

Southwest Florida Regional Planning Council



Economic Views

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SERVING CHARLOTTE, COLLIER, GLADES, HENDRY, LEE AND SARASOTA COUNTIES SINCE 1973

ANNUAL SUMMARY of Economic Indicators

INDICATORS	2010	2009	% CHANGE
UNEMPLOYMENT*			
Charlotte	12.8%	12.1%	5.7%
Collier	12.4%	11.1%	8.6%
Glades	11.9%	9.3%	18.3%
Hendry	16.4%	13.6%	9.6%
Lee	13.3%	12.9%	2.8%
Sarasota	12.2%	11.4%	7.3%
Region	12.9%	12.1%	5.6%
State	11.9%	10.5%	13.0%
LABOR FORCE			
Region	677,685	683,748	-0.9%
State	9,247,750	9,219,083	0.3%
EMPLOYED			
Region	590,567	601,252	-1.8%
State	8,149,583	8,246,917	-1.2%
UNEMPLOYED			
Region	87,118	82,497	5.6%
State	1,098,167	972,167	13.0%
AIRPORT PASSENGERS			
S.W. Int'l Airport	7,514,316	7,415,958	1.3%
Sarasota/Bradenton	1,332,528	1,343,977	-0.9%
Charlotte County	182,423	129,025	41.4%
Region	8,846,844	8,759,935	1.0%
BUILDING PERMITS**			
Single Family Permits			
Charlotte	279	280	-0.4%
Collier	769	517	48.7%
Glades	8	25	-68.0%
Hendry	15	116	-87.1%
Lee	1,051	826	27.2%
Sarasota	559	384	45.6%
Region	2,681	2,148	24.8%
Multi-Family Permits			
Charlotte	70	3	2233.3%
Collier	60	40	50.0%
Glades	0	1	0.0%
Hendry	0	0	0.0%
Lee	88	42	109.5%
Sarasota	22	8	175.0%
Region	240	94	155.3%

INDICATORS	2010`	2009	% CHANGE
BUILDING PERMITS CONT. **			
Multi-Family Units			
Charlotte	137	10	1270.0%
Collier	469	308	52.3%
Glades	0	2	0.0%
Hendry	0	0	0.0%
Lee	401	110	264.5%
Sarasota	147	163	-9.8%
Region	1,154	593	94.6%
Total Permits			
Charlotte	349	283	23.3%
Collier	829	557	48.8%
Glades	8	26	-69.2%
Hendry	15	116	-87.1%
Lee	1,139	868	31.2%
Sarasota	581	392	48.2%
Region	2,921	2,242	30.3%
TOTAL VALUE**			
Residential	\$956,727,001	\$764,944,115	25.1%
All Permit Activity	\$2,402,689,615	\$2,023,101,757	18.8%
REGIONAL SALES (\$000)			
Taxable Sales			
Charlotte	\$1,852,748	\$1,768,905	4.7%
Collier	\$5,544,829	\$5,369,424	3.3%
Glades	\$24,047	\$25,655	-6.3%
Hendry	\$253,322	\$259,495	-2.4%
Lee	\$9,091,485	\$8,940,279	1.7%
Sarasota	\$5,378,583	\$5,349,065	0.6%
Region	\$22,145,014	\$21,712,823	2.0%
Gross Sales			
Charlotte	\$3,278,352	\$3,437,867	-4.6%
Collier	\$10,098,033	\$9,388,287	7.6%
Glades	\$92,390	\$108,293	-14.7%
Hendry	\$1,222,674	\$1,605,712	-23.9%
Lee	\$15,616,230	\$15,317,350	2.0%
Sarasota	\$10,611,054	\$10,407,712	2.0%
Region	\$40,918,733	\$40,265,222	1.6%
CONSUMER PRICE INDEX			
	218.1	214.5	1.7%

2010: THE YEAR IN REVIEW

The Southwest Florida Region experienced changing economic conditions over the past two years.

