



# Economic Views

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

## A Dedication - Former North Port City Commissioner Rue Berryman

Former North Port City Commissioner Rue Berryman has made a difference, not only in his own community, but in the Southwest Florida region.

In honor of his achievements, the North Port City Commission has ceremoniously named Greenwood Avenue the "Rue S. Berryman Memorial Roadway."

On Wednesday, December 28, 2011, the North Port City Commission will host a ceremony in honor Commissioner Berryman and the roadway dedication. The celebration will take place at 2 p.m. at the North Port Fire Rescue Station 82, 5650 North Port Boulevard, North Port, FL 34286.

As a former chair of the Southwest Florida Regional Planning Council, Rue Berryman and his family are inviting Council Members to the dedication ceremony.

Commissioner Berryman served on the Southwest Florida Regional Planning Council from November 1, 1998 through November 20, 2006. He served as chair in 2005.

In addition, Dr. Lisa Beever, Director of the Charlotte Harbor National Estuary Program recalls that Commissioner Berryman is responsible for the City of North Port becoming a partner in the Charlotte Harbor Natural Estuary Program. As she stated, Commissioner Berryman increased the City's regionalism. The CHNEP continues to value the City as an important and active partner.

For more information, contact the City of North Port at (941) 429-7000.

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December 2011



## FESTIVALS & EVENTS

December 16-23, 2011  
 HOLIDAY SPLENDOR AT THE PAYNE MANSION  
 Sarasota  
 Contact: (941) 366-5731

December 16-23, 2011  
 SELBY GARDENS LIGHTS IN BLOOM 2011  
 Sarasota  
 Contact: (239) 366-5731

December 15-31, 2011  
 FESTIVAL OF LIGHTS  
 Fishermen's Village - Punta Gorda  
 Contact: 1-800-639-0020

December 17, 2011  
 BEAD SHOW AT THE ARTS STUDIO  
 Cape Coral  
 Contact: (239) 574-0802

December 17, 2011  
 HOLLY JOLLY BREAKFAST  
 Cape Coral  
 Contact: (239) 574-0806

December 18, 2011  
 35TH ANNUAL CAPE CORAL HOLIDAY BOAT-A-LONG  
 Cape Coral  
 Contact: (239) 573-3125

December 20-23, 2011  
 SANTA LAND AT SUN SPLASH  
 Cape Coral  
 Contact: (239) 573-3125

December 22, 2011-January 4, 2012  
 WINTER WONDERLAND  
 Cape Coral  
 Contact: Youth Services at (239) 242-3950

December 23, 2011  
 NORTH PORT SNOW FESTIVAL  
 North Port  
 Contact: www.northportsnowfest.com

December 22-23, 2011  
 HOLIDAY NATURE DAY CAMP  
 Cape Coral  
 Contact: (239) 549-4606

December 26-27, 2011  
 HOLIDAY SPLENDOR AT THE PAYNE MANSION  
 Sarasota  
 Contact: (941) 366-5731

December 27-30, 2011  
 HOLIDAY NATURE DAY CAMP  
 Cape Coral  
 Contact: (239) 549-4606  
 www.CapeParks.com

December 30, 2011  
 MIDNIGHT SKATE  
 Cape Coral  
 Contact: (239) 242-3950

December 31, 2011  
 NEW YEAR'S EVE BASH 2012  
 Port Charlotte  
 Contact: www.ginghamandlaceproduction.com

December 31, 2011-January 1, 2012  
 COCONUT POINT NEW YEAR'S WEEKEND ART FESTIVAL  
 Bonita Springs/Estero  
 Contact: (239) 949-6262

January 13-15, 2012  
 8TH ANNUAL SOUTHWEST FLORIDA NATURE FESTIVAL  
 Naples  
 Contact: (239) 417-6310

January 14-15, 2012  
 5TH ANNUAL DOWNTOWN VENICE CRAFT FESTIVAL  
 Venice  
 Contact: (561) 746-6615

