CITY OF EAGLE LAKE, FLORIDA
REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING
MONDAY, MAY 6, 2013
6:00 P.M.
TO BE HELD IN THE COMMISSION CHAMBERS
LOCATED AT 675 E EAGLE AVENUE
EAGLE LAKE, FLORIDA 33839

AGENDA

I. CALL TO ORDER

II. INVOCATION

III. PLEDGE OF ALLEGIANCE TO THE FLAG

IV. ROLL CALL

V. AUDIENCE

VI. SPECIAL PRESENTATIONS

A. Staff Reports

VII. OLD BUSINESS

VIII. NEW BUSINESS

A. Election of a Chairperson
B. Election of a Vice Chairperson

IX. CONSENT AGENDA

A. Approval of the Regular CRA Minutes----------04/01/13

X. CITY ATTORNEY

XI. COMMUNITY REDEVELOPMENT AGENCY COMMISSION

XII. ADJOURNMENT

Please be advised that if you desire to appeal any decisions made as a result of the above hearing or meeting, you will need a record of the proceedings and in some cases a verbatim record is required. You must make your own arrangements to produce this record. (Florida Statutes 286.0105)

If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact City Clerk Dawn Wright at 75 North Seventh Street, P.O. Box 129, Eagle Lake, Florida 33839 or phone (863) 293-4141 within 2 working days of your receipt of this notification; if you are hearing or voice impaired, call 1-800-955-8771.

POSTED AT CITY HALL AND THE EAGLE LAKE POST OFFICE ON
MONDAY, APRIL 29, 2013 BY CITY CLERK DAWN WRIGHT, MMC

May 2, 2013

Manager Report

To: Chairperson Wilson and the CRA Board
From: Pete
Subject: Agenda for May 6, 2013 Meeting: Updating our Market Profile and Market Analysis; with Jim DeGennaro; Participating with other Cities on a Retail Consultant

Updating the Market Profile and Market Analysis

This past month Robin and I have been working with Jim DeGennaro on two matters: first, a possible update of our Market Profile and Market Analysis, with the second matter the possibility of partnering with surrounding cities to hire a retail consultant.

Attached is a copy of our Market Profile and Market Analysis. Jim Carras of Carras Community Investment created those documents in 2011, and I have used them in my communication with retailers about locating in Eagle Lake. I have also attached the presentation created by Jim and the Lake Alfred staff about the City of Lake Alfred. While Jim agrees that our presentation is more comprehensive in how we present Eagle Lake, one aspect ours lacks is depth of current, relevant data about our City. In other words, we need to 'freshen up' our package by incorporating current data. I doubt Mr. Carras is available to assist us in an update because he took a position as a professor at a university down south. I also do not want to spend thousands of dollars updating our presentation, and, through working with Jim DeGennaro, we will not be spending much money to update our information. Jim said he will work with Robin and I to incorporate into our Market Profile and Market Analysis the same kind of current economic statistics that you see in the Lake Alfred presentation, and it will not cost us anything but staff time. I intend to take Jim up on his offer.

Robin and I also attended a second retail development seminar at the sports complex in Auburndale on April 23. The program was presented by Bill Hankins and Chuck Branch of Retail Strategies, a research and retail development firm from Birmingham, Alabama. They discussed the importance of retail development, and their involvement with city and county governments(and chambers of commerce) in joining together to promote retail development in a city or county. At the April 23 meeting the cities represented included Eagle Lake; Auburndale; Polk City; Lake Hamilton; Fort Meade; Haines City and Lake Wales. Polk County CRA was also represented. The idea of joining with each other to jointly hire a retail consultant was discussed, and all were interested enough to return to their communities and, as I am doing, present the idea to their governing boards. Retail Strategies has been hired through joint action by cities LaGrange and Hogansville, and Harris County in Georgia. Each city and the County would have specific information developed about it by Retail Strategies. The data developed would be specific to each city or County, and the governments, by joining together, share the cost.

I have asked Jim to attend the meeting on May 6 to present his views on the positive and negative aspects on joint action. Before coming to Eagle Lake the city I worked for invested with two other cities and the county for joint economic development activities. It did produce positive results through the location of new industries in the community. If we do enter into a joint agreement for economic

development, I would ask that the investment made be based on population and not a flat fee. I think that Jim will suggest that if we want to join with other cities to hire a retail developer, we look for one closer to home than Birmingham. I also think we want to define what we want out of the joint action, and how the staff(Robin and I) canactively participate with the consultant to promote our City.

Commercial Real Estate and Demographic Guide

February 2013

City of Lake Alfred

Where people matter

Quick Facts

Within 10 minutes of Downtown Lake Alfred:

Total Population

41,286

Workforce Population

23,332

Median Household Income

$32,308

Households

17,372

Move and Expand Your Business Here

City of Lake Alfred
Polk County, Florida

Positioned near the employment centers of Lakeland, Winter Haven and metro Orlando to the east, Lake Alfred boasts access to big-city jobs and urban amenities. Approximately 5,000 people live within the corporate limits, and within a 10-minute drive, over 41,000 people have easy access to the community.

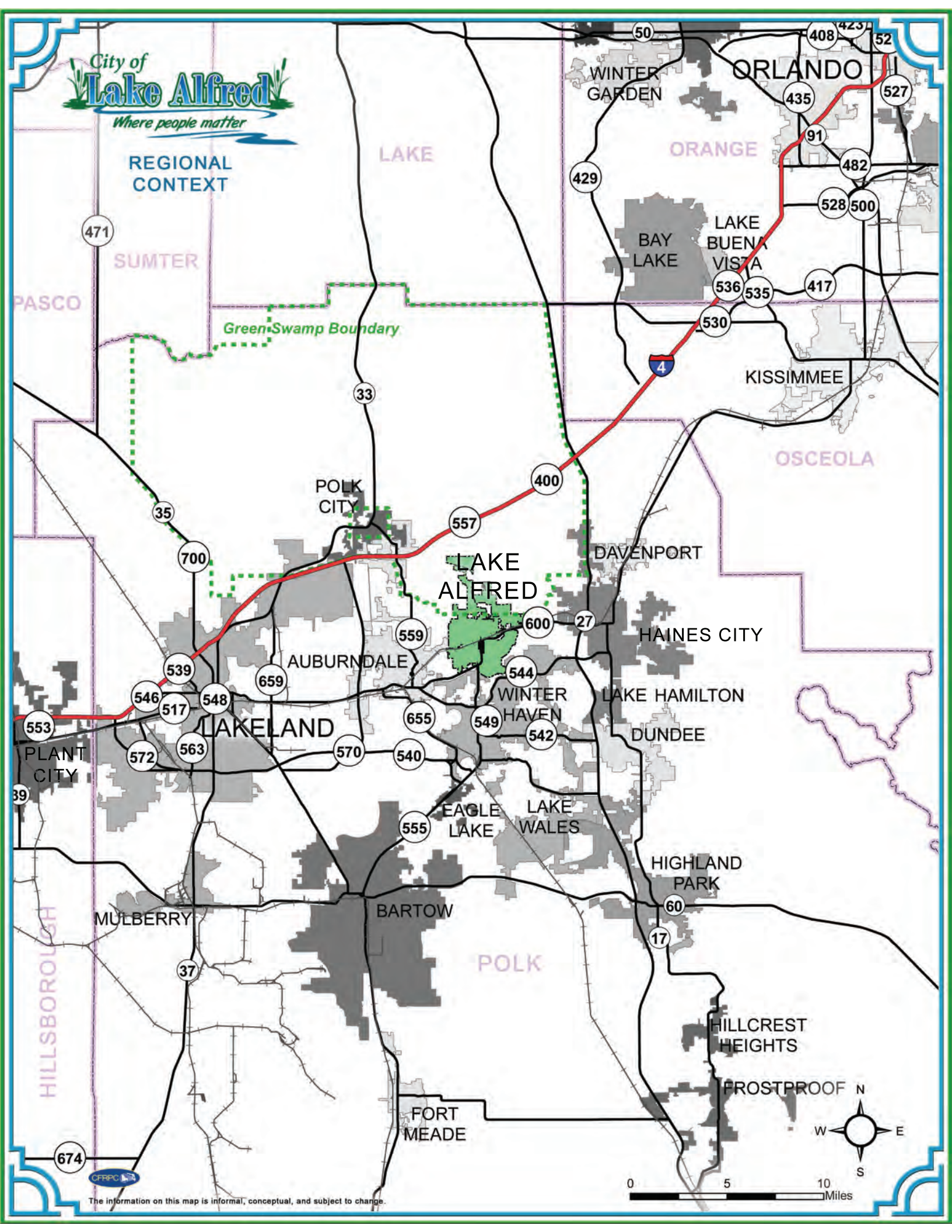
A 2012 Retail Marketplace Profile identifies a $6.8 million sales opportunity for your company based on the City's population alone.

US Highway 17/92 and County Road 557 provide easy access to major transportation routes such as Interstate 4 and US Highway 27. Downtown traffic is approximately 20,000 vehicle trips per day.

Included in this proposal:

1) Retail Marketplace Profile for areas within 5-minute or 10-minute drive time
2) Annual average daily traffic and transit
3) Demographic profile for 5-minute and 10-minute drive time
4) Demographic profile for 1, 2, 3 mile radius
5) Available sites

City of Lake Alfred
Where people matter


City of Lake Alfred
Where people matter
REGIONAL CONTEXT
LAKE
ORANGE
SUMTER
PASCO
OSCEOLA
HILLSBOROUGH
POLK
Green Swamp Boundary
WINTER GARDEN
ORLANDO
BAY LAKE
LAKE BUENA VISTA
KISSIMMEE
POLK CITY
LAKE ALFRED
DAVENPORT
HAINES CITY
AUBURNDALE
WINTER HAVEN
LAKE HAMILTON
LAKELAND
DUNDEE
PLANT CITY
EAGLE LAKE
LAKE WALES
HIGHLAND PARK
MULBERRY
BARTOW
HILLCREST HEIGHTS
PROSTPROOF
FORT MEADE
50
408
423
52
527
435
91
482
429
528
500
471
536
535
417
530
4
33
400
35
557
700
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17
37
674
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5
10
Miles
CFRPC
The information on this map is informal, conceptual, and subject to change.

Retail Marketplace Profile

City of Lake Alfred

Where people matter

Retail MarketPlace Profile

Prepared by Gary Ralston

325 S Lakeshore, LK Alfred-drive
325 S Lake Shore Way, Lake Alfred, FL, 33850
Drive Time: 5 minutes

Latitude: 28.088899
Longitude: -81.729653

Summary Demographics	
2010 Population	6,183
2010 Households	2,470
2010 Median Disposable Income	$36,441
2010 Per Capita Income	$21,499

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap (Demand - Supply)**	**Surplus / Leakage Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$49,938,917	$34,761,218	**$15,177,699**	**17.9**	46
Total Retail Trade (NAICS 44-45)	$43,036,373	$28,552,883	**$14,483,490**	**20.2**	32
Total Food & Drink (NAICS 722)	$6,902,544	$6,208,335	**$694,209**	**5.3**	14

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Surplus / Leakage Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$10,330,471	$13,449,495	**-$3,119,024**	**-13.1**	8
Automobile Dealers (NAICS 4411)	$8,528,941	$12,374,503	**-$3,845,562**	**-18.4**	6
Other Motor Vehicle Dealers (NAICS 4412)	$987,048	$662,327	**$324,721**	**19.7**	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$814,482	$412,665	**$401,817**	**32.7**	2
Furniture & Home Furnishings Stores (NAICS 442)	$1,170,442	$181,301	**$989,141**	**73.2**	1
Furniture Stores (NAICS 4421)	$852,142	$181,301	**$670,841**	**64.9**	1
Home Furnishings Stores (NAICS 4422)	$318,300	$0	**$318,300**	**100.0**	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$1,195,237	$344,454	**$850,783**	**55.3**	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$1,837,641	$3,004,955	**-$1,167,314**	**-24.1**	1
Building Material and Supplies Dealers (NAICS 4441)	$1,693,734	$2,934,838	**-$1,241,104**	**-26.8**	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$143,907	$70,117	**$73,790**	**34.5**	1
Food & Beverage Stores (NAICS 445)	$8,932,256	$1,700,718	**$7,231,538**	**68.0**	4
Grocery Stores (NAICS 4451)	$8,534,096	$1,700,718	**$6,833,378**	**66.8**	4
Specialty Food Stores (NAICS 4452)	$185,420	$0	**$185,420**	**100.0**	0
Beer, Wine, and Liquor Stores (NAICS 4453)	$212,740	$0	**$212,740**	**100.0**	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$1,817,937	$54,798	**$1,763,139**	**94.1**	1
Gasoline Stations (NAICS 447/NAICS 4471)	$7,573,512	$1,722,027	**$5,851,485**	**62.9**	1
Clothing and Clothing Accessories Stores (NAICS 448)	$1,336,315	$293,489	**$1,042,826**	**64.0**	1
Clothing Stores (NAICS 4481)	$984,447	$178,594	**$805,853**	**69.3**	1
Shoe Stores (NAICS 4482)	$179,264	$10,422	**$168,842**	**89.0**	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$172,604	$104,473	**$68,131**	**24.6**	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$449,848	$126,411	**$323,437**	**56.1**	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$263,449	$126,411	**$137,038**	**35.2**	3
Book, Periodical, and Music Stores (NAICS 4512)	$186,399	$0	**$186,399**	**100.0**	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector

Sources: Esri and Infogroup.

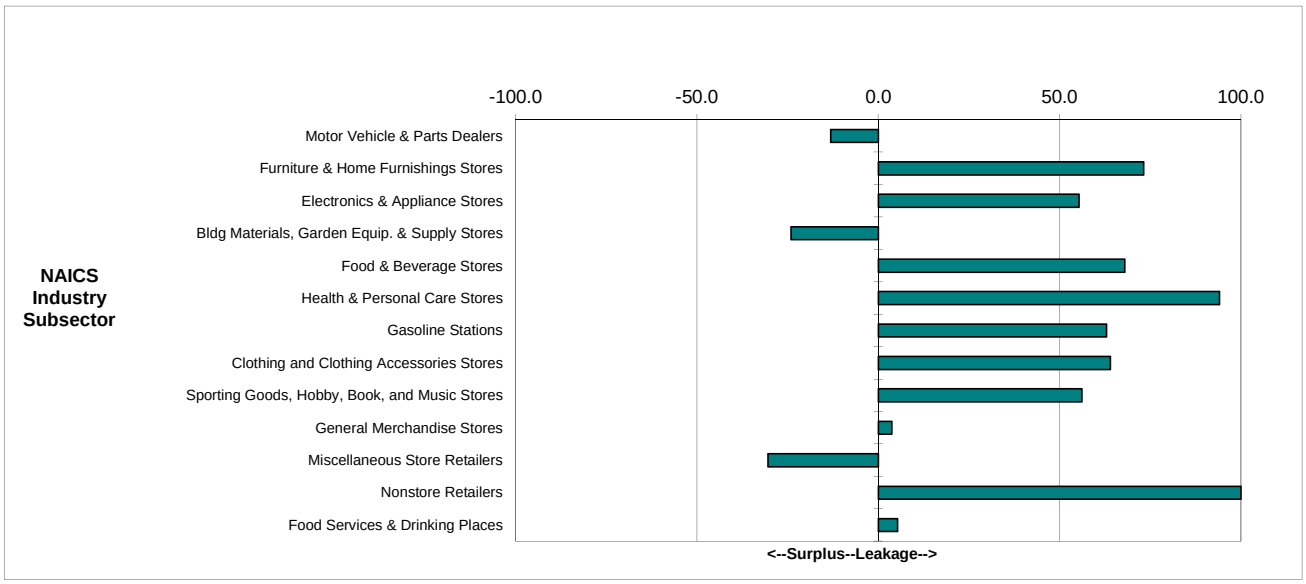
Retail MarketPlace Profile

Prepared by Gary Ralston
Latitude: 28.088899
Longitude: -81.729653

325 S Lakeshore, LK Alfred-drive
325 S Lake Shore Way, Lake Alfred, FL, 33850
Drive Time: 5 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$6,830,661	$6,342,597	$488,064	3.7	1
Department Stores Excluding Leased Depts. (NAICS 4521)	$3,522,159	$0	$3,522,159	100.0	0
Other General Merchandise Stores (NAICS 4529)	$3,308,502	$6,342,597	-$3,034,095	-31.4	1
Miscellaneous Store Retailers (NAICS 453)	$710,805	$1,332,638	-$621,833	-30.4	12
Florists (NAICS 4531)	$49,831	$0	$49,831	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$332,667	$488,558	-$155,891	-19.0	3
Used Merchandise Stores (NAICS 4533)	$53,529	$146,892	-$93,363	-46.6	5
Other Miscellaneous Store Retailers (NAICS 4539)	$274,778	$697,188	-$422,410	-43.5	4
Nonstore Retailers (NAICS 454)	$851,248	$0	$851,248	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$235,191	$0	$235,191	100.0	0
Vending Machine Operators (NAICS 4542)	$86,118	$0	$86,118	100.0	0
Direct Selling Establishments (NAICS 4543)	$529,939	$0	$529,939	100.0	0
Food Services & Drinking Places (NAICS 722)	$6,902,544	$6,208,335	$694,209	5.3	14
Full-Service Restaurants (NAICS 7221)	$2,883,121	$4,311,173	-$1,428,052	-19.8	9
Limited-Service Eating Places (NAICS 7222)	$3,669,910	$1,680,371	$1,989,539	37.2	3
Special Food Services (NAICS 7223)	$234,357	$0	$234,357	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	$115,156	$216,791	-$101,635	-30.6	2

Leakage/Surplus Factor by Industry Subsector



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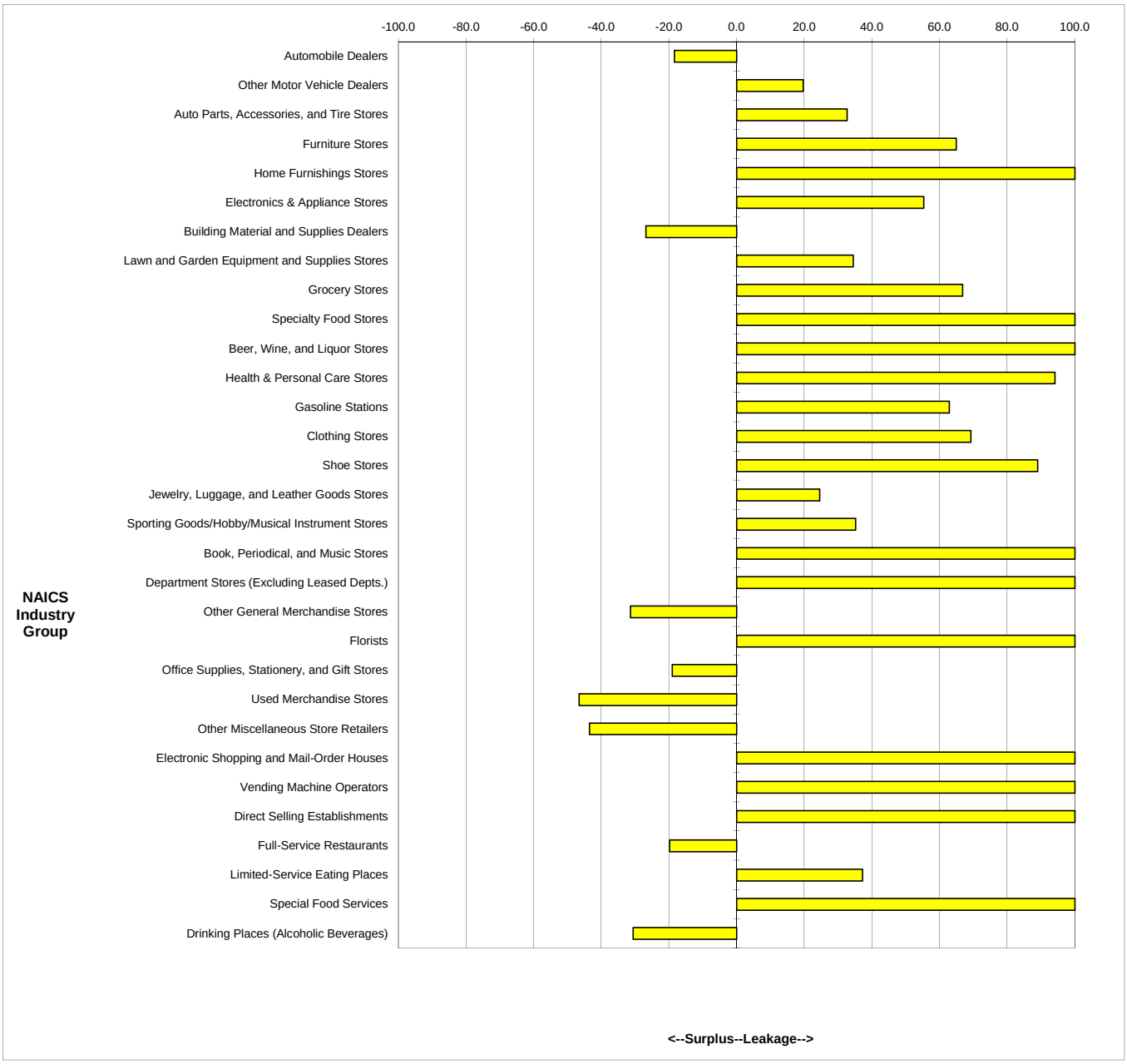
Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup.

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Summary Demographics	
2010 Population	41,286
2010 Households	17,372
2010 Median Disposable Income	$32,308
2010 Per Capita Income	$21,101

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap (Demand - Supply)**	**Surplus / Leakage Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$327,637,079	$415,485,152	-$87,848,073	-11.8	433
Total Retail Trade (NAICS 44-45)	$281,132,599	$338,103,893	-$56,971,294	-9.2	313
Total Food & Drink (NAICS 722)	$46,504,480	$77,381,259	-$30,876,779	-24.9	120

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Surplus / Leakage Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$66,808,520	$81,424,219	-$14,615,699	-9.9	58
Automobile Dealers (NAICS 4411)	$55,277,684	$61,793,023	-$6,515,339	-5.6	23
Other Motor Vehicle Dealers (NAICS 4412)	$6,034,475	$8,224,395	-$2,189,920	-15.4	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$5,496,361	$11,406,801	-$5,910,440	-35.0	28
Furniture & Home Furnishings Stores (NAICS 442)	$7,948,316	$9,472,821	-$1,524,505	-8.8	16
Furniture Stores (NAICS 4421)	$5,794,040	$7,438,349	-$1,644,309	-12.4	9
Home Furnishings Stores (NAICS 4422)	$2,154,276	$2,034,472	$119,804	2.9	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$7,931,571	$15,057,143	-$7,125,572	-31.0	18
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$12,093,261	$23,735,750	-$11,642,489	-32.5	23
Building Material and Supplies Dealers (NAICS 4441)	$11,177,865	$22,581,036	-$11,403,171	-33.8	16
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$915,396	$1,154,714	-$239,318	-11.6	7
Food & Beverage Stores (NAICS 445)	$58,936,155	$73,295,279	-$14,359,124	-10.9	35
Grocery Stores (NAICS 4451)	$56,252,994	$71,338,164	-$15,085,170	-11.8	28
Specialty Food Stores (NAICS 4452)	$1,226,481	$838,683	$387,798	18.8	4
Beer, Wine, and Liquor Stores (NAICS 4453)	$1,456,680	$1,118,432	$338,248	13.1	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$11,823,368	$16,032,459	-$4,209,091	-15.1	24
Gasoline Stations (NAICS 447/NAICS 4471)	$48,586,324	$41,808,509	$6,777,815	7.5	15
Clothing and Clothing Accessories Stores (NAICS 448)	$9,022,283	$6,384,243	$2,638,040	17.1	29
Clothing Stores (NAICS 4481)	$6,646,910	$3,273,366	$3,373,544	34.0	16
Shoe Stores (NAICS 4482)	$1,203,000	$544,579	$658,421	37.7	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$1,172,373	$2,566,298	-$1,393,925	-37.3	10
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$2,968,812	$2,635,758	$333,054	5.9	18
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$1,714,783	$2,137,752	-$422,969	-11.0	16
Book, Periodical, and Music Stores (NAICS 4512)	$1,254,029	$498,006	$756,023	43.2	2

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Sources: Esri and Infogroup.

