

KEY FACTORS OF THE

GEOGRAPHIC & ECONOMIC CONTEXT

OF COLLIER COUNTY, FLORIDA



DECEMBER 2015

COLLIER COUNTY ECONOMIC DEVELOPMENT OFFICE

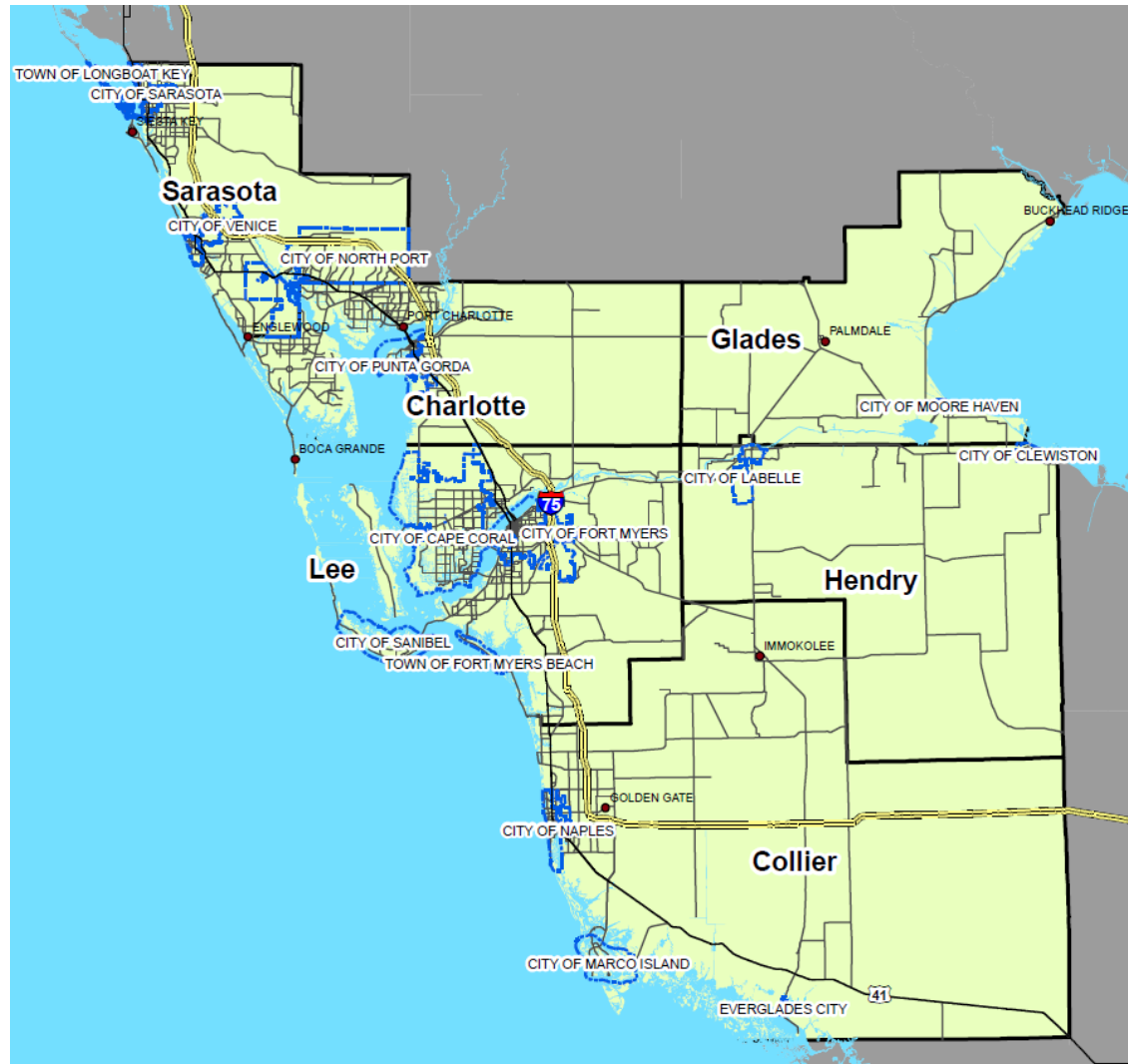
GEOGRAPHIC CONTEXT



GEOGRAPHIC CONTEXT

REGIONAL

- Collier County is the southernmost county in Southwest Florida.
- Collier County is the largest County in SWFL. At just under 2,000 square miles, Collier accounts for 1/3 of the region's land mass.



