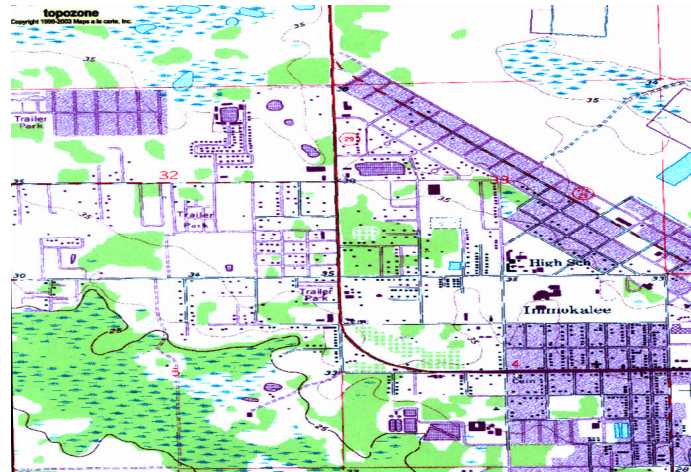


IMMOKALEE MASTER PLAN ECONOMIC ANALYSIS PRESENTATION



Presented to:

Immokalee Master Plan & Visioning Committee

CRA Advisory Board Joint Meeting

November 29, 2006

By:

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Regional Economic Research Institute

Florida Gulf Coast University

Study Objectives

1. **Business Analysis**: The first task was to obtain, analyze, and summarize business data for Immokalee on the number of firms, type of firms, employment and average annual wage levels from 2001 to 2005.
2. **Review Planned Developments**: The second task of the study was to review and summarize available information on significant developments planned for the Immokalee area. ;
3. **Construct Planning Forecasts**: The third task was to develop low, medium, and high planning forecasts for Immokalee's population and employment for 2005, 2010, 2015, and 2020.
4. **Identify Potential Industry/Cluster Targets for Immokalee**: The final task was to identify a list of potential business clusters that could be recruited or grown to increase wealth and diversify the local economy.

Immokalee

Business Analysis

- Special Florida's Agency for Workforce Innovation 2001 to 2005 wage and employment dataset
- 263 businesses in Immokalee (2005)
 - Average annual employment of 6,816
 - Average annual wage of \$23,649.
- Growth 2001 to 2005
 - The number of businesses increased by 23.5 percent
 - Employment increased by 17.9 percent
 - Average wage increased by 46.1 percent
- Agriculture is the largest single industry
 - 60 percent of jobs
 - 20 percent of businesses

Immokalee

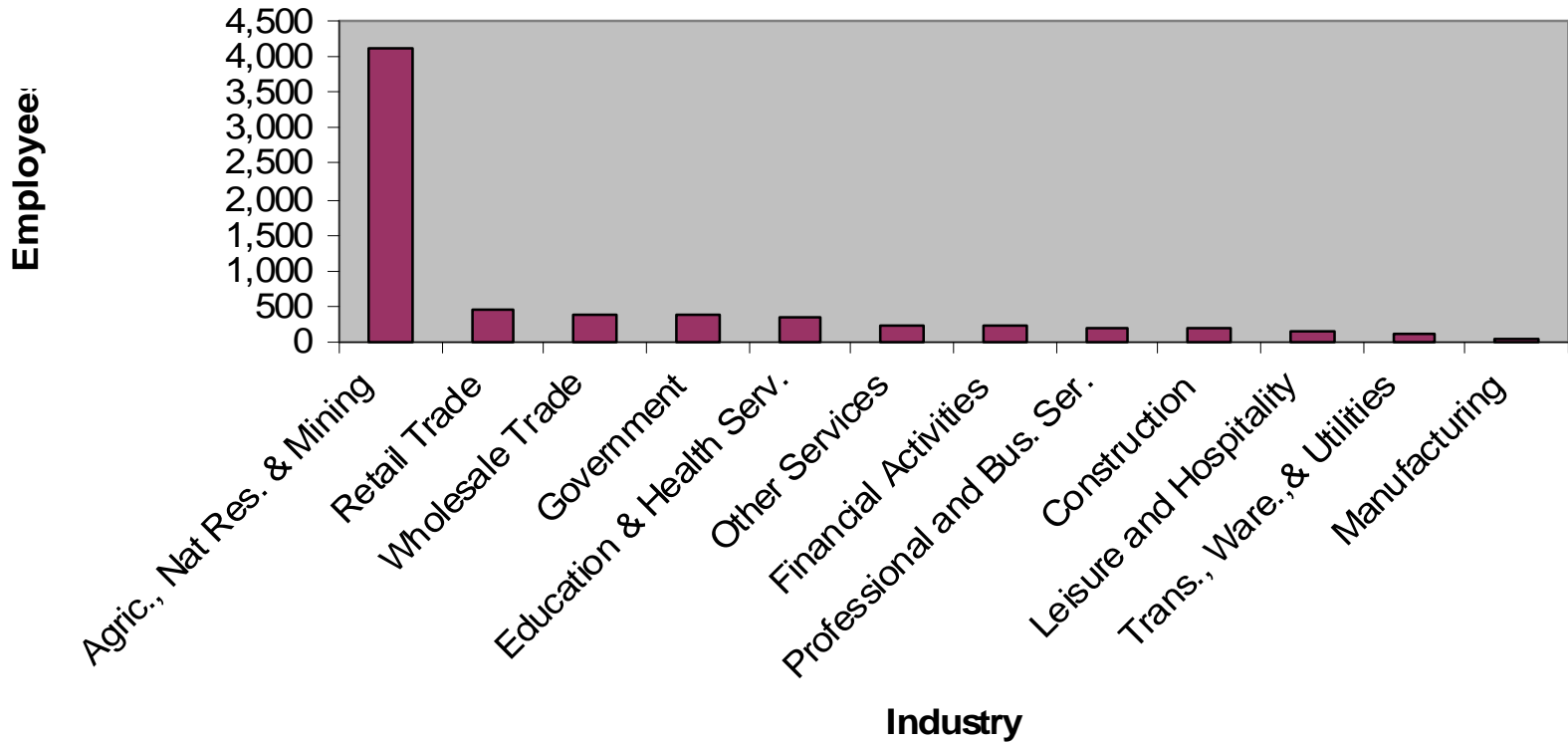
Business Analysis

- Seasonal employment (2005)
 - 8,826 employees in January
 - 4,315 employees in July.
 - Farm workers estimated at around 15,000
- Fastest Growing Businesses (2001 to 2005)
 - Professional and Business services
 - Other Services
 - Construction
 - Education and Health Services
 - Financial Services employment