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Longitude: -81.729653

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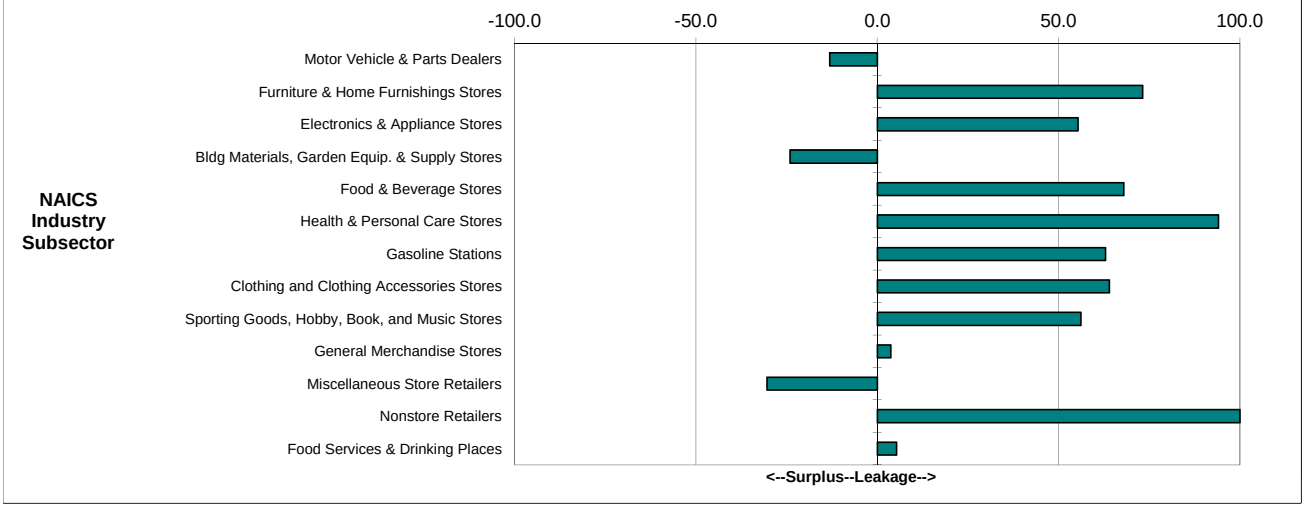
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$45,063,825	$53,091,458	-$8,027,633	-8.2	14
Department Stores Excluding Leased Depts. (NAICS 4521)	$23,352,678	$10,691,586	$12,661,092	37.2	2
Other General Merchandise Stores (NAICS 4529)	$21,711,147	$42,399,872	-$20,688,725	-32.3	12
Miscellaneous Store Retailers (NAICS 453)	$4,641,297	$9,610,001	-$4,968,704	-34.9	60
Florists (NAICS 4531)	$316,635	$531,819	-$215,184	-25.4	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$2,213,706	$2,092,777	$120,929	2.8	11
Used Merchandise Stores (NAICS 4533)	$362,157	$1,111,548	-$749,391	-50.9	24
Other Miscellaneous Store Retailers (NAICS 4539)	$1,748,799	$5,873,857	-$4,125,058	-54.1	20
Nonstore Retailers (NAICS 454)	$5,308,867	$5,556,253	-$247,386	-2.3	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$1,562,300	$2,158,241	-$595,941	-16.0	1
Vending Machine Operators (NAICS 4542)	$569,350	$1,200,450	-$631,100	-35.7	1
Direct Selling Establishments (NAICS 4543)	$3,177,217	$2,197,562	$979,655	18.2	1
Food Services & Drinking Places (NAICS 722)	$46,504,480	$77,381,259	-$30,876,779	-24.9	120
Full-Service Restaurants (NAICS 7221)	$19,469,649	$38,754,845	-$19,285,196	-33.1	71
Limited-Service Eating Places (NAICS 7222)	$24,683,275	$32,418,885	-$7,735,610	-13.5	33
Special Food Services (NAICS 7223)	$1,574,510	$3,437,342	-$1,862,832	-37.2	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	$777,046	$2,770,187	-$1,993,141	-56.2	11

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup.

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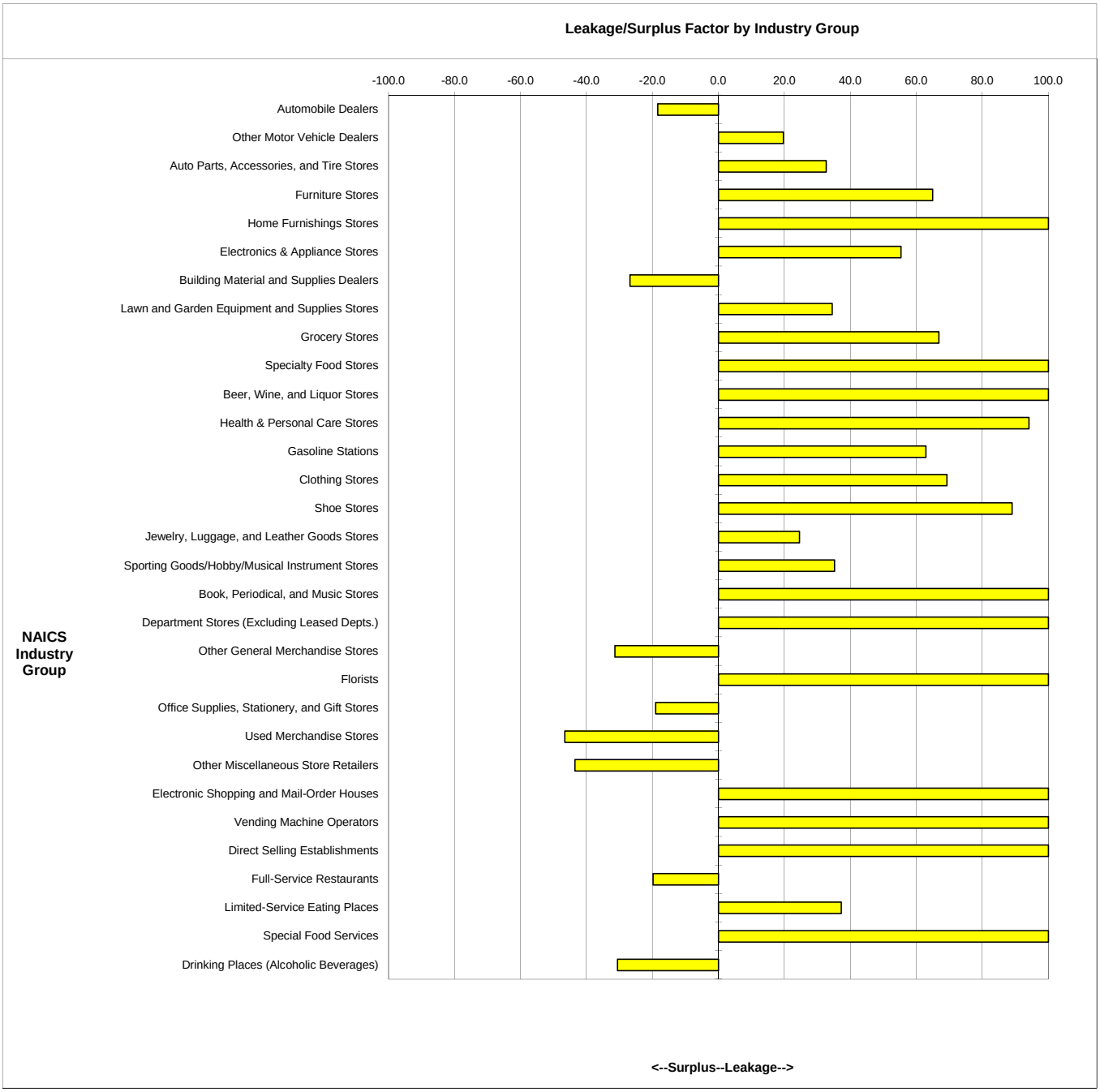


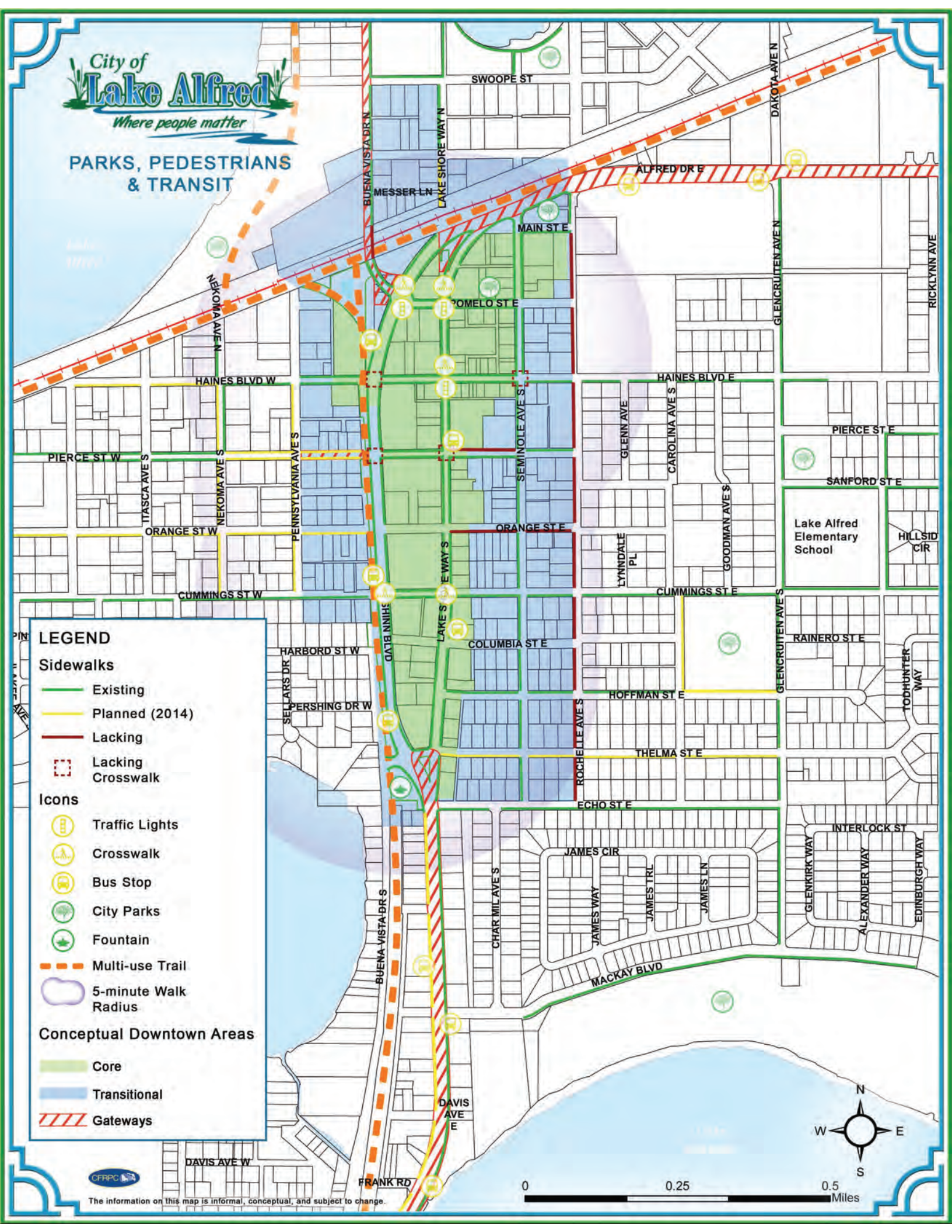
Sources: Esri and Infogroup.

Annual Average Daily Traffic and Transit

City of Lake Alfred

Where people matter

City of Lake Alfred
Where people matter
DOWNTOWN TRAFFIC INFORMATION
Lake Alfred
Lake Swoope
Lake Cummings
Lake Haines
Lake Rochelle
SWOOPE ST
557
8,800
BUENA VISTA DR N
LAKE SHORE WAY N
MESSER LN
17,700
ALFRED DR E
MAIN ST E
POMELO ST E
GLENCRUITEN AVE N
RICKLYNN AVE
NEKOMA AVE N
PENNSYLVANIA AVE S
HAINES BLVD W
HAINES BLVD E
PIERCE ST W
3,400
17
GLENN AVE
CAROLINA AVE S
PIERCE ST E
SANFORD ST E
ITASCA AVE S
NEKOMA AVE S
ORANGE ST W
ORANGE ST E
92
11,800
SHINN BLVD
LYNNDALE PL
GOODMAN AVE S
CUMMINGS ST W
600
CUMMINGS ST E
RAINERO ST E
HARBORD ST W
COLUMBIA ST E
SELLARS DR
PERSHING DR W
17,600
LAKE SHORE WAY S
HOFFMAN ST E
ROCHELLE AVE S
GLENCRUITEN AVE S
TODHUNTER WAY
THELMA ST E
ECHO ST E
INTERLOCK ST
JAMES CIR
JAMES WAY
JAMES TRL
JAMES LN
GLENKIRK WAY
ALEXANDER WAY
EDINBURGH WAY
BUENA VISTA DR S
CHAR MIL AVE S
MACKAY BLVD
23,400
DAVIS AVE E
555
LEGEND
Roads
2-Lanes, Two Ways
2-Lanes, One Way
3-Lanes, One Way
4-Lanes, Two Ways
6-Lanes, Two Ways
Traffic Signal
2012 Two-Way Annual Average Daily Traffic (Polk TPO)
Transitional Area
N
W
E
S
CFRPC
The information on this map is informal, conceptual, and subject to change.


City of Lake Alfred
Where people matter
PARKS, PEDESTRIANS & TRANSIT
SWOOPE ST
DAKOTA AVE N
ALFRED DR E
BUENA VISTA DR N
LAKE SHORE WAY N
MESSER LN
MAIN ST E
GLENCRUTEN AVE N
RICKLYNN AVE
NEKOMA AVE N
POMELO ST E
HAINES BLVD W
HAINES BLVD E
SEMINOLE AVE S
GLENN AVE
CAROLINA AVE S
PIERCE ST E
PIERCE ST W
ITASCA AVE S
NEKOMA AVE S
PENNSYLVANIA AVE S
SANFORD ST E
ORANGE ST W
ORANGE ST E
GOODMAN AVE S
Lake Alfred Elementary School
HILLSID CIR
LYNNDALE PL
CUMMINGS ST W
CUMMINGS ST E
LAKE SHORE WAY S
BUENA VISTA BLVD
COLUMBIA ST E
GLENCRUTEN AVE S
RAINERO ST E
HARBORD ST W
SELLARS DR
PERSHING DR W
HOFFMAN ST E
TODHUNTER WAY
ROCHELLE AVE S
THELMA ST E
ECHO ST E
INTERLOCK ST
JAMES CIR
JAMES WAY
JAMES TRL
JAMES LN
GLENKIRK WAY
ALEXANDER WAY
EDINBURGH WAY
CHAR MIL AVE S
MACKAY BLVD
BUENA VISTA DR S
DAVIS AVE E
DAVIS AVE W
FRANK RD
LEGEND
Sidewalks
Existing
Planned (2014)
Lacking
Lacking Crosswalk
Icons
Traffic Lights
Crosswalk
Bus Stop
City Parks
Fountain
Multi-use Trail
5-minute Walk Radius
Conceptual Downtown Areas
Core
Transitional
Gateways
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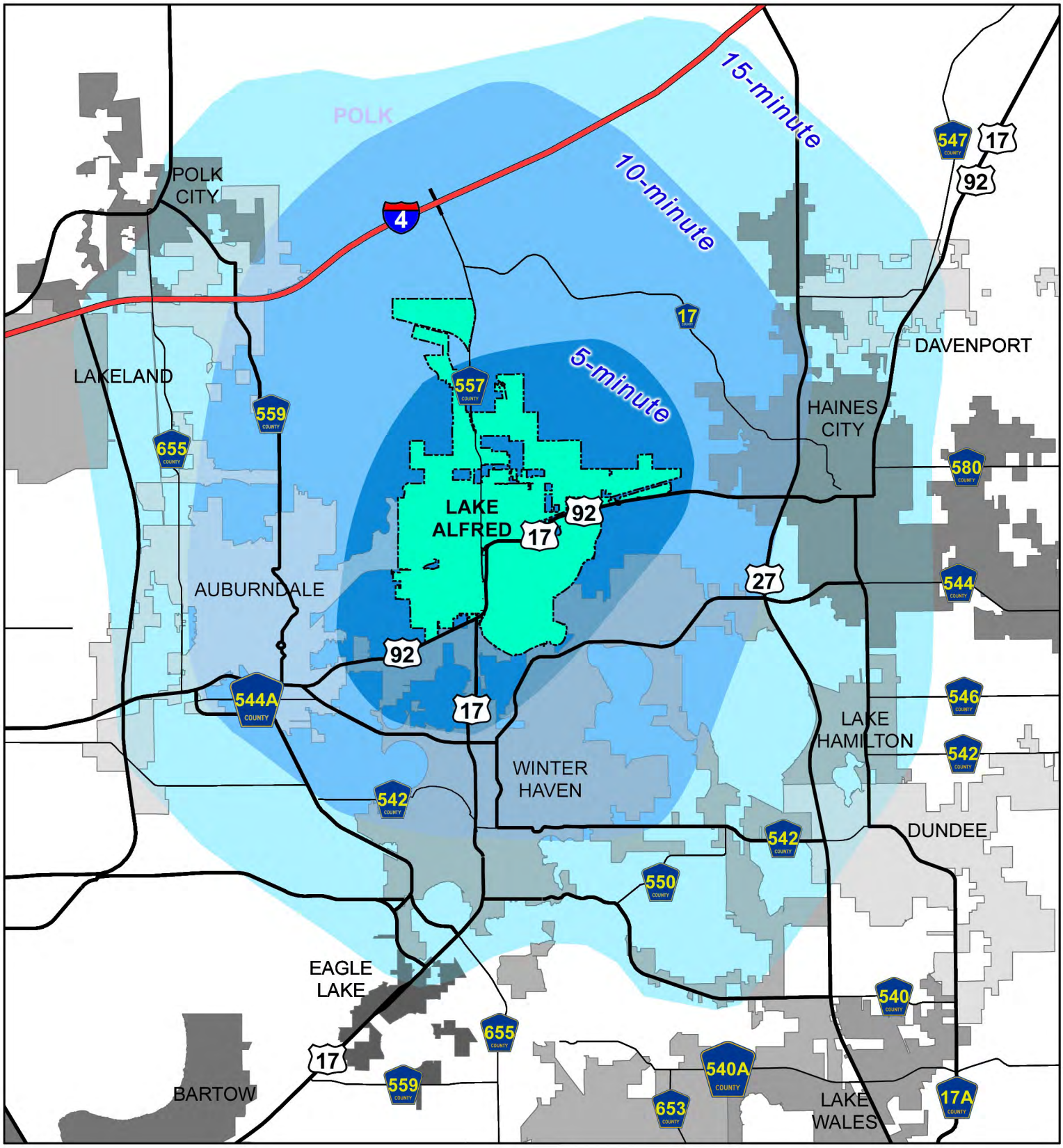
Miles
CFRPC
The information on this map is informal, conceptual, and subject to change.

Demographic Profile

City of Lake Alfred

Where people matter

CITY OF LAKE ALFRED: DRIVING DISTANCES FROM DOWNTOWN



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0 2.5 5 Miles

DISCLAIMER:
The information on this map should be considered conceptual and subject to change. This map is not a survey. Distances have been estimated based on local knowledge.

