

Commercial Real Estate PROPOSAL

January 2013



Quick Facts

*Within 10 minutes of
Downtown Lake Alfred:*

Total Population

39,414

Workforce Population

23,332

Median Household Income

\$32,308



Move and Expand Your Business Here

Lake Alfred, 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 39,000 people have easy access to the community.

A 2012 Retail Marketplace Profile identifies a \$5.8 million 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 opportunity gap report
- 2) Annual average daily traffic
- 3) Available sites
- 4) Demographic profile





Retail Marketplace Profile



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.



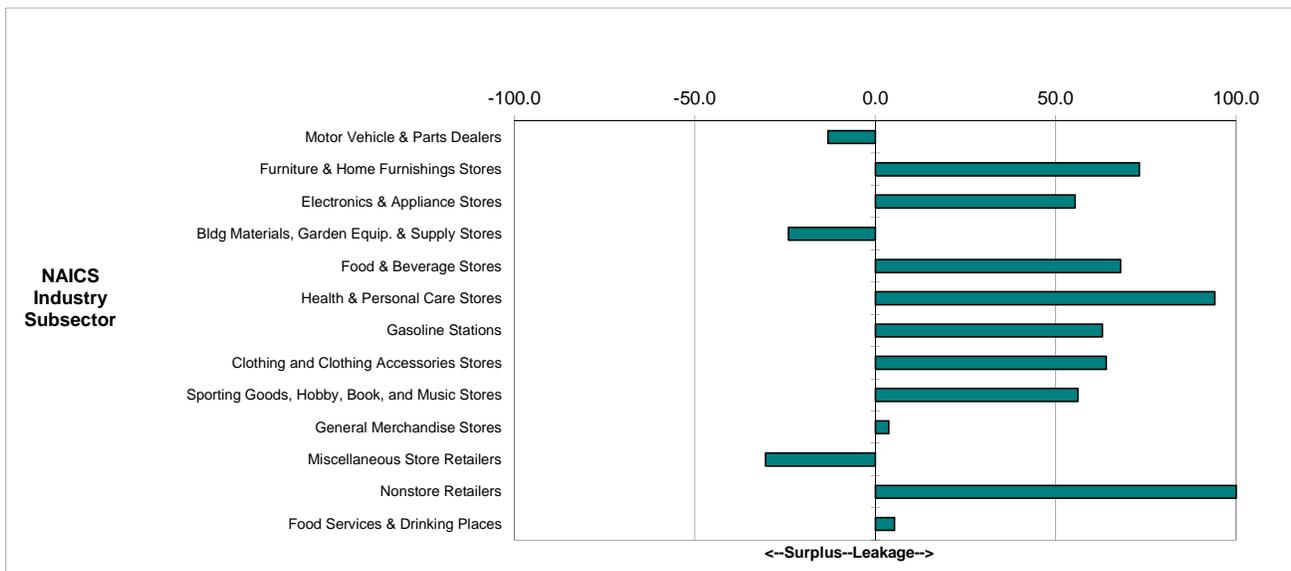
Retail MarketPlace Profile

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

Prepared by Gary Ralston
 Latitude: 28.088899
 Longitude: -81.729653

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



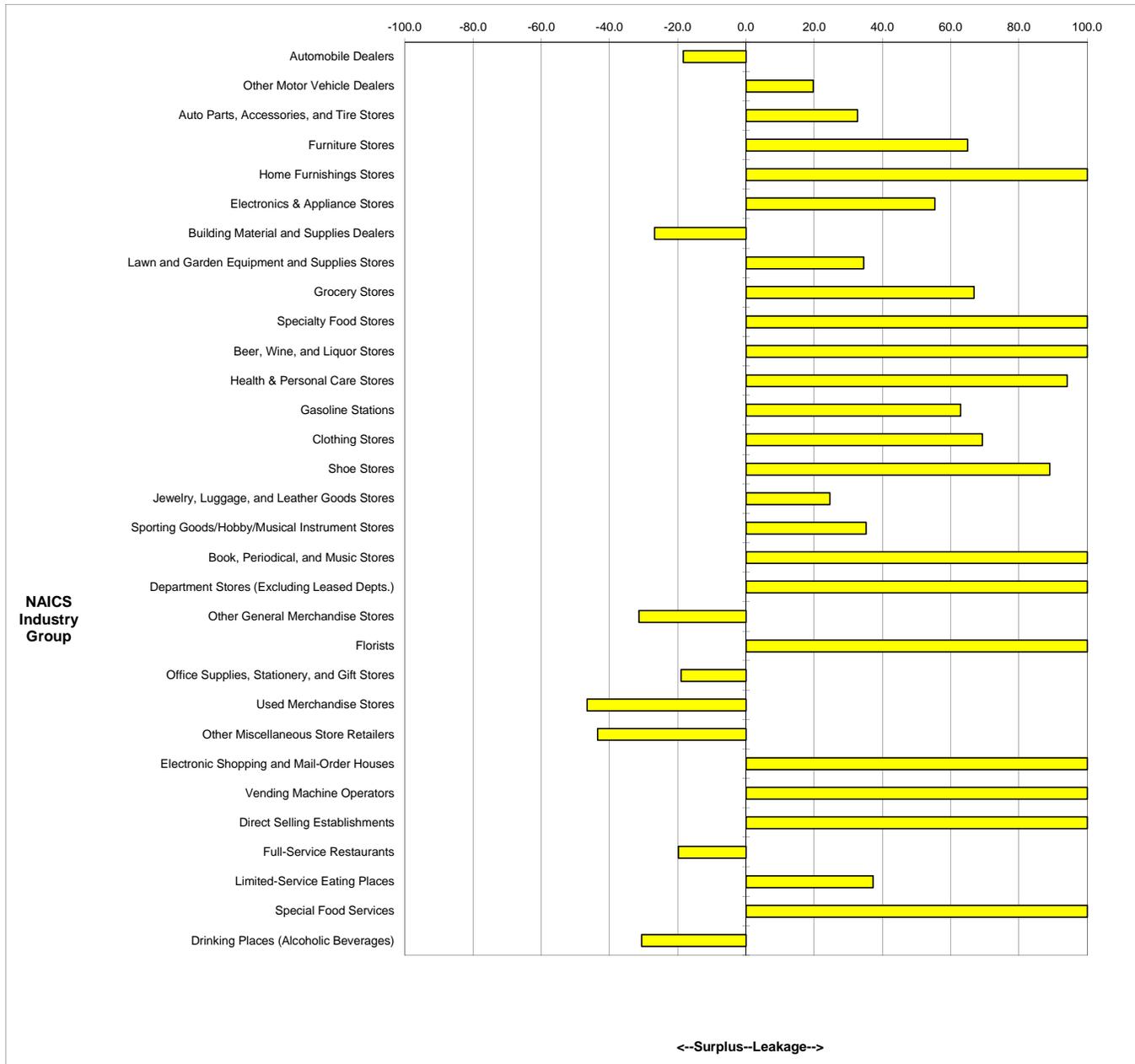
Sources: Esri and Infogroup.



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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup.



Retail MarketPlace Profile

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325 S Lakeshore, LK Alfred-drive
 325 S Lake Shore Way, Lake Alfred, FL, 33850
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Latitude: 28.088899
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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

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

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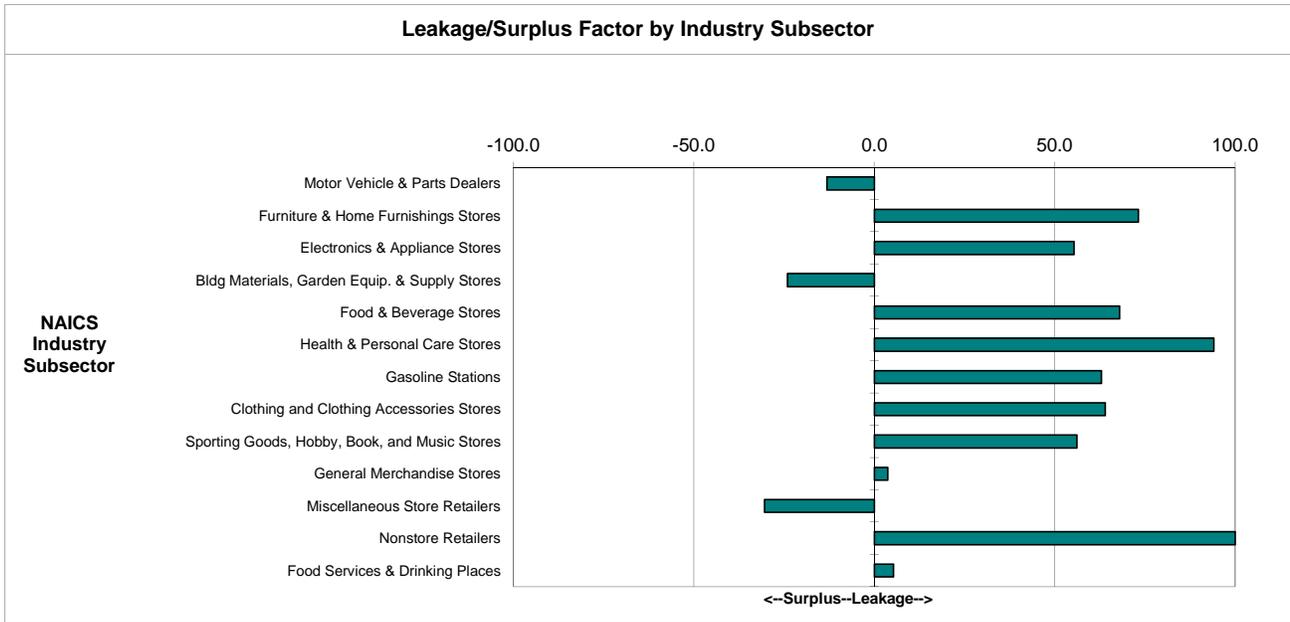


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General Merchandise Stores (NAICS 452)	\$45,063,825	\$53,091,458	-\$8,027,633	-8.2	14
Department Stores Excluding Leased Depts. (NAICS 4521)	\$23,352,678	\$10,691,586	\$12,661,092	37.2	2
Other General Merchandise Stores (NAICS 4529)	\$21,711,147	\$42,399,872	-\$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



Sources: Esri and Infogroup.

