ECONOMIC DEVELOPMENT COMMISSION OF FLORIDA'S SPACE COAST

Winter-Spring 2018

ECONOMIC REVIEW

The Economic Review is a comprehensive, semi-annual analysis of current economic conditions in Brevard County, Florida. Covering multiple areas of the economy, from unemployment and home sales to industry-specific metrics, the Review uses the most current data available from local, state and federal sources.

HIGHLIGHTS

Brevard's January 4.2% unemployment rate represents a 0.5 percentage point increase from December but a 1.3 percentage point decline year-over-year. *(Page 2)*

In January, private sector employment increased by 500 year-over-year, and decreased by 900 from December 2017. (*Page 3)*

In the past 12 months, the total average single-family-home median sales price increased 15.1% compared with the previous period, reaching $215,618. *(Page 4)*

Year to date in 2017, consumer non-durables saw the highest year-over-year increase averaging 6.2%, reaching a total of $3.01B. *(Page 5)*

Local and National economies are continuing their recovery; yet growth has not plateaued. As the job market continues to expand due to increased demand from businesses, more people are coming back into the workforce.

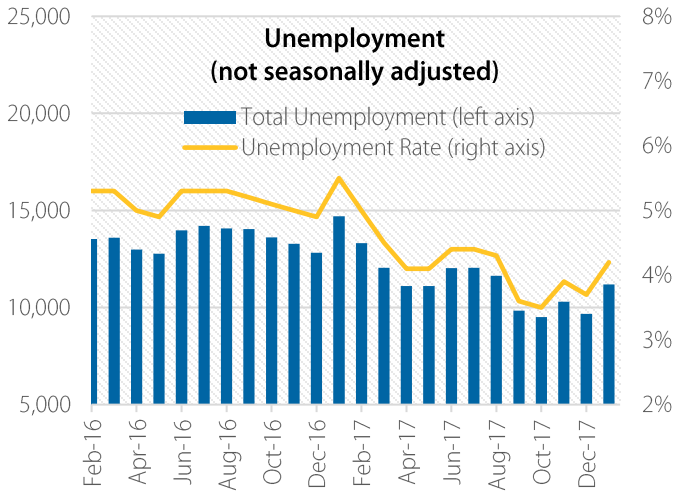
Locally, both labor force and employment are increasing year-over-year, however the gains are shrinking, slightly slowing down growth. Unemployment which recently reached its lowest level, continues to float around the 4% line. Year-over-year private employment growth while positive, is slowing down; note that the hurricane season put a noticeable pause in its progression. Industry wise, the various sectors are adopting different employment evolution patterns; where construction, encouraged by new building permits, and manufacturing stay the course of steady growth, while retail, and education and health are experiencing year-over-year decreases.

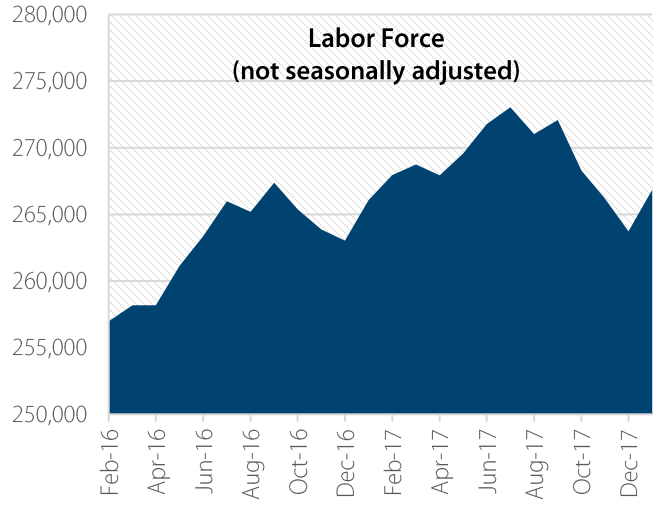
In regard to real estate, home values and building permits keep rising while sales are now seeing some decrease compared to the previous year. Brevard's taxable sales continue to surpass 2016 values, and post larger growth than Florida; however, note once again the dip in September caused by the hurricane season.