Date: 1/14/2013 Path: D:\Projects\PolkCnty\Lake Alfred\Maps2013\LkAlfred_5-min_DrivingDist_011413.mxd

Demographic and Income Profile

COLDWELL BANKER COMMERCIAL
SAUNDERS RALSTON DANTZLER

325 S Lakeshore, LK Alfred-drive
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Drive Time: 5 minutes

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

Summary	Census 2010	2012	2017
Population	5,361	5,351	5,483
Households	2,045	2,046	2,071
Families	1,379	1,368	1,382
Average Household Size	2.59	2.58	2.61
Owner Occupied Housing Units	1,408	1,373	1,417
Renter Occupied Housing Units	637	673	654
Median Age	42.0	42.9	44.7

Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.49%	0.68%	0.68%
Households	0.24%	0.65%	0.74%
Families	0.20%	0.67%	0.72%
Owner HHs	0.63%	0.87%	0.91%
Median Household Income	3.90%	3.42%	2.55%

	2012		2017	
Households by Income	Number	Percent	Number	Percent
<$15,000	356	17.4%	333	16.1%
$15,000 - $24,999	334	16.3%	242	11.7%
$25,000 - $34,999	217	10.6%	158	7.6%
$35,000 - $49,999	372	18.2%	363	17.5%
$50,000 - $74,999	439	21.5%	557	26.9%
$75,000 - $99,999	208	10.2%	276	13.3%
$100,000 - $149,999	96	4.7%	113	5.5%
$150,000 - $199,999	11	0.5%	13	0.6%
$200,000+	14	0.7%	16	0.8%
Median Household Income	$38,578		$46,720	
Average Household Income	$46,619		$52,570	
Per Capita Income	$18,735		$20,957	

	Census 2010		2012		2017	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	344	6.4%	339	6.3%	340	6.2%
5 - 9	367	6.8%	361	6.7%	360	6.6%
10 - 14	331	6.2%	323	6.0%	328	6.0%
15 - 19	333	6.2%	315	5.9%	304	5.5%
20 - 24	299	5.6%	301	5.6%	279	5.1%
25 - 34	604	11.3%	606	11.3%	608	11.1%
35 - 44	574	10.7%	552	10.3%	537	9.8%
45 - 54	690	12.9%	663	12.4%	614	11.2%
55 - 64	655	12.2%	685	12.8%	727	13.3%
65 - 74	609	11.4%	647	12.1%	786	14.3%
75 - 84	406	7.6%	405	7.6%	434	7.9%
85+	148	2.8%	156	2.9%	168	3.1%

	Census 2010		2012		2017	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	3,843	71.7%	3,762	70.3%	3,697	67.4%
Black Alone	968	18.1%	1,019	19.0%	1,138	20.8%
American Indian Alone	22	0.4%	22	0.4%	22	0.4%
Asian Alone	86	1.6%	89	1.7%	103	1.9%
Pacific Islander Alone	4	0.1%	5	0.1%	6	0.1%
Some Other Race Alone	319	5.9%	330	6.2%	373	6.8%
Two or More Races	120	2.2%	125	2.3%	143	2.6%
Hispanic Origin (Any Race)	799	14.9%	828	15.5%	965	17.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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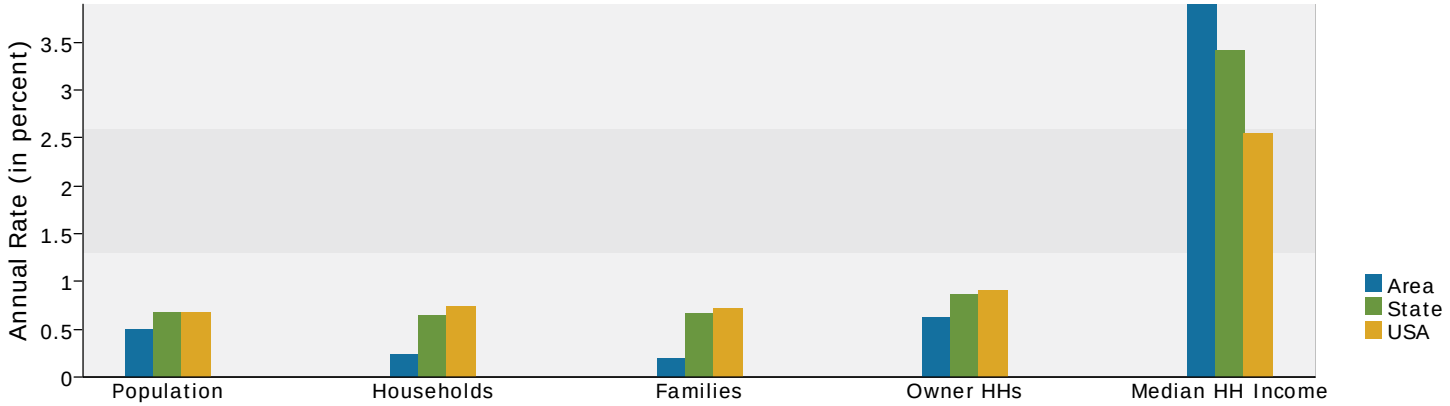
Demographic and Income Profile

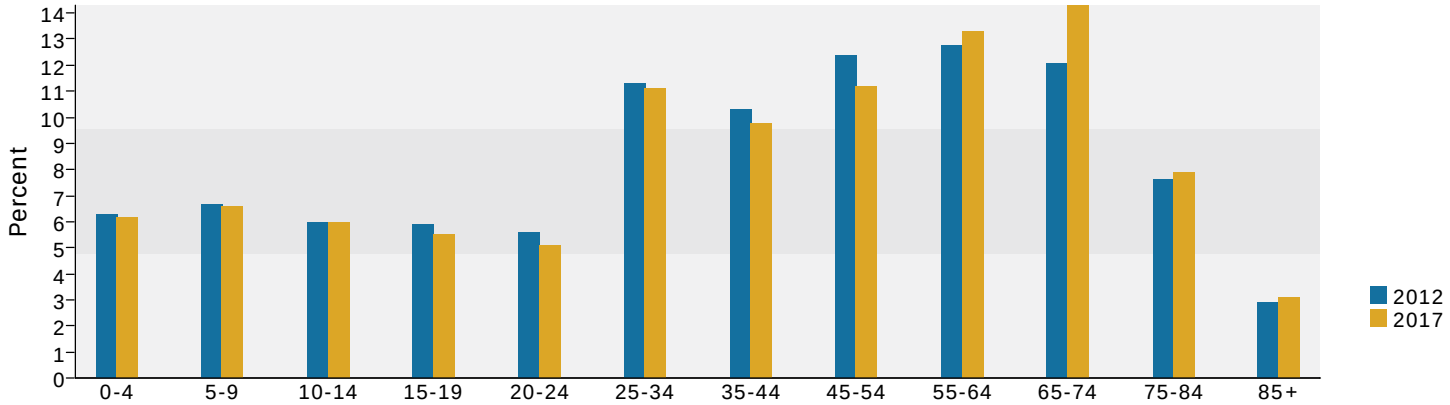
325 S Lakeshore, LK Alfred-drive
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Drive Time: 5 minutes

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

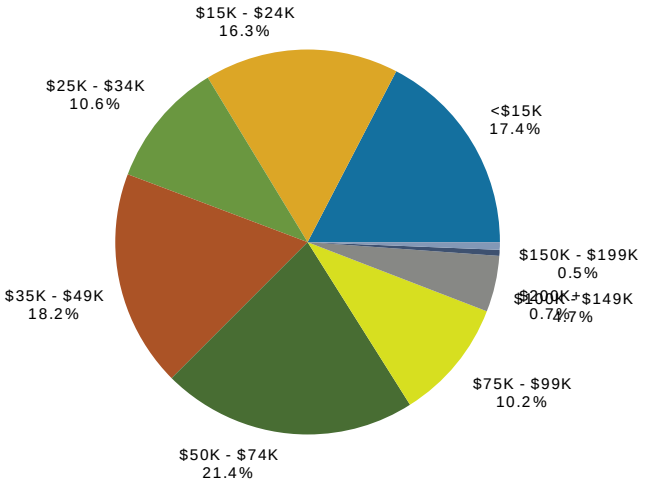
Trends 2012-2017



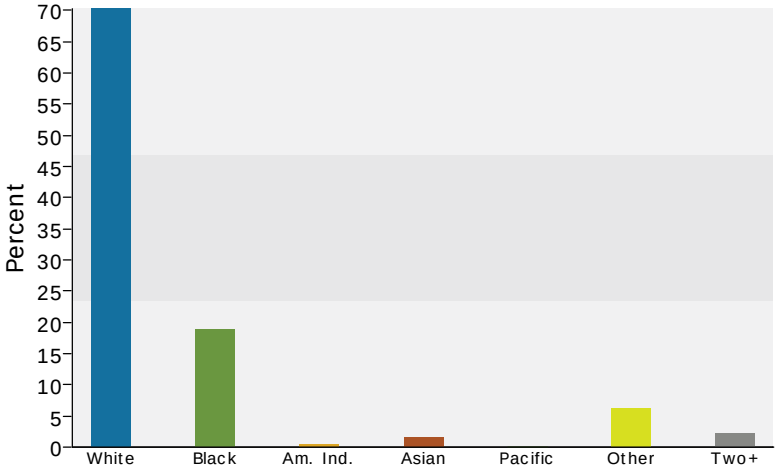
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 15.5 %

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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Demographic and Income Profile

COLDWELL BANKER COMMERCIAL
SAUNDERS RALSTON DANTZLER

325 S Lakeshore, LK Alfred-drive
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Drive Time: 10 minutes

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

Summary	Census 2010	2012	2017
Population	39,414	39,387	40,399
Households	15,917	16,025	16,371
Families	10,097	10,062	10,242
Average Household Size	2.45	2.44	2.45
Owner Occupied Housing Units	10,170	9,923	10,194
Renter Occupied Housing Units	5,747	6,102	6,177
Median Age	43.4	44.1	45.8
Trends: 2012 - 2017 Annual Rate	**Area**	**State**	**National**
Population	0.51%	0.68%	0.68%
Households	0.43%	0.65%	0.74%
Families	0.36%	0.67%	0.72%
Owner HHs	0.54%	0.87%	0.91%
Median Household Income	3.05%	3.42%	2.55%

	2012		2017	
Households by Income	Number	Percent	Number	Percent
<$15,000	3,369	21.0%	3,399	20.8%
$15,000 - $24,999	2,628	16.4%	2,040	12.5%
$25,000 - $34,999	2,144	13.4%	1,702	10.4%
$35,000 - $49,999	2,632	16.4%	2,635	16.1%
$50,000 - $74,999	2,745	17.1%	3,455	21.1%
$75,000 - $99,999	1,316	8.2%	1,729	10.6%
$100,000 - $149,999	871	5.4%	1,035	6.3%
$150,000 - $199,999	145	0.9%	181	1.1%
$200,000+	173	1.1%	197	1.2%
Median Household Income	$34,211		$39,762	
Average Household Income	$45,417		$50,816	
Per Capita Income	$19,001		$21,149	

	Census 2010		2012		2017	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,448	6.2%	2,420	6.1%	2,438	6.0%
5 - 9	2,461	6.2%	2,427	6.2%	2,431	6.0%
10 - 14	2,373	6.0%	2,318	5.9%	2,356	5.8%
15 - 19	2,454	6.2%	2,321	5.9%	2,231	5.5%
20 - 24	2,184	5.5%	2,212	5.6%	2,055	5.1%
25 - 34	4,229	10.7%	4,255	10.8%	4,302	10.6%
35 - 44	4,268	10.8%	4,108	10.4%	4,024	10.0%
45 - 54	5,218	13.2%	5,019	12.7%	4,658	11.5%
55 - 64	4,979	12.6%	5,180	13.2%	5,467	13.5%
65 - 74	4,512	11.4%	4,796	12.2%	5,807	14.4%
75 - 84	3,041	7.7%	3,019	7.7%	3,211	7.9%
85+	1,248	3.2%	1,314	3.3%	1,418	3.5%

	Census 2010		2012		2017	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	27,589	70.0%	27,150	68.9%	26,913	66.6%
Black Alone	8,676	22.0%	8,944	22.7%	9,687	24.0%
American Indian Alone	158	0.4%	157	0.4%	159	0.4%
Asian Alone	400	1.0%	415	1.1%	485	1.2%
Pacific Islander Alone	17	0.0%	19	0.0%	22	0.1%
Some Other Race Alone	1,733	4.4%	1,819	4.6%	2,110	5.2%
Two or More Races	840	2.1%	883	2.2%	1,024	2.5%
Hispanic Origin (Any Race)	5,109	13.0%	5,339	13.6%	6,323	15.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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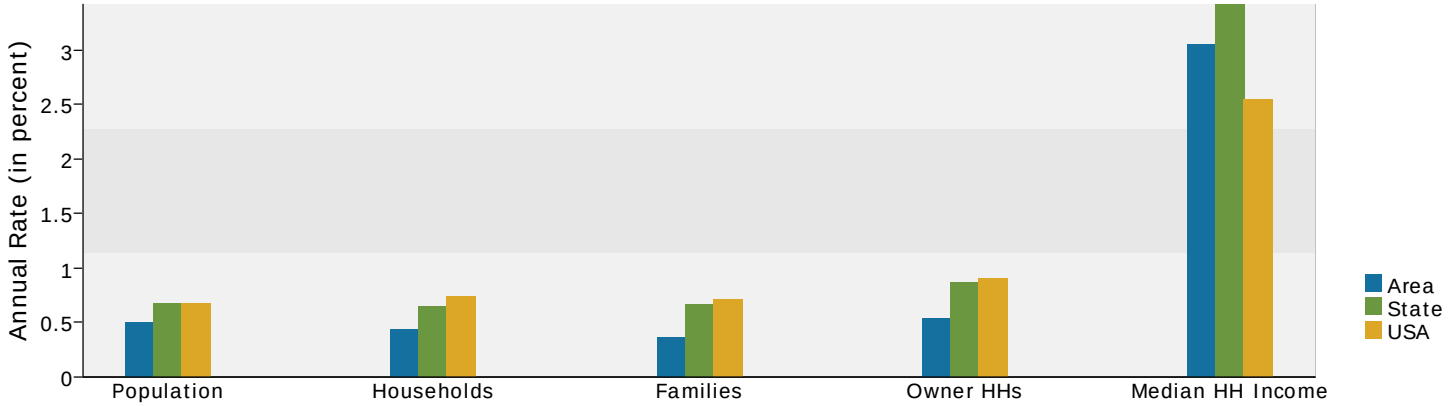
Demographic and Income Profile

COLDWELL BANKER COMMERCIAL
SAUNDERS RALSTON DANTZLER

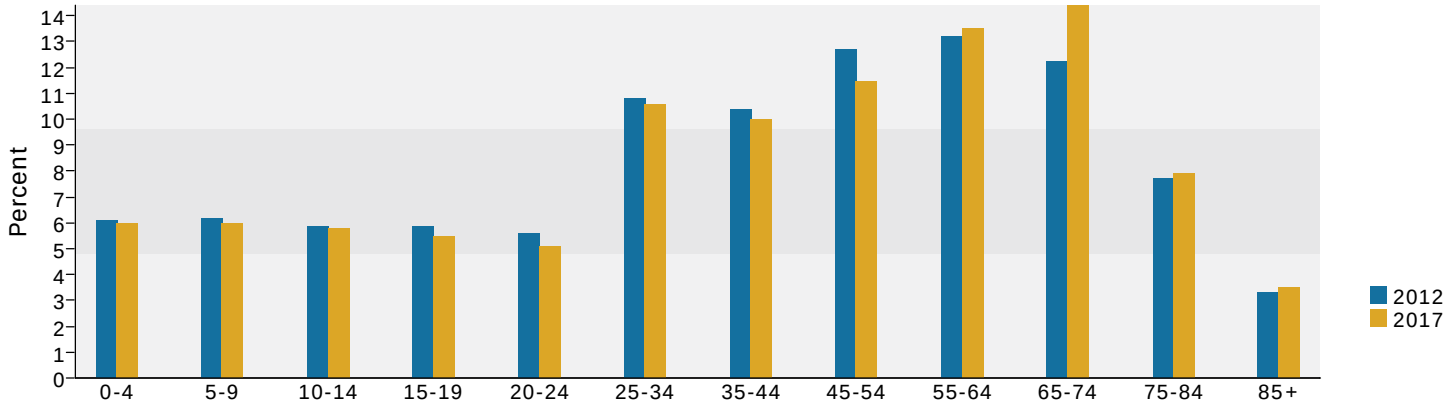
325 S Lakeshore, LK Alfred-drive
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Drive Time: 10 minutes

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

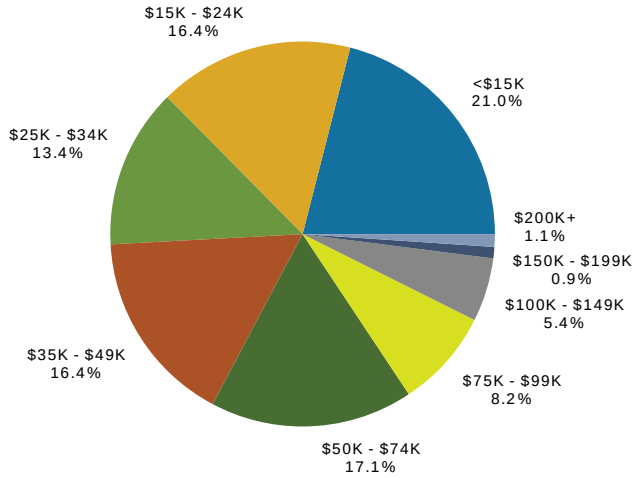
Trends 2012-2017



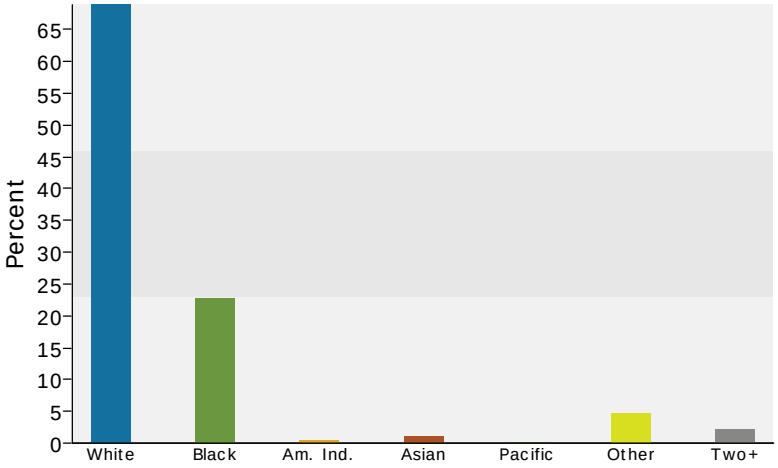
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 15.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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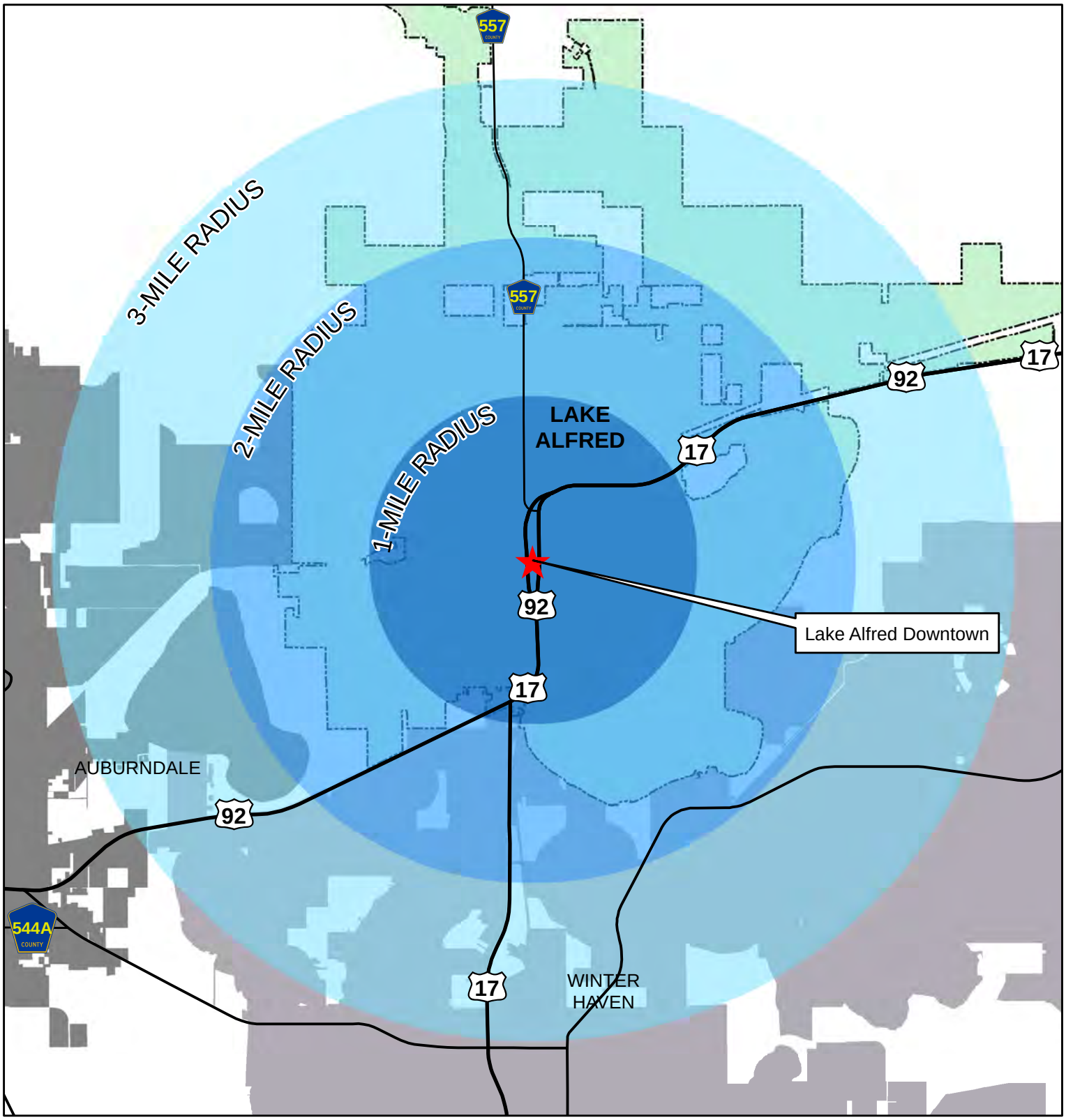
CITY OF LAKE ALFRED: RADII AROUND DOWNTOWN



DISCLAIMER:
The information on this map should be considered conceptual and subject to change. This map is not a survey. Populations have been estimated based on 2010 Census data.

