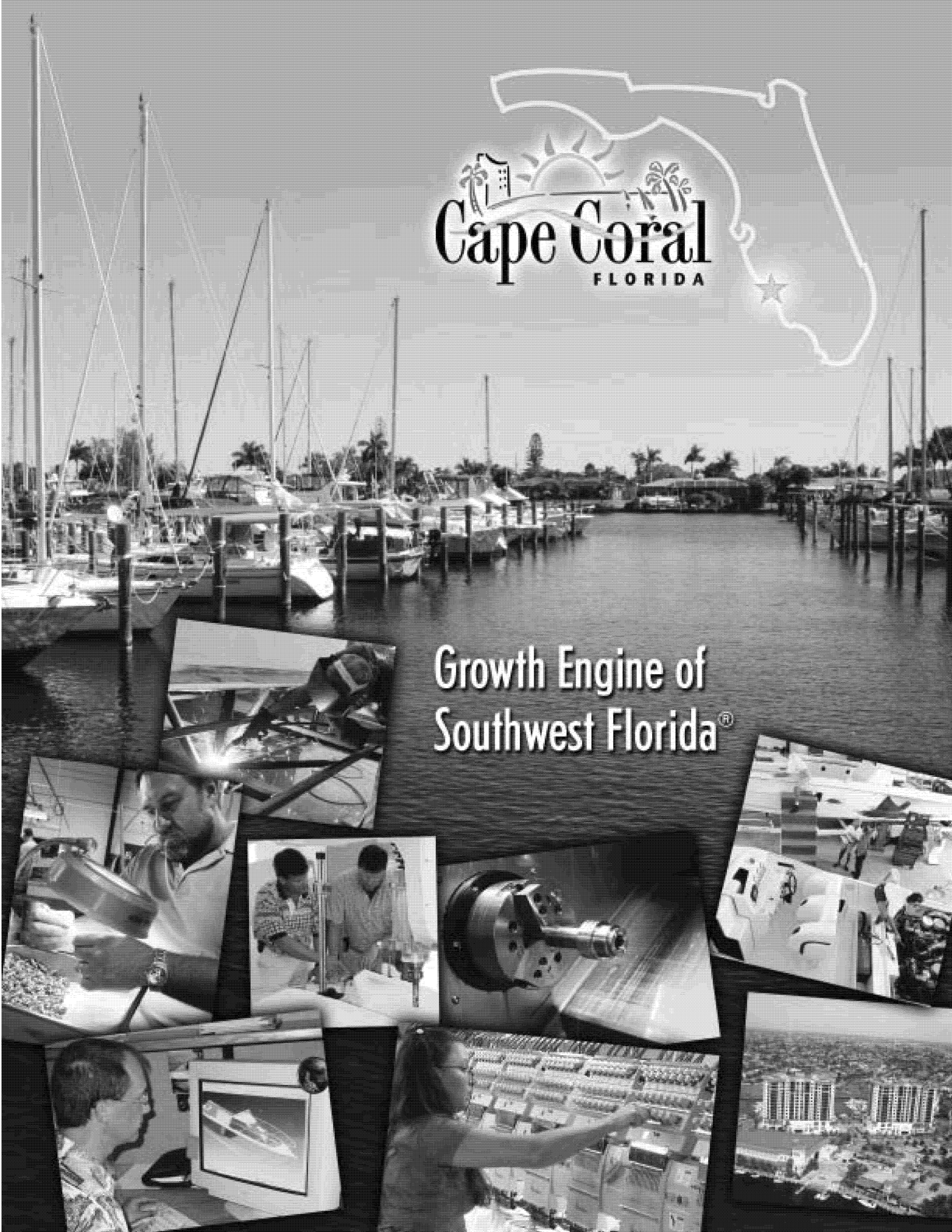
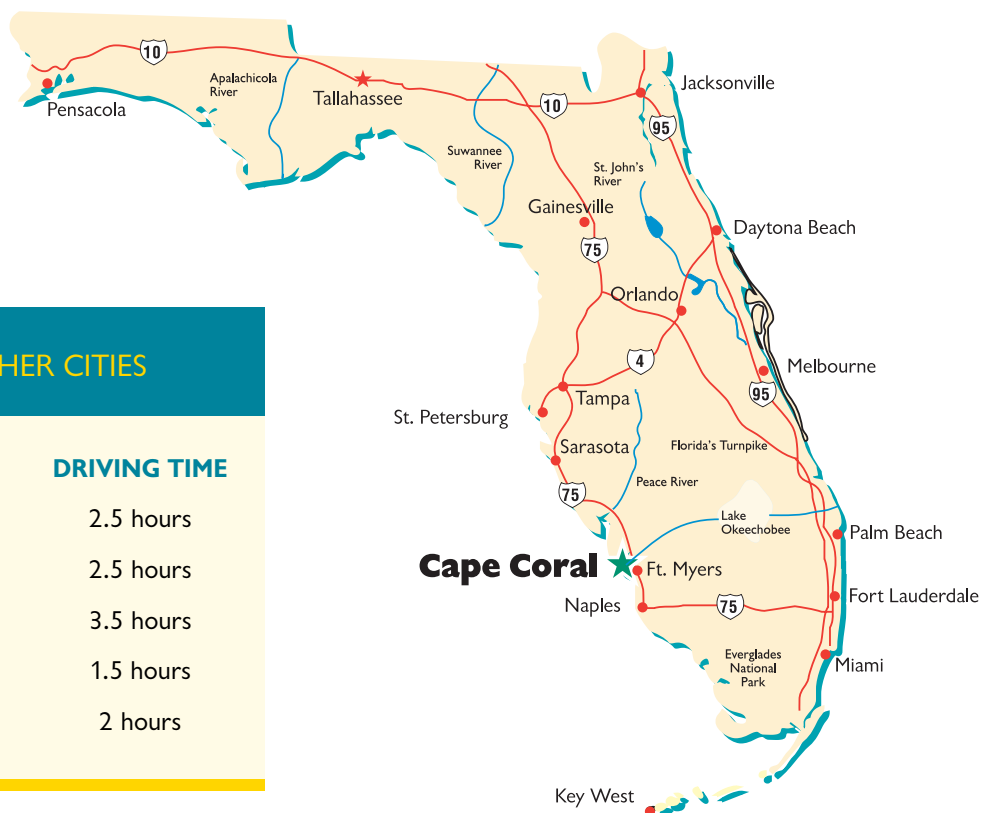




Growth Engine of Southwest Florida®



CARE CORAL: STRATEGICALLY LOCATED FOR SUCCESS



DISTANCE TO OTHER CITIES

METRO AREA	MILES	DRIVING TIME
Ft. Lauderdale	140	2.5 hours
Miami	156	2.5 hours
Orlando	212	3.5 hours
Sarasota	71	1.5 hours
Tampa	123	2 hours

