

Business Services



9th

Largest **business services** cluster in Florida.



15,423

Employed in the **business services** cluster.



1,940

Establishments in the **business services** cluster.



-5.7%

Average annual employment growth in the **business services** cluster.



1,100

Job seekers from top 20 occupations in the **business services** cluster.

Industry Overview

The business services cluster is the third-largest cluster in the five-county region in Southwest Florida, based on employment. Employing some 15,423 people, business services provide professional employment opportunities to educated workers as well as careers for low-skilled workers. Jobs in this cluster vary, ranging from careers in finance and computer services to engineering and architecture. While overall employment in business services steadily declined between 2009 and 2015, its consulting services subcluster grew by 34 percent. This increase is no doubt due to increased demand for financial advisors (resulting from the influx of people relocating to the region mainly to retire) coupled with the increased supply of experienced and educated workers providing consulting services (resulting from people relocating to the region mainly for work). Another growing subcluster is architectural and drafting services, which reflects the resumption of the next housing boom and the growth in nonresidential structures needed to accommodate the growth in small firms.

A key characteristic of the business services cluster is its diversity of subclusters that will fulfill the demands of any business seeking to relocate or expand their operations in this region. They will find a supply of workforce talent ranging from consulting and advisory resources, computer and technological support, employment placement experts, designers available to draft new buildings and landscapes, and ground transportation services available for exploring new sites or locations.

Firms included in this cluster represent small businesses and entrepreneurs, with the majority of the establishments employing less than 50 people. With individual establishments being so small, large capital outlays are unnecessary for many of the companies that are part of this cluster. This makes it is easy for new start-ups to develop and less costly if shut-downs become necessary.

The eclectic group of occupations that are part of this cluster stand to benefit from the continued interest in this region by major firms deciding to relocate or expand in Southwest Florida. Recent announcements by firms such as Arthrex and ACI Worldwide will provide employment opportunities in the various subclusters comprising this group, such as business, consulting and computer services. Additionally, the region continues to be of interest to global firms seeking new markets and locations for their products and services. These firms will come to rely on having access to many of the types of employees who comprise this cluster.

Economic Profile

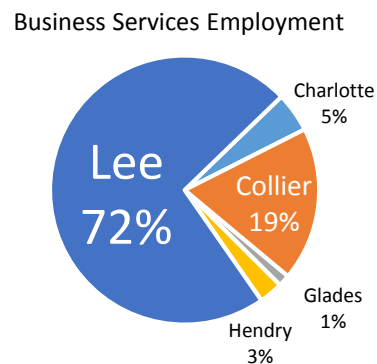
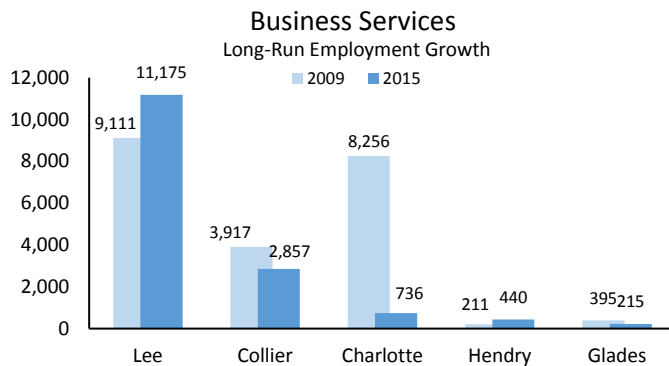
The business services cluster consists of 33, six-digit North American Industry Classification System (NAICS) codes including bank holding company headquarters, consulting services, architectural services, computer systems design services, and employment placement agencies. It is the second-largest cluster in Southwest Florida as measured by employment.

The five-county region ranked ninth in the state of Florida out of 24 workforce regions in employment for the business services cluster, with an employment level of 15,423 in 2015. This cluster of 1,940 establishments accounted for about 3 percent of total employment in the state. However, over the six-year period (2009-2015), the number of jobs in this cluster group experienced a significant decline of 30 percent. This declined compared to an overall growth rate of almost 20 percent for the entire state. The number of establishments in the cluster was about 5 percent of the total number of such establishments in the state. The location quotients for this cluster's employment relative to the state and the country were extremely low, implying that the concentration of employment in this region relative to the state and the country is significantly lower.