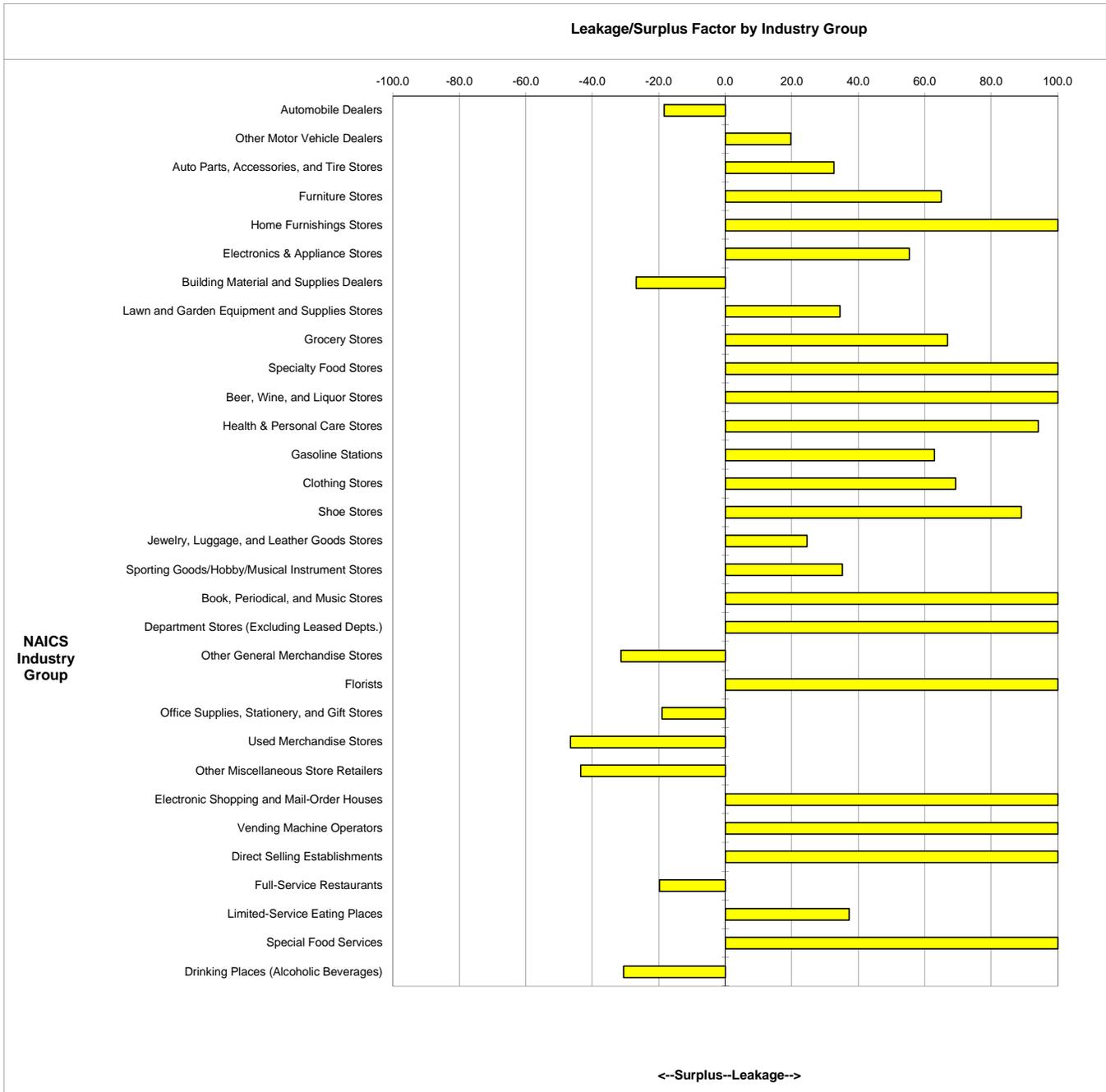


Retail MarketPlace Profile

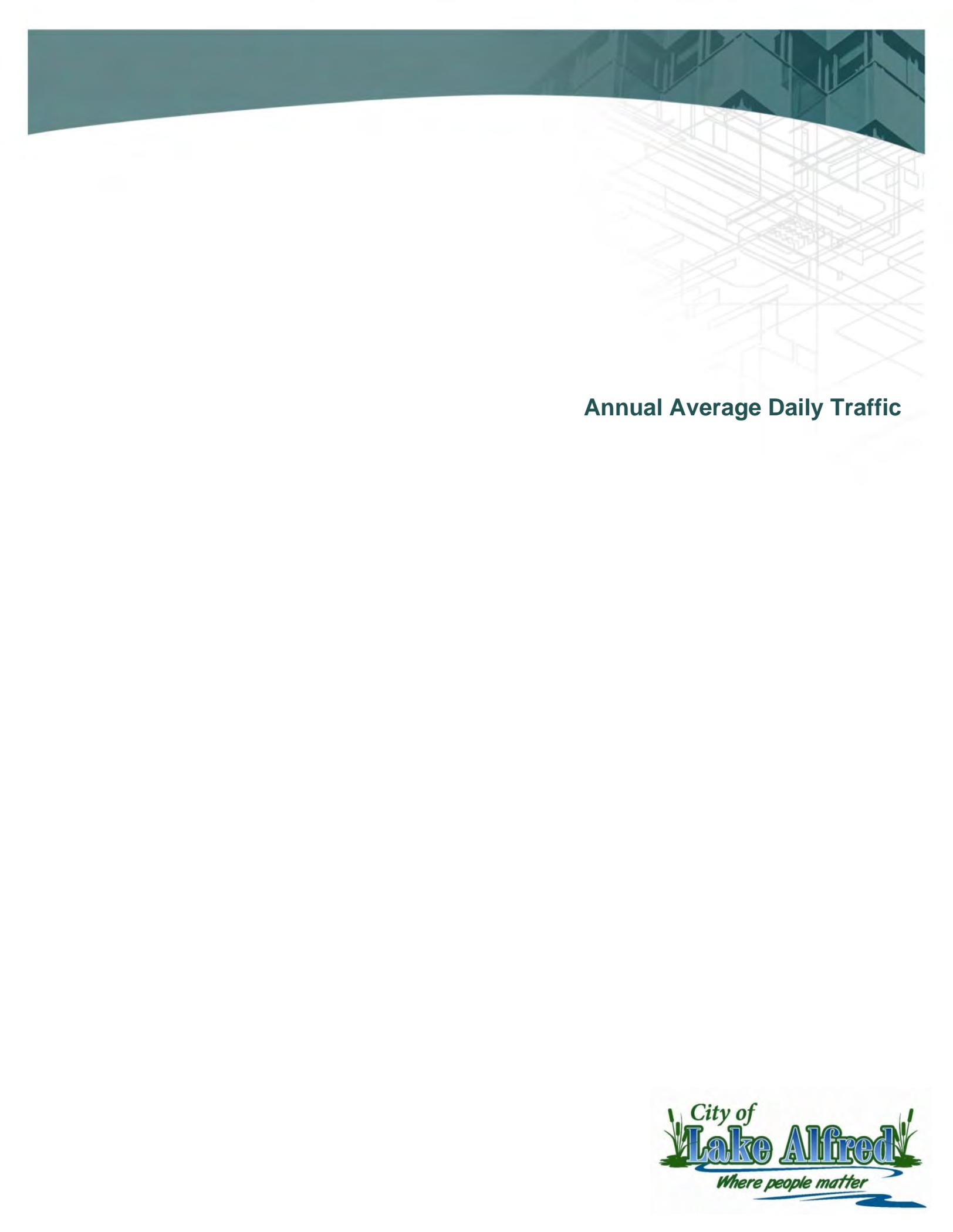
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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup.



Annual Average Daily Traffic



DOWNTOWN TRAFFIC INFORMATION



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



The information on this map is informal, conceptual, and subject to change.

**PARKS, PEDESTRIANS
& TRANSIT**



LEGEND

Sidewalks

- Existing
- Planned (2014)
- Lacking
- Lacking Crosswalk

Icons

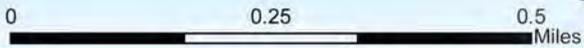
- Traffic Lights
- Crosswalk
- Bus Stop
- City Parks
- Fountain
- Multi-use Trail
- 5-minute Walk Radius

Conceptual Downtown Areas

- Core
- Transitional
- Gateways



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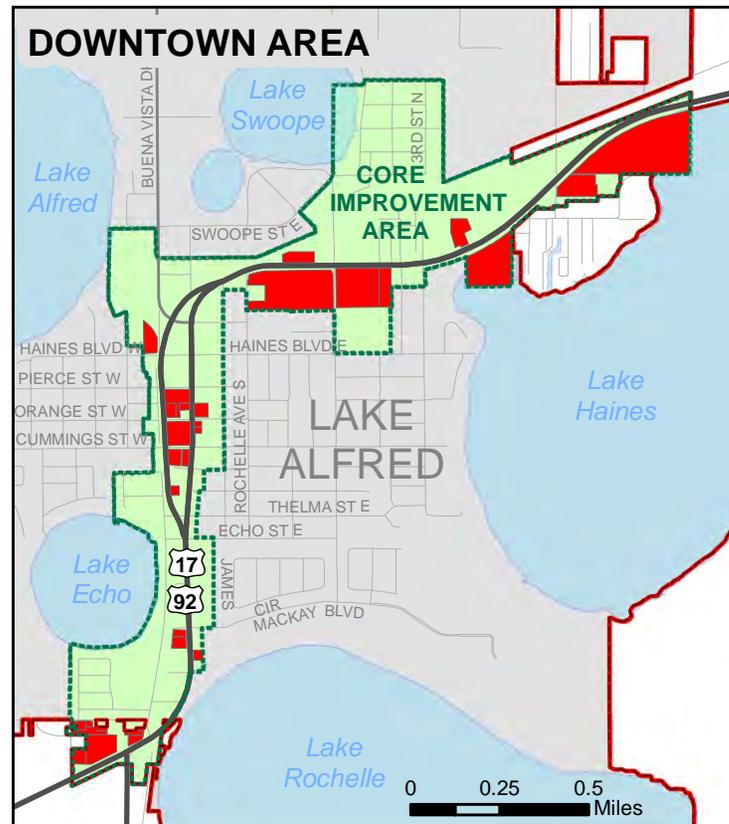
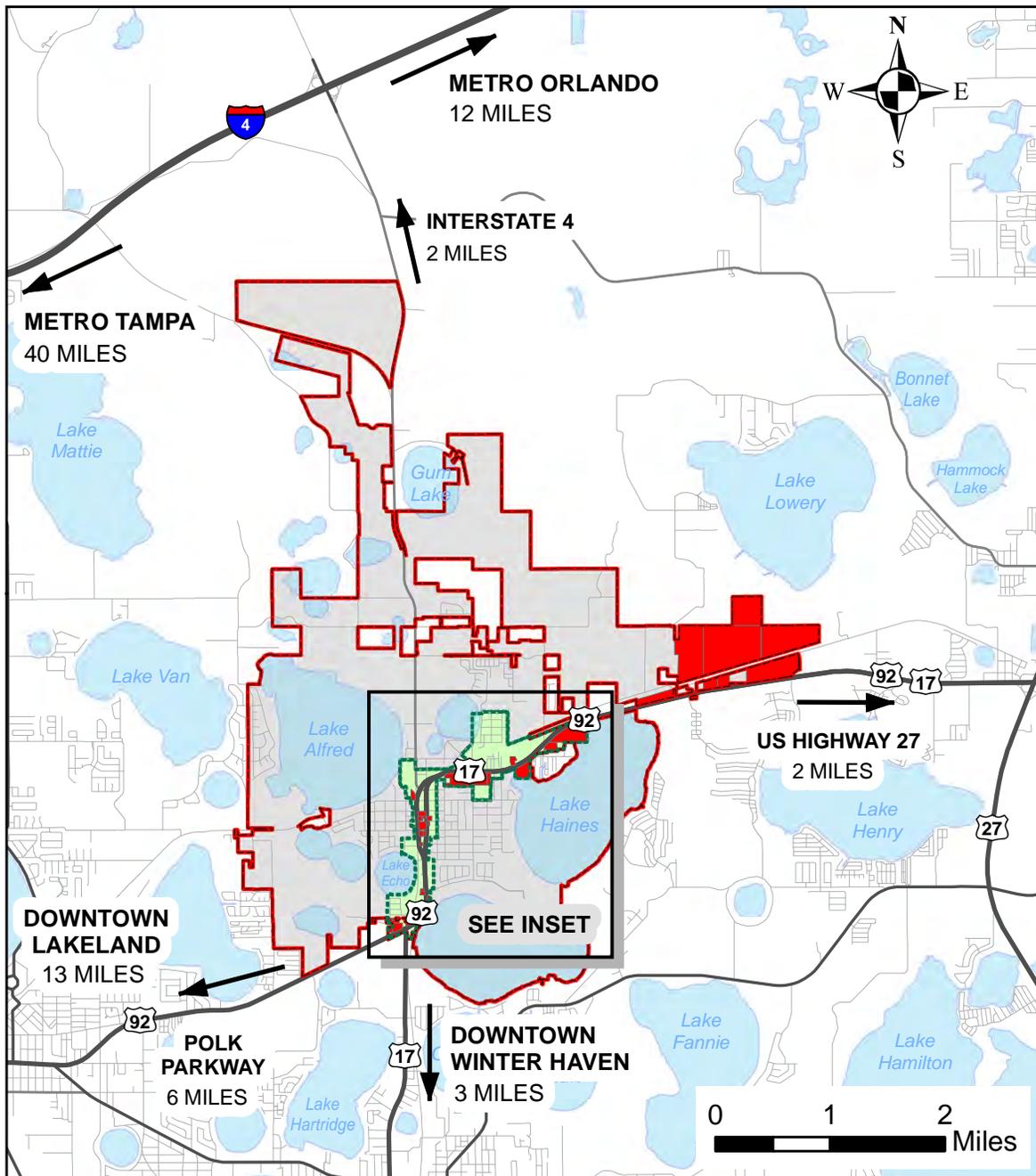