January 14-15, 2012  
 SPRINGS NATIONAL ART FESTIVAL  
 Bonita Springs  
 Contact: (239) 495-8989  
 www.artcenterbonita.org

January 14, 2012  
 NATURE FESTIVAL KEYNOTE ADDRESS: THE BIG LIVES OF  
 FLORIDA'S WATERBIRDS  
 Naples  
 Contact: 239-417-6310



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# Economic Views

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## AIRPORT ACTIVITY

Airport passenger activity for the Southwest Florida Region increased 34.1% in October 2011 from September 2011. Airport passengers visiting and leaving the region totaled 582,954 as compared to 434,750 in the previous month. All three airports reported an increase in passenger activity from the previous month.

In October 2011, total airport activity for the region decreased 9.3% from the previous year. Charlotte County airport was the only one to report an increase in passenger activity from the previous year.

## UNEMPLOYMENT

The regional unemployment rate for October 2011 was 10.6%, which was lower than the revised rate of 11.2% for September 2011. Hendry County at 11.2%, had the highest unemployment rate in the six-county region, with Collier and Lee second at 10.7%. Glades County had the lowest unemployment rate at 7.9%. The October 2011 regional unemployment rate of 10.6% was higher than the state at 10.1%. The regional unemployment rate decreased by 16.9% from October 2010 to October 2011, while the state rate decreased by 12.9% during the same time period.

### AIRPORT PASSENGERS

### LABOR FORCE FIGURES

#### REGIONAL AIRPORT ACTIVITY

AIRPORT		% CHANGE			
		SEPT. 11/			
		OCT. 11	SEPT. 11	OCT. 10	OCT. 11
S.W. Fla. Int'l	ARRIVALS	243,942	176,719	281,360	59.2%
	DEPARTURES	225,203	175,162	250,665	28.6%
Sarasota/Bradenton	ARRIVALS	49,914	36,923	53,366	35.2%
	DEPARTURES	46,112	36,537	49,705	26.2%
Charlotte County	ARRIVALS	8,991	4,872	3,971	84.5%
	DEPARTURES	8,792	4,537	3,635	93.8%

#### AIRPORT TOTALS = ARRIVALS + DEPARTURES

	SEPT. 11/				OCT. 10/
	OCT. 11	SEPT. 11	OCT. 10	OCT. 11	
S.W. Fla. Int'l	469,145	351,881	532,025	33.3%	-11.8%
Sarasota/Brad.	96,026	73,460	103,071	30.7%	-6.8%
Charlotte County	17,783	9,409	7,606	89.0%	133.8%
REGION	582,954	434,750	642,702	34.1%	-9.3%

SOURCE: Local Airport Authorities.

#### LABOR FORCE EMPLOYMENT UNEMPLOYMENT

COUNTY	LABOR FORCE		EMPLOYMENT		UNEMPLOYMENT	
	OCT. 11 (PRELIM)	SEPT. 11 (REVISED)	OCT. 11 (PRELIM)	SEPT. 11 (REVISED)	OCT. 11 (PRELIM)	SEPT. 11 (REVISED)
CHARLOTTE	69,056	68,796	61,765	61,061	7,291	7,735
COLLIER	140,424	140,201	125,413	124,162	15,011	16,039
GLADES	6,064	6,049	5,583	5,520	481	529
HENDRY	11,628	11,843	10,328	10,438	1,300	1,405
LEE	273,577	274,792	244,381	243,826	29,196	30,966
SARASOTA	160,338	159,479	143,783	141,979	16,555	17,500
REGION	661,087	661,160	591,253	586,986	69,834	74,174
STATE	9,256,000	9,288,000	7,214,000	8,301,000	931,000	987,000

