

Southwest Florida Regional Planning Council



Economic Views

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

2010 Hurricane Evacuation Study

After nearly four years of continuous work, the Southwest Florida Regional Planning Council has completed the 2010 Hurricane evacuation study. The study was approved by the Florida Division of Emergency Management on December 1, 2010.

The study is a planning tool that will be used for guidance to develop local and statewide emergency management plans. The study consists of 8 volumes:

Volume 1 – *Technical Data Report* - The Technical Data Report (TDR) is the primary document of the Statewide Regional Evacuation Study Program. The TDR contains the summary analysis of all other supporting research, survey data and modeling.

Volume 2 – *Regional Behavioral Analysis* - The Regional Behavioral Analysis was produced by the behavioral specialist Dr. Earl J. Baker, Hazards Management Group. The report includes a summary of the behavioral survey data and analysis which includes the regional behavioral assumptions incorporated in the calculation of evacuation population, evacuation participation rate (transportation analysis) and anticipated shelter demand.

Volume 3 – *Regional Behavioral Survey Report* - The Regional Behavioral Survey Report, produced by Kerr and Downs, Inc., provides the survey data from the more than 2500 behavioral surveys conducted in 2009 as part of the SRES Program.

Volume 4 – *Evacuation Transportation Analysis* - The Regional Evacuation Transportation Analysis is produced by the evacuation transportation team at Wilbur Smith and Associates. It includes a summary description of the evacuation transportation model, study methodologies and assumptions and growth management impacts assessments on evacuation. The report includes the evacuation clearance times for the counties and the region for 2010 and 2015 under different planning and operational scenarios.

Volume 5 – *Evacuation Transportation Supplemental Data Report* - The Supplemental Report, prepared by Wilbur Smith and Associated contains the model run inputs and outputs and serves as the source data for the Evacuation Transportation Analysis.

Volume 6 – *Emergency Management Evacuation Tool Kit* - The Emergency Management Tool Kit includes locally-selected data pertinent to the county emergency management agency. It is meant to be used as a quick reference guide for operations.

Volume 7 – *Storm Tide Atlas* -The Storm Tide Atlas provides the storm tide boundaries based on the new SLOSH Analysis including the boundaries of the Coastal High Hazard Area (CHHA). It is provided in several formats including GIS files, PDF files and printed copy. There is one Book for each county in the region which has a potential for storm tide flooding.

Volume 8 – *Methodology of Evacuation Transportation Modeling for the Statewide Regional Evacuation Study Program, 2010* - This volume provides a detailed description of the methodologies, model assumptions and the Transportation Interface for Modeling Evacuations (TIME) developed and utilized in the Statewide Regional Evacuation Study Program

For access to the study and for more information, please visit [http://www.swfrpc.org/sres\\_2010.shtml](http://www.swfrpc.org/sres_2010.shtml).

Happy Valentine's Day!

FESTIVALS & EVENTS

EDISON FESTIVAL OF LIGHTS  
 January 29 - February 20

<p>January 15-16 and 22-23  <b>MEDIEVAL FAIRE</b>                  Lakes Regional Park, Fort Myers                  Contact: (239) 839-8036</p>	<p>February 13  <b>EDISON FESTIVAL OF LIGHT BED RACE</b>                  Fort Myers                  Contact: (239) 334-2999</p>
<p>January 22  <b>CALOOSAHATCHEE CELTIC FESTIVAL</b>                  Centennial Park                  Contact: <a href="http://www.celticheritageproductions.com">www.celticheritageproductions.com</a></p>	<p>February 14  <b>EXPLORING THE ROMANTIC WORLD OF SEAHORSES LECTURE SERIES</b>                  Sarasota                  Contact: (941) 388-4441, Ext. 691</p>
<p>January 22  <b>TASTE OF PINE ISLAND 2011</b>                  Phillips Park, Pine Island Center                  Bokeelia                  Contact: (239) 283-0777</p>	<p>February 14  <b>SOUR ORANGE FESTIVAL</b>                  Lakeport                  Contact: (863) 946-1261</p>
<p>January 28  <b>2ND ANNUAL MOTE MARINE LABORATORY GOLF TOURNAMENT</b>                  Sarasota</p>	<p>February 18-20  <b>BRIGHTON SEMINOLE FIELD DAYS &amp; RODEO</b>                  Brighton                  Contact: (863) 946-0300</p>
<p>January 29  <b>GUIDED WALK THROUGH YELLOW FEVER CREEK PRESERVE</b>                  Cape Coral                  Contact: (239) 549-4606</p>	<p>February 18-26  <b>HENDRY COUNTY FAIR AND LIVESTOCK SHOW</b>                  Clewiston                  Contact: (863) 983-4453 or (863) 983-7689</p>
<p>January 29-30  <b>SWAMP BUGGY RACES</b>                  Florida Sports Park, Naples                  Contact: (239) 774-2701</p>	<p>February 19  <b>EDISON FESTIVAL OF LIGHT GRAND PARADE</b>                  Fort Myers                  Contact: (239) 334-2999</p>
<p>January 30  <b>8TH ANNUAL ST. ARMANDS CIRCLE ART FESTIVAL</b>                  Sarasota                  Contact: (954) 472-3755</p>	<p>February 20  <b>EDISON FESTIVAL OF LIGHT CLASSIC CAR SHOW</b>                  Centennial Park                  Fort Myers                  Contact: (239) 334-2999</p>