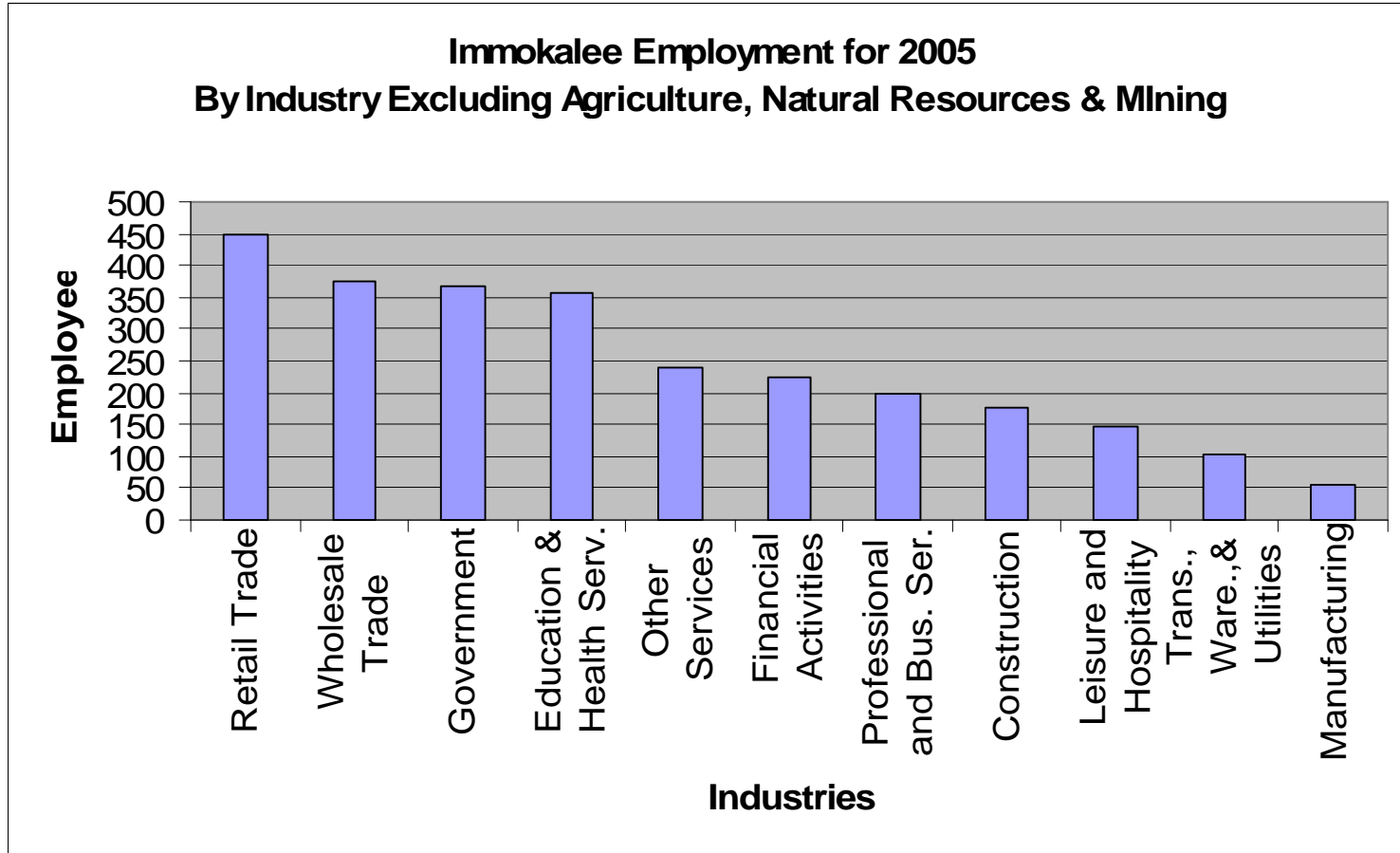
Immokalee

Business Analysis

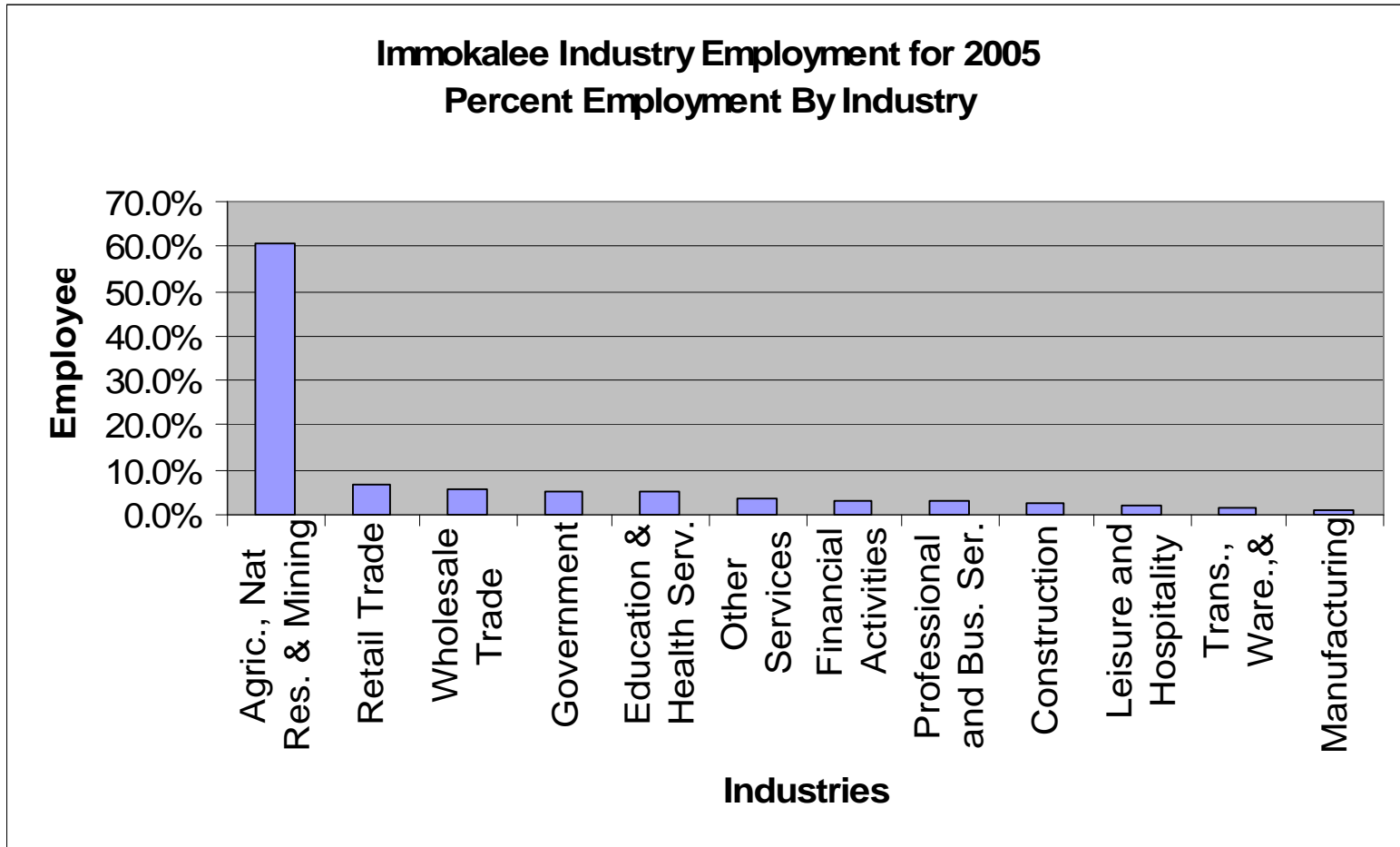
Immokalee Employment
By Business Sector for 2005



