



ECONOMIC & BUSINESS DEVELOPMENT OFFICE QUARTERLY REPORT Q4 - FY '24

REPORT OVERVIEW

- I. Key Economic Indicators
- II. Industry Updates
- III. Business Retention, Attraction & Expansion
- IV. Marketing & Advertising
- V. Activity & Updates
- VI. Building Activity

Key Economic Indicators



Key Economic Indicators

Unemployment Rates

	JUL 2024	AUG 2024	SEPT 2024	JUL 2023
Cape Coral	3.8%	3.7%	3.6%	3.2%
Fort Myers	4.2%	4.2%	4.1%	3.8%
Lee County	3.9%	3.7%	3.7%	3.3%
Florida	3.8%	3.7%	3.4%	3.1%

Source: Florida Commerce





Key Economic Indicators

Vacancy Rates – SW Florida

	Retail	Office	Industrial	Multi-Family
Cape Coral	1.6%	1.6%	4.4%	22.6%
Sarasota	3.4%	5.0%	2.4%	13.6%
Fort Myers	1.7%	1.9%	4.6%	15.8%
Punta Gorda	1.6%	3.3%	6.9%	12.9%
Naples	2.2%	6.1%	0%	11.6%
Bonita Springs	2.1%	7.0%	3.9%	-----

Source: CoStar Group



Key Economic Indicators

Vacancy Rates – Most Populated Florida Cities

	Retail	Office	Industrial
Orlando	3.4%	9.4%	7.2%
Miami	2.7%	5.2%	5.0%
Tampa	3.0%	9.4%	5.6%
Jacksonville	4.2%	10.1%	5.1%
Port St Lucie	4.3%	5.0%	3.6%
Tallahassee	3.2%	4.7%	2.6%
Fort Lauderdale	4.3%	8.4%	4.6%
Cape Coral	1.6%	1.6%	4.4%

Source: CoStar Group

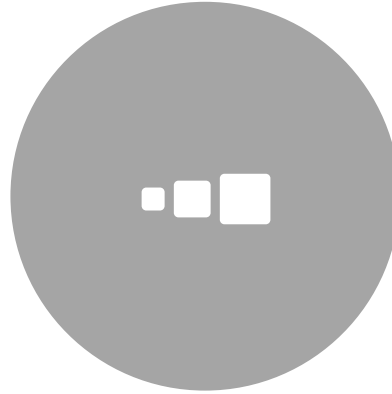
Industry Updates

Office Market Take-Aways



THE CITY HAS APPROXIMATELY 2.9 MILLION SQ FT OF OFFICE SPACE, COMPARED TO 22.1 MILLION SF METRO WIDE.

(18,000) SF NET ABSORPTION OVER 12 MONTHS.



RENTS HAVE INCREASED BY 6.0% IN THE PAST 12 MONTHS COMPARED TO 5.4% IN METRO REGION.

AVERAGE RENT IS \$26.00/SF COMPARED TO \$27.00/SF IN FORT MYERS.



THE VACANCY RATE OF 1.6% COMPARES TO A 5-YEAR AVERAGE OF 3%.

VACANCY RATES VARY ACROSS OFFICE SPACE CLASSES, RANGING FROM 0.4% IN 3 STAR AND 2.9% IN 1 AND 2 STAR PROPERTIES.

Source: CoStar Group



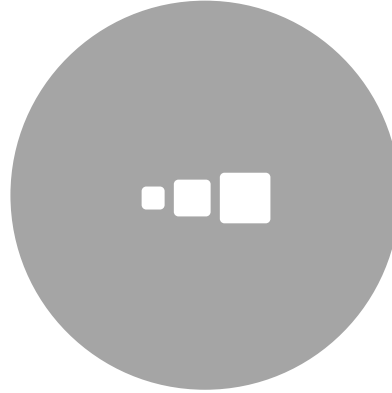
Retail Market Take-Aways



THE CITY HAS JUST UNDER 10 MILLION SQ FT OF RETAIL SPACE.

74,000 SF OF RETAIL IS UNDER CONSTRUCTION.

35,000 SF HAS BEEN DELIVERED IN THE LAST 12 MONTHS.



RENTS ARE AROUND \$22/SF, WHICH IS A 3.6% INCREASE FROM WHERE IT WAS A YEAR AGO.



THE MARKET HAS A VACANCY RATE OF 1.7%.

