

Southwest Florida Regional Planning Council



Economic Views

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

Florida Population: Census Summary 2010

Florida continues to be one of the most rapidly growing states in the nation. According to the 2010 Census, Florida's population was 18,801,310 on April 1, 2010, an increase of 2,818,486 since April 1, 2000. The 2000-2010 period was the fourth consecutive decade in which the Florida population grew by more than 2.8 million residents. Florida's numeric population increase during the past decade was the third largest of any state, trailing only Texas and California. Its percent increase (17.6%) was the eighth largest in the nation.

Lee County's population was the highest increase from 2000 to 2010 at 40.3%. Collier was second highest at 27.9%. Glades County was next at 21.8%, with Sarasota and Charlotte Counties at 16.4% and 13.0%. Hendry County was the lowest in population growth over the 10 year period at 8.1%.

Census Population Counts by County and City in Florida, April 1, 2000 and 2010

| County and City | April 1, 2010 | April 1, 2000 | Total change | Percent change |
|---------------------|---------------|---------------|--------------|----------------|
| Charlotte | 159,978 | 141,627 | 18,351 | 13.0 |
| Punta Gorda | 16,641 | 14,344 | 2,297 | 16.0 |
| UNINCORPORATED | 143,337 | 127,283 | 16,054 | 12.6 |
| Collier | 321,520 | 251,377 | 70,143 | 27.9 |
| Everglades | 400 | 479 | -79 | -16.5 |
| Marco Island | 16,413 | 14,879 | 1,534 | 10.3 |
| Naples | 19,537 | 20,976 | -1,439 | -6.9 |
| UNINCORPORATED | 285,170 | 215,043 | 70,127 | 32.6 |
| Glades | 12,884 | 10,576 | 2,308 | 21.8 |
| Moore Haven | 1,680 | 1,635 | 45 | 2.8 |
| UNINCORPORATED | 11,204 | 8,941 | 2,263 | 25.3 |
| Hendry | 39,140 | 36,210 | 2,930 | 8.1 |
| Clewiston | 7,155 | 6,460 | 695 | 10.8 |
| Hendry | 39,140 | 36,210 | 2,930 | 8.1 |
| Clewiston | 7,155 | 6,460 | 695 | 10.8 |
| LaBelle | 4,640 | 4,210 | 430 | 10.2 |
| UNINCORPORATED | 27,345 | 25,540 | 1,805 | 7.1 |
| Lee | 618,754 | 440,888 | 177,866 | 40.3 |
| Bonita Springs | 43,914 | 32,797 | 11,117 | 33.9 |
| Cape Coral | 154,305 | 102,286 | 52,019 | 50.9 |
| Ft. Myers | 62,298 | 48,208 | 14,090 | 29.2 |
| Ft. Myers Beach | 6,277 | 6,561 | -284 | -4.3 |
| Sanibel | 6,469 | 6,064 | 405 | 6.7 |
| UNINCORPORATED | 345,491 | 244,972 | 100,519 | 41.0 |
| Sarasota | 379,448 | 325,961 | 53,487 | 16.4 |
| Longboat Key (part) | 4,490 | 5,012 | -522 | -10.4 |
| North Port | 57,357 | 22,797 | 34,560 | 151.6 |
| Sarasota | 51,917 | 52,715 | -798 | -1.5 |
| Venice | 20,748 | 17,864 | 2,884 | 16.1 |
| UNINCORPORATED | 244,936 | 227,573 | 17,363 | 7.6 |

* From Florida Population Census Summary 2010: April 1, 2011, produced by the Bureau of Economic and Business Research at the University of Florida.