GEOGRAPHIC CONTEXT

REGIONAL

Over the past 15 years, Collier County's growth has been on par with the region's (roughly 10% higher than the state)

County	REGIONAL POPULATION					REGIONAL LAND MASS	
	2014	2010	2000	% Change 00-14	% of Region 2014	Area in Sq Miles	% of Region
Charlotte	164,467	159,978	141,627	16%	10%	680.28	11%
Collier	336,783	321,520	251,377	34%	21%	1,998.32	33%
Glades	12,852	12,884	10,576	22%	1%	806.01	13%
Hendry	37,895	39,140	36,210	5%	2%	1,152.75	19%
Lee	653,485	618,754	440,888	48%	41%	784.51	13%
Sarasota	387,140	379,448	325,961	19%	24%	555.87	9%
Region	1,592,622	1,531,724	1,206,639	32%	100%	5,977.74	100%
State	19,507,369	18,801,310	15,982,824	22%	N/A	53,624.76	N/A
Region's % of State	8.2%	8.1%	7.5%	9.3%	N/A	11.1%	N/A

BEBR

Census.gov

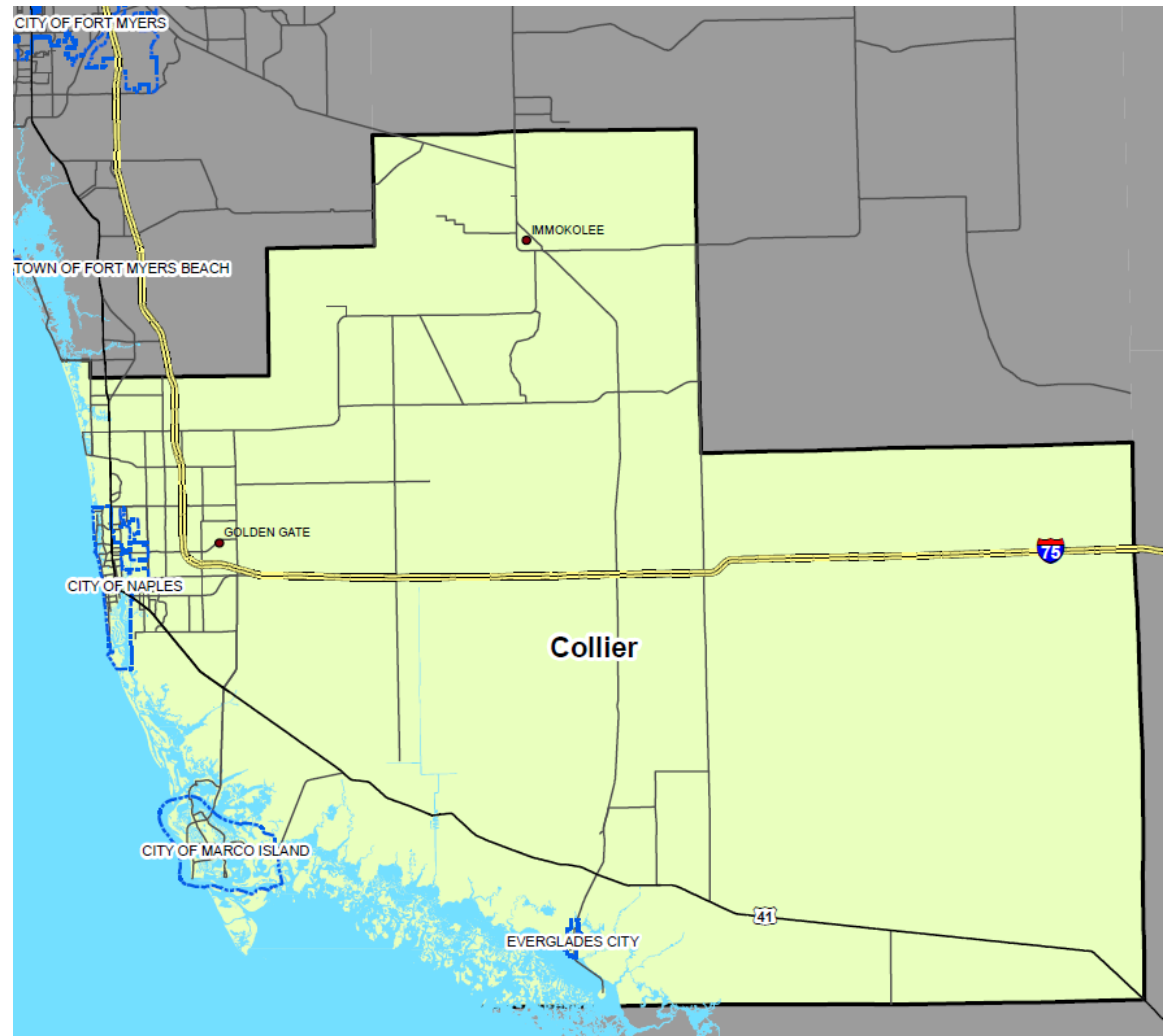
GEOGRAPHIC CONTEXT

COLLIER COUNTY

Collier County includes:

