

ORLANDO WORKFORCE INSIGHTS

MODELING, SIMULATION & TRAINING (MS&T) IN ORLANDO

Central Florida is the world's epicenter for MS&T

Typically known for its hospitality and tourism industries, Orlando is also home to a \$6 billion industry, Modeling, Simulation & Training (MS&T). MS&T is a growing industry that uses technology to develop models or software programs to predict and simulate scenarios in various high cost and/or high stakes fields such as military training and aviation. MS&T relies on a highly qualified workforce with numerous skills transferable to other STEM fields. MS&T is a critical component of our national defense sector, has long been tied to the entertainment/gaming industry and is increasingly being utilized in the healthcare industry.

The world's largest cluster of MS&T specific operations is found in Central Florida where the U.S. Army, Air Force, Navy and Marine's simulation operations are based at Central Florida's Research Park. This research park is the fourth largest in the country in terms of overall number of companies. Currently, the MS&T industry employs more than 12,000 jobs in Orlando and roughly 60,000 indirectly throughout the state. The area's rapidly growing population, steady projected job growth and nearby educational institutions ensure that the region is positioned for growth in the MS&T industry. As the industry expands, Orlando will continue to diversify its labor market and be seen as an attractive location for numerous industries.



SECTORS TO WATCH

DEFENSE

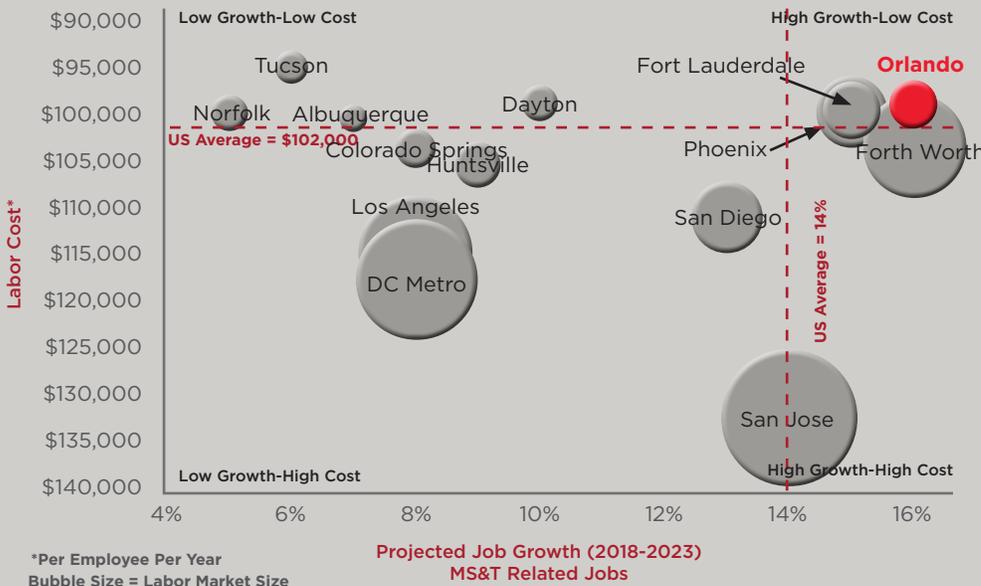
Orange County, FL received \$5.1 billion in contracts from the federal government over the last 12 months, the majority of which were from the Department of Defense. That's more than any other county in Florida (including Brevard County where NASA is located). Only 15 other metro areas in the country received more than \$5.1 billion. Earlier this year, the U.S. Army relocated its research and development division, focused primarily on high-tech virtual training programs, to the Central Florida Research Park in Orlando.

HEALTHCARE

Hospitals and healthcare technology companies are increasingly utilizing technology from the MS&T industry for training purposes as well as experimenting with new technologies. The global healthcare simulation market is currently valued at \$1.8 billion and is expected to double by 2024. Orlando's health care industry is expected to grow by 12% over the next five years.

GAMING

The gaming industry relies heavily on MS&T technology and has long been tied to military defense training. Electronic Arts' video game division, EA Sports is the largest video game studio in Orlando. EA Sports has cited Orlando as a desirable location due to its access to talent and the emerging digital media cluster, which includes MS&T.



A CLOSER LOOK AT LEADING CITIES IN THE DEFENSE AND AEROSPACE SECTORS AND HOW THEIR LABOR MARKETS STACK UP IN TERMS OF JOBS THAT OVERLAP WITH THE MS&T INDUSTRY

Orlando's affordability and high projected growth rate for MS&T related jobs distinguishes it from other cities with a large defense and aerospace presence. The city has room for such rapid growth making it a desirable location for industries looking for MS&T talent.

Sources: Emsi, Economic Institute Salary Assessor, USAspending.gov, Orlando Economic Partnership, VynZ Research, U.S. Army

STRATEGIC CONSULTING

LABOR ANALYTICS

Accessibility to the right workforce is a primary concern for nearly all C-Suite executives. A location can improve a company's ability to hire employees with target skills and attributes. Cushman & Wakefield Strategic Consulting provides clients with detailed and actionable insight into global, national, and local labor markets. We analyze labor markets from two complementary perspectives: job skills and demographics. These factors measure experienced talent and trainable labor in a market which provides a critical foundation for smart decision making.

EXPERIENCED LABOR - TARGET JOB SKILLS

Where does the target workforce live and work and how will a long-term real estate investment impact the organization's ability to recruit and retain the right skill sets?

Cushman & Wakefield's Strategic Consulting team uses its labor analytics capabilities to ensure a company's real estate decision aligns with its talent objectives and enables the organization to capture and retain its targeted workforce.



LOCATION

Where does the company's targeted workforce live and work?

- Net commuting patterns provide insight into the current and future supply of targeted skill sets.
- Insight into where the targeted talent lives and how that overlays with the distribution of employers and candidate locations.



COMPETITION

Who is competing for the company's targeted skill sets?

- Job posting analytics provide insight into the demand for targeted skill sets.
- Visibility into the companies actively hiring selected positions within a market and how aggressively they have to recruit to capture this talent.



WAGE LEVELS

How does the company's pay structure affect its ability to recruit and capture the right talent?

- Talent supply by compensation analytics enable the company to understand their ability to recruit exact and related skill sets at a specific wage-level within a market.

TRAINABLE LABOR - TARGET DEMOGRAPHICS

Where does the target demographic live and how will a long-term real estate investment impact the organization's ability to recruit and retain the right talent?

Cushman & Wakefield will establish the company's target labor demographics. Each demographic segment is a composite of 300+ demographic and lifestyle traits, including: age, income, education, consumer behavior and occupational tendency. This provides precise insight into the volume and concentration of trainable talent in a market or submarket.

FOR MORE INFORMATION

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