TOP 10 REASONS CAPE CORAL IS RIGHT FOR YOUR BUSINESS

1 Growth Momentum

2 Strategic Location

3 Youthful, Educated Labor Force

4 Investment Opportunities

5 Sustainable Infrastructure

6 Housing Diversity

7 Tropical Lifestyle

8 Global Community Perspective

9 Emerging Business Clusters

10 Positive Business Climate



Strategically located on the Gulf Coast of Southwest Florida, Cape Coral comprises 115 square miles and was Florida's third-largest city in land mass in 2007. Cape Coral has been growing at a rate of nearly 7 percent per year, making it the fourth fastest growing city in the United States among cities with populations more than 100,000, according to the U.S. Census. Only about 45 percent of the city's pre-platted lots are developed, and it's predicted that the Cape's population will boom to more than 400,000 at build-out.

Even today, Cape Coral has more residents than the sum of all the other cities in Southwest Florida.

The Cape is a dynamic city with a tropical lifestyle and hometown feel, with progressive strategies in place to wisely care for the environment and provide necessary infrastructure for the future.

Developed in the 1950s and incorporated as a city in 1970, Cape Coral has adopted a dynamic vision: "A progressive waterfront community becoming the urban center of Southwest Florida, offering economic and social opportunities, with unparalleled quality of life."

Cape Coral's most significant geographic asset is its network of more than 400 miles of waterways – 222 miles of salt water canals, 180 miles of fresh water canals connecting dozens of fresh water lakes, and 31 miles of shoreline – providing boaters with access to the Gulf of Mexico and the world-famous Sanibel and Captiva islands. The Cape is a peninsula with Pine Island Sound and Charlotte Harbor to its west, and the Caloosahatchee River on the east, connected to historic Fort Myers by two bridges.

The Cape has a rich tradition of urban planning, responsive government, sound infrastructure and cultural amenities.

Cape Coral is home to more than 8,000 businesses, rapidly expanding business clusters and a well-educated labor force. More and more businesses and retailers are looking to Cape Coral as a superior market location.

Don't you owe it to your business to take a look at Cape Coral?

We invite you to explore the top 10 reasons why Cape Coral is right for you and your business...and to learn why you should harness the power of the "Growth Engine of Southwest Florida®."

REASON 1 GROWTH MOMENTUM

THE MOST POPULOUS CITY BETWEEN TAMPA AND MIAMI



The most populous city between Tampa and Miami, for more than half a decade Cape Coral has grown at a rate of more than 10,000 new residents per year. As of March 2008, the Cape had more than 175,000 residents.

The dramatic growth of Cape Coral is driven by its unique canal system – providing more than 800 linear miles of waterfront home sites – and a responsive city government.

Cape Coral is attracting record numbers of professional people and young, working families with children. An increasing number of manufacturers, professional organizations and service providers are locating in Cape Coral to take advantage of its large white-collar labor force and to serve this rapidly expanding and increasingly wealthy community.

Your market – and your labor force – could be here in Cape Coral, the fourth fastest growing city in the U.S.

POPULATION GROWTH

TOTAL POPULATION BY YEAR

YEAR	POPULATION
2000	102,286
2001	108,421
2002	116,159
2003	126,601
2004	136,910
2005	150,456
2006	163,126
2007	167,572
2008	176,352
2009*	177,719
2010*	185,477
2080*	400,000

*Projected

Source: Cape Coral Department of Community Development, U.S. Census.

CAPE CORAL FACT

In Cape Coral, median household income rose from \$46,933 to \$54,026 between 2004-2006.

(U.S. Census Bureau data)



REASON 2 STRATEGIC LOCATION

POISED TO BE A DRIVER FOR SOUTHWEST FLORIDA'S ECONOMIC GROWTH

Cape Coral is located on the Gulf Coast, about a 3.5-hour drive southwest of Orlando. Tampa is a two-hour drive to the north, and Miami-Fort Lauderdale is two and a half hours to the east.

With a regional population of about a million people, Southwest Florida is becoming a significant secondary market. As the largest city in this region, Cape Coral is poised to be a driver for Southwest Florida's economic growth.



Nearly three-fourths of Florida's population is within a 150-mile drive of the Cape, efficiently accessed via Interstate 75, which passes within 10 miles of the city. I-75 connects northward to Tampa and on to the Midwestern states; and southeastward to Miami/Fort Lauderdale. Businesses in the Cape are only a few highway hours from international ports on both the Atlantic and Gulf coasts.

Cape Coral is the apex of the growth triangle defined by Southwest Florida International Airport (RSW) and Florida Gulf Coast University (FGCU).



CAPE CORAL FACT

Cape Coral is well-connected to markets throughout the Eastern United States.



2 STRATEGIC LOCATION

CONTINUED

Cape Coral is only 15 miles from Southwest Florida International Airport (RSW), which serves more than eight million passengers annually. The airport's new \$438-million terminal opened in 2005, cementing the airport's status as the #1 midsize hub in the United States. In 2007, airport activity grew 8 percent over the prior year.

RSW is home to an expanded U.S. Immigration and Customs station facility and Foreign Trade Zone. Cargo services for regional, national and international carriers are readily available. More than 39 million pounds of air freight moved through the airport in 2007. The airport's designation as a Foreign Trade Zone provides special benefits for companies engaged in value-added manufacturing, importing and exporting.

The region also is served by Page Field, a general aviation airport in Fort Myers, just five miles from Cape Coral. It is a preferred hub for corporate aircraft. For the third year in a row, Page Field Aviation Center has been named one of the best general aviation facilities in the nation by ExxonMobil. The airport was one of 25 general aviation airports in the nation to earn a gold award in the ExxonMobil 2006 PremierSpirit program.

The Lee County Port Authority is investing \$40 million in a new Page Field general terminal building and other amenities. In 2007, Lee County Emergency Management Services developed plans to construct a \$3-million facility for its medical flight operations at Page Field, which is only a few air miles to the trauma unit at Lee Memorial Hospital. The facility will include a hangar for two helicopters, plus training and overnight facilities for crews.



DOMESTIC AND INTERNATIONAL AIR CARRIERS

Air Canada
 AirTran Airways
 American/American Eagle
 Cape Air
 Comair (Delta)
 Continental Airlines
 Continental Connection
 Delta Air Lines
 Delta Connection
 Frontier Airlines
 JetBlue Airways
 LTU International Airways
 Midwest Airlines
 Northwest
 Southwest
 Spirit Airlines
 Sun Country
 Sunwing
 United Airlines
 US Airways
 USA 3000 Airlines
 WestJet



CAPE CORAL FACT

Almost three-quarters of Florida's population lives within 150 miles of Cape Coral.