### UNEMPLOYMENT RATE

COUNTY	% CHANGE*				
	OCT. 11 (PRELIM)	SEPT. 11 (REVISED)	OCT. 10 (REVISED)	SEPT. 11/OCT. 10	OCT. 11/OCT. 10
CHARLOTTE	10.6%	11.2%	12.4%	-5.7%	-13.8%
COLLIER	10.7%	11.4%	12.3%	-6.4%	-13.4%
GLADES	7.9%	8.7%	11.9%	-9.1%	-10.3%
HENDRY	11.2%	11.9%	18.2%	-7.5%	-55.6%
LEE	10.7%	11.3%	12.9%	-5.7%	-16.5%
SARASOTA	10.3%	11.0%	11.9%	-5.4%	-16.5%
REGION	10.6%	11.2%	12.6%	-5.9%	-16.9%
STATE	10.1%	10.6%	11.6%	-5.7%	-12.9%

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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# Economic Views

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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 October 2011 decreased 0.2% from September 2011. The CPI-U for October 2011 was 226.4, an increase of 3.5% from October 2010.

### CONSUMER PRICE INDEX

GROUP	% CHANGE				
	OCT. 11	SEPT. 11	OCT. 10	SEPT. 11/ OCT. 11	OCT. 10/ OCT. 11
ALL ITEMS	226.4	226.9	218.7	-0.2%	3.5%
FOOD & BEVERAGES	230.9	230.4	221.0	0.2%	4.5%
HOUSING	220.1	220.5	216.1	-0.2%	1.9%
APPAREL	127.6	125.3	122.5	1.9%	4.2%
TRANSPORTATION	212.1	215.2	194.3	-1.4%	9.2%
MEDICAL CARE	403.4	401.6	391.2	0.4%	3.1%
RECREATION	113.2	113.4	113.0	-0.2%	0.2%
EDUCATION/ COMMUN.	132.8	132.6	131.0	0.1%	1.4%
OTHER GOODS/SVCS	389.1	388.6	382.8	0.1%	1.6%

Purchasing power of the consumer dollar.

1982-1984= \$1.00 OCT 11= 0.442

1967= \$1.00 OCT 11= 0.147

SOURCE: U.S. Department of Labor

## LEPC INFORMATION

For information on upcoming LEPC Courses and Training, please contact John Gibbons at [jgibbons@swfrpc.org](mailto:jgibbons@swfrpc.org).

## SWFRPC MEETING SCHEDULE

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

## SALES ACTIVITY

Sales activity in Southwest Florida is measured by gross and taxable sales for each county. For October 2011, gross and taxable sales in the region totaled approximately \$3.3 million and \$1.6 million, respectively. This is a 1.5% decrease in gross sales and a 3.1% increase in taxable sales from October 2010. Collier County reported a decrease in gross sales and Charlotte County reported a decrease in taxable sales this month as compared to the previous year.

Gross sales in the region between October 2011 and September 2011 increased 6.9%. Taxable sales increased 0.2% during the same period. By incorporating the change in the cost of living (3.52%) and the average annual population growth rate (2.3%) for the same time period, real gross sales decreased 7.4% per capita. Real taxable sales decreased 2.6%.

### SALES ACTIVITY

#### GROSS SALES (\$000)

COUNTY	% CHANGE				
	OCT. 11 (PRELIM)	SEPT. 11 (PRELIM)	OCT. 10 (REVISED)	SEPT. 11/ OCT. 11	OCT. 2010/ OCT. 2011
CHARLOTTE	263,504	245,170	251,480	7.5%	4.8%
COLLIER	783,792	709,301	935,349	10.5%	-16.2%
GLADES	7,041	5,689	6,854	23.8%	2.7%
HENDRY	97,079	85,721	92,473	13.2%	5.0%
LEE	1,304,601	1,215,887	1,256,161	7.3%	3.9%
SARASOTA	887,934	866,444	851,608	2.5%	4.3%
REGION	3,343,951	3,128,212	3,393,927	6.9%	-1.5%