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0 1 2 Miles

Document Path: D:\Projects\PolkCnty\Lake Alfred\Maps2013\082312 Lake Alfred Population Radius_123.mxd

Demographic and Income Profile

325 S Lakeshore, LK Alfred-radius
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Ring: 1 mile radius

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

Summary	Census 2010	2012	2017
Population	3,675	3,585	3,548
Households	1,340	1,315	1,292
Families	939	916	900
Average Household Size	2.74	2.72	2.74
Owner Occupied Housing Units	881	841	845
Renter Occupied Housing Units	459	474	447
Median Age	38.0	38.7	40.0

Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	-0.21%	0.68%	0.68%
Households	-0.35%	0.65%	0.74%
Families	-0.35%	0.67%	0.72%
Owner HHs	0.09%	0.87%	0.91%
Median Household Income	4.03%	3.42%	2.55%

	2012		2017	
Households by Income	Number	Percent	Number	Percent
<$15,000	200	15.2%	176	13.6%
$15,000 - $24,999	200	15.2%	136	10.5%
$25,000 - $34,999	128	9.7%	85	6.6%
$35,000 - $49,999	245	18.6%	228	17.6%
$50,000 - $74,999	334	25.4%	413	32.0%
$75,000 - $99,999	137	10.4%	173	13.4%
$100,000 - $149,999	58	4.4%	66	5.1%
$150,000 - $199,999	6	0.5%	7	0.5%
$200,000+	8	0.6%	8	0.6%
Median Household Income	$41,597		$50,676	
Average Household Income	$48,091		$53,934	
Per Capita Income	$18,237		$20,342	

	Census 2010		2012		2017	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	267	7.3%	257	7.2%	249	7.0%
5 - 9	282	7.7%	272	7.6%	263	7.4%
10 - 14	249	6.8%	237	6.6%	231	6.5%
15 - 19	237	6.4%	218	6.1%	201	5.7%
20 - 24	209	5.7%	205	5.7%	182	5.1%
25 - 34	465	12.6%	456	12.7%	445	12.5%
35 - 44	427	11.6%	403	11.2%	381	10.7%
45 - 54	490	13.3%	461	12.9%	415	11.7%
55 - 64	422	11.5%	434	12.1%	449	12.7%
65 - 74	349	9.5%	366	10.2%	439	12.4%
75 - 84	215	5.8%	211	5.9%	225	6.3%
85+	64	1.7%	65	1.8%	69	1.9%

	Census 2010		2012		2017	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	2,676	72.8%	2,576	71.9%	2,469	69.6%
Black Alone	556	15.1%	557	15.5%	581	16.4%
American Indian Alone	15	0.4%	15	0.4%	15	0.4%
Asian Alone	64	1.7%	64	1.8%	72	2.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	280	7.6%	286	8.0%	316	8.9%
Two or More Races	84	2.3%	86	2.4%	95	2.7%
Hispanic Origin (Any Race)	637	17.3%	649	18.1%	736	20.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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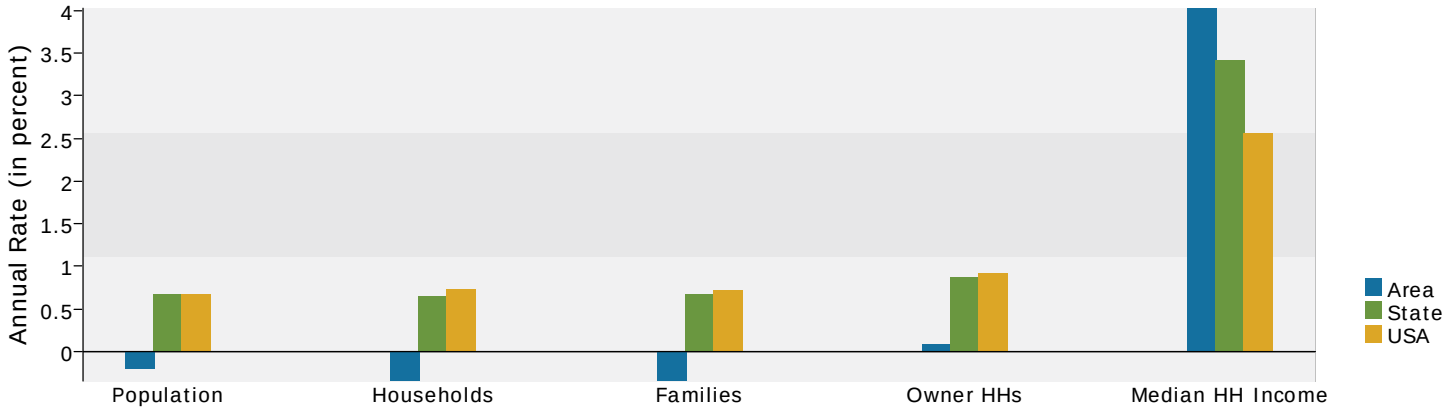
Demographic and Income Profile

COLDWELL BANKER COMMERCIAL
SAUNDERS RALSTON DANTZLER

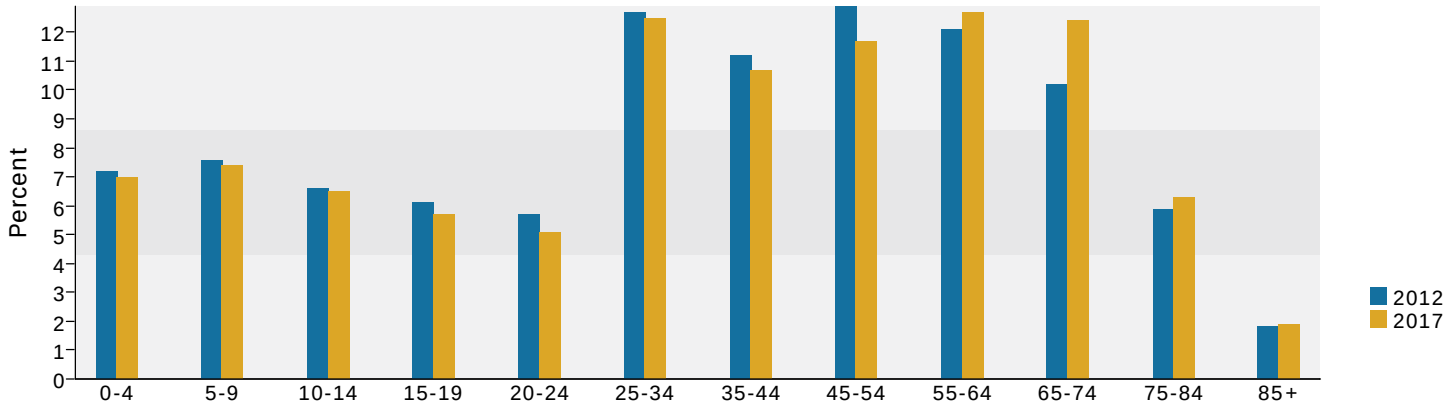
325 S Lakeshore, LK Alfred-radius
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Ring: 1 mile radius

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

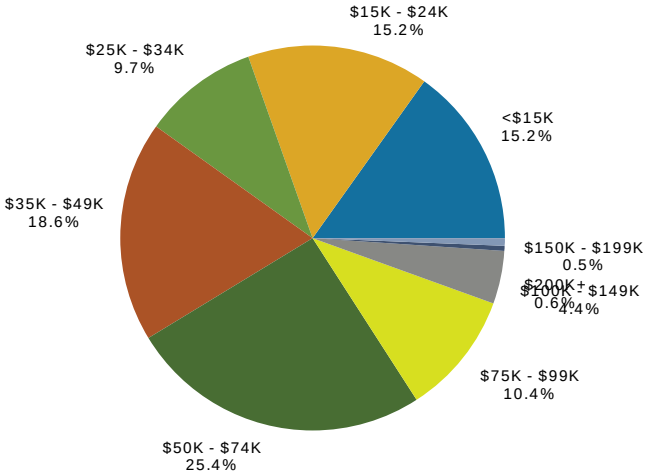
Trends 2012-2017



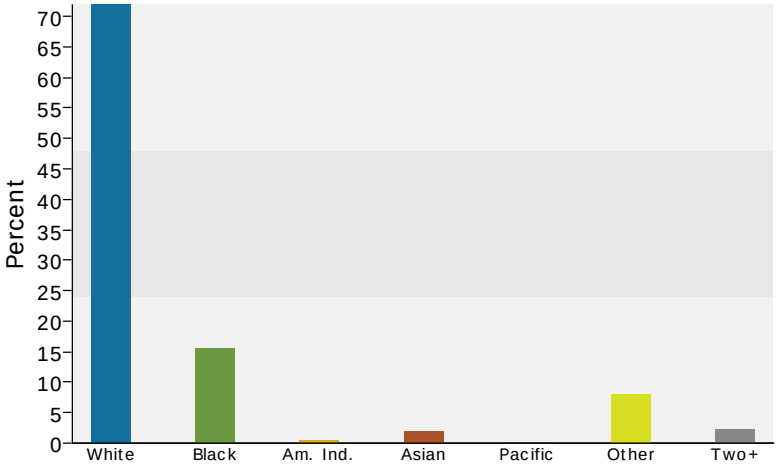
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 18.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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COLDWELL BANKER COMMERCIAL
SAUNDERS RALSTON DANTZLER

Demographic and Income Profile

325 S Lakeshore, LK Alfred-radius
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Ring: 2 mile radius

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

Summary	Census 2010	2012	2017
Population	8,609	8,594	8,808
Households	3,447	3,458	3,514
Families	2,346	2,335	2,372
Average Household Size	2.48	2.46	2.49
Owner Occupied Housing Units	2,552	2,508	2,586
Renter Occupied Housing Units	895	950	927
Median Age	47.8	48.9	51.3

Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.49%	0.68%	0.68%
Households	0.32%	0.65%	0.74%
Families	0.31%	0.67%	0.72%
Owner HHs	0.61%	0.87%	0.91%
Median Household Income	4.26%	3.42%	2.55%

	2012		2017	
Households by Income	Number	Percent	Number	Percent
<$15,000	531	15.4%	494	14.1%
$15,000 - $24,999	553	16.0%	396	11.3%
$25,000 - $34,999	389	11.2%	306	8.7%
$35,000 - $49,999	609	17.6%	581	16.5%
$50,000 - $74,999	769	22.2%	968	27.5%
$75,000 - $99,999	380	11.0%	501	14.3%
$100,000 - $149,999	182	5.3%	215	6.1%
$150,000 - $199,999	24	0.7%	31	0.9%
$200,000+	20	0.6%	22	0.6%
Median Household Income	$40,023		$49,297	
Average Household Income	$48,296		$54,196	
Per Capita Income	$20,372		$22,698	

	Census 2010		2012		2017	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	490	5.7%	481	5.6%	479	5.4%
5 - 9	502	5.8%	493	5.7%	490	5.6%
10 - 14	457	5.3%	444	5.2%	446	5.1%
15 - 19	474	5.5%	446	5.2%	425	4.8%
20 - 24	421	4.9%	424	4.9%	388	4.4%
25 - 34	864	10.0%	865	10.1%	864	9.8%
35 - 44	802	9.3%	766	8.9%	741	8.4%
45 - 54	1,058	12.3%	1,014	11.8%	931	10.6%
55 - 64	1,185	13.8%	1,231	14.3%	1,286	14.6%
65 - 74	1,315	15.3%	1,389	16.2%	1,655	18.8%
75 - 84	809	9.4%	800	9.3%	845	9.6%
85+	233	2.7%	243	2.8%	259	2.9%

	Census 2010		2012		2017	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	6,457	75.0%	6,351	73.9%	6,292	71.4%
Black Alone	1,384	16.1%	1,447	16.8%	1,608	18.3%
American Indian Alone	40	0.5%	40	0.5%	41	0.5%
Asian Alone	122	1.4%	127	1.5%	149	1.7%
Pacific Islander Alone	4	0.0%	4	0.0%	5	0.1%
Some Other Race Alone	426	4.9%	441	5.1%	500	5.7%
Two or More Races	175	2.0%	184	2.1%	212	2.4%
Hispanic Origin (Any Race)	1,092	12.7%	1,134	13.2%	1,332	15.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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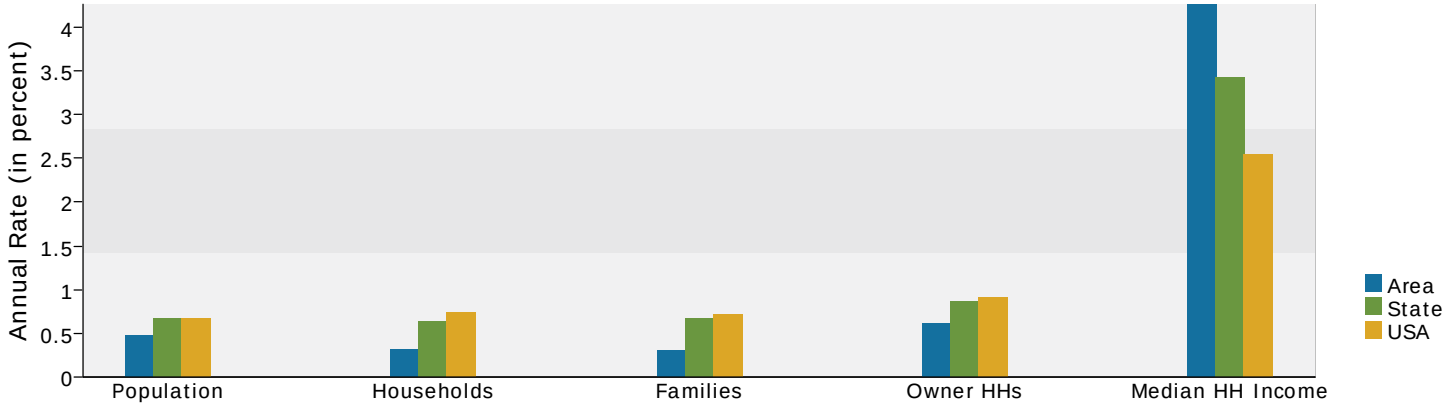
Demographic and Income Profile

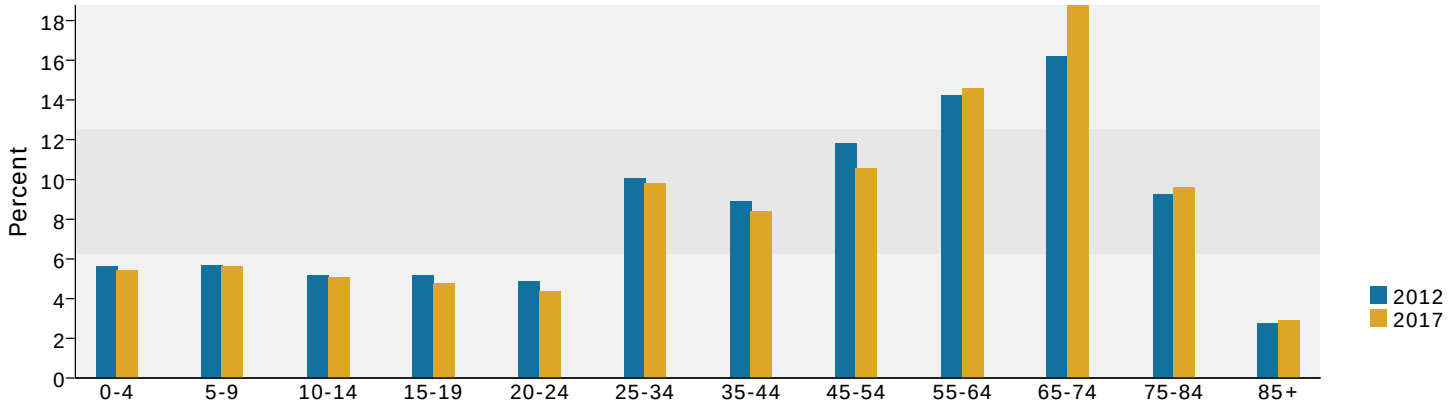
325 S Lakeshore, LK Alfred-radius
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Ring: 2 mile radius

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

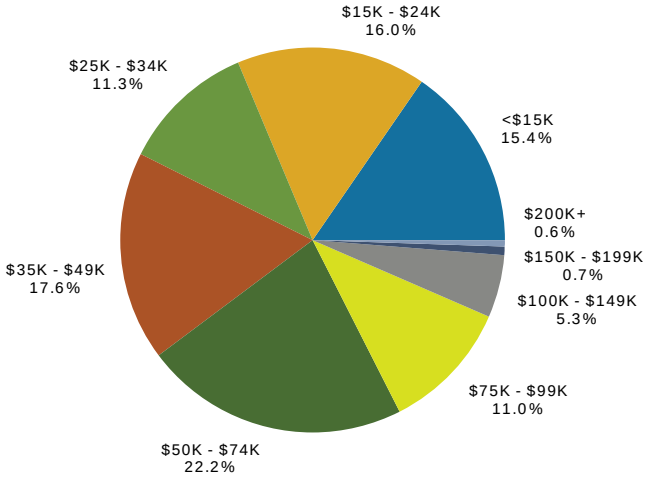
Trends 2012-2017



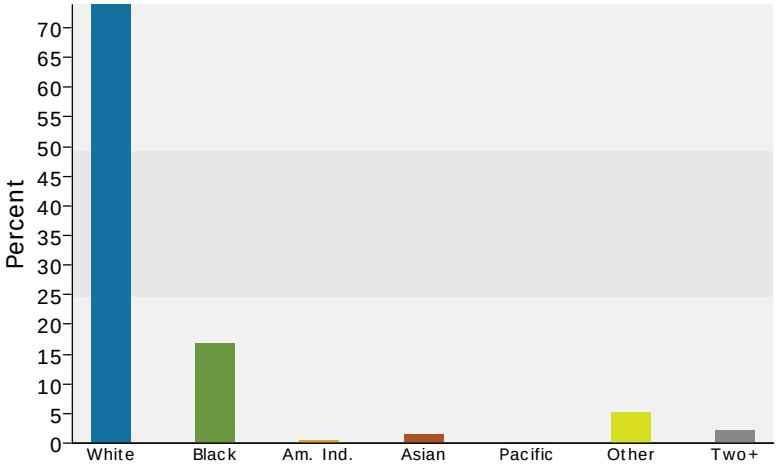
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 15.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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Demographic and Income Profile

COLDWELL BANKER COMMERCIAL
SAUNDERS RALSTON DANTZLER

325 S Lakeshore, LK Alfred-radius
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Ring: 3 mile radius

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

Summary	Census 2010	2012	2017
Population	17,543	17,446	17,781
Households	7,380	7,383	7,468
Families	4,914	4,879	4,936
Average Household Size	2.36	2.35	2.37
Owner Occupied Housing Units	5,409	5,303	5,440
Renter Occupied Housing Units	1,971	2,079	2,028
Median Age	49.5	50.7	53.1

Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.38%	0.68%	0.68%
Households	0.23%	0.65%	0.74%
Families	0.23%	0.67%	0.72%
Owner HHs	0.51%	0.87%	0.91%
Median Household Income	3.69%	3.42%	2.55%

	2012		2017	
Households by Income	Number	Percent	Number	Percent
<$15,000	1,186	16.1%	1,122	15.0%
$15,000 - $24,999	1,167	15.8%	860	11.5%
$25,000 - $34,999	960	13.0%	762	10.2%
$35,000 - $49,999	1,255	17.0%	1,240	16.6%
$50,000 - $74,999	1,465	19.8%	1,803	24.1%
$75,000 - $99,999	728	9.9%	937	12.5%
$100,000 - $149,999	498	6.7%	596	8.0%
$150,000 - $199,999	65	0.9%	82	1.1%
$200,000+	58	0.8%	66	0.9%
Median Household Income	$38,461		$46,101	
Average Household Income	$48,909		$54,862	
Per Capita Income	$21,302		$23,729	

	Census 2010		2012		2017	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	953	5.4%	933	5.3%	925	5.2%
5 - 9	1,003	5.7%	982	5.6%	971	5.5%
10 - 14	948	5.4%	919	5.3%	922	5.2%
15 - 19	930	5.3%	873	5.0%	827	4.7%
20 - 24	800	4.6%	802	4.6%	729	4.1%
25 - 34	1,629	9.3%	1,627	9.3%	1,617	9.1%
35 - 44	1,594	9.1%	1,520	8.7%	1,464	8.2%
45 - 54	2,062	11.8%	1,965	11.3%	1,792	10.1%
55 - 64	2,456	14.0%	2,534	14.5%	2,621	14.7%
65 - 74	2,766	15.8%	2,900	16.6%	3,418	19.2%
75 - 84	1,800	10.3%	1,767	10.1%	1,837	10.3%
85+	601	3.4%	623	3.6%	656	3.7%

	Census 2010		2012		2017	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	12,643	72.1%	12,408	71.1%	12,270	69.0%
Black Alone	3,688	21.0%	3,782	21.7%	4,076	22.9%
American Indian Alone	60	0.3%	60	0.3%	61	0.3%
Asian Alone	222	1.3%	231	1.3%	270	1.5%
Pacific Islander Alone	7	0.0%	7	0.0%	9	0.1%
Some Other Race Alone	597	3.4%	619	3.5%	704	4.0%
Two or More Races	326	1.9%	339	1.9%	390	2.2%
Hispanic Origin (Any Race)	1,823	10.4%	1,891	10.8%	2,233	12.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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Demographic and Income Profile

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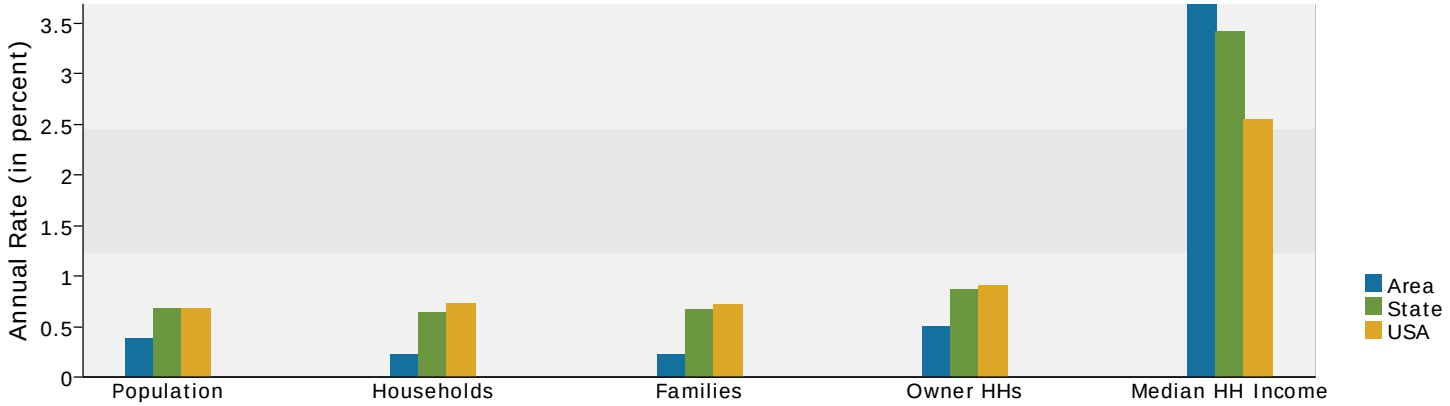
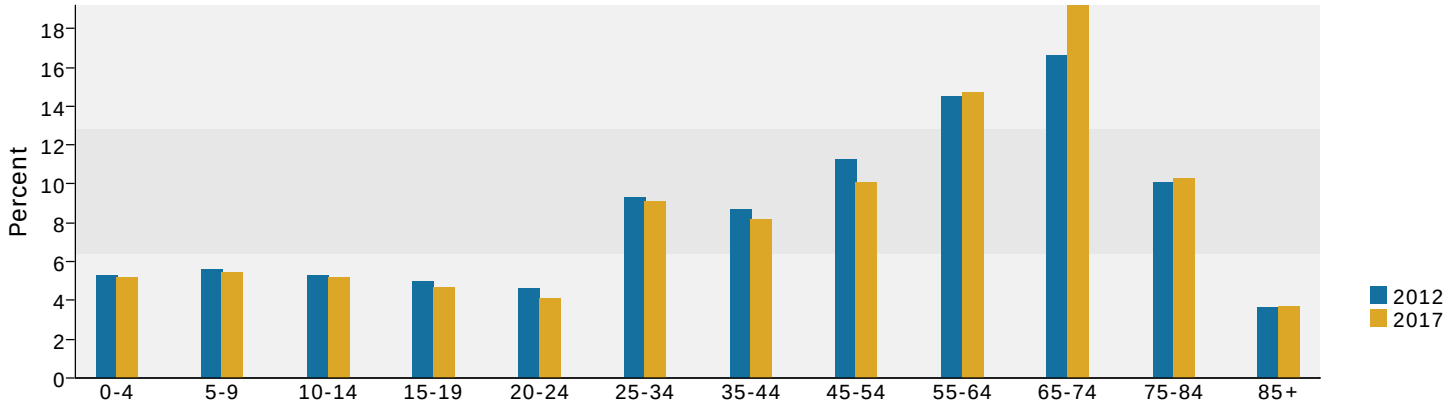
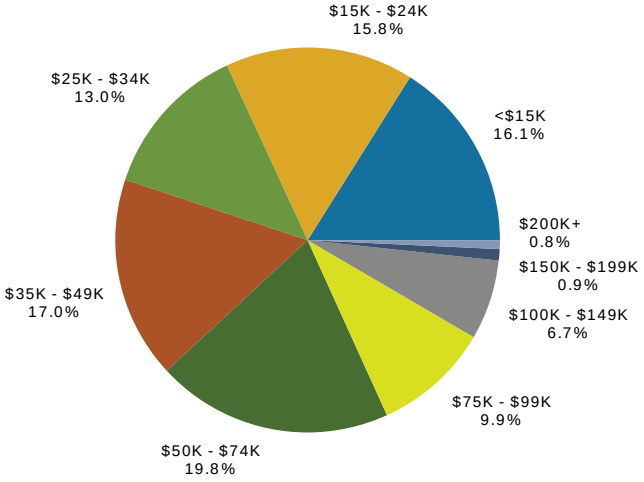
Trends 2012-2017