- The City of Naples
- The City of Marco Island
- Everglades City

The County seat is East Naples



GEOGRAPHIC CONTEXT

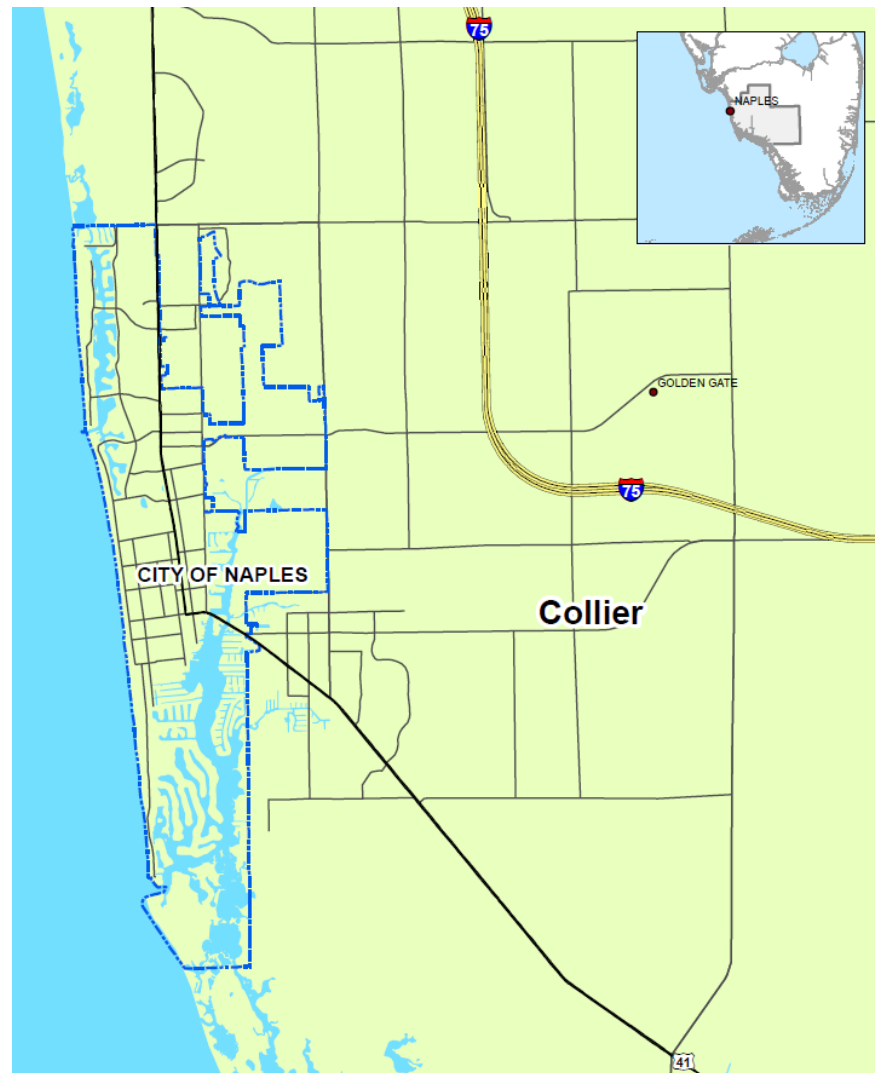
NAPLES

The City of Naples is the largest city in Collier County.

