



# Economic Development Strategic Plan - RCM2342AS

## Task 3 Report -- Appendices

prepared for:

### City of Cape Coral Office of Economic and Business Development

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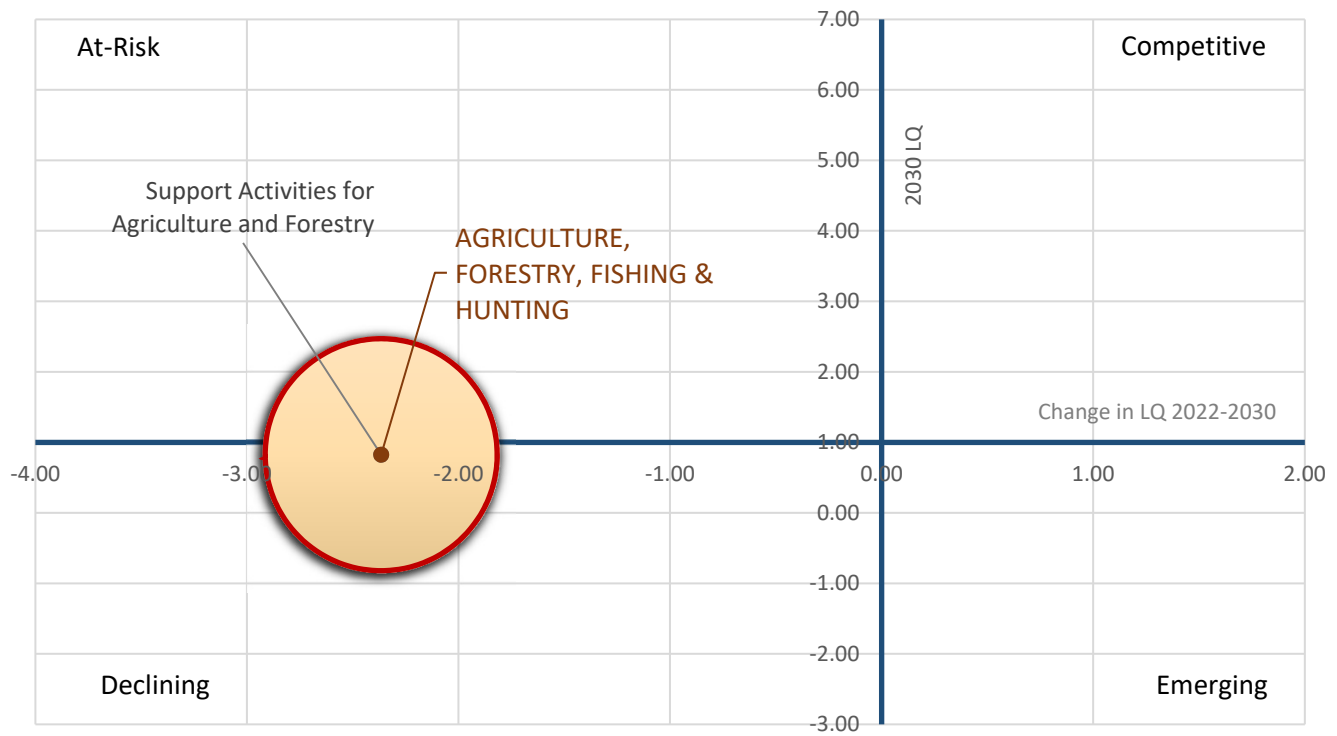


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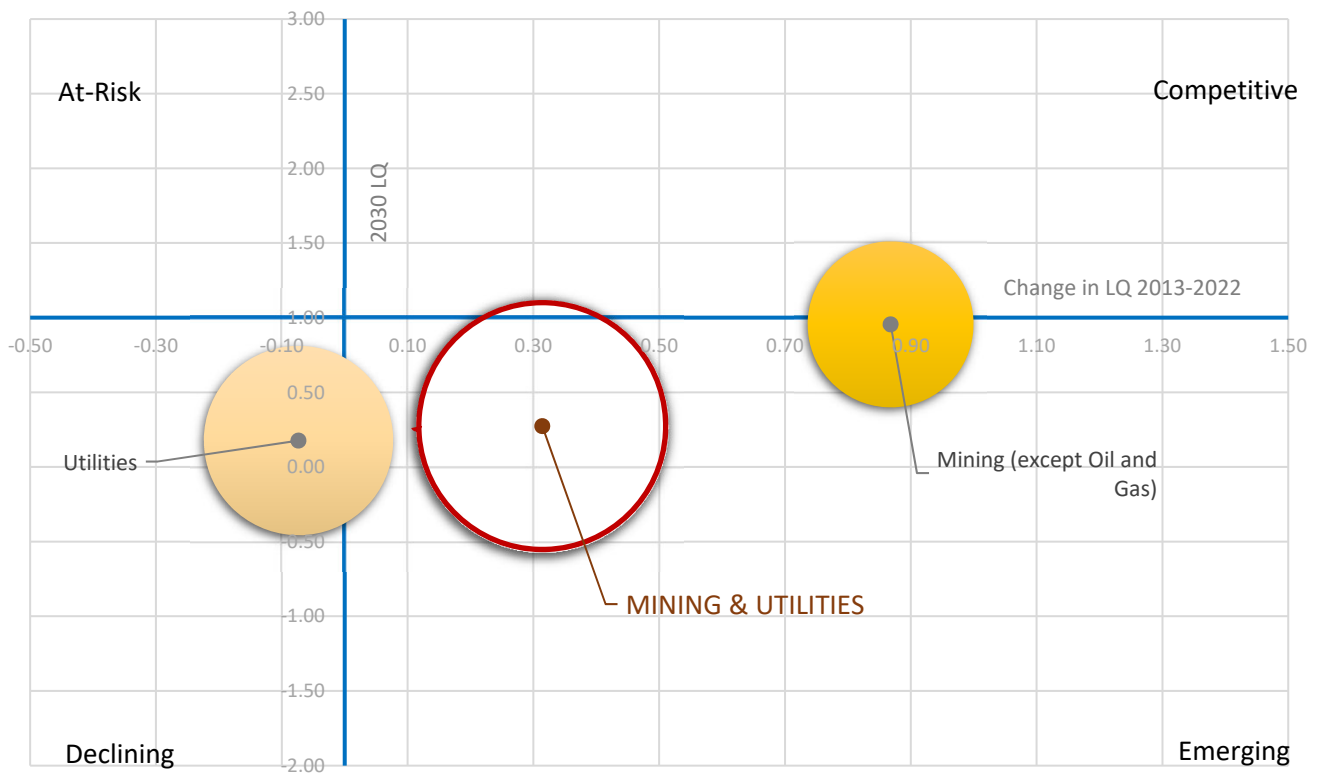
February 9, 2024