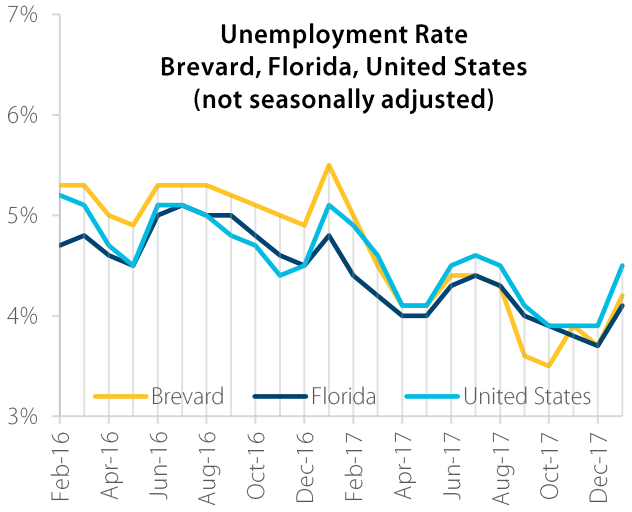
Finally, 2017 was a great year for the tourism industry. Occupancy rates, average hotel room rates, Port Canaveral multi-day cruise passengers, Orlando Melbourne International Airport passengers, and Brevard Zoo visitors all saw increases year-over-year.

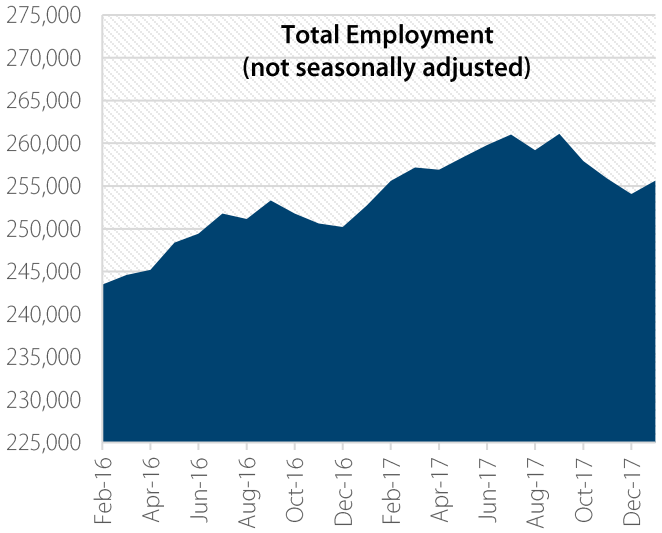
LABOR MARKET

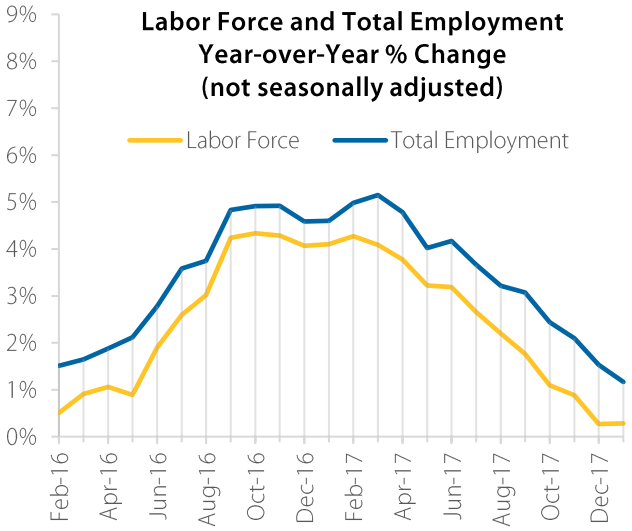
- In January, Brevard's labor force increased by 1.2% compared with December and increased 0.3% year-over-year.
- In January, total employment increased month-over-month by 0.6% and increased year-over-year by 1.2%.
- Brevard's January 4.2% unemployment rate represents a 0.5 percentage point increase from December but a 1.3 percentage point decline year-over-year.
- Labor force and employment have only experienced positive year-over-year percentage changes in the past 25 months, however the gains in past six months have become more moderate.









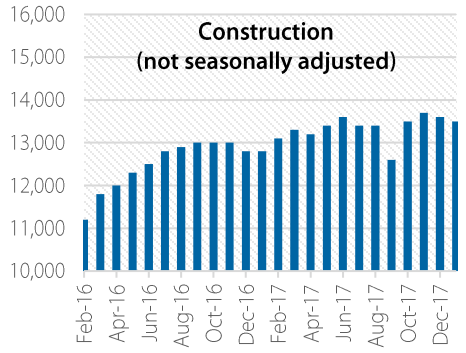


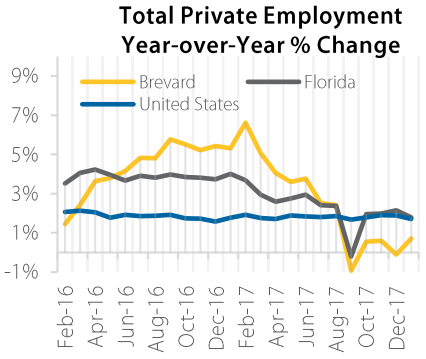
Source: Florida Department of Economic Opportunity
Labor Market Statistics Center, Bureau of Labor Statistics