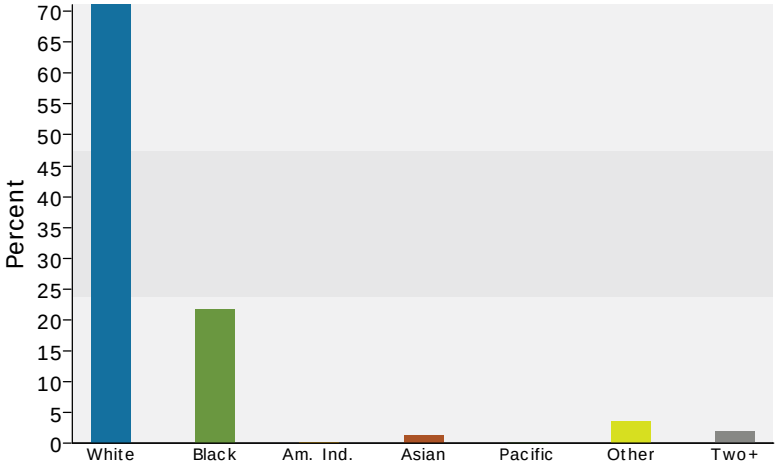
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 10.8 %

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

December 28, 2012

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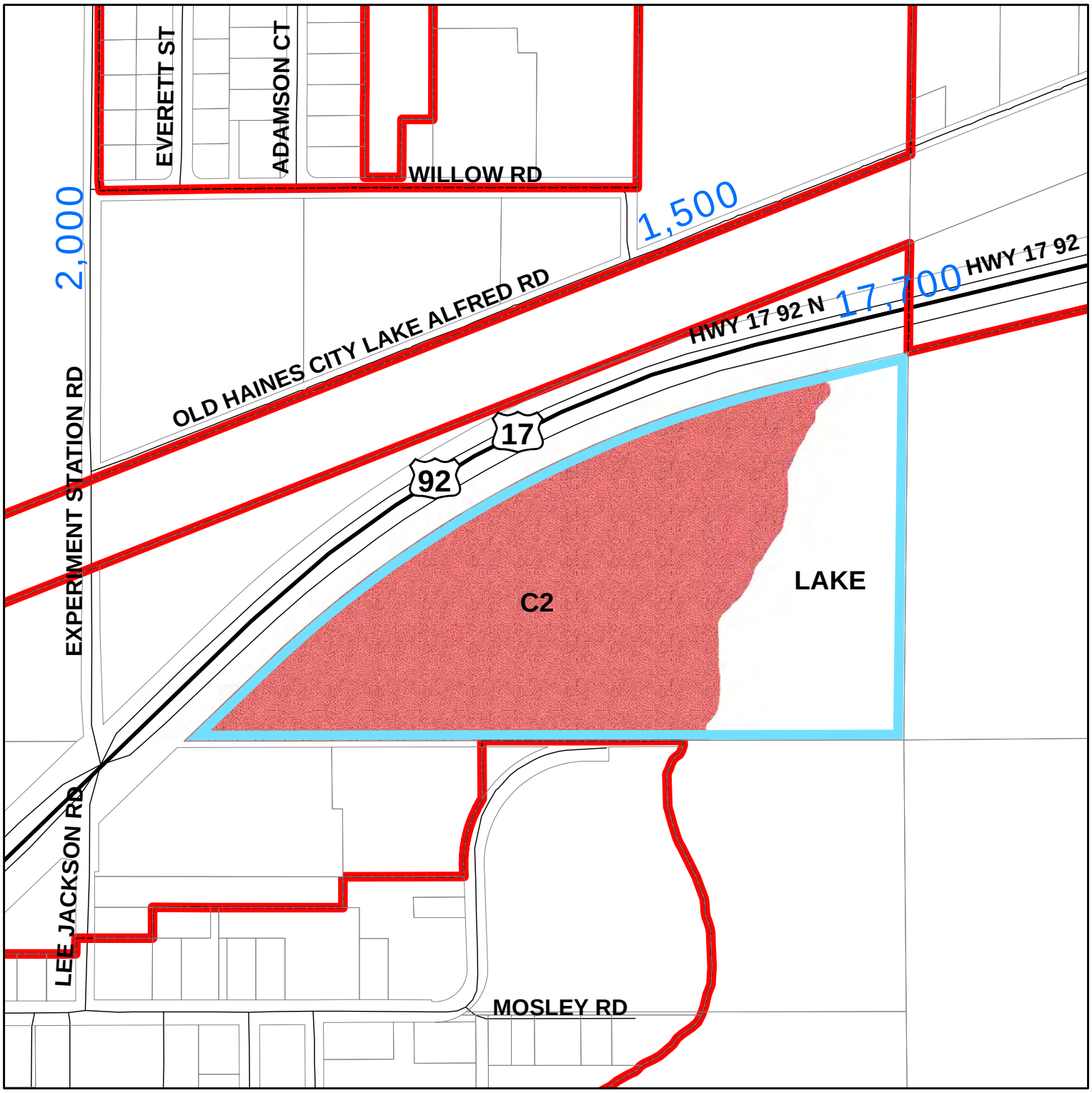
Available Sites

City of Lake Alfred

Where people matter

Existing Zoning and Average Daily Traffic
Vacant, US Highway 17/92



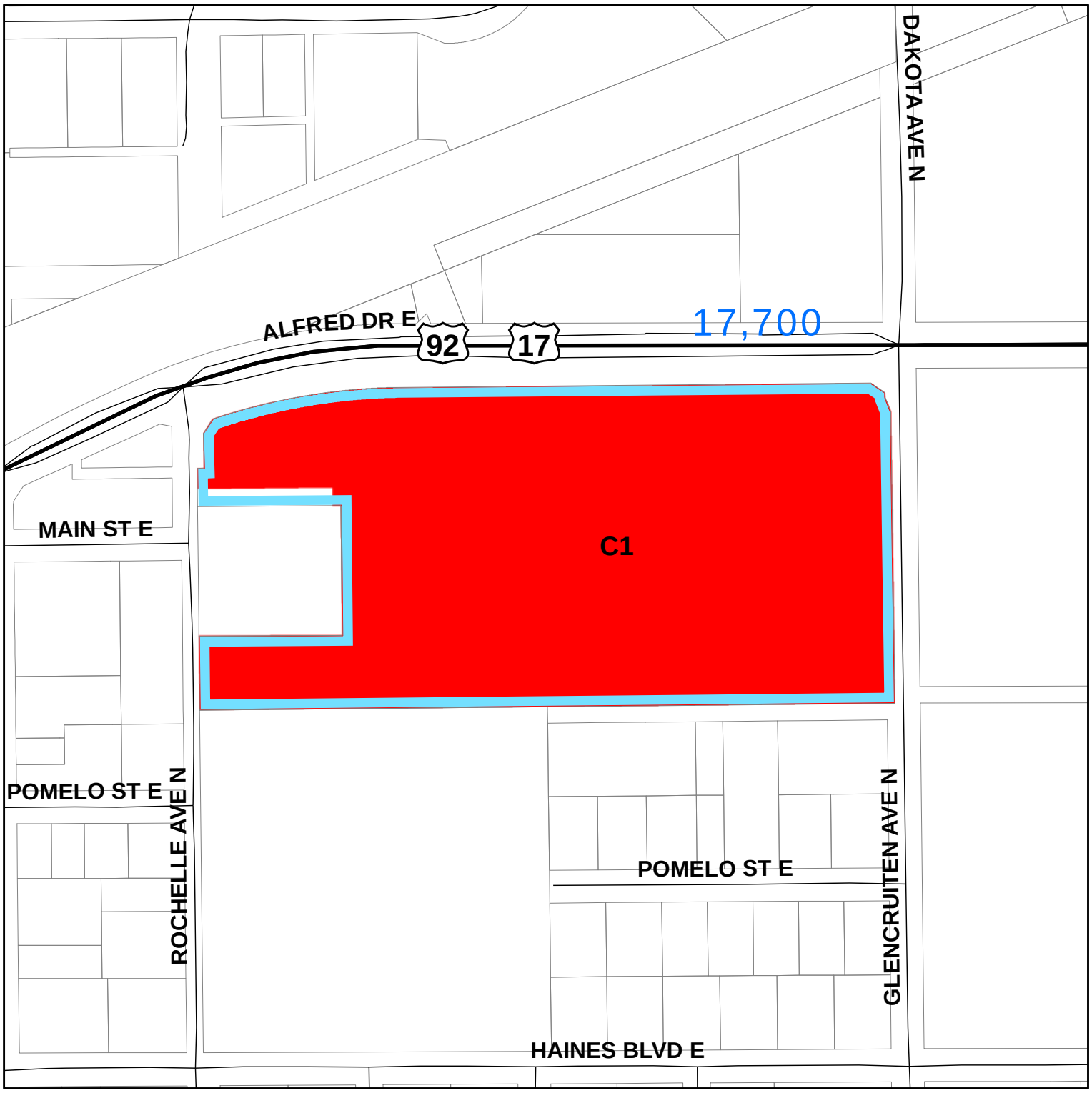
Legend

- City Boundary
- **Lake Alfred Zoning**
- RE
- R1AAA
- R1AA
- R1A
- R1
- R1B
- R2
- PUD
- C1
- C2
- C3
- M1
- I1
- I2
- PB
- UNIV
- RR
- AGR
- PR
- CN
- PRES
- Pending
- 1270 2012 ADT (Polk TPO)

N W E S

0 200 400 Feet

Existing Zoning and Average Daily Traffic
Vacant, US Highway 17/92



Legend

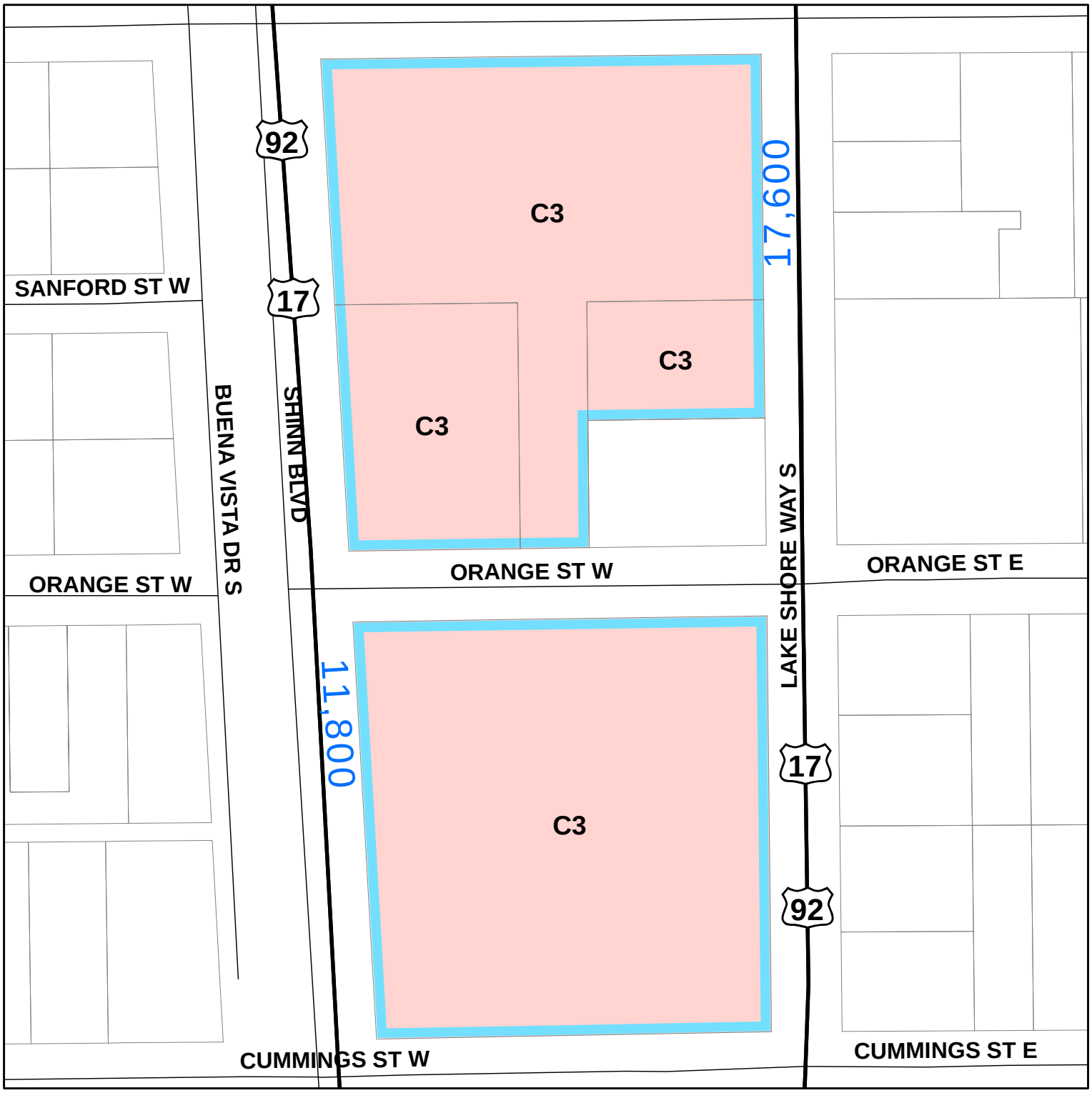
- City Boundary
- **Lake Alfred Zoning**
- RE
- R1AAA
- R1AA
- R1A
- R1
- R1B
- R2
- PUD
- C1
- C2
- C3
- M1
- I1
- I2
- PB
- UNIV
- RR
- AGR
- PR
- CN
- PRES
- Pending

1270 2012 ADT (Polk TPO)

N W E S

Feet
0 100 200 400

Existing Zoning and Average Daily Traffic
Multiple Properties, US Highway 17/92 at Orange St.



Legend

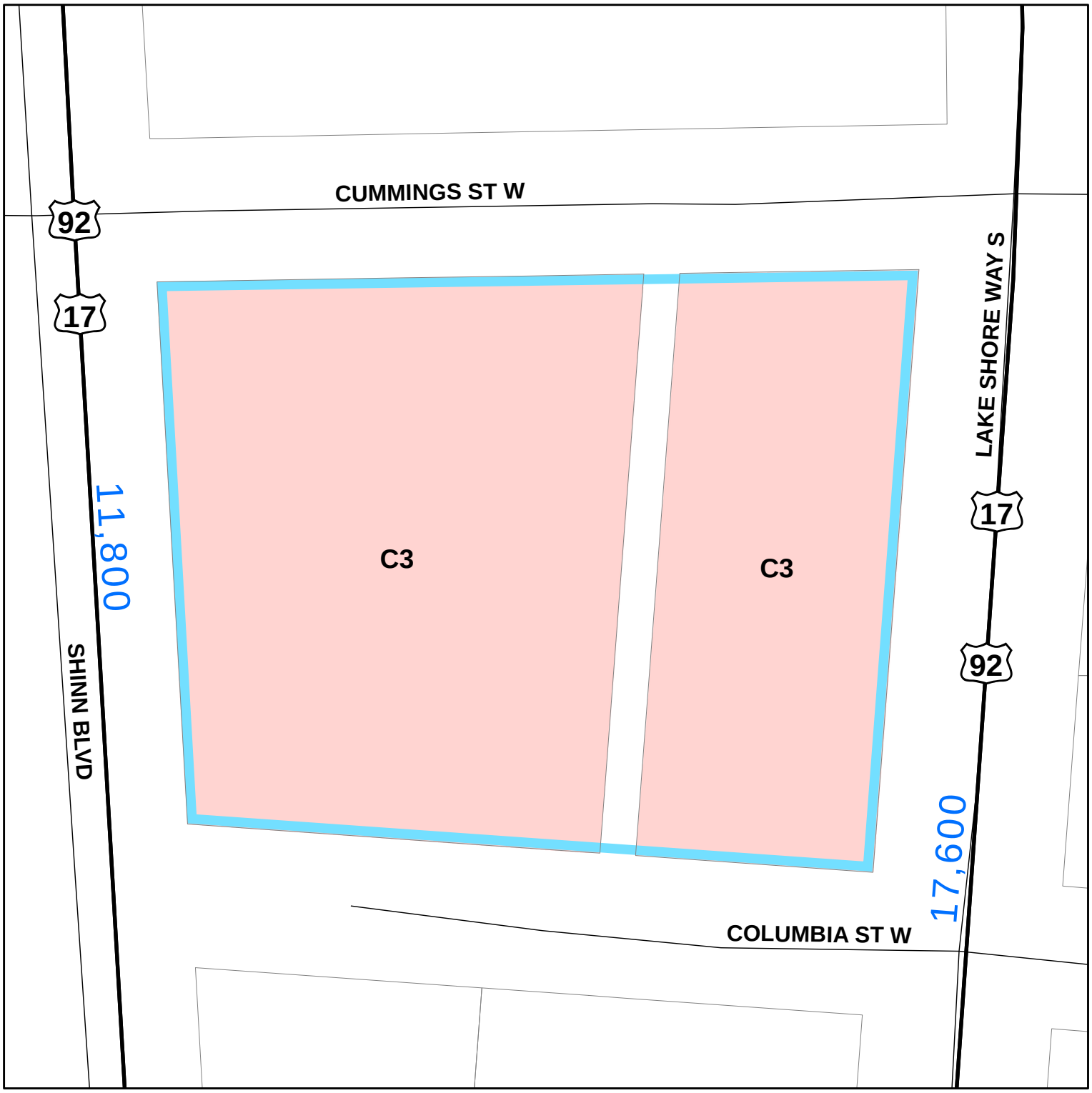
- City Boundary
- **Lake Alfred Zoning**
- RE
- R1AAA
- R1AA
- R1A
- R1
- R1B
- R2
- PUD
- C1
- C2
- C3
- M1
- I1
- I2
- PB
- UNIV
- RR
- AGR
- PR
- CN
- PRES
- Pending

1270 2012 ADT (Polk TPO)

N W E S

0 50 100 200 Feet

Existing Zoning and Average Daily Traffic
100 W Cummings St.



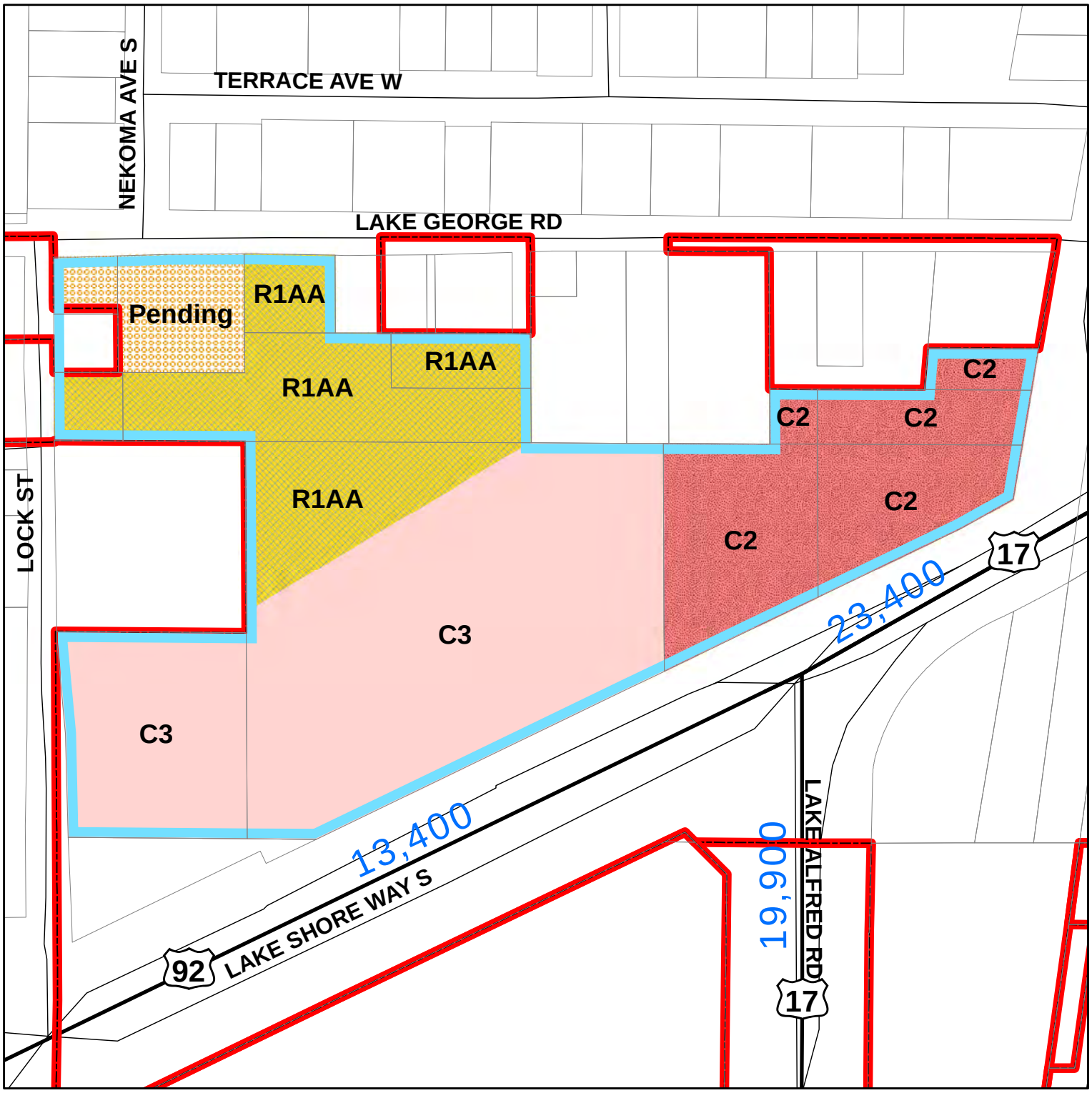
Legend

City Boundary	R1A	C1	I2	PR
Lake Alfred Zoning	R1	C2	PB	CN
RE	R1B	C3	UNIV	PRES
R1AAA	R2	M1	RR	Pending
R1AA	PUD	I1	AGR	1270 2012 ADT (Polk TPO)