(Lee County Port Authority)

Source: Official Airline Guide;
 Lee County Port Authority



REASON 3 YOUTHFUL, EDUCATED LABOR FORCE

YOUTHFUL DEMOGRAPHICS ADD VITALITY TO WORKFORCE

More than half of Cape Coral's population is age 44 or younger, and those under 25 outnumber residents over 65. The Cape's youthful demographics add vitality to its workforce and help fuel the city's and Southwest Florida's dynamic economy. Nearly 63 percent of the Cape's population is of working age (15 to 64). That's more than 109,000 people (2008) in Cape Coral alone.

As of 2008, businesses could choose from a pool of nearly 500,000 skilled workers from the tri-county area surrounding Cape Coral. Nearly two thirds of these workers live in Lee County. Unlike some Florida cities struggling with a "retirement village" economy, Cape Coral's median age is only 44. Lee County's 18- to 24-year-old population is projected to grow twice as fast as the Florida average and many times faster than the U.S. population in general. Florida has no personal income tax, and it is a Right-to-Work state.

In 2006, Lee County employers created more than 15,000 jobs. Construction and manufacturing were the top segments, followed by education, health care, transportation and leisure and hospitality. Most major national employment services firms point to additional strengths, concluding that the Southwest Florida job market is the second strongest in the country.

Educational infrastructure is a critical ingredient of business development. Cape Coral is well served by regional colleges and universities, and the Cape Coral City Council has laid the foundation for locating higher education in the Cape.

CAPE CORAL FACT

The Cape Coral/Fort Myers area ranked #2 in the Milken Institute's survey of 2006 "Best Performing Cities: Where America's Jobs Are Created"

(Source: Milken Institute 2006)



The City purchased 170 acres of prime land in the Northeast Cape and designated it as the City's Academic Village. This site will be home to new post-secondary academic and research facilities offering baccalaureate and post-graduate curricula.

Growth momentum in Cape Coral is sustained by continuously expanding public and private school systems with high performance standards.

Public schools are operated by the Lee County Board of Education, which is planning to construct as many as 40

new schools in Lee County in the next decade. As of 2008, the Board of Education operates 8 elementary, 6 middle and 4 high schools in the Cape.

In addition, the City of Cape Coral has created a municipal charter school system. The municipal charter system has grown rapidly, with full enrollment at Oasis Charter Elementary in its first year (2005), and full enrollment at Christa McAuliffe Charter Elementary by its second year (2007). It provides a challenging educational environment founded on the Core Knowledge and

3 A YOUTHFUL, EDUCATED LABOR FORCE

Cambridge Curricula. Since the system is public, there is no tuition.

The municipal charter schools are available exclusively to children who live in Cape Coral, providing curricula from pre-kindergarten through high school. The system is leading the way in academic performance among public schools in the city.

The state of Florida measures academic performance using the Florida Comprehensive Achievement Test (FCAT). Both of the municipal charter elementary schools grades 3-5 received an A grade, and the middle school performed better than all other schools in the Cape by earning a B grade in its first year.

The schools focus on teaching traditional values and challenge children beyond the constraints of the state testing. Children learn in a technology-rich environment that engages them in the learning process and offers them opportunities to be involved with clubs and activities.

Additional information on the Cape Coral Charter School System can be found at www.capecharterschools.org.

One of Florida's youngest state universities, Florida Gulf Coast University (FGCU), opened in 1997 and now serves more than 8,000 students.

FGCU offers undergraduate and graduate degrees, including an Executive Master's program. FGCU has established a Cape Coral satellite facility, which provides Cape students with a limited offering of core courses.

CARE CORAL SCHOOL ENROLLMENT PROJECTIONS

	ACTUAL	PROJECTED			
	2007	2010	2015	2020	2025
PreK-5	14,554	17,374	22,644	27,914	33,184
6-8	6,988	8,257	10,668	13,398	16,128
9-12	9,542	9,991	12,519	16,039	19,679



Nova Southeastern University, one of the nation's preeminent private colleges, also has established a satellite in Cape Coral. From this location, in collaboration with Hodges University, students can participate in both classroom-based and distance-learning education offerings.

Edison College, with a major campus immediately east of Cape Coral, offers associate and bachelor's degrees, plus technical training in fields such as Allied Health Programs, Computer Networking & Programming, Business Administration, Paralegal, Criminal Justice and Fire Science.

Cape Coral is also home to High Tech North, a postsecondary educational institution operated by the Lee County public school system. It provides training in medical, computer and food-science fields and supplies a constant stream of qualified workers with curricula designed to offer maximum training in a minimum amount of time.

Employer-specific training, both on- and off-site, is available through Business and Industry Services of Lee County (www.leecountybis.com), which maintains an office in Cape Coral.

A YOUTHFUL, EDUCATED LABOR FORCE **3** REASON



HIGHER EDUCATION INSTITUTIONS

INSTITUTION

ENROLLMENT

DEGREE PROGRAMS

Edison College

15,000

Bachelor of Applied Science, Associate in Arts and Associate in Science. Program certifications: Accounting Applications, Computer Programming and Applications Specialist, Crime Scene Technology, Dental Assisting, Emergency Medical Technician, Basic Eye Care Technician, Networking Specialist, Ophthalmic Laboratory Technician, Paramedic (EMT-P), Small Business Management, Turf Equipment Technology and Visual Assessment

FGCU

8,000

Undergraduate/graduate programs: Full curriculum including Health, Business and Environmental Sciences, B.A., B.S., M.A./Med, M.S., M.B.A., M.P.A.

Hodges University

(Formerly International College)

1,800

Associate, Bachelor's and Master's in Business Administration, Accounting, Management

High Tech Center Central

1,054

Vocational/Technical: Business, Health; Trades: Automotive, Drafting, Electronics, Masonry, Printing, Plumbing and Welding

Southwest Florida College

880

Bachelor of Science – Criminal Justice, Associate Degrees and Certifications

High Tech Center North

400

Vocational/Technical: Marketing, CAD Tech, Computers, Electronics

Barry University

350

Adult Bachelor's certifications: Public Administration, Business Management, Humanities

Ave Maria University

500

Undergraduate/Graduate Programs: Business, Medical, Law, Theology, Art

IMPAC University

120

MBA with emphasis on Public Administration, Master of Information Services, and Master of Science in Organizational Behavior and Human Services

Nova Southeastern University

300

Doctorate in Pharmacy, Masters in Education and Speech Pathology, RN to BSN, Specialist programs in Education, HR and Occupational and Physical Therapy

Source: Various institutions

Forbes.com ranked the Cape Coral-Fort Myers MSA the top community in the nation for job growth in 2007.

