

Midway

Cdp, Santa Rosa County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population: not shown. BEBR publishes no population estimate for this place

Labor force: not shown. no LAUS series: FloridaCommerce publishes labor force for counties and cities of 25,000 and more

Sales and visitor spending

BusinessFlare® estimate, last 12 months

\$130.6M 12 months to 2026-03

Estimate runs to

Mar 2026 Mar 2026

Statewide median error, 2017 to 2022 back-test

15.7% 2017 to 2022

Wide error flag

yes Mar 2026

Retail trade (NAICS 44-45): Census sales 2017

\$107M 2017

Retail trade (NAICS 44-45): Census sales 2022

\$107M 2022

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

57.5% 2022

Accommodation and food services (NAICS 72):

Census sales 2017

\$13.1M 2017

Accommodation and food services (NAICS 72):

Census sales 2022

\$16.6M 2022

Accommodation and food services (NAICS 72): 2022

landing error

33.7% 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)	\$107M	\$107M	\$168M	57.5%
Accommodation and food services (NAICS 72)	\$13.1M	\$16.6M	\$22.2M	33.7%

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 57% from the 2022 Census figure for Retail trade (NAICS 44-45); wide error: the 2017 carry-forward landed 34% from the 2022 Census figure for Accommodation and food services (NAICS 72).

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: not shown. no licensed business, business formation or business patterns data for this place

Building permits: not shown. the Building Permits Survey covers permit issuing places, not census designated places

Property roll

Total just value \$3.76B 2026 preliminary	Total taxable value (non school) \$2.47B 2026 preliminary	Total taxable value (school) \$2.7B 2026 preliminary
Just value, change on the prior roll +1.6% 2025 final roll to 2026 preliminary	Taxable value (non school), change on the prior roll +4.8% 2025 final roll to 2026 preliminary	Total just value, prior roll \$3.7B 2025 final roll
New construction value \$50M 2026 preliminary	Parcels 11,018 2026 preliminary	Median single family just value \$331K 2026 preliminary
Qualified sales, last 12 months 532 2025-06 to 2026-05	Median qualified sale price \$415K 2025-06 to 2026-05	Just value, residential \$3.32B 2026 preliminary
Just value, commercial \$145M 2026 preliminary	Just value, industrial \$62.8M 2026 preliminary	Just value, agricultural \$1.12M 2026 preliminary
Just value, vacant \$159M 2026 preliminary	Just value, institutional \$40.6M 2026 preliminary	Just value, government \$28.2M 2026 preliminary
Just value, other \$7.36M 2026 preliminary		

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	8,582	\$3.32B	\$2.14B	\$48.4M	9,274	+1.6%
Commercial	199	\$145M	\$132M	\$1.28M	n/a	+1.1%
Industrial	68	\$62.8M	\$48.6M	\$242K	n/a	-0.5%
Agricultural	7	\$1.12M	\$21.3K	\$0	n/a	+0.1%
Vacant	1,810	\$159M	\$134M	\$19.7K	n/a	+2.5%
Institutional	32	\$40.6M	\$13.6M	\$112K	n/a	+1.2%
Government	134	\$28.2M	\$15.4K	\$0	n/a	-0.9%
Other	187	\$7.36M	\$3.94M	\$0	n/a	+2.0%

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; 73% 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, 2026 preliminary and final as posted, retrieved 2026-10-03

Housing: not shown. the Shimberg Center Clearinghouse publishes no page for this place

Fiscal: not shown. no Department of Revenue distributions or EDR financial report for this place

Bank deposits: not shown. no FDIC office reports this city as its location

Sources

Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022

<https://www2.census.gov/programs-surveys/economic-census/data/>, retrieved 2026-10-01

Florida Department of Revenue, Local Government Tax Distributions by County (Form 4), Tourist Development Tax

<https://floridarevenue.com/dataPortal/Pages/TaxResearch.aspx>, retrieved 2026-09-28

Florida Department of Revenue, NAL tax roll, 2026 preliminary and final as posted

https://floridarevenue.com/property/Pages/DataPortal_RequestAssessmentRollGISData.aspx, retrieved 2026-10-03

BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data)

<sources/#estimate>, retrieved 2026-10-04

Florida Department of Revenue, NAL tax roll, 2025 (2025F), from the data portal's public records folders

<https://floridarevenue.com/property/dataportal/Pages/default.aspx?path=/property/dataportal/Documents/PTO%20Data%20Portal/~Public%20Records>, retrieved 2026-10-04