LABOR FORCE, EMPLOYMENT AND UNEMPLOYMENT: In 2009, the entire region experienced high rates of unemployment that exceeded the State level. In 2010, the Southwest Florida labor force decreased by 6,063 persons or 0.9% and unemployment in the region increased to 12.9% compared to 12.1% in 2009.

AIRPORT PASSENGERS: Overall, the number of regional airline passengers increased this past year. Southwest Florida International Airport experienced a 1.3% increase in the number of airline passengers and the Sarasota/Bradenton Airport reported a decrease of 0.9%. Charlotte County Airport reported an increase of 41.4%, due to additional airline services. As in the past years, passenger traffic peaked temporarily in the month of March, with more than 1,186,364 people traveling through Southwest Florida airports.

BUILDING PERMITS: The construction industry, which is a major sector of the Southwest Florida economy, recorded an annual increase in the number of building permits issued last year. The region experienced a 24.8% increase in the number of single-family permits issued and a 155.3% increase in the number of multi-family permits issued and overall, the total number of regional dwelling unit permits increased by 94.6% in 2010. The value of all reported residential permits increased 25.1% from \$7.6 million in 2009 to \$9.6 million in 2010 and the total value of all reported permit activity increased 18.8% from \$2.0 billion in 2009 to \$2.4 billion in 2010.

SALES ACTIVITY: Regional gross and taxable sales increased from 2009 to 2010. Gross sales increased 1.6%, from \$40.3 million in 2009 to \$41.0 million in 2010.

CONSUMER PRICE INDEX The Consumer Price Index measures the cost of items in several specific categories and is used as an indicator of the general rate of inflation through time. Between 2009 and 2010, the Consumer Price Index for all Urban Consumers, of the CPI-U, rose 1.7% from 214.5 to 218.1.

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AIRPORT ACTIVITY

Airport passenger activity for the Southwest Florida Region decreased 20.4% in January 2011 from December 2010. Airport passengers visiting and leaving the region totaled 674,071 as compared to 846,809 in the previous month. All three airports reported a decrease in passenger activity from the previous month.

In January 2011, total airport activity for the region decreased 22.6% from the previous year. Charlotte County was the only one to report an increase in passenger activity from the previous year.

UNEMPLOYMENT

The regional unemployment rate for January 2011 was 12.4%, which was higher than the revised rate of 12.1% for December 2010. Hendry County at 14.2%, had the highest unemployment rate in the six-county region, with Lee County second at 12.7%. Glades County had the lowest unemployment rate at 9.1%. The January 2011 regional unemployment rate of 12.4% was higher than the state at 11.8%. The regional unemployment rate decreased by 10.2% from January 2010 to January 2011, while the state rate decreased by 3.8% during the same time period.

AIRPORT PASSENGERS

AIRPORT		JAN. 11	DEC. 10	JAN. 10	% CHANGE	
					DEC. 10/ JAN. 11	JAN. 10/ JAN. 11
S.W. Fla. Int'l	ARRIVALS	159,136	360,137	363,931	-55.8%	
	DEPARTURES	367,186	334,262	367,808	9.8%	
Sarasota/ Bradenton	ARRIVALS	58,856	61,510	60,544	-4.3%	
	DEPARTURES	59,265	59,137	60,875	0.2%	
Charlotte County	ARRIVALS	14,955	16,549	8,452	-9.6%	
	DEPARTURES	14,673	15,214	8,831	-3.6%	
AIRPORT TOTALS = ARRIVALS + DEPARTURES						
		JAN. 11	DEC. 10	JAN. 10	DEC. 10/ JAN. 11	JAN. 10/ JAN. 11
S.W. Fla. Int'l		526,322	694,399	731,739	-24.2%	-28.1%
Sarasota/Brad.		118,121	120,647	121,419	-2.1%	-2.7%
Charlotte County		29,628	31,763	17,283	-6.7%	71.4%
REGION		674,071	846,809	870,441	-20.4%	-22.6%

SOURCE: Local Airport Authorities.

