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### Recent Establishments in Metro Orlando!

It is not often that the EDC has the pleasure of announcing project establishments in every part of our four-county region—in the same month! The high level of project activity that Metro Orlando has enjoyed since the beginning of the year resulted this past month in six establishments; one each in Orange, Seminole, Osceola and the City of Orlando, and two in Lake County.

Altogether, these new and expanding companies account for 213 new jobs, \$14.6 million in new capital investment, and 389,010 square feet of leased or developed space. Here are the details:

- In Seminole County, **HOTUSA KEYTEL**, a corporate travel services company from Spain, has established an office to serve clients throughout the U.S. and South America.
- **AmegA Sciences**, a U.K. producer of environmentally-friendly, non-pesticidal products for agricultural use, has established their U.S. operations in Osceola County. They will produce products for the turf and ornamental plants market in the U.S.
- **Victory Packaging**, a Houston-based, national box and container distributor, is expanding its Central Florida operations with construction of a new distribution facility in Orange County.
- **American Road Retail**, the exclusive operator of NASCAR® Official Stores, selected the City of Orlando as their corporate headquarters location.
- Long time Central Florida-based citrus industry leader, **Silver Springs Citrus**, recently acquired another company, leading to a significant expansion of its workforce and operations in Lake County.
- Also in Lake, the new **National Institute of Telehealth**, a collaborative initiative that provides resources for families of children with autism, has established its headquarters operation in Mount Dora.

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### Hypnotix Team Joins EA's Tibuorn Studio in Orlando

#### Critically Acclaimed Development Team Relocates to Florida to Develop Arena Football Videogames

Electronic Arts (EA) has announced that the 35 person development team at New Jersey-based Hypnotix, Inc. (primarily known for its Outlaw series of unconventional sports titles including Outlaw Volleyball and Outlaw Golf) has relocated to Orlando, Florida to join EA's Tiburon Studio. The team will be developing action-oriented games, the first of which will be Arena Football™ based on the Arena Football League™ (AFL®) license.

"EA Tiburon shares our enthusiasm for sports and our passion for making great games. By joining EA, we are becoming part of a world-class studio organization, home to some of the industry's top designers, best artists and most sophisticated technologists. We couldn't be more excited," said Mike Taramykin, president of Hypnotix, Inc.

In an interview with Gamasutra.com, Taramykin suggested that his team was particularly pleased with the move from not-always-sunny New Jersey to permanently-sunny Florida: "It's amazing what a change of climate will do for your outlook - most of the people on the team are from the New York area, and they're very excited about the move," he beamed. "This is an opportunity to work on projects which are on a much bigger scale, with much broader appeal, and reach a larger audience."

## Metro Orlando's Independent Film Industry

In the past few months, several independent films shot in the region made headlines and won awards. These projects are good news for our region in more ways than one ... providing jobs to our local film industry and bringing in hundreds of thousands (and sometimes millions) of dollars to our local economy. Here are a few quick "takes" on the recent activity:

- **"Larry the Cable Guy: Health Inspector"** – Famous for his work on the Blue Collar TV show airing on the WB network, Larry the Cable Guy is "getting r' done" here in Metro Orlando with his first, feature-length film. The movie also stars actor Joe Pantoliano ("The Sopranos," "The Matrix," "Bad Boys I & II", "The Fugitive" and "Risky Business"). It is set for release later this year or first of next.
- **"The Last Will"** – This independent horror film was shot at locations across Metro Orlando, including areas in Orlando, Kissimmee and Oakland. Written, directed, produced and starred-in by local filmmaker Eric Miles, this \$100,000 film has been picked up by distributor Quantum Entertainment and featured in national industry publications such as *Markee* magazine. Click [here](#) to view the story.
- **"Stealing God"** — A new feature film comedy shot entirely in Metro Orlando took home the Best Feature Film and Audience Awards at the 2005 Secret City Film Festival held last weekend in Oak Ridge, Tennessee. "Stealing God" tells the story of two down-on-their-luck actors who start a fake Christian television show, pulling off the performance of a lifetime on a comical journey that makes them Holy Millionaires. Film producers are currently seeking a distribution deal. Click [here](#) to see the film's website.



Larry the Cable Guy reviews his lines with Director Trent Cooper prior to shooting at Lake Eola Park in downtown Orlando.

