FORT MYERS
REGIONAL PARTNERSHIP
Bonita Springs – Cape Coral – Fort Myers – Fort Myers Beach – Sanibel

2009 Fact Book

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Economic Development Office of Lee County
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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 2009 median family income was $52,711, according to Decision Data Resources.

Southwest Florida International Airport moved over 7.4 million passengers in 2009.

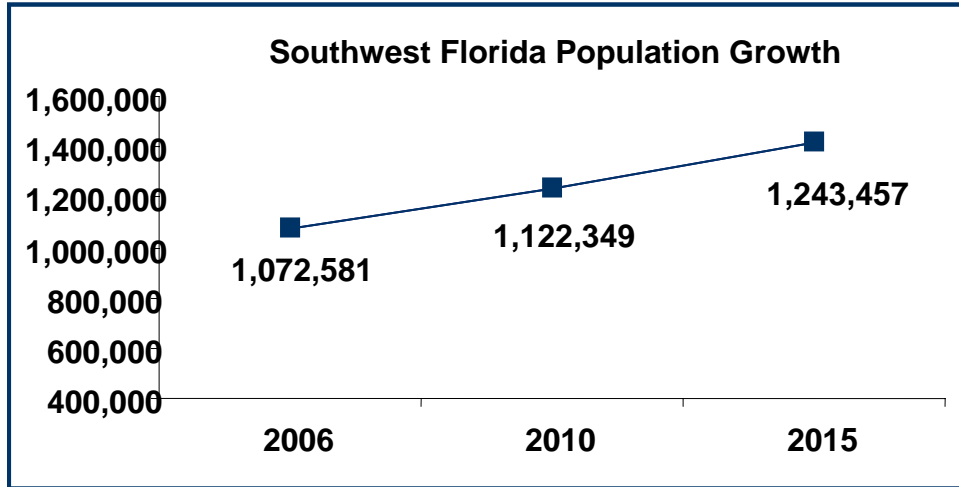Lee County is located less than 200 miles from six major markets in Florida.

Distance to Other Major Markets

Metro Area	Miles		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

Southwest Florida

Southwest Florida Population Growth

1,600,000	
1,400,000	1,243,457
1,200,000	
1,000,000	1,122,349
800,000	1,072,581
600,000	
400,000	
2006	**2010**	**2015**

Source: University of Florida, Bureau of Economic and Business Research, 2009

Southwest Florida Population Growth

	Population	Growth
2010 Projection	1,231,100	15%
2009	1,113,611	-0.7%
2008	1,122,360	0.7%
2007	1,114,183	3.9%
2006	1,072,581	2.9%
2000	833,892	3.2%

Source: University of Florida, Bureau of Economic and Business Research,
"Florida Estimate of Population 2009

Southwest Florida Population Projections

County	2009 Population	2010 Projection	Percent Change
Charlotte	165,455	169,694	2.5%
Collier	333,032	353,878	6.2%
Lee	615,124	654,599	6.4%
Total	**1,113,611**	**1,178,171**	**5.7%**

Source: University of Florida BEBR, Population Projections Bulletin 151 July 2009 and Florida Estimates of Population April 1, 2009