Population: **19,530**

Includes **7 miles** of beach shoreline

Naples is one of the wealthiest cities in America



GEOGRAPHIC CONTEXT

MARCO ISLAND

Marco Island is a **22 square mile barrier island** in the Gulf of Mexico

Population: **16,607**



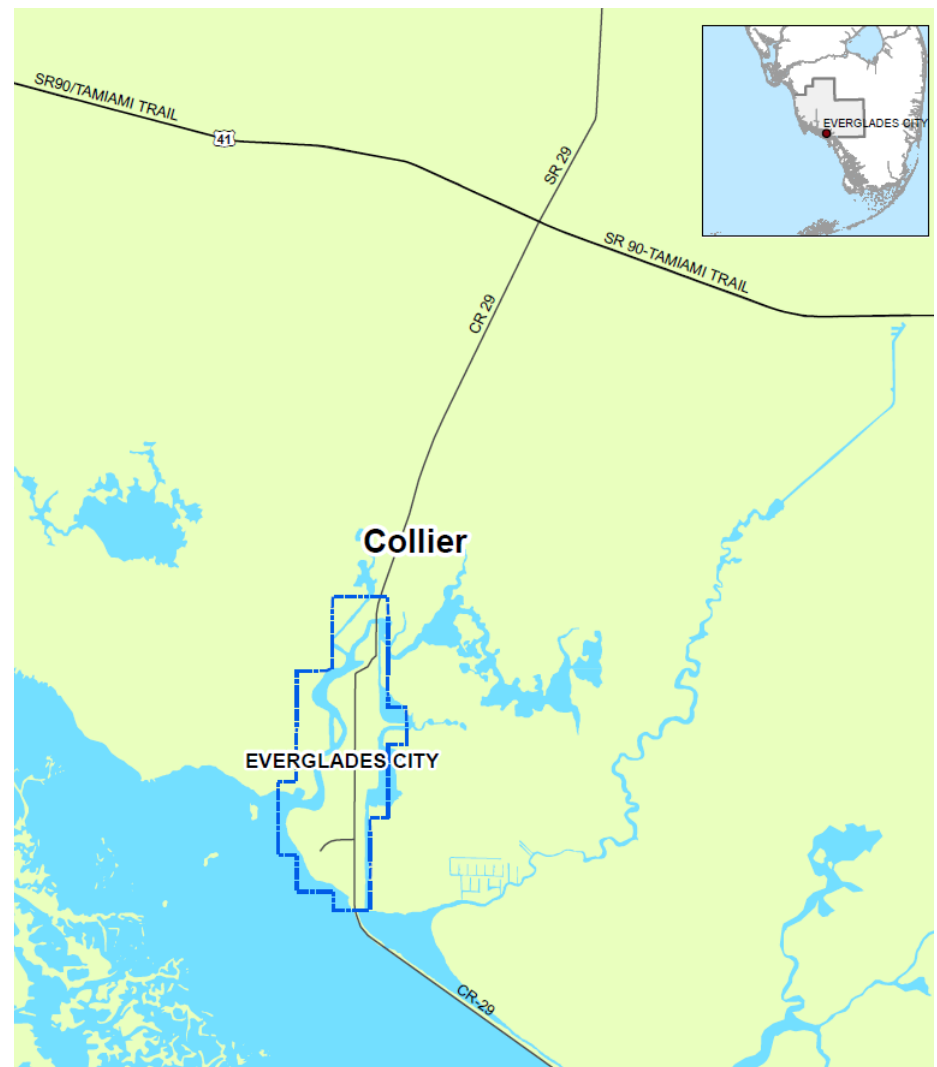
GEOGRAPHIC CONTEXT

EVERGLADES CITY

Everglades City lies at the mouth of the Barron River on Chokoloskee Bay.

