



2011 Fact Book

COMMUNITY OVERVIEW

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Community Overview

Lee County, once recognized almost entirely as a resort and retirement community, has continued to undergo exciting new changes in recent years. Workforce growth, education, infrastructure and the Southwest Florida International Airport expansions have increased Lee County's viability as a place for industry. It has been set apart as a place to grow businesses and families.

Money ranked Fort Myers a best place to live in 2008.

Lee County, Southwest Florida is projected to see a 12.5% population growth between 2010 and 2015, according to the University of Florida, BEBR.

The projected 2010 median family income was \$56,659, according to Demographics Now.

Southwest Florida International Airport moved over 7.5 million passengers in 2010. Increase from 2009

Lee County is located less than 155 miles from six major markets in Florida.

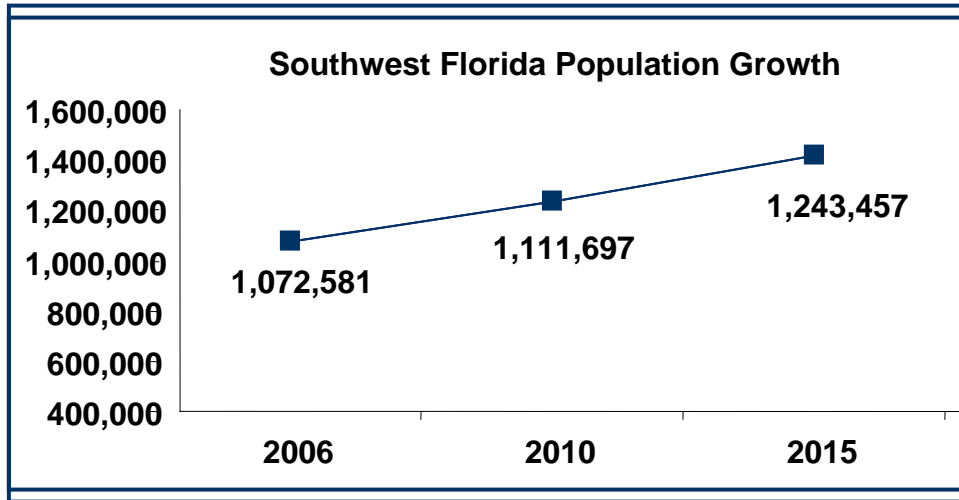


Distance to Other Major Markets

Metro Area	Miles	Metro Area	Miles
Sarasota	71	Jacksonville	285
Tampa	123	Tallahassee	356
West Palm Beach	124	Atlanta	515
Fort Lauderdale	133	Dallas	992
Miami	141	New York	1,071
Orlando	153	Chicago	1,102

Community Overview

Southwest Florida



Source: University of Florida, Bureau of Economic and Business Research, 2010

Southwest Florida Population Growth

	Population	Growth
2010	1,111,697	-0.172%
2009	1,113,611	-0.780%
2008	1,122,360	0.734%
2007	1,114,183	3.879%
2006	1,072,581	28.623%
2000	833,892	3.20%

Source: University of Florida, Bureau of Economic and Business Research, "Florida Estimate of Population 2010"

Southwest Florida Population Projections

County	2009 Population	2010	Percent Change
Charlotte	165,455	166,746	0.78%
Collier	333,032	331,405	-0.49%
Lee	615,124	613,546	-0.26%
Total	1,113,611	1,178,171	5.80%

Source: University of Florida BEBR, Population Projections Florida Estimates of Population April 1, 2010

Community Overview

Southwest Florida Population by Age

Age Group	Percentage
0-14	17.00%
15-24	10.10%
25-34	12.10%
35-44	11.80%
45-54	12.50%
55-64	11.80%
65-74	11.40%
75+	13.40%