Appendix Exhibit 3.1 - City of Cape Coral Location Quotient Chart - AFFH



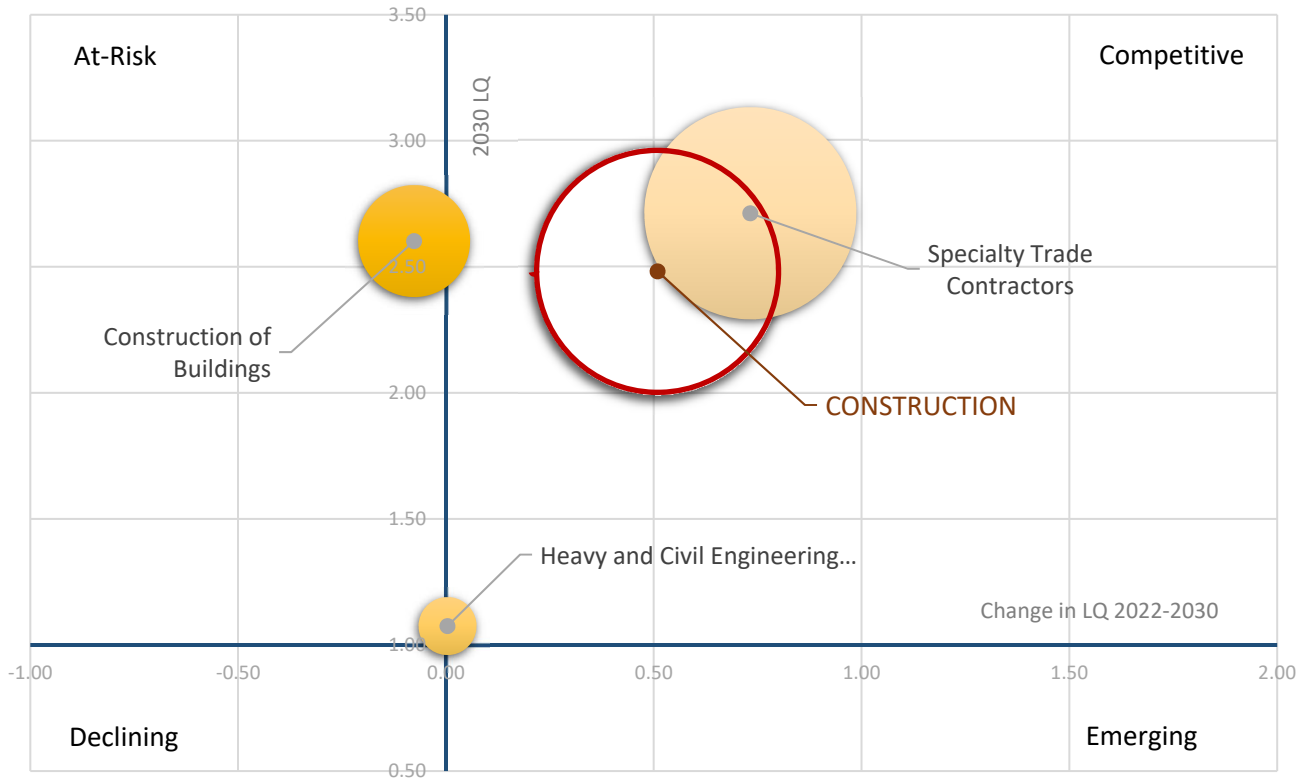
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>AGRICULTURE, FORESTRY, FISHING &amp; HUNTING</b>	50	-2.37	0.83	DEC	-1.47	
Support Activities for Agriculture and Forestry	50	-2.37	0.83	DEC	-1.47	
<b>Total</b>	50					
				<b>Tier 1 Target Industries Median</b>	<b>1.22</b>	■
				<b>Tier 2 Target Industries Median</b>	<b>-2.29</b>	□