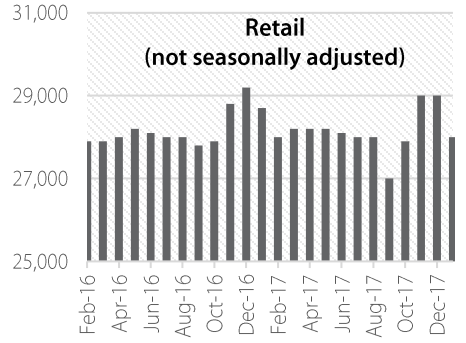
INDUSTRY FOCUS

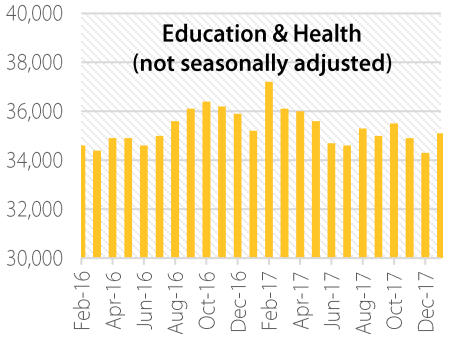
- In January 2018, private sector employment increased by 500 year-over-year, and decreased by 900 from December 2017.
- In September 2017, three of the four main industry sectors saw slight year-over-year drops, except manufacturing which maintained a stable and assured growth course.
- The education and health sector employment which saw great gains in 2016 is now shrinking, experiencing negative year-over-year percentage changes since July.
- All over the nation, total private employment year-over-year percentage change dropped noticeably in September 2017, this outlier was attributed to the season's storms and bad weather consequences.

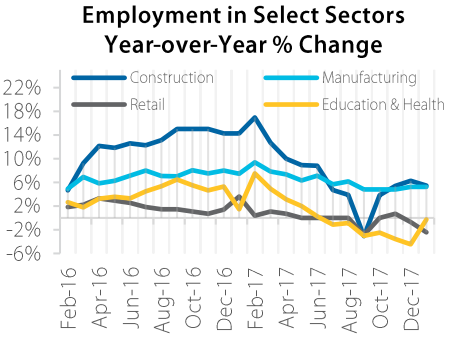
Industry	Employment						
	Jan 2018	Dec 2017	Jan 2017	Change from			
				Dec 2017 to Jan 2018		Jan 2017 to Jan 2018	
				Level	Percent	Level	Percent
TOTAL PAYROLL EMPLOYMENT	213,700	214,600	213,200	-900	-0.4%	500	0.2%
PRIVATE	185,300	186,000	185,300	-700	-0.4%	0	0.0%
Construction	13,500	13,600	13,200	-100	-0.7%	300	2.3%
Manufacturing	24,200	24,200	23,100	0	0.0%	1,100	4.8%
Wholesale Trade	4,600	4,700	4,900	-100	-2.1%	-300	-6.1%
Retail Trade	28,000	29,000	28,000	-1,000	-3.4%	0	0.0%
Transportation, Warehousing, and Utilities	3,700	3,700	3,600	0	0.0%	100	2.8%
Information	2,600	2,600	2,600	0	0.0%	0	0.0%
Financial Activities	8,100	8,200	7,700	-100	-1.2%	400	5.2%
Professional and Business Services	30,600	30,800	30,700	-200	-0.6%	-100	-0.3%
Education and Health Services	35,100	34,300	36,600	800	2.3%	-1,500	-4.1%
Leisure and Hospitality	26,200	26,200	26,300	0	0.0%	-100	-0.4%
Other Services	8,700	8,700	8,600	0	0.0%	100	1.2%
GOVERNMENT	28,400	28,600	27,900	-200	-0.7%	500	1.8%