LABOR FORCE FIGURES

COUNTY	LABOR FORCE		EMPLOYMENT		UNEMPLOYMENT	
	JAN. 11 (PRELIM)	DEC. 10 (REVISED)	JAN. 11 (PRELIM)	DEC. 10 (REVISED)	JAN. 11 (PRELIM)	DEC. 10 (REVISED)
CHARLOTTE	69,071	69,889	60,390	61,424	8,681	8,465
COLLIER	145,275	146,500	128,308	129,632	16,967	16,868
GLADES	5,818	5,759	5,288	5,239	530	520
HENDRY	18,660	17,712	16,017	15,037	2,643	2,675
LEE	276,037	275,835	241,044	241,175	34,993	34,660
SARASOTA	160,491	161,041	140,575	142,111	19,916	18,930
REGION	675,352	676,736	591,622	594,618	83,730	82,118
STATE	9,187,000	9,253,000	8,104,000	8,170,000	1,083,000	1,082,000

COUNTY	UNEMPLOYMENT RATE				
	JAN. 11	DEC. 10	JAN. 11	DEC. 10/ JAN. 11	JAN. 10/ JAN. 11
CHARLOTTE	12.6%	12.1%	13.9%	2.6%	-9.3%
COLLIER	11.7%	11.5%	12.7%	0.6%	-8.1%
GLADES	9.1%	9.0%	12.0%	1.9%	-2.2%
HENDRY	14.2%	15.1%	14.8%	-1.2%	-1.0%
LEE	12.7%	12.6%	14.2%	1.0%	-11.7%
SARASOTA	12.4%	11.8%	13.4%	5.2%	-11.0%
REGION	12.4%	12.1%	13.6%	2.0%	-10.2%
STATE	11.8%	11.7%	12.3%	0.1%	-3.8%

Note: Sum of detail may not equal totals due to rounding.

* Calculation of percent change is by actual revised numbers.

Source: Agency for Workforce Innovation.

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CONSUMER PRICE INDEX

The Consumer Price Index (CPI-U) for all urban consumers measures the cost of items in several specific categories and is used as an indicator of the general rate of inflation through time. The CPI-U during January 2011 increased 1.6% from December 2010. The CPI-U for January 2011 was 220.2, an increase of 0.5% from December 2010.

CONSUMER PRICE INDEX

GROUP	% CHANGE				
	DEC. 10/		JAN. 10/		
	JAN. 11	DEC. 10	JAN. 10	JAN. 11	JAN. 11
ALL ITEMS	220.2	219.2	216.7	0.5%	1.6%
FOOD & BEVERAGES	223.2	221.3	219.2	0.9%	1.8%
HOUSING	216.7	216.1	215.9	0.3%	0.4%
APPAREL	116.7	118.1	116.7	-1.2%	0.0%
TRANSPORTATION	200.8	198.3	190.5	1.3%	5.4%
MEDICAL CARE	393.9	391.9	382.7	0.5%	2.9%
RECREATION	112.6	112.3	113.3	0.3%	-0.6%
EDUCATION/ COMMUN.	130.7	130.5	129.1	0.2%	1.2%
OTHER GOODS/SVCS	384.7	384.5	377.7	0.1%	1.9%

Purchasing power of the consumer dollar.

1982-1984= \$1.00 JAN. 11=0.454

1967= \$1.00 JAN. 11=0.152

SOURCE: U.S. Department of Labor

SALES ACTIVITY

Sales activity in Southwest Florida is measured by gross and taxable sales for each county. For January 2011, gross and taxable sales in the region totaled approximately \$4.5 million and \$2.3 million, respectively. This is a 37.1% increase in gross sales and a 20.1% increase in taxable sales from December 2010. Glades County was the only one to report a decrease in Gross and Taxable sales this month as compared to the previous year.

Gross sales in the region between January 2010 and January 2011 increased 7.0%. Taxable sales increased 4.2% during the same period. By incorporating the change in the cost of living (1.62%) and the average annual population growth rate (2.3%) for the same time period, real gross sales increased 2.9% per capita. Real taxable sales increased 0.3%.