Appendix Exhibit 3.2 - City of Cape Coral Location Quotient Chart - M&U



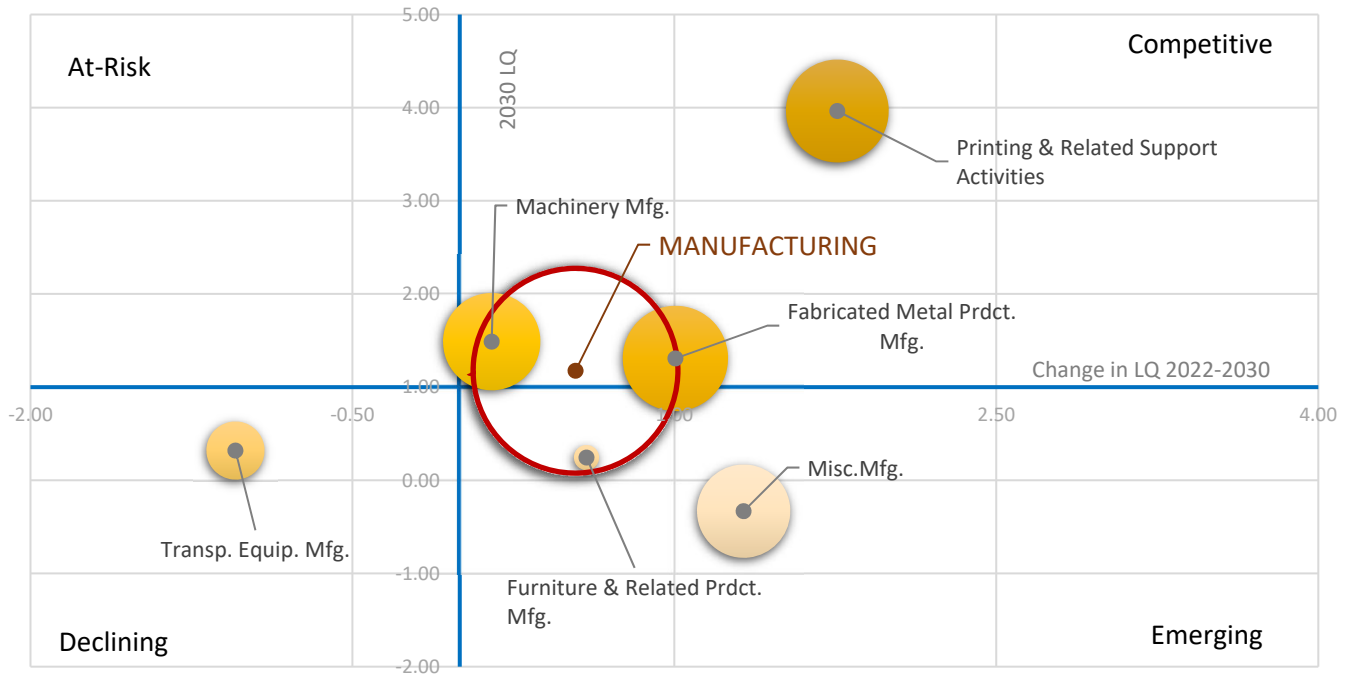
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>MINING &amp; UTILITIES</b>	<b>36</b>	<b>0.31</b>	<b>0.27</b>	<b>EMG</b>	<b>0.06</b>	
Mining (except Oil and Gas)	16	0.87	0.96	EMG	0.11	
Utilities	21	-0.07	0.18	DEC	-0.01	
<b>Total</b>	<b>36</b>				<b>Tier 1 Target Industries Median 1.22</b>	■
					<b>Tier 2 Target Industries Median -2.29</b>	□

Appendix Exhibit 3.3 - City of Cape Coral Location Quotient Chart - CONST



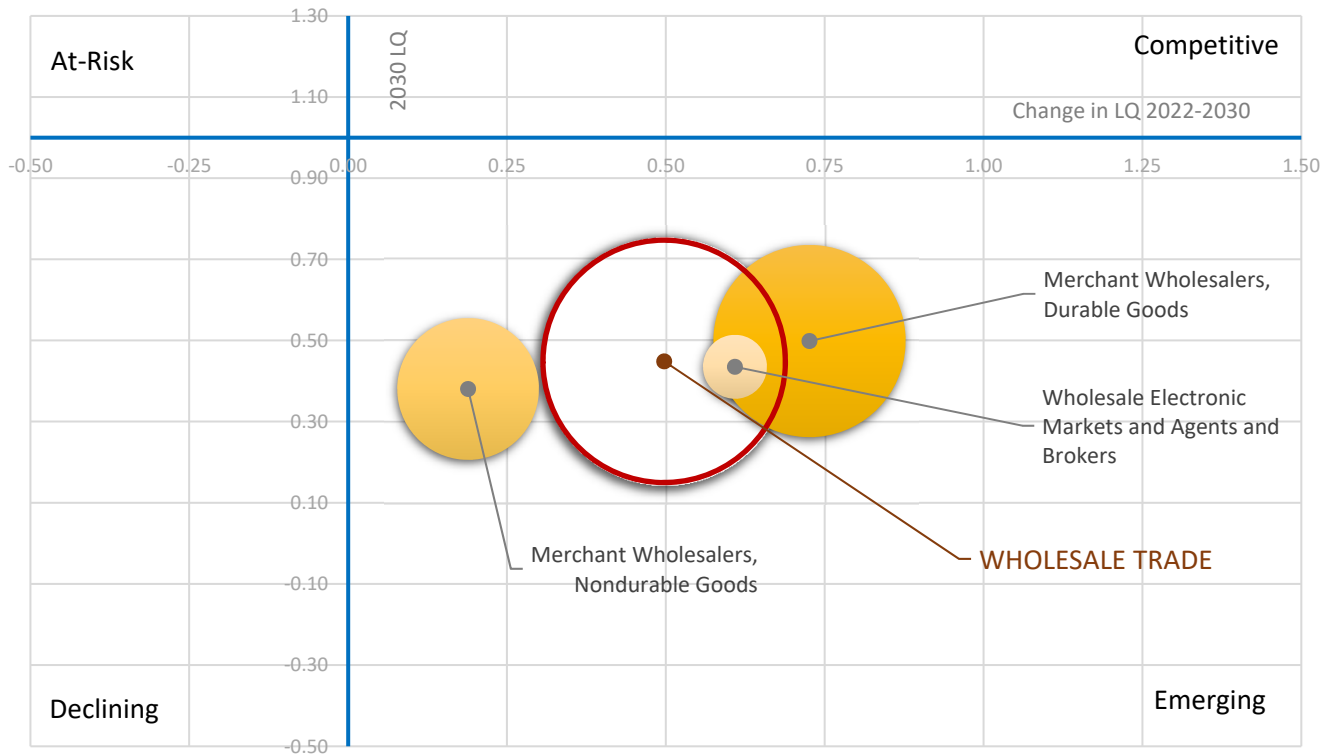
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>CONSTRUCTION</b>	<b>8,001</b>	<b>0.51</b>	<b>2.48</b>	<b>COM</b>	<b>53.75</b>	<b>■</b>
Construction of Buildings	1,649	-0.08	2.60	A-R	-1.90	
Heavy and Civil Engineering Construction	442	0.00	1.08	COM	0.02	
Specialty Trade Contractors	5,910	0.73	2.71	COM	57.58	■
<b>Total</b>	<b>8,001</b>	<b>Tier 1 Target Industries Median</b>			<b>1.22</b>	<b>■</b>
		<b>Tier 2 Target Industries Median</b>			<b>-2.29</b>	<b>□</b>