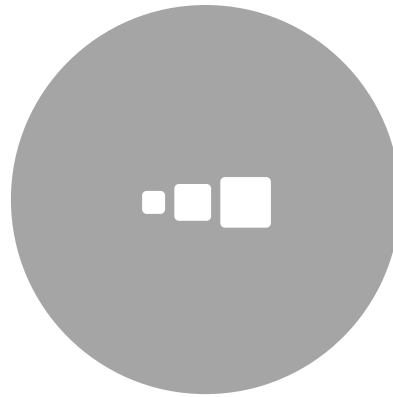
THERE WAS POSITIVE ABSORPTION IN NEIGHBORHOOD CENTERS AND NEGATIVE ABSORPTION IN STRIP CENTERS AND GENERAL RETAIL.

Industrial Market Take-Aways



THE CURRENT 4.1% VACANCY RATE HAS INCREASED 2.9% OVER THE LAST 12 MONTHS. THE 5-YEAR AVERAGE VACANCY IS 2.7%.

THE METRO FORT MYERS MARKET VACANCY RATE IS 5.7%.



RENTS ARE \$13.90/SF COMPARED TO \$13.10/SF IN THE FORT MYERS MARKET.

MARKET ASKING RENT HAS GROWN BY 4.7% OVER THE LAST 12 MONTHS.



CAPE CORAL CONTAINS ROUGHLY 4 MILLION SF OF INDUSTRIAL SPACE.

APPROXIMATELY 71% OF INDUSTRIAL SPACE IS LOGISTICS.

Business Retention, Attraction & Expansion

Commercial Projects – In Permitting

Walmart Supercenter SW Pine Island Rd	Retail and Grocery store	Constructing a 175,360 sq ft retail building. Site Development Plan in review.
Aldi's Grocery 3560 DE NAVARRA PKWY	Grocery store	Located at Entrada West development. Constructing a 20,714 sq ft store. Site Development Plan in review.
Coffee Rush 1189 SW PINE ISLAND RD	Drive up Coffee store	Site Development Plan in review.
Florida Blue Center 1827 NE Pine Island Rd. unit 110	Wellness Center and Outpatient Medical Clinic	Tenant improvements in review. Spring 2025 projected opening.

Commercial Projects – In Construction

Karma Indian Grill 1414 Cape Coral Pkwy E	Indian cuisine	Renovating former Subway location. Scheduled to open Winter 2024.
Premier Women's Care 1606 SANTA BARBARA BLVD		New construction of a 30,830 sq ft, 2-story medical office building. Construction scheduled to commence by December 2024.

Overview of Incentive Projects – YTD 2024

Building Infrastructure Grants	# Applications	Project Investment	Grant Award Request
CM Approved	2	\$9,658,416	\$261,764
In Review	2	\$2,219,148	\$250,000
In Progress	1		
Enhanced Value Recapture Grants	# Applications	Project Investment	Grant Award Request
CM Approved	1	\$700,463,466	\$122,993,856
In Review	2	\$217,120,789	\$79,626,105
In Progress	3		
Cape Collaborates	# Applications	Project Investment	Grant Award Request
In Review	2	\$1,119,080	\$100,000
In Progress	7		

Note:

“In Review” are applications submitted to EDO and being reviewed.

“In Progress” refers to applications that the software system identifies as being worked on by interested applicants. The application is in a draft state and has not yet been submitted to EDO.

Staff is currently reviewing the start dates of in progress applications to identify those that are inactive and working with software company to place into an inactive status.



Overview of Incentive Projects – YTD 2024

Creative Cape	# Applications	Project Investment	Grant Award Request
In Review	0		
In Progress	2		

CRA Breaking Barriers to Business	# Applications	Project Investment	Grant Award Request
In Review	1	\$1,242,000	\$50,000
CRA Approved	2	\$964,388	\$68,000
In Progress	6		

Q4 Business Retention Activity

Networking Events	7
New Biz Navigator Outreach (Businesses Served)	28
Business Tax Receipt Navigation (Businesses Served)	39
Fire/Permit Navigation (Businesses Served)	46
Speaking Engagements & Interviews	2
Industry Roundtables (Businesses Engaged)	28
BRE Visits Business retention and expansion visit aims to retain or keep existing businesses in a community and provide assistance for businesses to expand.	4



Q4 Business Attraction Activities

July – August - September

Building Partnerships

Activities building strategic partnerships with businesses, investors, community organizations and service providers to attract investment, support local growth, and foster long-term economic prosperity for Cape Coral.

