



Economic Views

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

SWFRPC Launches Newly Redesigned Website

On behalf of the board members and executive committee of the Southwest Florida Regional Planning Council (SWFRPC) I invite you to visit our newly redesigned website.

Over the course of the past year, we have worked to create effective real-time communications for our members and strategic partners. The SWFRPC is proud to have the opportunity to educate, advocate and promote sound policies, and connect to our state's immense network of Regional Planning Councils through our new online community.

Our new website is designed to give you, our members and our supporters, a variety of ways to engage and interact with one another. With the redesign of the website we have also added a facebook and twitter page to help reach a more broad audience. This portal is a good way for our members, strategic partners and the public see our achievements, challenges and opportunities from across our region and the Council as a whole.

We will continue to add more features and meaningful content to our website and develop the Southwest Florida Regional Planning Council as your primary resource for regional planning. Please join us on Facebook and Twitter to keep up to date on meetings and events.

FESTIVALS & EVENTS

February 18-20, 2011
 BRIGHTON SEMINOLE FIELD DAYS & RODEO
 Brighton
 Contact: (863) 946-0300

February 18, 2011
 NIGHT HIKE AT ECO PRESERVE
 Cape Coral
 Contact: (239) 549-4606

February 18-26, 2011
 HENDRY COUNTY FAIR AND LIVESTOCK SHOW
 Clewiston
 Contact: (863) 983-4453

February 19, 2011
 EDISON FESTIVAL OF LIGHT GRAND PARADE
 Fort Myers
 Contact: (239) 334-2999
 info@edisonfestival.org or www.edisonfestival.org

February 19, 2011
 10TH ANNUAL GARDEN GALA
 Phillips Park, Pine Island
 Contact: info@pineislandgardenclub.org

February 19-21, 2011
 Annual President's Day Guided Swamp Walks
 Big Cypress Gallery
 Contact: (239) 695-2428

February 19-20, 2011
 23rd ANNUAL DOWNTOWN SARASOTA FESTIVAL OF THE ARTS
 Sarasota
 Contact: (941) 955-8187

February 20, 2011
 EDISON FESTIVAL OF LIGHT CLASSIC CAR SHOW
 Fort Myers
 Contact: (239) 334-2999
 info@edisonfestival.org or www.edisonfestival.org

February 20, 2011
 HOME AND GARDEN SHOW
 Cape Coral Yacht Club
 Contact: (239) 574-0806

February 2, 2011
 SUNSPASH REGGAE FEST '11
 Siesta Key
 Contact: (941) 349-6311

February 25-27, 2011
 SWAMP CABBAGE FESTIVAL
 LaBelle
 Contact: (863) 675-0125

February 26, 2011
 20TH ANNUAL SW FLORIDA MULLET TOSS
 Matlacha
 Contact: www.matlachamariners.org

February 26, 2011
 CHALO NITKA BASS TOURNAMENT
 Moore Haven
 Contact: (863) 946-0300

February 26, 2011
 BURROWING OWL FESTIVAL
 Rotary Park, Cape Coral
 Contact: (239) 549-4606

February 26-27, 2011
 NAPLES NATIONAL ART FESTIVAL
 Cambier Park, Naples
 Contact: (239) 262-6517

March 4-6, 2011
 CHALO NITKA FESTIVAL
 Moore Haven
 Contact: (863) 946-0300

March 5, 2011
 MARCO ISLAND ACADEMY 5K RUN
 Marco Island
 Contact: (239) 970-0390

March 5, 2011
 ART IN THE PARK
 Naples
 Contact: (239) 262-6517

March 5, 2011
 13th ANNUAL RUBBER DUCK RACE
 St. James City
 Contact: (239) 283-7249

March 5-7, 2011
 SWAMP BUGGY RACES
 Florida Sports Park, Naples
 Contact: (239) 774-2701

March 12, 2011
 NATURE OF CAPE CORAL TOUR
 Rotary Park, Cape Coral
 Contact: (239) 549-4606

March 12-13, 2011
 BONITA SPRINGS NATIONAL ART FESTIVALS
 Bonita Springs
 Contact: (239) 495-8989

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AIRPORT ACTIVITY

Airport passenger activity for the Southwest Florida Region increased 7.9% in December 2010 from November 2010. Airport passengers visiting and leaving the region totaled 846,809 as compared to 784,918 in the previous month. All three airports reported an increase in passenger activity from the previous month.