N
W E
S

0 20 40 80 Feet

Existing Zoning and Average Daily Traffic
Properties North of US Highway 17/92



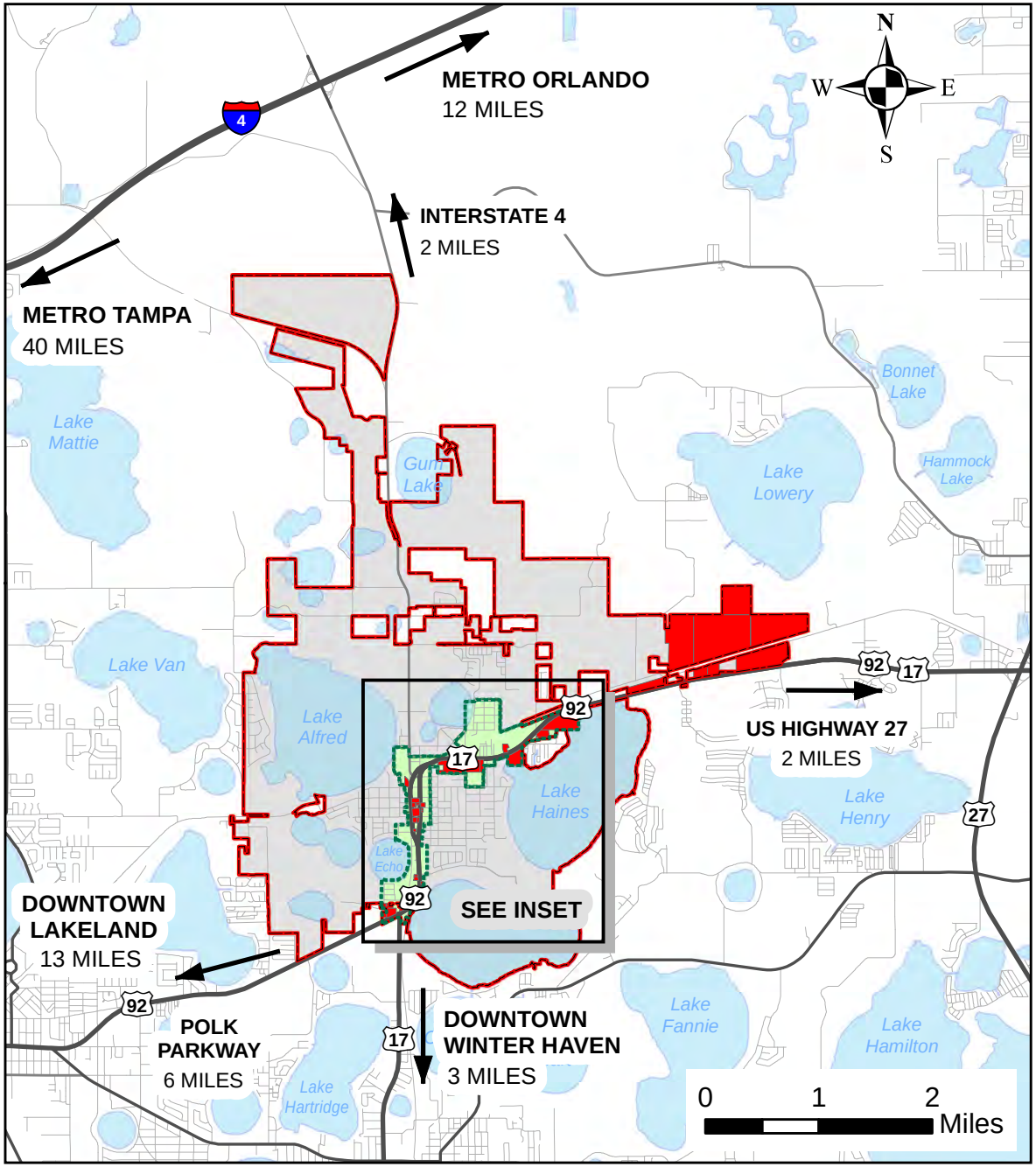
Legend

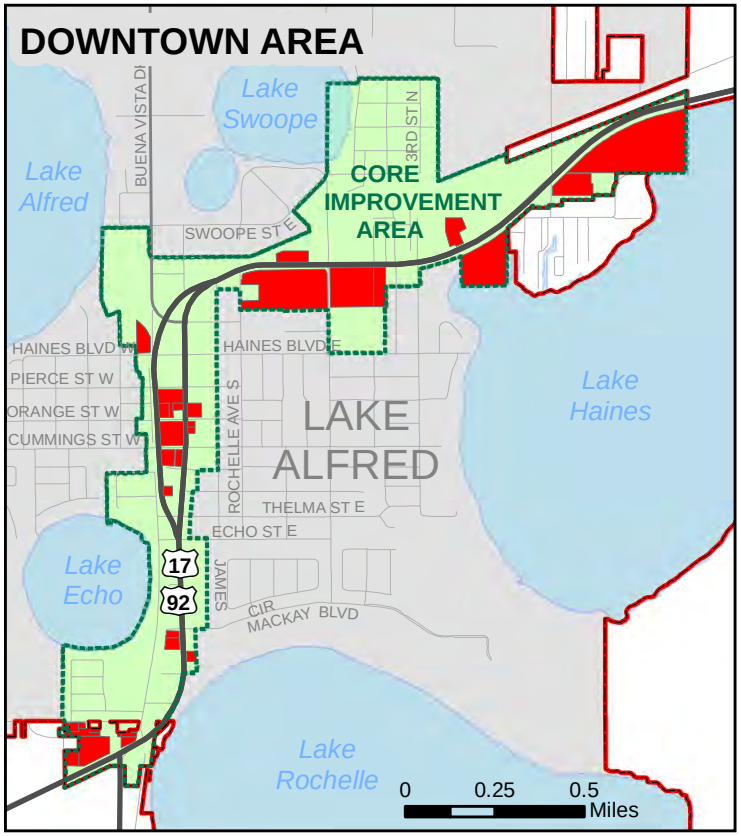
- City Boundary
- **Lake Alfred Zoning**
- RE
- R1AAA
- R1AA
- R1A
- R1
- R1B
- R2
- PUD
- C1
- C2
- C3
- M1
- I1
- I2
- PB
- UNIV
- RR
- AGR
- PR
- CN
- PRES
- Pending
- 1270 2012 ADT (Polk TPO)

N W E S

0 50 100 200 Feet

CITY OF LAKE ALFRED - AVAILABLE COMMERCIAL/INDUSTRIAL PROPERTIES





Legend

- Lake Alfred City Boundary
- Core Improvement Area
- Available Commercial/Industrial Properties
- Local Roads
- County Roads
- State Roads
- US Highways
- Interstates
- Water Bodies

DISCLAIMER:
The information on this map should be considered conceptual and subject to change. This map is not a survey.

Date: 12/21/2012 Document Path: D:\Projects\PolkCnty\Lake Alfred\Maps2012\Lake Alfred Available Commercial.mxd

Valerie Way,

Community Development Director

120 E Pomelo Street, Lake Alfred, FL 33850 | **ph** 863.291.5748 | **fx** 863.298.5403

Website: **www.mylakealfred.com** | Email: **vway@mylakealfred.com**

City of Eagle Lake Community Redevelopment Agency

Retail Market Analysis

Growth Potential in the Eagle Lake Market:
• Fast Food Restaurants,
• Pharmacies,
• Banks,
• Supermarkets,
and
•Specialty Stores

Carras Community Investment, Inc.
330 Southwest Second Street, Suite 214
Fort Lauderdale, FL 33312
954.415.2022
carras@bellsouth.net

THE EAGLE LAKE MARKET:

References to the **City of Eagle Lake,** means that Eagle Lake is the beneficiary of goods and/or services that currently exist or are being recruited for location. The City of Eagle Lake encompasses the first ring (one-mile radius) around the city center, and residents of this area are the most immediately affected by the availability of goods and services.

The City of Eagle Lake is different than that of the **market of Eagle Lake**. The market of Eagle Lake refers to the radius surrounding the City of Eagle Lake. The market consists of four consecutive rings around the city and their subsequent consumers and market traffic:

- 1 Mile: Eagle Lake;
- 3 Miles: Winter Haven;
- 5 Miles: Bartow;
- 10 Miles: Auburndale, Dundee, & Lakeland

Therefore, the market of Eagle Lake is the driver of the profit and traffic for the beneficiary, the City of Eagle Lake.

- Eagle Lake Profile:

Since 2000, the City of Eagle Lake has steadily increased in population by 17%, resulting in a current population of 2,921 residents (Census projections: 2008). These residents are 49% male and 51% female, with a median age of 33.2 years; compared to a median age of 39.1 years for the State of Florida overall. Eagle Lake is a thriving and growing city, with a median household income just shy of $40,000, demonstrating an 18.7% increase over the past ten years. However, the cost of living index, which indicates affordability, gives this area a low rating of 81.9

Due to a shift in residents' needs, as well as a desire to boost the attractiveness of the city, a trend of business expansion is emerging. Two dollar stores were recently opened within the city, providing consumers with the first new retail outlets within city limits. Also, within the fast food industry there has been a recent commitment to open a Subway franchise in Eagle Lake. This franchise is scheduled to open in the near future.

The driving force behind the city's plan for expansion of future land use, is a desire to encourage compact and contiguous land use patterns and the infilling of vacant lots. This will help to control the cost of development to the public and to maximize the effectiveness of public facilities and services. This approach heightens the appeal of quick service restaurants, as they will succeed in meeting the needs of consumers, while effectively utilizing the resources of Eagle Lake.

The City of Eagle Lake covers a landmass of 3.2 square miles. The population density is relatively low leaving substantial land for growth over the next five years. The city's current Future Land Use Element has been an instrumental tool in guiding the growth of the city over the past 15 years. The Future Land Use classification system, goals, objectives and policies, and the standards and criteria developed to support the plans needed are specifically to meet the city's needs.

The driving force behind the Future Land Use classification system includes:

- The availability of adequate facilities, especially sewer and water, and services to support their proposed use or uses;
- Physical land characteristics and other natural resources that are either supportive, restrictive or prohibitive of urban land uses; and
- Compatibility of proposed land uses with existing uses, public choice, financial feasibility and consistency with state and local goals for compact growth.

The expansion of Eagle Lake can be combined with the ongoing growth and traffic of US Highway 17, which passes right through the City of Eagle Lake. The highway spans the Southeastern United States, beginning in Punta Gorda, Florida, running north through Eagle Lake to Kissimmee, and then continuing north along the Atlantic Coast.

There is a constant flow of traffic through Eagle Lake (approximately 10,000 trips a day), due to the prime location of the city along the route of the highway. This constant flow of consumers will assure businesses of the attraction of locating there.

• Market Drivers in Eagle Lake:

The City of Eagle Lake has over 2,900 residents, and also has the additional market drivers of over 3,000 students from Polk Community College, located just two miles from the city and over 2,000 students enrolled at the Travis Technical Center, all of whom are commuters. In addition, USF Polytechnic plans to expands its presence there as well.

The creation of new businesses within Eagle Lake is driven solely by consumer demand. The forces driving the demands for a greater variety of products and services are constantly evolving within the city.

• Eagle Lake Business Information:

The number of business establishments in the area is relatively low, considering the recent increase of population growth within the City and the market area. With the latest addition of the retail outlet, Dollar General, and the opening of a fast food restaurant, Subway, other expansion opportunities exist in the following industries:

1. Fast Food/Quick Service Restaurants (further expansion)

2. Pharmacy

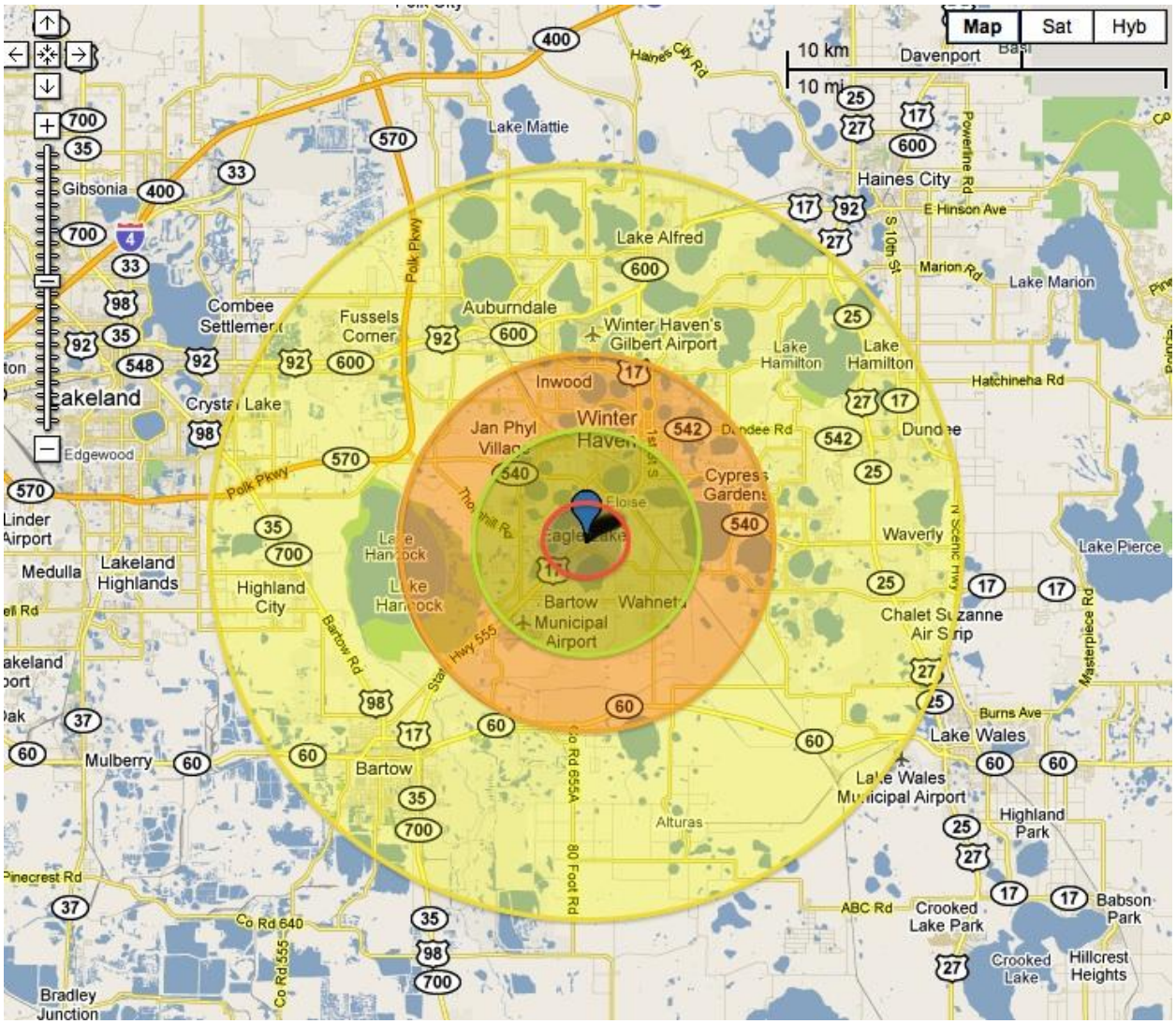
3. Bank

4. Grocery Store (potentially with Pharmacy)

5. Specialty Store

Eagle Lake Market Area

1 Mile (Red), 3 Mile (Lime), 5 Mile (Orange), 10 Mile (Yellow) Radius of Eagle Lake



Fast Food Market Assessment
Defining the Industry

Fast food restaurants represent one of the largest segments of the food industry, with over 200,000 restaurants and $120 billion in sales in the United States alone. Fast food restaurants, commonly referred to as Quick Service Restaurants (QSRs), are known for their short food preparation time and convenience.

The fast food industry's overall growth has been slowed by the increases in food and energy costs. The high price of commodities, combined with the freeze in housing and a high unemployment rate, are impacting consumer restaurant spending in the US.

Some fast food companies are now taking the initiative to expand their brands globally into emerging markets, while others are revamping their marketing strategies and product innovation to boost growth and profitability locally.

- Sustainable Development:

New lifestyle trends have caused consumers to focus more and more on the health benefits of a fast and convenient food restaurant. Through the rough economies of scale in purchasing and producing food, fast food companies can deliver food to consumers at a very low cost. Fast food restaurants are notably listening to consumers' needs, and focusing on the overall value of their brand when promoting product lines in order to streamline profits.

- Industry Challenges:

The fast food industry is subject to ongoing and rapid change in its marketing and revenue projections. QSRs wish to be competitive in both the domestic and international marketplace. To achieve this, they are researching and reviewing their current marketing trends, as well as profiling consumers, before entering new markets.

Some segments within the QSR industry are in transition due to heightened competition, growing consumer sophistication, pricing pressure, market share consolidation, and greater merger and attraction activity.

Some of the key generic drivers of this industry include:

Market Forces

The market demand for a need of quality consumer products for the City of Eagle Lake has been the focus within the past five years. The city is growing at a substantial rate, and wants to support the needs of its consumers, resulting in driving traffic through the city, rather than away. The population is not only substantially increasing, but demographics are diversifying as well. The population of Eagle Lake consists of a wide array of ethnic clusters. Over 25% of residents are classified as minorities, including 21.5% Hispanic (compared to the national average of 12.5%) and 4.7% Black. The diversity of the City of Eagle Lake indicates a more rounded and appealing group of core consumers for QSRs that are looking to expand. The demographic expansion and sustainability of the city's residents will be driving factors in the growth and innovation of successful fast food restaurants.

Emerging Trends

The growth of Eagle Lake over the past ten years has sparked numerous trends within and around the surrounding communities. One of these trends is that of a longer commute to work for residents. The average commute is 22.1 minutes. The consumers

of Eagle Lake would be more likely to stop for convenience items on the way to and from work if these items were more readily accessible. Growth in the outlying communities of Eagle Lake has ensured consistent traffic on Highway 17, which commuters use to travel in and around the City. Within Polk County, 94% of consumers commute to work by car and residents of the surrounding cities are also increasingly likely to be commuters. From this information, it is evident that sufficient driving traffic does exist within the market to support QSRs.

The cost of living in Eagle Lake is below the average for Florida, and consumers are more economically inclined to purchase not only based on convenience, but also on the value of a product.

Distribution Channels

Eagle Lake has the ability to provide numerous distribution channels for QSRs due in part to the traffic potential of Highway 17 as well as growth in the City of Eagle Lake itself. Eagle Lake's capacity to dispense distribution channels in nontraditional venues such as hospitals, college cafeterias, shopping malls and airports, will be a key success factor for QSRs. This is an important advantage for a more diversified QSR such as McDonald's, over a more set-distributor such as Boston Market.

A mix of distribution channels that complement QSRs not only with high product standards, but also with accessibility and appeal, can be sought in Eagle Lake. Consumers may have the advantage of convenience brought by QSRs through a stand-alone franchise, or the franchise may be coupled with another partnering product/service in order to drive more appeal and traffic.

Industry and Market Growth

The US fast food industry has reported significant growth, despite being severely affected by the economic downturn. Statistics show that more than half of consumers' food consumption is in restaurants. The fast food industry plays an integral role in the restaurant industry overall, and the growth of this particular segment is outpacing the overall growth of the industry.

Within the market of Eagle Lake, there are five dominant sectors of QSRs. They are defined as follows:

1. American: QSRs – McDonald's, Burger King, Wendy's, Arby's, Dairy Queen, Checkers, Lulu's Diner, Eagle Lake Diner

2. Mexican: QSRs – Taco Bell

3. Pizza: QSRs – Giovanni's New York Pizza, Pizza Hut, Papa John's, Domino's, Little Caesar's

4. Southern: QSRs – KFC, Zaxby's, Chick-Fil-A

5. Sandwich: QSRs – Subway (opening in Eagle Lake), Quizno's

There is potential growth in the market for more and different types of QSRs.

Potential Consumers

The demand for convenience will be a driving force for expenditures in the City of Eagle Lake. Consumers not only want a quick and convenient meal, but they also want quality of service that is time efficient.

Eagle Lake's business locations can appeal to a wide variety of consumers, encompassing a ten-mile radius. There are five cities within the ten-mile radius of Eagle Lake; the closest is the adjacent City of Winter Haven, whose yearly increase of 13% in population is higher than the state average (current population estimated at 27,304). Winter Haven's residents constitute a wide age range within the market, with 26% being under the age of 18 and 27.4% being over the age of 65. Winter Haven's residents mainly occupy single-family dwellings, with a median household income of $31,884, and a per capita income of $20,383.

The second group of consumers, within five miles of Eagle Lake, is that of the residents of Bartow. Bartow's population, like that of Eagle Lake, is increasing, at a current rate of 9.54%. The current population is 16,805. Also similar to Eagle Lake, the average age of consumers is 35. Bartow is a well-rounded city with an affordable lifestyle.

The last group of consumers, within a ten-mile radius of Eagle Lake, consists of those who live in the cities of Auburndale, Dundee and Lakeland. Auburndale and Dundee have experienced population increases of 26.8% and 13.3% respectively, over the last ten years, and are experiencing similar trends to the other three cities in regards to demographics and cost of living. Lakeland has the highest number of consumers in the area, with a population of 90,207. These consumers represent a considerable percentage of the potential clientele for QSRs within the City of Eagle Lake.

Retail sales within all areas surrounding and encompassing Eagle Lake, account for almost 1% of retail sales within the state of Florida. This percentage is indicative of growth. This fact is surprising when one takes into consideration the lack of accessibility to certain products and services that exist in Eagle Lake as a result of underdevelopment, as compared to that of more developed and successful cities in Florida.

Fast food providers are inventing new ways to truly capture a successful market of consumers. More QSRs are catering to the appeal of convenience, and are coupling with other hypermarkets, such as Wal-Mart, to bring their products to the consumers. Eagle Lake's unique characteristics coupled with its population growth can provide QSRs with access to an ideal market in surrounding areas, as there will be an increasing the demand for such products as well as other competing services. Consumers will be better enabled to multitask, combing mealtime with time engaging in other activities, such as shopping, working, or traveling. This will help shape the growth of QSRs and as well as support market strategies, in order to expand upon customer convenience in gaining market share.

Competitive Environment

The number of QSRs in the United States has increased substantially over the past 25 years. The number of QSRs has also surpassed the number of table service restaurants. The rapid rate at which the fast food industry continues to add outlets is as much a reflection of consumer demand for convenience as it is a reflection of demand for fast food itself. Expanding upon the number of outlets increases accessibility, and in doing so, makes it more convenient for consumers to purchase fast food. This new convenience provides consumers with more options when pinpointing a fast food location at which to enjoy such services.

Eagle Lake can provide an engaging environment amidst its consumers for QSRs, and can also establish a leverage platform for competitive threats among QSRs themselves. Eagle Lake currently has a total of 38 QSRs within a ten-mile radius of the city. One-half of the QSRs are located outside of the city. Among the QSRs that are located within a one to three-mile radius of Eagle Lake, the diversification of these QSRs is not very well rounded. Lack of diversification and an overall demand for QSRs leads into the key competitive advantages that Eagle Lake has to offer other QSR start-ups:

Key Competitive Advantages:

1. Diversification: The ability of QSRs to establish their own niche within Eagle Lake, thus creating a unique market appeal when compared to rivaling QSRs, will be a key competitive advantage. Consumers will not only be drawn to a QSR that has a more unique appeal to the market, but they will also become more brand-loyal, increasing consumer retention among these particular QSRs. A need for diversification will not only entice these QSRs to develop in Eagle Lake, but will also further push a particular brand to truly fit the needs of its consumers and overall market.

2. Accessibility: The city of Eagle Lake has a significant traffic flow, with Highway 17 passing right through the heart of the city (approximately 10,000 trips). The number of local consumers, residents, and travelers who use this highway is high.

3. True Convenience: Consumers are facing numerous challenges in today's economy, ranging from lower incomes, to longer workdays, and a growing tendency for both spouses to hold full-time jobs. These trends encourage consumers to frequent QSRs. Consumers are constantly comparing the value of a QSR with the timeliness of service and variety of its products. Eagle Lake is able to provide a competitive advantage to QSRs by coupling products and services, to truly engage consumers in a particular QSR's brand. QSRs that pair themselves with another product or service (i.e. gas station, hypermarket or shopping mall) have the advantage of increased market presence, therefore further increasing their overall market yield.

4. Overall Market Appeal: The City of Eagle Lake's initiative to attract QSRs results not only from a basis of market consumption, but also from population growth within the city. QSRs will be able to engage fully with consumers and to reach out to the respective communities of those consumers. QSRs have the ability to contribute to the growth of the city, as well as to interact with community, adapting charitable programs, and thus improving the quality of life in the area.

Summary:

The City of Eagle Lake's growth has not only increased at a higher rate than that of the State of Florida in general, but has also pushed the needs of its consumers to the forefront. The need for Quick Service Restaurants is a main focus of Eagle Lake's residents. Overall convenience, market demand and accessibility are the most important factors that upcoming QSRs must keep in mind. QSRs would be a strong addition to the city, and Eagle Lake will provide these QSRs with an environment that is likely to promote success. The main focus of this partnership will be that of diversification and true value to consumers. For Eagle Lake, the initial step is to acquire a QSR within the American sector, such as Wendy's or McDonald's, in order to set market appeal. The second step is for Eagle Lake to brand this product by chain expansion within the area, furthering market presence and overall dominance. Branding the product would result in

higher consumption than that of QSRs located in the outskirts, and brand loyalty would become dominant in the region of Eagle Lake.