Volume 34 No. 4

April 2011

FESTIVALS & EVENTS

April 22, 2011
 EASTER FEST PAYNE PARK
 Sarasota
 Contact: (941) 957-1877

April 23, 2011
 11TH ANNUAL EASTER EGG HUNT & GAMES
 Siesta Key
 Contact: (941) 349-2770, Ext. 227

April 23, 2011
 BUNNY BREAKFAST & EGG HUNT
 North Port
 Contact: (941) 429-7000

April 23, 2011
 EGGSTRAVAGANZA LATE NIGHT SWIM
 Cape Coral
 Contact: (239) 542-3903

April 28, 2011
 SEMINOLE HERITAGE DAY
 Clewiston
 Contact: 863-983-7979

April 28, 2011
 ART WALK AT THE PROMENADE ART FESTIVAL
 Bonita Springs
 Contact: (239) 495-8989

April 28-30, 2011
 CLEWISTON SUGAR FESTIVAL
 Clewiston
 Contact: (863) 983-7979

April 30-May 1, 2011
 33RD ANNUAL SIESTA FIESTA
 Siesta Key
 Contact: (941) 957-1877

May 7, 2011
 BROWN SUGAR FESTIVAL
 Harlem
 Contact: (863) 902-3322

May 7, 2011
 ANNUAL SIESTA KEY AMATEUR SAND SCULPTURE CONTEST
 Siesta Key
 Contact: (941) 349-3800

May 14, 2011
 3RD ANNUAL CAPE CORAL YACHT CLUB TRIATHLON
 Cape Coral
 Contact: (239) 574-0806

May 14, 2011
 FAMILY NIGHT AT SUN SPLASH
 Cape Coral
 Contact: (239) 574-0558



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

AIRPORT ACTIVITY

Airport passenger activity for the Southwest Florida Region increased 40.3% in February 2011 from January 2011. Airport passengers visiting and leaving the region totaled 945,466 as compared to 674,071 in the previous month. All three airports reported an increase in passenger activity from the previous month.

In February 2011, total airport activity for the region increased 4.8% from the previous year. Sarasota/Bradenton was the only one to report a decrease in passenger activity from the previous year.

AIRPORT PASSENGERS

| AIRPORT | | FEB. 11 | JAN. 11 | FEB. 10 | % CHANGE | |
|--|------------|---------|---------|---------|---------------------|---------------------|
| | | | | | JAN. 11/ FEB. 11 | FEB. 10/ FEB. 11 |
| S.W. Fla. Int'l | ARRIVALS | 410,322 | 159,136 | 385,178 | 157.8% | |
| | DEPARTURES | 379,802 | 367,186 | 369,917 | 3.4% | |
| Sarasota/ Bradenton | ARRIVALS | 62,646 | 58,856 | 64,355 | 6.4% | |
| | DEPARTURES | 58,624 | 59,265 | 60,829 | -1.1% | |
| Charlotte County | ARRIVALS | 18,002 | 14,955 | 11,903 | 20.4% | |
| | DEPARTURES | 16,070 | 14,673 | 10,088 | 9.5% | |
| AIRPORT TOTALS = ARRIVALS + DEPARTURES | | | | | | |
| | | | | | JAN. 11/ FEB. 11 | FEB. 10/ FEB. 11 |
| S.W. Fla. Int'l | | 790,124 | 526,322 | 755,095 | 50.1% | 4.6% |
| Sarasota/Brad. | | 121,270 | 118,121 | 125,184 | 2.7% | -3.1% |
| Charlotte County | | 34,072 | 29,628 | 21,991 | 15.0% | 54.9% |
| REGION | | 945,466 | 674,071 | 902,270 | 40.3% | 4.8% |

SOURCE: Local Airport Authorities.

UNEMPLOYMENT

The regional unemployment rate for February 2011 was 11.4%, which was lower than the revised rate of 12.4% for January 2011. Hendry County at 13.4%, had the highest unemployment rate in the six-county region, with Lee County second at 11.7%. Glades County had the lowest unemployment rate at 8.4%. The February 2011 regional unemployment rate of 11.4% was higher than the state at 11.0%. The regional unemployment rate decreased by 16.6% from February 2010 to February 2011, while the state rate decreased by 10.6% during the same time period.