Available Sites



CITY OF LAKE ALFRED - AVAILABLE COMMERCIAL/INDUSTRIAL PROPERTIES

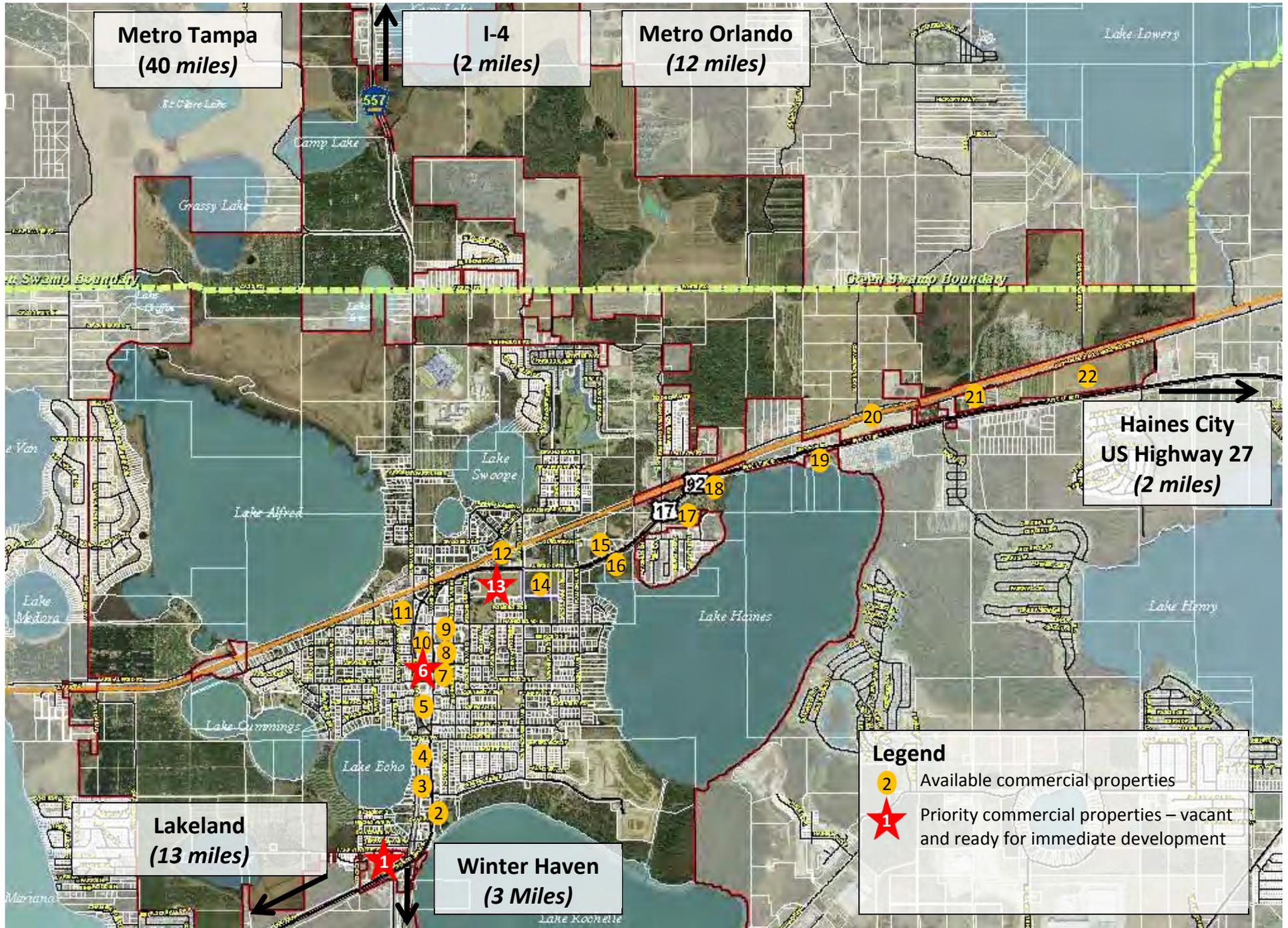


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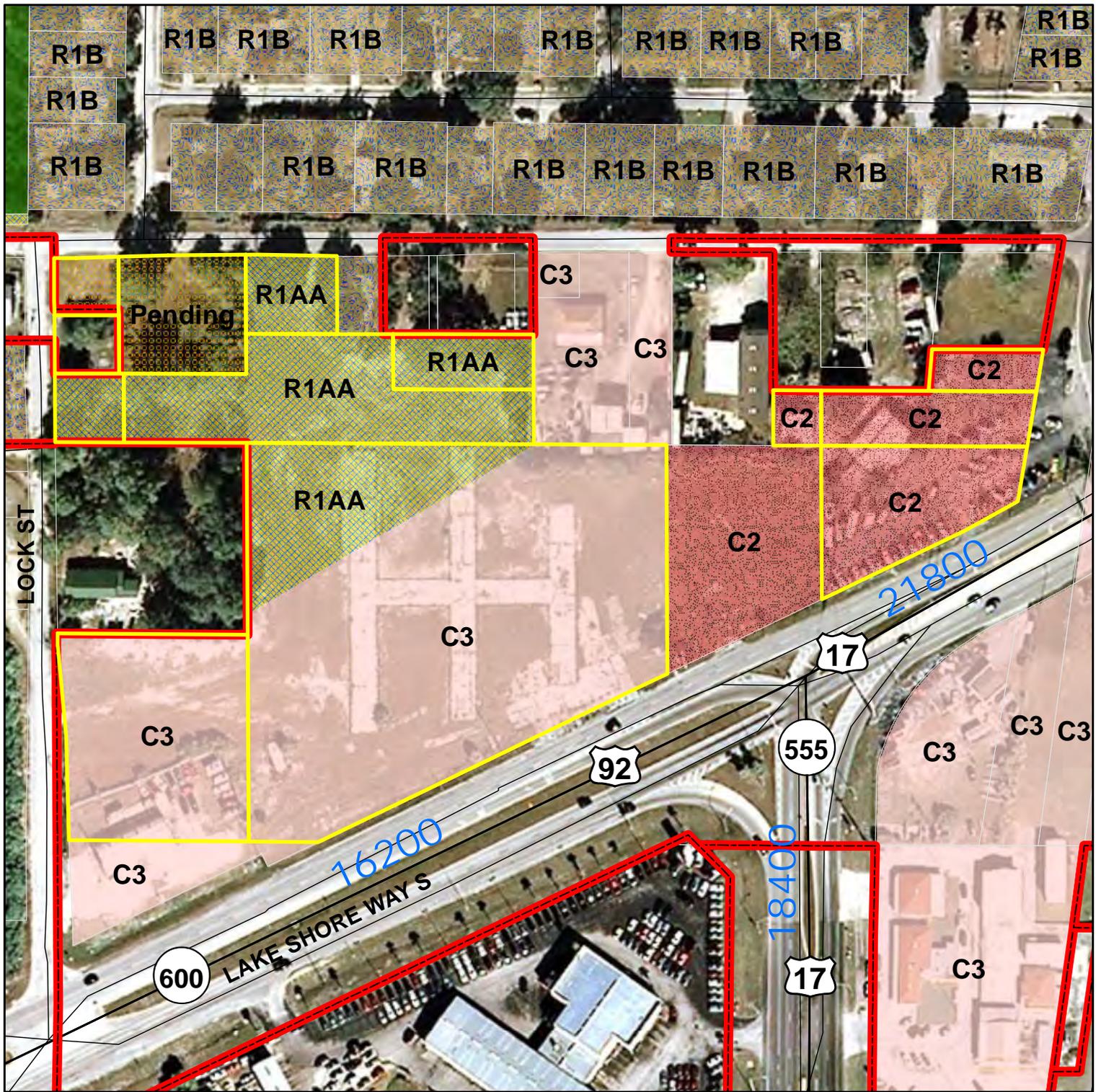
- Lake Alfred City Boundary
- Core Improvement Area
- Available Commercial/Industrial Properties
- Local Roads
- County Roads
- State Roads
- US Highways
- Interstates
- Water Bodies

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



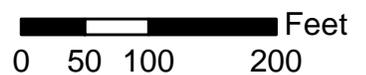
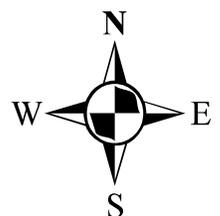



EXISTING ZONING AND ADT - SITE 1



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 ADT figures

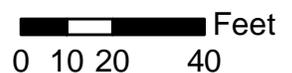
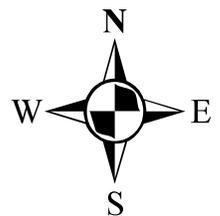


EXISTING ZONING AND ADT - SITE 2

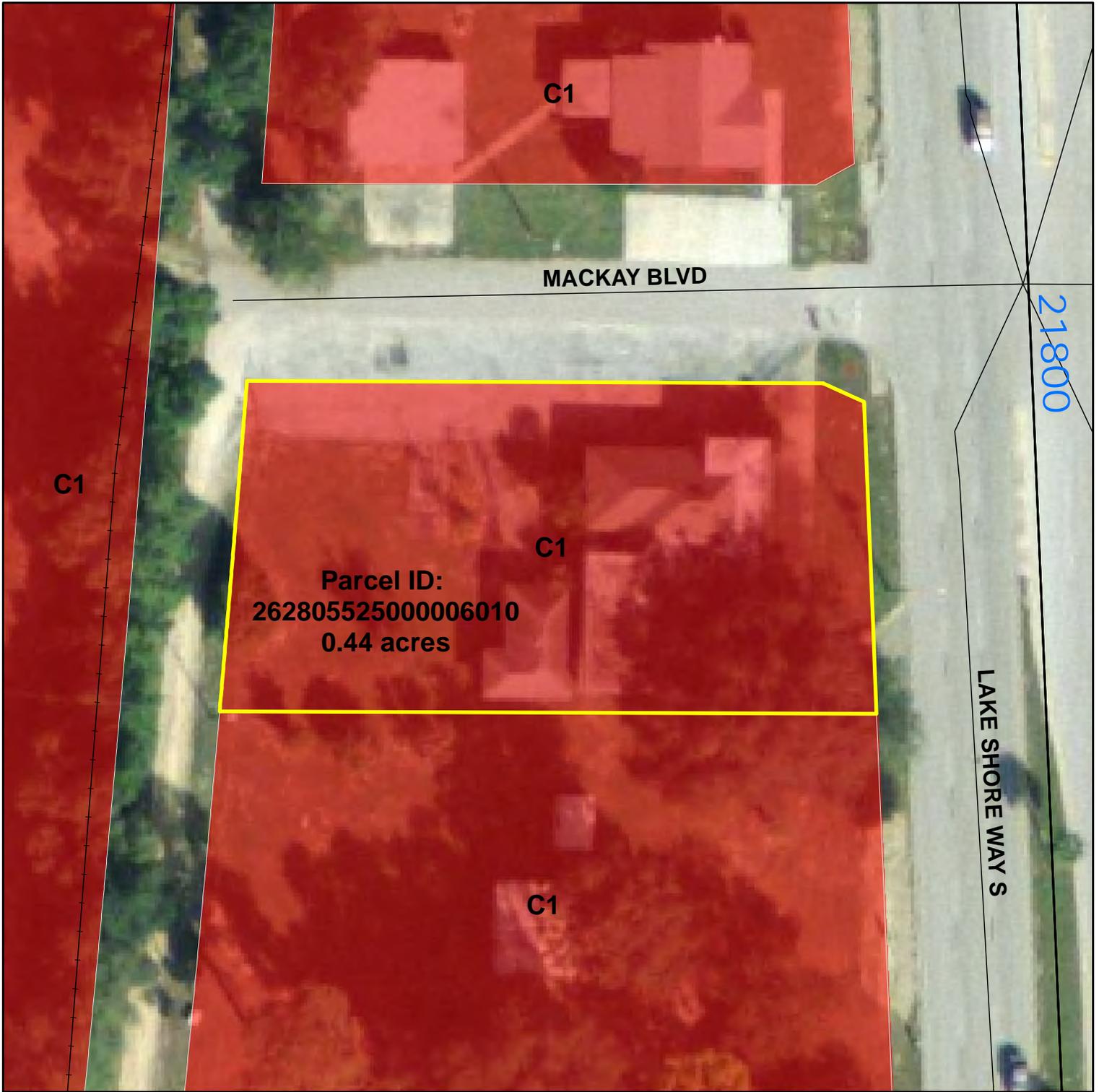


Legend

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

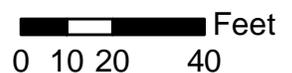
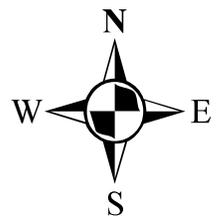


EXISTING ZONING AND ADT - SITE 3



Legend

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

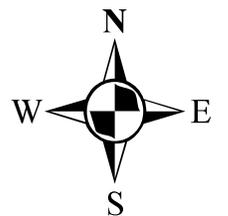


EXISTING ZONING AND ADT - SITE 4

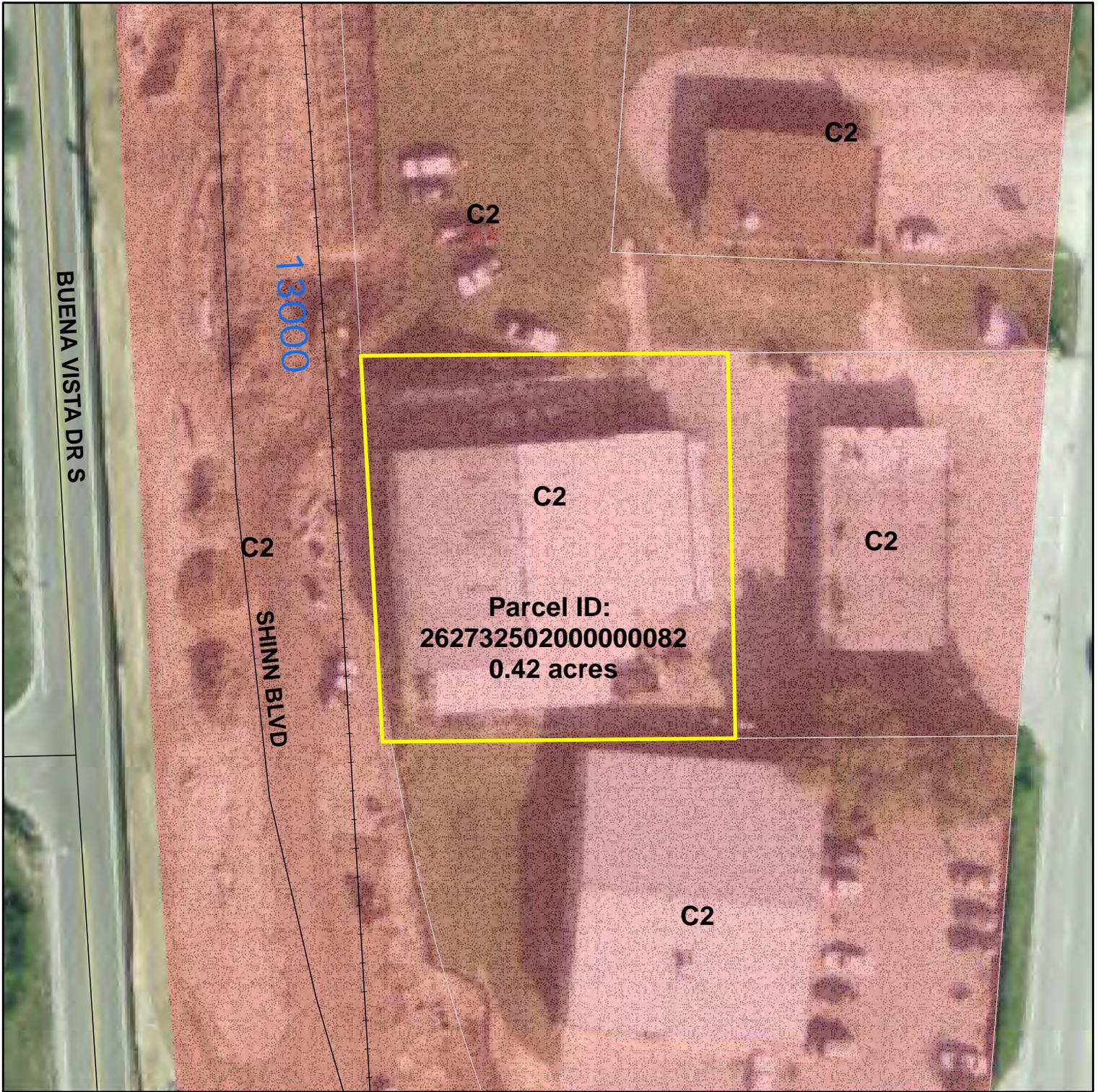


Legend

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

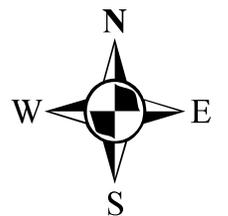


EXISTING ZONING AND ADT - SITE 5

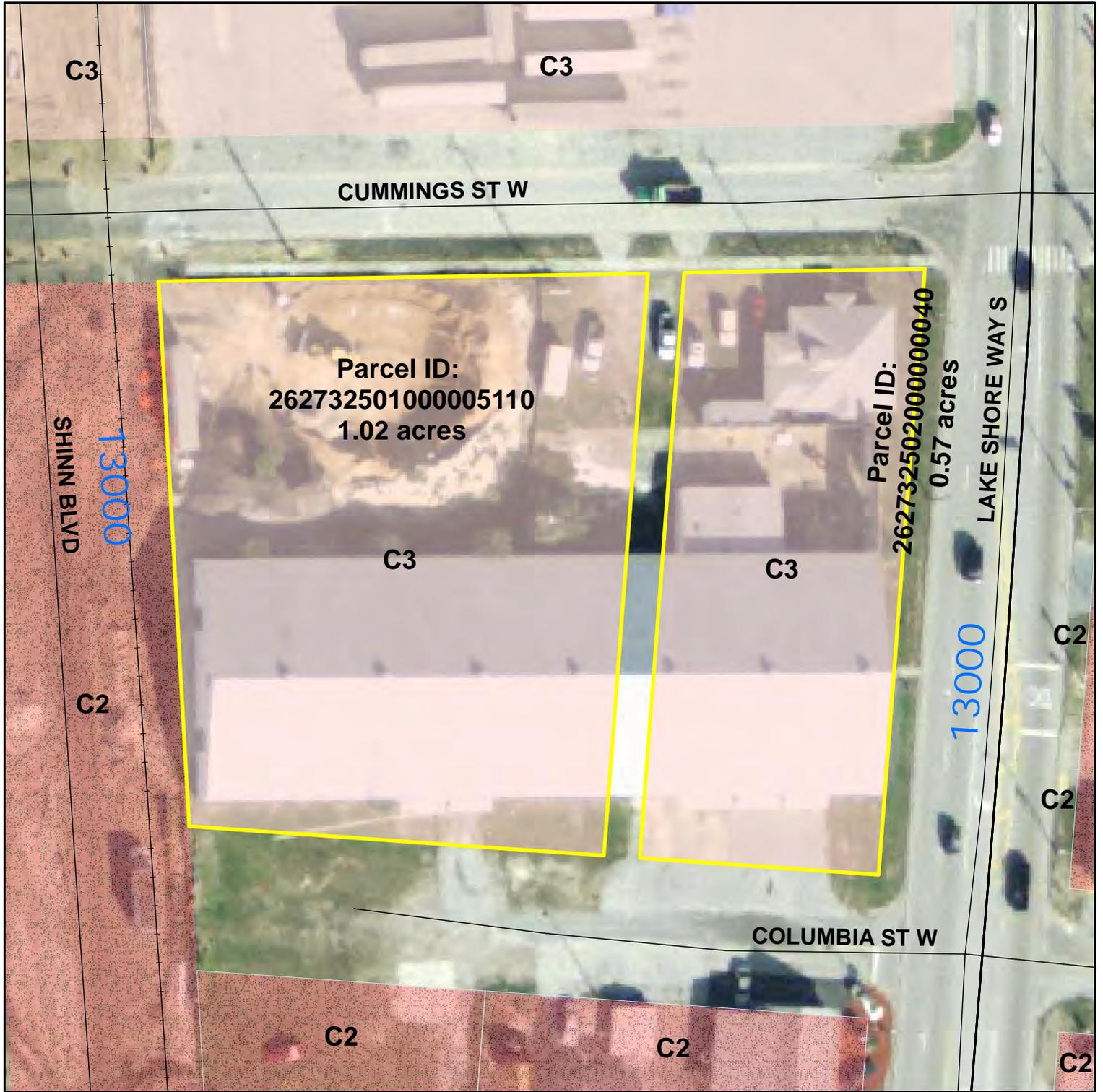


Legend

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

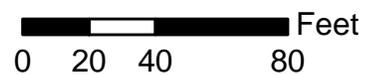
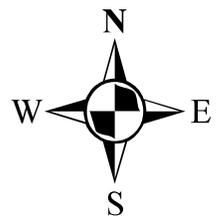