Appendix Exhibit 3.4 - City of Cape Coral Location Quotient Chart - MFG



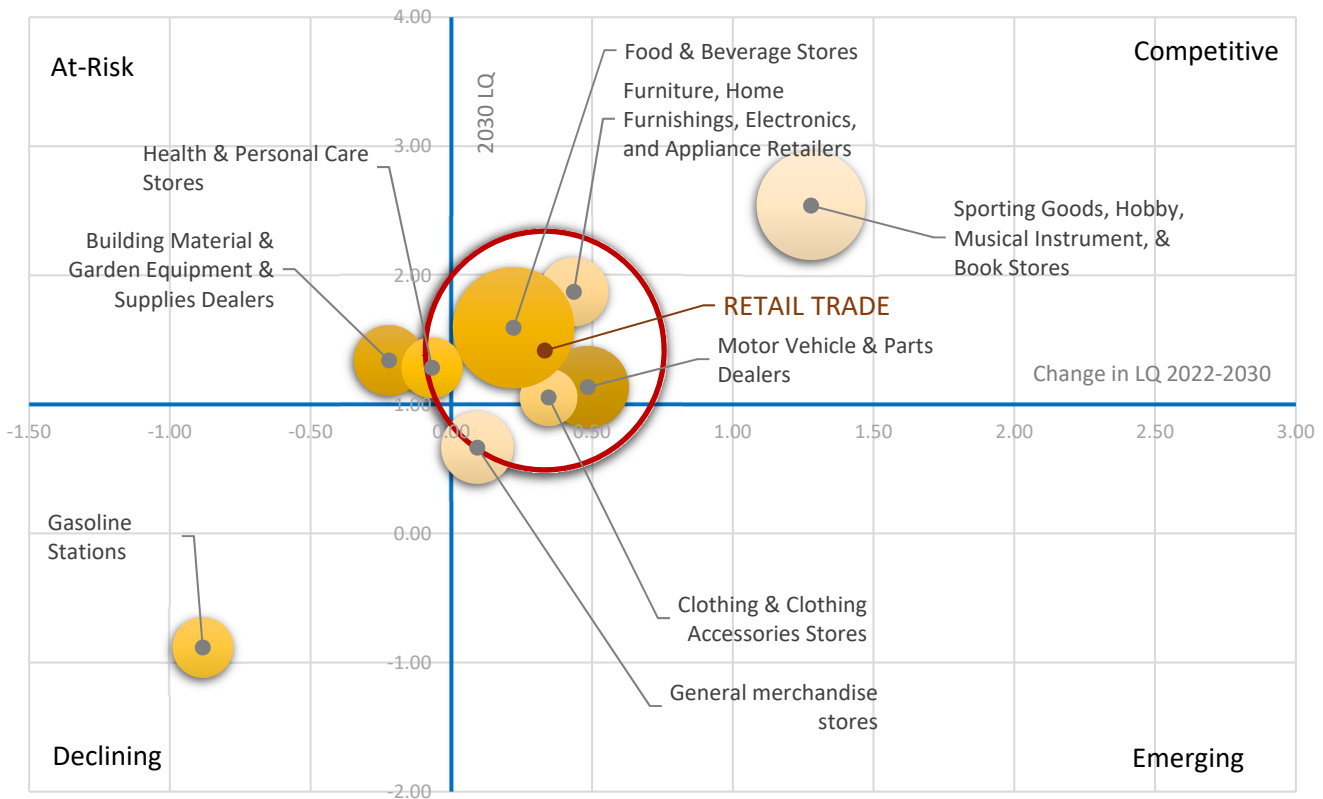
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>MANUFACTURING</b>	<b>1,167</b>	<b>0.54</b>	<b>1.18</b>	<b>COM</b>	<b>6.17</b>	■
Printing & Related Support Activities	281	1.76	3.96	COM	8.36	■
Fabricated Metal Prdct. Mfg.	295	1.00	1.31	COM	2.74	■
Machinery Mfg.	252	0.15	1.49	COM	0.41	
Transp. Equip. Mfg.	90	-1.05	0.32	DEC	-0.54	
Furniture & Related Prdct. Mfg.	17	0.59	0.24	EMG	0.05	
Misc.Mfg.	232	-0.33	1.32	A-R	-0.89	
<b>Total</b>	<b>886</b>					
				<b>Tier 1 Target Industries Median</b>	<b>1.22</b>	■
				<b>Tier 2 Target Industries Median</b>	<b>-2.29</b>	□

