. In 2009 the Citrus County index crime rate per 100,000 people was considerably lower at 2,527.2. Citrus County is one of the safest places in the region for individuals and corporations alike to call home.

(Index crime rate = [total offenses/population]*100,000)

Fact Sheet

People	Citrus County	Florida
Population, 2009 estimate	140,357	18,537,969
Population, percent change, April 1, 2000 to July 1, 2009	18.9%	16.0%
Population estimates base (April 1) 2000	118,085	15,982,839
Persons under 5 years old, percent, 2008	4.1%	6.2%
Persons under 18 years old, percent, 2008	16.3%	21.8%
Persons 65 years old and over, percent, 2008	30.7%	17.4%
Female persons, percent, 2008	52.1%	50.9%

White persons, percent, 2008 (a)	94.0%	79.8%
Black persons, percent, 2008 (a)	3.3%	15.9%
American Indian and Alaska Native persons, percent, 2008 (a)	0.3%	0.5%
Asian persons, percent, 2008 (a)	1.2%	2.3%
Native Hawaiian and Other Pacific Islander, percent, 2008 (a)	Z	0.1%
Persons reporting two or more races, percent, 2008	1.1%	1.4%
Persons of Hispanic or Latino origin, percent, 2008 (b)	4.4%	21.0%
White persons not Hispanic, percent, 2008	89.8%	60.3%

Living in same house in 1995 and 2000, pct 5 yrs old & over	53.5%	48.9%
Foreign born persons, percent, 2000	4.9%	16.7%
Language other than English spoken at home, pct age 5+, 2000	6.6%	23.1%
High school graduates, percent of persons age 25+, 2000	78.3%	79.9%
Bachelor's degree or higher, pct of persons age 25+, 2000	13.2%	22.3%
Persons with a disability, age 5+, 2000	31,729	3,274,566
Mean travel time to work (minutes), workers age 16+, 2000	26.6	26.2

Housing units, 2008	76,124	8,800,294
Homeownership rate, 2000	85.6%	70.1%
Housing units in multi-unit structures, percent, 2000	5.7%	29.9%
Median value of owner-occupied housing units, 2000	\$84,400	\$105,500

Households, 2000	52,634	6,337,929
Persons per household, 2000	2.20	2.46
Median household income, 2008	\$38,476	\$47,802
Per capita money income, 1999	\$18,585	\$21,557
Persons below poverty level, percent, 2008	15.8%	13.3%

Business	Citrus County	Florida
Private nonfarm establishments, 2007	2,970	523,461 ¹
Private nonfarm employment, 2007	27,559	7,425,331 ¹
Private nonfarm employment, percent change 2000-2007	-2.2%	19.4% ¹
Non-employer establishments, 2007	9,768	1,618,119
Total number of firms, 2002	9,825	1,539,207
Black-owned firms, percent, 2002	F	6.6%
American Indian and Alaska Native owned firms, percent, 2002	F	0.6%
Asian-owned firms, percent, 2002	2.1%	2.7%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2002	F	0.1%
Hispanic-owned firms, percent, 2002	2.8%	17.3%
Women-owned firms, percent, 2002	28.9%	28.4%
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Manufacturers' shipments, 2002 (\$1000)	73,721	78,474,770
Wholesale trade sales, 2002 (\$1000)	138,239	219,490,896
Retail sales, 2002 (\$1000)	1,176,143	191,805,685
Retail sales per capita, 2002	\$9,505	\$11,498
Accommodation and foodservices sales, 2002 (\$1000)	80,485	29,366,940
Building permits, 2008	770	61,042
Federal spending, 2008	1,136,765	149,872,178 ¹
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Geography	Citrus County	Florida
Land area, 2000 (square miles)	583.81	53,926.82
Persons per square mile, 2000	202.2	296.4
FIPS Code	017	12
Metropolitan or Micropolitan Statistical Area	Homosassa Springs, FL Micro Area	

1: Includes data not distributed by county.

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

D: Suppressed to avoid disclosure of confidential information

F: Fewer than 100 firms

FN: Footnote on this item for this area in place of data

NA: Not available

S: Suppressed; does not meet publication standards

X: Not applicable

Z: Value greater than zero but less than half unit of measure shown