Immokalee Business Analysis

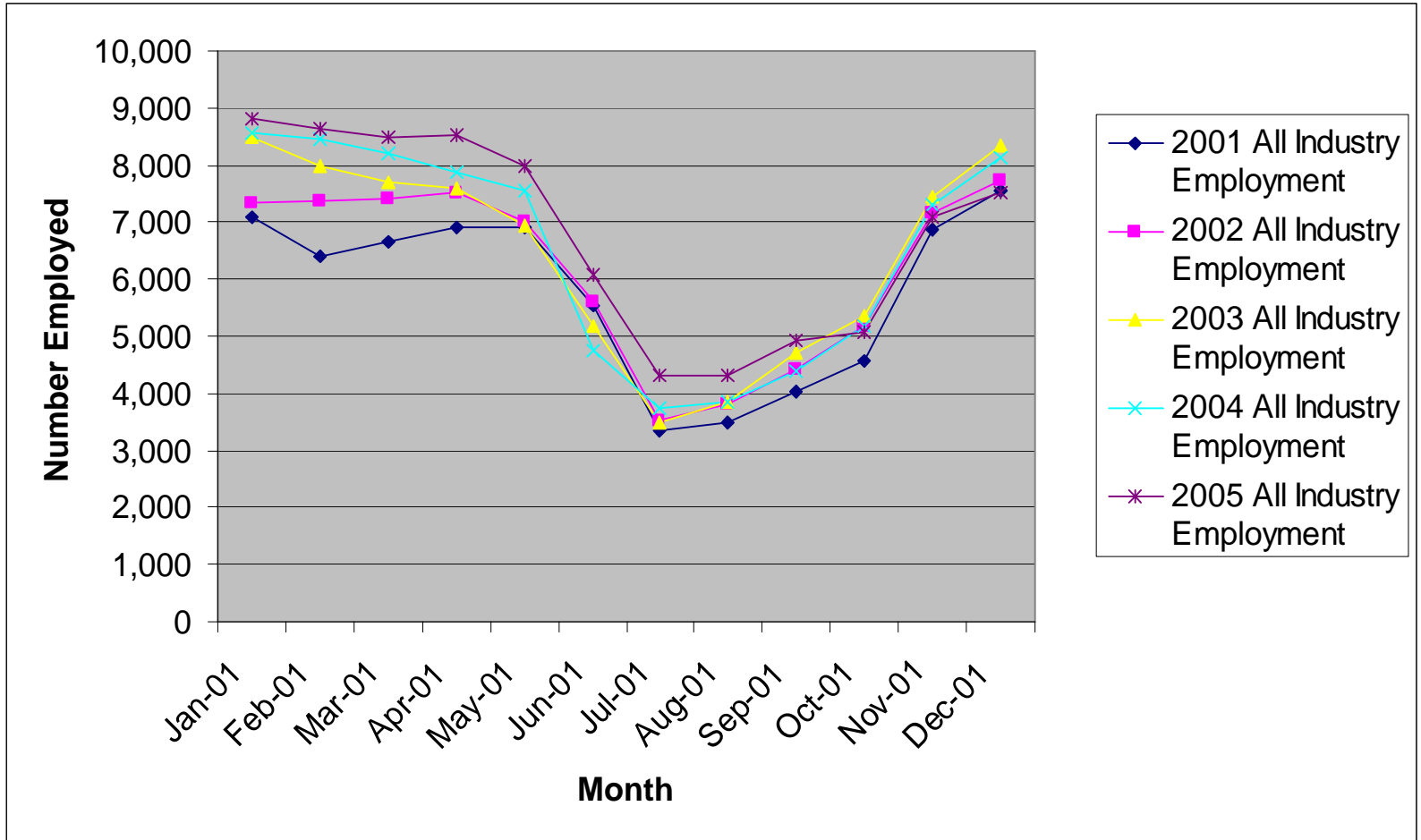


Immokalee Business Analysis



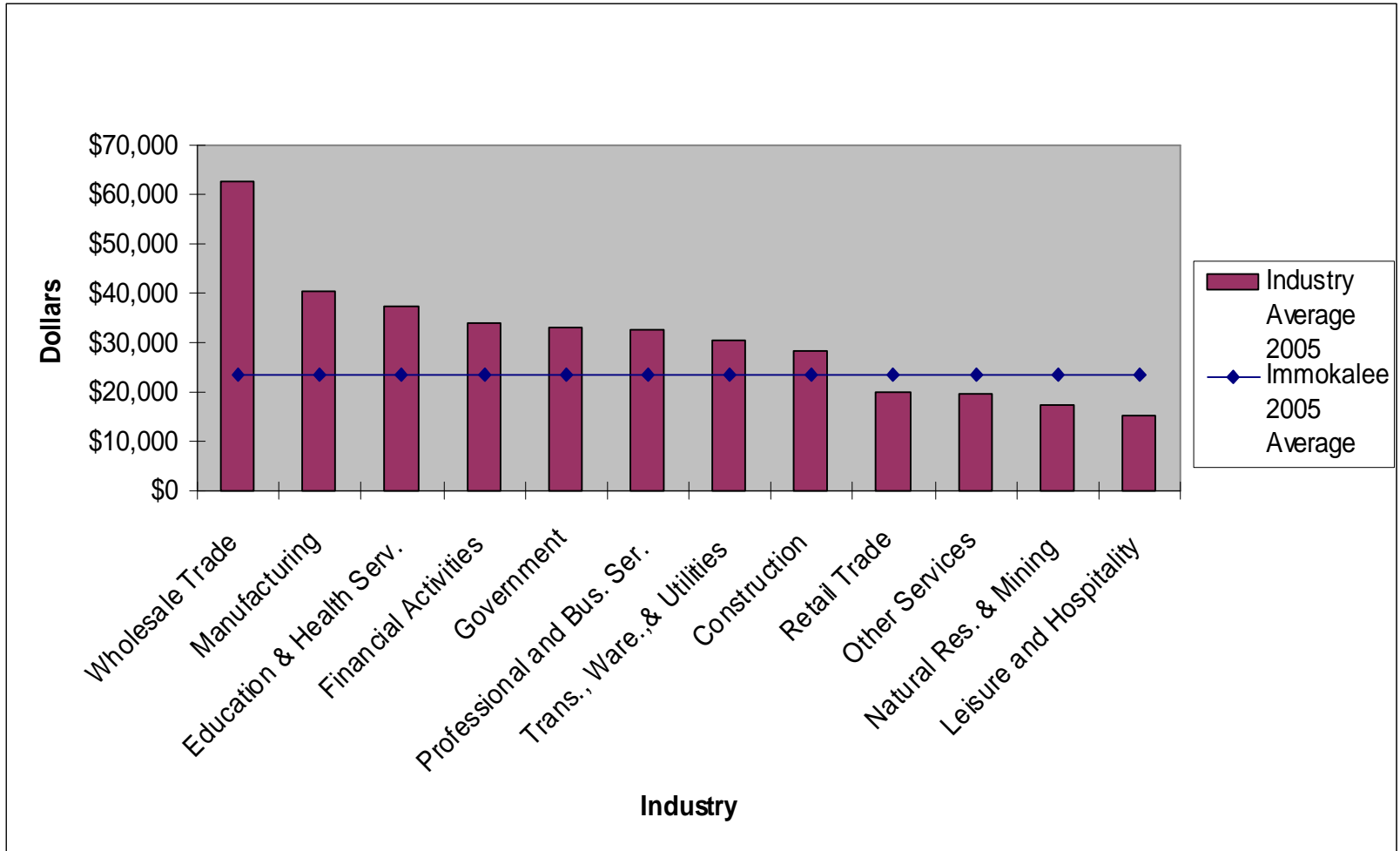
Immokalee

Business Analysis



Immokalee

Business Analysis



Review of Planned Developments

Town of Ave Maria

- Under Construction

- Residential units

§ University campus

§ Initial enrollment of 650 students

§ Plans to grow up to 6,000 undergraduate and graduate students

§ Town Center with offices and businesses

§ Planning for 20,000 residents by 2016



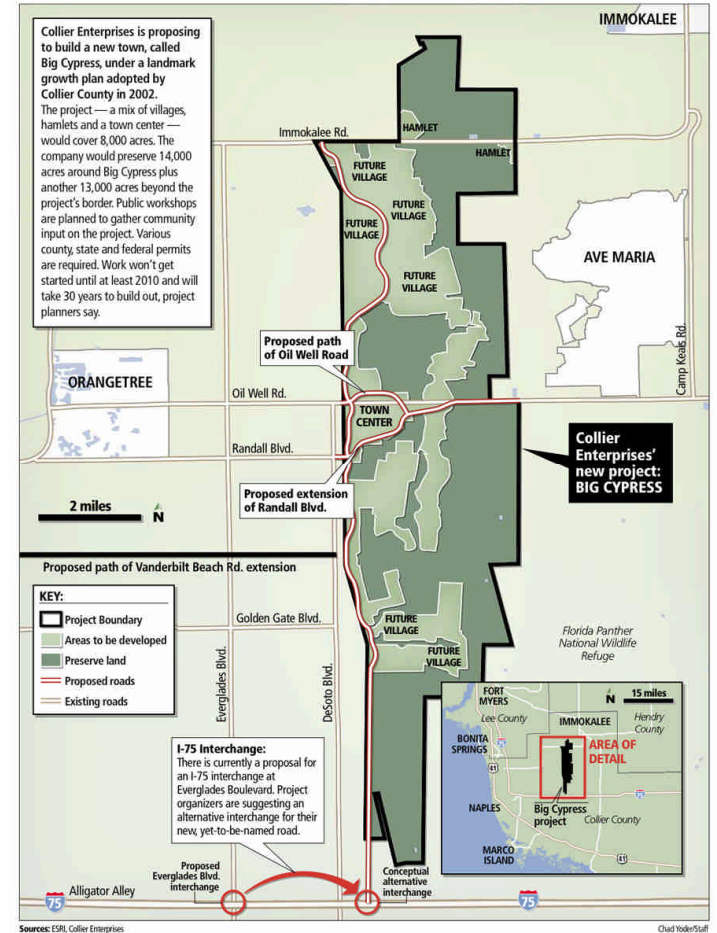
Town of Ave Maria Characteristics



- Residential 11,000 units
- Assisted living facilities 450 beds
- Retail, entertainment, service 690,000 square feet
- Professional offices 510,000 square feet
- Civic/community/misc. 1,485,000 square feet
- Medical facilities 35,000 square feet
- Hotel 400 rooms
- University 6,000 students
- K-12 schools 3,100 students

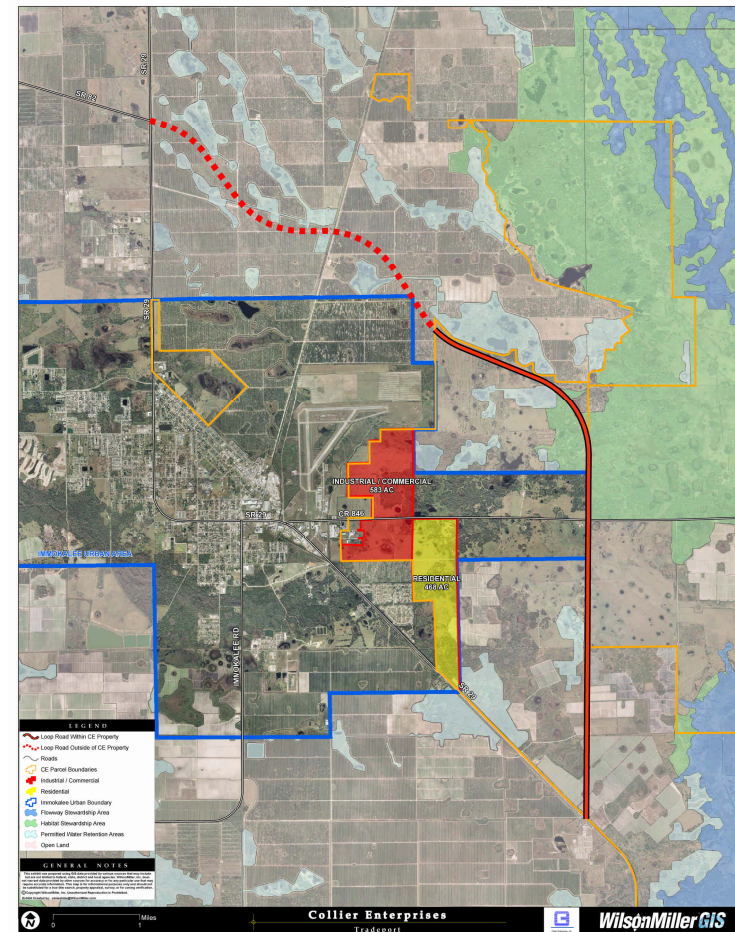
Town of Big Cypress

- Planned community to be developed by Collier Enterprises
- Mixed use community being developed south of Immokalee and west of Ave Maria
- 8,000 acres of developed land
- 14,000 acres of preserves and 13,000 acres of preserves beyond the project border
- Approximately 25,000 homes
- 50,000 people with total build out around 2040.