(Source: Forbes.com)

REASON 4 INVESTMENT OPPORTUNITIES

EXCELLENT OPPORTUNITIES FOR INVESTORS WITH DIFFERENT APPETITES

Within its 115-square-mile landscape, Cape Coral has more than nine square miles of unimproved land with a future land use or zoning designation for commercial development.

Hundreds of acres of land are available for commercial development along the city's major road corridors. In addition, the Economic Development Office has identified investment districts that offer opportunities for developers with different appetites. There are three major investment districts: the Pine Island Road Corridor, the Downtown Community Redevelopment Area (CRA) and City Centrum, plus two established industrial parks and two large areas of designated regional impact (DRI).

The Cape Coral growth engine is fueled by population growth, and it will be sustained by investment in commercial and industrial development.

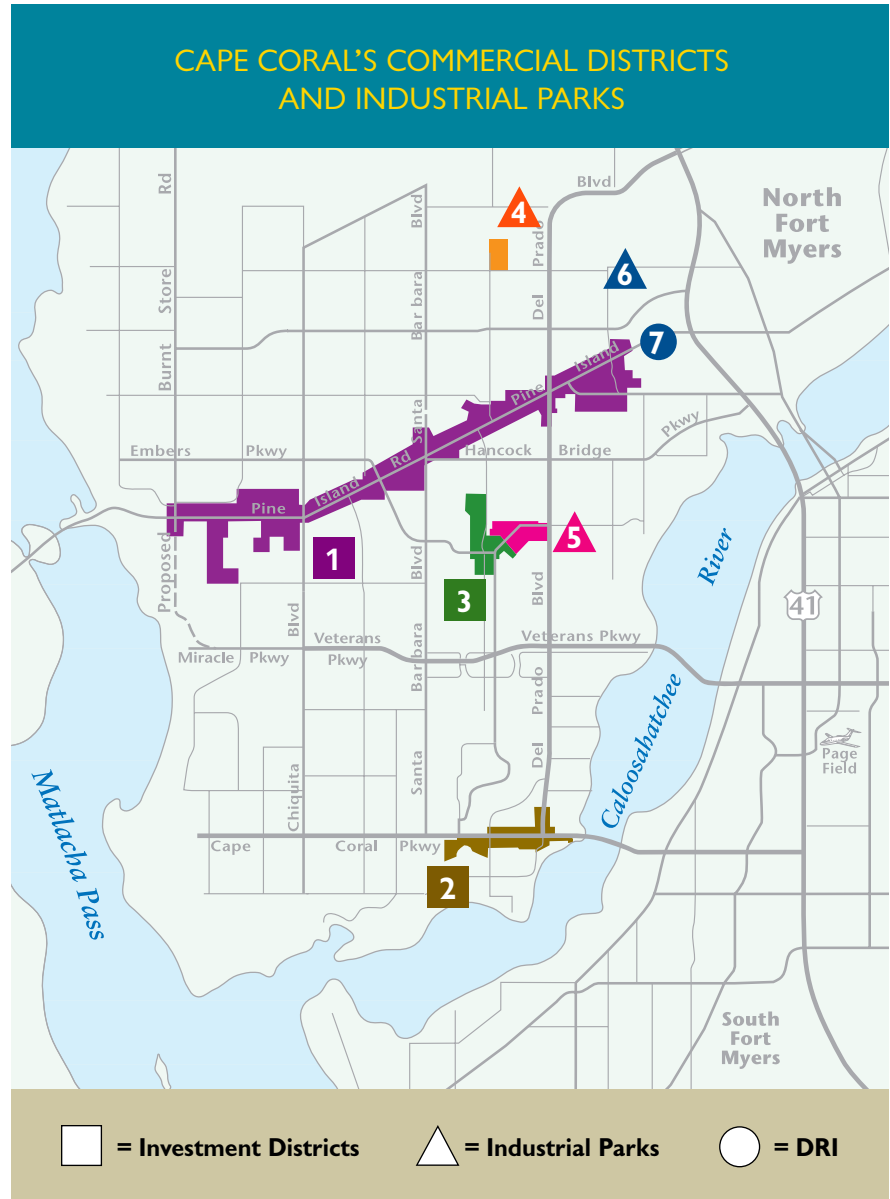
From July 2005 to July 2007, Cape Coral's commercial and industrial sector experienced a growth rate of 12 percent.

1 Pine Island Corridor

Total Acres: 2,400

Zoning: Commercial, mixed-use, residential, light industrial

The Pine Island Road Corridor is a state highway (S.R. 78), which runs across the city. More than 10 miles in length, the corridor connects to I-75 and U.S. 41. This important corridor is the location for hundreds of thousands of square feet of new commercial development in the past five years alone. Despite this growth, the Pine Island Corridor remains one of the



city's largest sources of open land available for development.

The Pine Island Road master plan creates two zoning districts. The Corridor District provides broad opportunities for large scale, destination commercial and business development. The Village District

encourages higher density development in a pedestrian-friendly, mixed-use environment.

Much of Pine Island Road is already served by city water and sewer, and with fiber-optic cable.



2 Downtown CRA (Community Redevelopment Area)

Total acres: 432

**Zoning: Core, Edge & Gateway
Commercial, Residential
Mixed Use**

Downtown Cape Coral is the original business district of the city. The Community Redevelopment Agency's (CRA) Master Plan is to create "a vibrant urban village where people of all ages can live, work, shop and be entertained." Downtown Cape Coral has begun a transformation due to the planning and construction of both large and small private sector developments.

The CRA promotes business in the district with an active marketing program that includes advertising and special events. The CRA assists in the development of these projects through improvements to infrastructure, such as stormwater, traffic improvements, utility upgrades and public amenities.

The Community Redevelopment Agency can provide Tax Increment Financing (TIF) to assist in land assembly, parking and project enhancements that can benefit development projects. Facade grants to help with exterior renovations for existing businesses are also available. Currently there are more than 820 businesses in the area. Now, as older structures are renovated and new ones are created, it is positioned to become a vibrant employment center with entertainment and shopping.



3 City Centrum

Total Acres: 278

**Zoning: Commercial, professional,
mixed-use, governmental,
multi-family, residential**

City Centrum encompasses City Hall, the Lee County Government Center (Cape Coral is co-county seat of Lee County), and the central Post Office. City Centrum is envisioned as the Cape's primary government office and professional district, attracting real estate, insurance, banking, and other business services, such as accounting, legal and marketing.