Business Services Economic Profile		
	Southwest Florida	Florida
Employment, 2015	15,423	503,826
Number of Establishments, 2015	1,940	38,607
Short-run employment growth, 2014 to 2015	8.0%	5.5%
Long-run employment growth, 2009 to 2015	-29.5%	19.6%
Average annual employment growth, 2009 to 2015	-5.7%	3.6%
Workforce Region Employment Ranking, 2015	9th	--
Location Quotient, Relative to Florida, 2015	0.23	--
Location Quotient, Relative to United States, 2015	0.43	1.91

Source: County Business Patterns: 2015

Employment by County



Out of Southwest Florida’s business services cluster, Lee County accounted for the largest proportion of jobs (72.5 percent), with 11,175 workers. Collier County had the next largest number in this cluster, amounting to about 18.5 percent (2,857). Charlotte County (736 employees, or 4.8 percent of the total), Hendry County (440 employees, or 2.9 percent of the total), and Glades County (215 employees, or 1.4 percent of the total) accounted for a total of less than 10 percent of the cluster.

Business Services Employment By County		
County	Employment	Percent of Total Employment
Charlotte	736	4.8%
Collier	2,857	18.5%
Glades	215	1.4%
Hendry	440	2.9%
Lee	11,175	72.5%
Southwest Florida	15,423	100.0%

Source: County Business Patterns: 2015

Southwest Florida’s business services cluster had a total of 1,940 establishments in 2015. Of these, 98 percent employed less than 50 employees. Lee County had the most business services establishments in Southwest Florida, with 1,013 establishments, and of these, 78 percent were comprised of one to four workers. Collier County’s 731 establishments included 83 percent that were comprised of one to four employees. Similar employment patterns are observed in the remaining counties (Charlotte, Hendry and Glades), where most of the establishments employ fewer workers.

Business Services Establishments By County										
County	Number of Employees in Establishment									Total
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000+	
Charlotte	142	14	10	4	1	0	0	0	0	171
Collier	610	66	30	19	3	2	1	0	0	731
Glades	4	0	0	0	0	1	0	0	0	5
Hendry	12	3	1	3	0	1	0	0	0	20
Lee	798	96	52	38	9	14	3	1	2	1,013
Southwest Florida	1,566	179	93	64	13	18	4	1	2	1,940

Source: County Business Patterns: 2015

Employment growth in the business services cluster varied widely by county over the six-year period of 2009-2015. Of the five counties, Lee County had the largest number of employees in this cluster in 2009 (9,111) and grew by about 3.5 percent on average

per year through 2015, showing an overall gain of 22.7 percent. In contrast, Charlotte County had the second-largest number of employees in 2009 but experienced a significant loss of jobs, losing just over 90 percent of the jobs by 2015. Collier County lost over 25 percent of all jobs in this cluster during the same time period. And while Glades County employed far fewer in this cluster, it also experienced sharp losses over five years, amounting to almost half of all employment in this cluster. Besides Lee, Hendry County was the only other county showing gains in employment in this cluster, although its overall employment level accounts for less than 3 percent of total employment in this cluster.

Business Services Long-Run Employment Growth				
By County				
County	Employment		Percent Change	Average Annual Percent Change
	2009	2015		
Charlotte	8,256	736	-91.1%	-33.2%
Collier	3,917	2,857	-27.1%	-5.1%
Glades	395	215	-45.6%	-9.6%
Hendry	211	440	108.5%	13.0%
Lee	9,111	11,175	22.7%	3.5%
Southwest Florida	21,890	15,423	-29.5%	-5.7%

Source: County Business Patterns: 2015

Employment by Subcluster

The business services cluster is comprised of eight subclusters: corporate headquarters, consulting services, business support services, computer services, employment placement services, engineering services, architectural and drafting services, and ground passenger transportation. Information regarding employment by subcluster can be found below.

Corporate headquarters was the largest subcluster in terms of employment in 2015, with 4,347 employees accounting for 28.2 percent of the employment in the entire cluster. Business support services was the second-largest subcluster, with 3,649 workers, followed by computer services, with just about half the employment as in the corporate headquarters subcluster. These three subclusters account for over 70 percent of all employment in the business services cluster, but employment in all three has declined since 2009. The employment placement services subcluster represents less than 1 percent of the employment in this cluster, having experienced a 62-percent loss in jobs between 2009 and 2015.