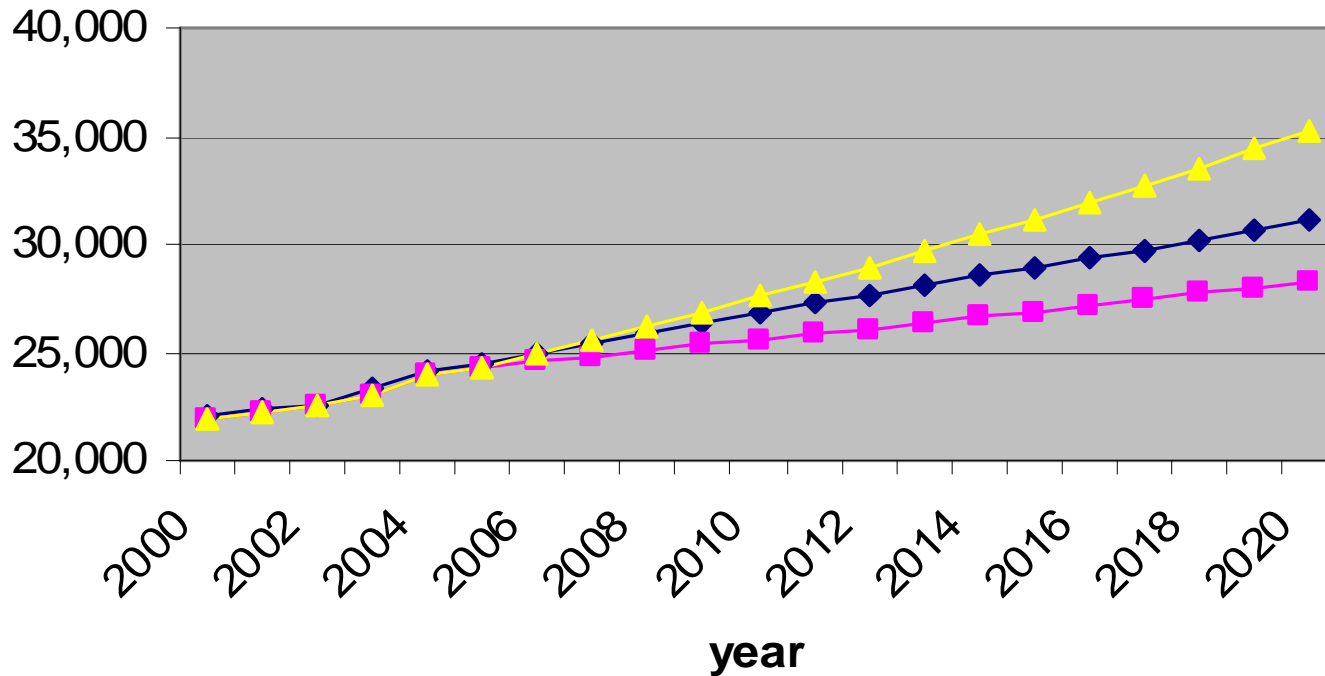
Proposed Industrial Park and Residential Development

- Collier Enterprises
- Plans for a 580 acre expansion of an industrial park
- 470 acre moderately priced housing development southwest of the Immokalee airport.