As Cape Coral continues to grow, City Centrum will be increasingly important to businesses and citizens.



4 INVESTMENT OPPORTUNITIES

CONTINUED



Foreign Trade Zones

The City of Cape Coral maintains Foreign Trade Zone (FTZ) status in each of the city's primary industrial parks: the North Cape Industrial Park and the Mid Cape Commerce Park. These are subzones of the FTZ at Southwest Florida International Airport. FTZs aid import and export businesses by allowing savings on taxes and duties. Businesses that import can benefit from direct delivery, weekly entry and duty deferral. Duty deferral makes it possible for companies to defer payment on imported items until they are ready to be shipped to their final destination. Businesses that export can benefit because they are not required to use a duty drawback when re-exporting goods.



4 North Cape Industrial Park

Total acres: 92.50
Zoned: Industrial

Located in the northeast quadrant of Cape Coral, this asset is home to mostly light manufacturers, service industries and warehousing. This industrial park is only 22 miles from Southwest Florida International airport, three miles from U.S. Route 41 and 11 miles from I-75. The North Cape Industrial Park is fully served by water, sewer and broadband.



5 Mid Cape Commerce Park

Total acres: 143.37
Zoned: Industrial

One of Cape Coral's original industrial areas, this area is now populated mostly by service industries and warehousing. It is located directly off of Del Prado Boulevard and is only 15 miles from Southwest Florida International airport, five miles from U.S. Route 41 and eight miles from I-75. It is immediately south of Cape Coral Hospital, and as its businesses expand into other areas of the city, this district is attracting laboratories and new medical office development. The Mid Cape Commerce Park is fully served by water, sewer and broadband.



6 Kismet Industrial Park

At Kismet Parkway and N.E. 24th Avenue, Kismet Industrial Park is the newest location available to industry and warehousing in the Cape. Kismet Industrial Park comprises 25 acres. It will provide 250,000 square feet of high-quality tilt-up industrial space in sub-dividable buildings.

7 Hancock Creek Commerce Park and Indian Oaks Trade Centre

Total Acres: 472±

Zoned: Development of Regional Impact

Most of this property is platted in large parcels for larger projects, however there has been some subdivision and re-platting into smaller parcels to facilitate immediate development. This mostly undeveloped land is served by a strong road network. City water and sewer services are in place along a portion of Diplomat Parkway, and public utilities have been installed along the entire western border of this DRI, facilitating utilities extensions. The U.S. Department of Veterans Affairs has selected this location to build a state-of-the-art VA Clinic, which will provide acute care medical services for the region.



INNOVATIVE LAND-USE STRATEGIES

In a continuing effort to increase business investment opportunity, Cape Coral has established a Commercial Activity Center (CAC) Future Land Use Classification to promote high quality mixed-use and commercial development at various locations throughout the city. Most CACs are located near major intersections. Seven types of Commercial Activity Centers allow different ratios of residential and non-residential development. All CACs allow compound use (mixed residential and commercial) structures. These CACs are intended as an effective tool to encourage construction of commercial and employment centers in close proximity to residential areas.

The City Council also has adopted a Marketplace Residential Zoning District, which is compatible with the Commercial Activity Center future land use classification. It encourages a variety of pedestrian-oriented neighborhood retail, specialty retail, office, services and residential uses. This accomplishes one of the city's objectives, to cluster multi-use development at key locations, proximate to major corridors and intersections throughout Cape Coral while allowing for a nearby residential customer and workforce base. By providing a range of uses commensurate with the size of the development, it encourages commercial land assembly and provides a receiving zone for Transfers of Development Rights.

REASON 5 SUSTAINABLE INFRASTRUCTURE

WELL SERVED TO SUPPORT AGGRESSIVE GROWTH



Cape Coral is well served with the essential utilities, roads and telecommunications resources to support growth. Plans are in place to continuously increase the availability of water and sewer services for commercial, residential and industrial expansion.

Even as many Florida cities face a potable water crisis, Cape Coral has invested heavily in ensuring a plentiful supply. The Cape's reverse osmosis plant processes water drawn from deep wells. Hydrologic modeling has shown that the well system is adequate to support the city's increasing demands. The current capacity is 15 million gallons per day, and due to the growth in the Cape, the city's second reverse osmosis plant is under construction in the north part

of the city. This major expansion project will provide service to all parcels south of Pine Island Road by 2012.

As a community on the environmental cutting edge, Cape Coral maintains a dual water system. Reclaimed water is supplied to homes and businesses for irrigation and can be available for non-potable industrial uses. This dual system reduces demand on potable water supplies and provides greater protection for the ecosystems associated with our canal system. The dual water system is recognized by regulators as one of the most progressive in the state.

In addition to its water and sewer resources, the Cape boasts a robust communications infrastructure,

including Embarq, Sonet Ring and Comcast Cable. By one analysis, Cape Coral has broadband capacity several times greater than that of larger Florida cities. Survivable, underground fiber interconnectivity is in place at the City Centrum.

The Cape is among the first in Florida to deploy the new 4.9 GHz pre-WiMax wireless channel authorized by the FCC in 2003 for exclusive Public Safety use. Work was recently completed on the first of three phases to provide WiMax coverage across the city utilizing Alvarion technology.

A new wireless system allows a secure high-speed connection between remote fire stations, police sub-stations and the city and county public safety network systems.



LCEC TARIFFS FOR COMMERCIAL AND INDUSTRIAL SERVICE MARCH 2007

	75 KW 15,000 KWH	150 KW 45,000 KWH	250 KW 100,000 KWH	500 KW 150,000 KWH
LCEC	\$1,472.50	\$3,932.50	\$8,223.50	\$13,053.50
FPL	\$1,626.40	\$4,326.10	\$9,031.05	\$14,511.05
LCEC Advantage over Florida Power & Light	\$153.90	\$393.60	\$807.55	\$1,457.55
% LCEC Advantage over Florida Power & Light	10.5	10.0	9.8	11.2

Prices do not include taxes and franchise fees

Source: Lee County Electric Cooperative, Inc.

City employees working in the field, such as building inspectors, code enforcement officers and police and fire employees, use laptops equipped with broadband wireless to upload information onto city systems in real-time.

Utilizing the SIRE Technologies Electronic Workflow and Document Management System, the city allows online submittal of commercial permit applications. This electronic workflow is fully visible to both reviewers and the applicant. Cape Coral is one of the first municipalities in the country to offer this capability. It can provide substantial benefit in review of commercial permits.

The city provides on-line access to city council meetings and public records. Council sessions and other public meetings are streamed live and archived online.

The city provides e-government capabilities for residents and businesses to transact and communicate on-line for applications, permits and other city business.

