

Section 3 **Economic Factors**

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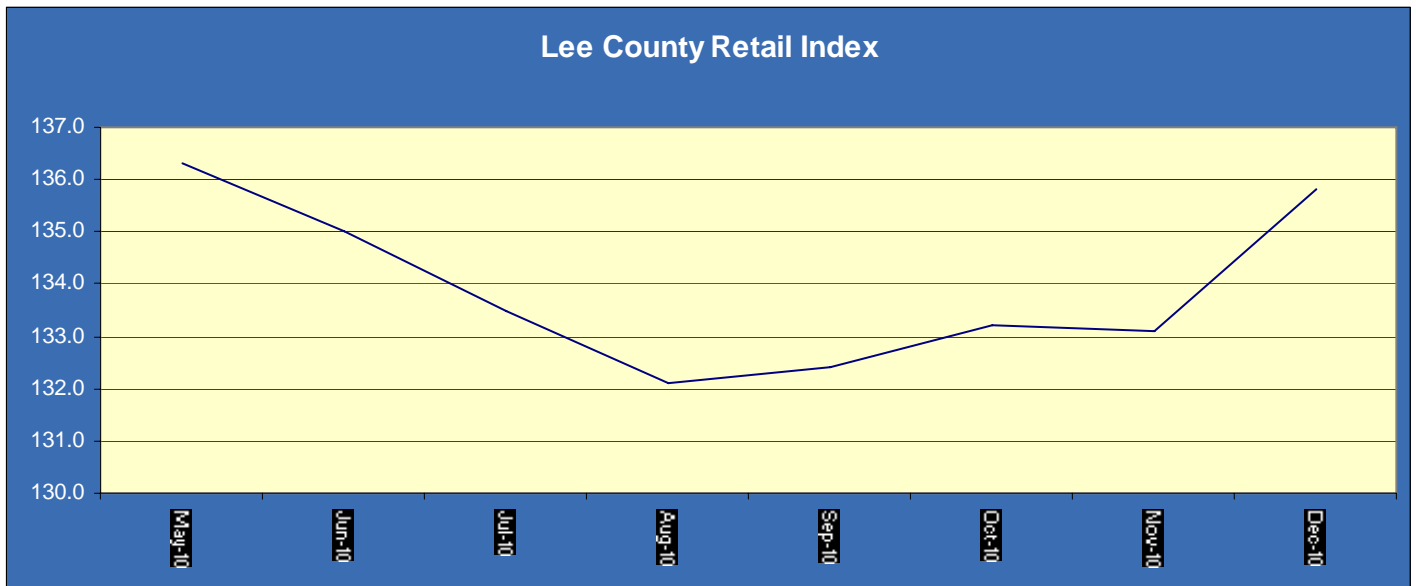
3.1 Taxable Sales

Annual Taxable Sales, Lee County and Florida (\$Billions)

Year	Lee County	Change from Previous Year	State of Florida	Change from Previous Year
1995	\$4.83		\$177.45	
1996	\$5.13	6.2%	\$188.51	6.2%
1997	\$5.56	8.4%	\$202.62	7.5%
1998	\$6.00	7.9%	\$215.43	6.3%
1999	\$6.82	13.7%	\$234.42	8.8%
2000	\$7.52	10.3%	\$250.87	7.0%
2001	\$7.94	5.6%	\$258.40	3.0%
2002	\$8.18	3.0%	\$263.99	2.2%
2003	\$8.83	7.9%	\$279.17	5.8%
2004	\$10.24	16.0%	\$295.06	5.7%
2005	\$12.23	19.4%	\$338.04	14.6%
2006	\$13.28	8.6%	\$358.03	21.3%
2007	\$12.10	-8.9%	\$347.20	-3.0%
2008	\$9.80	-19.0%	\$303.00	-12.7%
2009	\$6.97	-28.9%	\$235.00	-22.4%
2010	\$9.09	30.4%	\$281.50	19.8%

*Note: Taxable sales in billions of dollars.
Source: Florida Department of Revenue*