## Florida Maps Life Science Future

While this community was disappointed when the Scripps organization announced plans to locate in West Palm Beach instead of Orlando, the presence of that esteemed research facility in Florida will potentially open doors statewide for the growing life science industry. Currently, Florida, the nation's 4th largest state, is the 12th fastest growing location for this industry. In an effort to bolster that statistic, a new study is underway which will map out a framework for development of life sciences in Florida.

Enterprise Florida, Workforce Florida and the Florida High Tech Corridor Council—with the support and input of the Metro Orlando EDC and our counterparts statewide—have retained the Milken Institute to develop and deliver a Life Sciences Roadmap for Florida. The roadmap will provide a comprehensive statewide analysis of Florida's life science strengths and innovation capacity, along with specific recommendations to grow our economy in this sector. "Ultimately," stated Ross Devol, director of regional economics for Milken, "we believe that Florida can realistically lay claim to be one of the top five states for life sciences in the 21st Century."

With 6,500 life science-related jobs at last count (in 2003), Florida still has a long way to go to catch established industry centers, such as California with 318,000 jobs and Utah with 22,000 jobs. This strategic initiative is a critical first step in tackling that competition head on. While the statewide study will look at many growth factors in Central Florida, the hope for establishment of a medical school at the University of Central Florida will be a tremendous catalyst for growth.

Work has just begun; results are expected by summer 2006. More to come as the study progresses and recommendations are received.

## LOCAL SUCCESS

### **Congratulations EA Tiburon!**

Electronic Arts' Madden NFL 06 sold more than 1.7 million copies during its first week in stores, giving it the biggest week-one launch in the hugely successful franchise's 16-year history. The title is developed by EA Tiburon in Orlando, Florida.

Home to more than 500 of the industry's top game makers, EA Tiburon is a key EA development studio focused on the production of interactive entertainment for the PlayStation®2 computer entertainment system, the PlayStation®, PSP™ (PlayStation®Portable) system, Xbox 360™ and Xbox® video game system from Microsoft, the Nintendo GameCube™, Game Boy® Advance, Nintendo DS™ and the PC. The award-winning EA Tiburon is responsible for the Madden NFL Football franchise as well as NASCAR®, NCAA® Football and NFL STREET franchises.

For more information on EA Tiburon, visit [www.tiburon.com](http://www.tiburon.com). For information on the game, visit [www.madden06.com](http://www.madden06.com).

### **LaserPath Technologies – Growing in Orlando Thanks to UCF**

LaserPath Technologies, located in Oviedo – a suburb of Orlando, is expected to double in production and size in the next year. LaserPath Technologies is a growing business specializing in lasers and electro-optics and responsible for custom designing and building lasers used in military applications, for cancer treatments, as well as for the detection of anthrax and other pathogens.

Rob Hopkins, President/CEO of LaserPath Technologies, started the company out of his home in 2001 while working with Lockheed Martin. Today, LaserPath partners with a few of the top research institutions and companies in the United States, such as Lockheed Martin, GE Systems, Auburn University, Harvard Medical School and the Air Force.

A graduate of the University of Central Florida, Rob is an affiliate of UCF's College of Optics and Photonics, the Center for Research in Electro-optics and Lasers (CREOL), and the Florida Photonics Center of Excellence, Rob plans to continue his ongoing partnership with CREOL and continue to hire and mentor UCF graduates and students.

He states, "Without UCF's College of Optics and Photonics, LaserPath Technologies wouldn't be in a race to develop high tech medical devices. In fact, without training and technical assistance from the college, LaserPath likely wouldn't exist at all."

"All six of our employees are UCF grads," said G. Kim Jenkins, a founding partner of the company. "The college is an anchor for our industry here. As long as they produce employees with a strong competency in photonics, the industry will grow."

### **Harris Corp. Donates \$3 Million to the University of Central Florida**

Harris Corporation, an international communications technology company headquartered in Central Florida, has announced a \$3 million donation to the College of Engineering & Computer Science. The gift, along with an additional \$3 million in state matching funds, will equip research laboratories in the new four-story Engineering III building. UCF will name the building the Harris Corporation Engineering Center, pending approval by the university's Board of Trustees.

Howard Lance, Harris Corporation's chairman, president and chief executive officer, announced the gift August 17 during a ceremony in the Harris Corporation Partnership Atrium in Engineering II. UCF President John Hitt and College of Engineering and Computer Science Dean Neal Gallagher also participated in the ceremony. Including the state matching funds, the gift is the largest ever made by Harris Corporation to any college or university. The donation is also the largest ever received by the College of Engineering and Computer Science.