Electric service is provided by Lee County Electric Cooperative, Inc. (LCEC). LCEC strives to meet the unique needs of commercial and industrial customers with tailored energy solutions and value-added services that can improve productivity and profitability. LCEC's rate



structure is competitive with service in other areas, and is often less expensive.



REASON 6 HOUSING DIVERSITY

FROM APARTMENTS AND SINGLE-FAMILY HOMES TO WATERFRONT ESTATES



Cape Coral provides a remarkable diversity in housing, ranging from affordable apartments to luxurious waterfront mansions. The city's landscape is laced with canals. This provides waterfront living throughout the city. Most of the city's housing stock are single-family homes, and most of them are owner-occupied.

The city has a relatively low seasonal population: about 20%.

Unemployment rates are typically low in the Cape, and businesses are finding that wage rates are comparable with other regions of Florida. When compared with other growing cities around Florida and the nation, Cape Coral offers a competitive cost of living. The median income of Cape Coral households is \$54,026 according to the US Census 2006.



MEDIAN HOUSING PRICES

City	2007
San Francisco	870,997
Los Angeles	628,126
Scottsdale	483,821
Seattle	462,797
New York	444,535
Washington DC	429,220
Boston	398,286
Cape Coral	269,146
Chicago	237,110
Phoenix	236,559
Atlanta	198,509

Source: ESRI Business Analyst-2007

FLORIDA 2008 MEDIAN HOUSING PRICES

City	2007
Naples	1,000,000
Jupiter	363,445
Miami	334,677
Fort Lauderdale	332,960
Cape Coral	269,146
Sarasota	236,676
Orlando	226,622
Tampa	196,212

Source: ESRI Business Analyst-2007





\$458	\$614	\$685	\$896
Punta Gorda*	Fort Myers*	Cape Coral	Naples*

COST OF LIVING INDEX

Source: C2ER (ACCRA) 2007

The median income of Cape Coral households is \$54,026.
(U.S. Census Bureau data)

REASON 7 TROPICAL LIFESTYLE

QUALITY OF LIFE AND COMMITMENT TO NATURAL PRESERVATION



To enhance quality of life, Cape Coral owns and operates more than 30 parks and recreation facilities offering programs to individuals of all ages, skill levels, interests, social needs and economic capabilities.

The city's longest-standing recreational amenity is Yacht Club Community Park, a popular facility located in the historic Southeast Cape along the Caloosahatchee River. This park includes a white sand beach, accessible playground, fishing pier, boat ramp and yacht basin, and is home to the city's free Sunset Celebrations, hosted the first Wednesday of each month.

The city is known for its waterfront living and boater access to the Gulf of Mexico. The Parks and Recreation Department maintains three boat

launching facilities into the Caloosahatchee River and the Matlacha Pass estuary.

Residents and tourists alike enjoy Sun Splash Family Waterpark, a 12-acre aquatic attraction that has served more than two million visitors since opening in 1992.

One of the area's most well-manicured golf courses is Coral Oaks, an 18-hole, Arthur Hills designed championship course set in a scenic, century-old oak hammock.

For the next generation, The William "Bill" Austen Youth Center was recently updated with bright, artistic murals, and hosts DJ music nights every Friday and live bands every Saturday, as well as a drop-in program. It also offers



classes throughout the week, such as Rocket Club, DJ Training, Teen Aerobics and Youth Yoga.

Eagle Skate Park, located adjacent to the Youth Center, is 27,000 square feet and features an 1,800-watt Bose surround-sound system, skate competitions and Skate Jam nights throughout the year.

Cape Coral is known regionally for its amateur athletics facilities. Among them are the Cape Coral Sports Complex, a 52-acre venue that hosts regular leagues, as well as regional and national tournaments; Strausser BMX Complex for motocross competition; Storm Football Complex; Northwest Softball Complex; and the new Jim Jeffers Park, which features four soccer fields, a softball field, tennis courts, basketball courts, walking trails and a fully accessible mega-structure playground.

As part of its commitment to natural preservation, the city maintains Four Mile Cove Ecological Preserve. This secluded 340-acre park along the Caloosahatchee River provides a mini-Everglades experience with walking and kayaking trails through native mangroves.



The city employs professional environmentalists to provide education on preserving the health of our canals and protecting our native species, including eagles and burrowing owls. The city council has designated the burrowing owl as the city's official bird. In addition, birders can flock to Rotary Park, which boasts an observation tower that overlooks the mangroves and the Caloosahatchee River.

Since 1979, the Parks & Recreation Department's Special Populations programs have been promoting independence for persons with developmental disabilities. More than 180 adults and youths are enrolled in a variety of adult daycare training, evening, afterschool and special event programs. The City of Cape Coral employs more than 50 adults in on-site facility maintenance job training, as well as off-site training at Pops Café in City Hall, and through recycling, custodial, horticulture and litter control at many facilities and parks.



www.bizcapecoral.com

SOME OF THE CITY'S LARGEST ANNUAL SPECIAL EVENTS INCLUDE:

Month	Event
January	Festival of the Arts Tour de Cape
February	Lee County Senior Games Burrowing Owl Festival Irish Festival
March	Sounds of Jazz
April	Cape Bike Night
May	Cinco de Mayo
July	Red, White & BOOM! Aquatic Festival
September	Aquarium Exhibit at Arts Studio
October	Cape Bike Night City Golf Championship at Coral Oaks Fall Kids' Festival
November	Coconut Festival Veterans' Day Parade
December	Florida State Senior Games Holiday Boat-A-Long Holiday Festival of Lights



Not only do Cape park facilities serve as sites for regional amateur athletic events, sports fans can have a field day just minutes from Cape Coral.

The Minnesota Twins and the Boston Red Sox both hold Spring Training in Lee County. The Fort Myers Miracle professional baseball team plays in Florida's Grapefruit League at the Lee County Sports Complex. Germain Arena is home to the East Coast (professional) Hockey League's Florida Everblades and the Florida Firecats Arena 2 Football team.

Cape Coral's cultural assets include the historical museum, the art studio, the Cape Coral Art League, and the Cultural Park Theater, a 187-seat performing arts facility that serves as home to our community actors.

In addition, there are several regional arts and performance venues in the immediate area, including the Barbara B. Mann Performing Arts Hall, which hosts well-known entertainers and the traveling casts of major Broadway shows; Broadway Palm Dinner Theater; and Germain Arena and FGCU's Alico Arena, which serve up additional entertainment and sporting events.

7 TROPICAL LIFESTYLE CONTINUED



With one of the lowest crime rates of any Florida city its size, Cape Coral is ranked as one of the safest large cities in Florida, protecting its residents and businesses with a well-trained and experienced police force. Cape Coral's 2006 major crime rate indexed to population was lower than in 1999.