Lee County Retail Index



Source: Florida Office of Economic and Demographic Research

3.2 Lee County Gross Domestic Product

Gross Domestic Product by Metropolitan Area (in millions of current dollars)							5 Yr. Avg.
Industry	2005	2006	2007	2008	2009	YoY CHG	Deviation
All Industries	\$20,562.00	\$22,138.00	\$21,930.00	\$21,143.00	\$19,910.00	-\$1,233.00	\$720.48
Private industries	\$18,496.00	\$19,870.00	\$19,347.00	\$18,361.00	\$17,098.00	-\$1,263.00	\$779.28
Agriculture and Related	\$146.00	\$109.00	\$121.00	\$63.00	\$35.00	-\$28.00	\$36.64
Mining	\$38.00	\$35.00	\$43.00	\$41.00	\$26.00	-\$15.00	\$4.88
Utilities	\$270.00	\$288.00	\$312.00	\$343.00	\$454.00	\$111.00	\$52.08
Construction	\$2,926.00	\$3,252.00	\$2,650.00	\$1,952.00	\$1,617.00	-\$335.00	\$555.92
Manufacturing	\$557.00	\$665.00	\$586.00	\$473.00	\$370.00	-\$103.00	\$86.96
Wholesale trade	\$841.00	\$910.00	\$1,003.00	\$840.00	\$834.00	-\$6.00	\$56.72
Retail trade	\$2,051.00	\$2,244.00	\$2,188.00	\$2,025.00	\$1,832.00	-\$193.00	\$118.40
Transportation and warehousing	\$314.00	\$326.00	\$238.00	\$237.00	\$203.00	-\$34.00	\$45.12
Information	\$1,199.00	\$1,208.00	\$1,230.00	\$1,340.00	\$1,162.00	-\$178.00	\$45.76
Finance and insurance	\$858.00	\$875.00	\$860.00	\$791.00	\$915.00	\$124.00	\$28.24
Real estate and rental and leasing	\$4,500.00	\$4,704.00	\$4,614.00	\$4,709.00	\$4,352.00	-\$357.00	\$119.84
Processional and technical services	\$863.00	\$956.00	\$969.00	\$1,003.00	\$944.00	-\$59.00	\$34.80
Management of companies and enterprises	\$281.00	\$269.00	\$372.00	\$396.00	\$371.00	-\$25.00	\$50.24
Administrative and waste services	\$745.00	\$771.00	\$773.00	\$699.00	\$599.00	-\$100.00	\$54.72
Educational services	\$89.00	\$103.00	\$118.00	\$128.00	\$132.00	\$4.00	\$14.40
Health care and social assistance	\$1,183.00	\$1,267.00	\$1,305.00	\$1,418.00	\$1,416.00	-\$2.00	\$79.36
Arts, entertainment, and recreation	\$327.00	\$371.00	\$371.00	\$361.00	\$317.00	-\$44.00	\$21.92
Accommodation and food services	\$710.00	\$857.00	\$913.00	\$918.00	\$925.00	\$7.00	\$64.88
Other services, except government	\$597.00	\$660.00	\$680.00	\$625.00	\$597.00	-\$28.00	\$30.56
Federal civilian	\$199.00	\$213.00	\$231.00	n/a	n/a	n/a	\$11.11
Federal military	\$48.00	\$50.00	\$53.00	n/a	n/a	n/a	\$1.78
State and Local	\$1,819.00	\$2,006.00	\$2,300.00	n/a	n/a	n/a	\$172.22
Natural resources and mining	\$184.00	\$144.00	\$164.00	\$103.00	\$61.00	-\$42.00	\$39.36
Trade	\$2,892.00	\$3,154.00	\$3,191.00	\$2,865.00	\$2,666.00	-\$199.00	\$175.12
Transportation and Utilities	\$585.00	\$614.00	\$550.00	\$580.00	\$656.00	\$76.00	\$30.40
Financial Activities	\$5,358.00	\$5,579.00	\$5,474.00	\$5,500.00	\$5,267.00	-\$233.00	\$98.48
Professional and business services	\$1,888.00	\$1,997.00	\$2,115.00	\$2,098.00	\$1,913.00	-\$185.00	\$83.44
Education and health services	\$1,273.00	\$1,370.00	\$1,423.00	\$1,546.00	\$1,548.00	\$2.00	\$92.00
Leisure and hospitality	\$1,038.00	\$1,228.00	\$1,284.00	\$1,279.00	\$1,242.00	-\$37.00	\$70.48
Information, Communication, and Technology	\$262.00	\$272.00	(D)	n/a	(D)	(D)	\$5.00
Private goods-producing industries	\$3,667.00	\$4,061.00	\$3,400.00	\$2,528.00	\$2,048.00	-\$480.00	\$682.24
Private services-providing industries	\$14,829.00	\$15,809.00	\$15,946.00	\$15,833.00	\$15,050.00	-\$783.00	\$443.12