"We have UCF graduates employed at every level of our engineering organization," Lance said. "We are delighted to provide this gift, which will support the advancement of the engineering discipline at this vibrant university and the continuing expansion of high technology in Florida."

Harris Corporation's donation will allow UCF to hire more high-quality faculty members and equip labs specializing in microwave and wireless communications, Computer Aided Virtual Environments, robotics, software engineering and large-scale designs. Research in those labs benefits the medical community, law enforcement, NASA, the military and other organizations.

More than 500 UCF graduates, most of whom attended the College of Engineering and Computer Science, are among Harris' 12,600 employees.

"Harris Corporation's generous gift will help UCF prepare more students to join the high tech workforce that is vital to the economy of this region and the state," President John Hitt said. "We look forward to strengthening an important partnership that benefits our students and faculty, Harris Corporation and the entire Central Florida community."

## Nanoscience at the University of Central Florida

Here in Central Florida, the University of Central Florida has made major commitments to nanoscience by launching an interdisciplinary Nanoscience Technology Center. To run the program, UCF recruited James J. Hickman from Clemson University. Hickman, who has a doctorate from MIT, has been doing nanoscience research for more than 15 years. Nanoscience—the study of the infinitesimally tiny—incorporates chemistry, biology, physics, materials science, engineering, ecology and national security. From preventing stains from sinking into our pants, to making sports equipment lighter and more durable, to giving our computers more oomph, nanoscience is poised to change the way we conduct our lives.

## Air Route Development Supports Economic Development

The availability of direct, non-stop flights is one of many factors that can positively impact economic development decisions. Thus, a recent announcement from Orlando International Airport is very good news. With 88 markets served, the airport now has more direct, non-stop U.S. destinations than any airport in Florida. Growth to new cities includes Charlottesville, VA; Chattanooga, TN; Fayetteville, AR; Ft. Wayne, IN; and Wilkes-Barre/Scranton, PA.

The 88 direct, non-stops from this market substantially surpasses other Florida markets. By way of comparison, Miami has nonstop service to 48 US cities. This growth also positions Orlando International as the 13th busiest airport in the nation for scheduled, direct non-stop destinations.

## Downtown Orlando News

Downtown Orlando continues to be the largest employment center in the region with over 57,000 daily workers. The area was also recently identified as being home to offices of the 10 largest law firms in Central Florida. More importantly, as our region grows, downtown Orlando continues to be recognized as a critical business center in the state as six of Florida's Top 15 ranked law firms have their state headquarters located in downtown Orlando—more than any other Florida city. The Downtown Development Board strives to make downtown Orlando a great place to live, work, play and learn and can assist businesses of any size and type with an inventory of available properties for lease, sale or sublet.

### Downtown Trivia

Did you know that six of Central Florida's 15 largest development projects are located in and around our City Center? Ranked by project square footage, a recent *OBJ* listing highlighted some of downtown Orlando's \$1.8 billion of projects that are currently under construction. Premiere Trade Plaza, The Vue at Lake Eola, The Sanctuary, CNL Tower II and major expansions at Florida Hospital and Orlando Regional Medical Center (ORMC) are some of the exciting and dynamic changes happening in downtown Orlando. The Downtown Development Board works closely with the development and business community in creating an interesting and exciting skyline for our region's City Center.

For more information on downtown Orlando or the Downtown Development Board, visit [www.DowntownOrlando.com](http://www.DowntownOrlando.com).

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## WHAT'S NEW

### Reel-Scout™ Strengthens Film Commission's Toolkit

How do YOU define entertainment?

That's not an easy question to answer in today's ever changing environment of iPods, blogs, podcasts, DVDs and video games. And, the answer to that question is increasingly being driven by technological advances.

This week, the EDC's Metro Orlando Film & Entertainment Commission released the results of a study that measured the impact the film and entertainment industry has on our region.

The most telling number of the study is the total sales of our local film, digital media and entertainment industry. At **\$845.5 million**, we've seen significant growth in this sector. However, it is where this growth is happening that is of most interest.



It appears that a shift is happening from location based projects, such as feature films, to more digital production that is not location specific. That's important because it means that local companies are being forced to modify how they do business. Many have effectively made the transition to new digital formats. The result has been growth and the ability to compete for projects on a national and international level.

Orlando's traditional "bread and butter" - the production of commercial spots - has also increased and provides a consistent base of work for many local companies.