Appendix Exhibit 3.5 - City of Cape Coral Location Quotient Chart - WT



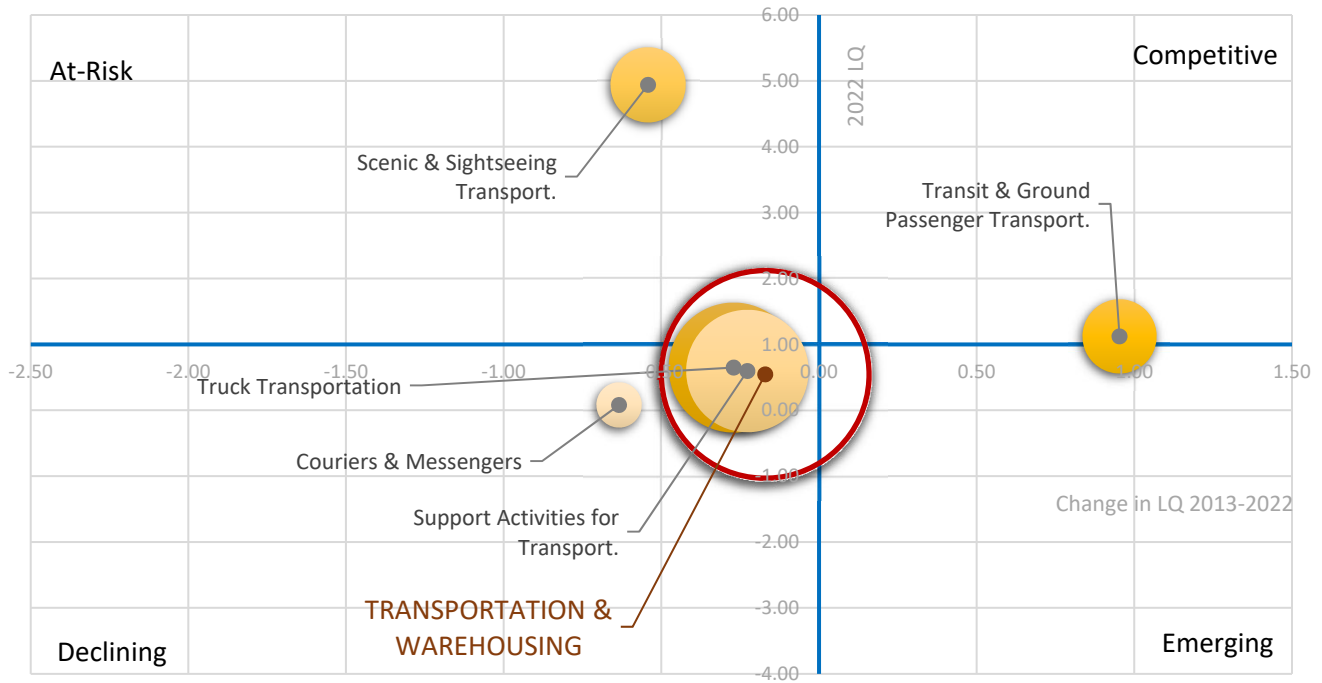
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>WHOLESALE TRADE</b>	<b>824</b>	<b>0.50</b>	<b>0.45</b>	<b>EMG</b>	<b>2.45</b>	■
Merchant Wholesalers, Durable Goods	498	0.73	0.50	EMG	2.24	■
Merchant Wholesalers, Nondurable Goods	271	0.19	0.38	EMG	0.29	
Wholesale Electronic Markets and Agents and Brokers	55	0.61	0.44	EMG	0.20	
<b>Total</b>	<b>824</b>	<b>Tier 1 Target Industries Median</b>			<b>1.22</b>	■
		<b>Tier 2 Target Industries Median</b>			<b>-2.29</b>	□

Appendix Exhibit 3.6 - City of Cape Coral Location Quotient Chart - RT



Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>RETAIL TRADE</b>	<b>7,881</b>	<b>0.33</b>	<b>1.42</b>	<b>COM</b>	<b>29.15</b>	■
Motor Vehicle & Parts Dealers	899	0.48	1.13	COM	4.12	■
Building Material & Garden Equipment & Supplies Dealers	668	-0.22	1.34	A-R	-1.65	
Food & Beverage Stores	1,964	0.22	1.59	COM	5.04	■
Health & Personal Care Stores	499	-0.07	1.28	A-R	-0.39	
Gasoline Stations	492	-0.88	2.28	A-R	-7.27	□
Clothing & Clothing Accessories Stores	441	0.35	1.05	COM	1.51	■
Furniture, Home Furnishings, Electronics, and Appliance Retailers	639	0.44	1.87	COM	3.63	■
General merchandise stores	699	0.09	0.67	EMG	0.50	
Sporting Goods, Hobby, Musical Instrument, & Book Stores	1,580	1.28	2.54	COM	27.85	■
<b>Total</b>	<b>7,881</b>	<b>Tier 1 Target Industries Median</b>			<b>1.22</b>	■
		<b>Tier 2 Target Industries Median</b>			<b>-2.29</b>	□

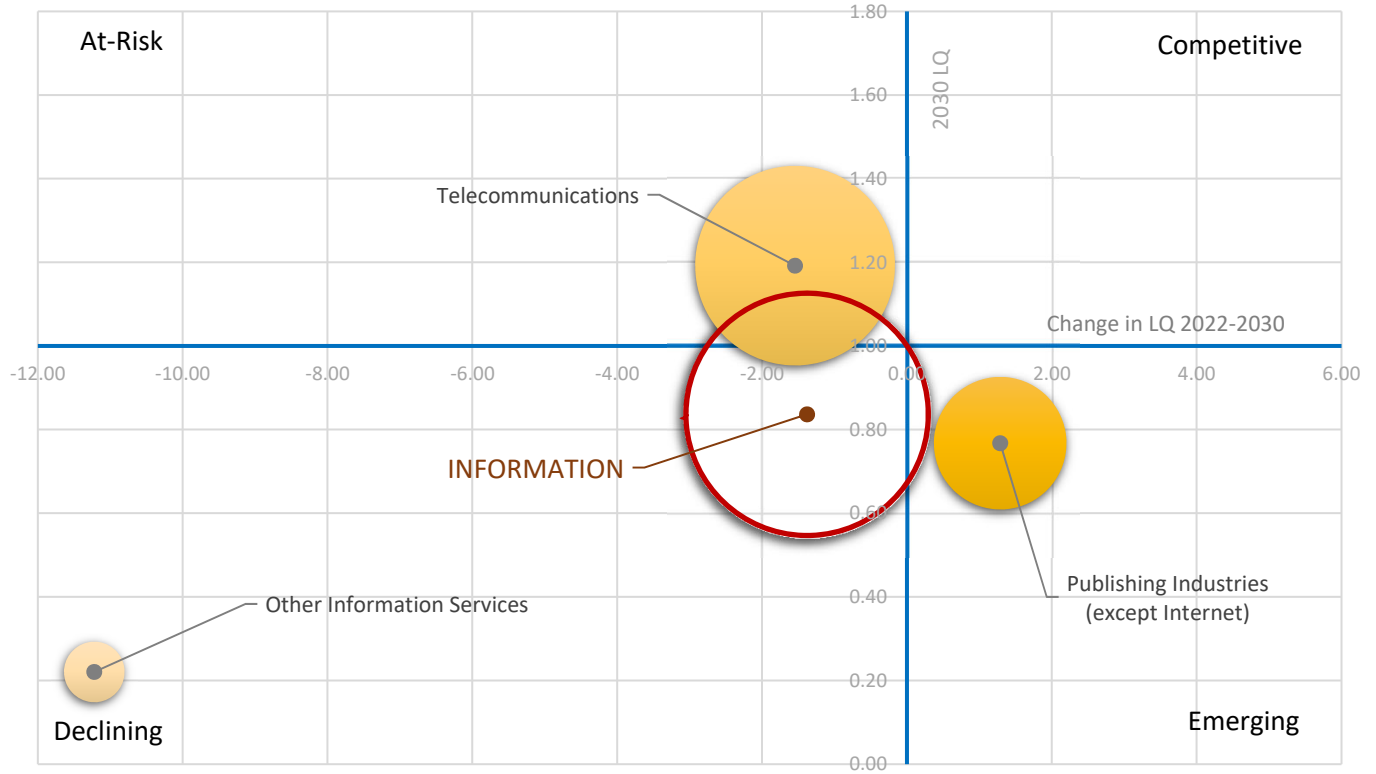
### Appendix Exhibit 3.7 - City of Cape Coral Location Quotient Chart -T&W



Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>TRANSPORTATION &amp; WAREHOUSING</b>	<b>614</b>	<b>-0.17</b>	<b>0.55</b>	<b>DEC</b>	<b>-0.74</b>	
Truck Transportation	230	-0.27	0.65	DEC	-0.48	
Transit & Ground Passenger Transport.	75	0.95	1.12	COM	0.63	
Scenic & Sightseeing Transport.	77	-0.54	4.94	A-R	-0.92	
Support Activities for Transport.	204	-0.23	0.60	DEC	-0.35	
Couriers & Messengers	28	-0.63	0.08	DEC	-0.05	
<b>Total</b>	<b>614</b>					
					<b>Tier 1 Target Industries Median</b>	<b>1.22</b> ■
					<b>Tier 2 Target Industries Median</b>	<b>-2.29</b> □

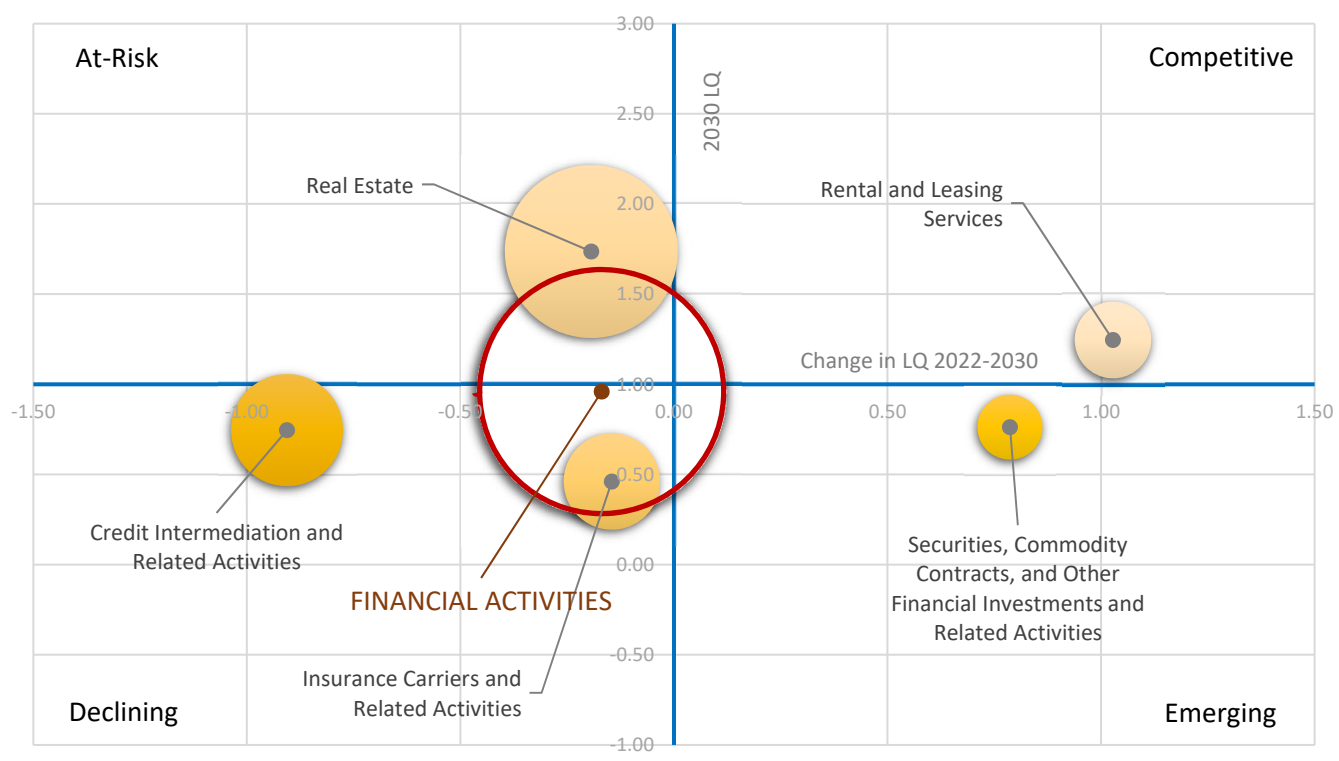


Appendix Exhibit 3.8 - City of Cape Coral Location Quotient Chart - INFO



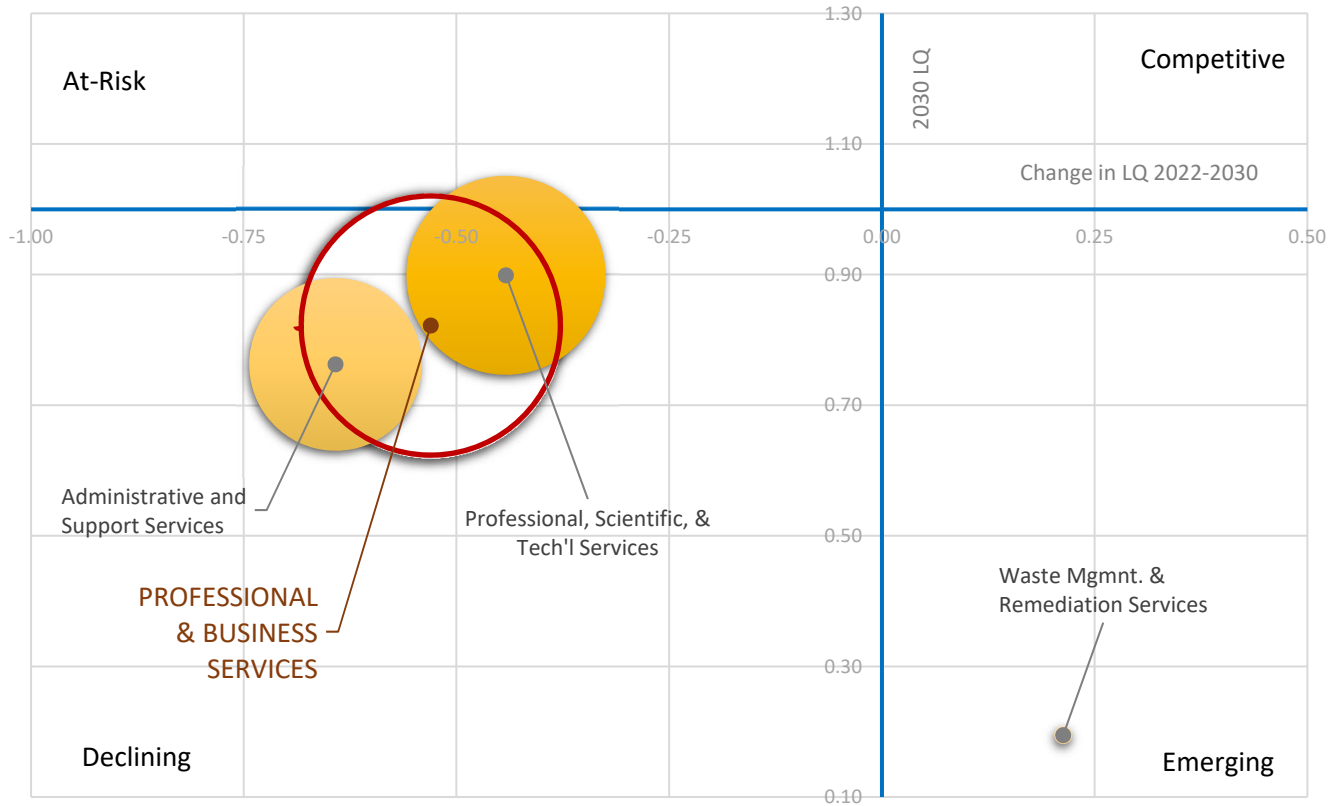
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>INFORMATION</b>	431	-1.38	0.84	DEC	-6.322	□
Publishing Industries (except Internet)	124	1.29	0.77	EMG	1.275	■
Telecommunications	281	-1.55	1.19	A-R	-5.548	□
Other Information Services	26	-11.22	0.22	DEC	-2.290	
<b>Total</b>	<b>862</b>					