Community Overview

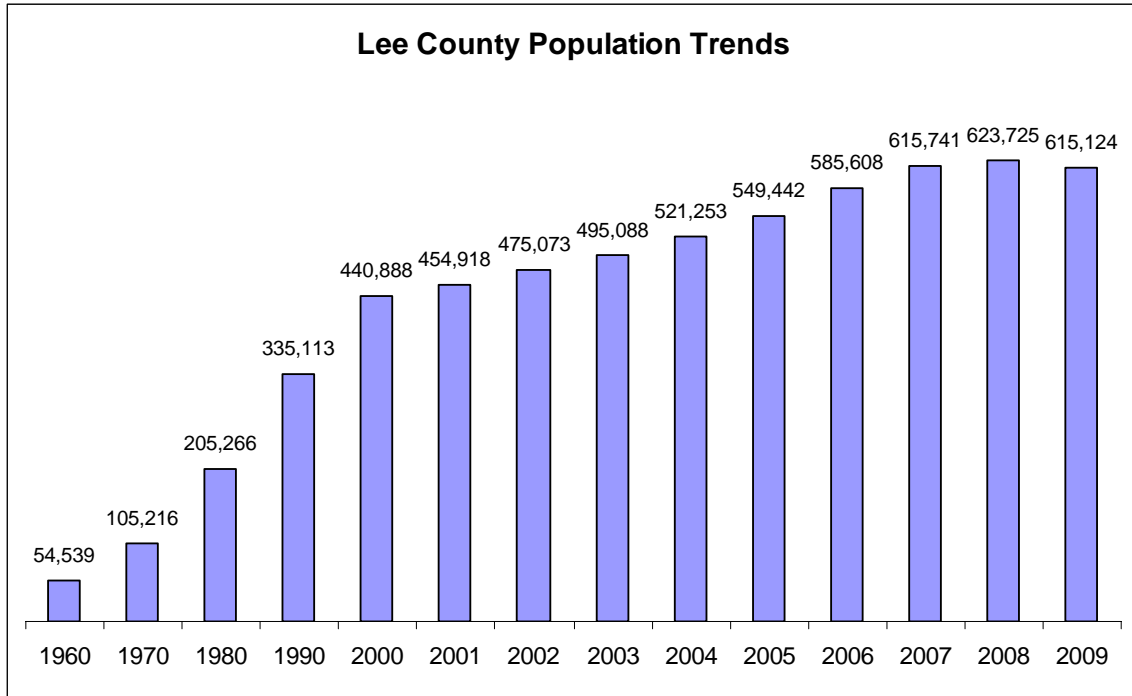| Southwest Florida Population by Age	
	Percentage
0-14	16.6%
15-19	5.40%
20-24	5.10%
25-34	11.80%
35-44	12.20%
45-54	12.60%
55-64	11.80%
65+	24.50%

Source: Decision Data Resources, 2009

Southwest Florida Household Income Comparison				
			Household Income	
Rank	**County Name**	**Median Family**	**Average Family**	**Per Capita**
1	Collier County	$61,441	$92,717	$34,831
2	Lee County	$52,711	$70,986	$27,864
3	Charlotte County	$45,733	$62,509	$29,880
	SWFL Average	$53,295	$75,404	$30,858

Source: Decision Data Resources, 2009

Lee County

Lee County Population Trends

Year	Population
1960	54,539
1970	105,216
1980	205,266
1990	335,113
2000	440,888
2001	454,918
2002	475,073
2003	495,088
2004	521,253
2005	549,442
2006	585,608
2007	615,741
2008	623,725
2009	615,124

Source: University of Florida, Bureau of Economic and Business Research, Population Estimates, 2009

Lee County Population by Area

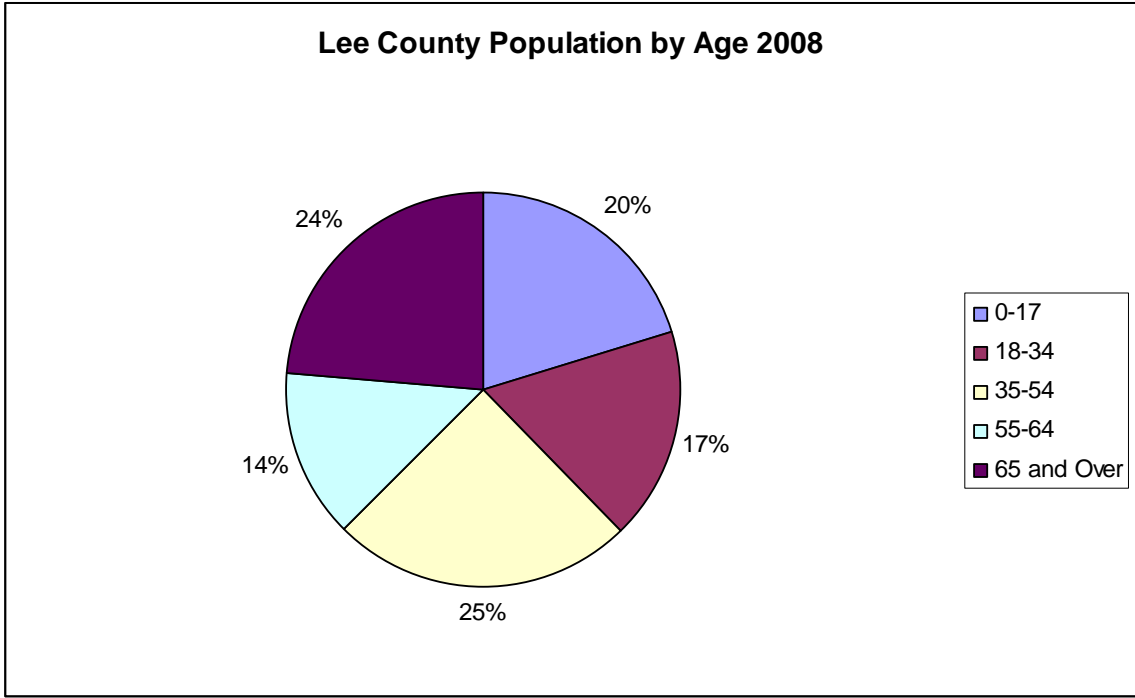| Area	2009 Population
Unincorporated	323,780
Cape Coral	162,852
Fort Myers	68,819
Bonita Springs	46,425
Ft. Myers Beach	6,919
Sanibel	6,329
Total	**615,124**