Business Services Employment		
By Subcluster		
Subcluster	Employment	Percent of Total Employment
Corporate Headquarters	4,347	28.2%
Business Support Services	3,649	23.7%
Computer Services	2,845	18.4%
Consulting Services	2,200	14.3%
Engineering Services	1,508	9.8%
Architectural and Drafting Services	548	3.6%
Ground Passenger Transportation	185	1.2%
Employment Placement Services	141	0.9%
Total	15,423	100.0%

Source: County Business Patterns: 2015

Southwest Florida's business services subcluster's totaled 1,940 establishments in 2015. Of these establishments, 98 percent employed less than 50 employees and 81 percent employed less than five employees. The consulting services subcluster had the most establishments in 2015, with 743 establishments. A majority of these establishments were small, as measured by number of employees. Only five establishments employing more than 50 employees. As indicated in the table, most of the establishments in these subclusters primarily employed less than 100 employees.

Business Services Establishments

By Subcluster

Subcluster	Number of Employees in Establishment									Total
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000+	
Consulting Services	684	35	11	8	0	5	0	0	0	743
Computer Services	289	35	21	12	0	3	0	0	1	361
Business Support Services	186	19	12	18	1	5	2	1	0	244
Engineering Services	134	40	27	13	5	0	0	0	0	219
Architectural and Drafting Services	135	27	5	2	0	0	0	0	0	169
Corporate Headquarters	58	17	13	8	7	5	2	0	1	111
Ground Passenger Transportation	51	5	2	1	0	0	0	0	0	59
Employment Placement Services	29	1	2	2	0	0	0	0	0	34
Total	1,566	179	93	64	13	18	4	1	2	1,940

Source: County Business Patterns: 2015

Employment in the ground passenger transportation subcluster grew strongly from 2009 to 2015, at an average annual rate of 4.8 percent. Growth in employment in the remaining seven subclusters was relatively weak overall. Five of the subclusters experienced declines in employment, with the most significant declines occurring in employment placement services (16.2 percent average annual decrease) and in corporate headquarters (14.3 percent average annual decrease). These substantial declines resulted in a loss of almost 30 percent in this subcluster between 2009 and 2015.

Business Services Long-Run Employment Growth

By Subcluster

Subcluster	Employment			Average Annual Percent Change
	2009	2015	Percent Change	
Consulting Services	1,635	2,200	34.6%	5.1%
Ground Passenger Transportation	140	185	32.1%	4.8%
Computer Services	2,567	2,845	10.8%	1.7%
Architectural and Drafting Services	499	548	9.8%	1.6%
Business Support Services	3,695	3,649	-1.2%	-0.2%
Engineering Services	1,976	1,508	-23.7%	-4.4%
Corporate Headquarters	10,970	4,347	-60.4%	-14.3%
Employment Placement Services	408	141	-65.4%	-16.2%
Total	21,890	15,423	-29.5%	-5.7%

Source: County Business Patterns: 2015

Workforce Ranking

Of all the workforce regions in the state of Florida, the Southwest Florida region ranked 9th with most employees in the business services cluster in 2015. Southwest Florida ranked just below the Brevard County workforce region with 15,423 employees in this cluster, and was less than half the number of employees as compared with the higher populated counties that ranked in the top five. However, the region ranked higher than the remaining 15 workforce regions in the state for employment in this cluster. A complete list of the workforce rankings by number of employees in the business services cluster can be found below.

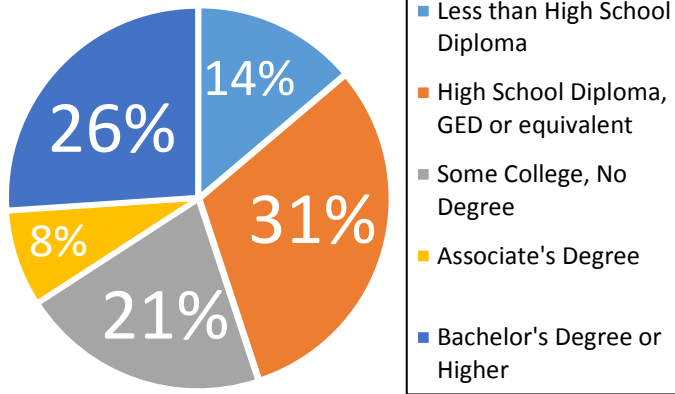
Business Services Workforce Rankings		
Rank	Workforce Region	Employment Level
1	Central Florida	91,494
2	Tampa Bay	62,737
3	South Florida	58,727
4	Broward	51,133
5	Northeast Florida	43,510
6	Palm Beach County	36,847
7	Pinellas	30,502
8	Brevard	16,793
9	Southwest Florida	15,423
10	Suncoast	11,984
11	Polk	11,941
12	Capital Region	7,744
13	Escarosa	7,446
14	Gulf Coast	7,318
15	Okaloosa Walton	6,252
16	Citrus Levy Marion	6,237
17	Research Coast	6,095
18	Pasco Hernando	5,172
19	Flagler Volusia	4,314
20	North Central Florida	3,540
21	Florida Crown	1,561
22	Heartland	1,160
23	Chipola	833
24	North Florida	574