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Outreach & learning best practices

Proactive engagement with stakeholders and peer cities through meetings, calls, and emails to share cross-pollinate ideas or to explore innovations that could be onboarded; professional development activities.

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Marketing & Brand Awareness

Advertising placements and feature columns; networking events and activities that promote Cape Coral's brand and development opportunities.

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Lead Generation

Connect with inquiries and leads regarding new, existing or relocating businesses to Cape Coral.

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Cape Coral Grove Project Update

2301 SW Pine Island Rd

I. \$700 Million Project

- a. 385,000 SQ FT Commercial Retail and Dining
- b. 165,000 SQ FT Leasable Office Space
- c. 138 Hotel Rooms
- d. 1,312 Multifamily Units

II. Priority Permitting Track

- a. Progress Drawings, Site Plan & FDOT Plans in review

I. Development Agreement

- a. Approved 8/7/2024

II. Incentive Agreement

- a. Approved 8/21/2024

Q4 2024: Phase 1 & 2 Infrastructure Start

Q2 2025: Town Center Start followed by Multifamily

7 Islands – Gulf Gateway Resort

Location: Old Burnt Store Road

I. Proposed Program

- a. Multi-Family Condo, Townhomes, Fish Houses
- b. Hotel Resort with meeting space
- c. 37,000 SF Commercial Space
- d. Community Center
- e. Park
- f. Boat slips/Marina

II. Army Corp of Engineer application submitted in January and Project Manager assigned—anticipates 18-24 months application review period

III. Traffic Impact Study in review

IV. SFWMD application in progress- anticipate timeline for October - December 2025 issuance

V. Site Plan Finalized

VI. Development Agreement being finalized

- a. Draft Term Sheet Established



Victory Park – 1700 Home of the Brave Blvd

- a. 140 acre Master Planned Development
- b. Proposed Uses: Medical, Retail, Multi-family Residential, Veteran Services, and Hotel
- c. Designed to promote, walkability, biking and public transit options



Updates:

1. Site development plans approved for Phase 1 and 2 Infrastructure, hotel, north and south medical buildings.
2. Building permits in review for town homes, multifamily apartments, medical office buildings, and hotel.
3. Estimate Phase 1 infrastructure will be out for bid by December 2024.



Bimini Square

338 Palmetto Dr and
414 Cape Coral Parkway E

- I. \$55 Million Investment
- II. Mixed-Use Project – 5.6 acre site; waterfront restaurant; 48,000 sf retail and professional space; 218 apartments; 25 boat slips; 500 space parking garage – 125 public spaces
- III. Project Updates
 - a. Residential and 4-story commercial building under construction; construction is 25% complete; foundation work for garage is beginning; construction of utilities in right-of-way beginning
 - b. All commercial leases finalized
 - c. Estimated completion - December 2025

Marketing & Advertising



YTD Marketing



Cape Coral's Presence at Conferences	3
Social Media Posts: EBD Business Spotlights/Island Hopper, Business Roundtables etc.	67
Billboard Advertising (Punta Gorda Airport) Featured 6-month "Here We Grow" & "Forbes: 4th Best Place to live in Florida."	2
VCB Co-Op advertisements	8
Florida Trend Magazine "Here We Grow Florida Trend" and "Discover Cape Coral"	2
EBDO News Features Cape Coral Sun – Incentive Programs; NBC – Commercial Development; SWFL Business Today – Highlight of EBDO Projects; Cape Coral Breeze – South Cape Experience	4
EBDO Award Applications International Economic Development Council (IEDC) 2024 Excellence Awards	1
EBDO Newsletters (January, April, July,)	3
Ads via SWFL Business Today (Feb, April, May, July, Aug, Sept)	4



Island Hopper Festival

Cape Coral: Sept 23 - Sept 24, 2024



Promotion: 6 social media posts in lead-up

Outreach: EBDO engaged with local businesses about promotional opportunities through special deals and partnered with Lee County Visitors and Convention Bureau and Communications in promoting the festival on social media.

Attendance: 1,879 at the Cape Coral segment





Activity & Updates

A blue ballpoint pen with a silver tip and clip is positioned diagonally across the left side of the slide. The background is a light blue document featuring a bar chart with several vertical bars of varying heights. The overall aesthetic is professional and business-oriented.