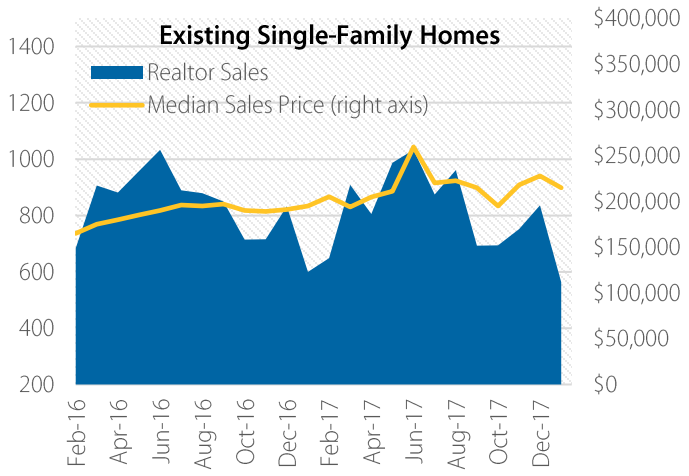


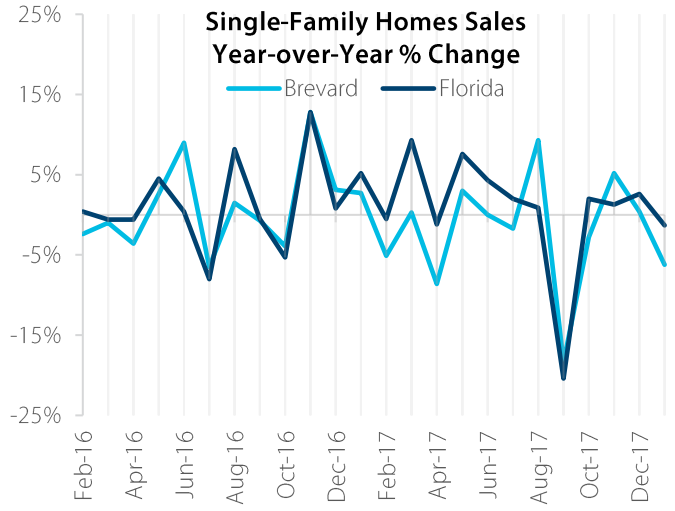


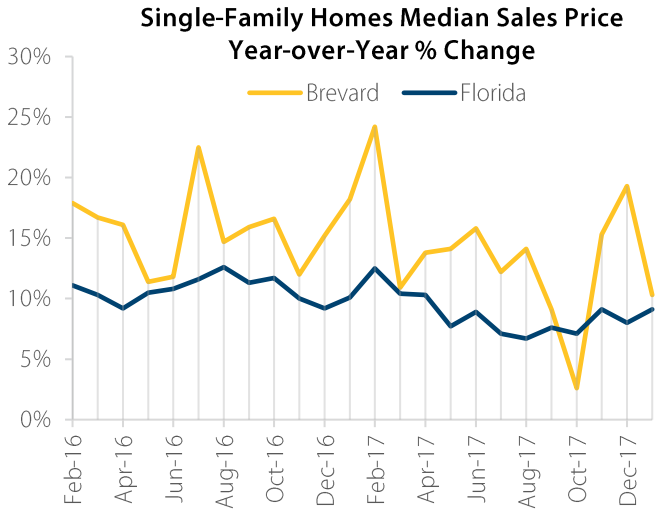
Source: Florida Department of Economic Opportunity
Labor Market Statistics Center, Bureau of Labor Statistics

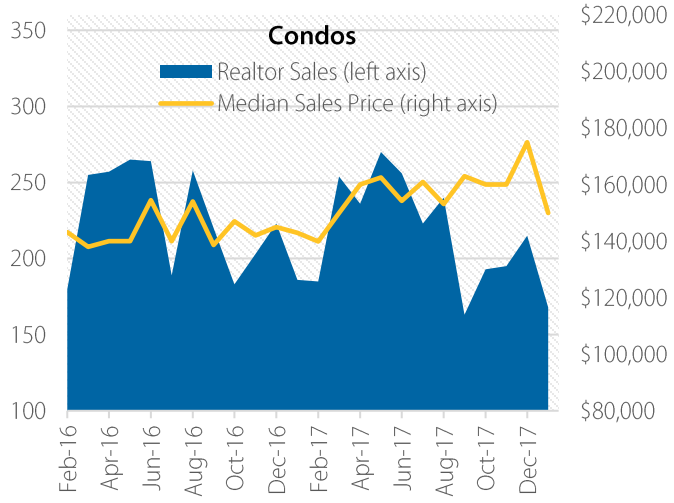
REAL ESTATE

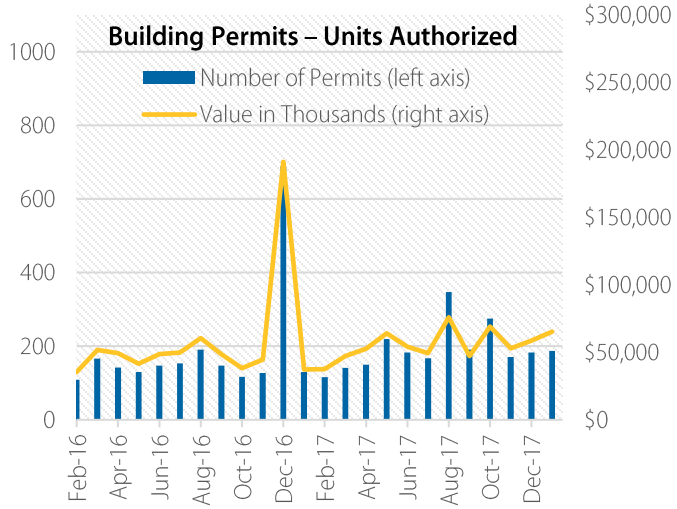
- In the past 12 months, the cumulative number of single-family homes sold in Brevard saw a slight 1.9% decrease compared to the previous 12 months.
- In the past 12 months, the total average single-family-home median sales price increased 15.1% compared with the previous period, reaching $215,618.
- Condo transactional volumes between the months of February 2017 and January 2018 decreased by 3.2% year-over-year, reaching 2,598 condo sales.
- In the past 12 months, Brevard's building permits units increased 3.6% and their value decreased 3.3%.