Source: Demographics Now, 2010

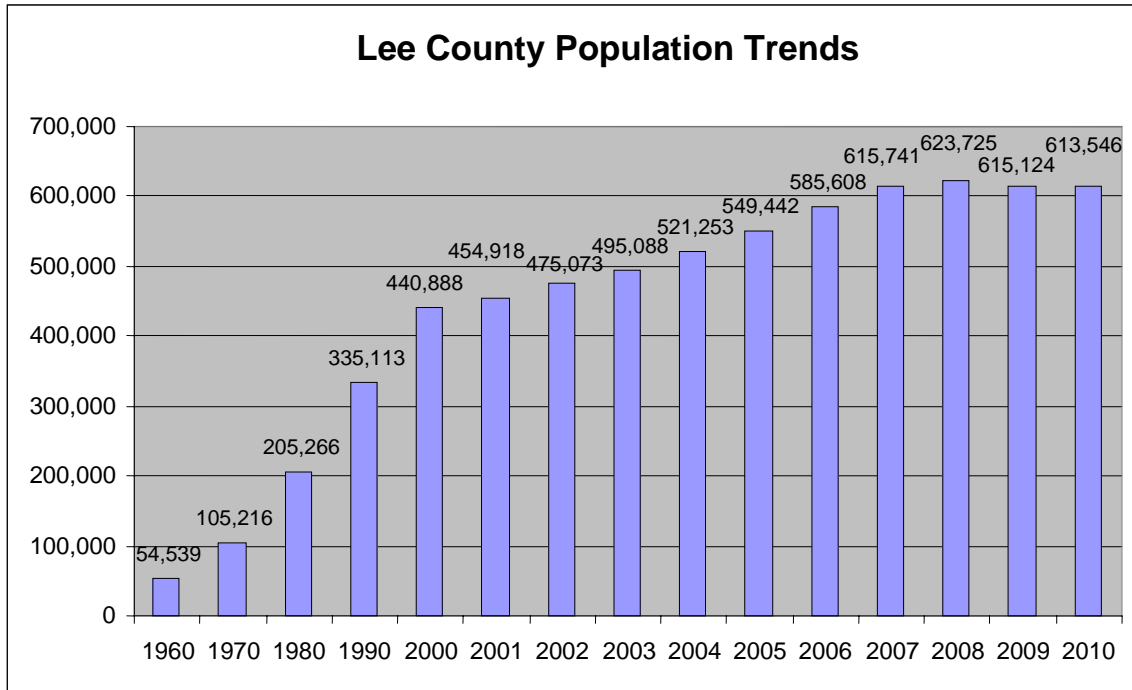
Southwest Florida Household Income Comparison

Rank	County	Median Family	Average Family	Per Capita
1	Collier	\$59,311	\$95,837	\$37,803
2	Lee	\$52,659	\$73,366	\$31,929
3	Charlotte	\$47,146	\$62,248	\$32,725
	SWFL Average	\$53,039	\$77,150	\$34,152

Source: Demographics Now, 2010

Community Overview

Lee County



Source: University of Florida, Bureau of Economic and Business Research, Population Estimates, 2010

Lee County Population by Area

Area	2010 Population
Unincorporated	322,912
Cape Coral	164,673
Fort Myers	68,190
Bonita Springs	44,793
Ft. Myers Beach	6,767
Sanibel	6,211
Total	613,546

Source: University of Florida, Bureau of Economic and Business Research, 2010 Population Estimates

Community Overview

Lee County Population by Sex

Sex	2010 Population	Percent
Female	313,800	50.89%
Male	302,826	49.11%
Total	616,626	100.00%