EXISTING ZONING AND ADT - SITE 6

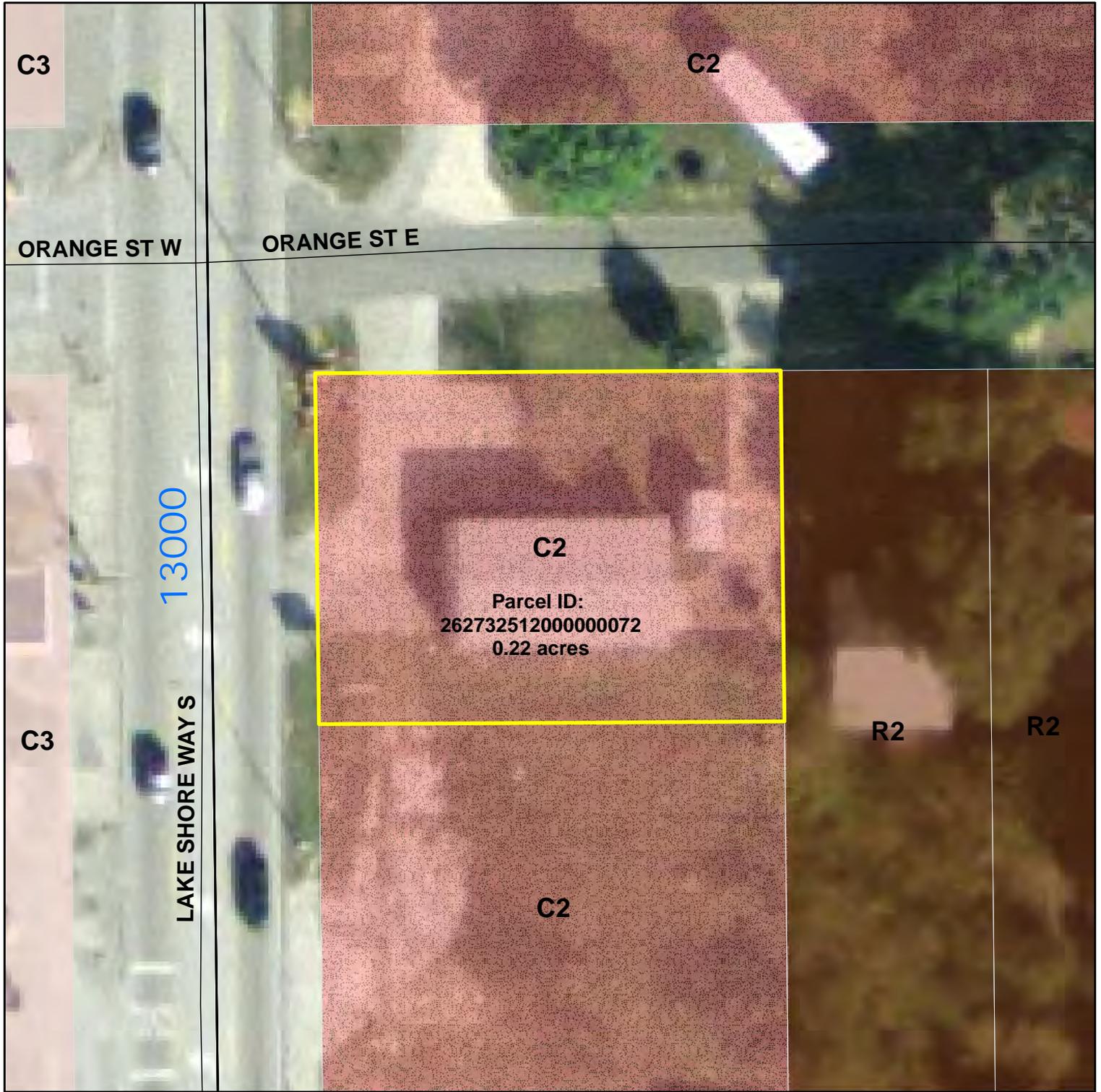


Legend

	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 ADT figures	

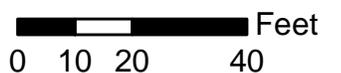
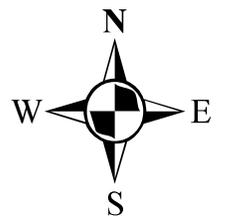


EXISTING ZONING AND ADT - SITE 7

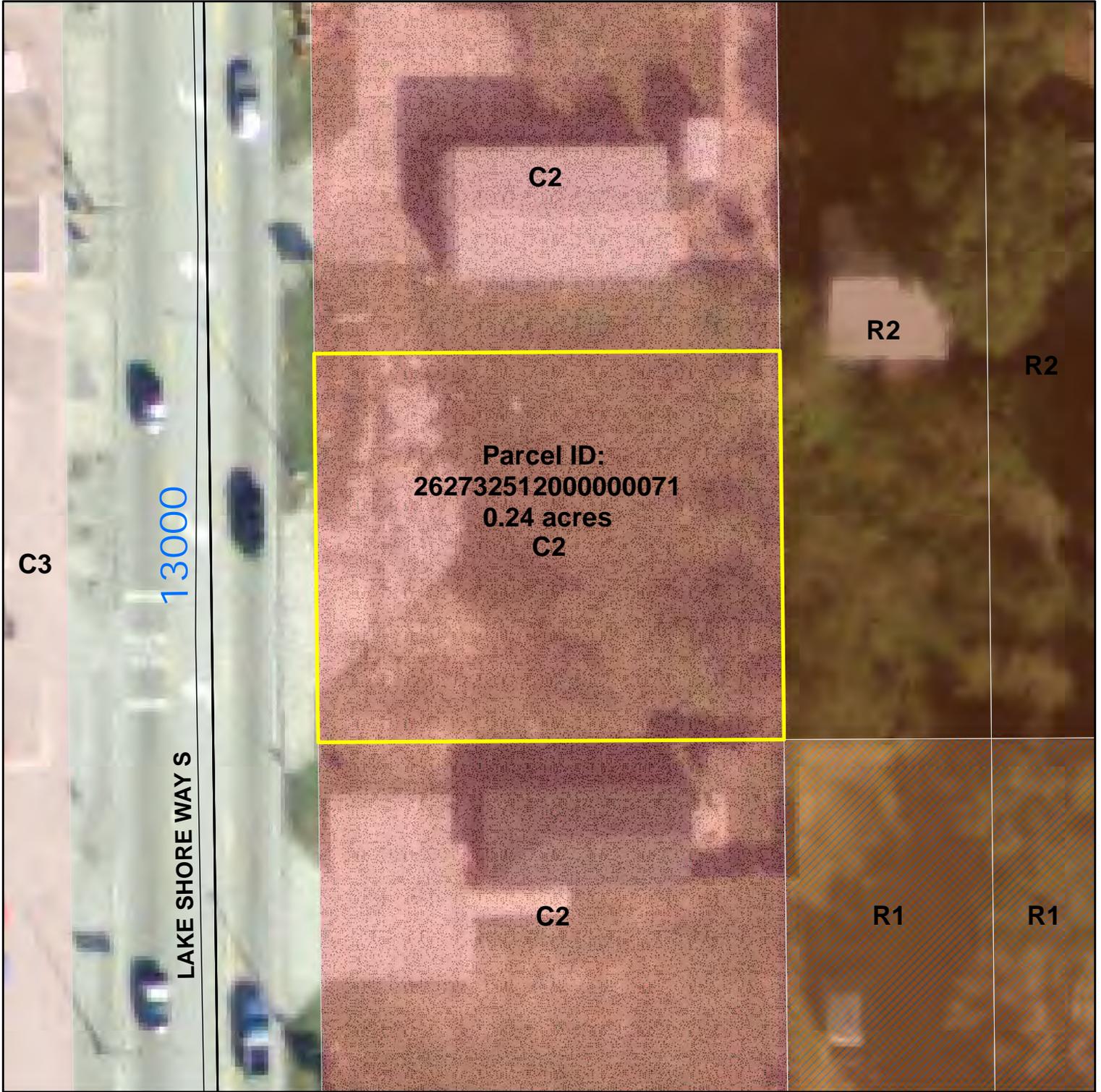


Legend

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

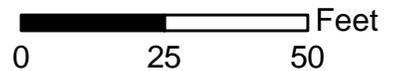
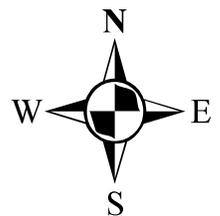


EXISTING ZONING AND ADT - SITE 8



Legend

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

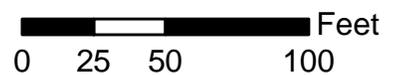
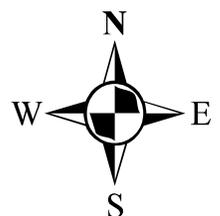


EXISTING ZONING AND ADT - SITE 9



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	ADT figures

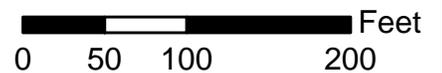
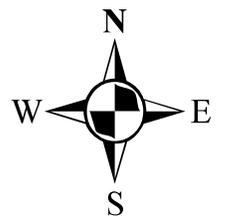


EXISTING ZONING AND ADT - SITE 10



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		

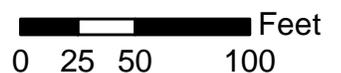
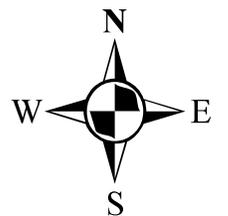


EXISTING ZONING AND ADT - SITE 11



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	ADT figures

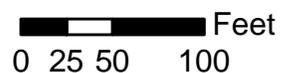
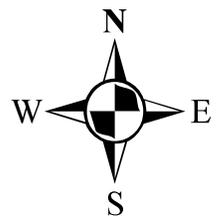


EXISTING ZONING AND ADT - SITE 12

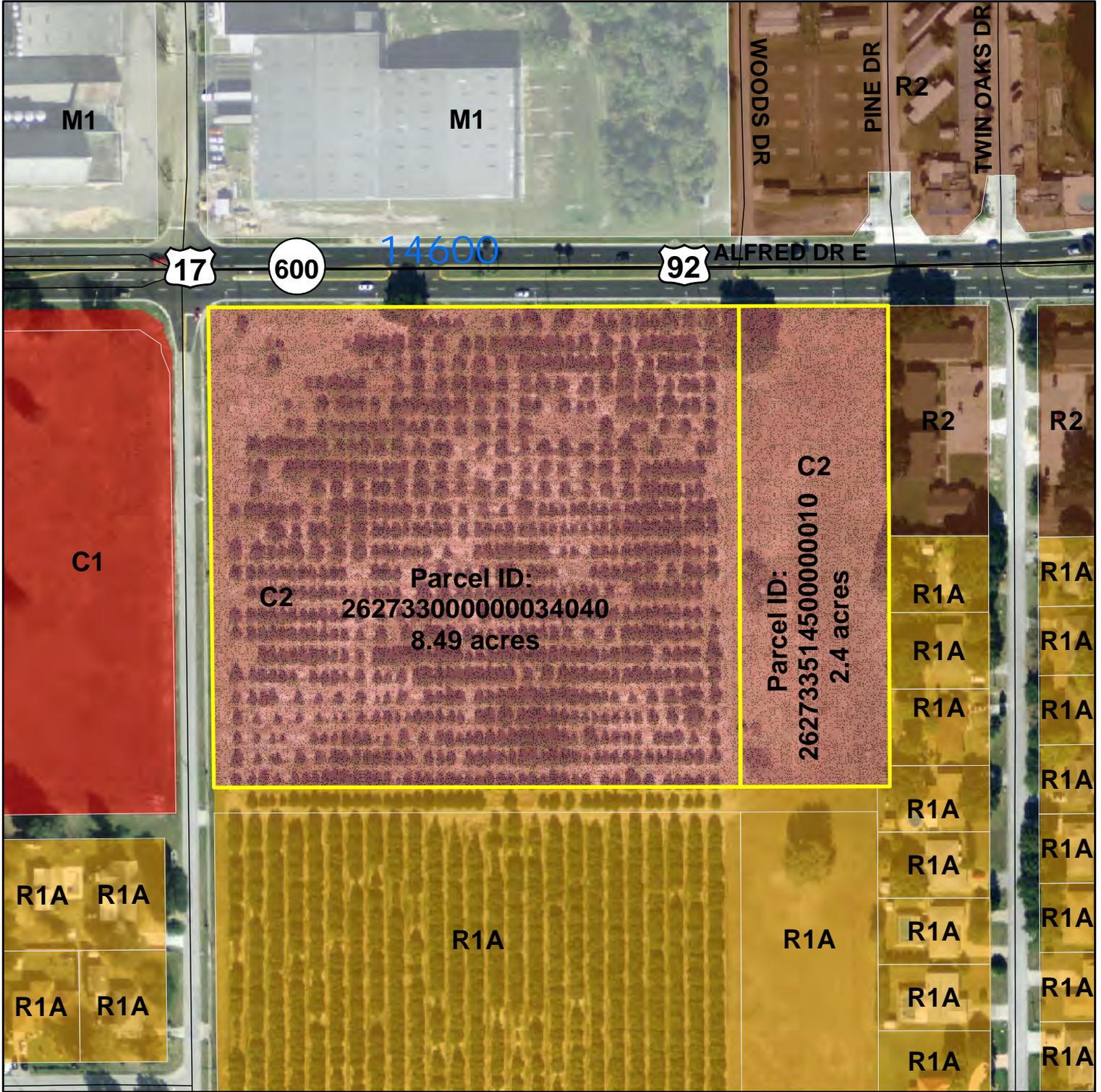


Legend

	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	ADT figures

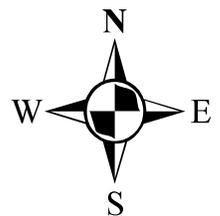


EXISTING ZONING AND ADT - SITE 14



Legend

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

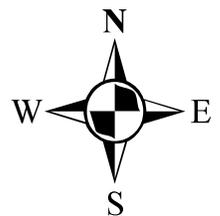


EXISTING ZONING AND ADT - SITE 15



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 ADT figures

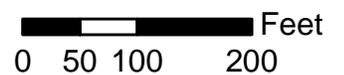
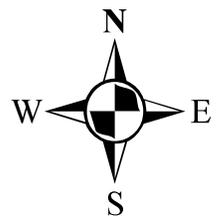