These results underlie the importance of the EDC Film & Entertainment Commission's work to help local companies understand the requirements necessary to compete in a global market. They also highlight the importance of training provided by **UCF, Full Sail**, and local community colleges in preparing today's film and digital media workforce.

So, how is entertainment defined? Today's answer may be different than tomorrow. However it evolves, from an economic development perspective we see tremendous potential for growth of this industry in our community and will continue to monitor and support this important local industry sector. To see the complete study, visit [www.innovationinsight.com/downloads/2005FilmSurvey.pdf](http://www.innovationinsight.com/downloads/2005FilmSurvey.pdf).

## Agrotech Section "Sprouts" on OrlandoEDC.com

If you're an avid *Communiqué* reader, you have probably seen several stories in the past year regarding our "growing" agrotech sector! With several industry leaders already calling the region home, this could quickly become a boom area for Metro Orlando.

To help further this process, the EDC has actively worked with partners such as **Lake County** and the **University of Central Florida** to attract additional activity. As part of that effort, we have added a brand new section to our website that highlights the many aspects of this emerging industry.

Covering everything from the fascinating companies making up our cluster, to educational resources provided through our community college and university systems, this new section shows prospective clients the many reasons why they should locate their agrotech company in Metro Orlando.



Click on image to check it out.

## Metro Orlando... In the News

Two major publications have named the Metro Orlando region as one of the top places for business.



*Business Week On-Line* is featuring the best cities for entrepreneurs. On Wednesday, Orlando was named one of the top five cities to watch. The five cities were chosen based on their current infrastructure and attractiveness to companies; going beyond the usual enticements (the traditional menu of tax incentives, low office rents, and favorable regulatory environments) to include a host of variables that emphasize quality of life; population diversity; infrastructure; and a culture of creativity. To read the article, visit [www.businessweek.com/smallbiz](http://www.businessweek.com/smallbiz).



*Southern Business Development* magazine (SB&D) has also recognized our region as a business hotspot. In their article entitled "2005 Top Deals and Hot Markets," SB&D ranks Metro Orlando #2 in their annual evaluation of "major markets" for economic development, stating: "This central Florida metro is as hot as any in the South." Last year we ranked #1 in this category, and this is the third time in four years that we have been at the very top of the list. This ranking is based on job growth and corporate investment in communities throughout the South. To read the report, go to [www.sb-d.com](http://www.sb-d.com).

## Orlando Named "Thriving Area of Tech-Led Commerce"

The most recent issue of *Site Selection* magazine, which targets experts working with expanding and relocating companies, cited Metro Orlando as one of several areas experiencing thriving tech-led commerce. (See excerpt below.) This great mention was included in a piece covering a recent *American Electronics Association* study that found Florida to be the fourth largest "Cyberstate." The article can be found online at [www.siteselection.com/features/2005/jul/cyber/](http://www.siteselection.com/features/2005/jul/cyber/).

The location requirements needed to support the "innovation commercialization process" include the following:

- an ability to hire technicians locally and an ability to attract scientists and engineers;
- the availability of college training for technical and support staff; reasonable air access, including access by investors and potential customers to the company facility;
- access to an interstate highway system;
- a progressive culture that embraces new ideas;
- R&D tax credits;
- state-of-the-art broadband;
- R&D park or large industrial campus;
- availability of low-cost and redundant power; water and sewer capacity and telecommunications services.

The presence of these and other attributes is turning some non-traditional tech locations into thriving hubs of tech-led commerce. Among these locations are Orlando, Tampa and Melbourne, Florida; Buffalo, Rochester, Syracuse and Albany, N.Y.; and Cleveland, Dayton, Cincinnati and Columbus, Ohio.

Source: Site Selection - July 2005

### Did You Know?

- Metro Orlando appears on *Expansion Management* magazine's list of the "Top 40 Real Estate Markets". What does this mean? Expanding companies looking for the best assortment of available buildings at the right price should take a look at Metro Orlando.
- Rollins College ranked first in the South for private colleges and first in the South in the "Great Schools, Great Prices" category, according to *U.S. News & World Report's* annual rankings of America's Best Colleges.

### How Can We Help You?

**Our goal is to make this *Orlando Business Brief* publication informative and useful to you. Please let us know if there are specific topics, programs and issues that you would like to learn more about.**

**Your suggestions are welcome. E-mail: [Gloria.Wong@OrlandoEDC.com](mailto:Gloria.Wong@OrlandoEDC.com), or call 407.422.7159 x235.**

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