In December 2010, total airport activity for the region increased 4.6% from the previous year. Both airports reported an increase in passenger activity from the previous year.

UNEMPLOYMENT

The regional unemployment rate for December 2010 was 12.1%, which was lower than the revised rate of 12.9% for November 2010. Hendry County at 15.7%, had the highest unemployment rate in the six-county region, with Lee County second at 12.5%. Sarasota County had the lowest unemployment rate at 11.4%. The December 2010 regional unemployment rate of 12.1% was higher than the state at 11.6%. The regional unemployment rate decreased by 6.2% from December 2009 to December 2010, while the state rate increased by 0.7% during the same time period.

AIRPORT PASSENGERS

				% CHANGE	
				NOV. 10/ DEC. 10	
AIRPORT		DEC. 10	NOV. 10	DEC. 09	DEC. 10
S.W. Fla. Int'l	ARRIVALS	360,137	322,116	351,928	11.8%
	DEPARTURES	334,262	330,667	324,150	1.1%
Sarasota/Bradenton	ARRIVALS	61,510	56,282	58,014	9.3%
	DEPARTURES	59,137	58,282	56,437	1.5%
Naples*	ARRIVALS	0	0	0	n/a
	DEPARTURES	0	0	0	n/a
Charlotte County	ARRIVALS	16,549	9,112	10,609	81.6%
	DEPARTURES	15,214	8,459	8,732	79.9%
AIRPORT TOTALS = ARRIVALS + DEPARTURES					
				NOV. 10/ DEC. 09/	
		DEC. 10	NOV. 10	DEC. 09	DEC. 10
S.W. Fla. Int'l		694,399	652,783	676,078	6.4% 2.7%
Sarasota/Brad.		120,647	114,564	114,451	5.3% 5.4%
Naples*		0	0	0	n/a n/a
Charlotte County		31,763	17,571	19,341	80.8% 64.2%
REGION		846,809	784,918	809,870	7.9% 4.6%

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

LABOR FORCE FIGURES

COUNTY	LABOR FORCE		EMPLOYMENT		UNEMPLOYMENT	
	DEC. 10	NOV. 10	DEC. 10	NOV. 10	DEC. 10	NOV. 10
	(PRELIM)	(REVISED)	(PRELIM)	(REVISED)	(PRELIM)	(REVISED)
CHARLOTTE	68,661	68,682	60,389	59,813	8,272	8,869
COLLIER	144,936	143,627	128,248	125,724	16,688	17,903
GLADES	4,533	4,547	4,011	3,975	522	572
HENDRY	16,916	16,825	14,253	13,820	2,663	3,005
LEE	274,752	274,055	240,286	237,400	34,466	36,655
SARASOTA	166,211	166,965	147,324	146,652	18,887	20,313
REGION	676,009	674,701	594,511	587,384	81,498	87,317
STATE	9,228,000	9,228,000	8,154,000	8,103,000	1,074,000	1,125,000

		% CHANGE*			
		DEC. 10		NOV. 10/ DEC. 09/	
COUNTY		(PRELIM)	(REVISED)	DEC. 10	DEC. 10
CHARLOTTE		12.0%	12.9%	12.8%	-6.7% -6.1%
COLLIER		11.5%	12.5%	12.0%	-6.8% -4.1%
GLADES		11.5%	12.6%	10.7%	-8.7% 9.4%
HENDRY		15.7%	17.9%	14.6%	-11.4% 3.4%
LEE		12.5%	13.4%	13.4%	-6.0% -7.5%
SARASOTA		11.4%	12.2%	12.5%	-7.0% -7.2%
REGION		12.1%	12.9%	12.8%	-6.7% -6.2%
STATE		11.6%	12.2%	11.6%	-4.5% 0.7%

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.

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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 December 2010 increased 1.5% from December 2009. The CPI-U for December 2010 was 219.2, an increase of 0.2% from November 2010.