EXISTING ZONING AND ADT - SITE 16

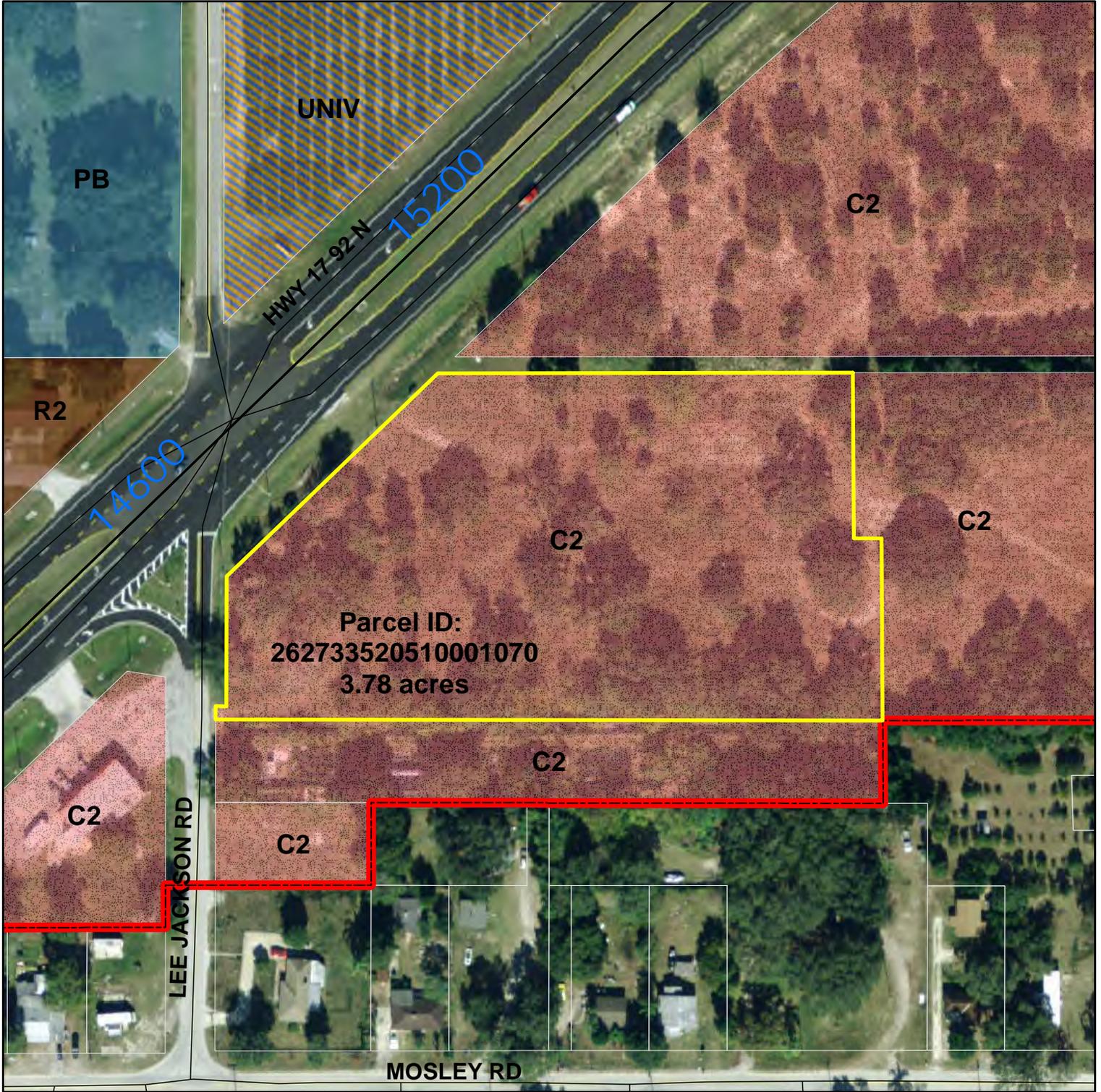


Legend

	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	ADT figures

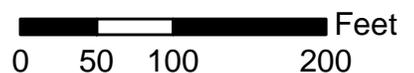
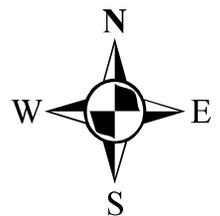


EXISTING ZONING AND ADT - SITE 17

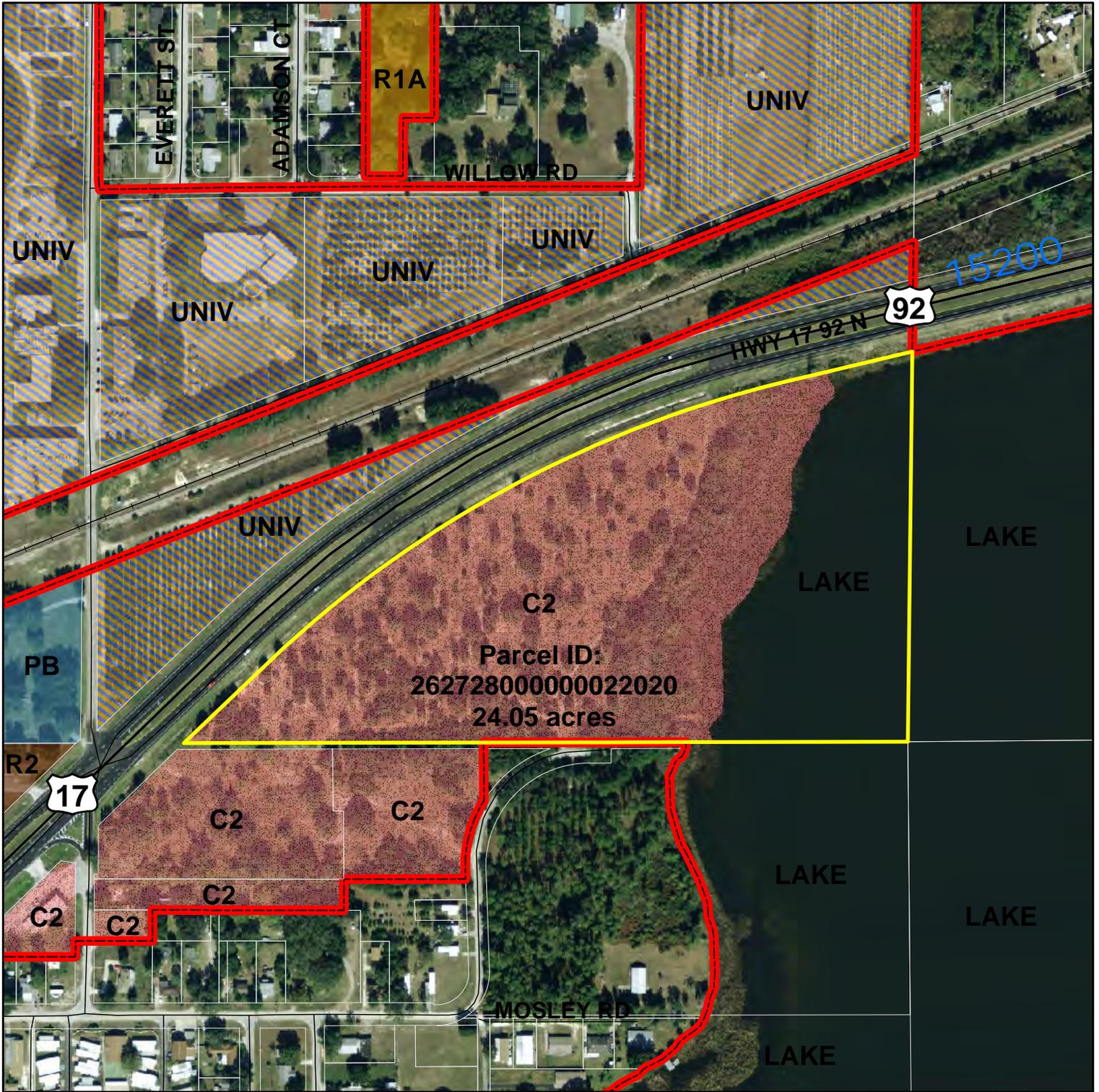


Legend

	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		

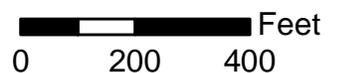
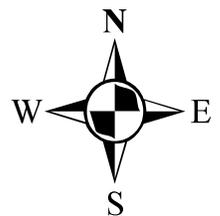


EXISTING ZONING AND ADT - SITE 18



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 ADT figures

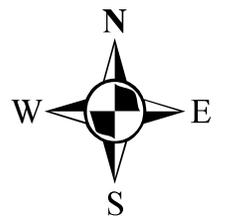


EXISTING ZONING AND ADT - SITE 19

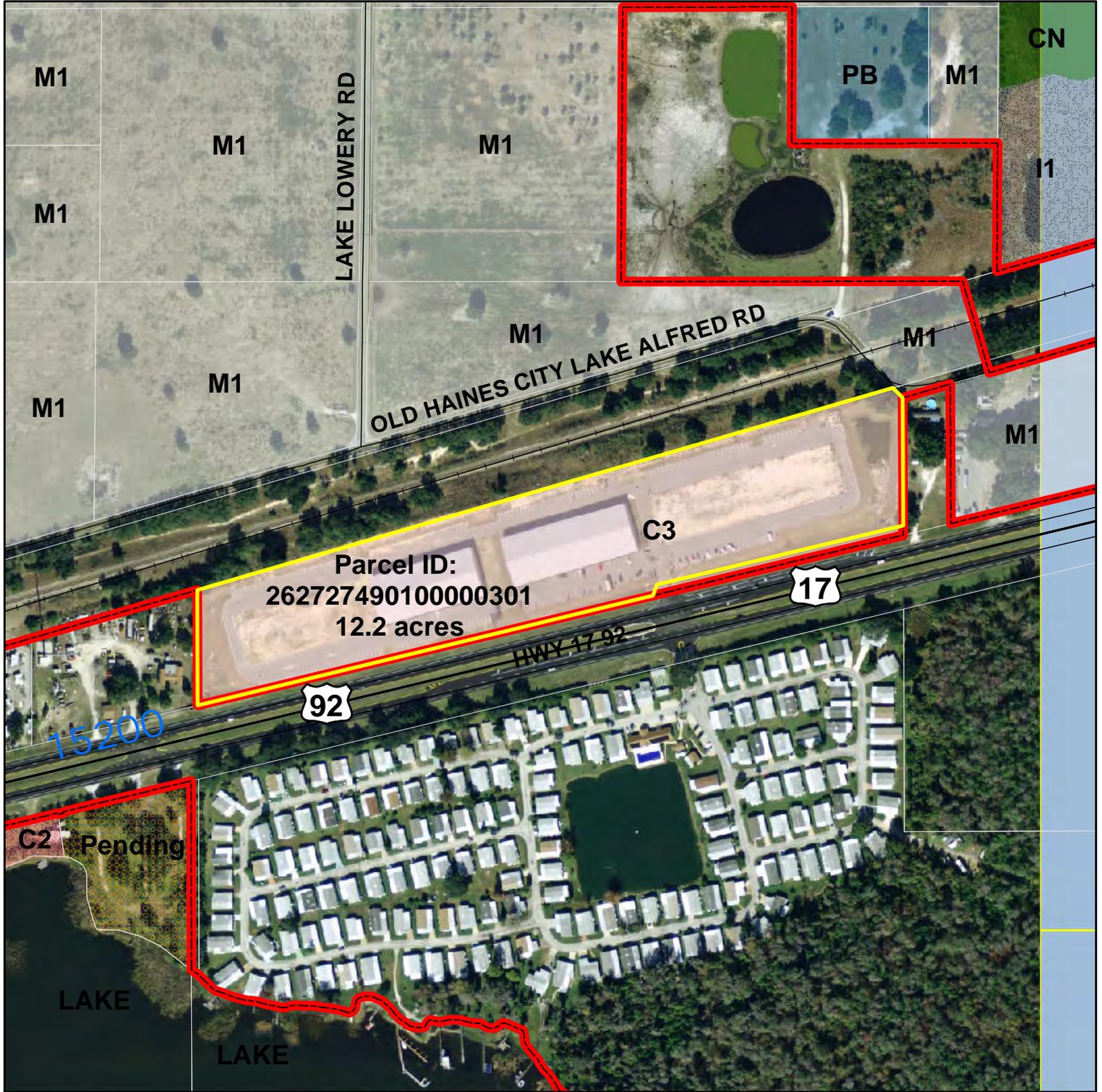


Legend

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 ADT figures

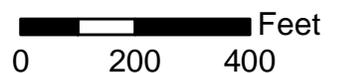
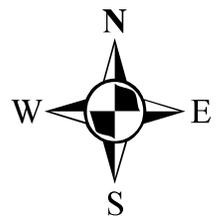