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# Economic Views

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

## AIRPORT ACTIVITY

Airport passenger activity for the Southwest Florida Region increased 22.1% in November 2010 from October 2010. Airport passengers visiting and leaving the region totaled 784,918 as compared to 642,702 in the previous month. All three airports reported an increase in passenger activity from the previous month.

In November 2010, total airport activity for the region increased 8.9% from the previous year. Both airports reported an increase in passenger activity from the previous year.

## UNEMPLOYMENT

The regional unemployment rate for November 2010 was 12.9%, which was higher than the revised rate of 12.6% for October 2010. Hendry County at 17.9%, had the highest unemployment rate in the six-county region, with Lee County second at 13.3%. Sarasota County had the lowest unemployment rate at 12.1%. The November 2010 regional unemployment rate of 12.9% was higher than the state at 12.2%. The regional unemployment rate decreased by 2.0% from November 2009 to November 2010, while the state rate increased by 5.7% during the same time period.

### AIRPORT PASSENGERS

AIRPORT					% CHANGE
		NOV. 10	OCT. 10	NOV. 09	OCT. 10/ NOV. 10
S.W. Fla. Int'l	ARRIVALS	322,116	281,360	297,582	14.5%
	DEPARTURES	330,667	250,665	300,896	31.9%
Sarasota/ Bradenton	ARRIVALS	56,282	53,366	50,704	5.5%
	DEPARTURES	58,282	49,705	51,965	17.3%
Naples*	ARRIVALS	0	0	0	n/a
	DEPARTURES	0	0	0	n/a
Charlotte County	ARRIVALS	9,112	3,971	10,609	129.5%
	DEPARTURES	8,459	3,635	8,732	132.7%
AIRPORT TOTALS = ARRIVALS + DEPARTURES					
			OCT. 10/	NOV. 09/	
		NOV. 10	OCT. 10	NOV. 09	NOV. 10
S.W. Fla. Int'l		652,783	532,025	598,478	22.7%
Sarasota/Brad.		114,564	103,071	102,669	11.2%
Naples*		0	0	0	n/a
Charlotte County		17,571	7,606	19,341	131.0%
REGION		784,918	642,702	720,488	22.1%
					8.9%

SOURCE: Local Airport Authorities.  
\*Naples airport currently doesn't have any airlines.

### LABOR FORCE FIGURES

COUNTY	LABOR FORCE		EMPLOYMENT		UNEMPLOYMENT	
	NOV. 10	OCT. 10	NOV. 10	OCT. 10	NOV. 10	OCT. 10
	(PRELIM)	(REVISED)	(PRELIM)	(REVISED)	(PRELIM)	(REVISED)
CHARLOTTE	68,606	68,127	59,759	59,669	8,847	8,458
COLLIER	143,871	141,331	125,960	123,993	17,911	17,338
GLADES	4,551	4,510	3,976	3,974	575	536
HENDRY	16,847	16,065	13,827	13,135	3,020	2,930
LEE	274,086	272,019	237,506	237,042	36,580	34,977
SARASOTA	166,706	166,417	146,501	146,586	20,205	19,831
REGION	674,667	668,469	587,529	584,399	87,138	84,070
STATE	9,225,000	9,221,000	8,103,000	8,153,000	1,122,000	1,069,000

  

COUNTY	UNEMPLOYMENT RATE				
	% CHANGE*				
	NOV. 10	OCT. 10	NOV. 09	OCT. 10/	NOV. 09/
	(PRELIM)	(REVISED)	(REVISED)	NOV. 10	NOV. 10
CHARLOTTE	12.9%	12.4%	13.1%	4.6%	-1.9%
COLLIER	12.4%	12.3%	12.3%	3.3%	-1.1%
GLADES	12.6%	11.9%	9.9%	7.3%	16.9%
HENDRY	17.9%	18.2%	14.9%	3.1%	9.1%
LEE	13.3%	12.9%	14.0%	4.6%	-4.1%
SARASOTA	12.1%	11.9%	12.3%	1.9%	-0.8%
REGION	12.9%	12.6%	13.1%	3.6%	-2.0%
STATE	12.2%	11.6%	11.5%	5.0%	5.7%

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.