Population: **409**

Home to The Gulf Coast
Visitor Center for Everglades
National Park

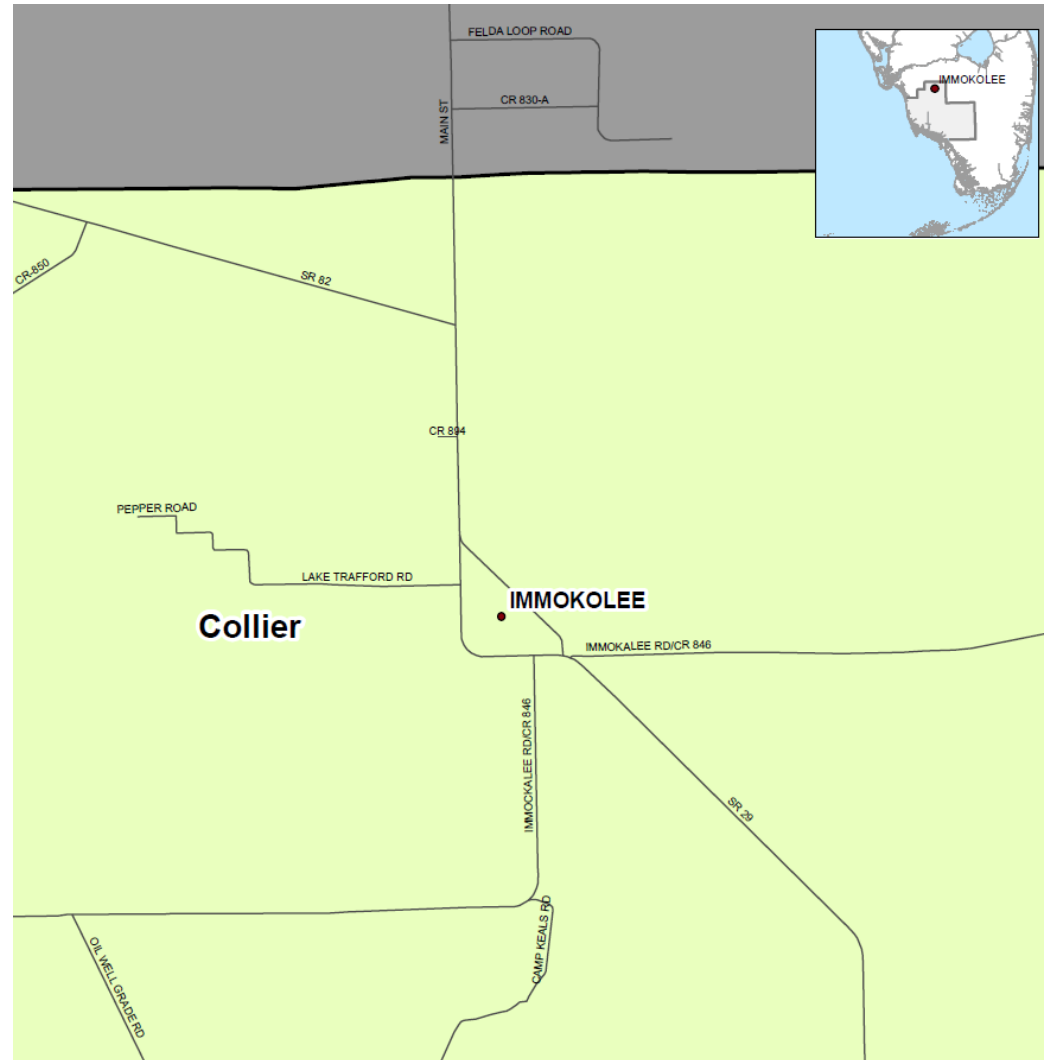


GEOGRAPHIC CONTEXT

IMMOKALEE

Immokalee is a large unincorporated area in northern Collier County (**23.3 square miles**)

Population: **24,154**



GEOGRAPHIC CONTEXT

UNINCORPORATED COMMUNITIES

Unincorporated areas include:

- North Naples
- East Naples
- Golden Gate
- Golden Gate Rural Estates
- Ave Maria
- Preserved Collier

IMPACT OF RECESSION AND
INDUSTRY BASE

ECONOMIC CONTEXT

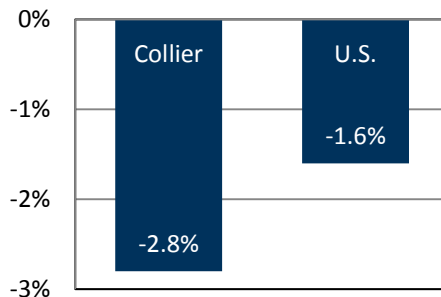


ECONOMIC CONTEXT

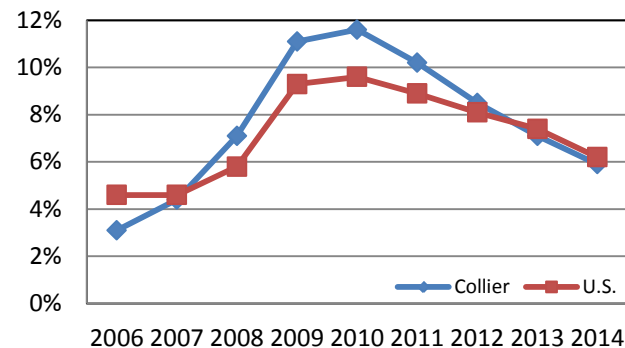
UNEMPLOYMENT

- In terms of employment, Collier County has been impacted the recession significantly more than the nation as a whole (1.2% greater decrease).
- In the last 5 years the County has experienced strong growth in employment (2.3% higher than the U.S. average).
- As of 2013, Collier County reached an average unemployment lower than the U.S. average for the first time since 2007.