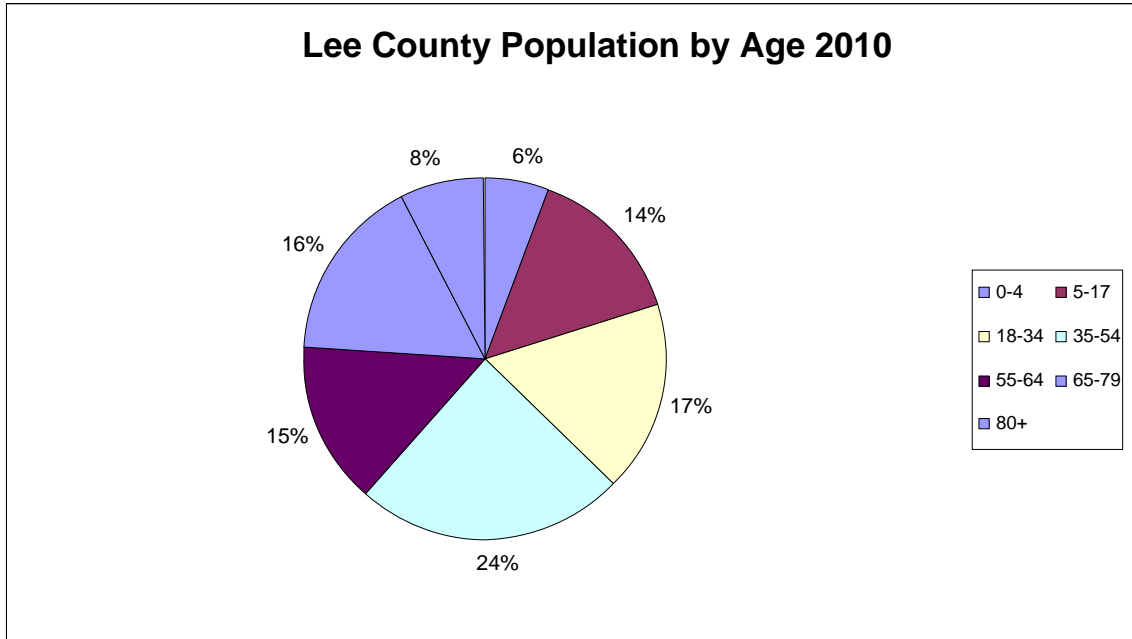
Source: BEBR Population Projections, Volume 43, Bulletin 157, June 2010

Lee County Population by Race

Race	2010 Population	Percent
White	451,526	73.23%
Hispanic	110,439	17.91%
Black	46,101	7.48%
Other	8,560	1.39%
Total	616,626	100%

Source: BEBR Population Projections, Volume 43, Bulletin 157, June 2010

Community Overview



Source: University of Florida, Bureau of Economic and Business Research, 2010 Projections

Selected Cost of Living Comparisons							
Region	Composite Index	Grocery Items	Housing	Utilities	Transportation	Health Care	Misc. Goods & Services
Atlanta, GA	95.5	96.1	90.5	86.5	99.3	103.1	100.3
Fort Myers, FL	95.5	107.8	87.2	83.9	103.0	98.5	98.9
Orlando, FL	97.7	97.8	85.2	108.8	101.8	95.4	104.5
Tampa, FL	92.4	96.3	84.4	94.0	103.3	98.2	93.3
National Average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Raleigh-Cary, NC	98.1	104.2	88.6	105.8	96.7	100.8	101.8
Richmond, VA	104.4	103.6	102.9	114.1	100.8	112.4	103.1
Sarasota, FL	101.4	107.7	102.6	97.6	102.5	105.0	98.1
Miami, FL	106.0	110.9	107.4	92.2	108.8	105.5	106.2
Chicago, IL	116.8	111.2	134.4	117.5	116.5	108.3	104.4

Source: ACCRA Cost of Living Index, Annual 2010

Community Overview

Lee County

COMMUNITY PROFILE



Situated in Southwest Florida, Lee County is known for its 50 miles of white sand beaches on the Gulf of Mexico. Mild weather, palm tree-lined boulevards and an array of shopping, dining and recreational options make this a highly desirable area to live, work and play. From Thomas Edison and Henry Ford to Chico's and Pall Corporation, residents and businesses that could have chosen any location in the world chose Lee County for good reason. Lee County offers a pro-business environment that allows their employees to enjoy an excellent quality of life.