SALES ACTIVITY

COUNTY	GROSS SALES (\$000)					% CHANGE		
	JAN. 11		DEC. 10		JAN. 10		DEC. 10/ JAN. 2010/	
	(PRELIM)	(PRELIM)	(REVISED)	(PRELIM)	(REVISED)	JAN. 11	JAN. 2011	
CHARLOTTE	331,181	266,778	322,153	24.1%	2.8%			
COLLIER	1,081,921	826,279	993,532	30.9%	8.9%			
GLADES	8,578	5,450	9,564	57.4%	-10.3%			
HENDRY	119,919	103,699	119,589	15.6%	0.3%			
LEE	1,759,472	1,259,035	1,641,025	39.7%	7.2%			
SARASOTA	1,205,032	824,938	1,126,824	46.1%	6.9%			
REGION	4,506,104	3,286,179	4,212,687	37.1%	7.0%			

COUNTY	TAXABLE SALES (\$000)					% CHANGE		
	JAN. 11		DEC. 10		JAN. 10		DEC. 10/ JAN. 2010/	
	(PRELIM)	(PRELIM)	(REVISED)	(PRELIM)	(REVISED)	JAN. 11	JAN. 2011	
CHARLOTTE	190,444	161,602	183,654	17.8%	3.7%			
COLLIER	580,008	495,364	555,671	17.1%	4.4%			
GLADES	2,301	1,811	2,403	27.1%	-4.2%			
HENDRY	25,761	20,251	23,380	27.2%	10.2%			
LEE	940,578	774,519	903,251	21.4%	4.1%			
SARASOTA	540,963	444,335	519,595	21.7%	4.1%			
REGION	2,280,056	1,897,882	2,187,954	20.1%	4.2%			

SOURCE: Florida Department of Tax Research.

LEPC INFORMATION

SWFRPC MEETING SCHEDULE

Regional Planning Council	Third Thursday of each month
Lee County MPO	Monthly
Technical Advisory Committee	Monthly
Citizen Advisory Committee	Monthly
LEPC	Quarterly
Disaster Preparedness	Thursday after LEPC meeting
Lee Trans. Disadvantaged	Quarterly
Glades/Hendry Trans. Disadvantaged	Quarterly

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BUILDING PERMITS

Residential building activity is measured by the number of single-family and multi-family building permits issued during a given month. In January 2011, 220 residential permits were issued in Southwest Florida. This is 8 more permits than were issued in January 2010. The number of units covered by these permits decreased by 3 from 285 in January 2010 to 282 in January 2011. Compared with the figures reported for December 2010, the number of units for January 2011 increased by 50. From December 2010 to January 2011, permits issued increased by 24.

The region reported a residential building valuation of \$75,178,948 in January 2011. This is an increase of 15.4% compared to the valuation of residential permits issued in January 2010, which totaled \$65,154,600.

BUILDING PERMIT ACTIVITY

COUNTY	JANUARY 2011*				DECEMBER 2010**			
	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE
CHARLOTTE	24	2	4	\$4,246,891	28	0	0	\$3,908,757
COLLIER	68	4	46	\$38,393,021	75	3	23	\$38,574,344
GLADES	0	0	0	\$0	0	0	0	\$0
HENDRY	0	0	0	\$0	0	0	0	\$0
LEE	78	4	8	\$17,088,215	59	4	20	\$15,918,340
SARASOTA	38	2	16	\$15,450,821	27	0	0	\$8,966,753
REGION*	208	12	74	\$75,178,948	189	7	43	\$67,368,194

COUNTY	JANUARY 2010				UNIT CHANGE		% CHANGE OF VALUE	
	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE	DEC. 10/ JAN. 11	JAN. 10/ JAN. 11	DEC. 10/ JAN. 11	JAN. 10/ JAN. 11
CHARLOTTE	12	1	4	\$3,428,784	0	12	8.7%	23.9%
COLLIER	71	6	49	\$27,370,030	16	-6	-0.5%	40.3%
GLADES	1	0	0	\$150,000	0	-1	n/a	n/a
HENDRY	3	0	0	\$241,275	0	-3	n/a	n/a
LEE	74	6	33	\$21,582,366	7	-21	7.3%	-20.8%
SARASOTA	38	0	0	\$12,382,145	27	16	72.3%	24.8%
REGION*	199	13	86	\$65,154,600	50	-3	11.6%	15.4%