EXISTING ZONING AND ADT - SITE 20



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 ADT figures

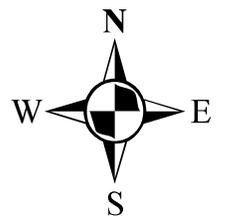


EXISTING ZONING AND ADT - SITE 21

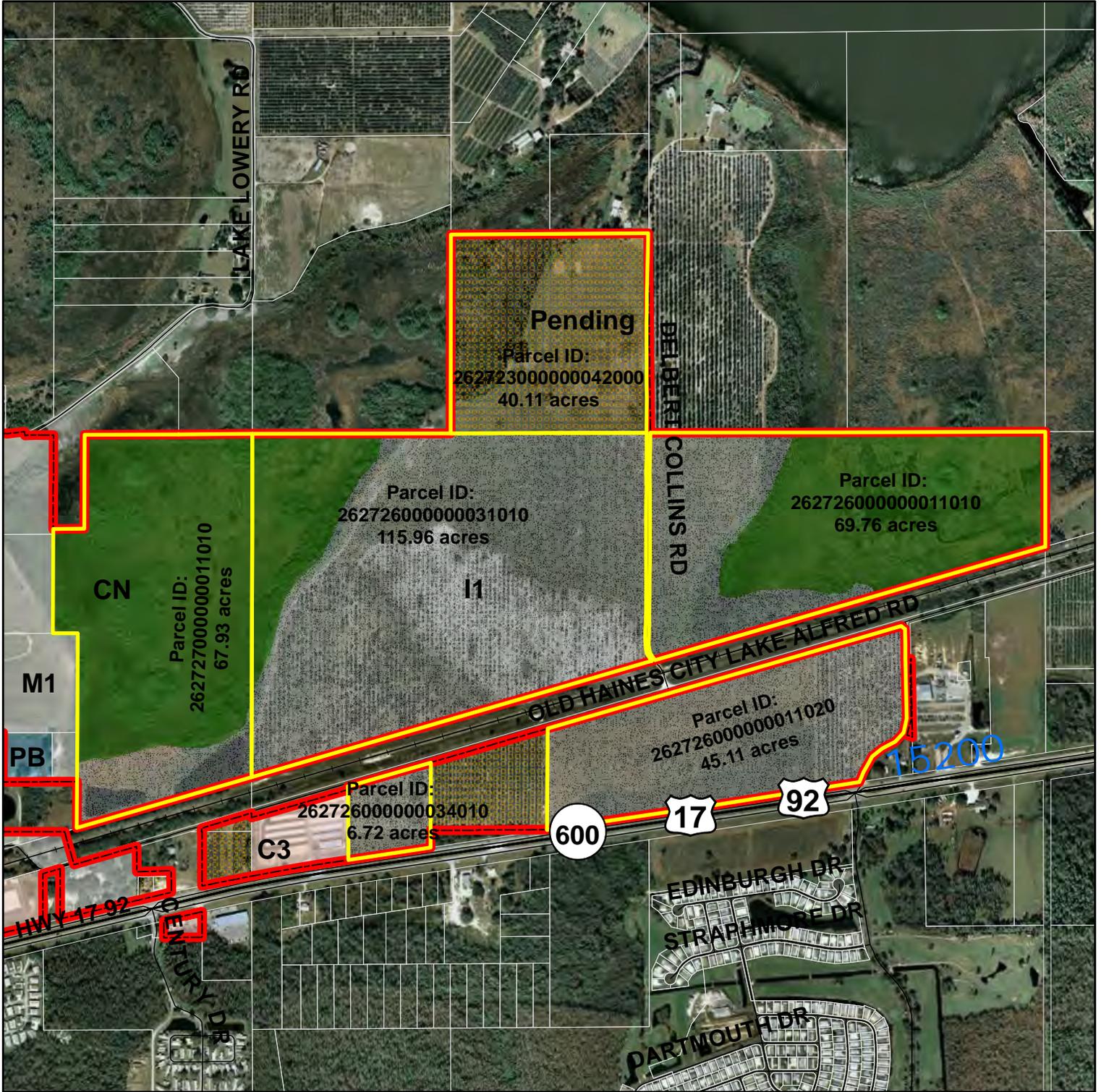


Legend

 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 ADT figures

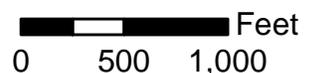
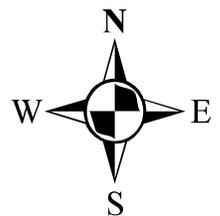


EXISTING ZONING AND ADT - SITE 22



Legend

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

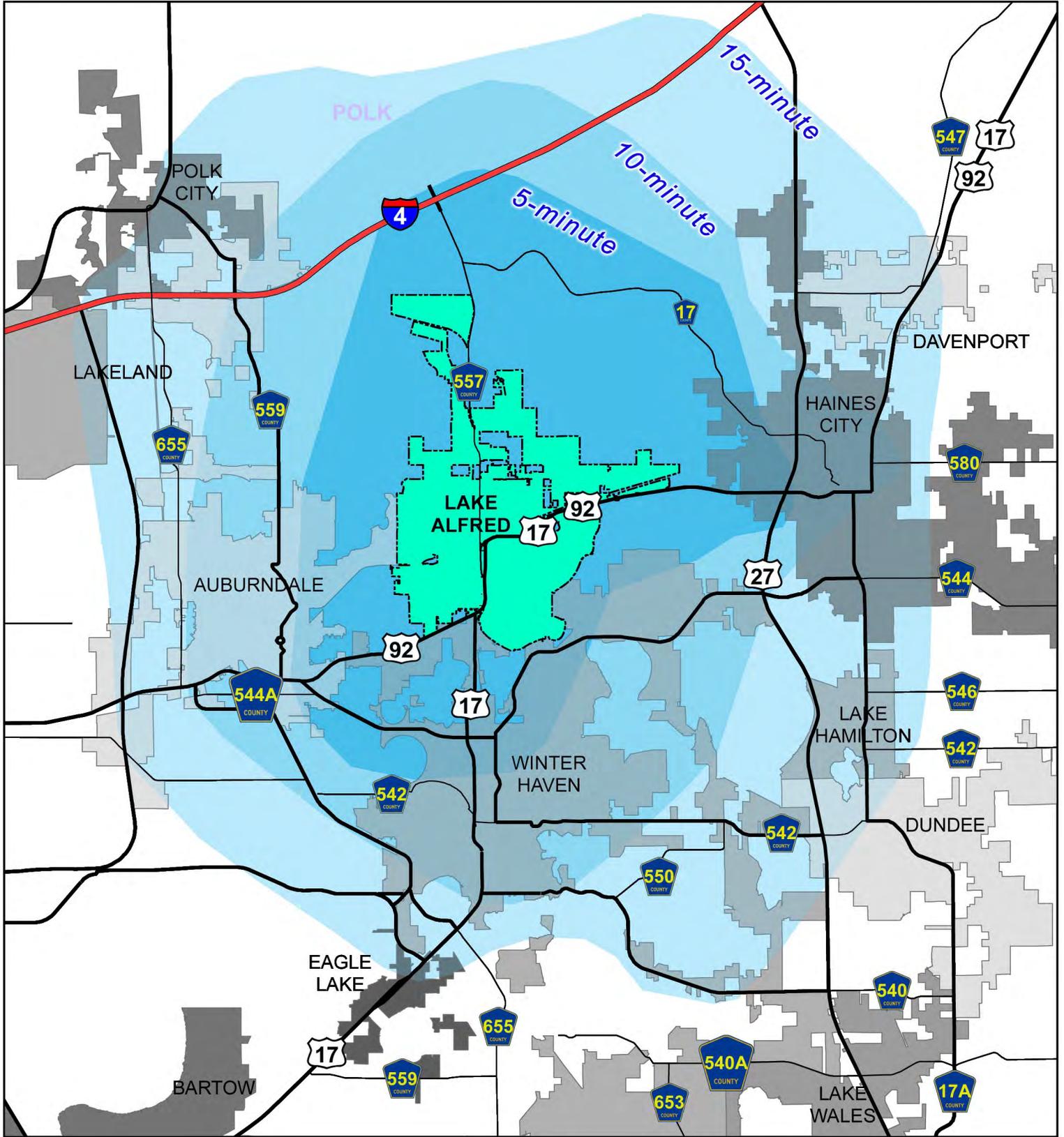




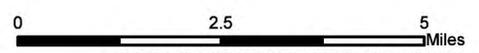
Demographic Profile



CITY OF LAKE ALFRED: DRIVING DISTANCES FROM DOWNTOWN



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.



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

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%

Households by Income	2012		2017	
	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

Population by Age	Census 2010		2012		2017	
	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%

Race and Ethnicity	Census 2010		2012		2017	
	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.

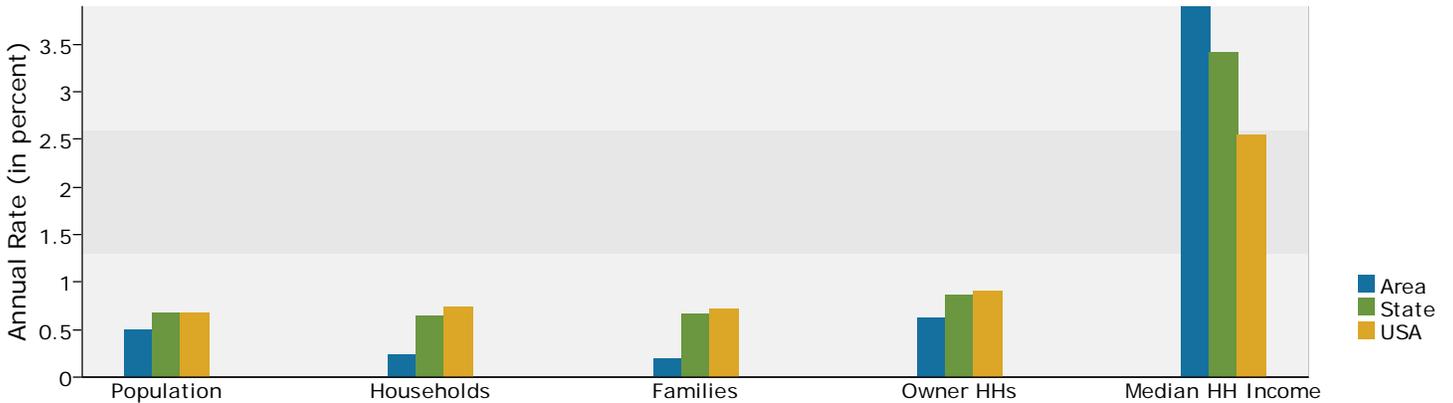
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Demographic and Income Profile

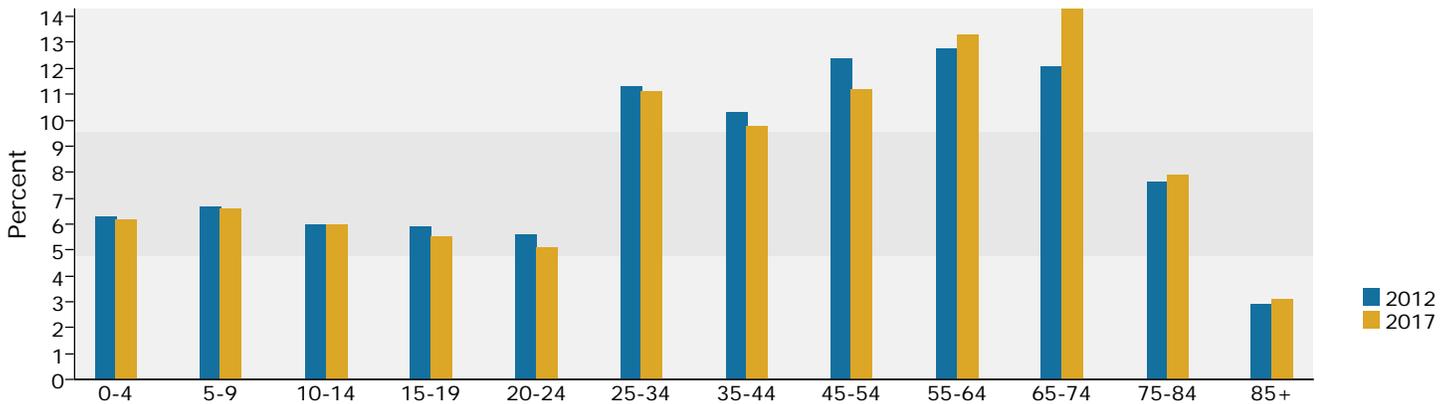
325 S Lakeshore, LK Alfred-drive
 325 S Lake Shore Way, Lake Alfred, FL, 33850,
 Drive Time: 5 minutes

Prepared by Gary Ralston
 Latitude: 28.088899280
 Longitude: -81.72965326

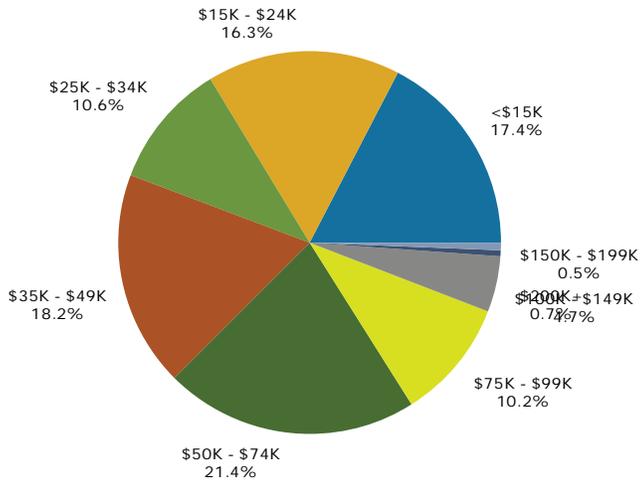
Trends 2012-2017



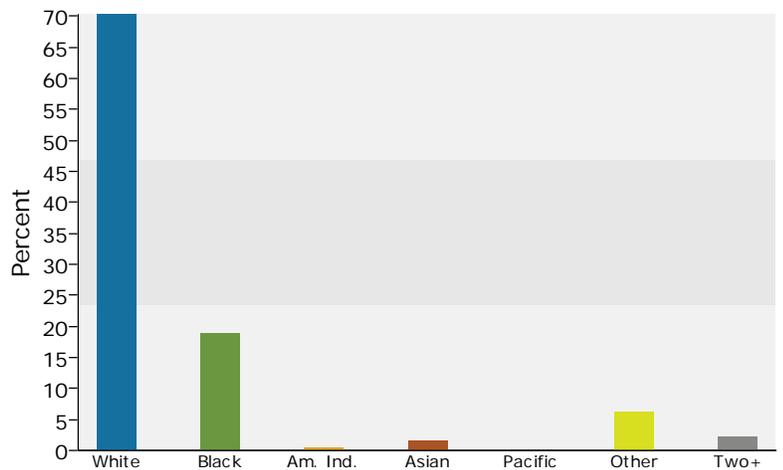
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 15.3%

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

Demographic and Income Profile

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%

Households by Income	2012		2017	
	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

Population by Age	Census 2010		2012		2017	
	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%

Race and Ethnicity	Census 2010		2012		2017	
	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.