#### TAXABLE SALES (\$000)

COUNTY	% CHANGE				
	OCT. 11 (PRELIM)	SEPT. 11 (PRELIM)	OCT. 10 (REVISED)	SEPT. 11/ OCT. 11	OCT. 2010/ OCT. 2011
CHARLOTTE	131,015	128,004	132,299	2.4%	-1.0%
COLLIER	382,399	372,302	377,052	2.7%	1.4%
GLADES	2,308	2,199	1,874	5.0%	23.2%
HENDRY	18,757	18,273	18,612	2.6%	0.8%
LEE	666,133	673,078	639,955	-1.0%	4.1%
SARASOTA	404,267	407,966	386,287	-0.9%	4.7%
REGION	1,604,879	1,601,822	1,556,078	0.2%	3.1%

SOURCE: Florida Department of Tax Research.

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# Economic Views

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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 October 2011, 252 residential permits were issued in Southwest Florida. This is 118 more permits than were issued in October 2010. The number of units covered by these permits increased by 132 from 136 in October 2010 to 268 in October 2011. Compared with the figures reported for September 2011, the number of units for October 2011 decreased by 91. From September 2011 to October 2011, permits issued increased by 1.

The region reported a residential building valuation of \$74,946,947, in October 2011. This is an increase of 45.1% compared to the valuation of residential permits issued in October 2010, which totaled \$37,923,388.

### BUILDING PERMIT ACTIVITY

COUNTY	OCTOBER 2011*				SEPTEMBER 2011**			
	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE
CHARLOTTE	13	0	0	\$1,624,230	25	0	0	\$6,229,875
COLLIER	79	1	4	\$27,754,609	65	4	32	\$25,362,081
GLADES	0	0	0	\$0	0	0	0	\$0
HENDRY	1	0	0	\$120,700	0	0	0	\$0
LEE	106	2	15	\$30,730,437	95	4	84	\$27,851,192
SARASOTA	50	0	0	\$14,716,971	58	0	0	\$17,915,646
REGION*	249	3	19	\$74,946,947	243	8	116	\$77,358,794

COUNTY	OCTOBER 2010***				UNIT CHANGE		% CHANGE OF VALUE	
	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE	OCT. 11/ SEPT. 11	OCT. 10/ OCT. 11/ SEPT. 11	OCT. 11/ SEPT. 11	OCT. 10/ OCT. 11
CHARLOTTE	17	0	0	\$3,292,730	-12	-4	-73.9%	-50.7%
COLLIER	19	0	0	\$9,943,000	-14	64	9.4%	179.1%
GLADES	0	0	0	\$0	0	0	n/a	n/a
HENDRY	0	0	0	\$0	1	1	n/a	n/a
LEE	70	2	4	\$16,245,445	-58	47	10.3%	89.2%
SARASOTA	26	0	0	\$8,442,213	-8	24	-17.9%	74.3%
REGION*	132	2	4	\$37,923,388	-91	132	-3.1%	97.6%

\* Data does not include Everglades City, Hendry County, LaBelle and Fort Myers Beach for October 2011.

\*\*Data does not include the total valuation figure for Collier County, not available due to system upgrade.

\*\*\*Data does not include Everglades City, Hendry County & LaBelle for September 2011

\*\*\*All data is reported for October 2010.