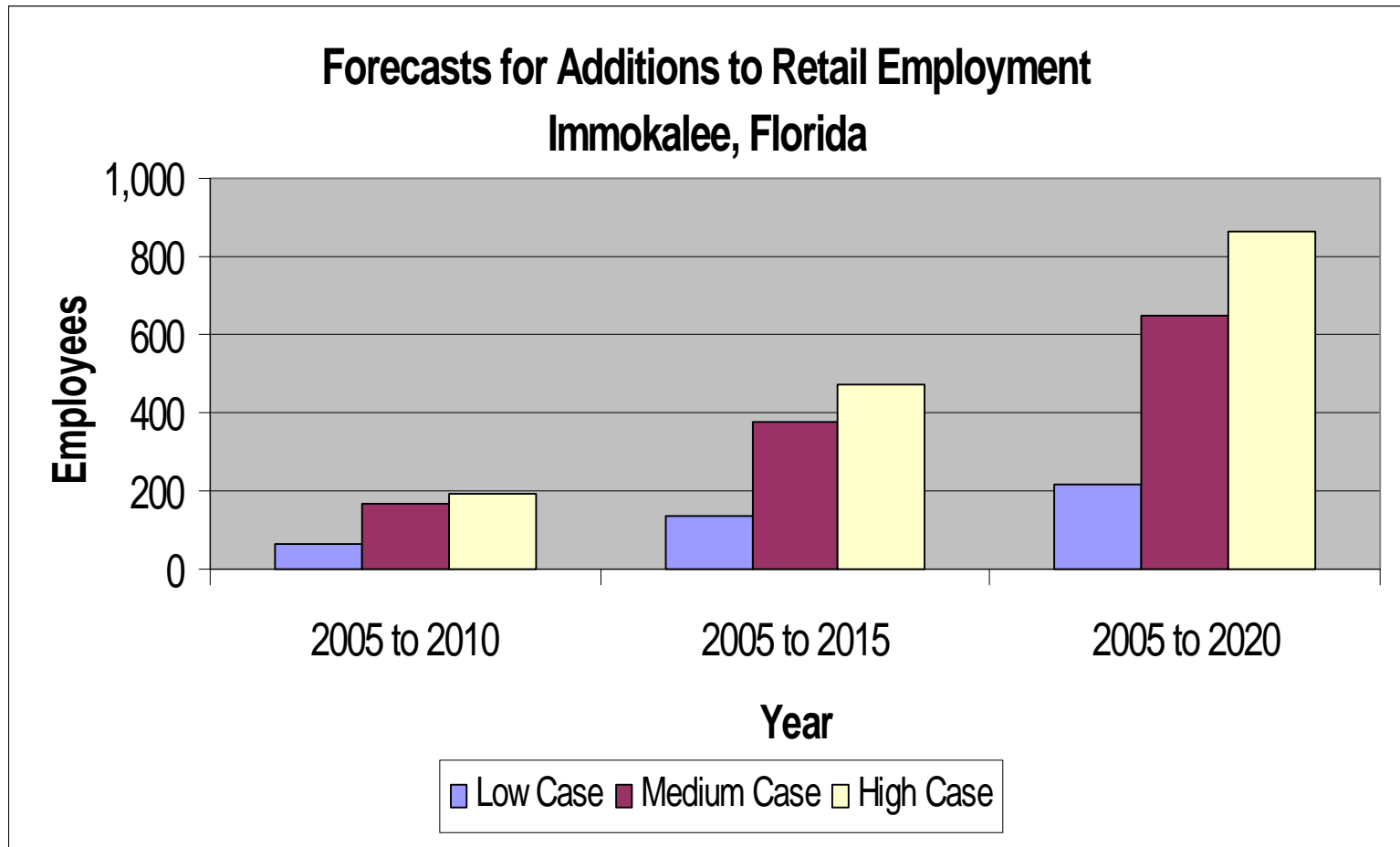
PLANNING FORECASTS

Immokalee Permanent Population Low, Medium, and High Forecasts

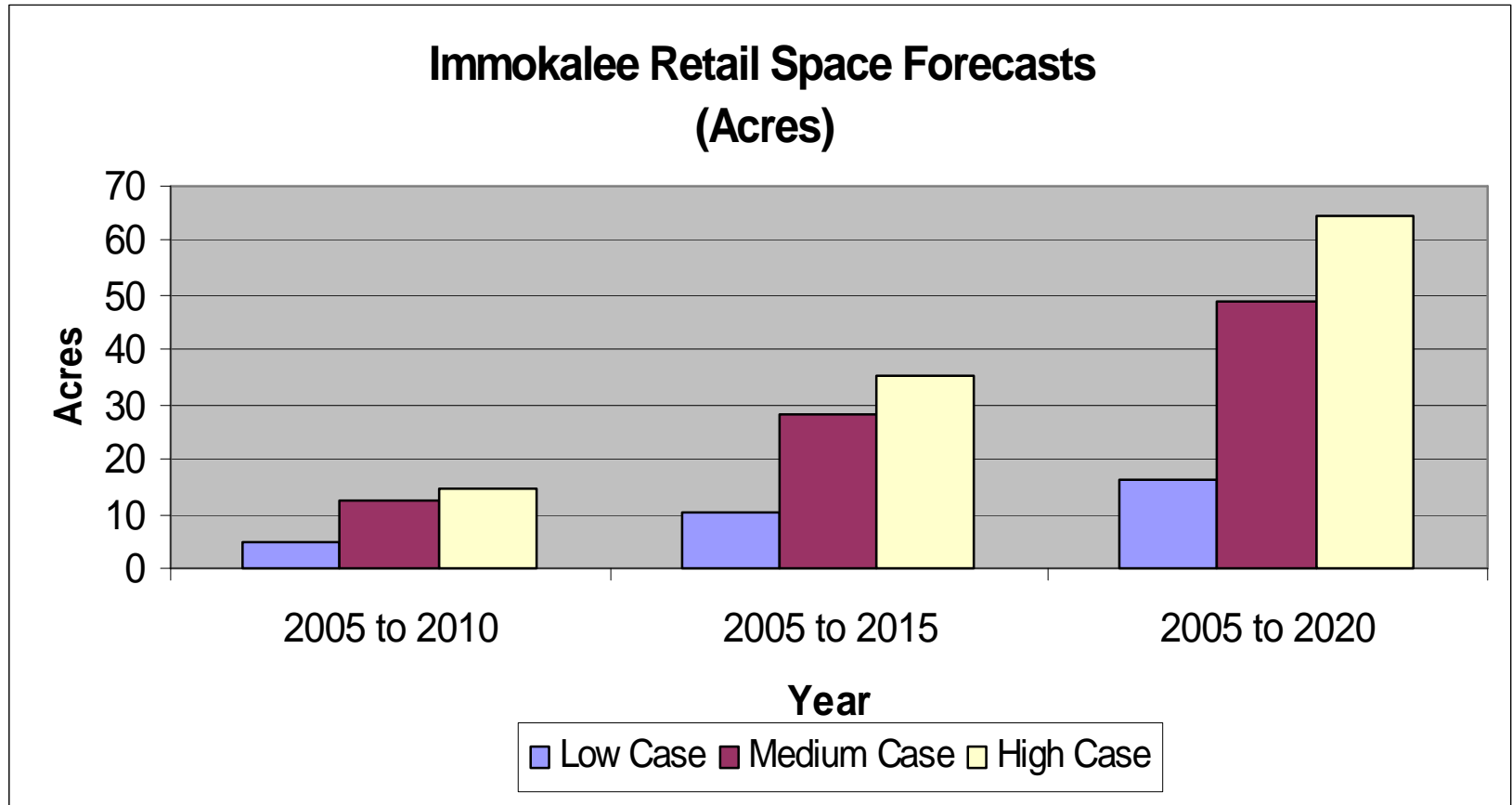


◆ Medium Forecast ■ Low Forecast ▲ High Forecast

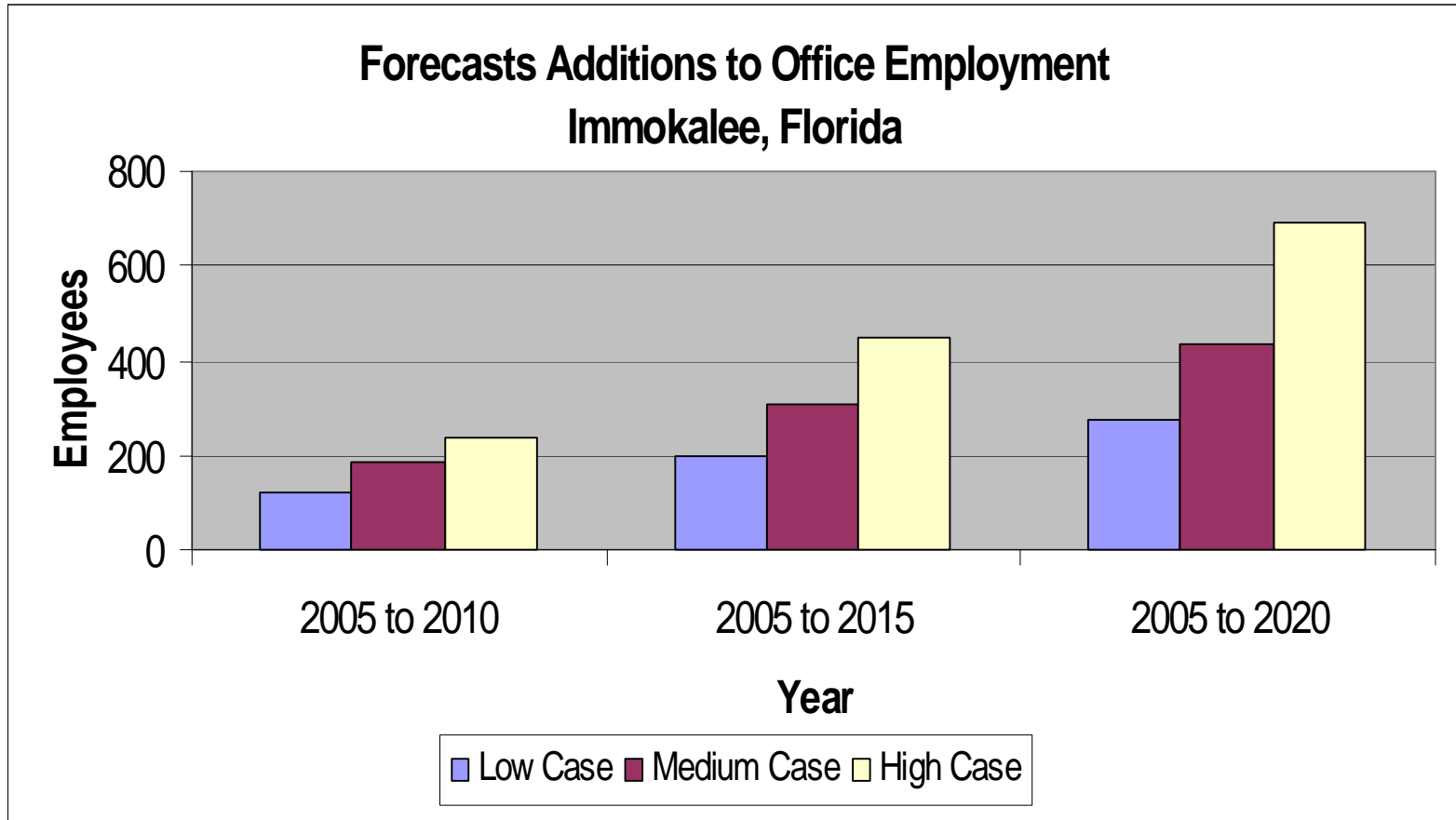