Source: University of Florida, Bureau of Economic and Business Research, 2009 Population Estimates

Community Overview

Lee County Population by Sex

Sex	2007 Population	Percent
Male	306,200	49.1%
Female	317,525	50.9%
Total	623,725	100%

Source: University of Florida, Bureau of Economic and Business Research, "Florida Population Studies, Bulletin 154", June 2009

Lee County Population by Race		
Race	2008 Population	Percent
White	504,007	84.97%
Black or African American	44,864	7.56%
American Indian & Alaskan	2,410	0.41%
Asian	8,141	1.37%
Pacific Islander	216	0.04%
Some Other Race	24,369	4.11%
All Others	9,129	1.54%
Total	593,136	100.00%
Hispanic Origin*	103,610	17.47%
*Included in Above Totals		
Source: American Community Survey, 2009		

Lee County Population by Age 2008

- 0-17: 20%
- 18-34: 17%
- 35-54: 25%
- 55-64: 14%
- 65 and Over: 24%

Source: University of Florida, Bureau of Economic and Business Research, 2009

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Community Overview

Region	Composite Index	Grocery Items	Housing	Utilities	Transportation	Health Care	Misc. Goods and Services
Selected Cost of Living Comparisons							
Atlanta, GA	94.2	100.6	88.6	82.5	97.7	103.7	97.8
Fort Myers, FL	97	105.3	92.4	84.5	105.9	99.7	98
Orlando, FL	98.4	98.1	87.5	103.9	104.4	95.7	104.7
Raleigh-Cary, NC	101.3	108.9	91	100.6	99.5	106.1	108
Richmond, VA	106.7	105.2	105.2	115.4	99.4	110.9	108
W. Palm Beach, FL	107.1	102.5	121	89.7	107	111.1	101.4
Miami, FL	109.8	108.1	121.1	92.2	112.2	107.1	105.3
New York, NY	217.2	145.9	399.5	156.8	128.3	130.7	144.2
Source: ACCRA Cost of Living Index, Annual 2009							

Community Overview

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Lee County

Boundaries
☐ Lee County

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**	**2009**	**1990-2000**	**2000-2008**	**1990-2000**	**2000-2009**
Population	335,113	440,888	615,124	105,775	183,837	31.6%	39.5%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1 2009

Median Household Income	$52,711
Per Capita Income	$27,864
Median Age	42.8
Labor Force	301,009
Density (population/sq. mile)	774.8

Source: Decision Data Resources, 2009

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS

Lee Memorial Health System	9,434
Chico's FAS	1,388
Comcast	705
21st Century Oncology	627
Century Link	500

Source: Economic Development Office, 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, 2005

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	452,473	
High School Graduate	152,935	33.8
College Degree	147,958	32.7

Source: Decision Data Resources, 2009

Bonita Springs

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	2009	1990-2000	2000-2008	1990-2000	2000-2009
Population	13,600	32,797	46,425	19,197	13,884	141.0%	41.5%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1 2009

Median Household Income	$60,414
Per Capita Income	$39,750
Median Age	49.9
Labor Force	21,103
Density (population/sq. mile)	1,101.1

Source: Decision Data Resources, 2009

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS	
Hyatt Regency	450
WCI Communities	278
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, 2005

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	34,357	
High School Graduate	10,719	31.2
College Degree	12,368	36.0