Southwest Florida Regional Planning Council



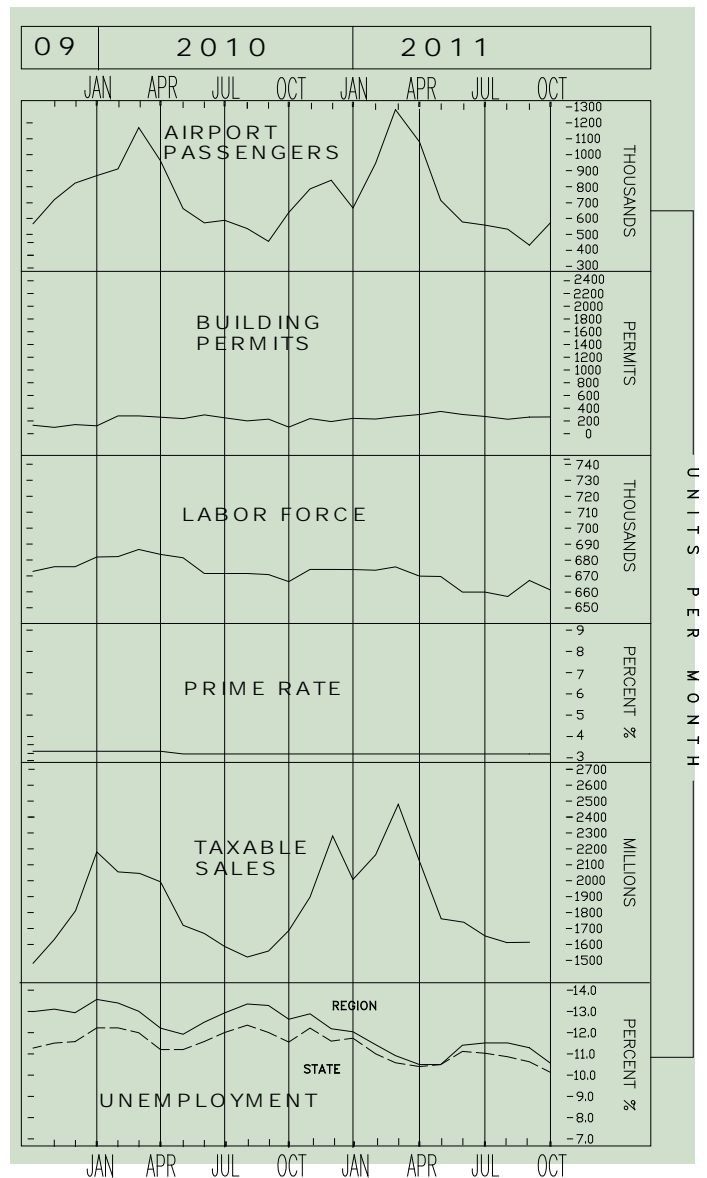
# Economic Views

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## SUMMARY ECONOMIC INDICATORS

INDICATORS	OCTOBER 2011	OCTOBER 2010	% CHANGE
	(PRELIM)	(REVISED)	
<b>UNEMPLOYMENT</b>			
State	10.1%	11.6%	-12.9%
Region	10.6%	12.6%	-16.9%
County			
Charlotte	10.6%	12.4%	-13.8%
Collier	10.7%	12.3%	-13.4%
Glades	7.9%	11.9%	-10.3%
Hendry	11.2%	18.2%	-55.6%
Lee	10.7%	12.9%	-16.5%
Sarasota	10.3%	11.9%	-16.5%
<b>LABOR FORCE</b>			
State	9,256,000	9,221,000	0.4%
Region	661,087	668,469	-1.1%
<b>EMPLOYED</b>			
State	7,214,000	8,153,000	-11.5%
Region	591,253	584,399	1.2%
<b>UNEMPLOYED</b>			
State	931,000	1,069,000	-12.9%
Region	69,834	84,070	-16.9%
<b>AIRPORT PASSENGERS</b>			
Region	582,954	642,702	-9.3%
S. W. Int'l Airport	469,145	532,025	-11.8%
Sarasota/Bradenton	96,026	103,071	-6.8%
Naples	17,783	7,606	133.8%
<b>BUILDING PERMITS</b>			
Regional	252	134	88.1%
Single Family	249	132	88.6%
Multi-Family	3	2	50.0%
<b>TOTAL VALUE</b>			
Residential	\$74,946,947	\$37,923,388	97.6%
All Permit Activity	\$130,362,296	\$237,022,705	-45.0%
<b>REGIONAL SALES (\$000)</b>			
Taxable Sales	\$1,604,879	\$1,556,078	3.1%
Gross Sales	\$3,343,951	\$3,393,927	-1.5%
CONSUMER PRICE INDEX	226.4	218.7	3.5%
PRIME INTEREST RATE	3.25%	3.25%	0.0%