Southwest Florida Regional Planning Council



# Economic Views

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

## 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 November 2010 increased 1.2% from November 2009. The CPI-U for November 2010 was 218.8, an increase of 0.0% from October 2010.

### CONSUMER PRICE INDEX

GROUP	% CHANGE				
	OCT. 10/NOV. 09/				
	NOV. 10	OCT. 10	NOV. 09	NOV. 10	NOV. 10
ALL ITEMS	218.8	218.7	216.3	0.0%	1.2%
FOOD & BEVERAGES	221.0	221.0	217.7	0.0%	1.5%
HOUSING	215.8	216.1	215.8	-0.1%	0.0%
APPAREL	121.5	122.5	122.5	-0.8%	-0.8%
TRANSPORTATION	195.7	194.3	188.6	0.7%	3.8%
MEDICAL CARE	391.7	391.2	379.6	0.1%	3.2%
RECREATION	112.8	113.0	133.8	-0.2%	-15.7%
EDUCATION/COMMUN.	130.9	131.0	128.8	-0.1%	1.6%
OTHER GOODS/SVCS	383.6	382.8	376.7	0.2%	1.8%

Purchasing power of the consumer dollar.

1982-1984= \$1.00 NOV.10= 0.457  
1967= \$1.00 NOV. 10= 0.153

SOURCE: U.S. Department of Labor

## SALES ACTIVITY

Sales activity in Southwest Florida is measured by gross and taxable sales for each county. For November 2010, gross and taxable sales in the region totaled approximately \$4.0 million and \$2.0 million, respectively. This is a 14.5% increase in gross sales and a 7.8% increase in taxable sales from October 2010. Glades & Sarasota Counties were the only two to report a decrease in Gross and Taxable sales this month as compared to the previous year.

Gross sales in the region between November 2009 and November 2010 increased 30.8%. Taxable sales increased 2.6% during the same period. By incorporating the change in the cost of living (1.84%) and the average annual population growth rate (4.3%) for the same time period, real gross sales decreased 5.8% per capita. Real taxable sales decreased 14.1%.

### SALES ACTIVITY

COUNTY	% CHANGE				
	NOV. 10/NOV. 2009/				
	NOV. 10 (PRELIM)	OCT. 10 (PRELIM)	NOV. 09 (REVISED)	OCT. 10/NOV. 10	NOV. 2009/NOV. 2010
CHARLOTTE	250,447	250,462	244,897	-0.0%	2.3%
COLLIER	1,596,117	940,823	704,243	69.7%	126.6%
GLADES	5,830	6,854	8,117	-14.9%	-28.2%
HENDRY	108,476	92,532	93,909	17.2%	15.5%
LEE	1,168,023	1,257,989	1,136,663	-7.2%	2.8%
SARASOTA	799,281	883,283	815,144	-9.5%	-1.9%
REGION	3,928,174	3,431,943	3,002,973	14.5%	30.8%

  

COUNTY	% CHANGE				
	NOV. 10/NOV. 2009/				
	NOV. 10 (PRELIM)	OCT. 10 (PRELIM)	NOV. 09 (REVISED)	OCT. 10/NOV. 10	NOV. 2009/NOV. 2010
CHARLOTTE	142,676	131,887	135,506	8.2%	5.3%
COLLIER	429,010	380,227	416,736	12.8%	2.9%
GLADES	1,937	1,874	2,044	3.4%	-5.2%
HENDRY	18,540	18,684	20,215	-0.8%	-8.3%
LEE	680,689	639,560	656,401	6.4%	3.7%
SARASOTA	408,233	387,006	407,070	5.5%	0.3%
REGION	1,681,085	1,559,238	1,637,972	7.8%	2.6%

SOURCE: Florida Department of Tax Research.

## LEPC INFORMATION

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

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



# Economic Views

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

## BUILDING PERMITS

Residential building activity is measured by the number of single-family and multi-family building permits issued during a given month. In November 2010, 228 residential permits were issued in Southwest Florida. This is 74 more permits than were issued in November 2009. The number of units covered by these permits increased by 167 from 166 in November 2009 to 333 in November 2010. Compared with the figures reported for October 2010, the number of units for November 2010 increased by 198. From October 2010 to November 2010, permits issued increased by 95.