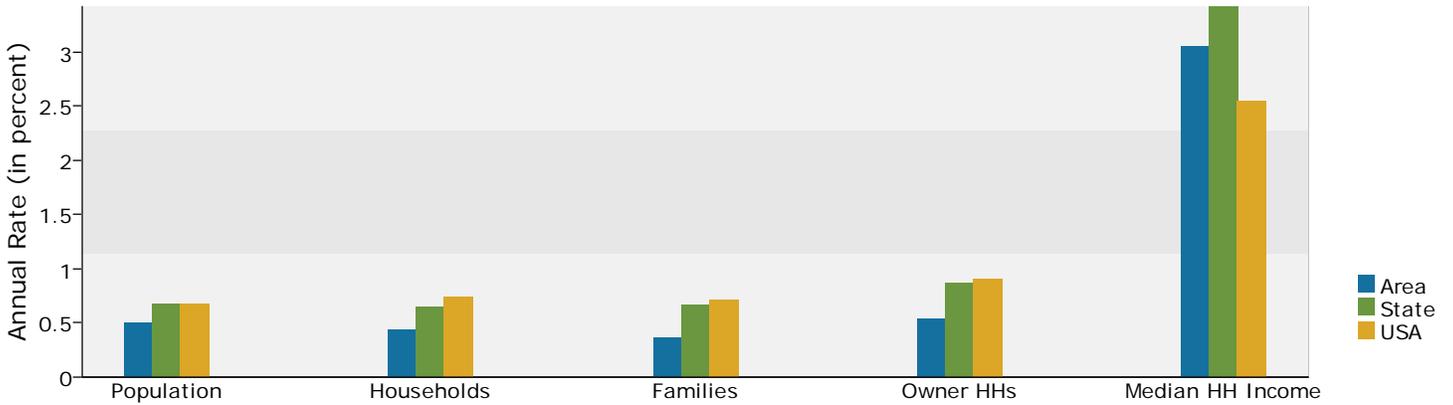
Demographic and Income Profile



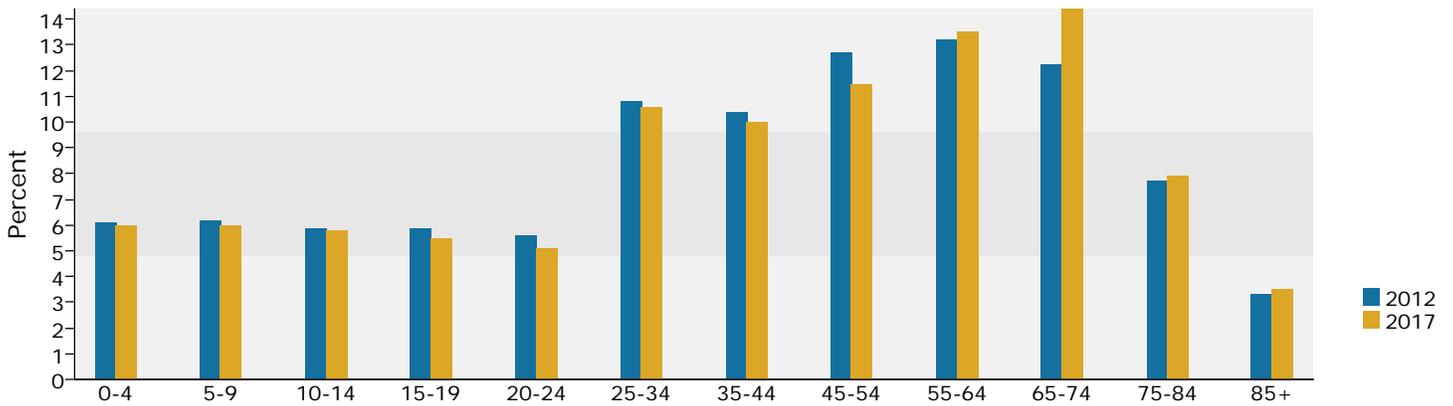
325 S Lakeshore, LK Alfred-drive
 325 S Lake Shore Way, Lake Alfred, FL, 33850,
 Drive Time: 10 minutes

Prepared by Gary Ralston
 Latitude: 28.088899280
 Longitude: -81.72965326

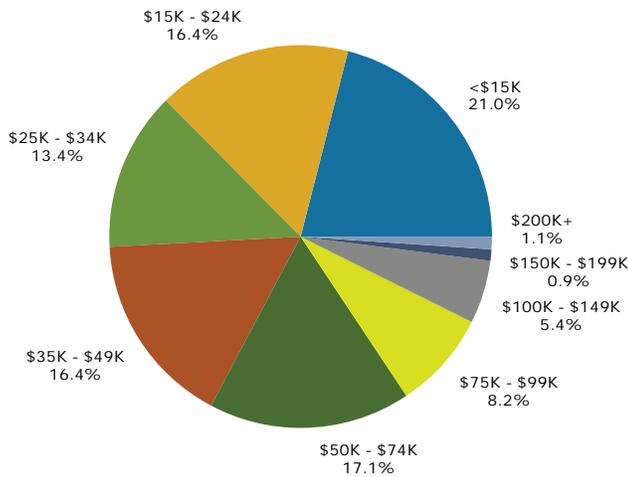
Trends 2012-2017



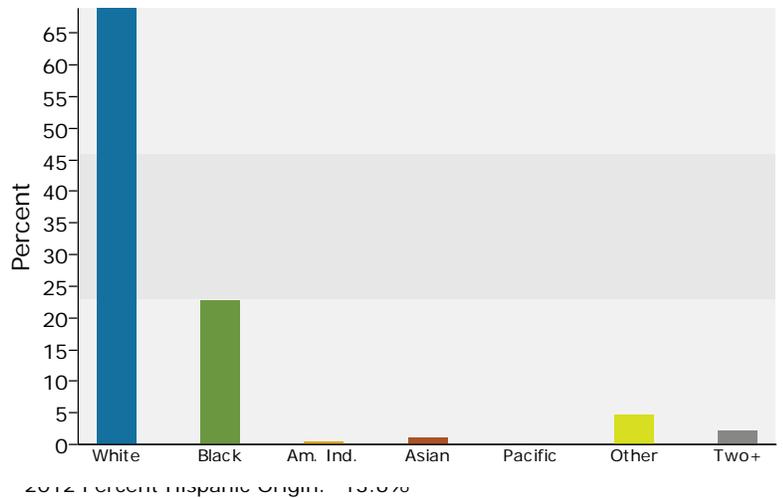
Population by Age



2012 Household Income



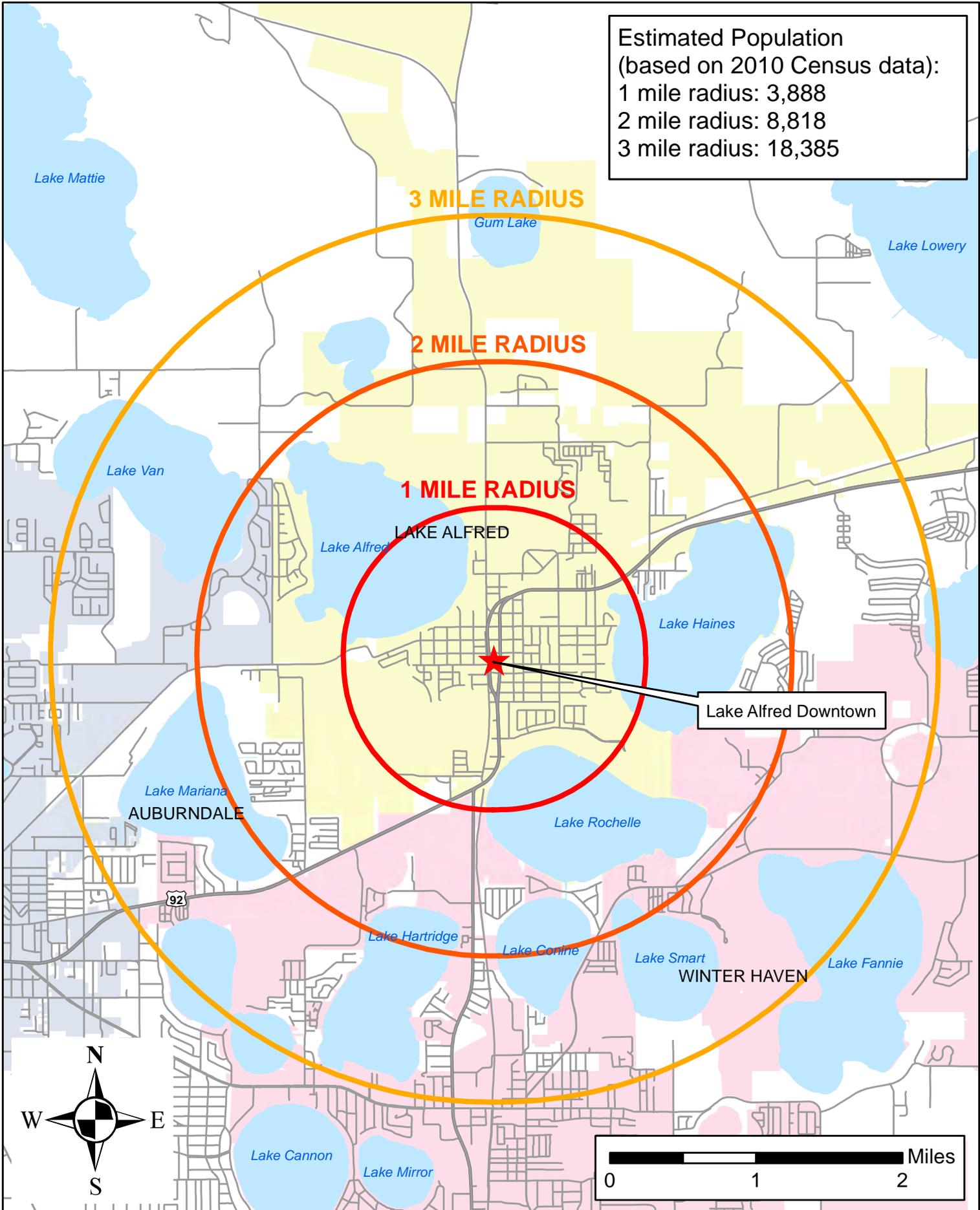
2012 Population by Race



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

RADIi AROUND LAKE ALFRED DOWNTOWN

Estimated Population
(based on 2010 Census data):
1 mile radius: 3,888
2 mile radius: 8,818
3 mile radius: 18,385



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%

Households by Income	2012		2017	
	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

Population by Age	Census 2010		2012		2017	
	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%

Race and Ethnicity	Census 2010		2012		2017	
	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.

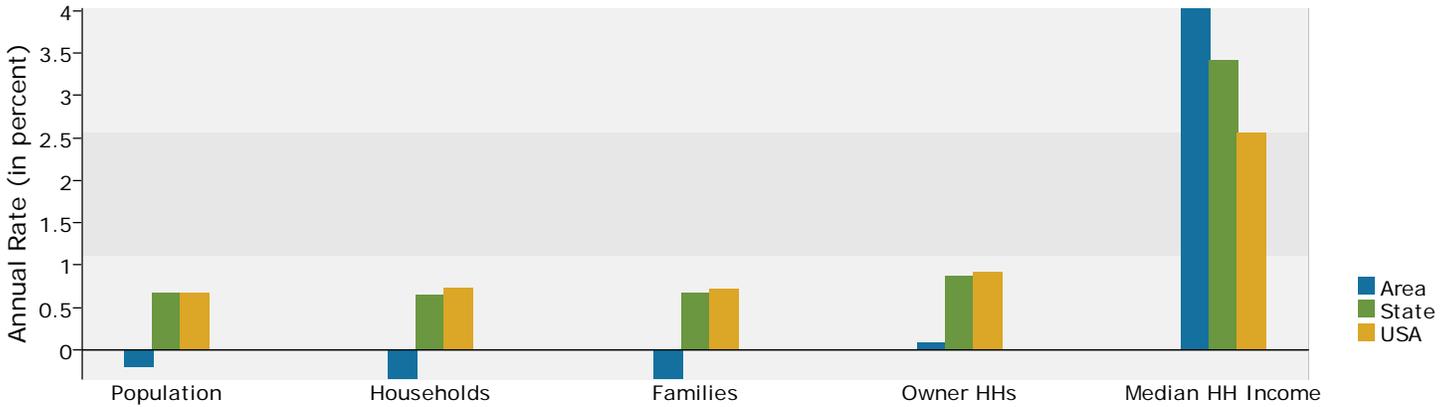
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Demographic and Income Profile

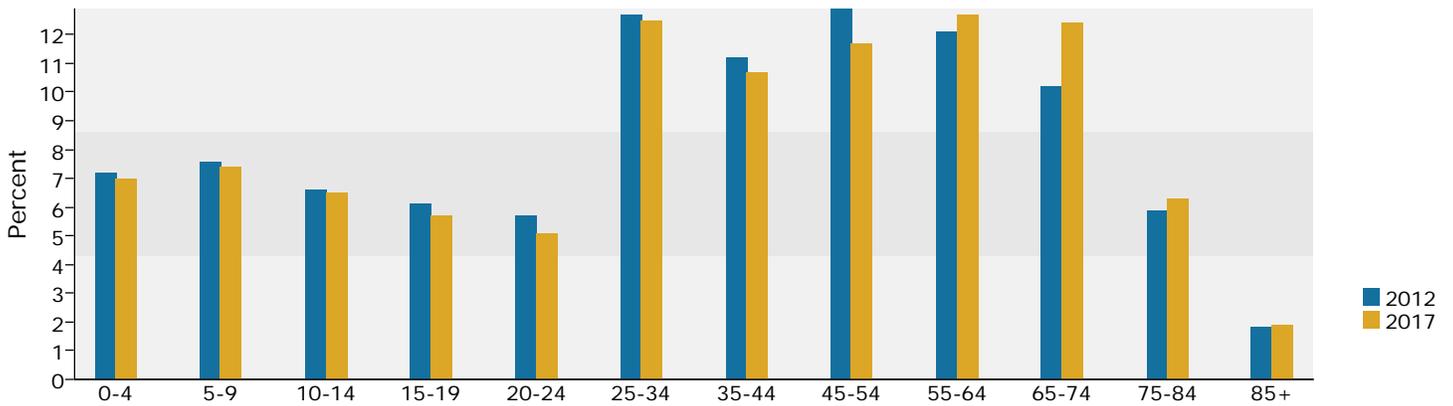
325 S Lakeshore, LK Alfred-radius
325 S Lake Shore Way, Lake Alfred, FL, 33850,
Ring: 1 mile radius