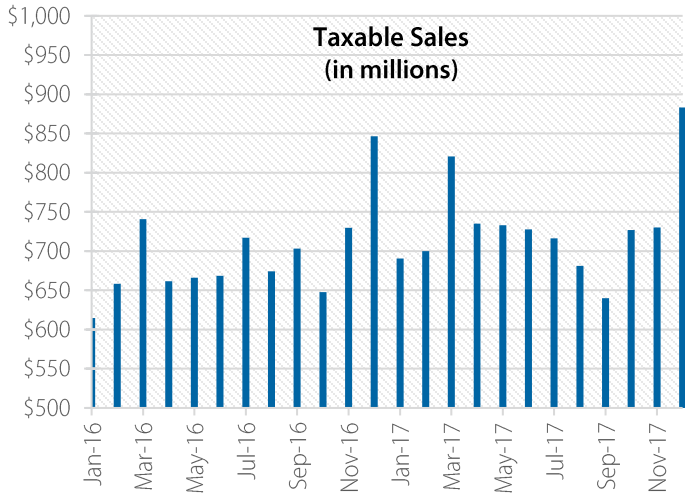


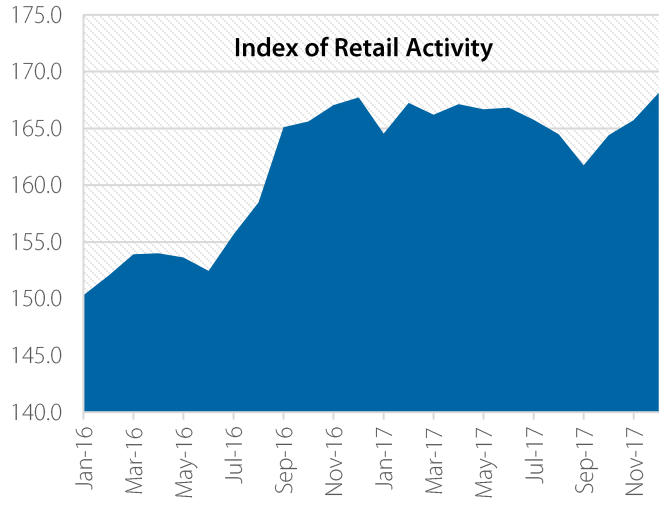


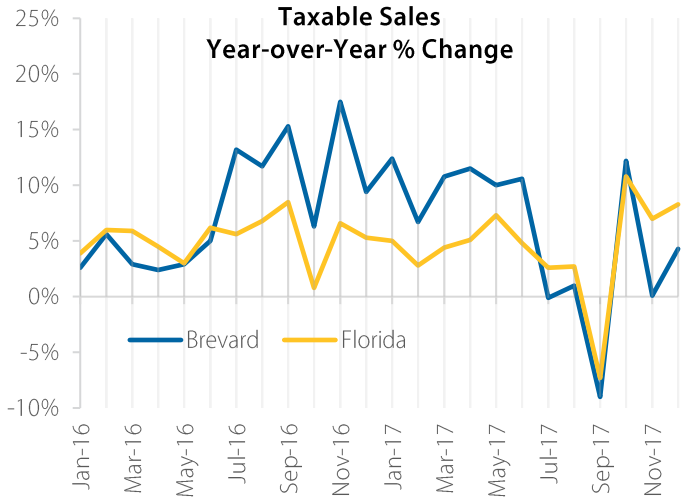
Sources: Florida Realtors;
Home Builders & Contractors Association of Brevard

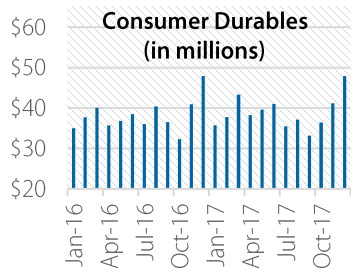
RETAIL

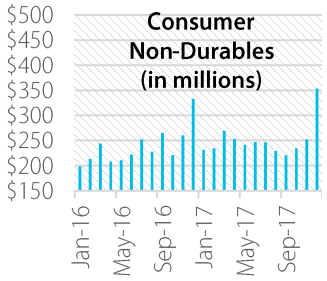
- In December, total taxable sales in Brevard experienced a year-over-year 4.3% increase, reaching $883.1M; while 2017 year to date taxable sales increased 5.5%.
- December total taxable sales increased statewide by 8.3% on a year-over-year basis, reaching $44.5B.
- The retail activity index remained stable throughout 2017 however, dipping during storm season, only to recover by year end.
- Year to date in 2017, consumer non-durables saw the highest year-over-year increase averaging 6.2%, reaching a total of $3.01B.