Source: Decision Data Resources, 2009

Cape Coral

Boundaries
- Lee County
- Cape Coral
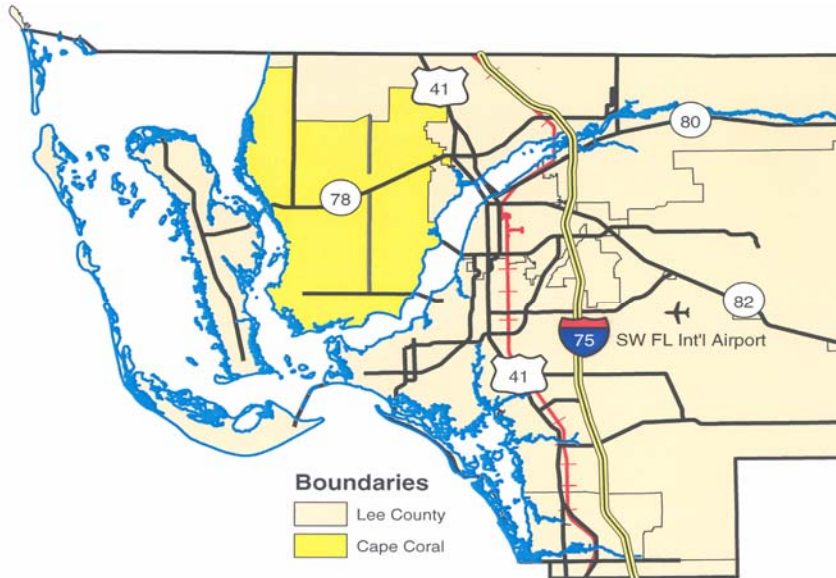
With the largest population in Lee County, and as Florida's third largest city in land mass at 114 square miles, Cape Coral is one of Southwest Florida's best kept secrets. Cape Coral was developed around some 400 miles of canals (more than Venice), offering abundant waterfront living for residents. 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	2009	1990-2000	2000-2008	1990-2000	2000-2009
Population	75,035	102,286	162,852	27,251	63,488	36.3%	59.2%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2009

Median Household Income	$54,683
Per Capita Income	$23,356
Median Age	39.4
Labor Force	80,658
Density (population/sq. mile)	1,396.9

Source: Decision Data Resources, 2009

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS

Gulf Coast Readers	135
Tigrent	133
Breeze Newspapers	130
JRL Ventures, Inc. / Marine Concpets	80

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, 2005

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	112,333	
High School Graduate	41,787	37.2
College Degree	33,138	29.5

Source: Decision Data Resources, 2009

Estero

Boundaries
☐ Lee County
▨ Estero

The Estero community is a unique and fast growing part of South Fort Myers. With a 117% increase in population between 2000 and 2009, 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**	**2009**	**1990-2000**	**2000-2008**	**1990-2000**	**2000-2009**
Population	4,207	9,606	20,903	5,399	9,775	128%	117%

Source: Decision Data Resources, 2009

Median Household Income	$65,919
Per Capita Income	$49,956
Median Age	58.8
Labor Force	8,531
Density (population/sq. mile)	1,002.4

Source: Decision Data Resources, 2009

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

Measured from Daniels Pkwy. and Cleveland Ave.
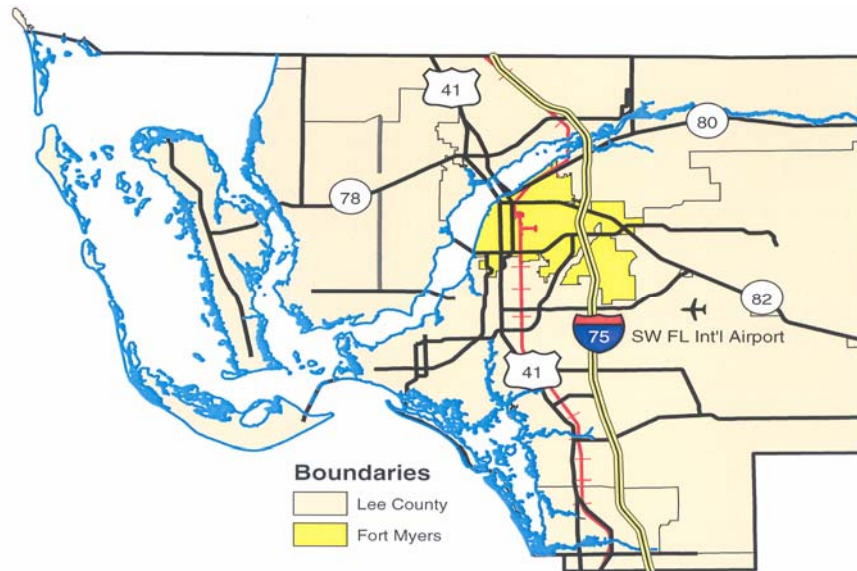*Source: MapQuest, 2005*