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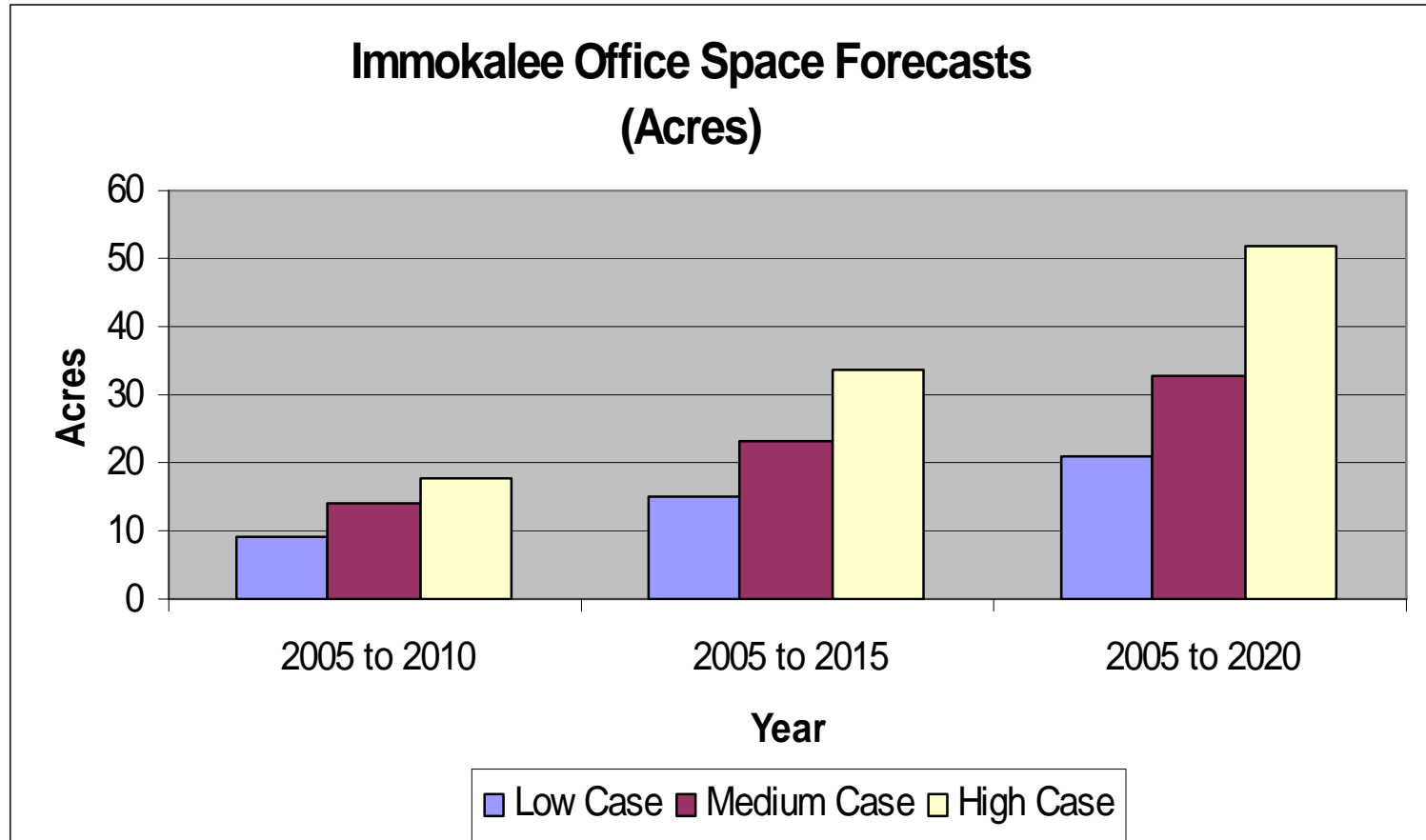
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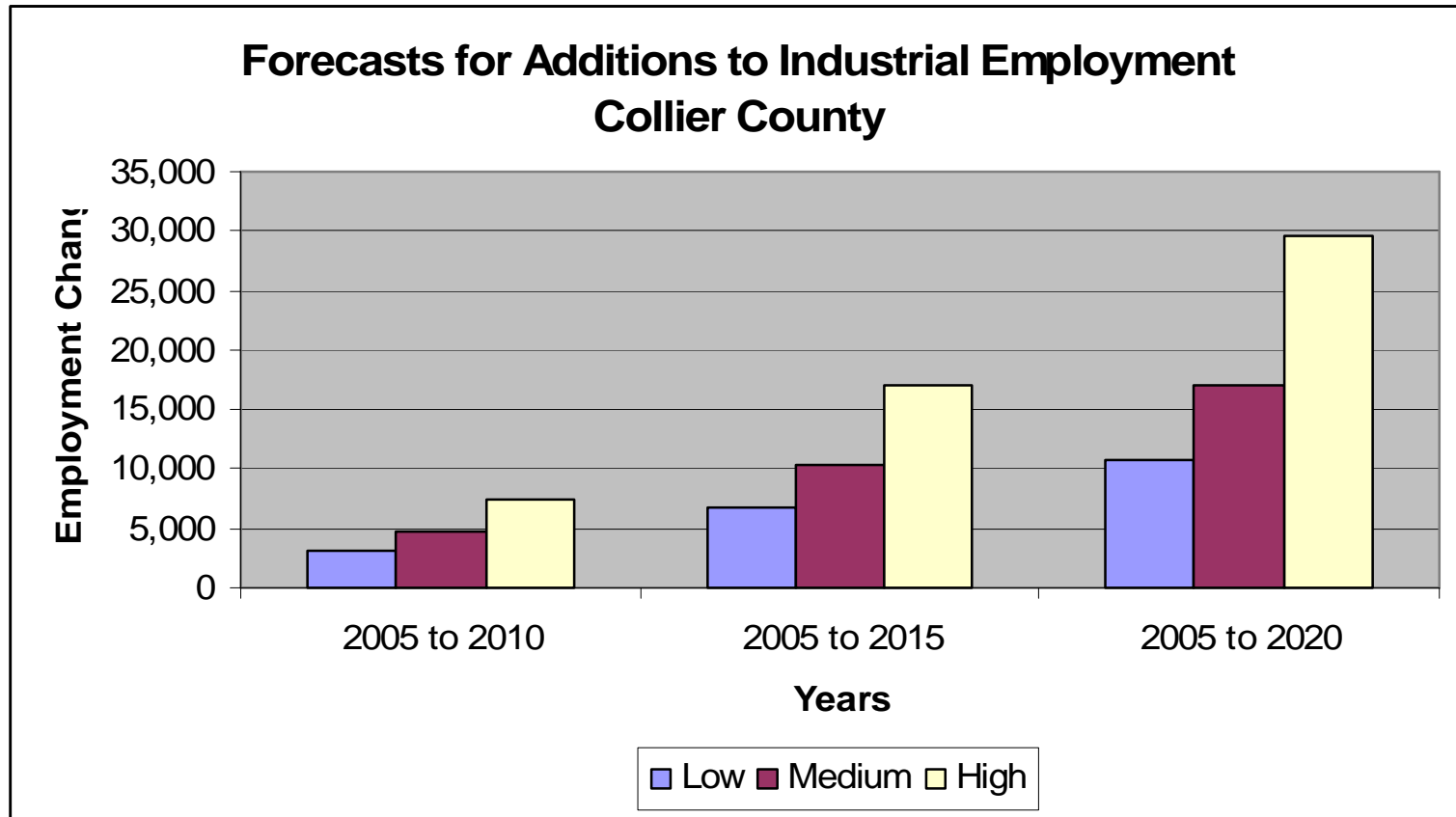
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