	DEMOGRAPHIC CHARACTERISTICS			CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010
Population	335,113	440,888	613,546	105,775	172,658	31.6%	39.1%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1 2010

Median Household Income	\$52,659
Per Capita Income	\$31,929
Median Age	42.7
Labor Force	287,368
Density (population/sq. mile)	754.9

Source: Demographics Now, 2010

TRAVEL DISTANCES	MILES
I-75	4.7
SW FL International Airport	8.7
Page Field Airport	2.6

Using Daniels Pkwy and US 41 as center point.
Source: MapQuest

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS

Lee Memorial Health System	9,500
Chico's FAS	1,388
Comcast	705
21 st Century Oncology	627
Century Link	500

Source: Economic Development Office, 2010

EDUCATION DISTRIBUTION

	PEOPLE	%
Persons 25 Years and Older	441,198	
High School Graduate	142,595	32.3
College Degree	145,806	33.10

Source: Demographics Now, 2010

Bonita Springs

COMMUNITY PROFILE



Bonita Springs is one of Southwest Florida’s newest and fastest growing cities. Located between Naples and Fort Myers, Bonita Springs offers a lifestyle for just about everyone. From award winning planned golf communities to serene waterfront living, Bonita Springs exudes an urban setting with small-town charm. In Bonita Springs, a dynamic business environment is emerging. Commercial parks, office space and retail services are keeping pace with residential growth, always with an eye towards preserving the community’s outstanding quality of life.

	DEMOGRAPHIC CHARACTERISTICS			CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010
Population	13,600	32,797	44,793	19,197	11,996	141.0%	36.5%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1 2010

Median Household Income	\$62,293
Per Capita Income	\$43,332
Median Age	49.4
Labor Force	19,977
Density (population/sq. mile)	1,070.8

Source: Demographics Now, 2010

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS	
Hyatt Regency	450
WCI Communities	276
Bonita Bay Group	273
Source Interlink	260

Source: Economic Development Office, 2010

TRAVEL DISTANCES	MILES
I-75	2.1
SWFL International Airport	9.9
Page Field Airport	19.5

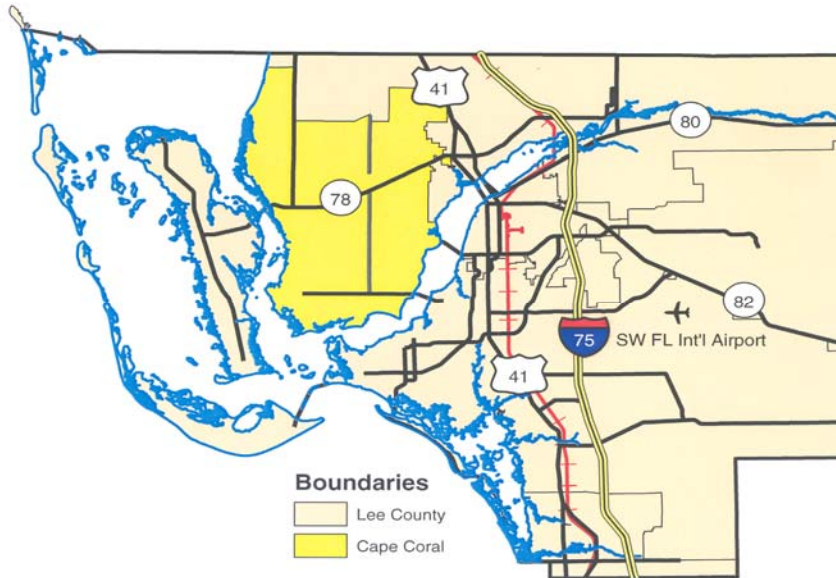
Measured from Old US-41 and Childers St.
Source: MapQuest