CONSUMER PRICE INDEX

GROUP	% CHANGE				
	DEC. 10	NOV. 10	NOV. 09	DEC. 10	DEC. 10
ALL ITEMS	219.2	218.8	215.9	0.2%	1.5%
FOOD & BEVERAGES	221.3	221.0	218.0	0.1%	1.5%
HOUSING	216.1	215.8	215.5	0.1%	0.3%
APPAREL	118.1	121.5	119.4	-2.8%	-1.1%
TRANSPORTATION	198.3	195.7	188.3	1.3%	5.3%
MEDICAL CARE	391.9	391.7	379.5	0.1%	3.3%
RECREATION	112.3	112.8	113.2	-0.4%	-0.8%
EDUCATION/ COMMUN.	130.5	130.9	128.9	-0.3%	1.2%
OTHER GOODS/SVCS	384.5	383.6	377.3	0.2%	1.9%

Purchasing power of the consumer dollar.

1982-1984= \$1.00 DEC. 10= 0.456

1967= \$1.00 DEC. 10= 0.152

SOURCE: U.S. Department of Labor

LEPC INFORMATION

February 18:
1:00pm - 3:00pm

Emergency Planning & Community Right-To-Know Act: How to Comply Workshop.

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

SALES ACTIVITY

Sales activity in Southwest Florida is measured by gross and taxable sales for each county. For December 2010, gross and taxable sales in the region totaled approximately \$3.3 million and \$2.0 million, respectively. This is a 16.3% decrease in gross sales and a 12.9% increase in taxable sales from November 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 December 2009 and December 2010 increased 3.2%. Taxable sales increased 4.4% during the same period. By incorporating the change in the cost of living (1.5%) and the average annual population growth rate (4.3%) for the same time period, real gross sales decreased 2.5% per capita. Real taxable sales decreased 1.3%.

SALES ACTIVITY

GROSS SALES (\$000)

COUNTY	% CHANGE				
	DEC. 10 (PRELIM)	NOV. 10 (PRELIM)	DEC. 09 (REVISED)	NOV. 10/ DEC. 10	DEC. 2009/ DEC. 2010
CHARLOTTE	266,778	250,447	261,888	6.5%	1.9%
COLLIER	826,279	1,596,117	791,659	-48.2%	4.4%
GLADES	5,450	5,830	7,027	-6.5%	-22.4%
HENDRY	103,699	108,476	93,054	-4.4%	11.4%
LEE	1,259,035	1,168,023	1,228,235	7.8%	2.5%
SARASOTA	824,938	799,281	801,760	3.2%	2.9%
REGION	3,286,179	3,928,174	3,183,623	-16.3%	3.2%

TAXABLE SALES (\$000)

COUNTY	% CHANGE				
	DEC. 10 (PRELIM)	NOV. 10 (PRELIM)	DEC. 09 (REVISED)	NOV. 10/ DEC. 10	DEC. 2009/ DEC. 2010
CHARLOTTE	161,602	142,676	154,145	13.3%	4.8%
COLLIER	495,364	429,010	465,942	15.5%	6.3%
GLADES	1,811	1,937	1,854	-6.5%	-2.3%
HENDRY	20,251	18,540	19,711	9.2%	2.7%
LEE	774,519	680,689	743,620	13.8%	4.2%
SARASOTA	444,335	408,233	431,928	8.8%	2.9%
REGION	1,897,882	1,681,085	1,817,201	12.9%	4.4%

SOURCE: Florida Department of Tax Research.

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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 December 2010, 196 residential permits were issued in Southwest Florida. This is 74 less permits than were issued in December 2009. The number of units covered by these permits decreased by 159 from 391 in December 2009 to 232 in December 2010. Compared with the figures reported for November 2010, the number of units for December 2010 decreased by 101. From November 2010 to December 2010, permits issued decreased by 32.

The region reported a residential building valuation of \$67,368,194 in December 2010. This is an increase of 3.1% compared to the valuation of residential permits issued in December 2009, which totaled \$65,331,292.