				<b>Tier 1 Target Industries Median</b>	<b>1.224</b>	■
				<b>Tier 2 Target Industries Median</b>	<b>-2.290</b>	□

Appendix Exhibit 3.9 - City of Cape Coral Location Quotient Chart - FA



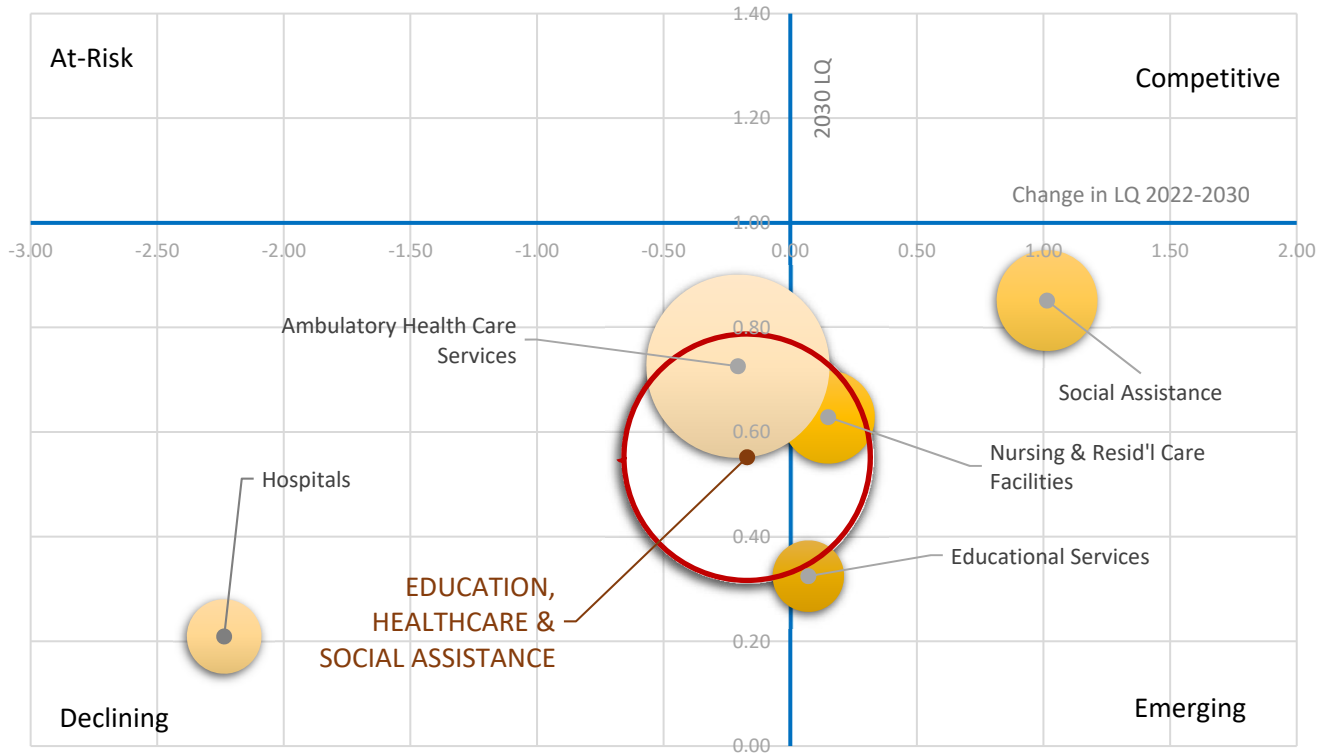
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>FINANCIAL ACTIVITIES</b>	<b>3,209</b>	<b>-0.17</b>	<b>0.96</b>	<b>DEC</b>	<b>-4.92</b>	<input type="checkbox"/>
Credit Intermediation and Related Activities	650	-0.91	0.75	DEC	-5.66	<input type="checkbox"/>
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	219	0.79	0.76	EMG	1.35	<input type="checkbox"/>
Insurance Carriers and Related Activities	482	-0.15	0.46	DEC	-0.45	<input type="checkbox"/>
Real Estate	1,553	-0.19	1.74	A-R	-3.57	<input type="checkbox"/>
Rental and Leasing Services	305	1.03	1.25	COM	2.54	<input type="checkbox"/>
<b>Total</b>	<b>3,209</b>			<b>Tier 1 Target Industries Median</b>	<b>1.22</b>	<input type="checkbox"/>
				<b>Tier 2 Target Industries Median</b>	<b>-2.29</b>	<input type="checkbox"/>