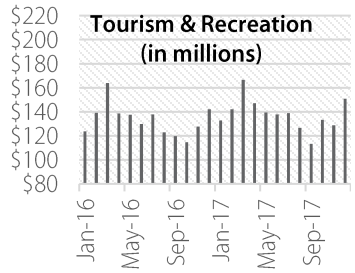


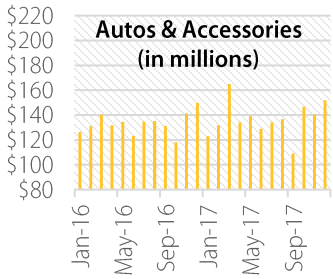


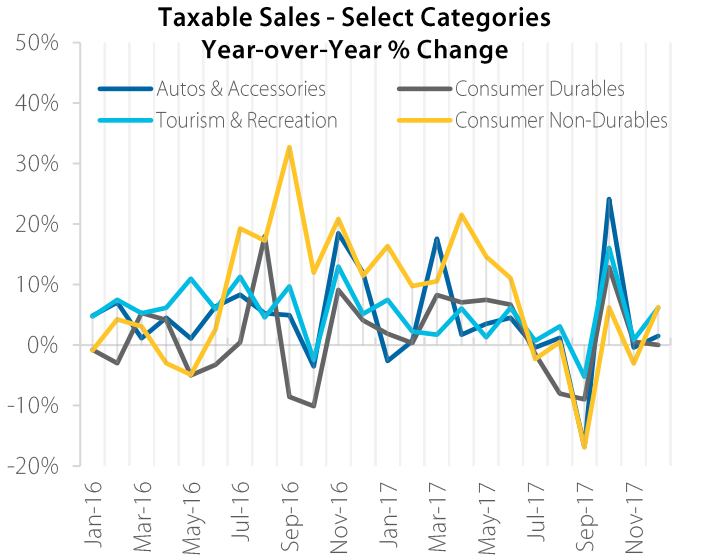








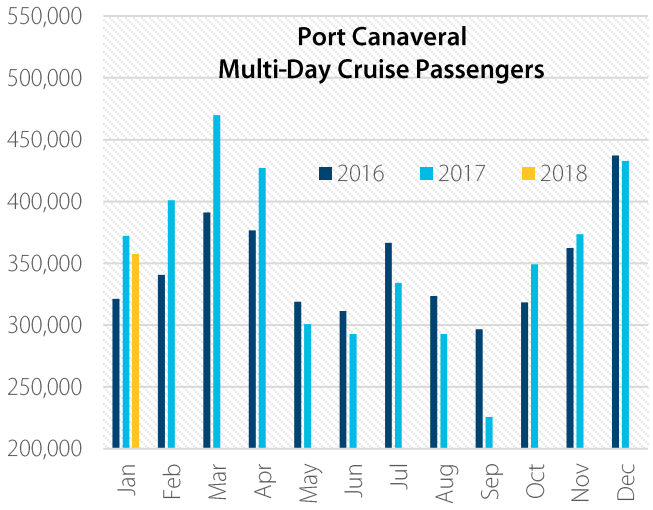


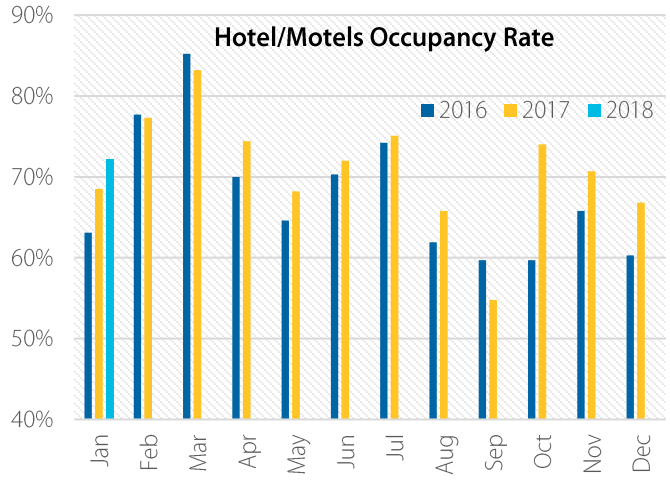


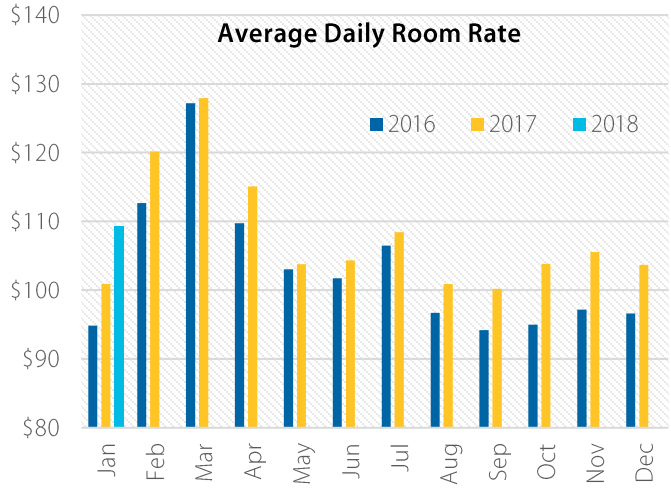
Source: Florida Legislature, Office of Economic & Demographic Research

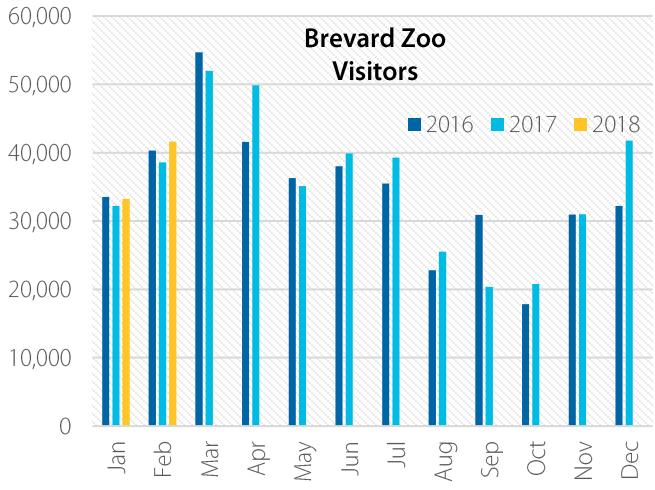
TOURISM

- In 2017 year-over-year, Port Canaveral welcomed 2.6% more multi-day cruise passengers but saw a 4.6% decline in the in the second half of the year, due to the storms.
- Between July and December, the number of visitors to the Brevard Zoo increased 5.0% compared with the same period in 2016.
- In 2017, Melbourne International Airport saw a 0.3% increase in passenger total year-over-year, reaching 467,096 passengers for the year.
- In 2017 year-ot-date, the average daily room rate at Brevard hotels/motels increased 4.8% year-over-year and average occupancy rate reached 4.7%.









Sources: Space Coast Office of Tourism; Canaveral Port Authority; Melbourne Airport Authority; Brevard Zoo

MONTHLY SNAPSHOT

The Monthly Snapshot serves as a quick reference tool showing the general direction of the economy in Brevard by highlighting monthly and annual percentage changes for a series of key indicators. For the latest data and interactive charts, visit the EDC's Data Center at http://spacecoastedc.org/DataCenter/InteractiveDataCenter.