LABOR FORCE FIGURES

| COUNTY | LABOR FORCE | | EMPLOYMENT | | UNEMPLOYMENT | |
|-----------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|
| | FEB. 11 (PRELIM) | JAN. 11 (REVISED) | FEB. 11 (PRELIM) | JAN. 11 (REVISED) | FEB. 11 (PRELIM) | JAN. 11 (REVISED) |
| CHARLOTTE | 68,685 | 69,130 | 60,721 | 60,410 | 7,964 | 8,720 |
| COLLIER | 144,487 | 145,344 | 128,979 | 128,376 | 15,508 | 16,968 |
| GLADES | 5,783 | 5,832 | 5,297 | 5,292 | 486 | 540 |
| HENDRY | 18,148 | 18,664 | 15,712 | 16,029 | 2,436 | 2,635 |
| LEE | 274,604 | 276,184 | 242,376 | 241,071 | 32,228 | 35,113 |
| SARASOTA | 159,845 | 160,442 | 141,657 | 140,471 | 18,188 | 19,971 |
| REGION | 671,552 | 675,596 | 594,742 | 591,649 | 76,810 | 83,947 |
| STATE | 9,177,000 | 9,191,000 | 8,170,000 | 8,104,000 | 1,007,000 | 1,087,000 |

UNEMPLOYMENT RATE

| COUNTY | % CHANGE* | | | | |
|-----------|---------------------|----------------------|----------------------|---------------------|---------------------|
| | FEB. 11 (PRELIM) | JAN. 11 (REVISED) | FEB. 10 (REVISED) | FEB. 11/ FEB. 10 | FEB. 10/ FEB. 11 |
| CHARLOTTE | 11.6% | 12.6% | 13.7% | -8.7% | -15.7% |
| COLLIER | 10.7% | 11.7% | 12.7% | -8.6% | -15.7% |
| GLADES | 8.4% | 9.3% | 12.1% | -10.0% | -10.5% |
| HENDRY | 13.4% | 14.1% | 14.9% | -7.6% | -8.7% |
| LEE | 11.7% | 12.7% | 14.0% | -8.2% | -17.8% |
| SARASOTA | 11.4% | 12.4% | 13.1% | -8.9% | -16.7% |
| REGION | 11.4% | 12.4% | 13.5% | -8.5% | -16.6% |
| STATE | 11.0% | 11.8% | 12.2% | -7.4% | -10.6% |

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



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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 February 2011 increased 0.5% from January 2011. The CPI-U for February 2011 was 221.3, an increase of 2.1% from February 2010.

CONSUMER PRICE INDEX

| GROUP | % CHANGE | | | | |
|-----------------------|----------|---------|---------|------------------|------------------|
| | FEB. 11 | JAN. 11 | FEB. 10 | JAN. 11/ FEB. 11 | FEB. 10/ FEB. 11 |
| ALL ITEMS | 221.3 | 220.2 | 216.7 | 0.5% | 2.1% |
| FOOD & BEVERAGES | 224.0 | 223.2 | 219.1 | 0.4% | 2.2% |
| HOUSING | 217.3 | 216.7 | 215.8 | 0.3% | 0.7% |
| APPAREL | 118.4 | 116.7 | 118.9 | 1.5% | -0.4% |
| TRANSPORTATION | 203.0 | 200.8 | 189.6 | 1.1% | 7.1% |
| MEDICAL CARE | 397.1 | 393.9 | 385.9 | 0.8% | 2.9% |
| RECREATION | 113.2 | 112.6 | 113.3 | 0.5% | -0.1% |
| EDUCATION/ COMMUN. | 130.7 | 130.7 | 129.1 | 0.0% | 1.2% |
| OTHER GOODS/SVCS | 385.4 | 384.7 | 378.0 | 0.2% | 2.0% |

Purchasing power of the consumer dollar.

1982-1984= \$1.00 FEB. 11=0.452

1967= \$1.00 FEB. 11=0.151

SOURCE: U.S. Department of Labor

LEPC INFORMATION

None at this time.

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 February 2011, gross and taxable sales in the region totaled approximately \$3.7 million and \$2.0 million, respectively. This is a 18.9% decrease in gross sales and a 12.0% decrease in taxable sales from January 2011. Glades County was the only one to report a decrease in gross sales and all counties reported an increase in taxable sales this month as compared to the previous year.

Gross sales in the region between February 2011 and January 2011 increased 9.3%. Taxable sales increased 4.9% during the same period. By incorporating the change in the cost of living (2.12%) and the average annual population growth rate (2.2%) for the same time period, real gross sales increased 4.5% per capita. Real taxable sales increased 0.4%.