Recently, the department upgraded its 911 communications system. Through a \$6-million grant from the Department of Justice, the system was converted to digital, increasing total system capacity and providing greater compatibility among area law enforcement agencies.

As the city population increases, the police department continuously and actively seeks out, hires and trains new recruits. Studies have shown that proper staffing enables preventive patrolling, and increases officer-initiated activity, which can reduce crime more effectively than relying solely on responding to citizen calls.

The department has implemented an aggressive traffic incident prevention program that includes DUI checkpoints, driver's license and registration checkpoints and saturation patrols.

2007 CRIME INDEX COMPARISON

Cape Coral has the 3rd lowest crime rate of Florida cities with populations over 150,000.

	Population	Index Crime	Rank
Port St. Lucie	155,315	4,016	1
Pembroke Pines	152,888	5,733	2
Cape Coral	164,523	5,976	3
Tallahassee	176,429	10,209	4
Hialeah	228,528	10,820	5
Fort Lauderdale	179,971	11,235	6
St. Petersburg	253,369	19,019	7
Orlando	228,765	23,450	8
Tampa	336,264	20,350	9
Miami	395,434	27,302	10

Source: Florida Department of Law Enforcement

Educating and involving the public also serves an important role in the police department's successes.

Cape Coral officers dedicate substantial time working with city youth. Each month during the school year, the department's "Do the Right Thing Program" honors young people for their actions when faced with adversity. The department oversees a competitive wrestling and boxing program at the William "Bill" Austen Youth Center. In addition, the department sponsors the Police Explorer's Program, which encourages young people to volunteer their time and learn about police work.

Likewise, the department sponsors the Community Volunteer Unit, whose members routinely support sworn personnel. These citizens receive

extensive training in patrol techniques, criminal law and communications.

The Citizen Police Academy and Business Police Academy allow residents to learn about the police department policies and procedures.

In recognition of its commitment to continuously improve services, the police department was recently awarded re-accreditation by the Commission for Florida Law Enforcement Accreditation (CFA), a highly prized recognition of law enforcement professional excellence.

Cape Coral provides exceptional Fire, Rescue and Emergency Management Services under the direction of the Fire Chief who also serves as the City's Emergency Management Director.





The Fire Department currently operates 10 fire stations that provide fire protection not only to the incorporated city but to several Lee County enclaves under special agreement. Major upgrades are underway to bring existing fire stations up to Category 5 hurricane survivability standards.

The Operations Division is responsible for structural and land firefighting operations, emergency medical operations and special operations that include hazardous materials handling; confined space rescue, trench and high-angle rescue; marine dive and fireboat operations.

The Life Safety Division performs fire prevention and inspection duties, building plans examination, fire investigations and public education outreach.

The Emergency Management Bureau coordinates disaster management planning, continuity of government operations, public education and training of civilian emergency response teams.

Cape Coral is home to Cape Coral Hospital, a 291-bed acute-care facility. It is one of several highly respected facilities that serve Cape Coral and the Gulf Coast, and was listed as one of the 100 Top Hospitals in the nation



three out of the last five years and one of the 100 Top Hospitals in orthopedics. The hospital has served Cape Coral as well as the communities of North Fort Myers and Pine Island for over 20 years. The hospital features the area's largest emergency department. Among the services offered are rehabilitation, pediatrics, obstetrics, oncology, general surgery, urology, endocrinology, gastroenterology and orthopedics.

Cape Coral Hospital is a part of Lee Memorial Health System, the largest community-owned health care system in the area – and the largest public system in Florida that receives no direct tax support. The system is governed by an elected 10-member board of directors.

Lee Memorial boasts more than 8,000 employees, 3,000 volunteers, 1,200 physicians and 1,600 licensed beds throughout Lee County. The system is accredited by the Joint Commission on Accreditation of Healthcare Organizations; and it is a member of Voluntary Hospitals of America, Florida Partnership; the Florida Hospital Association; and the Association of Voluntary Hospitals



REASON 8 GLOBAL COMMUNITY PERSPECTIVE

CREATED AS AN INTERNATIONAL CITY, AND IT CONTINUES TO BE ONE



Cape Coral's home sites were marketed and sold to people from nations throughout the world. Today, Cape real estate is owned by residents from more than 88 nations.

The city's German population rallies annually for two weekends of Oktoberfest at the German-American Club. Italian-Americans gather for special events at the Italian-American Club.

A growing Hispanic population – hailing from Cuba and South and Central America – is adding new spice to the Cape's restaurant scene.

Cape Coral is home to the only replica of the famous Iwo Jima statue. The city prides itself on its patriotism and its global outlook.



A growing number of Cape businesses – both foreign and U.S. owned – are exporting their goods and services throughout the world.



CAPE CORAL ANCESTRY

German	21.8%
Irish	15.1%
Italian	14.1%
Hispanic/Latino	12.7%
English	12.1%
Polish	4.7%
Asian	4.3%
African-American	3.4%

Source: U.S. Census Bureau



REASON 9 EMERGING BUSINESS CLUSTERS

CAPE CORAL HAS FORMED A FOUNDATION FOR FUTURE BUSINESS GROWTH

Research commissioned by the Economic Development Office shows that Cape Coral's leading business clusters are construction, finance, insurance and tourism. In addition, the Cape is home to several emerging business clusters that could form the foundation for future growth:

- Finance, insurance and real estate services growing at a rate of 7% per year, faster than the national average
- Health related services
- Professional business services, including architecture, engineering, legal, accounting, and management consulting. This segment is growing faster than the national average at 5% per year.
- Defense contracting
- Marine fabrication
- Environmental instrumentation

Cape Coral benefits from its central location midway between Tampa and Miami, giving companies easy access to Orlando and the Space Coast. The city's proximity to Southwest Florida International Airport means fast, dependable air shipment as well.

A majority, almost 60%, of the Cape Coral workforce is employed in largely white-collar occupations, such as management, professional sales and administrative support. By contrast, only 34% of the workforce is employed in blue-collar occupations, including construction, maintenance and transportation.

The 2000 census reports that about 85% of the workforce has attained a high school diploma or greater. Recent workforce studies indicate an influx of workers with greater educational attainment.



American City Business Journals, Inc. ranked the Cape Coral MSA as ninth in the top 10 in job creation in 2007, with a five-year growth rate of 32.2%.

This dynamic job growth is mirrored by unprecedented investment in new



retail, office and industrial buildings. In 2006, the city inventory of office space increased by 788%. This historic increase provides companies with competitive space for expansion and relocation.



