

Groveland

City, Lake County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population

BEBR, April 1, 2025
23,827 2025

Change since 2020
+28.8% 2020 to 2025

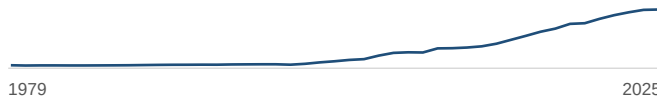
BusinessFlare® estimate, April 1, 2026
24,370 2026

Census 2020
18,505 2020

Change since the prior year
+0.5% 2024 to 2025

Basis of the latest figure
estimate 2025

Population, April 1: 23,827



BEBR's April 1, 2025 figure carried to April 1, 2026 at Lake County's growth rate of 2.28% a year, the annual rate in EDR's Demographic Estimating Conference county estimate for 2025 and medium projection for 2030, with the county's net new residents shared out to its places by their share of the county's 2025 population because the two rolls code different census vintages (2010 and 2020).

Source: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Demographic Estimating Conference: Projections of Florida Population by County, with Estimates for the base year, retrieved 2026-10-04

Labor force

Labor force (Lake County)
198,233 Aug 2026

Unemployment rate (Lake County)
4.9% Aug 2026

Latest month is preliminary
yes Aug 2026

Employment (Lake County)
188,443 Aug 2026

Rate a year earlier
4.5% Aug 2025

Unemployed (Lake County)
9,790 Aug 2026

Labor force, change on a year earlier
+0.5% Aug 2026

Unemployment rate, not seasonally adjusted: 4.9%



County figures, no city estimate published by FloridaCommerce

Source: US Bureau of Labor Statistics, Local Area Unemployment Statistics, retrieved 2026-10-01

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$258.9M 12 months to 2026-03

Wide error flag
yes Mar 2026

Retail trade (NAICS 44-45): 2022 landing error
34.7% 2022

Estimate runs to
Mar 2026 Mar 2026

Retail trade (NAICS 44-45): Census sales 2017
\$85.7M 2017

Accommodation and food services (NAICS 72):
Census sales 2017
\$14.5M 2017

Statewide median error, 2017 to 2022 back-test
15.7% 2017 to 2022

Retail trade (NAICS 44-45): Census sales 2022
\$207M 2022

Accommodation and food services (NAICS 72):
Census sales 2022
\$25.4M 2022

Accommodation and food services (NAICS 72): 2022
landing error
12.1% 2022

Economic Census anchors and the back-test

Sector	Census sales 2017	Census sales 2022	2017 carried to 2022	Landing error
Retail trade (NAICS 44-45)	\$85.7M	\$207M	\$135M	34.7%
Accommodation and food services (NAICS 72)	\$14.5M	\$25.4M	\$22.3M	12.1%

BusinessFlare® estimate from public sources.

The estimate anchors on the sales the US Census Bureau published for this place in the 2017 and 2022 Economic Census, for retail trade and for accommodation and food services, and moves them month by month with the county's sales tax returns by kind of business (Florida Department of Revenue Form 10). After the 2022 anchor the place's share of the county moves with the growth of its commercial property on the Department's 2026 tax roll, as submitted by the county property appraiser, by use code: stores, shopping centers, supermarkets and auto dealers for retail; restaurants, bars and hotels for accommodation and food. The three spending groups follow the county's kind code mix within each sector. Every place with both anchors was

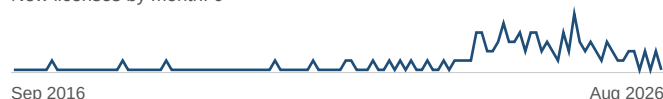
carried from 2017 to 2022 the same way and the landing on the 2022 Census figure is the published error.
Flags: wide error: the 2017 carry-forward landed 35% from the 2022 Census figure for Retail trade (NAICS 44-45).
Monthly estimate, twelve month and annual views, the visitor, resident and big ticket groups, chart and workbook: Street Economics Pass data, served by the account service, never in this file.
Source: BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data), retrieved 2026-10-04
Source: Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022, retrieved 2026-10-01

Tourist tax: not shown. the county does not publish tourist tax collections by city

Business base

Licensed food service, lodging and alcohol businesses	Food service licenses	Lodging licenses
141 Aug 2026	99 Aug 2026	8 Aug 2026
Alcoholic beverage licenses	New licenses, last 12 months	New business filings, last 12 months (postal city)
34 Aug 2026	16 Aug 2026	697 Sep 2026
Change on the 12 months before	New filings, latest month	Establishments (ZIP basis)
+22.5% Sep 2026	46 Sep 2026	491 2023
Employees, mid March (ZIP basis)	Annual payroll (ZIP basis)	
5,992 2023	\$304M 2023	

New licenses by month: 0



Licenses are placed inside the city limits by their geocoded address.

Business formations are by postal city: Groveland, which is not the city limits.

Establishments, employment and payroll are a ZIP code basis: ZIP codes 34736.