Economic Development Strategic Plan

Lead Consultant: DCG Corplan Consulting

Drafts Received:

- a. Volume 1 – Competitiveness & Opportunity Report
- b. Volume 2 – Strategy
- c. Volume 3 Technical Report
- d. Industry Prospectuses



CITY OF CAPE CORAL BUSINESS & INDUSTRY ROUNDTABLE

Q4 Completed

July	No Meeting
August	Lender/Finance
September	Restaurants



Upcoming

November 15 th	Marine
December	No Meeting
January 17 th	Workforce & Education
February 21 st	Healthcare
March 21 st	Commercial Real Estate

Key Networking Events



International Economic Development Council Denver

The IEDC Conference brought together economic development professionals to explore emerging trends, strategies, and best practices for community growth. Cape Coral attended to gain valuable networking opportunities, learn about the latest development strategies, and promote the city's potential for investment and business expansion.



World Business Forum, NYC

The World Business Forum is a premier global event that brings together business leaders and experts to explore innovation, leadership, and economic growth. Cape Coral's participation offered valuable opportunities for networking with businesses, gaining strategic insights, and highlighting the city's investment potential. Key takeaways included business collaboration strategies, innovative development ideas, market trends, and high-level networking with key industries.

Site Selectors Fall Forum, Detroit

A premier nationwide event brought together 273 participants, including EDOs and top-tier Site Selectors.

The presenter highlighted Cape Coral after the Business Attraction Specialist placed 2nd in the engagement contest, earning an all-expenses-paid spot at the 2025 annual conference. This recognition resulted from active participation, posing questions, sharing ideas, and networking with attendees throughout the event.



Activity Updates

1. Priority Track Permitting - Standing project meetings with DSD Staff and Developer Debrief/Review of Commercial Construction Processes
 2. Regional promotion and engagement – continuous engagement with Lee VCB, Horizon Council, Chamber of Commerce, Lee VCB Co-Op
 3. Subscribed To Placer AI Data Services for data driven strategies – access to visitor metrics to national chains and points of interest; demographics for residents and visitors, property information, sales information
 4. Business & Industry Outreach – Monthly Roundtables and Construction/Developers Industry Listening Workshop
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Building Activity Reports

Building Activity Report – As of September 2024

COMMERCIAL CONSTRUCTION

Month	2019	2020	2021	2022	2023	2024	2024 vs 2023 Difference	2023 vs 2022 Difference	2022 vs 2021 Difference
October	24	18	17	29	7	40	33	(22)	12
November	19	13	9	15	25	60	35	10	6
December	20	16	13	22	10	37	27	(12)	9
January	22	21	13	11	27	70	43	16	(2)
February	23	12	12	11	23	45	22	12	(1)
March	25	28	36	18	38	29	(9)	20	(18)
April	33	8	16	21	28	17	(11)	7	5
May	25	17	16	39	51	21	(30)	12	23
June	31	21	28	13	34	28	(6)	21	(15)
July	21	16	33	17	42	25	(17)	25	(16)
August	31	21	32	28	33	20	(13)	5	(4)
September	29	32	32	12	52	9	(43)	40	(20)
Total	303	223	257	236	370	401	31	134	(21)
Average/Mo	25	19	21	20	31	36	5	11	(2)
Percentage change over Prior Year	N/A	-26.4%	15.2%	-8.2%	56.8%	N/A	22.4%	56.8%	-8.2%

Building Activity Report – As of September 2024

Commercial Construction - Average Days To Review Building Plans - By Review Type

Building Permit Reviews (Calendar days)

Review Type	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Aug - Sept Average
Building & Zoning	18	16	22	12	12	7	9	11	17	15	14	14	14
Electrical	13	12	12	7	8	4	6	6	6	9	11	10	9
Mechanical	5	4	5	5	5	4	3	3	4	4	6	7	5
Plumbing	4	4	5	5	5	3	3	3	4	4	7	7	5
Utility Billing	2	7	13	12	9	14	8	9	11	12	15	13	10
Fire	15	13	16	8	10	8	7	8	9	9	15	19	11
Environmental	-	13	7	31	10	7	9	8	21	22		8	12
Planning	15	15	20	16	18	13	25	13	24	19	20	20	18

Thank you