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	33,259	
High School Graduate	9,942	29.9
College Degree	12,046	36.2

Source: Demographics Now, 2010

Cape Coral

COMMUNITY PROFILE



With the largest population in Lee County, and as Florida's third largest city in land mass at 114 square miles, Cape Coral is one of Southwest Florida's best kept secrets. Cape Coral was developed around some 400 miles of canals (more than Venice), offering abundant waterfront living for residents. An active community, Cape Coral has something for everyone including golf, tennis, fishing, community parks and Sun Splash Family Waterpark. The past few years have seen tremendous growth in the business community with the development of a number of commercial and industrial sites. Reasonable labor costs, available land, a qualified workforce and unsurpassed quality of life will continue to fuel Cape Coral's residential and commercial growth in the coming years.

	DEMOGRAPHIC CHARACTERISTICS			CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010
Population	75,035	102,286	164,673	27,251	62,387	36.3%	60.9%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2010

Median Household Income	\$53,297
Per Capita Income	\$25,667
Median Age	39.4
Labor Force	76,993
Density (population/sq. mile)	1,371.0

Source: Demographics Now, 2010

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS

Gulf Coast Readers	135
Tigrent	133
Breeze Newspapers	115
JRL Ventures, Inc. / Marine Concepts	114

Source: Economic Development Office, 2010

TRAVEL DISTANCES MILES

I-75	10.0
SWFL International Airport	13.7
Page Field Airport	7.3

Measured from Cape Coral Pkwy and Del Prado Blvd

Source: MapQuest

EDUCATION DISTRIBUTION

	PEOPLE	%
Persons 25 Years and Older	109,405	
High School Graduate	39,053	35.7
College Degree	32,479	29.8

Source: Demographics Now, 2010

Estero

COMMUNITY PROFILE



The Estero community is a unique and fast growing part of South Fort Myers. With a 111% increase in population between 2000 and 2010, the community is thriving with activity, new businesses and housing. Whether you are hungry for shopping, food or a beautiful place to live, Estero has something to offer everyone.

	DEMOGRAPHIC CHARACTERISTICS			CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010
Population	4,207	9,606	20,351	5,399	10,745	128%	111%

Source: Demographics Now, 2010

			AGE DISTRIBUTION – 2010		%
Median Household Income		\$73,905	0-24		15.9
Per Capita Income		\$57,466	25-34		7.5
Median Age		58.2	35-44		8.0
Labor Force		7,987	45-64		34.1
Density (population/sq. mile)		976.0	65+		34.6

Source: Demographics Now, 2010

Source: Demographics Now, 2010

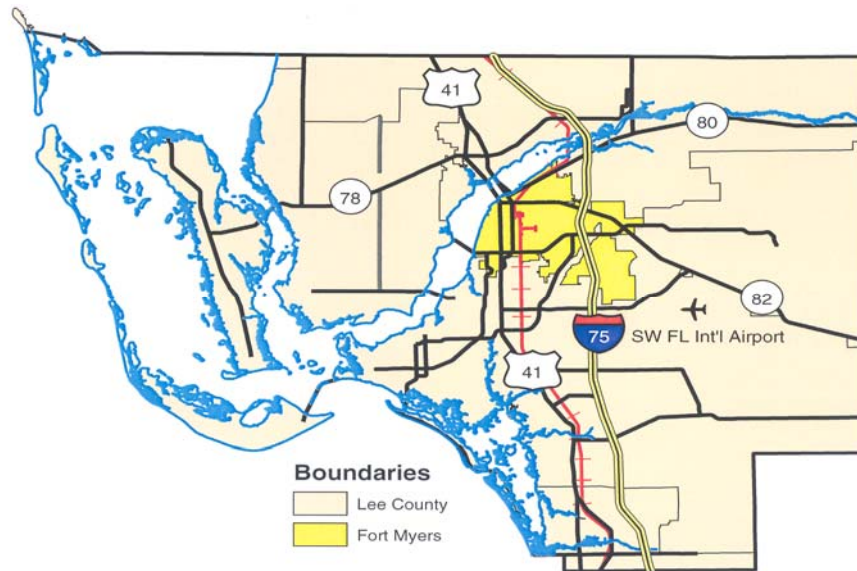
TRAVEL DISTANCES		MILES	EDUCATION DISTRIBUTION		
I-75		4.7	PEOPLE	%	
SWFL International Airport		8.7	Persons 25 Years and Older	17,135	
Page Field Airport		2.6	High School Graduate	4,626	27.0
Measured from Daniels Pkwy. and Cleveland Ave.			College Degree	7,792	44.1