Source: Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses, retrieved 2026-10-01

Source: Florida Division of Corporations (Sunbiz) bulk corporate data files, new entity filings by month, retrieved 2026-10-01

Source: County Business Patterns and ZIP Code Business Patterns, complete data files, retrieved 2026-10-01

Building permits

Housing units permitted, last 12 months	Change on the 12 months before	Permit valuation, last 12 months
319 Aug 2026	-11.6% Aug 2026	\$143M Aug 2026
Units, latest month	Single family units, last 12 months	Units in buildings of 5 or more, last 12 months
33 Aug 2026	307 Aug 2026	0 Aug 2026
Units, latest annual table		
363 2025		

Housing units permitted by month: 33



Sep 2016 Aug 2026

Source: US Census Bureau, Building Permits Survey, place and county residential permits, retrieved 2026-10-01

Property roll

Total just value \$3.09B 2026 preliminary	Total taxable value (non school) \$2.07B 2026 preliminary	Total taxable value (school) \$2.28B 2026 preliminary
Just value, change on the prior roll +25.4% 2025 final roll to 2026 preliminary	Taxable value (non school), change on the prior roll +28.1% 2025 final roll to 2026 preliminary	Total just value, prior roll \$2.47B 2025 final roll
New construction value \$93.5M 2026 preliminary	Parcels 9,348 2026 preliminary	Median single family just value \$316K 2026 preliminary
Qualified sales, last 12 months 219 2025-06 to 2026-05	Median qualified sale price \$350K 2025-06 to 2026-05	Just value, residential \$2.43B 2026 preliminary
Just value, commercial \$84.4M 2026 preliminary	Just value, industrial \$257M 2026 preliminary	Just value, agricultural \$109M 2026 preliminary
Just value, vacant \$113M 2026 preliminary	Just value, institutional \$16M 2026 preliminary	Just value, government \$43.2M 2026 preliminary
Just value, other \$36.6M 2026 preliminary		

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	7,537	\$2.43B	\$1.59B	\$88M	5,897	+23.7%
Commercial	94	\$84.4M	\$80.8M	\$2.03M	n/a	+24.0%
Industrial	48	\$257M	\$244M	\$979K	n/a	+32.6%
Agricultural	298	\$109M	\$28.4M	\$165K	n/a	+46.0%
Vacant	1,044	\$113M	\$95M	\$190K	n/a	+8.8%
Institutional	31	\$16M	\$1.22M	\$1.92M	n/a	+51.9%
Government	165	\$43.2M	\$0	\$218K	n/a	+24.5%
Other	130	\$36.6M	\$29.6M	\$0	n/a	+154.5%

Department of Revenue land use codes grouped: residential 001 to 009, commercial 011 to 039, industrial 041 to 049, agricultural 050 to 069, vacant 000, 010, 040 and 070, institutional 071 to 079, government 080 to 089, other 090 to 099. Taxable is the non school taxable value. Just value change compares with the 2025 final roll, summed the same way.

Parcels are placed by Census block group through the Census Bureau's block assignment file; a parcel in a block group that straddles the limits is apportioned. Census 2020 block groups; 57% of the county's just value lies in a place. Medians are over the parcels whose block group lies mostly in the place. Qualified sales: the roll's own sale fields, qualification codes 01 and 02, improved, single parcel.

Source: Florida Department of Revenue, NAL tax roll (name, address, legal), 2026 preliminary and final as posted, retrieved 2026-10-04

Housing

Housing units 8,497 2020 to 2024 ACS	Occupied units 8,122 2020 to 2024 ACS	Vacant units 375 2020 to 2024 ACS
Owner occupied households 7,074 2020-2024 5-Year	Renter occupied households 1,048 2020-2024 5-Year	Homeownership rate 87.1% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 28.0% 2025	Cost burdened renter households 22.7% 2025	Severely cost burdened renters (over 50%) 3.1% 2025
Assisted housing developments 2 Assisted Housing Inventory	Assisted units 71 Assisted Housing Inventory	Median gross rent \$1.73K 2020 to 2024 ACS
Median single family sale price \$380K 2024		



Source: Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse, retrieved 2026-10-01

Fiscal

Half-cent sales tax, latest month

\$132K Sep 2026

Half-cent sales tax, fiscal year to date

\$1.55M FY2026 to 2026-09

Half-cent sales tax, last 12 months

\$1.55M Sep 2026

Half-cent sales tax, change on the 12 months before

-4.5% Sep 2026

State revenue sharing, latest month

\$75.1K Sep 2026

State revenue sharing, fiscal year to date

\$928K FY2026 to 2026-09

State revenue sharing, last 12 months

\$928K Sep 2026

State revenue sharing, change on the 12 months before

+2.4% Sep 2026

Total revenues

\$71.2M FY2024

Revenues, change on the year before

-13.8% FY2024

Total expenditures

\$64.3M FY2024

Expenditures, change on the year before

-13.4% FY2024

Revenues per resident

\$3.01K FY2024

Long-term debt outstanding at year end

\$36.7M FY2025

Long-term debt, change on the year before

+23.3% FY2025

Half-cent sales tax distributions by month: \$132K



Source: Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments, retrieved 2026-10-01

Source: Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding, retrieved 2026-10-04

Bank deposits

Deposits (offices reporting this city)

\$228M June 30, 2026

Change on a year earlier

+1.1% June 30, 2026

Change, real

-2.1% June 30, 2026

Branches

2 June 30, 2026

Institutions

2 June 30, 2026

Branches opened since the survey a year earlier

0 June 30, 2026

Branches closed since the survey a year earlier

0 June 30, 2026

Deposits, June 30 each year: \$228M



Offices whose reported city is Groveland.

Source: FDIC Summary of Deposits, Florida offices, every June 30 since 1994, retrieved 2026-10-01

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