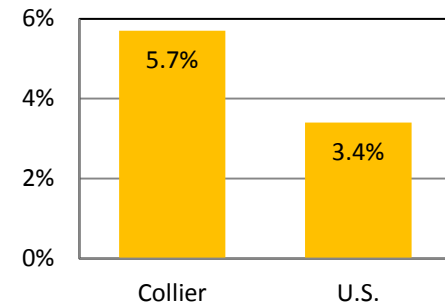
PERCENT CHANGE IN
EMPLOYMENT 2006-2014



UNEMPLOYMENT RATE



PERCENT CHANGE IN
EMPLOYMENT 2010-2014

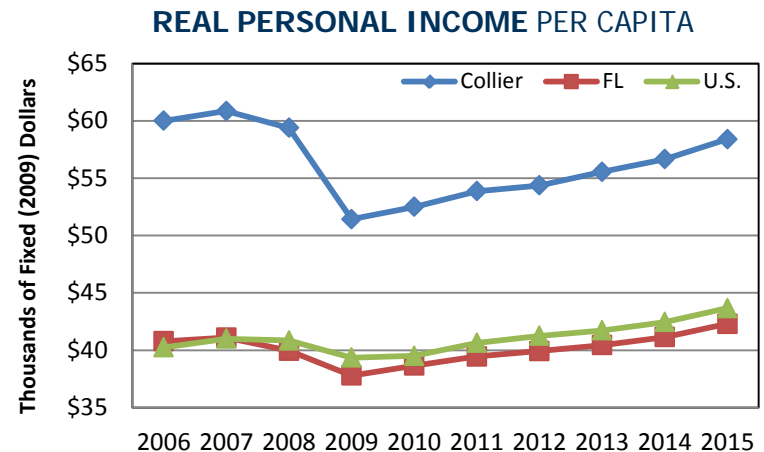
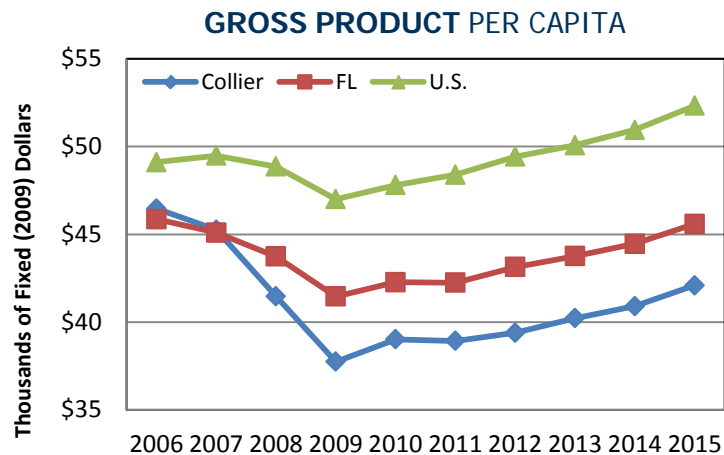


ECONOMIC CONTEXT

PERSONAL INCOME AND GROSS PRODUCT

Collier County's Gross Product and Real Personal Income per Capita have been steadily recovering since 2009.

However, Gross Product per Capita is still significantly lower than it was in 2006. Comparatively, impact has been minimal for the state as a whole and the nation's Gross Product has actually increased.



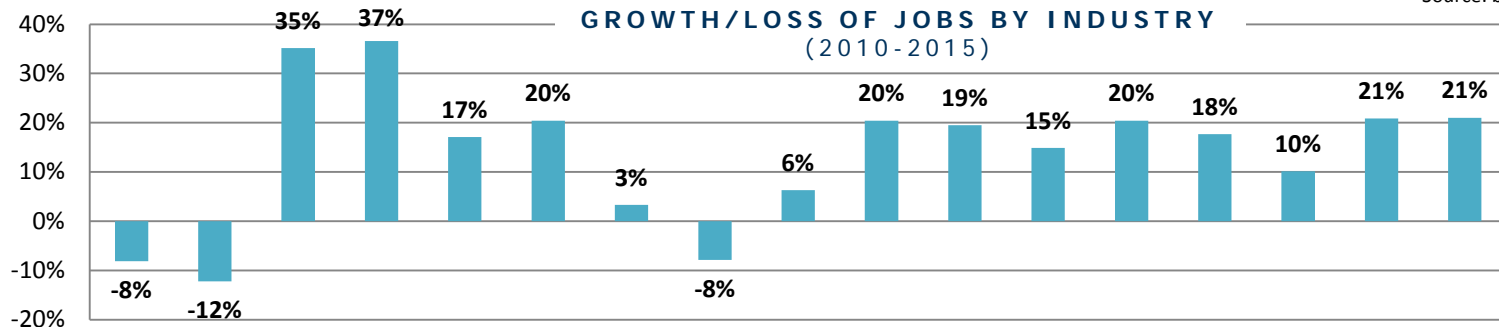
ECONOMIC CONTEXT

EMPLOYMENT BY INDUSTRY

- Since 2010, Collier County has gained 19,400 private, non-farm jobs, an increase of 20%.
- The largest total gains are in Retail Trade (3,407), Accommodation and Food Services (3,180) and Construction (3,103).