Source: MapQuest

Source: Demographics Now, 2010

Fort Myers

COMMUNITY PROFILE



Established in 1886, the City of Fort Myers is the historical and governmental hub of Lee County. Nestled along the scenic shoreline of the Caloosahatchee River, Fort Myers has become an interesting blend of young and old. The City of Fort Myers is also home to the historic winter residences of Henry Ford and Thomas Edison. Extensive renovation of Fort Myers' historic, waterfront downtown is underway, with new restaurants, nightclubs, apartments and artistic venues providing energy and growth. Throughout the year, Southwest Florida residents and visitors enjoy cultural events overlooking the River at Centennial Park and the Yacht Basin.

	DEMOGRAPHIC CHARACTERISTICS			CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010
Population	44,759	48,208	68,190	3,449	19,982	7.7%	41.4%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2010

Median Household Income	\$39,909
Per Capita Income	\$25,221
Median Age	33.1
Labor Force	27,414
Density (population/sq. mile)	1,413.8

Source: Demographics Now, 2010

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS	
CenturyLink	500
21 st Century Oncology	627
The News-Press	427
Pall Corporation	272

Source: Economic Development Office, 2010

TRAVEL DISTANCES	MILES
I-75	6.6
SWFL International Airport	14.3
Page Field Airport	4.0

Measured from Cleveland Ave. and Martin Luther King Blvd
Source: MapQuest

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	36,411	
High School Graduate	10,493	28.8
College Degree	11,716	32.2

Source: Demographics Now, 2010

Fort Myers Beach

COMMUNITY PROFILE



A vacation mecca, Fort Myers Beach is a seven mile long island with plenty of sand, surf and fun. No more than one mile across at its widest point, the population of almost 7,000 welcomes over one-million visitors each year. The lifestyle is casual, but business is serious, even when conducted in shorts and sandals. Tourism fuels the restaurant, hotel and amenities industries on the island. With Gulf of Mexico water temperatures ranging from a balmy 74 degrees in January to 91 degrees in July and August, Fort Myers Beach will continue to be a choice vacation destination.

DEMOGRAPHIC CHARACTERISTICS	CHANGE			% CHANGE			
	1990	2000	2010	1990-2000	2000-2010		
Population	5,816	6,561	6,767	745	206	12.8%	3.1%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2010

			AGE DISTRIBUTION – 2010	%
Median Household Income		\$68,306	0-24	15.9
Per Capita Income		\$50,728	25-34	8.9
Median Age		56.2	35-44	9.8
Labor Force		3,835	45-64	30.7
Density (population/sq. mile)		1,445.9	65+	34.6