AGE DISTRIBUTION – 2008	%
0-24	14.8
25-34	6.9
35-44	7.8
45-64	35.4
65+	35.3

Source: Source: Decision Data Resources, 2009

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	17,831	
High School Graduate	5,046	28.3
College Degree	7,792	43.7

Source: Decision Data Resources, 2009

Fort Myers

Boundaries
- Lee County
- Fort Myers

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	2009	1990-2000	2000-2008	1990-2000	2000-2009
Population	44,759	48,208	68,819	3,449	20,481	7.7%	42.7%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2009

Median Household Income	$40,739
Per Capita Income	$21,463
Median Age	32.6
Labor Force	28,312
Density (population/sq. mile)	1,436.6

Source: Decision Data Resources, 2009

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, 2005

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS	
CenturyLink	725
21st Century Oncology	632
The News-Press	400
Pall Corporation	306

Source: Economic Development Office, 2010

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	36,545	
High School Graduate	10,926	29.9
College Degree	11,694	32.0

Source: Decision Data Resources, 2009

Fort Myers Beach

Fort Myers Beach

Legend

Lee County

Fort Myers Beach

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	2009	1990-2000	2000-2008	1990-2000	2000-2009
Population	5,816	6,561	6,919	745	367	12.8%	5.4%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2009

Median Household Income	$64,657
Per Capita Income	$40,801
Median Age	56.7
Labor Force	4,078
Density (population/sq. mile)	1,487.7

Source: Decision Data Resources, 2009

TRAVEL DISTANCES	MILES
I-75	14.1
SWFL International Airport	17.8
Page Field Airport	13.1

Measured from San Carlos Blvd. and Estero
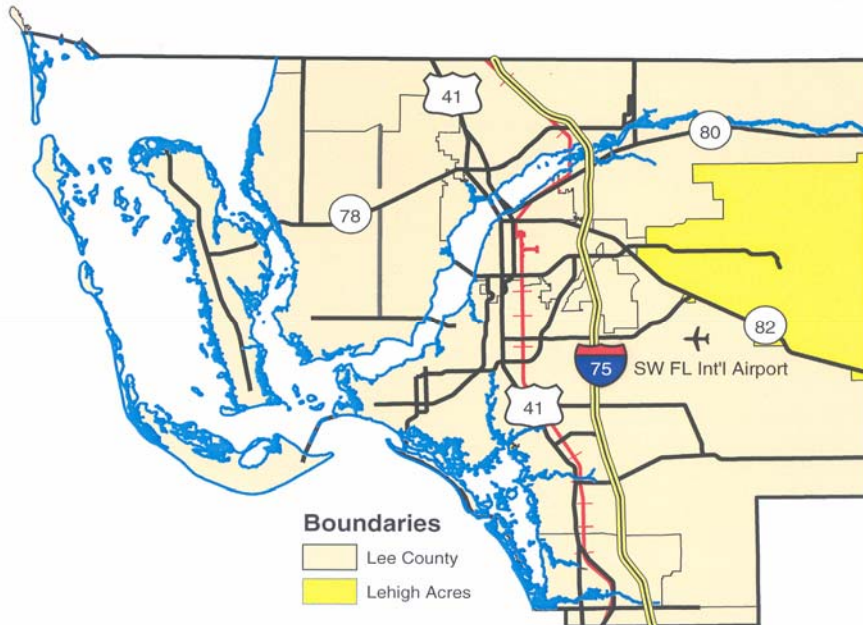*Source: MapQuest, 2005*

AGE DISTRIBUTION – 2008	%
0-24	15.1
25-34	8.5
35-44	9.8
45-64	31.8
65+	34.8

Source: Decision Data Resources, 2009

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	7,698	
High School Graduate	2,463	32.0
College Degree	2,771	36.0

Source: Decision Data Resources, 2009

Lehigh Acres

Boundaries
- Lee County
- Lehigh Acres

Lehigh Acres is one of Lee County's fastest growing communities, with more than 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	2009	1990-2000	2000-2008	1990-2000	2000-2009
Population	22,326	33,360	72,153	11,034	37,116	49.4%	116.2%