Fast Food Industry

QSR Breakdown by Brand and Type in comparison to Radius:

Type	QSR		1 Mile	3 Mile	5 Mile	10 Mile
American	McDonald's		0	1	1	2
American	Burger King		0	1	0	3
American	Wendy's		0	0	1	1
American	Arby's		0	1	1	1
American	Dairy Queen		0	1	1	1
American	Checkers		0	1	1	2
Mexican	Taco Bell		0	1	0	0
Pizza	Pizza Hut		0	1	1	3
Pizza	Papa Johns		0	1	0	0
Pizza	Domino's		0	0	1	2
Pizza	Little Caesars		0	0	0	2
Southern	KFC		0	1	1	0
Southern	Zaxby's		0	0	1	0
Southern	Chick-Fil-A		0	0	0	0
Sandwich	Subway		1	0	0	0
Sandwich	Quizno's		0	0	0	0

- QSR Breakdown by Type and Radius:

Type	1 Mile	3 Mile	5 Mile	10 Mile	Out of Range	TOTAL
American	2	5	5	12	3	27
Mexican	0	1	0	0	1	2
Pizza	1	2	2	7	0	12
Southern	0	1	2	0	1	4
Sandwich	1	0	0	0	1	2

Drugstore (Pharmacy) Market Assessment

Defining the Industry

Pharmacies and drugstores are a part of a $216 billion dollar industry that consistently performs well despite the economic downturn. Although sales have been resilient during the recession, industry growth has recently been slowing. Profit margins have been pinched, and consolidation has been steady.

This trend within the industry can be explained by the industry's maturity. It is very common to find competing drugstores within one mile of each other, and there is also an increase in the number of pharmacies existing within supermarkets.

Competition between industry players and from alternate retailers will continue to intensify as a strong demand for prescription drugs entices pharmaceutical manufacturers, healthcare reform poses potential benefits, and there exists an economic upswing ahead.

Drugstores are focusing on the appeal of a variety of products and services to a wide range of consumers. This results in bringing in a steadier stream of revenue. While prescriptions and drugs/proprietaries account for 42% of sales, there remains a need for toiletries, tobacco, house wares, cosmetics, and other general items that could contribute to profits.

- Sustainable Development

While offering both generic cold remedies and prescription drugs, drugstores also provide consumers with an outlet to satisfy their general shopping needs. The diversification of product lines and general merchandise is thus geared toward these needs. This will promote a higher volume of business, creating an ideal scenario for niche markets, and forming partnerships with suppliers and healthcare providers, as well as automate operations for increased cost-efficiency.

- Industry Challenges

As drugstores face increasing competition from other retailers, chains and independents alike begin to vary their store formats in order to differentiate themselves from competitors and to strengthen their images as healthcare providers. As a result, five main store formats have emerged within the drug store industry: independents, chain drugstores, mass merchandisers, supermarkets, and mail order.

Market segmentation within the drugstore industry is diversifying due to heightened competition, growing consumer demands for affordability, and the introduction of web-based drugstores.

Some of the key generic drivers of this industry include:

Market Forces

The market demand for quality consumer healthcare products in the City of Eagle Lake is another key focus. The city is growing at a substantial rate, and needs to be able to support the healthcare needs of its consumers through attraction of accessible healthcare services within the city's center. The growing population is also transforming into a more mature market. The population of Eagle Lake currently consists of diversified age clusters, with 7.73% of consumers being under the age of five, and 11.9% of consumers being 65 years of age or older. The median age of consumers in Eagle Lake is 33.2. The growing maturity of this region will result in a core group of consumers who will have an increasing need for the healthcare services that pharmacies will provide, and that are as of now, virtually nonexistent in Eagle Lake.

Emerging Trends

The increase in population of Eagle Lake's aging community has pushed healthcare trends more and more towards the need for accessible, preventative and non-emergency services, and has effectively created a dependable consumer base for these drugstores.

Eagle Lake has two hospitals within the region:

1. Winter Haven Hospital: 2 miles
2. Bartow Memorial Hospital: 5 miles

It would be beneficial to Eagle Lake to be able to provide its consumers with a one-stop unique establishment for both pharmaceuticals and general needs.

Distribution Channels

Eagle Lake can provide an array of distribution channels for drugstores within the radius of the city, including the growth potential of Highway 17. When enabling distribution channels for drugstores, Eagle Lake can either focus on a stand-alone, more traditional setting, or can couple non-traditional areas; for instance, by merging with a supermarket. This flexibility provides an advantage to drugstores that are attempting to enter the market, and will help to create a more loyal consumer base as well as promote overall consumer satisfaction.

Distribution channels can be made a reality throughout Eagle Lake to not only complement the quality of service of drugstores, but also to enhance convenience to consumers. Consumers will place a high value on the accessibility and variety of products brought to them by drugstores that are both close in proximity, and that can deliver a quick product turnaround. Eagle Lake is confident in its capability to provide consistent traffic and consumer loyalty to these drugstores, aiding both growth and longevity.

Industry and Market Growth

The prospects for growth in the drugstore industry are mixed. There is likely to be a growing demand for certain products while other product lines may shrink due to changing demographics. The overall population in the US is aging, thus sales of prescription and proprietary drugs are likely to increase. Diversification of product lines being carried within drugstores will be key to the success within set markets.

Within the Eagle Lake market, there are only two dominant sectors of stand-alone drugstores:

1. CVS
2. Walgreens

There is also an increase in the non-traditional sector of pharmacies within supermarkets, which are a leading trend in the drugstore industry. The presence of these supermarkets within the Eagle Lake region is as follows:

1. Publix
2. Winn Dixie
3. Wal-Mart
4. Target

There is still a need for drugstores/pharmacies within the City of Eagle Lake and there is an increasing need for diversification within the region.

Potential Consumers

The demand for quality healthcare services at a quick convenience will be a driving force for drugstore/pharmacy expenditures in the City of Eagle Lake. Consumers not only want a high quality of service, but also a convenient realm at which to purchase products.

Potential consumers, with respect to new drugstores/pharmacies, remain the same as for QSRs and include the cities of Winter Haven, Bartow, Auburndale, Dundee and Lakeland, all within a ten-mile radius of Eagle Lake.

Drugstores/pharmacies are compiling new ways to reach consumers in the retail industry of pharmaceuticals. The ability to providing a one-stop alternative that is timely and dependable is an important characteristic that will drive traffic within the City of Eagle Lake. The level of market appeal within the city will create a high rate of usage for the competing services of this industry. Consumers will appreciate convenience and quick service, resulting in an increase in brand loyalty and brand awareness throughout the region.

Competitive Environment

The number of drugstores/pharmacies in the industry is constantly increasing. With this change in volume, drugstore chains are turning increasingly to pharmacy technology in order to automate the workflow, speed up the filling process, and take the guesswork out of nearly every aspect of prescription dispensing. Drugstores/pharmacies are taking convenience to the customer to another level by investing millions of dollars into high-speed pill and tablet counters, new prescription tracking software, robotic devices, workstation terminals and interactive voice response systems (IVRs) for phone-in refills.

Not only is Eagle Lake able to create a dynamic environment for drugstores/pharmacies, it can also address numerous competitive threats that currently exist within this industry sector. Eagle Lake currently has a total of 11 drugstores and 21 pharmacies within a ten-mile radius of the city. A surprising 66% percent of these drugstores/pharmacies are located along the outermost ring of the Eagle Lake market. An increase in stand-alone drugstores and general pharmacies within this region is needed to supplement the population growth of the City of Eagle Lake and the immediately adjacent communities. An inadequate number of existing stores to support the high demand in the area gives rise to the key competitive advantages that Eagle Lake has to offer this industry:

Key Competitive Advantages:

1. Location: The constant traffic of Highway 17 provides a consistent flow of consumers. Eagle Lake can provide this unique market to a drugstore/pharmacy to enable the purest form of convenience with minimal time consumption. Consumers will be drawn to the one-stop shopping and reap the benefits of the services being provided by the drug stores/pharmacies at the same time.

2. Accessibility: The city of Eagle Lake has a consistent flow of heavy traffic from Highway 17, which cuts through the middle of the city. Consumers who travel in and around the city are looking for a variety of goods and services that currently are not provided. Eagle Lake can offer a branding initiative and overall dominance in the market with a drugstore/pharmacy attraction. Consumers will more than likely be repeat buyers. The growing population is currently forced to travel to other regions of the city in order to obtain necessary services. When provided with the opportunity to frequent a more convenient location, these consumers will contribute to a higher return and an overall increase in yield within the enterprise.

3. Heavy Customer Traffic: Consumers who regularly travel throughout the region of Eagle Lake lack access to convenient healthcare and generalized services. These consumers are forced to travel to the outskirts of the city, when they should have access to a location within the region for such goods. Consumers are extremely time sensitive and have a tendency to lead increasingly active lifestyles. The consumer traffic of Eagle Lake will provide a consistent flow of potential consumers within the drugstore/pharmacy realm. This constant exposure will then result in "word of mouth marketing." Marketing campaigns and advertisement of these drugstores/pharmacies will ensure the patronage of this traffic and truly engage the market.

Summary:

A healthy lifestyle is important in the City of Eagle Lake. Residents should have a variety of health services and products accessible to them. The City of Eagle Lake can encourage this lifestyle by attracting a local drugstore/pharmacy and assist in the community's growth. For instance, pharmacies that partner with supermarkets within the region can hold health seminars to engage consumers and help to raise the quality of life within the region. Drugstores can also provide information on certain health challenges and preventative measures

Pharmacy Industry

DS/PH by Brand and Type in comparison to Radius:

Type	DS/PH		1 Mile	3 Mile	5 Mile	10 Mile
Drug Store	CVS		0	2	1	3
Drug Store	Walgreens		0	1	1	3
Pharmacy	Publix		0	2	1	6
Pharmacy	Winn Dixie		0	1	0	4
Pharmacy	Walmart		0	1	1	4
Pharmacy	Target		0	0	0	1

Bank Market Assessment
Defining the Industry

During the downturn of the economy, many financial institutions have been merged or acquired.

Banking institutions must focus on the following key objectives in order to maintain and expand business: deposit mobilization, quality of lending, capital adequacy analysis, liquidity analysis, and earnings performance.

• Industry Challenges

Some of the key generic drivers of the financial service industry include:

Market Forces

The market demand for a dependable financial institution is part of the central focus in the growth of Eagle Lake. The market's low index of cost of living is a key indicator of affordability and a low debt to income ratio of its citizens. The rate of homeownership in Eagle Lake is high and residents have a low turnover rate within the housing market, with an average length of residence of 10.5 years, indicating financial stability and consistency in the area.

While banks in Eagle Lake are not quite as sparse as some other retail sectors, there is room for some new branches.

Emerging Trends

Eagle Lake's working, middle class market profile is attractive to banks seeking stable and steady growth in deposits and loan growth.

Within the Eagle Lake market, there are nine different financial institution branches:

1. Financial - Florida Based:

    i. Center State Bank of Florida and Platinum Bank

2. Financial - Nationwide:

    i. Bank of America, Chase, Wachovia, SunTrust, BB&T, Regions, and TD Bank

Distribution Channels

A financial institution branch opening in Eagle Lake would create immediate traffic flow, by allowing consumers within the 3-mile radius of the city direct access. The diversification of financial institutions currently varies only on the outermost ring of Eagle Lake, from the 5-mile radius inward. Eagle Lake would benefit by providing a more convenient location to its consumers. This could be achieved by placing financial institutions in nontraditional locations such as supermarkets and hypermarkets. Consumers will appreciate the opportunity to manage their time by having access to a variety of products and services in one location.

Distribution channels can be utilized to broaden the services of a financial institution, ranging from secure financial interactions to life insurance. Consumers will value the variety of services provided and will have the opportunity to engage with branch associates in order to give receptive feedback on the quality of these services. The

financial institutions' growth goes hand in hand with the growth of Eagle Lake. Eagle Lake will continue to generate more consumers and overall traffic due to new retail openings, and will provide a consistent market.

Industry and Market Growth

The prospects for growth within the banking industry deal primarily with the market size and activity. The more centralized the market and the more equal the level of incomes, the more consistency in trending. Eagle Lake can continue to supply the marketing trends with a consistent level of growth, as it has over the past 10 years, along with a low cost of living, providing financial stability in the city.

Eagle Lake has two different sectors that it can pursue within financial institutions:

1. Financial institutions based in Florida

2. Nationwide financial institutions

The current presence of Florida-based financial institutions, all of which are within a 5-mile radius of Eagle Lake, is as follows:

1. Platinum Bank

2. Center State Bank

The current presence of nationwide financial institutions, all of which are within a 5-mile radius of Eagle Lake, is as follows:

1. BB&T

2. Wachovia

3. TD Bank

4. Sun Trust

Potential Consumers

The demand for secure and reliable banking services in a centralized location that provides convenience will be a driving force for the attraction of financial institutions in the City of Eagle Lake. Consumers want to be able to have a community representative to whom they may voice concerns to, while gaining information on new products and services.

Potential consumers with respect to new banks remain the same as for QSRs and drug stores/pharmacies, including the cities of Winter Haven, Bartow, Auburndale, Dundee and Lakeland, all within a ten-mile radius of Eagle Lake.

Financial institutions are developing new ways to drive consumer traffic in the banking industry. The consumers of Eagle Lake will be compelled to attend seminars, educating them on the true benefits and usage of the products being offered to them by these banks. Ensuring an opportunity for education will promote a better consumer understanding of how to best make use of the services that are available to them and will also boost the overall success rate. Consumers will be drawn to the convenience of the

financial institutions, not only as a result of location, but by time sensitive services as well. These key areas will define a loyal consumer base and a higher rate of retention within the market.

Competitive Environment

There has recently been an increase in mergers and acquisitions among financial institutions nationwide. Considering this emerging trend, consumers want to be assured that a bank has its costs under control, and that everything is being run efficiently. Financial institutions that penetrate the market of Eagle Lake can provide consumers with a consistent operating base and a flow of increasing revenues, securing the loyalty of the market.

Eagle Lake is known for its working-class residents who can provide stable deposit and banking services growth that is a fundamental to the success of a bank branch. This trend may result in a stronger impact on the growth of these financial institutions.

Eagle Lake can supply a unique cluster of consumers for the banking industry and also has the ability to address outlying threats within the industry. Eagle Lake currently has a total of 34 financial institutions within a 10-mile radius of the city. There is a variance of nine different institutions, with 85% of these sites being located along the farthest ring within the radius of Eagle Lake. Coupling financial institutions with other products and services within the region will increase overall market traffic and brand recognition, enabling consumers to associate the convenience of the institution along with its value. A general lack of quantity and overall diversity of financial institutions within the city gives rise to the key competitive advantages that Eagle Lake has to offer this industry.

Key Competitive Advantages:

1. Stability: The City of Eagle Lake has had consistent growth and occupancy rates in regards to its residents for the past 10 years. Eagle Lake's trending of consumers remains consistent with the debt to equity ratio and homeownership.
2. Power of Buyers: Consumers who travel throughout the city are looking for a variety of goods and services that are currently not provided. Eagle Lake can offer a branding initiative and overall dominance of the market with a financial institution attraction.
3. Competitive Rivalry: Consumers within Eagle Lake will have a higher appeal to a localized banking institution than to one outside of their area. Consumers will be able to compare the services that they are receiving at their current institution of choice to that of the financial institution within the market.

Summary:

Eagle Lake's population growth of 17% since 2000 has pushed the need for financial institutions within the city. In addition, income levels in the City and the Market Area have been relatively stable in terms of annual growth.

Financial institutions will play a new role in the growth of the City of Eagle Lake. The initial phase would be to attract a bank branch. The new banking presence would increase investment capital for economic development as well as consumer debt and financial services and products.

- **Banking Industry**
  - Banks by Brand and Type in comparison to Radius:

Type	Banks	1 Mile	3 Mile	5 Mile	10 Mile
Financial	Center State Bank of Florida	0	0	0	1
Financial	Platinum Bank	0	1	0	0
Financial	Bank of America	0	0	0	4
Financial	Chase	0	0	0	2
Financial	Wachovia	0	0	1	9
Financial	SunTrust	0	0	2	3
Financial	BB&T	0	0	1	4
Financial	Regions	0	0	0	3
Financial	TD Bank	0	0	1	2

  - Banks by Market Diversification and Radius:

Type	1 Mile	3 Mile	5 Mile	10 Mile	Out of Range	TOTAL
Financial- FL Based	0	1	0	2	0	2
Financial- Nationwide	0	0	5	27	7	39

Grocery Store (Supermarket) Market Assessment
Defining the Industry

The food industry is a substantial market, containing 10% of the GDP. A major sector in the food industry is that of supermarkets. The supermarket industry has remained relatively resilient

during these difficult economic times, with grocery stores capitalizing on consumer demand for budget-conscious products.

As an alternative to eating out, out-of-work or cash-conscious individuals/families have turned to grocery stores to buy food essentials. As the economy turns around over the next five years, sales revenue will be steady. As a result, competition between large chain stores will remain strong.

Competition within the supermarket industry has increased substantially. There has been a new dimension of providers other than that of the traditional grocery store. It is estimated that shoppers in the U.S. spend almost $800 billion annually on food in various store formats. Traditional supermarkets as well as food/drug combination stores that are typically associated with grocery shopping have lost a great share of their market to "hypermarkets" like Wal-Mart, Sam's Club, Costco, and a variety of Dollar Stores. Convenience stores and fast food restaurants have also emerged in the market, entering into the competitive branch of supermarkets.

Supermarkets will continue to appeal to consumer demographics by making use of price-value initiatives and competitive savings. Supermarkets are likely to emerge more and more into niche markets, where a higher market appeal can be obtained.

- Sustainable Development

Traditional supermarkets are finding ways to reinvent themselves in order to heighten consumer interaction and capture a higher attraction within market clusters. Conceptual trends are pinpointing specific neighborhood locations to target consumer trends and market loyalty. Supermarkets are developing a more time-conscious point of service for their consumers, with integrated electronic payment systems to enable a higher turnaround. Supermarkets will need to consistently update this technology to ensure that consumers continue to have positive shopping experiences. Supermarket growth depends not only on the overall shopping experience of the consumer, but also on how well the retailer can meet and exceed the consumers' needs.

- Industry Challenges

The supermarkets' major challenge is to maintain market share and profits, while at the same time bringing new conceptual marketing ideas and store layouts to life. Rebranding the traditional supermarket image to appeal to an evolving market is a key focus that is harboring the differentiation between retailers. Recent societal and demographic changes have had a strong effect on consumers' decisions as to where they shop and dine.

The economic downturn has greatly impacted traditional supermarkets. There has been a decline in the amount being spent by consumers, as well as the frequency with which they shop at a particular location. Some traditional supermarkets are trying to compete with hypermarkets by strategic price gauging to offer reduced everyday savings, but they are realizing it is a risky approach when competing with low-cost operators such as Wal-Mart and Costco.

Market segmentation within the supermarket industry is diversifying due to increased low cost operators, growing consumer demands for affordability, and the presence of specialty stores.

Some of the key generic drivers of the industry include:

Market Forces

The market need for price-valued, everyday shopping has come to the forefront in the City of Eagle Lake in recent years. With a population growth rate of 17% over the past ten years, the city is realizing that it needs to acquire more of these essential outlets, such as supermarkets, for its residents and other surrounding consumers. The median age of consumers within Eagle Lake is 33.2, and there is a growing need for services that cater to a healthy lifestyle. Expected growth within the next ten years will only enhance this need and will propel Eagle Lake to the next level.

Emerging Trends

The increase in population throughout Eagle Lake and its surrounding communities has pushed trends of community convenience and the need for accessible everyday goods at a value to the consumer. The low index of cost of living within the city and market area gives rise to a price-conscious mentality among consumers. Eagle Lake seeks to maximize this trend by attracting a value-driven supermarket that will cater to these needs.

Eagle Lake contains the following types of food-related stores within a ten-mile radius of the region:

1. Grocery Stores: 15 locations
2. Miscellaneous Stores: 1 location
3. Super Stores: 10 locations

Industry and Market Growth

There has recently been an increase in health-conscious products within the supermarket industry. This area of growth is a key focus of the industry, not only to stabilize profits, but also to streamline consumer appeal. These product health improvements will help to provide a buffer for supermarket brand leaders when competing with private labels. Overall diversification of product lines within the supermarket industry is a key factor of success when entering into and sustaining a new market.

Within the market of Eagle Lake, there are only three dominant sectors of the food industry, as previously mentioned. They are as follows:

1. Grocery Store
2. Miscellaneous Store
3. Super Store

Variety within the industry is being used to provide Eagle Lake and its outlying consumers with convenient, price-conscious services that enable one-stop shopping and promote overall consumer satisfaction. The presence of these stores within the ten-mile radius of Eagle Lake is as follows:

1. Publix
2. Winn Dixie
3. Walmart

4. Target

5. Big Lots

6. Kmart

Due to continuing population growth, there is still a need for a supermarket within the City of Eagle Lake. This supermarket will contribute to the diversification of services in the region.

Potential Consumers

Pricing stability and value-driven, healthier goods existing in a convenient location will drive the consumers of Eagle Lake to these supermarkets. Consumers these days tend to lead hectic lifestyles and look for consumer friendly store layouts that also offer a quick turnaround time.

Potential consumers with respect to new grocery stores/supermarkets remain the same as for QSRs, drugstores/pharmacies and banks, including the cities of Winter Haven, Bartow, Auburndale, Dundee and Lakeland, all within a ten-mile radius of Eagle Lake.

Retail sales within all areas surrounding and encompassing Eagle Lake, account for almost 1% of retail sales within the state of Florida. This percentage is indicative of growth.

Supermarkets are evolving along with their consumers to provide services in a variety of departments, while adhering to the overall shopping experience of true convenience with niche services of ready-to-eat goods and hands-on assistance. Providing a wider variety of goods will be a key aspect of attraction for consumers within the City of Eagle Lake. Overall consumer satisfaction will be boosted as more time-efficient store layouts and easier access to information enhance and accelerate the shopping experience.

Competitive Environment

Trending has increased the presence of competition among food industry suppliers. Supermarkets are now being challenged by specialty stores, hypermarkets, and online retailers to provide a true value of goods and accessible consumer interaction. Supermarkets are learning to focus on the needs and wants of their consumers in order to maintain market share and growth. Consumers now have a greater variety of outlets for services, and are more knowledgeable within the industry. The supermarkets' key to competitive success is in expanding product and service offerings to target consumer segments.

Eagle Lake has the ability to create a smaller, more centric group of consumers. This has proved to be a winning formula within the industry. Eagle Lake is able to truly profile the needs of its consumers, better enabling supermarkets to adhere to those needs by streamlining profits, and in this way becoming successful. Eagle Lake's and the Market Area's consumer base can create a diversified market that has yet to be dominated by any one brand. Eagle Lake currently has only four grocery stores within a five-mile radius of the city. The presence of superstores is also sparse, with only three stores within a five-mile radius of the city. The majority of food industry providers sit along the outer, ten-mile radius of the city, lacking the appeal of convenience of location to the majority of Eagle Lake's consumers. A lack of overall goods provided, as well as a need for convenience, lead into the key competitive advantages that Eagle Lake has to offer the industry.