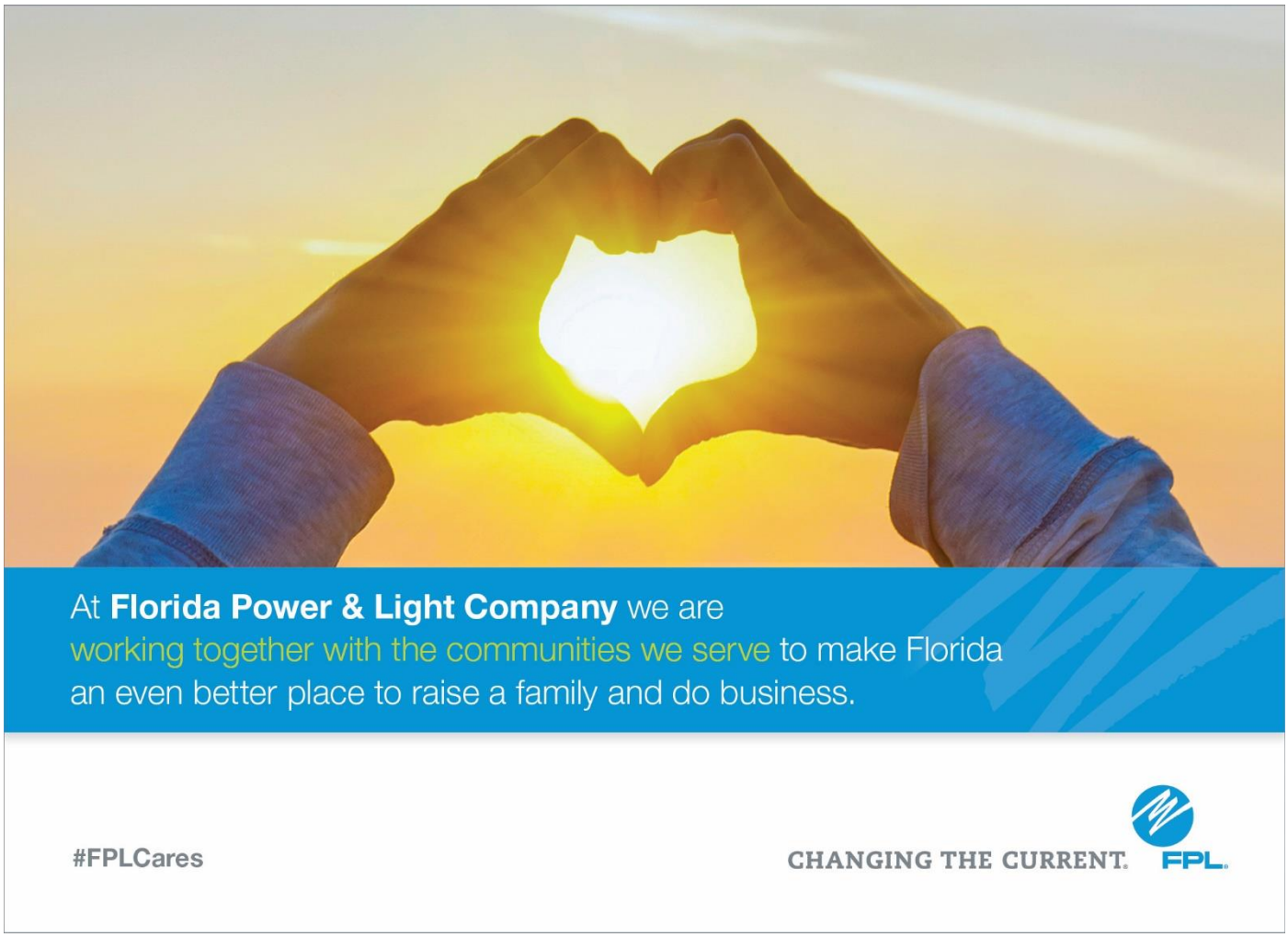
INDICATOR	MONTHLY % CHANGE	ANNUAL % CHANGE
LABOR MARKET		
	Dec 2017 to Jan 2018	Jan 2017 to Jan 2018
Labor Force	1.4%	0.5%
Total Employment	0.8%	1.9%
Total Unemployment	15.7%	-23.8%
Unemployment Rate*	-0.5%	-1.3 %
INDUSTRY EMPLOYMENT		
	Dec 2017 to Jan 2018	Jan 2017 to Jan 2018
Construction	-0.7%	5.5%
Manufacturing	0.0%	5.2%
Retail	-3.4%	-2.4%
Education & Health	2.3%	-0.3%

* Rate changes are expressed in percentage points

INDICATOR	MONTHLY % CHANGE	ANNUAL % CHANGE
REAL ESTATE		
	Dec 2017 to Jan 2018	Jan 2017 to Jan 2018
Homes Sales	-32.7%	-6.2%
Median Sales Price	-5.6%	10.3%
Housing Units Authorized	2.2%	43.8%
RETAIL		
	Nov 2017 to Dec 2017	Dec 2016 to Dec 2017
Taxable Sales	21.0%	4.3%
Index of Retail Activity	1.4%	0.2%
TOURISM		
	Dec 2017 to Jan 2018	Jan 2017 to Jan 2018
Hotel Occupancy Rate*	8.1%	5.4%
Cruise Passengers - Port Canaveral	-17.5%	-4.0%
	Nov 2017 to Dec 2018	Dec 2016 to Dec 2017
Total Passengers - Melbourne International Airport	-15.0%	-6.6%

Sources: Florida Department of Economic Opportunity, Labor Market Statistics Center; Florida Realtors; Home Builders & Contractors Association of Brevard; Florida Legislature, Office of Economic & Demographic Research; Space Coast Office of Tourism; Canaveral Port Authority; Melbourne Airport Authority

SPACE COAST DATA RESOURCE

The EDC's Data Center contains essential facts, figures and statistics about the Space Coast, including demographics, corporate overview, quality of life topics, and more.

Monitor trends with the monthly-updated **Interactive Data Center** section, where you will find data on industry, wages and income, workforce, demographics and tourism. Visit **SpaceCoastEDC.org.**