Prepared by Gary Ralston
Latitude: 28.088899280
Longitude: -81.72965326

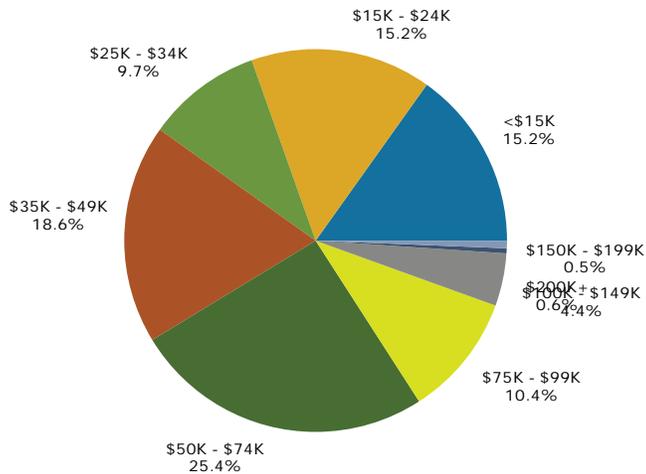
Trends 2012-2017



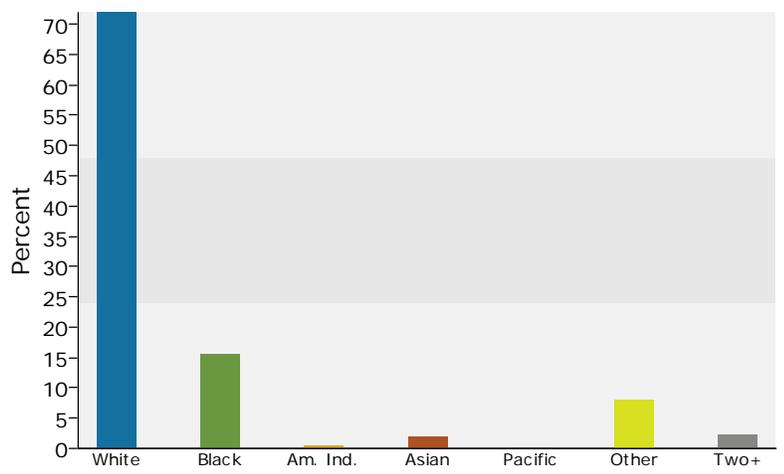
Population by Age



2012 Household Income



2012 Population by Race



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

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%

Households by Income	2012		2017	
	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

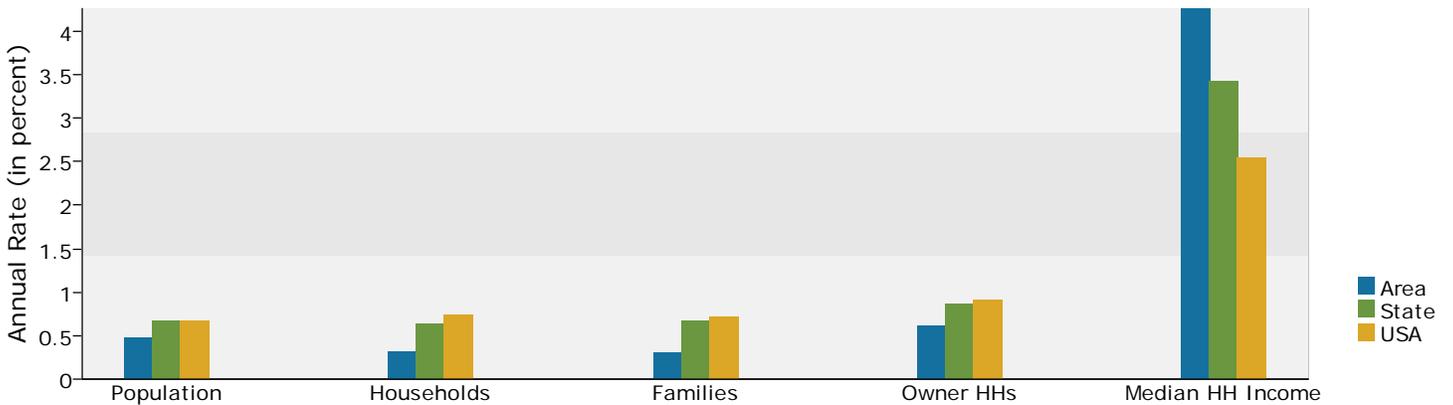
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	490	5.7%	481	5.6%	479	5.4%
5 - 9	502	5.8%	493	5.7%	490	5.6%
10 - 14	457	5.3%	444	5.2%	446	5.1%
15 - 19	474	5.5%	446	5.2%	425	4.8%
20 - 24	421	4.9%	424	4.9%	388	4.4%
25 - 34	864	10.0%	865	10.1%	864	9.8%
35 - 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%

Race and Ethnicity	Census 2010		2012		2017	
	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%

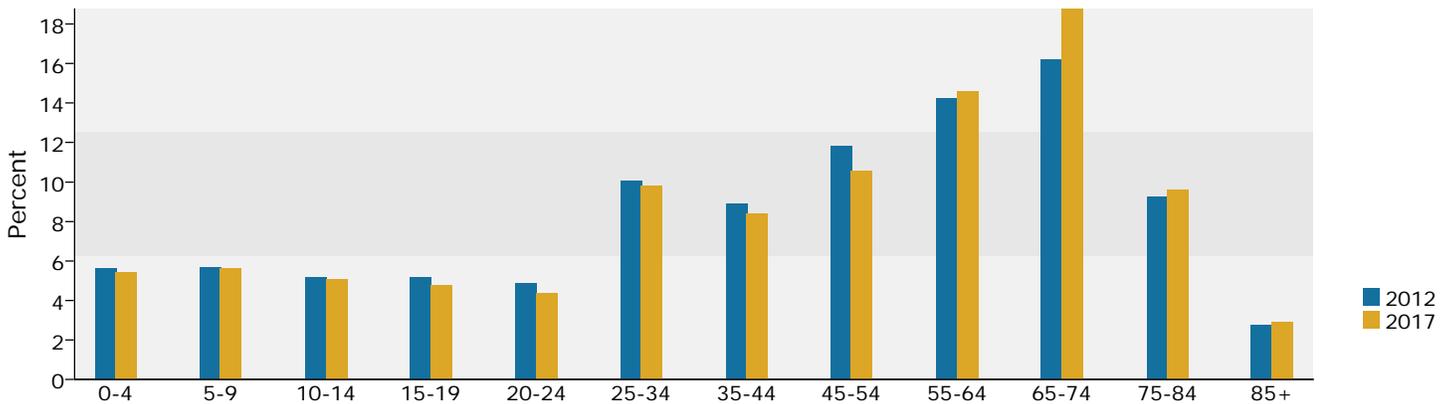
Data Note: Income is expressed in current dollars.

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

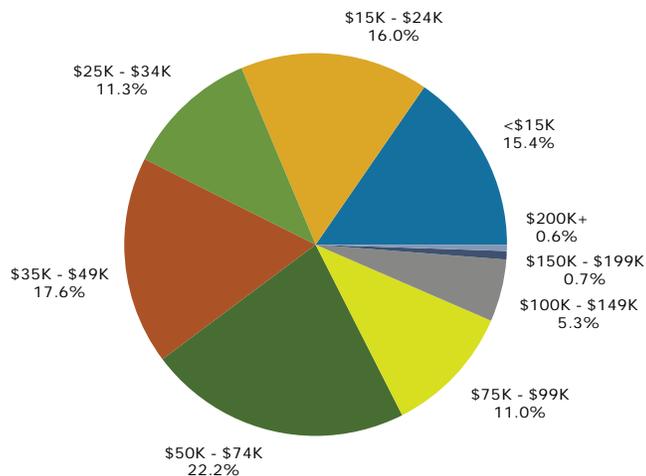
Trends 2012-2017



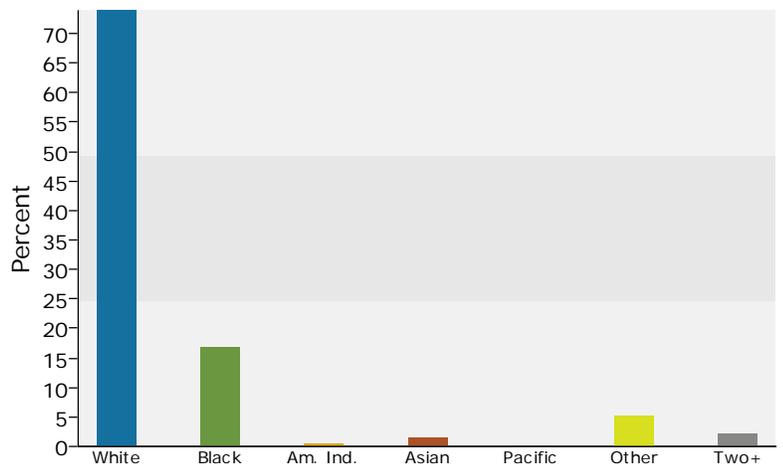
Population by Age



2012 Household Income



2012 Population by Race



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

Demographic and Income Profile

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%

Households by Income	2012		2017	
	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

Population by Age	Census 2010		2012		2017	
	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%

Race and Ethnicity	Census 2010		2012		2017	
	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.

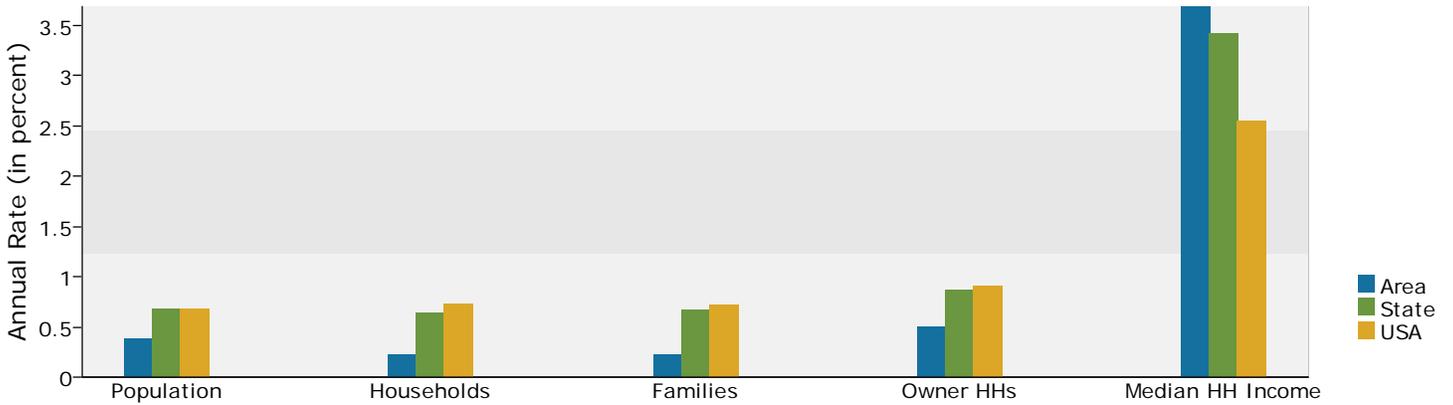
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Demographic and Income Profile

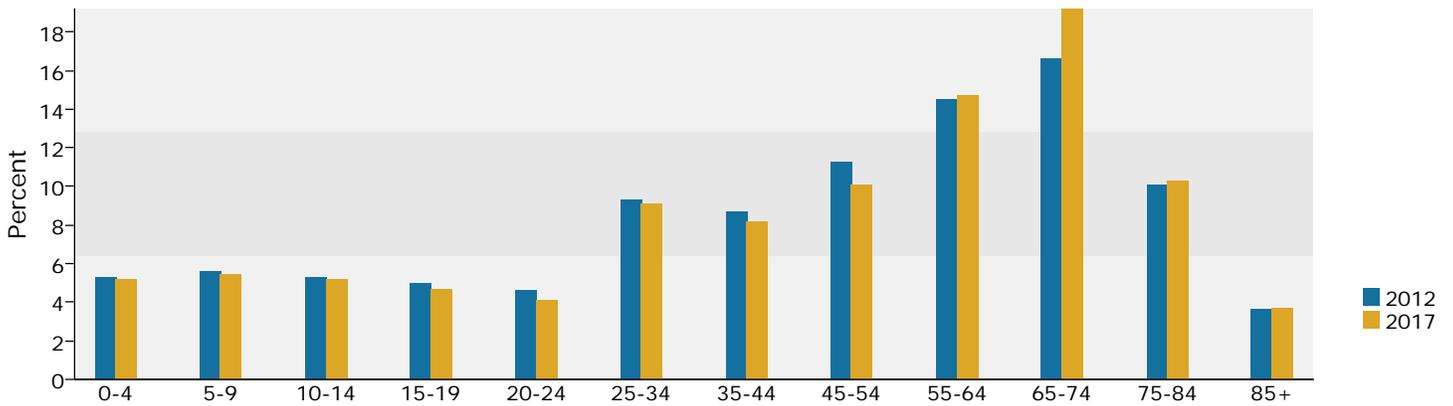
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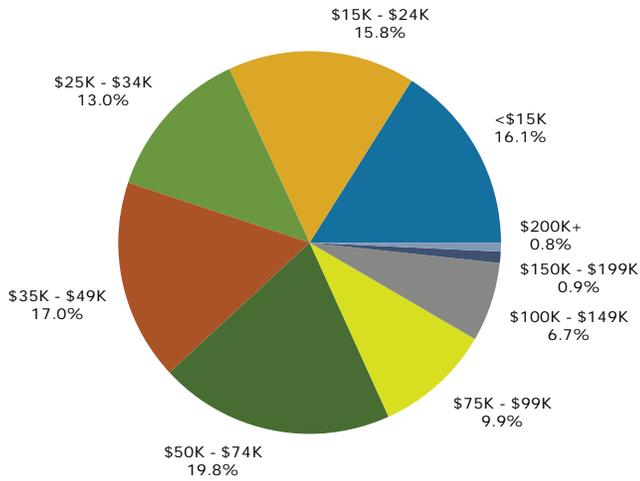
Trends 2012-2017



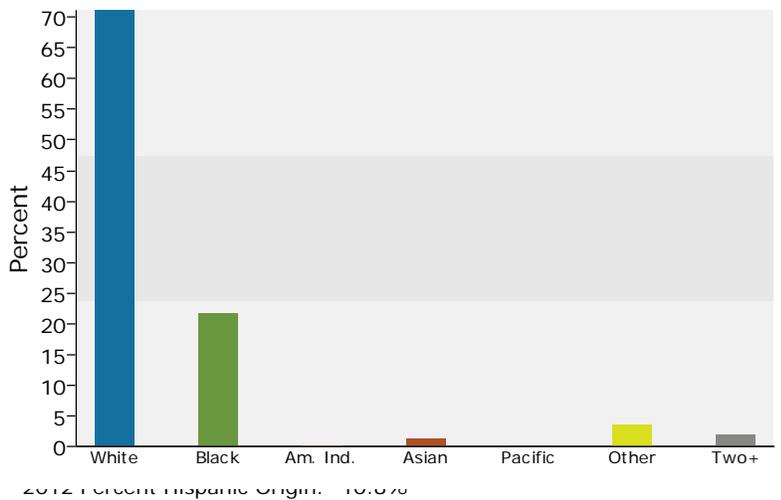
Population by Age



2012 Household Income



2012 Population by Race



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



Valerie Way,
Community Development Director

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