Source: Bureau of Economic Analysis, U.S. Department of Commerce

NAICS Industry detail is based on the 1997 North American Industry Classification System (NAICS).

(D) Not shown in order to avoid the disclosure of confidential information; estimates are included in higher level totals.

(L) Less than \$500,000 in nominal or real GDP by metropolitan area.

(N) Not available.

Source: Bureau of Economic Analysis, U.S. Department of Commerce.

3.3 Annual Visitor Trends

Annual Visitor Trends-Total Visits

	Dec'09	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
Person Visits	395,421	404,146	440,101	549,714	482,853	371,635	408,298	462,034	391,129	242,100	296,707	349,705	418,889

Source: Lee County Visitor & Convention Bureau

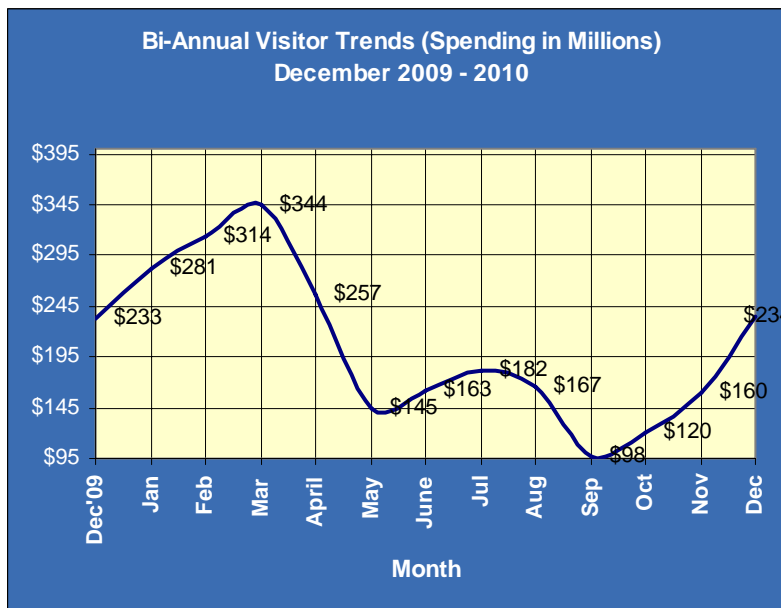


Annual Visitor Trends-Annual Visitor Spending (\$000,000)

	Dec'09	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Spending	\$233	\$281	\$314	\$344	\$257	\$145	\$163	\$182	\$167	\$98	\$120	\$160	\$234

Note: Data in Millions

Source: Lee County Visitor & Convention Bureau



3.4 Florida County Retail Price and Wage Indices

Florida Price Level Index 2007

County	Total	Food	Medical Care	Housing	Other Goods & Services	Transportation
Lee	97.77	99.28	101.36	95.36	100.61	98.79
Miami-Dade	119.68	99.54	120.96	139.24	100.28	106.19
Collier	99.47	102.08	95.73	97.24	104.26	99.85
Hillsborough	95.37	100.34	93.38	89.95	100.67	100.13
Charlotte	95.26	99.70	98.48	90.77	100.42	96.99