Source: Decision Data Resources, 2009

Median Household Income	$49,865
Per Capita Income	$18,802
Median Age	35.7
Labor Force	34,371
Density (population/sq. mile)	766.2

Source: Decision Data Resources, 2009

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, 2005

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS

|	
Lehigh Regional Medical Ctr.	340
Wal-Mart	200
LeeSar Regional Service Center	168
AIM Engineering & Surveying	160
Sunshine Structures	154

Source: Economic Development Office, 2010

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	47,439	
High School Graduate	18,548	39.1
College Degree	11,432	24.1

Source: Decision Data Resources, 2009

North Fort Myers

Boundaries
Lee County
North Fort Myers
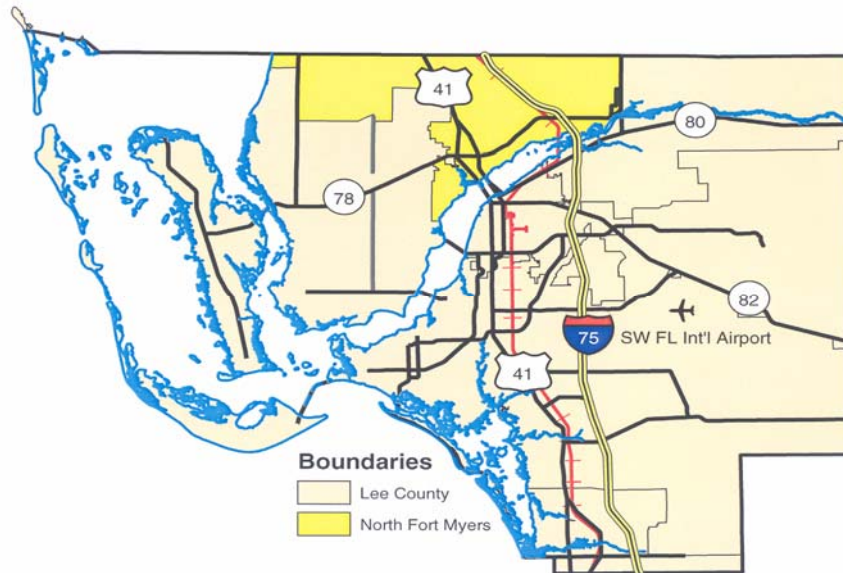
Stretched along the Caloosahatchee River, just north of Cape Coral and across the river from Fort Myers, the community's 43,000 residents enjoy a variety of lifestyles from waterfront living to golf course communities, and everything in between. North Fort Myers is home to the historic Shell Factory, 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	2009	1990-2000	2000-2008	1990-2000	2000-2009
Population	34,290	40,136	43,294	5,846	3,894	17.0%	7.8%

Source: Decision Data Resources, 2009

Median Household Income	$42,180
Per Capita Income	$23,180
Median Age	52.5
Labor Force	19,244
Density (population/sq. mile)	797.3

Source: Decision Data Resources, 2009

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, 2005

SELECTED MAJOR NON-GOVERNMENT EMPLOYERS	
Lee Co. Electric Coop	400
LYNX Services	394
Goodwill Industries	275
Raymond Building Supply	180

Source: Economic Development Office, 2010

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	34,020	
High School Graduate	13,846	40.7
College Degree	8,130	23.9

Source: Decision Data Resources, 2009

Sanibel

Boundaries
- Lee County
- Sanibel Island

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 8,500 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				CHANGE		% CHANGE	
	1990	2000	2009	1990-2000	2000-2008	1990-2000	2000-2009
Population	5,468	6,064	8,500	596	310	10.9%	40.1%

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Business Research, April 1, 2009

Median Household Income	$99,843
Per Capita Income	$73,299
Median Age	57.7
Labor Force	3,708
Density (population/sq. mile)	255.4

Source: Decision Data Resources, 2009

AGE DISTRIBUTION – 2008	%
0-24	15.8
25-34	6.7
35-44	8.6
45-64	32.8
65+	36.0

Source: Decision Data Resources, 2009

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, 2005

EDUCATION DISTRIBUTION	PEOPLE	%
Persons 25 Years and Older	7,137	
High School Graduate	963	13.5
College Degree	3,190	64.4

Source: Decision Data Resources, 2009