SALES ACTIVITY

| GROSS SALES (\$000) | % CHANGE | | | | |
|---------------------------------|-----------------|-------------------|----------------|------------------|----------------------|
| | FEB. 11 | JAN. 11 | FEB. 10 | JAN. 11/ FEB. 11 | FEB. 2010/ FEB. 2011 |
| <u>COUNTY</u> (<u>PRELIM</u>) | <u>(PRELIM)</u> | <u>(REVISIED)</u> | <u>FEB. 11</u> | <u>FEB. 11</u> | <u>FEB. 2011</u> |
| CHARLOTTE | 289,478 | 331,181 | 276,451 | -12.6% | 4.7% |
| COLLIER | 947,438 | 1,081,921 | 842,237 | -12.4% | 12.5% |
| GLADES | 7,013 | 8,578 | 7,663 | -18.2% | -8.5% |
| HENDRY | 121,721 | 119,919 | 106,883 | 1.5% | 13.9% |
| LEE | 1,390,392 | 1,759,472 | 1,280,820 | -21.0% | 8.6% |
| SARASOTA | 899,522 | 1,205,032 | 829,916 | -25.4% | 8.4% |
| REGION | 3,655,564 | 4,506,104 | 3,343,970 | -18.9% | 9.3% |

| TAXABLE SALES (\$000) | % CHANGE | | | | |
|---------------------------------|-----------------|-------------------|----------------|------------------|----------------------|
| | FEB. 11 | JAN. 11 | FEB. 10 | JAN. 11/ FEB. 11 | FEB. 2010/ FEB. 2011 |
| <u>COUNTY</u> (<u>PRELIM</u>) | <u>(PRELIM)</u> | <u>(REVISIED)</u> | <u>FEB. 11</u> | <u>FEB. 11</u> | <u>FEB. 2011</u> |
| CHARLOTTE | 163,606 | 190,444 | 156,848 | -14.1% | 4.3% |
| COLLIER | 541,064 | 580,008 | 509,697 | -6.7% | 6.2% |
| GLADES | 2,527 | 2,301 | 2,180 | 9.8% | 15.9% |
| HENDRY | 22,421 | 25,761 | 21,557 | -13.0% | 4.0% |
| LEE | 814,901 | 940,578 | 775,696 | -13.4% | 5.1% |
| SARASOTA | 461,154 | 540,963 | 446,632 | -14.8% | 3.3% |
| REGION | 2,005,673 | 2,280,056 | 1,912,611 | -12.0% | 4.9% |

SOURCE: Florida Department of Tax Research.

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 February 2011, 217 residential permits were issued in Southwest Florida. This is 70 less permits than were issued in February 2010. The number of units covered by these permits decreased by 222 from 463 in February 2010 to 241 in February 2011. Compared with the figures reported for January 2011, the number of units for February 2011 decreased by 41. From January 2011 to February 2011, permits issued decreased by 3.

The region reported a residential building valuation of \$62,630,926 in February 2011. This is a decrease of 36.1% compared to the valuation of residential permits issued in February 2010, which totaled \$98,067,394.

BUILDING PERMIT ACTIVITY

| COUNTY | FEBRUARY 2011* | | | | JANUARY 2011** | | | |
|-----------|-----------------------|----------------------|-------------------|-------------------|-----------------------|----------------------|-------------------|-------------------|
| | SINGLE FAMILY PERMITS | MULTI-FAMILY PERMITS | RESIDENTIAL UNITS | RESIDENTIAL VALUE | SINGLE FAMILY PERMITS | MULTI-FAMILY PERMITS | RESIDENTIAL UNITS | RESIDENTIAL VALUE |
| CHARLOTTE | 20 | 0 | 0 | \$2,481,501 | 24 | 2 | 4 | \$4,246,891 |
| COLLIER | 79 | 3 | 20 | \$28,190,421 | 68 | 4 | 46 | \$38,393,021 |
| GLADES | 0 | 0 | 0 | \$0 | 0 | 0 | 0 | \$0 |
| HENDRY | 0 | 0 | 0 | \$0 | 0 | 0 | 0 | \$0 |
| LEE | 64 | 2 | 4 | \$16,315,532 | 78 | 4 | 8 | \$17,088,215 |
| SARASOTA | 48 | 1 | 6 | \$15,643,472 | 38 | 2 | 16 | \$15,450,821 |
| REGION* | 211 | 6 | 30 | \$62,630,926 | 208 | 12 | 74 | \$75,178,948 |