Note: Each index is constructed so that the population-weighted average is 100. The Florida County Retail Price Index is an index of the relative income required to purchase the same basket of goods and services purchased by the average Floridian in each of Florida's counties at a particular point in time, in this case third quarter 2005. Source: University of Florida, Bureau of Economic and Business Research, "Florida Statistical Abstract 2008"

Florida County Wage Index (2007)

County	FCWI
Collier	106.5
Palm Beach	104.65
Broward	103.64
Hillsborough	102.04
Miami-Dade	101.94
Lee	101.78
Duval	101.65
Monroe	101.42
Orange	101.11
Pinellas	100.69
Sarasota	100.48
Hendry	100.04
Seminole	99.86
Clay	99.29
Martin	99.04

Source: University of Florida, Bureau of Economic and Business Research, "2007 Florida County Retail Price and Wage Indices"

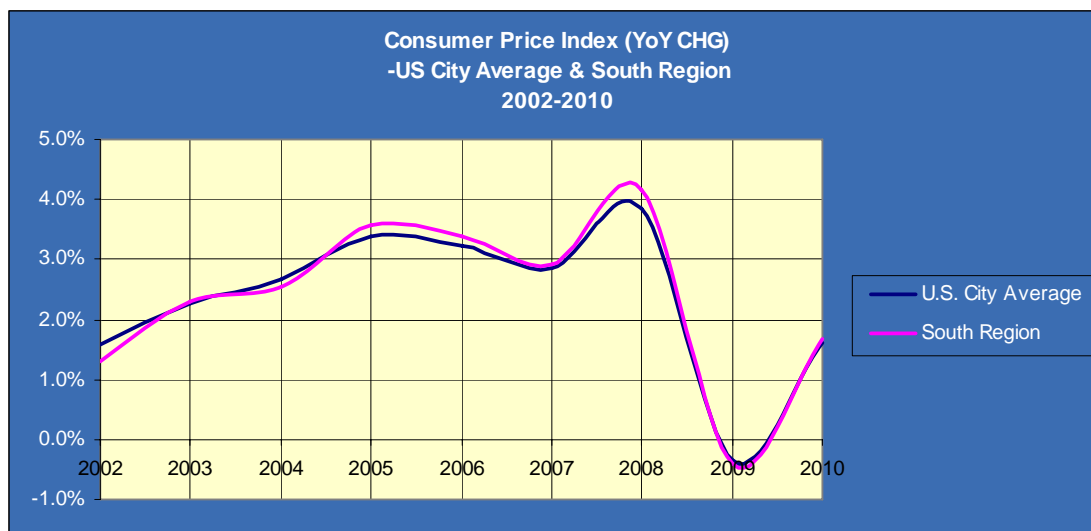
3.5 Consumer Price Index (CPI-U)

Consumer Price Index for all Urban Consumers

	1996	1997	1998	1999	2000	2001
U.S. City Average	156.9	160.5	163.0	166.6	172.2	177.1
% Change from Previous	3.0%	2.3%	1.6%	2.2%	3.4%	2.8%
South Region	153.6	156.9	158.9	162.0	167.2	171.1
% Change from Previous	3.1%	2.1%	1.3%	2.0%	3.2%	2.3%

	2002	2003	2004	2005	2006	2007	2008	2009	2010
U.S. City Average	179.9	184.0	188.9	195.3	201.6	207.3	215.3	214.5	218.0
% Change from Previous	1.6%	2.3%	2.7%	3.4%	3.2%	2.8%	3.8%	-0.4%	1.6%
South Region	173.3	177.3	181.8	188.3	194.7	200.4	208.7	207.8	211.3
% Change from Previous	1.3%	2.3%	2.5%	3.6%	3.4%	2.9%	4.2%	-0.4%	1.7%