Source: County Business Patterns: 2015

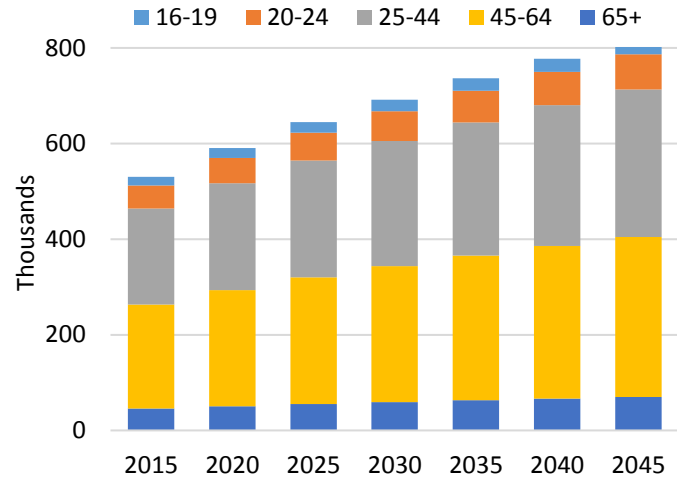
Workforce Profile

Many companies choose to operate in Southwest Florida due to its workforce. Of the region's adult population, 26 percent have a Bachelor's Degree or higher, while 86 percent have at least a high school diploma. Florida Gulf Coast University conferred 2,331 Bachelor's Degrees to students during the 2015-2016 academic year, while Florida Southwestern State College, with its four campuses throughout the region, conferred 1,942 Associate's Degrees and 341 Bachelor's Degrees during the 2014-2015 academic year. Other educational institutions serving the area include Hodges University in Naples and Kaiser University in Fort Myers. Meanwhile, regional training programs, such as CareerSource Florida, provide training programs and certificates in numerous areas. Furthermore, the composition of the workforce is expected to change as the population grows over the next 25 years. Southwest Florida's population is expected to grow 50 percent by 2045, expanding the region's customer base while increasing its labor force by 54 percent.

Educational Attainment



Projected Labor Force



Business Services Occupations By Total Employed

Occupation	Total Working Across All Industries	Number of Available Applicants	Number of Graduates	Entry Wage	Median Wage	Experienced Wage	Education Level
Landscaping and Groundskeeping Workers	11,858	43	0	\$9.03	\$11.10	\$13.35	Less than High School
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	11,579	98	0	\$10.49	\$14.75	\$17.64	Post-Secondary Adult Vocational
Office Clerks, General	8,666	176	0	\$9.24	\$12.43	\$15.85	High School/GED
Carpenters	6,188	53	6	\$12.09	\$17.68	\$22.21	Post-Secondary Adult Vocational
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	5,449	71	0	\$9.75	\$11.34	\$13.29	Less than High School
Bookkeeping, Accounting, and Auditing Clerks	5,279	111	38	\$11.88	\$16.47	\$19.84	Some College
Receptionists and Information Clerks	4,978	134	52	\$10.09	\$13.12	\$15.20	High School/GED
General and Operations Managers	3,755	85	167	\$28.69	\$45.91	\$68.75	Some College
Accountants and Auditors	3,668	83	19	\$19.99	\$29.03	\$40.43	Bachelor's Degree
Painters, Construction and Maintenance	3,234	19	0	\$11.12	\$14.44	\$17.39	Post-Secondary Adult Vocational
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	2,836	6	0	\$13.76	\$20.47	\$26.50	Post-Secondary Adult Vocational
Business Operations Specialists, All Other	2,703	22	0	\$17.48	\$28.41	\$35.46	Some College
Electricians	2,432	26	12	\$14.19	\$17.86	\$21.17	Post-Secondary Adult Vocational
Executive Secretaries and Executive Administrative	2,320	110	16	\$15.70	\$20.72	\$24.92	Post-Secondary Adult Vocational
Roofers	2,062	7	0	\$11.03	\$15.22	\$16.79	Post-Secondary Adult Vocational
Plumbers, Pipefitters, and Steamfitters	1,848	24	6	\$14.82	\$18.89	\$21.46	Post-Secondary Adult Vocational
Lawyers	1,809	7	88	\$24.00	\$39.83	\$63.86	Master's Degree or Higher
Management Analysts	1,710	8	98	\$20.81	\$34.04	\$61.80	Bachelor's Degree
Cost Estimators	1,031	5	3	\$15.41	\$25.17	\$31.04	Some College
First-Line Supervisors of Housekeeping and Janitorial Workers	1,009	12	0	\$13.30	\$18.32	\$22.81	Post-Secondary Adult Vocational