| COUNTY | FEBRUARY 2010 | | | | UNIT CHANGE | | % CHANGE OF VALUE | |
|-----------|-----------------------|----------------------|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| | SINGLE FAMILY PERMITS | MULTI-FAMILY PERMITS | RESIDENTIAL UNITS | RESIDENTIAL VALUE | JAN. 11/ FEB. 11 | FEB. 10/ FEB. 11 | JAN. 11/ FEB. 11 | FEB. 10/ FEB. 11 |
| CHARLOTTE | 20 | 0 | 0 | \$3,525,225 | -8 | 0 | -41.6% | -29.6% |
| COLLIER | 52 | 11 | 159 | \$46,010,092 | -15 | -112 | -26.6% | -38.7% |
| GLADES | 1 | 0 | 0 | \$168,000 | 0 | -1 | n/a | n/a |
| HENDRY | 0 | 0 | 0 | \$0 | 0 | 0 | n/a | n/a |
| LEE | 142 | 11 | 34 | \$33,579,784 | -18 | -108 | -4.5% | -51.4% |
| SARASOTA | 49 | 1 | 6 | \$14,784,293 | 0 | -1 | 1.2% | 5.8% |
| REGION* | 264 | 23 | 199 | \$98,067,394 | -41 | -222 | -16.7% | -36.1% |

* Data does not include Hendry County for February 2011

**Data does not include Hendry County for January 2011

***All data is reported for February 2010.

Southwest Florida Regional Planning Council



Economic Views

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

SUMMARY ECONOMIC INDICATORS

ECONOMIC INDICATORS

| INDICATORS | FEBRUARY 2011 | FEBRUARY 2010 | % CHANGE |
|-------------------------------|---------------|---------------|----------|
| | (PRELIM) | (REVISED) | |
| UNEMPLOYMENT | | | |
| State | 11.0% | 12.2% | -10.6% |
| Region | 11.4% | 13.5% | -16.6% |
| County | | | |
| Charlotte | 11.6% | 13.7% | -15.7% |
| Collier | 10.7% | 12.7% | -15.7% |
| Glades | 8.4% | 12.1% | -10.5% |
| Hendry | 13.4% | 14.9% | -8.7% |
| Lee | 11.7% | 14.0% | -17.8% |
| Sarasota | 11.4% | 13.1% | -16.7% |
| LABOR FORCE | | | |
| State | 9,177,000 | 9,194,000 | -0.2% |
| Region | 671,552 | 683,833 | -1.8% |
| EMPLOYED | | | |
| State | 8,170,000 | 8,067,000 | 1.3% |
| Region | 594,742 | 591,708 | 0.5% |
| UNEMPLOYED | | | |
| State | 1,007,000 | 1,126,000 | -10.6% |
| Region | 76,810 | 92,125 | -16.6% |
| AIRPORT PASSENGERS | | | |
| Region | 945,466 | 902,270 | 4.8% |
| S. W. Int'l Airport | 790,124 | 755,095 | 4.6% |
| Sarasota/Bradenton | 121,270 | 125,184 | -3.1% |
| Naples | 34,072 | 21,991 | 54.9% |
| BUILDING PERMITS | | | |
| Regional | 217 | 287 | -24.4% |
| Single Family | 211 | 264 | -20.1% |
| Multi-Family | 6 | 23 | -73.9% |
| TOTAL VALUE | | | |
| Residential | \$62,630,926 | \$98,067,394 | -36.1% |
| All Permit Activity | \$191,572,402 | \$197,280,880 | -2.9% |
| REGIONAL SALES (\$000) | | | |
| Taxable Sales | \$2,005,673 | \$1,912,611 | 4.9% |
| Gross Sales | \$3,655,564 | \$3,343,970 | 9.3% |
| CONSUMER PRICE INDEX | | | |
| | 221.3 | 216.7 | 2.1% |
| PRIME INTEREST RATE | | | |
| | 3.25% | 3.3% | -1.5% |