CATEGORY	2010	2014	Change	Location Quotient
Agriculture, Forestry, Fishing, & Hunting	4,705	4,323	-8%	3.49
Mining	10	25	150%	0.03
Utilities	213	187	-12%	0.34
Construction	8,820	11,923	35%	1.94
Manufacturing	2,422	3,308	37%	0.27
Wholesale Trade	2,817	3,299	17%	0.56
Retail Trade	16,702	20,109	20%	1.30
Transportation & Warehousing	1,281	1,323	3%	0.30
Information	1,527	1,407	-8%	0.51
Finance & Insurance	3,552	3,775	6%	0.67
Real Estate, Rental, & Leasing	2,859	3,442	20%	1.68
Professional & Technical Services	4,377	5,230	19%	0.62
Management of Companies & Enterprises	518	595	15%	0.27
Administrative & Waste Services	6,448	7,765	20%	0.90
Educational Services	1,343	1,580	18%	0.59
Health Care & Social Assistance	15,315	16,866	10%	0.94
Arts, Entertainment, & Recreation	5,816	7,028	21%	3.33
Accommodation & Food Services	15,155	18,335	21%	1.45
Other Services, except Public Admin	3,044	5,804	91%	1.36
Private Non-Farm Employment	96,924	116,324	20%	1.00