Source: U.S. Bureau of Labor Statistics



Consumer Price Index - All Urban Consumers - Area: South urban									
Year	All Items	Apparel	Education & communication	Food and Beverages	Housing	Medical Care	Recreation	Transportation	Other Goods and Services
1995	149.0	144.4		146.7	140.0	219.1		138.4	198.7
1996	153.6	142.1		152.3	145.0	226.9		141.7	207.1
1997	156.9	143.2		156.2	148.4	233.2		142.5	216.4
1998	158.9	144.6	100.1	159.2	150.9	240.1	101.3	139.2	230.4
1999	162.0	142.9	100.9	162.3	153.6	246.9	101.8	141.7	251.4
2000	167.2	141.5	102.1	166.4	157.9	256.3	102.9	150.7	264.5
2001	171.1	140.0	105.0	171.1	163.0	265.8	104.7	150.8	276.4
2002	173.3	136.9	107.9	174.0	165.2	277.1	105.9	149.7	285.7
2003	177.3	133.5	108.8	177.9	169.6	288.6	107.7	154.1	287.2
2004	181.8	131.4	109.5	184.2	173.7	299.9	109.0	160.1	291.9
2005	188.3	131.2	110.7	188.5	179.5	311.9	109.6	172.3	299.7
2006	194.7	132.3	113.4	193.1	187.1	322.2	111.7	178.9	306.7
2007	200.4	132.0	116.3	200.7	193.2	333.9	112.3	239.0	276.9
2008	208.7	131.0	119.6	211.6	200.4	347.5	114.0	194.4	333.5
2009	207.8	131.7	123.0	216.0	202.2	356.7	115.2	175.2	370.1
2010	211.3	129.4	125.8	218.1	200.9	369.9	113.6	190.7	374.0

Source: U.S. Bureau of Labor Statistics

3.6 Banking Deposits

Banking Deposits as of June 2010

Institution Name	No. of Offices	Outside of Market Deposits \$0	No. of Offices	Deposits \$0	Inside of Market Market Share
WELLS FARGO BANK NA	6,548	\$717,431,566.00	34	\$1,810,434.00	15.60%
BANK OF AMERICA NA	6,008	\$827,281,964.00	30	\$1,646,355.00	14.18%
SUNTRUST BANK	1,700	\$117,243,864.00	24	\$1,564,675.00	13.48%
BRANCH BANKING&TRUST CO	1,771	\$102,451,340.00	20	\$1,008,715.00	8.69%
FIFTH THIRD BANK	1,344	\$77,875,656.00	19	\$966,672.00	8.33%
REGIONS BANK	1,760	\$95,409,231.00	14	\$385,476.00	3.32%
TIB BANK	19	\$993,103.00	9	\$350,440.00	3.02%
FLORIDA GULF BANK	0	\$0.00	8	\$281,558.00	2.43%
FIRST CMTY BANK OF SW FL	0	\$0.00	7	\$277,866.00	2.39%
NORTHERN TRUST NATIONAL ASSN	56	\$9,327,198.00	3	\$274,248.00	2.36%
BANKUNITED	75	\$7,273,426.00	3	\$270,649.00	2.33%
PREMIER AMERICAN BANK NA	23	\$1,360,376.00	5	\$262,053.00	2.26%
THIRD FS&LA OF CLEVELAND	37	\$8,806,709.00	2	\$250,643.00	2.16%
FINEMARK NATIONAL BANK&TRUST	0	\$0.00	3	\$223,332.00	1.92%
SANIBEL CAPTIVA CMTY BANK	0	\$0.00	3	\$200,069.00	1.72%
IBERIABANK	92	\$6,875,408.00	4	\$197,292.00	1.70%
IRONSTONE BANK	54	\$1,993,190.00	4	\$194,233.00	1.67%
BUSEY BANK	47	\$2,903,992.00	4	\$178,212.00	1.54%
EDISON NATIONAL BANK	0	\$0.00	3	\$170,826.00	1.47%
KEYBANK NATIONAL ASSN	1,031	\$61,662,803.00	2	\$162,551.00	1.40%
CNLBANK	13	\$1,150,769.00	3	\$121,991.00	1.05%
SOUTHWEST CAPITAL BANK NA	0	\$0.00	3	\$107,274.00	0.92%
RELIANCE BANK FSB	0	\$0.00	4	\$71,569.00	0.62%
RBC BANK USA	424	\$18,819,899.00	2	\$67,772.00	0.58%
JPMORGAN CHASE BANK NA	5,250	\$633,069,603.00	1	\$61,397.00	0.53%
CENTRAL BANK	16	\$604,946.00	1	\$61,181.00	0.53%
FIRST AMERICAN BANK	17	\$1,135,347.00	2	\$52,700.00	0.45%
PREFERRED COMMUNITY BANK	0	\$0.00	2	\$47,358.00	0.41%
SYNOVUS BANK	323	\$26,089,866.00	2	\$45,626.00	0.39%
M&I MARSHALL&ILSLEY BANK	365	\$33,763,685.00	2	\$40,574.00	0.35%
LIBERTY BANK FSB	29	\$946,446.00	1	\$37,807.00	0.33%
FIRST NB OF THE GULF COAST	2	\$196,367.00	1	\$36,533.00	0.31%
ENCORE BANK NATIONAL ASSN	16	\$1,183,572.00	1	\$33,604.00	0.29%
FLORIDA SHORES BANK SW	2	\$155,538.00	1	\$29,820.00	0.26%
ENGLEWOOD BANK	3	\$138,202.00	1	\$27,401.00	0.24%
FIRST BANK	5	\$207,043.00	1	\$26,272.00	0.23%
BANK OF NAPLES	1	\$161,660.00	1	\$25,989.00	0.22%
NEW YORK COMMUNITY BANK	249	\$20,848,352.00	1	\$21,168.00	0.18%
ROYAL PALM BANK OF FLORIDA	2	\$106,500.00	1	\$13,991.00	0.12%