* Data does not include Hendry County and Everglades City for January 2011

**All data is reported for December 2010

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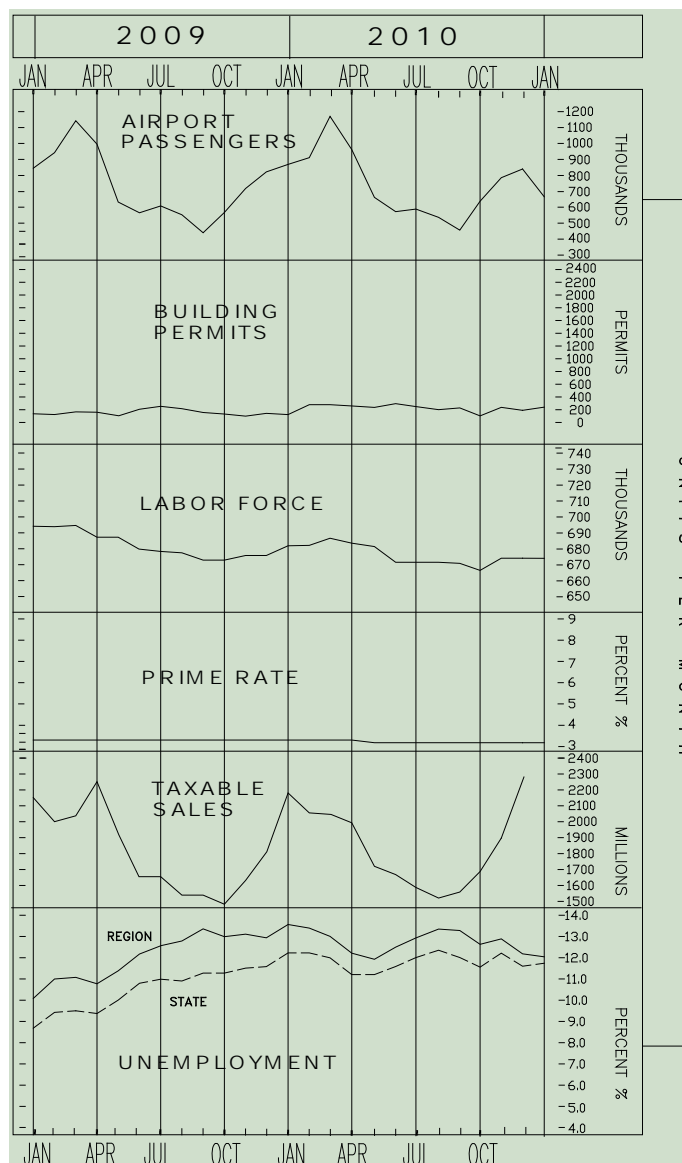
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SUMMARY ECONOMIC INDICATORS