BUILDING PERMIT ACTIVITY

<u>COUNTY</u>	<u>DECEMBER 2010*</u>				<u>NOVEMBER 2010**</u>			
	<u>SINGLE FAMILY</u>	<u>MULTI-FAMILY PERMITS</u>	<u>RESIDENTIAL UNITS</u>	<u>RESIDENTIAL VALUE</u>	<u>SINGLE FAMILY</u>	<u>MULTI-FAMILY PERMITS</u>	<u>RESIDENTIAL UNITS</u>	<u>RESIDENTIAL VALUE</u>
CHARLOTTE	28	0	0	\$3,908,757	25	0	0	\$3,557,315
COLLIER	75	3	23	\$38,574,344	76	3	15	\$49,749,289
GLADES	0	0	0	\$0	0	0	0	\$0
HENDRY	0	0	0	\$0	0	0	0	\$0
LEE	59	4	20	\$15,918,340	65	15	108	\$69,597,373
SARASOTA	27	0	0	\$8,966,753	44	0	0	\$14,870,729
REGION*	189	7	43	\$67,368,194	210	18	123	\$137,774,706

<u>COUNTY</u>	<u>DECEMBER 2009***</u>				<u>UNIT CHANGE</u>		<u>% CHANGE OF VALUE</u>	
	<u>SINGLE FAMILY</u>	<u>MULTI-FAMILY PERMITS</u>	<u>RESIDENTIAL UNITS</u>	<u>RESIDENTIAL VALUE</u>	<u>NOV. 10/ DEC. 10</u>	<u>DEC. 09/ DEC. 10</u>	<u>NOV. 10/ DEC. 10</u>	<u>DEC. 09/ DEC. 10</u>
CHARLOTTE	18	0	0	\$3,631,175	3	10	9.9%	7.6%
COLLIER	86	3	12	\$24,517,000	7	0	-22.5%	57.3%
GLADES	2	1	2	\$439,348	0	-4	n/a	n/a
HENDRY	65	0	0	\$1,276,775	0	-65	n/a	n/a
LEE	57	4	8	\$13,309,885	-94	14	-77.1%	19.6%
SARASOTA	33	1	108	\$22,157,109	-17	-114	-39.7%	-59.5%
REGION*	261	9	130	\$65,331,292	-101	-159	-51.1%	3.1%

* Data does not include Fort Myers Beach for December 2010

**Data does not include Fort Myers Beach for November 2010

***Data does not include Hendry County for December 2009.

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SUMMARY ECONOMIC INDICATORS

INDICATORS	DECEMBER 2010		% CHANGE
	(PRELIM)	(REVISED)	
UNEMPLOYMENT			
State	11.6%	11.6%	0.7%
Region	12.1%	12.8%	-6.2%
County			
Charlotte	12.0%	12.8%	-6.1%
Collier	11.5%	12.0%	-4.1%
Glades	11.5%	10.7%	9.4%
Hendry	15.7%	14.6%	3.4%
Lee	12.5%	13.4%	-7.5%
Sarasota	11.4%	12.5%	-7.2%
LABOR FORCE			
State	9,228,000	9,180,000	0.5%
Region	676,009	678,745	-0.4%
EMPLOYED			
State	8,154,000	8,112,000	0.5%
Region	594,511	591,876	0.4%
UNEMPLOYED			
State	1,074,000	1,067,000	0.7%
Region	81,498	86,869	-6.2%
AIRPORT PASSENGERS			
Region	846,809	809,870	4.6%
S. W. Int'l Airport	694,399	676,078	2.7%
Sarasota/Bradenton	120,647	114,451	5.4%
Naples	0	0	n/a
Charlotte County	31,763	19,341	64.2%
BUILDING PERMITS			
Regional	196	270	-27.4%
Single Family	189	261	-27.6%
Multi-Family	7	9	-22.2%
TOTAL VALUE			
Residential	\$67,368,194	\$65,331,292	3.1%
All Permit Activity	\$200,443,690	\$160,514,127	24.9%
REGIONAL SALES (\$000)			
Taxable Sales	\$1,897,882	\$1,817,201	4.4%
Gross Sales	\$3,286,179	\$3,183,623	3.2%
CONSUMER PRICE INDEX			
	219.2	215.9	1.5%
PRIME INTEREST RATE			
	3.25%	3.3%	-1.5%

ECONOMIC INDICATORS