Number of Institutions in the Market: 39 27,282 \$2,777,467,621.00 232 \$11,606,326.00 100

Bank Charter Class:

N - National Bank

SM - Federal Reserve Member

NM - Federal Reserve Nonmember

SA - Savings Association

SB - FDIC Savings Bank

OI - U.S. Branches Foreign Banks

3.7 SWFIA and Page Field Activities

SWFL International Airport

Air Freight-lbs	2010	2009	2008	2007	2006	2005	2004
Total Air Mail	NR	NR	161,751	643,983	2,150,938	3,821,966	4,058,319
Total Air Freight	34,168,191	33,660,987	33,787,844	39,562,378	40,768,711	38,473,708	33,026,324

NR- Not Reported

Passengers	2010	2009	2008	2007	2006	2005	2004
Deplanment Passengers	3,723,206	3,694,266	3784791	4,000,988	3,797,413	3,731,525	3,343,355
Enplanment Passengers	3,791,110	3,721,692	3819054	4,048,688	3,845,804	3,786,644	3,393,275
Total Passengers	7,514,316	7,415,958	7,603,845	8,049,676	7,643,217	7,518,169	6,736,630

Aircraft Movements	2010	2009	2008	2007	2006	2005	2004
Total Movements	83,742	83,120	89,303	92,008	86,170	90,958	86,086



Source: Lee County Port Authority

3.7 Continued (historical)

	Total Domestic	Total International	Total Passengers
1998	4,522,106	145,101	4,667,207
1999	4,767,633	129,620	4,897,253
2000	5,063,520	143,692	5,207,212
2001	5,140,931	136,777	5,277,708
2002	5,090,019	95,629	5,185,648
2003	5,768,812	122,856	5,891,668
2004	6,587,875	148,755	6,736,630
2005	7,355,884	162,285	7,518,169
2006	7,453,031	190,186	7,643,217
2007	7,846,008	203,668	8,049,676
2008	not available	not available	7,603,845
2009	not available	not available	7,415,958
2010	not available	not available	7,514,316

Source: Lee County Port Authority

Aircraft Movements	
1998	69,730
1999	74,502
2000	77,042
2001	75,779
2002	74,152
2003	76,614
2004	86,086
2005	90,958
2006	86,170
2007	92,008
2008	89,303
2009	83,120
2010	83,742

Source: Lee County Port Authority