Source: Demographics Now, 2010

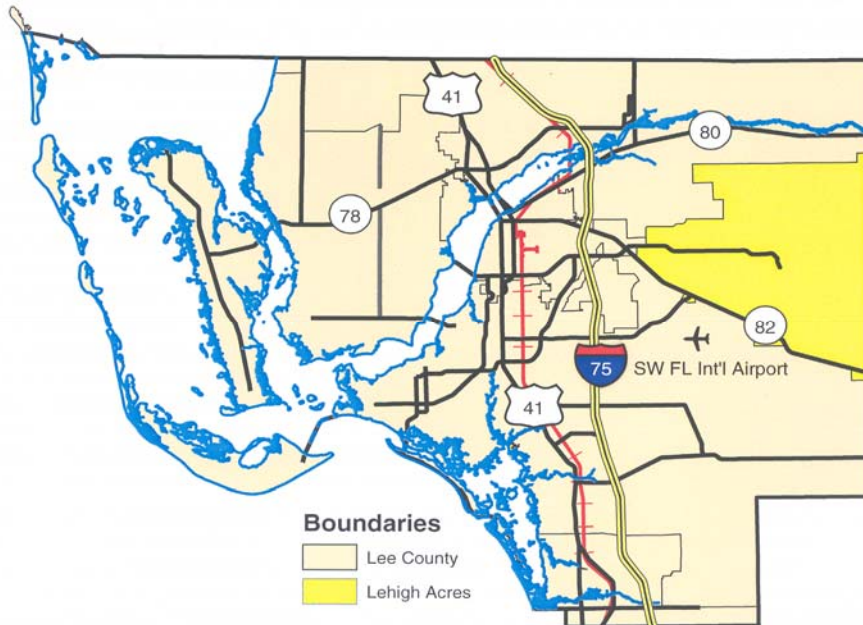
TRAVEL DISTANCES	MILES	EDUCATION DISTRIBUTION	PEOPLE	%
I-75	14.1	Persons 25 Years and Older	7,404	
SWFL International Airport	17.8	High School Graduate	2,253	30.4
Page Field Airport	13.1	College Degree	2,677	36.2

Measured from San Carlos Blvd. and Estero
Source: MapQuest

Source: Demographics Now, 2010

Lehigh Acres

COMMUNITY PROFILE



Lehigh Acres is one of Lee County's fastest growing communities, with almost 70,000 residents now calling the community home. Affordable housing and a casual rural lifestyle are attracting a younger population, dominated by families and a growing workforce. With a plentiful supply of land, convenient access to the I-75 and Southwest Florida International Airport, Lehigh Acres is poised for explosive growth in the coming years.

	DEMOGRAPHIC CHARACTERISTICS			CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010
Population	22,326	33,360	69,920	11,034	36,560	49.4%	109.5%

Source: Demographics Now, 2010

Median Household Income	\$48,362
Per Capita Income	\$22,151
Median Age	36.2
Labor Force	32,970
Density (population/sq. mile)	742.3

Source: Demographics Now, 2010

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS

Lehigh Regional Medical Ctr.	350
Wal-Mart	200
LeeSar Regional Service Center	200
AIM Engineering & Surveying	165
Sunshine Structures	107

Source: Economic Development Office, 2010

TRAVEL DISTANCES	MILES
I-75	10.2
SWFL International Airport	10.7
Page Field Airport	14.5

Measured from Lee Blvd. and Homestead Road N.