ECONOMIC INDICATORS

INDICATORS	JANUARY 2011	JANUARY 2010	% CHANGE
	(PRELIM)	(REVISED)	
UNEMPLOYMENT			
State	11.8%	12.3%	-3.8%
Region	12.4%	13.6%	-10.2%
County			
Charlotte	12.6%	13.9%	-9.3%
Collier	11.7%	12.7%	-8.1%
Glades	9.1%	12.0%	-2.2%
Hendry	14.2%	14.8%	-1.0%
Lee	12.7%	14.2%	-11.7%
Sarasota	12.4%	13.4%	-11.0%
LABOR FORCE			
State	9,187,000	9,189,000	-0.0%
Region	675,352	683,314	-1.2%
EMPLOYED			
State	8,104,000	8,062,000	0.5%
Region	591,622	590,075	0.3%
UNEMPLOYED			
State	1,083,000	1,126,000	-3.8%
Region	83,730	93,239	-10.2%
AIRPORT PASSENGERS			
Region	674,071	870,441	-22.6%
S. W. Int'l Airport	526,322	731,739	-28.1%
Sarasota/Bradenton	118,121	121,419	-2.7%
Naples	29,628	17,283	71.4%
BUILDING PERMITS			
Regional	220	212	3.8%
Single Family	208	199	4.5%
Multi-Family	12	13	-7.7%
TOTAL VALUE			
Residential	\$75,178,948	\$65,154,600	15.4%
All Permit Activity	\$158,380,090	\$143,532,873	10.3%
REGIONAL SALES (\$000)			
Taxable Sales	\$2,280,056	\$2,187,954	4.2%
Gross Sales	\$4,506,104	\$4,212,687	7.0%
CONSUMER PRICE INDEX			
	220.2	216.7	1.6%
PRIME INTEREST RATE			
	3.25%	3.3%	-1.5%



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Happy St. Patrick's Day!



FESTIVALS & EVENTS

March 18, 2011
FULL MOON PADDLE
Cape Coral
Contact: (239) 549-4606

March 19, 2011
NAPLES-MARCO ISLAND ANTIQUE AUTO SHOW
Naples
Contact: (239) 860-2726

March 19-20, 2011
OLD FLORIDA FESTIVAL
Naples
Contact: (239) 252-8476

March 20, 2011
BLESSING OF THE SHRIMP FLEET FESTIVAL
Fort Myers Beach
Contact: (239) 949-6262

March 24-27
BIG "O" BIRDING FESTIVAL
Clewiston
Contact: (863) 612-4783 or
www.bigobirdingfestival.com

March 26, 2011
SARASOTA FOLK FESTIVAL
Oscar Schere State Park
Osprey, FL
Contact: <http://www.sarasotafestival.org/events>

March 26-27, 2011
LONGBOAT KEY FINE ARTS & CRAFTS FESTIVAL
Longboat Key
Contact: City of Longboat Key

March 26-27, 2011
2ND ANNUAL MARCO ISLAND SEAFOOD FESTIVAL
Marco Island
Contact: (239) 394-7549

March 26-27, 2011
DOWNTOWN NAPLES FESTIVAL OF THE ARTS
Naples
Contact: (239) 262-6517

March 28, 2011
BIRDING ON THE SOUTH VENICE LEMON BAY PRESERVE
Venice
Contact: <http://www.sarasotafestival.org/events>

March 29, 2011
HISTORICAL NATURE WALK AT POCONO TRAIL PRESERVE
Nokomis
Contact: (941) 861-5000

March 30, 2011
WALK ON THE WILD SIDE AT SLEEPING TURTLES PRESERVE
SOUTH
Venice
Contact: (941) 861-5000

March 30, 2011-April 3, 2011
SAND BASH
Fort Myers Beach
Contact: (239) 949-6262

April 1, 2011
GUIDED WALK THROUGH YELLOW FEVER CREEK
PRESERVE
Cape Coral
Contact: (239) 549-4606

April 1, 2011
AN EVENING UNDER THE SEA SHOW AT YACHT CLUB
Cape Coral
Contact: (239) 574-0806

April 2, 2011
ART IN THE PARK
Naples
Contact: (239) 262-6517

April 2, 2011
2011 GULF CITRUS GROWERS "COUNTRY GALA"
LaBelle
Contact: Gulf Citrus Growers Association

April 2, 2011
NATURE OF CAPE CORAL TOUR
Cape Coral
Contact: (239) 549-4606

April 9, 2011
CAPE BIKE NIGHT
Cape Coral
Contact: (239) 573-3125
www.CCbikenight

April 16, 2011
BLACK GOLD JUBILEE
Belle Glade
Contact: (461)-996-2745

April 16, 2011
MOLLUSK FESTIVAL AND OYSTER EATING CONTEST
Sanibel
Contact: (239) 472-3700