REASON 10 POSITIVE BUSINESS CLIMATE

ENCOURAGING COMMERCIAL GROWTH AND DIVERSIFICATION OF THE ECONOMY



Cape Coral was created as a residential community, but as the city matures, its responsive local government has demonstrated commitment to encouraging business growth and diversification of the economy. The city recently added to its comprehensive plan an Economic Element that codifies priorities for business attraction and growth.

The city uses the city manager form of government, with professional staff who implement policies of the mayor and city council. There is an historic commitment to expanding public infrastructure, restraining taxation, and streamlining permitting and inspection processes.

The city has lowered its ad valorem real estate property tax millage rate every year since 1999. The combined millage

rate of the city reached a high of 6.8929 in FY 1999 and has decreased annually since. The millage rate for FY 2008 was 4.8325. This represents a 42.6% decrease or 2.0604 mil reduction during an eight year period.

As stewards of the public trust, a critical responsibility is to maintain financial integrity. Significant indicators are the city's financial management, reserve fund policies and bond ratings.

Late in 2007, the Cape became the first city in Florida to institute a formal program for lean process improvement. This program has already generated substantial cost savings in government operations, freeing up staff to provide additional services and reducing permitting review times.

CITY OF CAPE CORAL UNDERLYING BOND RATINGS

(General Obligation Debt)

Moody's	Aa3
Standard & Poor's	A+
Fitch	A+

Source: Department of Financial Services

The city's Community Development Department – responsible for land planning, permitting and inspections – has adopted leading-edge technologies to increase efficiency and customer satisfaction.

In 2007, the Cape instituted all-electronic permitting applications. The system eliminates paper documents and provides reviewers and design professionals the opportunity to collaborate online to identify and resolve design and code issues.

The Cape is the only city in Southwest Florida with an Economic Development Office dedicated to improving the business environment, conducting global marketing and assisting business investment with financial incentives.

The city's Economic Development Office is responsible for designing and encouraging a balanced economy, creating a pro-business climate and working with businesses to help them meet their growth and success objectives. Its team of professionals have focused on gathering market intelligence that has successfully



encouraged speculative investment in hundreds of thousands of square feet of professional and industrial facilities since 2003. With many projects off the ground and much more in the 2008-2009 development pipelines, the Economic Development Office is now focused on sustaining growth momentum.

The Economic Development Office, in cooperation with the Department of Community Development, is working to define and map future land-use areas for additional commercial development, as well as to define optimal density and intensity for industrial and business development.

The Economic Development Office routinely conducts research to determine current and future land requirements for retail, office and industrial uses.

The Economic Development Office supports the growth of existing businesses by providing market information and technical assistance. The office funds the Cape Coral satellite office of the Florida Gulf Coast University Small Business Development Center. The SBDC provides free consultation on business planning, marketing, import-export and finance.

In 2007, the Economic Development Office launched two online tools to assist in retention, growth and attraction. The first is www.connectcapecoral.com, an online searchable database of Cape Coral businesses. This tool allows existing businesses to learn more about both their competition and their potential customers.



10 POSITIVE BUSINESS CLIMATE

CONTINUED



The website www.bizcapecoralgis.com – accessible from the Economic Development Website www.bizcapecoral.com – is known as the Cape Coral Prospector. It provides online search for commercial land and buildings for sale or lease and generates powerful demographic reports, business and workforce data and current zoning information. The city is among only 130 economic development organizations in the nation to implement this technology.

The Economic Development Office has established the city's brand as "Growth Engine of Southwest Florida" in recognition of the Cape's rapid growth and its role in providing white collar workers for businesses in the region. This brand is brought to life in an aggressive national, state and regional advertising and public relations strategy designed to generate business leads.

In keeping with the city's global outlook, the Economic Development Office publishes key promotional materials in German and Spanish.

ECONOMIC DEVELOPMENT INCENTIVES

In addition to coordinating state and county incentives on behalf of Cape Coral businesses, the Economic Development Office of Cape Coral offers several performance-based city incentive programs.

Cash Incentive Program

The Cash Incentive Program provides reimbursement to targeted businesses for certain expansion or relocation expenses. One requirement of the Cash Incentive Program is the creation of at least 10 new permanent full-time jobs at no less than the average salary in the area for each position. 75% of the new employees must be current or planned Cape Coral residents.

Impact Fee Deferral Program

This incentive defers certain impact fees for target sectors for up to 10 years. Commercial or industrial shell buildings are also eligible for impact fee deferrals up to 36 months or until the interior has been built out.

Financial incentives can be important tools for attracting and retaining targeted businesses. The Economic Development Office maintains a portfolio of tools for assistance and routinely designs incentives to meet special situations.

Some of the city's economic incentives include cash incentives for creation of higher-than-average wage jobs, land assembly and infrastructure assistance.

The Economic Development Office provides confidentiality for its projects through Florida statute 288.075,



which authorizes exemption from public records laws.

CAPE CORAL FACT

In 2007, Inc. Magazine ranked Cape Coral-Fort Myers #1 mid-sized city among the Best Cities for Business in the nation citing the area's 32.3% job growth in the past 5 years.

(Inc. Magazine)



Cape Coral at Your Fingertips!

Information about Cape Coral and doing business in the city is only a click away!
The Cape Coral Economic Development Office offers three Web sites to help you find what you need to know about relocating or expanding your business in Cape Coral.



The Cape's
Comprehensive
Resource!

www.bizcapecoral.com

The official Web site of the Cape Coral Economic Development Office provides comprehensive resources about doing business in Cape Coral. The site features Cape Coral demographics and facts, as well as information on incentives, support, business assistance, permitting and real estate.

www.bizcapecoralgis.com

This site features Cape Coral Prospector, a powerful new tool to help users find commercial land and buildings in Cape Coral and generate detailed market reports about the area surrounding any parcel in the Cape. At the heart of Cape Coral Prospector is special technology that allows visitors to rapidly tailor maps and reports to suit their needs and access data that would normally take weeks to collect at a cost of thousands of dollars.



Powerful
Customized
Reports!

www.connectcapecoral.com

This Web site boasts a searchable database of the nearly 8,000 businesses in Cape Coral. Users can search the database of licensed businesses by name, category or NAICS code. This search engine, which is updated daily, allows users to do their own research at no cost, to find customers, vendors and business partners.



Database
Updated
Daily!

Cape Coral Economic Development Office

(239) 574-0444 • (866) 573-3089

www.bizcapecoral.com • ecodev@capecoral.net



Economic Development Office
1015 Cultural Park Boulevard
Cape Coral, FL 33990
Tel: (239) 574-0444
Fax: (239) 574-0452
Toll Free: (866) 573-3089
www.bizcapecoral.com
ecodev@capecoral.net