Source: Florida Department of Economic Opportunity, Occupational Supply/Demand Report

Cluster Highlights

KEY COMPANY ANNOUNCEMENTS

- In December 2016, Arthrex, a global manufacturer of medical devices and supplies, announced an expansion of its operations in Collier County, adding 560 new jobs. In addition to manufacturing products, the company trains surgeons on the use of its medical devices. New jobs as well as spillover effects from this move will have positive impacts on jobs in this cluster, such as employment placement agencies, human resources consulting, and business support services.
- In November 2016, Maven Group LLC, a Naples-based elevator industry advisory firm, hired Dominik Sachsenheimer as its president. Maven advises independent elevator companies to prepare themselves for a sale, and assists owners and executives to manage their daily operations.
- Investor Carl Icahn more than doubled his stake in Hertz Global Holdings Inc. on November 1, 2016, the same day the rental-car firm's stock plunged in the wake of disappointing financial results and a lowered annual outlook.
- Collier County Commissioners approved incentives, in September 2016, for expansion of ACI Worldwide headquarters. The company provides electronic payment solutions to financial institutions and merchants. A positive impact is expected in the business support services subcluster.
- In 2016, Rib City moved into its new corporate headquarters in Fort Myers. Its new office space encompasses 2,500 square feet and includes meeting and training space for Rib City employees. The national barbecue chain currently has 13 corporate restaurants in Florida with 10 locations in Southwest Florida and 14 franchise restaurants across the country, including Colorado, Illinois, Missouri, Ohio, Virginia, and Washington State.
- Florida SouthWestern State College is the largest conduit of Quick Response Training grants in the state, according to CareerSource Florida. These grants fund customized training for new hires in both expanding and new businesses throughout Florida. In 2016, the training grants awarded through FSW totaled \$2.7 million, over 23 percent of the total statewide program.
- A group of French entrepreneurs visited Collier County in 2016 to seek investors and pitch their companies. The products and services of these companies ranged from technology and computer innovators, multimedia communication services, and medical technologies. The group utilized the Naples Accelerator for training in marketing their companies in Collier County.
- Active Asset Allocation is relocating to Collier County. The company offers investment solutions, providing opportunities in the business support services subcluster.
- In January 2017, Lee County commissioners voted unanimously to give technology consultant Gartner Inc., \$1.48 million to bring 400 jobs to Lee County by 2019 and construct a \$20 million office building. Gartner currently employs over 1,000 people in Lee County.
- Global media and technology company Comcast is expanding its customer service "Center of Excellence" in Fort Myers, with plans to add 200 new customer service agents and 20 leadership positions to an existing Lee County-based staff of 400.
- Florida SouthWestern State College, the Lee County Economic Development Office, SCORE, CareerSource of Southwest Florida, and the Small Business Development Center at Florida Gulf Coast University recently partnered to create the Lee Entrepreneurs' Assistance Resource Network (LEARN). LEARN provides outreach activities and services to entrepreneurs and businesses in Lee County. Working collaboratively, LEARN's mission is to promote the establishment, retention and expansion of businesses in Lee County.
- The Omaha, Neb.-based architectural, engineering, and consulting firm HDR Incorporated helped Lee County with two key projects in recent years, including a 636-ton per-day waste-to-energy plant expansion and an expanded Recovered Material Processing Facility that allows single stream recycling and more than 300 tons per day of sorting capability. These elements were added to the Lee County solid waste system while keeping solid waste fees below rates in the early 1990s, as well as a mass burn unit with the lowest nitrogen oxide limits of any U.S.-based unit.