Key Competitive Advantages:

1. Location: The City of Eagle Lake has the ability to provide true convenience and a developing high-traffic market to a new supermarket attraction, with the opportunity of a prime location along Highway 17. Eagle Lake can provide this emerging market to such a supermarket in order to capitalize on minimal time consumption and increased consumer satisfaction.

2. Innovation: The City of Eagle Lake is consistently growing and adapting marketing strategies within the region to adhere to overall consumer satisfaction and needs assessment, as consumers are shifting their focus to a more time-centric initiative. Eagle Lake's consumers will also be able to test new innovative marketing concepts, resulting in driving profits and increasing yields within the market.

3. Market Appeal: Consumers within the City of Eagle Lake can truly add value to supermarkets by providing information on their actual needs and wants, increasing consumer satisfaction and overall appeal. The consolidation of the supermarket industry will allow the focus to be shifted to that of the actual consumer demographic, increasing product turnover and overall usage. Marketing campaigns and advertisement initiatives will be key drivers of success within the City of Eagle Lake.

Summary:

The growth of the City of Eagle Lake has resulted in an increasing need for goods at both a reasonable value and a convenient location. The population's need for services that adhere to minimal time consumption and overall variety can be not only met, but also exceeded by the attraction of a supermarket. Age diversification and income level divide consumers into many segments of customers with similar, yet slightly differing needs. These differences will allow for a more rounded entrance into the market of the food industry, resulting in a more sustainable presence. Supermarkets can provide innovative services, propelling the needs of Eagle Lake's consumers, and truly differentiating the market.

Food Industry

Food Industry by Brand and Type in comparison to Radius:

Type	Supermarkets		1 Mile	3 Mile	5 Mile	10 Mile
Grocery Store	Publix		0	3	1	6
Grocery Store	Winn Dixie		0	1	0	4
Super Store	Walmart		0	1	1	4
Super Store	Target		0	0	0	1
Super Store	Big Lots		0	1	0	1
Super Store	Kmart		0	0	0	1

- Food Industry by Type and Radius:

Type	1 Mile	3 Mile	5 Mile	10 Mile	Out of Range	TOTAL
Grocery Store	0	3	1	10	17	31
Misc. Store	0	1	0	0	3	4
Super Store	0	2	1	7	9	19

CONCLUSION:

Probability of attraction - Ranking in order from lowest to highest probability:

Fast Food: HIGH probability of attraction:

There are five dominant sectors of QSRs within the market of Eagle Lake (American, Mexican, Pizza, Southern, and Sandwich). A low index of cost of living indicates a price-conscious market. This market has an average commute of over 20 minutes, encouraging timely food consumption.

- *High level of successful attraction*: Dairy Queen
  - Existing locations within the region of Eagle Lake contribute to a low 7% of the QSR market.
  - A variety of goods and services provided will satisfy the much-needed diversification of market.
  - A low single-digit failure rate among franchise loans.

- *Medium level of successful attraction*: Combined Chain (i.e. KFC & Pizza Hut)
  - Will meet and exceed the 13% Earnings Per Share (EPS) per year projections.
  - Will maintain a 20% Return on Investment Capital.
  - Unit growth forecasted for 2010 is 3-4 points.

<u>Grocery Store with Pharmacy: MEDIUM probability of attraction:</u>

The market share of stand-alone drugstores' sales is less than 50%, due to pharmaceutical trending and the focus on other goods provided. Generalized shopping needs can be met by coupling a supermarket attraction with a pharmacy. The high diversification of the age bracket (<5: 7.73%; >65: 11.9%) intensifies the need for convenient health services with generalized goods and services.

- *High level of successful attraction*: Winn Dixie
  - The number of customers is high and average revenue spending per basket is low.
  - Will shift focus to more price valued marketing.
  - This mind frame will increase the chances of converting consumers from the home-based rival, Publix, to Winn Dixie.

- *Medium level of successful attraction*: Publix
  - This is a home-based company with localized initiatives, and the highest number of stores in the market (consisting of almost 50%.)
  - The average consumer has some college experience, and consumers are of an equal ratio of male to female.
  - Pricing initiatives shift around these consumers, whose average income is just over $30,000 in the Southeast.

- *Low level of successful attractions*: Wal-Mart
  - Has a certain geographical radius of about 20 miles between stores; there are 6 stores within the 10-mile radius of Eagle Lake.
  - Company initiative for price value over convenience.

<u>Specialty Store: MEDIUM probability of attraction:</u>

Data would need to be gathered on type of appeal within the specialty market of Eagle Lake. This developing city has a radius, which includes consumers who could not sustain off of name brands alone. Traffic would need to cover operating costs as well as a minimum of $35,000 in start-up costs; this would be an initial concern for investors

Bank: LOW probability of attraction:

Fluctuation in the market has allowed entry into emerging markets, but this is still perceived as an unstable industry. Banks are looking for high traffic to drive deposits, increasing profits and yield. There are nine different brands of banks within the five-mile radius of the city-center of Eagle Lake. A high revenue stream would need to be established first in order to ensure capital security for a local branch.

APPENDIX:

Zip Code Breakdown of 1 Mile, 3 Mile, 5 Mile, and 10 Mile Radius of Eagle Lake:

1 Mile	3 Mile	5 Mile	10 Mile
33839	33847	33830	33803
	33880	33831	33804
		33882	33806
		33888	33807
			33820
			33823
			33838
			33845
			33846
			33847
			33850
			33851
			33854
			33860
			33863
			33868
			33877
			33880
			33881
			33883
			33884
			33885

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Eagle Lake 2011 AREA MARKET PROFILE

Growing with Business in Mind!

Eagle Lake is one of the hidden gems of Polk County.

Nestled between Bartow and Winter Haven along U.S. Highway 17, and only 16 miles from Lakeland, the City is favorably located within Central Florida. With its small-town character and easy access to I-4, Eagle Lake is a city primed for growth with business in mind.

Fast Facts

- *THE EAGLE LAKE MARKET INCLUDES ALL DISTANCES under a 20-minute drive of the city and includes the cities of Winter Haven, Bartow, Auburndale, Dundee, and Lakeland*
- *THE TOTAL POPULATION OF THE EAGLE LAKE MARKET surpasses 150,000 people and is growing steadily*
- *HIGHWAY 17 PASSES THROUGH THE MIDDLE of Eagle Lake, offering a steady stream of potential consumers (10,000 automobile trips) exiting I-4 to the north and from as far south as Punta Gorda*
- *THE CITY OF EAGLE LAKE COVERS MORE THAN 3.2 square miles, with a strong demand for goods and services within a one-mile radius of the city center*
- *THE MEDIAN HOUSEHOLD INCOME is approximately $40,000, an 18.7% increase since 2000, and the City's population has increased by 17% over the same period to 2,921 residents. Growth is expected to continue at a steady rate*
- *A LARGE CONTINGENT OF STUDENTS (more than 5,000 attending USF/Polytechnic, Polk State College and Travis Technical Center) are found within the market area*
- *LEGOLAND FLORIDA, A NEW HIGH-PROFILE attraction opening in October 2011 in Winter Haven, will be a major consumer attraction in the market area only 6 miles from Eagle Lake*

RADIUS CIRCLES FROM EAGLE LAKE

1 MILE (RED); 3 MILES (LIME); 5 MILES (ORANGE); 10 MILES (YELLOW)

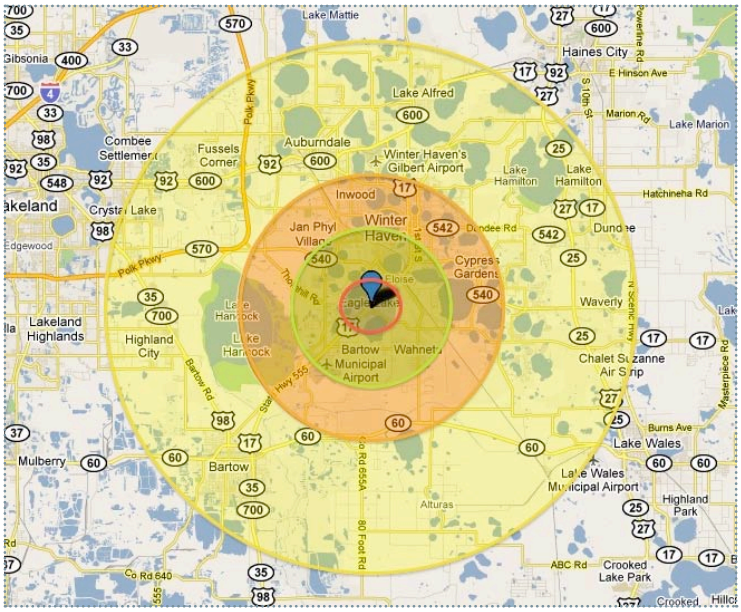


Table 1

EAGLE LAKE MARKET METRICS

2010 DATA

	Eagle Lake	Winter Haven	Bartow	Dundee	Lakeland
Population	2,921	26,487	16,805	3,298	94,163
No. of Households	1,379	12,889	6,150	1,280	37,877
Household Income*	$38,468	$39,249	$47,477	$35,913	$39,947
Median Age	33.2	44.0	35.0	39.9	37.9

** 2008-2009 data*

Market Potential in Eagle Lake

Room for Growth for Food, Retail, and Financial Service Businesses

- EAGLE LAKE IS A GROWING CITY IN A POPULOUS CENTRAL FLORIDA MARKET. The Eagle Lake market has a relatively low cost-of-living index, indicating a price-conscious market where value is important to consumers.
- ALTHOUGH THE NUMBER OF BUSINESSES in Eagle Lake is increasing, there is room for additional growth. Market research indicates that there is a demand for quick service restaurants, pharmacies, supermarkets, and financial institutions within the city

Quick-Service Restaurants

THE EAGLE LAKE MARKET PROVIDES a perfect setting for the quick-service-restaurant niche, with its focus on convenience and affordability. Immediate proximity to Highway 17 ensures a continuous flow of motorists

Pharmacies and Drugstores

THE MARKET PROVIDES OPPORTUNITIES for drugstores or pharmacies that offer the convenience of one-stop shopping within the immediate radius of the City. CVS and Walgreens are the two major drugstore chains in the Eagle Lake market area and have 11 locations between them. None of those locations are within the 1-mile radius of the City, however

Table 2

QUICK SERVICE RESTAURANTS IN THE EAGLE LAKE MARKET

Type	QSR	1 Mi.	3 Mi.	5 Mi.	10 Mi.
American	McDonald's	0	1	1	2
American	Burger King	0	1	0	3
American	Hardee's	0	0	0	2
American	Wendy's	0	0	1	1
American	Arby's	0	1	1	1
American	Dairy Queen	0	1	1	1
American	Checkers	0	1	1	2
Mexican	Taco Bell	0	1	0	0
Pizza	Pizza Hut	0	1	1	3
Pizza	Papa John's	0	1	0	0
Pizza	Domino's	0	0	1	2
Pizza	Little Caesar's	0	0	0	2
Southern	KFC	0	1	1	0
Southern	Zaxby's	0	0	1	0
Southern	Chick-Fil-A	0	0	0	0
Sandwich	Subway	1	0	0	0
Sandwich	Quizno's	0	0	0	0

Table 3

QSRs IN THE EAGLE LAKE MARKET BY CUISINE

Type	1 Mi.	3 Mi.	5 Mi.	10 Mi.	Total
American	1	5	5	12	23
Mexican	0	1	0	0	2
Pizza	1	2	2	7	12
Southern	1	1	2	0	4
Sandwich	1	0	0	0	1

Table 4

PHARMACIES AND DRUGSTORES IN THE EAGLE LAKE MARKET

Type	DS/PH	1 Mi.	3 Mi.	5 Mi.	10 Mi.
Drugstore	CVS	0	2	1	3
Drugstore	Walgreens	0	1	1	3
Pharmacy	Publix	0	1	1	6
Pharmacy	Winn-Dixie	0	1	0	4
Pharmacy	Walmart	0	1	1	4
Pharmacy	Target	0	0	0	1

Data for tables from "Retail Market Analysis; Growth Potential in the Eagle Lake Market", Carras Community Investments, Inc./Eagle Lake CRA

Supermarkets and Retail Stores

THERE IS AN OVERALL OPPORTUNITY for a value-driven supermarket or diversified superstore (e.g., Walmart). Retail sales and consumer spending are increasing in the area

RESIDENTS ARE LEADING MORE active and busy lifestyles and are increasingly seeking out convenient and health-promoting services. Food and lifestyle businesses that cater to these needs are predicted to do well

Table 5

STORES IN THE EAGLE LAKE MARKET (BY NAME)

Type	Supermarket	1 Mi.	3 Mi.	5 Mi.	10 Mi.
Grocery	Publix	0	2	2	6
Grocery	Winn-Dixie	0	1	0	4
Superstore	Walmart	0	1	1	4
Superstore	Target	0	0	0	1
Superstore	Big Lots	0	1	0	1
Superstore	Kmart	0	0	0	1

Table 6

STORES IN THE EAGLE LAKE MARKET (BY TYPE)

Type	1 Mi.	3 Mi.	5 Mi.	10 Mi.	Total
Grocery Store	0	3	1	10	14
Miscellaneous Store	0	1	0	0	1
Superstore	0	2	1	7	10

Financial Institutions

THE EAGLE LAKE AREA MARKET CAN SUPPORT additional providers of financial services, particularly at the rate of population growth projected for the present decade. Opportunities exist for financial institutions, particularly community banks and credit unions to serve the Eagle Lake market area

Table 7

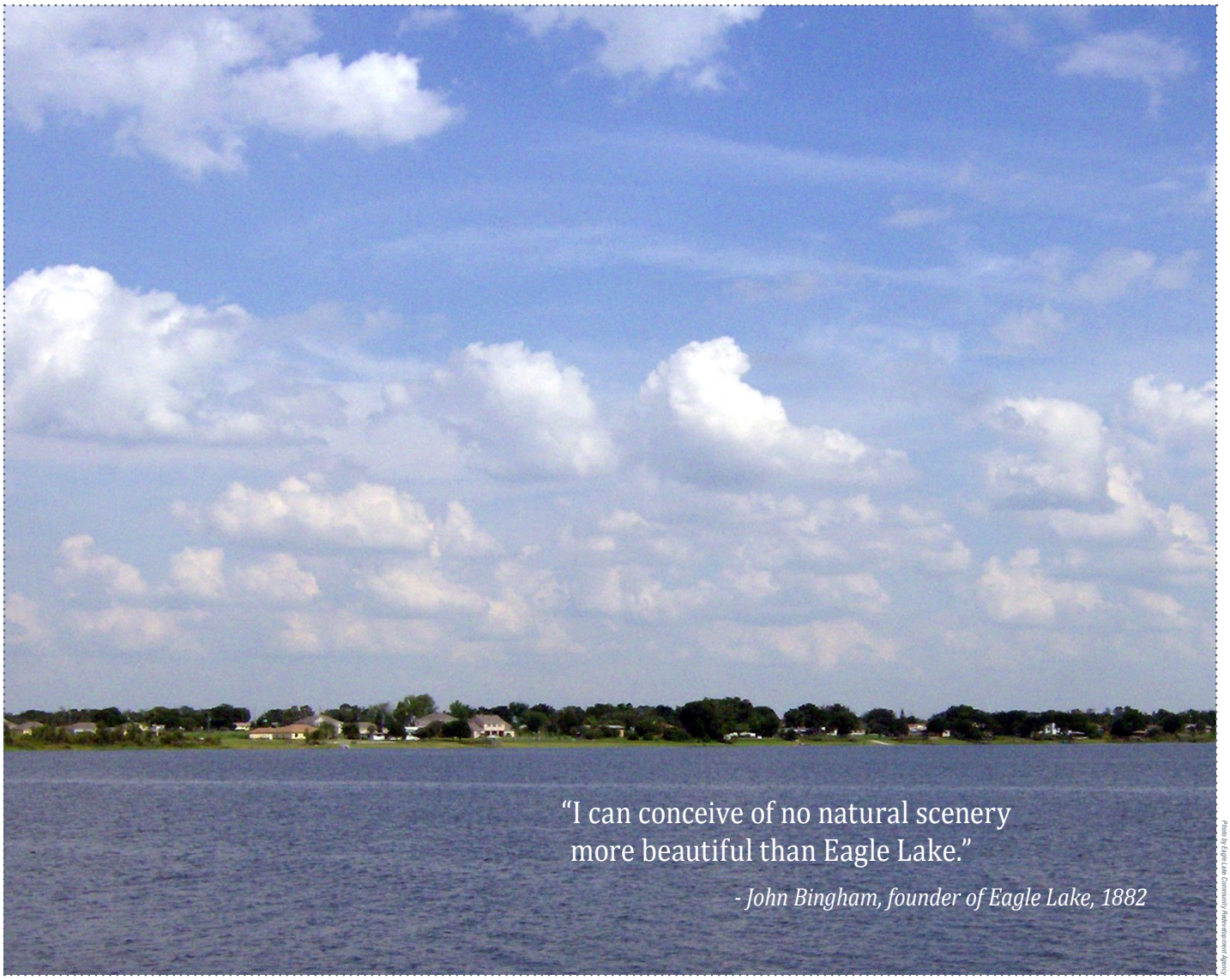
FINANCIAL INSTITUTIONS IN THE EAGLE LAKE MARKET (BY NAME)

Type	Bank	1 Mi.	3 Mi.	5 Mi.	10 Mi.
Financial	Center State Bank of Florida	0	0	0	1
Financial	Platinum Bank	0	1	0	0
Financial	Bank of America	0	0	3	7
Financial	Chase	0	0	0	2
Financial	Wachovia	0	0	1	9
Financial	SunTrust	0	0	2	3
Financial	BB&T	0	0	1	4
Financial	Regions	0	0	0	3
Financial	TD Bank	0	0	1	2

Table 8

FINANCIAL INSTITUTIONS IN THE EAGLE LAKE MARKET (BY TYPE)

Type	1 Mi.	3 Mi.	5 Mi.	10 Mi.	Total
Financial (Fla.-based)	0	0	0	2	2
Financial (nationwide)	0	0	5	27	32



Get to know the business potential of the Eagle Lake market!

For more information and business incentives, contact City Hall:

City of Eagle Lake
75 North Seventh Street
Eagle Lake, Florida 33839
(863) 293-4141
www.eaglelake-fla.com

- Produced December 2010 -

CITY OF EAGLE LAKE, FLORIDA
REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING
MONDAY, APRIL 1, 2013
6:00 P.M.
COMMISSION CHAMBERS
675 E EAGLE AVENUE
EAGLE LAKE, FLORIDA 33839

I. CALL TO ORDER

Chairwoman Wilson called the meeting to order at 6:00 p.m.

II. INVOCATION

Commissioner Coler gave the invocation.

III. PLEDGE OF ALLEGIANCE TO THE FLAG

The Commission and audience said the Pledge of Allegiance to the Flag.

IV. ROLL CALL

PRESENT: Trejo, Powers, Sullivan, Coler, Overlock, Petranick, Wilson

ABSENT: None

V. AUDIENCE

Mark Stallings stated it rained Friday night of the Barbecue Festival. He advised they made more money this year and he will notify Mr. Gardner of the figure once all the invoices are paid.
Mr. Stallings reported all teams want to come back next year; he advised they had 45 teams with 3 no shows. His goal for next year is 56 teams.
Mr. Stallings reported due to the rain the ants came out.

Chairwoman Wilson suggested treating for ants the day before the event.
Mr. Gardner advised they treated one week prior to the event.

Chairwoman Wilson stated she liked the golf carts.

Mr. Stallings reported they might have to have an additional representative if they get more teams but he will look for another local one that would be willing to commute if we pay for their gas.

Mr. Stallings stated he had teams that only wanted to cook for the competition and he also had teams that only wanted to vend and not compete. He advised he tried to accommodate everyone.

Mr. Stallings stated he feels Spring Break hurt the event and is looking to have next years in April like they did the previous year. Mr. Stallings reported he will be reviewing dates on Tuesday for next year's event.

There was discussion about having water on both sides of the railroad tracks.
Mr. Gardner will contact Mr. Fletcher to see what is out there.

Commissioner Coler suggested making the entrance and exit to the parking lots marking more visible so cars can get in and out easier.
Chairwoman Wilson suggested using cones next year.

Mr. Stallings stated he received a letter from the Internal Revenue Service regarding his 501C3 application and his request has been turned over to an agent. He stated once it is approved he will be able to apply for a 3 day beer license/permit. He advised there is more opportunity for sponsors when you are a 501C3.

VI. SPECIAL PRESENTATIONS

A. Staff Reports

Ms. Golden reported there are 10 children signed up for Summer Camp. Camp starts on June 10th and ends on August 2nd. Ms. Golden reported Ms. Fields is coming back as the Camp Director and she assisted in the hiring on Camp Counselors; Ms. Golden advised Ms. Fields wanted counselors that could take control of their groups. Ms. Golden advised they will have between 5 and 6 Junior Counselors and they must have completed the 9th grade; she also reported they will have an older group of children at camp for the 13 and 14 year olds that parents don't want to leave home alone and the cost will be half of the regular rate.

Ms. Golden advised the Relay for Life is on April 19th and 20th, May 4th is the next Trunk & Treasurer Sale and donations have been received so they will have a Mistletoe table and will also put out a donation jar.

Mr. Gardner asked that some Commissioners attend and participate in the welcoming ceremony at the Relay for Life Dinner.

Chairwoman Wilson asked Ms. Golden to contact Mrs. Volz about the event as she has participated in the past.

Mr. Gardner updated the Commission regarding the business contacts he has made.

Commissioner Trejo suggested he contact Cracker Barrel.

VII. OLD BUSINESS

There was no old business.

VIII. NEW BUSINESS

There was no new business.

IX. CONSENT AGENDA

A. Approval of the Regular CRA Minutes----------03/04/13

MOTION was made by Commissioner Petranick and seconded by Commissioner Powers to approve the Regular CRA Minutes of 03/04/13.

Chairwoman Wilson asked for audience discussion; there was none.
Chairwoman Wilson asked for Commission discussion; there was none.

The vote was as follows:

AYES: 7

NAYS: 0

X. CITY ATTORNEY

Attorney Christman stated she attended the Barbecue Festival on Friday; it was fantastic and the food was excellent.

XI. COMMUNITY REDEVELOPMENT AGENCY COMMISSION

Commissioner Petranick stated she attended the Barbecue Festival and it was a great event.

Commissioner Coler stated the Barbecue Festival went great.

Commissioner Powers stated he received positive feedback regarding the Barbecue Event due to work he was unable to attend.

Mayor Sullivan had no report.

Commissioner Trejo had no report.

Commissioner Overlock reported Giovanni's is now serving hamburgers and they are really good.

Chairwoman Wilson had no report.

Sherry Roth stated she appreciated the courtesy carts that were provided for the event.

XII. ADJOURNMENT

MOTION was made by Commissioner Sullivan and seconded by Commissioner Powers to adjourn at 6:38 p.m.

The vote was as follows:

AYES: 7

NAYS: 0

_____
CHAIRWOMAN SUZY WILSON

ATTEST:

_____
CITY CLERK DAWN WRIGHT