## ECONOMIC INDICATORS



# Southwest Florida Regional Planning Council



# Economic Views

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## Developing Florida's 5-Year Strategic Direction

On November 29, 2011, the Division of Strategic Business Development announced their goals and responsibilities to include developing a 5-year statewide strategic plan. The strategic plan will be updated every 5 years and will involve Enterprise Florida, Inc.; Workforce Florida, Inc.; local governments; the general public; local and regional economic development organizations; other local, state, and federal economic, international, and workforce development entities; the business community; and educational institutions to assist with the strategic plan. The strategic plan must include, but need not be limited to:

- a. Strategies for the promotion of business formation, expansion, recruitment, and retention through aggressive marketing, international development, and export assistance, which lead to more and better jobs and higher wages for all geographic regions, disadvantaged communities, and populations of the state, including rural areas, minority businesses, and urban core areas.
- b. The development of realistic policies and programs to further the economic diversity of the state, its regions, and their associated industrial clusters.
- c. Specific provisions for the stimulation of economic development and job creation in rural areas and midsize cities and counties of the state, including strategies for rural marketing and the development of infrastructure in rural areas.
- d. Provisions for the promotion of the successful long-term economic development of the state with increased emphasis in market research and information.
- e. Plans for the generation of foreign investment in the state which create jobs paying above-average wages and which result in reverse investment in the state, including programs that establish viable overseas markets, assist in meeting the financing requirements of export-ready firms, broaden opportunities for international joint venture relationships, use the resources of academic and other institutions, coordinate trade assistance and facilitation services, and facilitate availability of and access to education and training programs that assure requisite skills and competencies necessary to compete successfully in the global marketplace.
- f. The identification of business sectors that are of current or future importance to the state's economy and to the state's global business image, and development of specific strategies to promote the development of such sectors.
- g. Strategies for talent development necessary in the state to encourage economic development growth, taking into account factors such as the state's talent supply chain, education and training opportunities, and available workforce.

For more information please visit the Florida Department of Economic Opportunity.

Source: DEO, <http://www.floridajobs.org/office-directory/division-of-strategic-business-development/developing-florida-s-5-year-strategic-direction-meeting-materials>

## BROADBAND FLORIDA

The Southwest Florida Regional Planning Council (SWFRPC) has entered into a collaborative effort with Tampa Bay Regional Planning Council (TBRPC), and the Central Florida Regional Planning Council (CFRPC). The Florida Broadband Planning Project is a two-year project that will develop a structured, comprehensive process for a regional broadband plan, particularly for areas that have been traditionally underserved. The plan will develop and implement regional planning process, toolkits and training that can be integrated into the current work of the RPCs to assist regions to develop broadband plans. The project will inventory and document local broadband assets and broadband demand through an inclusive process that draws residents and institutional actors to develop a comprehensive regional plan.

### Meeting Information

Local Advisory Committee:  
December 19, 2011 | 9:00am – 12:00pm  
Room 1201 in the Lutgert College of Business, FGCU

Local Advisory Committee:  
March 9, 2012 | 9:00am – 12:00pm  
The Lutgert College of Business, FGCU

Local Advisory Committee:  
June 18, 2012 | 9:00am – 12:00pm  
The Lutgert College of Business, FGCU

Local Advisory Committee:  
October 12, 2012 | 9:00am – 12:00pm  
The Lutgert College of Business, FGCU




Visit the "Project Portal" for more information:  
[www.swflregionalvision.com/BB.html](http://www.swflregionalvision.com/BB.html)

**Next Meeting Date:**  
March 9, 2012 | 9:00am – 12:00pm  
The Lutgert College of Business, FGCU

**Jennifer Pellechio**  
[jpellechio@swfrpc.org](mailto:jpellechio@swfrpc.org)  
(239) 338-2550 x218

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