EVENTS, AWARDS AND RECOGNITIONS

- Billy's Rentals, the largest bicycle rental *business* on Sanibel and Captiva, won the 2016 Southwest Florida Blue Chip Community Business Award. Sponsored by BB&T-Oswald Trippe and Company and BB&T Bank, the award targets for-profit

companies located in Lee, Collier, or Charlotte County, in business at least three years, employ five to 400 people, and had to have overcome adversity to achieve success.

- Florida SBDC Network provides entrepreneurs with assistance by offering periodic workshops for small businesses in a number of locations, including Fort Myers, on topics such as start-up assistance and procuring government contracts.
- Annual awards presented to the Distinguished Entrepreneur of the Year for innovation, employee programs and integration of new technology. Winners include entrepreneurs from small firms involved in medical services, financial assistance and other business support areas located in the five county region of Southwest Florida.

Companies

- ASG Software Solutions
www.asg.com
- Chico's FAS Inc.
www.chicosfas.com
- Data2Logistics
www.data2logistics.com
- Alliant Association Management
www.alliantproperty.com
- Safe Guard Shredding Services
www.safeguardds.com
- Progressive Waste Solutions
www.progressivewaste.com
- Spikowski Planning Associates
www.spikowski.com
- 21st Century Oncology
www.21co.com
- Hertz
www.hertz.com
- Boylan Environmental Consultants, Inc.
www.boylanenv.com
- MBA Airport Transportation
www.mbaairporttransportation.com
- Dolphin Transportation Specialists
www.dolphinnaples.com
- HelloTech Technology Support Services
www.hellotech.com
- Genesis Global Technologies
www.genesisgt.com

Education & Training

Florida's system of higher and post-secondary education provides hundreds of training programs generating advanced degrees and occupational certificates that prepare students for productive careers in our region. The state university system includes 13 institutions, while community colleges number 28. Furthermore, there are 84 private universities and occupational and technical schools in the state. A list of the top educational institutions producing graduates that work in the business services cluster would include the following:

- Florida Gulf Coast University
www.fgc.edu
- Hodges University
www.hodges.edu
- University of Miami
www.miami.edu
- Florida State University
www.fsu.edu
- University of Central Florida
www.ucf.edu
- University of South Florida
www.usf.edu
- Florida SouthWestern State College
www.fsw.edu
- Keiser University
www.keiseruniversity.edu
- Florida Atlantic University
www.fau.edu
- Florida International University
www.fiu.edu
- University of Florida
www.ufl.edu

Cluster Definition

The business services cluster is comprised of 33 six-digit NAICS codes that form eight subclusters. A list of each subcluster and NAICS category, along with the appropriate six-digit NAICS codes, can be found in the table below.

Business Services Breakdown of Subclusters	
Subcluster/NAICS Description	6-Digit NAICS Code
<i>Corporate Headquarters</i>	
Offices of Bank Holding Companies	551111
Offices of Other Holding Companies	551112
Corporate, Subsidiary, and Regional Managing Offices	551114
<i>Consulting Services</i>	
Administrative Management and General Management Consulting Services	541611
Human Resources Consulting Services	541612
Process, Physical Distribution, and Logistics Consulting Services	541614
Other Management Consulting Services	541618
Other Scientific and Technical Consulting Services	541690
<i>Business Support Services</i>	
Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	533110
All Other Legal Services	541199
Payroll Services	541214
Translation and Interpretation Services	541930
All Other Professional, Scientific, and Technical Services	541990
Facilities Support Services	561210
Professional Employer Organizations	561330
Telephone Answering Services	561421
Telemarketing Bureaus and Other Contact Centers	561422
Convention and Trade Show Organizers	561920
<i>Computer Services</i>	
Data Processing, Hosting, and Related Services	518210
Custom Computer Programming Services	541511
Computer Systems Design Services	541512
Computer Facilities Management Services	541513
Other Computer Related Services	541519
<i>Employment Placement Services</i>	
Employment Placement Agencies	561311
Executive Search Services	561312
<i>Engineering Services</i>	
Engineering Services	541330
<i>Architectural and Drafting Services</i>	
Architectural Services	541310
Landscape Architectural Services	541320
Drafting Services	541340
<i>Ground Passenger Transportation</i>	
Taxi Service	485310
Limousine Service	485320
All Other Transit and Ground Passenger Transportation	485999
Passenger Car Leasing	532112

Source: U.S. Cluster Mapping Project, Institute for Strategy and Competitiveness, Harvard Business School