

From the Orlando Business Journal

:<http://www.bizjournals.com/orlando/blog/2014/10/4-reasons-orlando-is-set-to-become-a-top-five.html>

4 reasons Orlando is set to become a 'top five market nationally for millennials'

Oct 8, 2014, 11:28am EDT



[Abraham Aboraya](#)

Reporter- Orlando Business Journal

[Email](#) | [Twitter](#) | [Google+](#)

Have you ever wondered what a site selection consultant thinks of Orlando?

John [Boyd](#) Jr. is principal of The [Boyd](#) Co. Inc., which is headquartered in Princeton, N.J. [Boyd](#) helps companies land economic development deals to move into new markets.

I spoke with [Boyd](#) while he was recently in Central Florida to talk about Orlando's reputation and future. To say he's bullish is an understatement.

See Also

- [What's next for Viewpost, which plans to create 262 local high-tech jobs](#)
- [EDC wooing tech firm that may 'kick off' Creative Village](#)
- [Meet downtown Orlando's newest tech company: NeoReach](#)

"This is one of the hottest markets nationally right now," [Boyd](#) said. "This urban trend is very exciting for Orlando. Orlando is set to become a top five market nationally for millennials."

Why? Four reasons:

- [A new Major League Soccer stadium in downtown Orlando](#)
- [A University of Central Florida campus possibly coming to downtown Orlando](#)
- [New mixed-use developments in downtown being discussed, like the possible Orlando Sentinel redevelopment and Creative Village](#)
- [Hospital projects north and south of downtown, as well as Medical City in Lake Nona, that could take advantage of a regional push for medical tourism](#)

Of course, you can't talk to a location site selection consultant without talking incentives — and politics.

"There's a sense that Florida and Texas are really the major engines of economic growth

nationally," [Boyd](#) said. "[Rick Perry](#) in Texas is out of office in a few months, and there's worries about what a post-[Rick Perry](#) Texas will look like. [Rick Scott](#) is being looked at as the economic development wunderkind, the heir apparent to [Rick Perry](#)."

There have been attacks in recent years on economic development incentives as a zero-sum game: Jobs that would be created anyway are being shifted regionally, with no real benefit because of the incentives. It's happened locally, as well: [Seminole County is auditing Digital Risk](#), which received incentives to expand in Florida but has been shedding jobs lately.

"In real life, politicians want to create jobs," [Boyd](#) said. "The reality is incentives are a necessary evil. It's really just the way the game is played today. Florida needs to offer them because Texas offers them."

Covers health care, higher education and technology