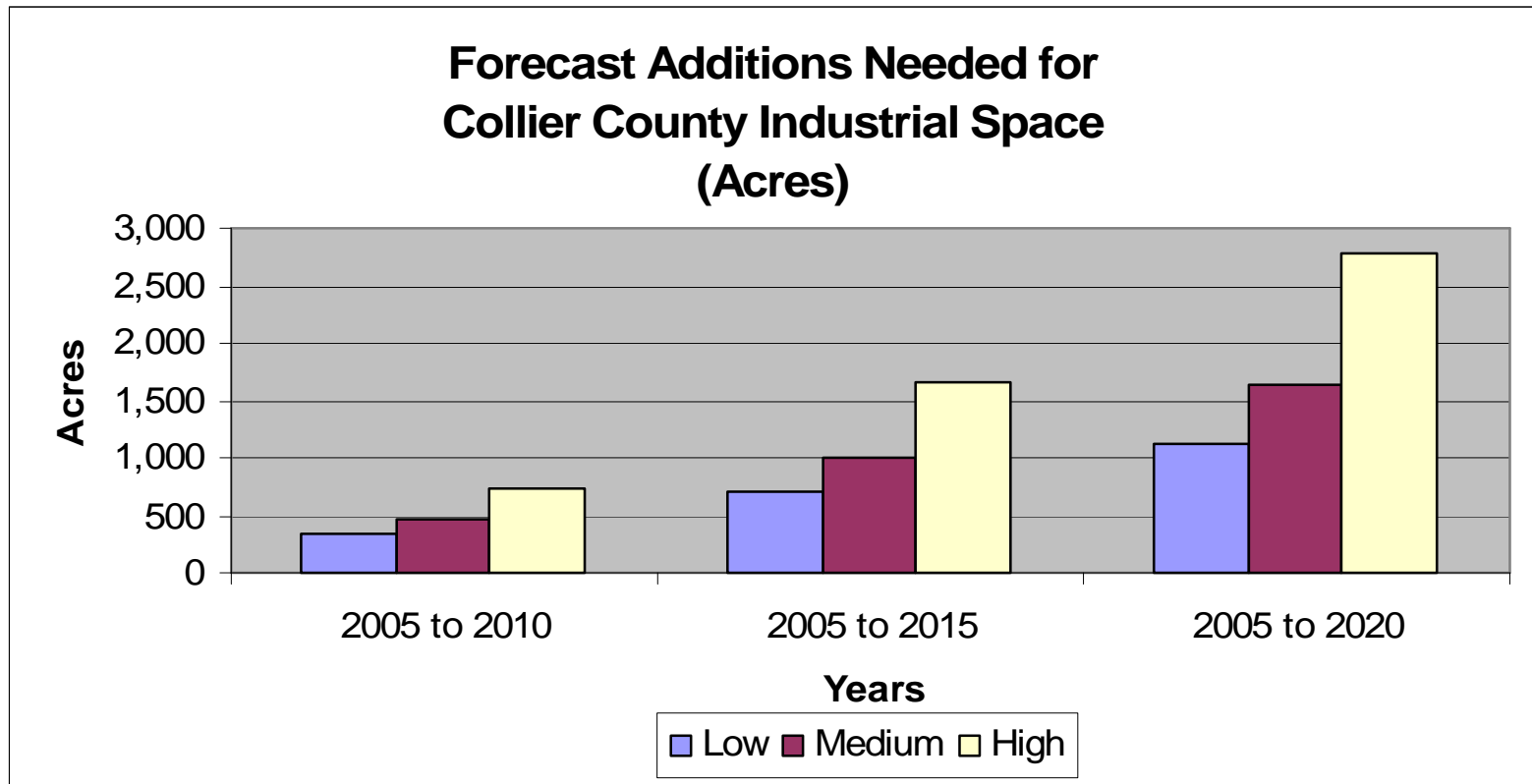
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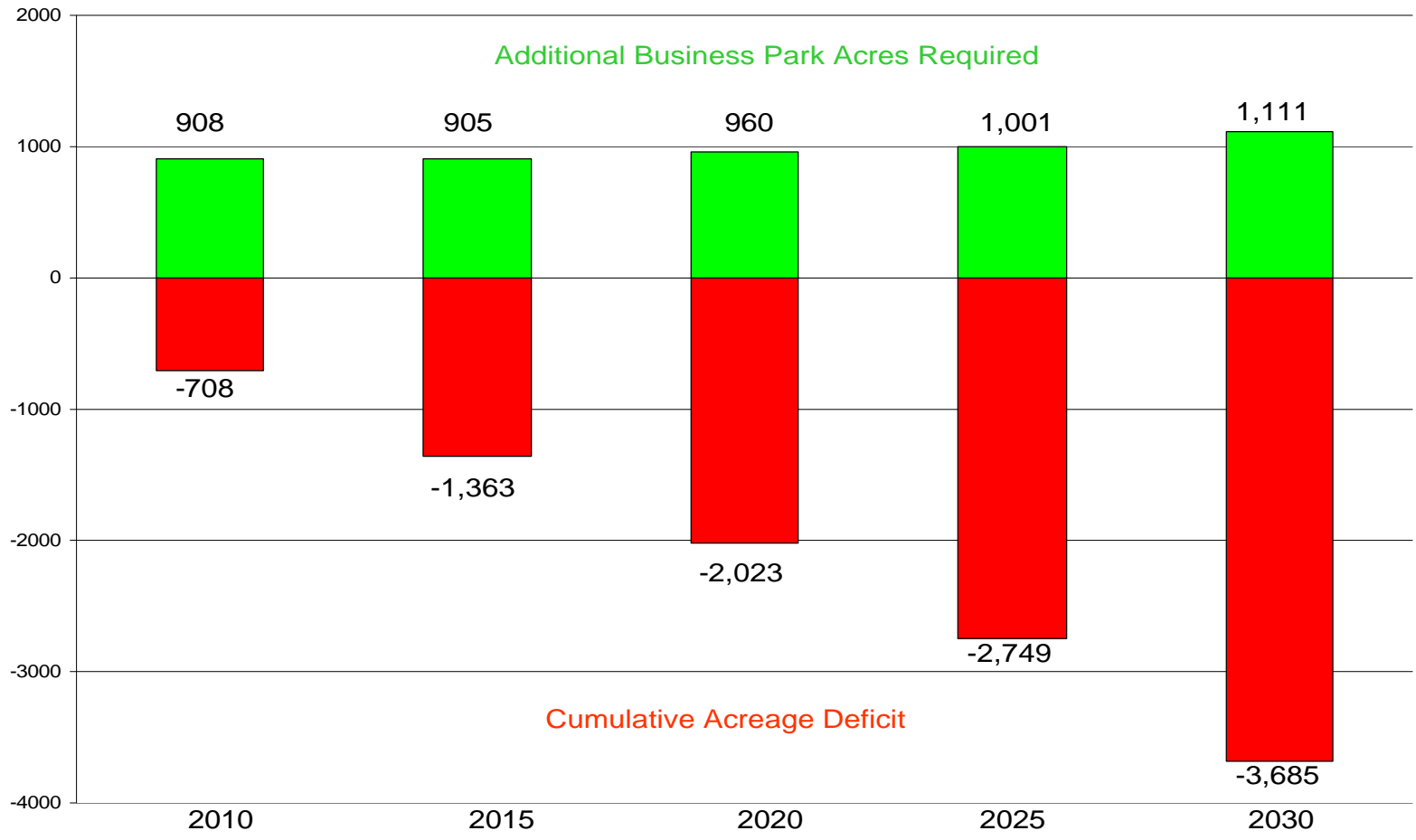
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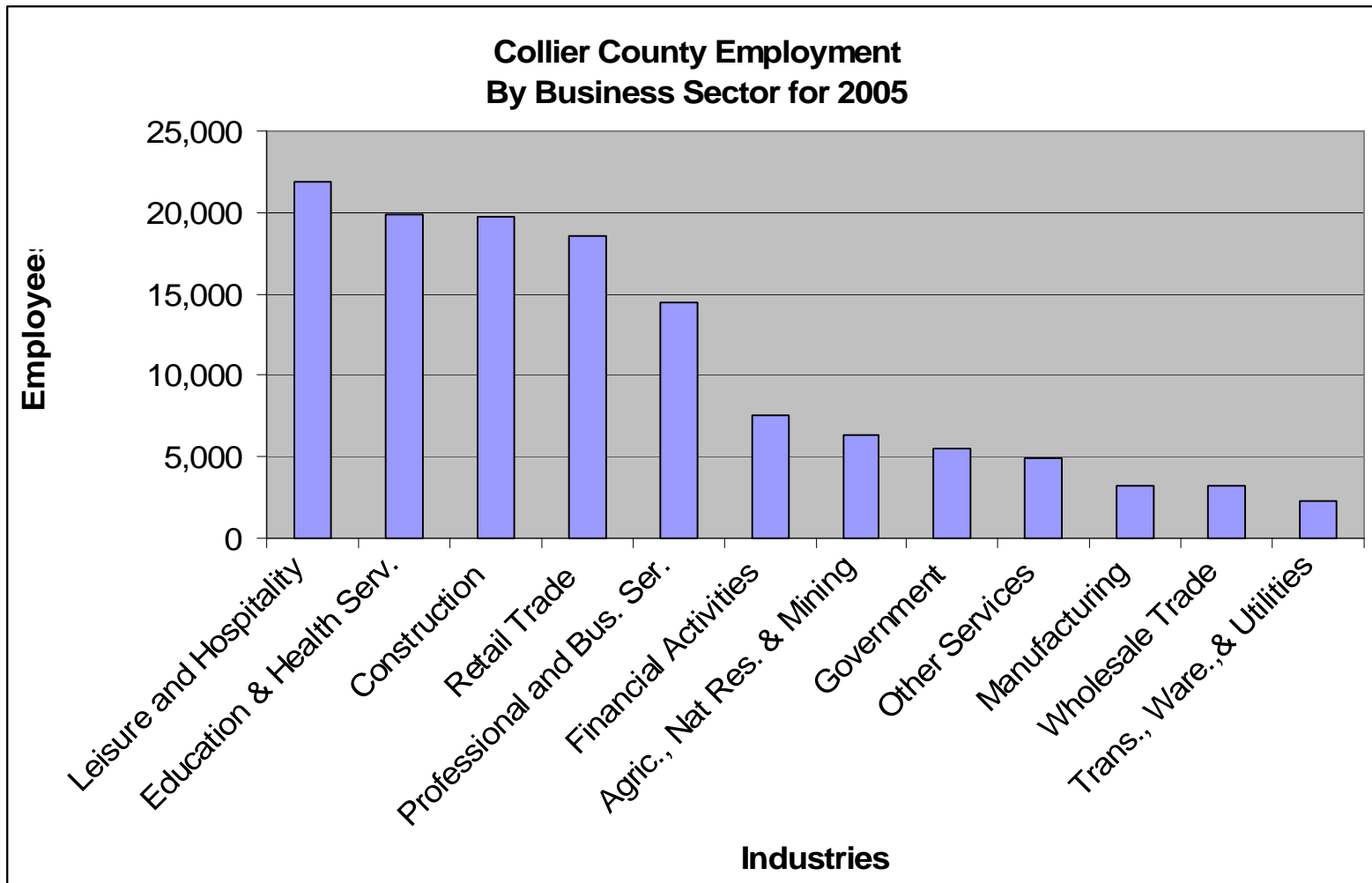