Source: bls.gov

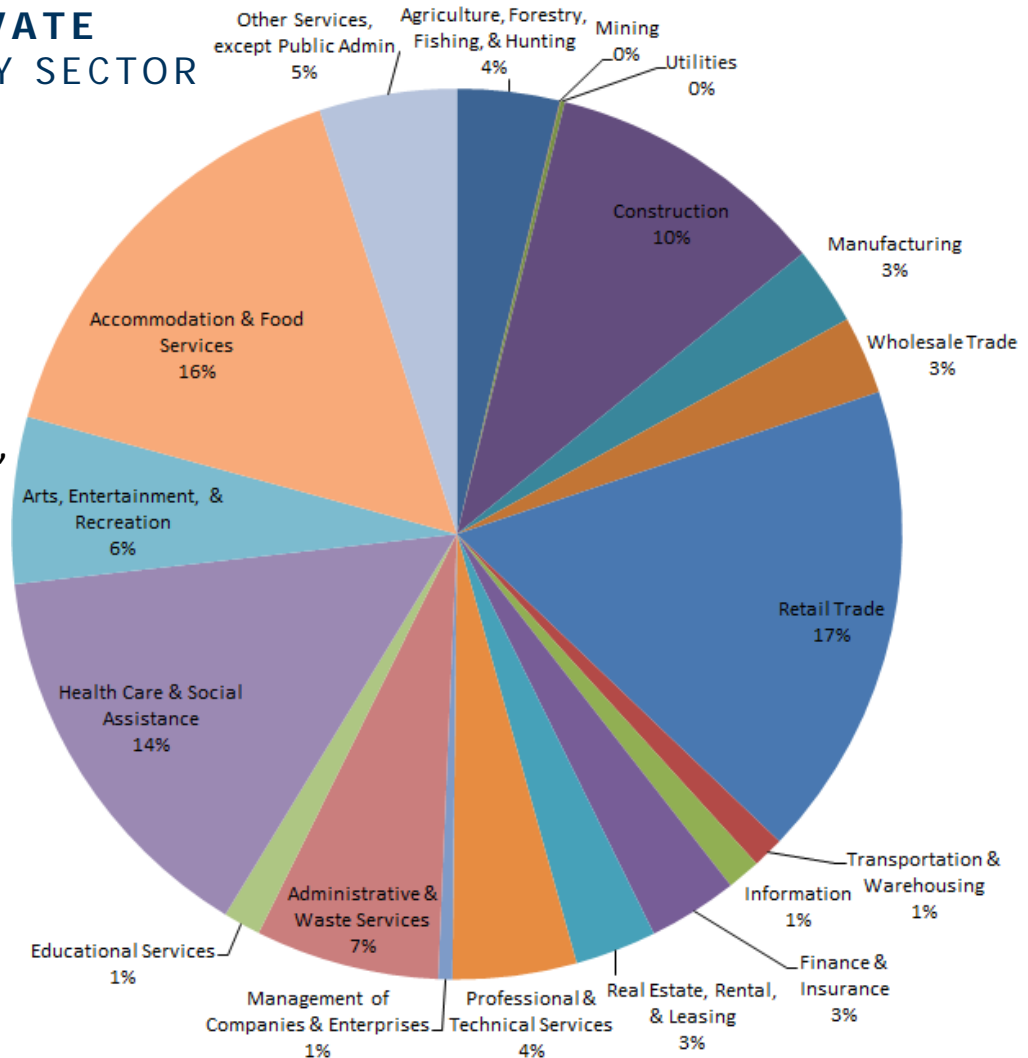


ECONOMIC CONTEXT

EMPLOYMENT BY INDUSTRY

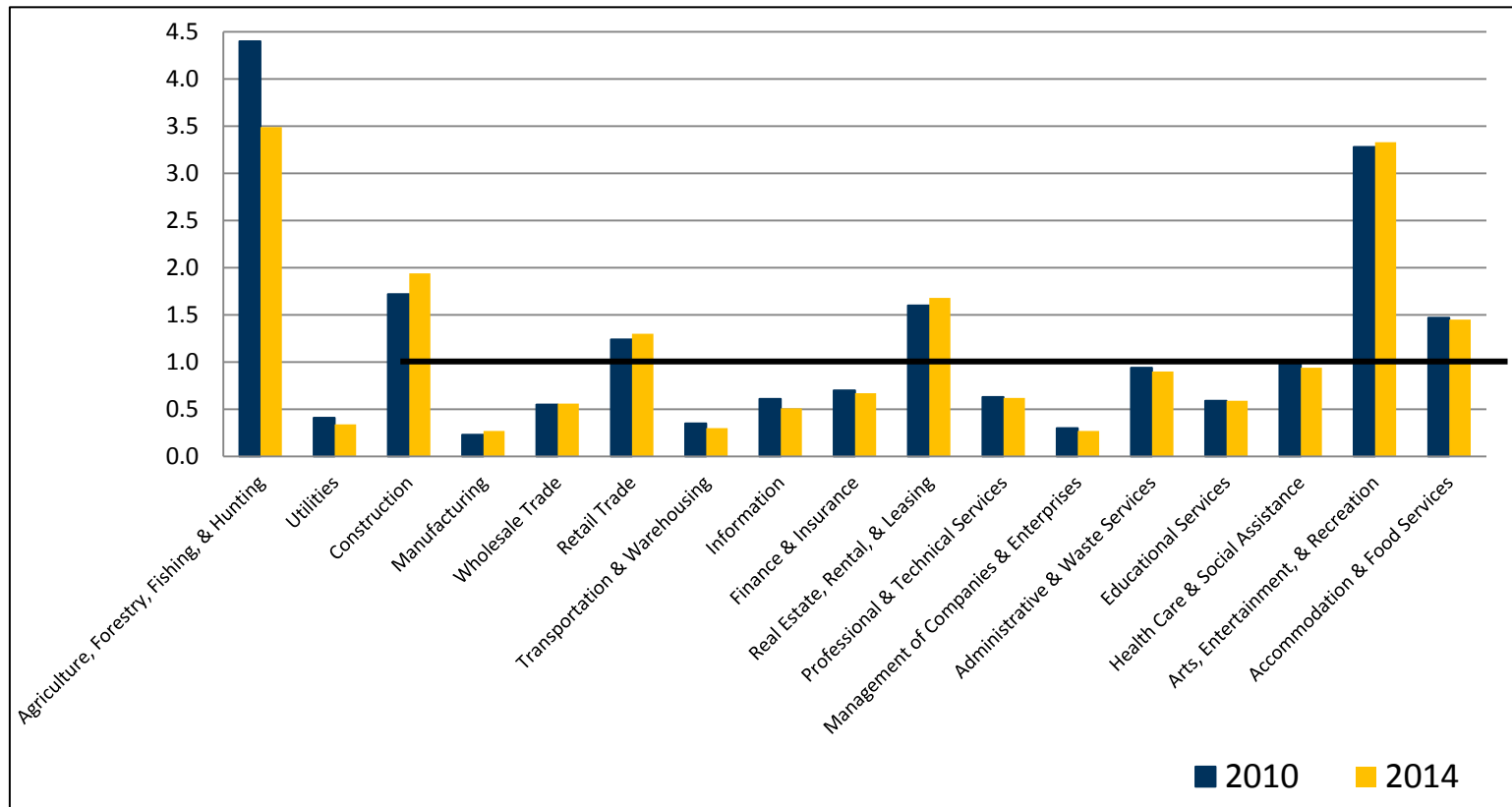
COLLIER COUNTY PRIVATE NON-FARMING JOBS BY SECTOR

The county's 3 largest industries (Retail Trade, Accommodation & Food Services, and Health Care) account for 47% of the county's employment (private, non-farm).



INDUSTRY LOCATION QUOTIENTS (2010-2014)

The largest change over this time is the decrease in the Agriculture sector from 4.4 in 2010 to 3.49 in 2014.



ECONOMIC CONTEXT

EMPLOYMENT BY INDUSTRY

COLLIER COUNTY SPECIALIZATION BY TRADED CLUSTER, 1998-2013