Source: MapQuest

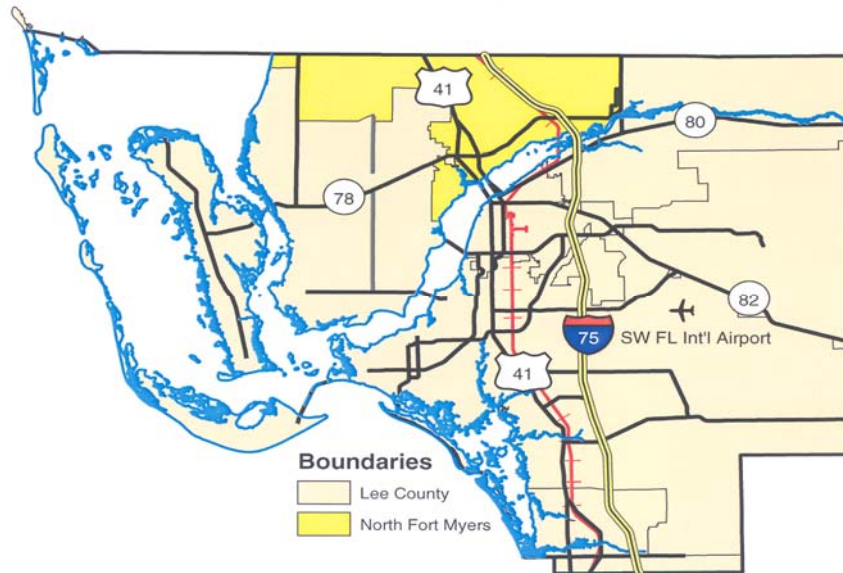
EDUCATION DISTRIBUTION

	PEOPLE	%
Persons 25 Years and Older	46,522	
High School Graduate	17,354	37.3
College Degree	11,757	25.2

Source: Demographics Now, 2010

North Fort Myers

COMMUNITY PROFILE



Stretched along the Caloosahatchee River, just north of Cape Coral and across the river from Fort Myers, the community's 42,000 residents enjoy a variety of lifestyles from waterfront living to golf course communities, and everything in between. North Fort Myers is home to the historic Shell Factory, Children's Science Center and the Lee County Civic Center where County residents can take in concerts, festivals and a variety of trade shows throughout the year.

	DEMOGRAPHIC CHARACTERISTICS			CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010
Population	34,290	40,136	42,141	5,846	2,005	17.0%	4.9%

Source: Demographics Now, 2010

Median Household Income	\$40,936
Per Capita Income	\$26,973
Median Age	52.0
Labor Force	18,200
Density (population/sq. mile)	776.2

Source: Demographics Now, 2010

TRAVEL DISTANCES	MILES
I-75	6.5
SWFL International Airport	16.4
Page Field Airport	6.1

Measured from N. Cleveland Ave. and Pondella Rd.

Source: MapQuest

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS

LYNX Services	400
Lee Co. Electric Coop	388
Goodwill Industries	257
Raymond Building Supply	180

Source: Economic Development Office, 2010

EDUCATION

DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	32,949	
High School Graduate	12,915	39.2
College Degree	8,016	24.4

Source: Demographics Now, 2010

Sanibel

COMMUNITY PROFILE



Sanibel is recognized worldwide as a vacation destination. Outstanding shelling and a deep concern to preserve the island environment have positioned Sanibel as a jewel on the Gulf Coast of Southwest Florida. Sanibel is home to pristine white beaches, balmy gulf waters and an unsurpassed lifestyle for both visitors and the island's some 6,000 residents. Art galleries, theatres, upscale resorts and restaurants dot this island getaway. For nature lovers, the J.N. Ding Darling National Wildlife Refuge is a protected estuarial ecosystem of mangroves and mud flats, where exotic birds, alligators and a variety of fish can be enjoyed by all.

DEMOGRAPHIC CHARACTERISTICS	1990			2000			2010		CHANGE		% CHANGE	
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010	1990-2000	2000-2010			
Population	5,468	6,064	6,211	596	147	10.9%	36.2%					

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2010

Median Household Income	\$99,843
Per Capita Income	\$73,299
Median Age	57.2
Labor Force	3,494
Density (population/sq. mile)	248.2

Source: Demographics Now, 2010

AGE DISTRIBUTION – 2008	%
0-24	16.5
25-34	7.3
35-44	8.8
45-64	31.6
65+	35.6

Source: Demographics Now, 2010

TRAVEL DISTANCES	MILES
I-75	18.6
SWFL International Airport	20.1
Page Field Airport	16.4

Measured from Periwinkle Way and Causeway Blvd.
Source: MapQuest

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	6,875	
High School Graduate	848	12.3
College Degree	4,459	64.9

Source: Demographics Now, 2010