The region reported a residential building valuation of \$137,774,706 in November 2010. This is an increase of 224.4% compared to the valuation of residential permits issued in November 2009, which totaled \$42,465,356.

### BUILDING PERMIT ACTIVITY

COUNTY	NOVEMBER 2010*			RESIDENTIAL VALUE	OCTOBER 2010**			RESIDENTIAL VALUE
	SINGLE FAMILY PERMITS	MULTI-FAMILY PERMITS	UNITS		SINGLE FAMILY PERMITS	MULTI-FAMILY PERMITS	UNITS	
CHARLOTTE	25	0	0	\$3,557,315	17	0	0	\$3,292,730
COLLIER	76	3	15	\$49,749,289	19	0	0	\$9,943,000
GLADES	0	0	0	\$0	0	0	0	\$0
HENDRY	0	0	0	\$0	0	0	0	\$0
LEE	65	15	108	\$69,597,373	69	2	4	\$15,955,695
SARASOTA	44	0	0	\$14,870,729	26	0	0	\$8,172,646
REGION*	210	18	123	\$137,774,706	131	2	4	\$37,364,071

  

COUNTY	NOVEMBER 2009***			RESIDENTIAL VALUE	UNIT CHANGE		% CHANGE OF VALUE	
	SINGLE FAMILY PERMITS	MULTI-FAMILY PERMITS	UNITS		OCT. 10/NOV. 10	OCT. 09/NOV. 10	NOV. 09/NOV. 10	NOV. 09/NOV. 10
CHARLOTTE	10	0	0	\$1,876,000	8	15	8.0%	89.6%
COLLIER	30	2	8	\$16,253,000	72	53	400.3%	206.1%
GLADES	3	0	0	\$399,800	0	-3	n/a	n/a
HENDRY	18	0	0	\$614,000	0	-18	n/a	n/a
LEE	58	4	10	\$14,914,030	100	105	336.2%	366.7%
SARASOTA	29	0	0	\$8,408,526	18	15	82.0%	76.9%
REGION*	148	6	18	\$42,465,356	198	167	268.7%	224.4%

\* Data does not include Hendry and Fort Myers Beach for November 2010  
 \*\*Data does not include Fort Myers Beach, Hendry and Sarasota Counties for October 2010.  
 \*\*\*All Data included for November 2009.

# Southwest Florida Regional Planning Council



# Economic Views

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

## SUMMARY ECONOMIC INDICATORS

INDICATORS	NOVEMBER 2010	NOVEMBER 2009	% CHANGE
	(PRELIM)	(REVISED)	
<b>UNEMPLOYMENT</b>			
State	12.2%	11.5%	5.7%
Region	12.9%	13.1%	-2.0%
County			
Charlotte	12.9%	13.1%	-1.9%
Collier	12.4%	12.3%	-1.1%
Glades	12.6%	9.9%	16.9%
Hendry	17.9%	14.9%	9.1%
Lee	13.3%	14.0%	-4.1%
Sarasota	12.1%	12.3%	-0.8%
<b>LABOR FORCE</b>			
State	9,225,000	9,204,000	0.2%
Region	674,667	677,813	-0.5%
<b>EMPLOYED</b>			
State	8,103,000	8,143,000	-0.5%
Region	587,529	588,902	-0.2%
<b>UNEMPLOYED</b>			
State	1,122,000	1,061,000	5.7%
Region	87,138	88,911	-2.0%
<b>AIRPORT PASSENGERS</b>			
Region	784,918	720,488	8.9%
S. W. Int'l Airport	652,783	598,478	9.1%
Sarasota/Bradenton	114,564	102,669	11.6%
Naples	0	0	n/a
Charlotte County	17,571	19,341	-9.2%
<b>BUILDING PERMITS</b>			
Regional	228	154	48.1%
Single Family	210	148	41.9%
Multi-Family	18	6	200.0%
<b>TOTAL VALUE</b>			
Residential	\$137,774,706	\$42,465,356	224.4%
All Permit Activity	\$194,814,802	\$138,453,739	40.7%
<b>REGIONAL SALES (\$000)</b>			
Taxable Sales	\$1,681,085	\$1,637,972	2.6%
Gross Sales	\$3,928,174	\$3,002,973	30.8%
<b>CONSUMER PRICE INDEX</b>			
	218.8	216.3	1.2%
<b>PRIME INTEREST RATE</b>			
	3.25%	3.30%	-1.5%

## ECONOMIC INDICATORS