Collier County Acreage Required vs. Acreage Deficit 2010-2030

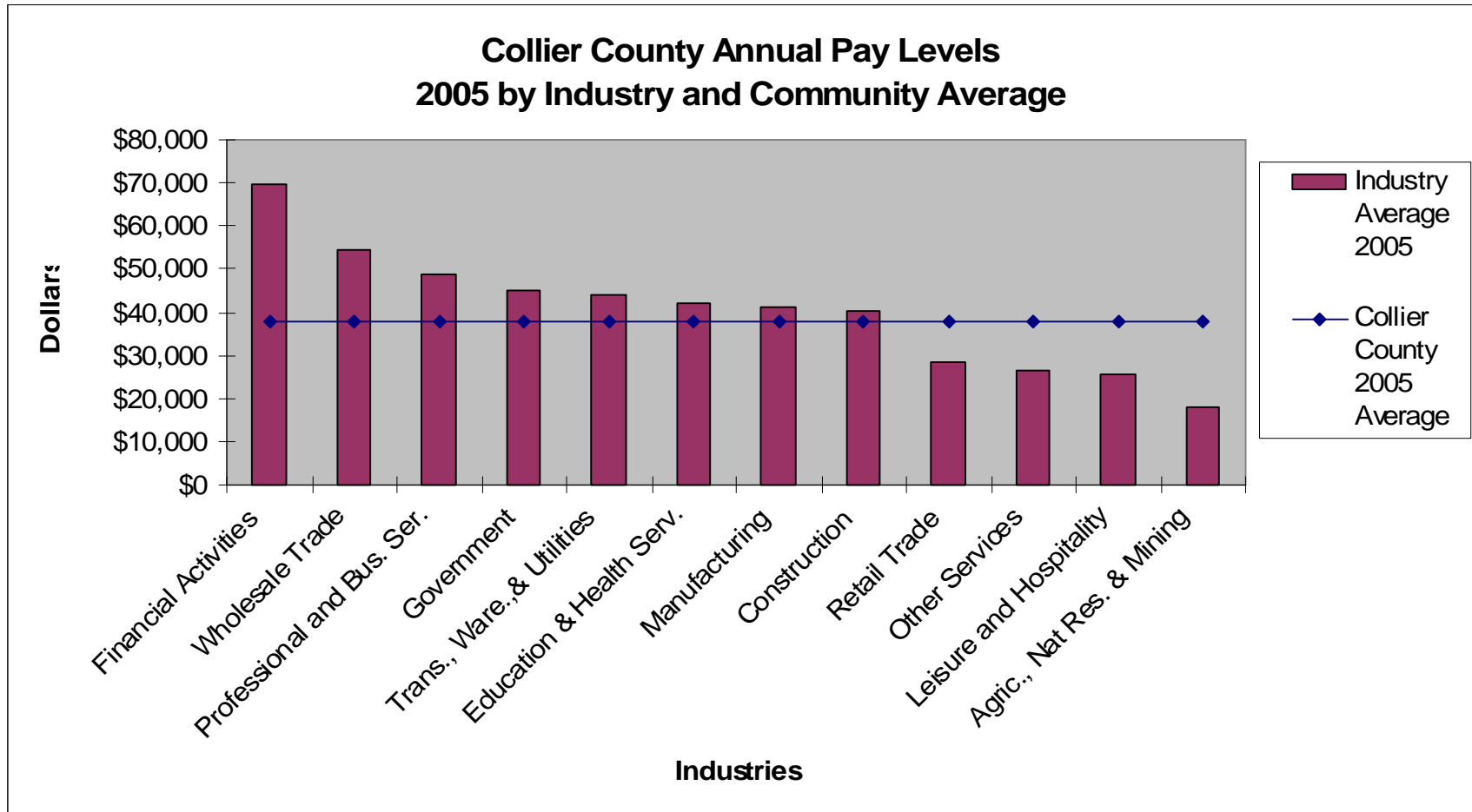


Source: Collier EDC and Fishkind & Associates, Inc

Identify Potential Industries to Diversify the Immokalee Economy and Increase Wealth



Identify Potential Industries to Diversify the Immokalee Economy and Increase Wealth

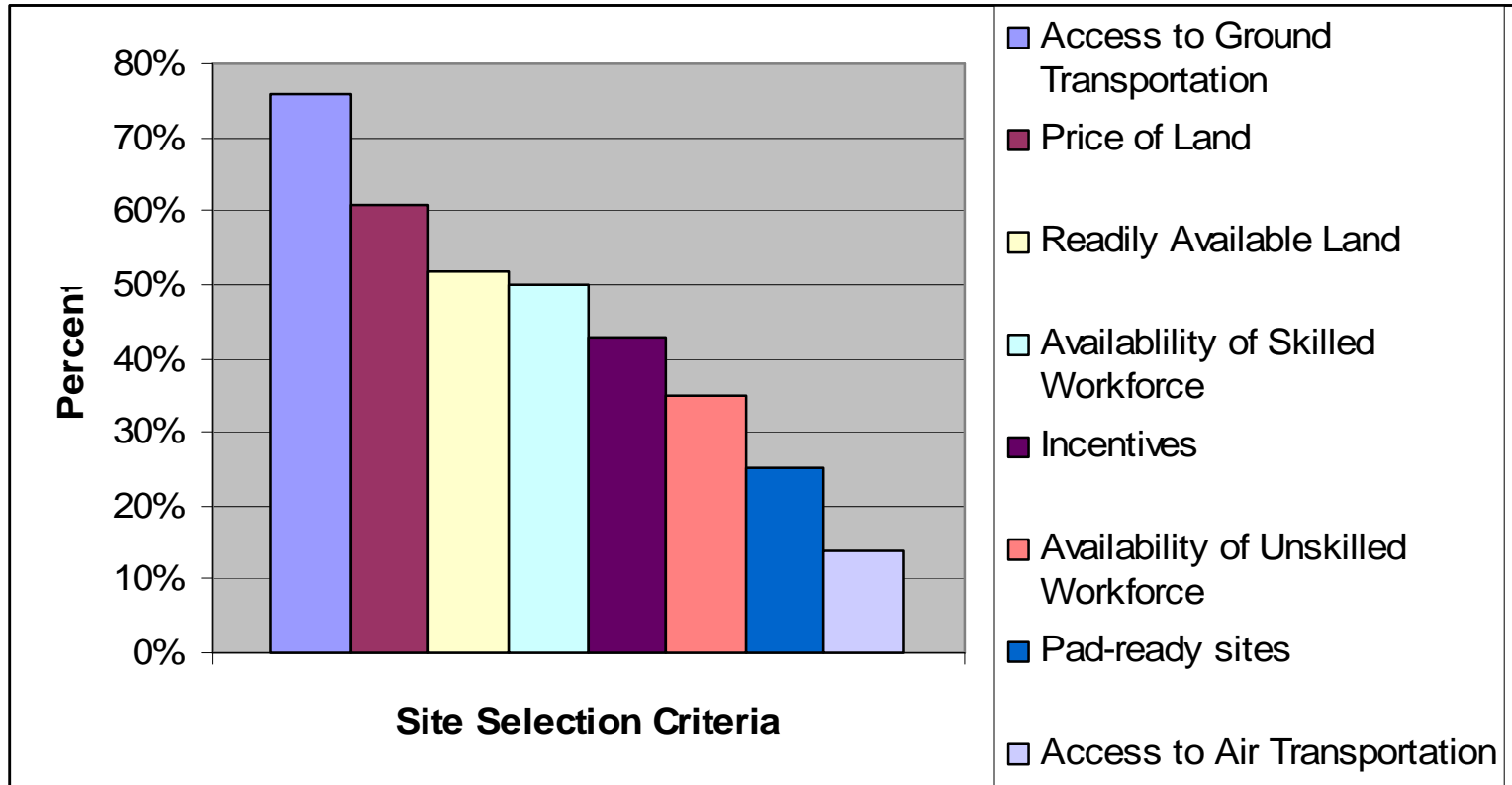


Collier Business Cluster Average Annual Pay Ranking

Collier Business Cluster Data	2001 LQ	2004 LQ	2004 Employment	2004 Average Annual Pay
Software and Computer Services	0.20	0.46	322	\$56,874
Financial Services	1.10	1.11	2,470	\$53,669
Distribution Services Part 1	0.63	0.59	1,351	\$52,714
Medical Instruments, Appliances and Supplies		0.36	93	\$47,525
Distribution Services Part 2	0.60	0.64	747	\$46,735
Transportation and Warehousing	0.51	0.97	93	\$41,892
Building Component Manufacturing and Services	1.16	1.09	2,499	\$40,169
Printing and Publishing	0.82	0.61	398	\$38,121
Business Services	1.25	1.44	13,176	\$36,010

Identify Potential Industries to Diversify the Immokalee Economy and Increase Wealth

Percent of Companies that Ranked Site Selection Criteria “Very Important”



Source: Florida Tradeport Study, Collier EDC, KS & R Inc.



Backup Slides

Key Traditional and Emerging Clusters

Michael Porter, Harvard University Business School:

“Clusters are geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region.”

“Clusters arise because they increase the productivity with which companies can compete.”

“The development and upgrading of clusters is an important agenda for governments, companies, and other institutions. Cluster development initiatives are an important new direction in economic policy, building on earlier efforts in macroeconomic stabilization, privatization, market opening, and reducing the costs of doing business.”

Porter Traded Clusters

1. Aerospace Engines
2. Aerospace Vehicles and Defense
3. Agricultural Products
4. Analytical Instruments
5. Apparel
6. Biopharmaceuticals
7. Building Fixtures, Equipment and Services
8. Business Services
9. Chemical Services
10. Communications Equipment
11. Construction Materials
12. Distribution Services
13. Education and Knowledge Creation
14. Entertainment
15. Financial Services
16. Fishing and Fishing Products
17. Footwear
18. Forest Products
19. Furniture
20. Heavy Construction Services
21. Heavy Machinery
22. Hospitality and Tourism
23. Information Technology
24. Jewelry and Precious Metals
25. Leather and Related Products
26. Lighting and Electrical Equipment
27. Medical Devices
28. Metal Manufacturing
29. Motor Driven Products
30. Oil and Gas Products and Services
31. Plastics
32. Power Generation and Transmission
33. Prefabricated Enclosures
34. Processed Food
35. Production Technology
36. Publishing and Printing
37. Sporting, Recreational and Children's Goods
38. Textiles
39. Tobacco
40. Transportation and Logistics

Trends that Matter

q Building Space

- Ø Land

- Ø Built space

- Ø Utilities

q Workforce

- Ø Skills

- Ø Availability

- Ø Cost

Trends that Matter

q Business Environment

- Ø Regulations

- Ø Taxes

- Ø Innovative

q Business Formation and Acceleration

- Ø Innovative

- Ø Access capital

- Ø Clusters

Trends that Matter

q Access to Markets

- Ø Transportation

- Ø Telecommunications

q Quality of Life

- Ø Education level

- Ø Crime rate

- Ø Cost of living

- Ø Recreation