Appendix Exhibit 3.10 - City of Cape Coral Location Quotient Chart - P&BS



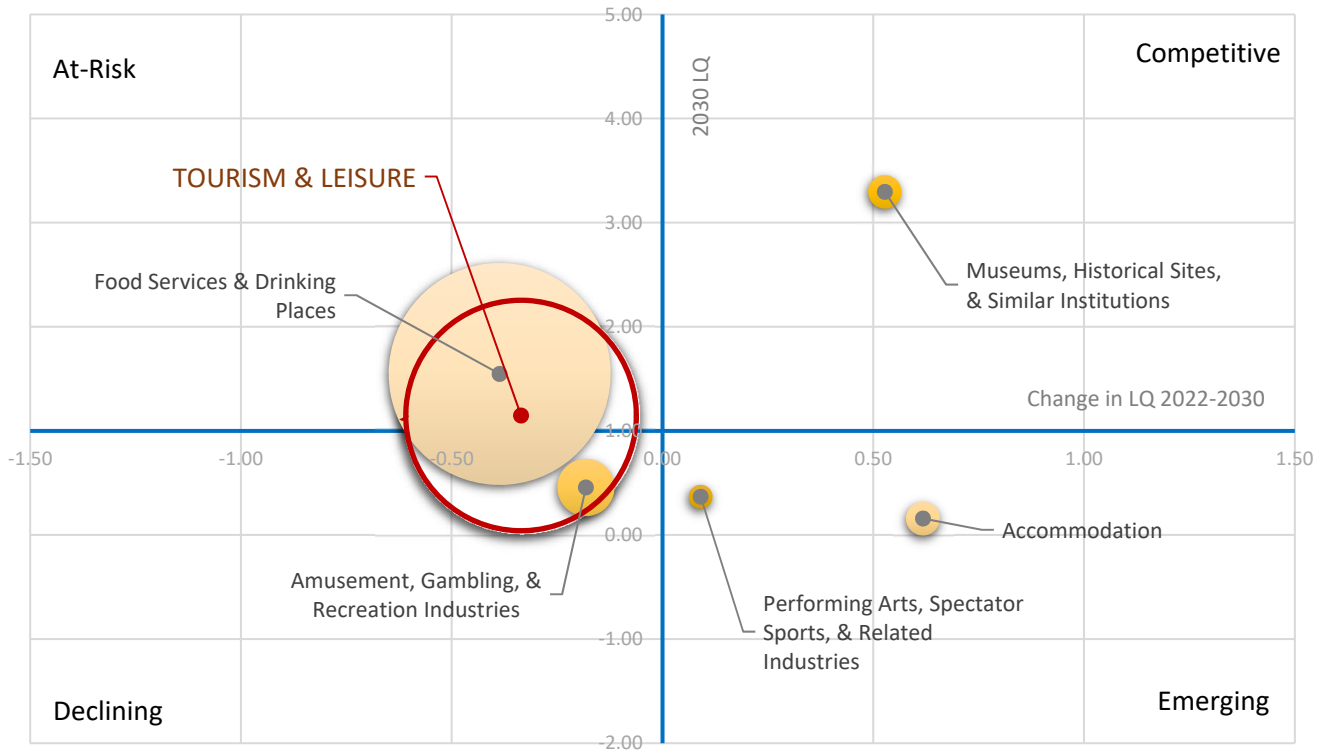
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>PROFESSIONAL &amp; BUSINESS SERVICES</b>	6,334	-0.53	0.82	DEC	-28.32	□
Professional, Scientific, & Tech'l Services	3,595	-0.44	0.90	DEC	-13.29	□
Administrative and Support Services	2,709	-0.64	0.76	DEC	-15.17	□
Waste Mgmt. & Remediation Services	30	0.21	0.19	EMG	0.03	
<b>Total</b>	<b>6,334</b>					
					<b>Tier 1 Target Industries Median</b>	<b>1.22</b> ■
					<b>Tier 2 Target Industries Median</b>	<b>-2.29</b> □

Appendix Exhibit 3.11 - City of Cape Coral Location Quotient Chart - EHCSA



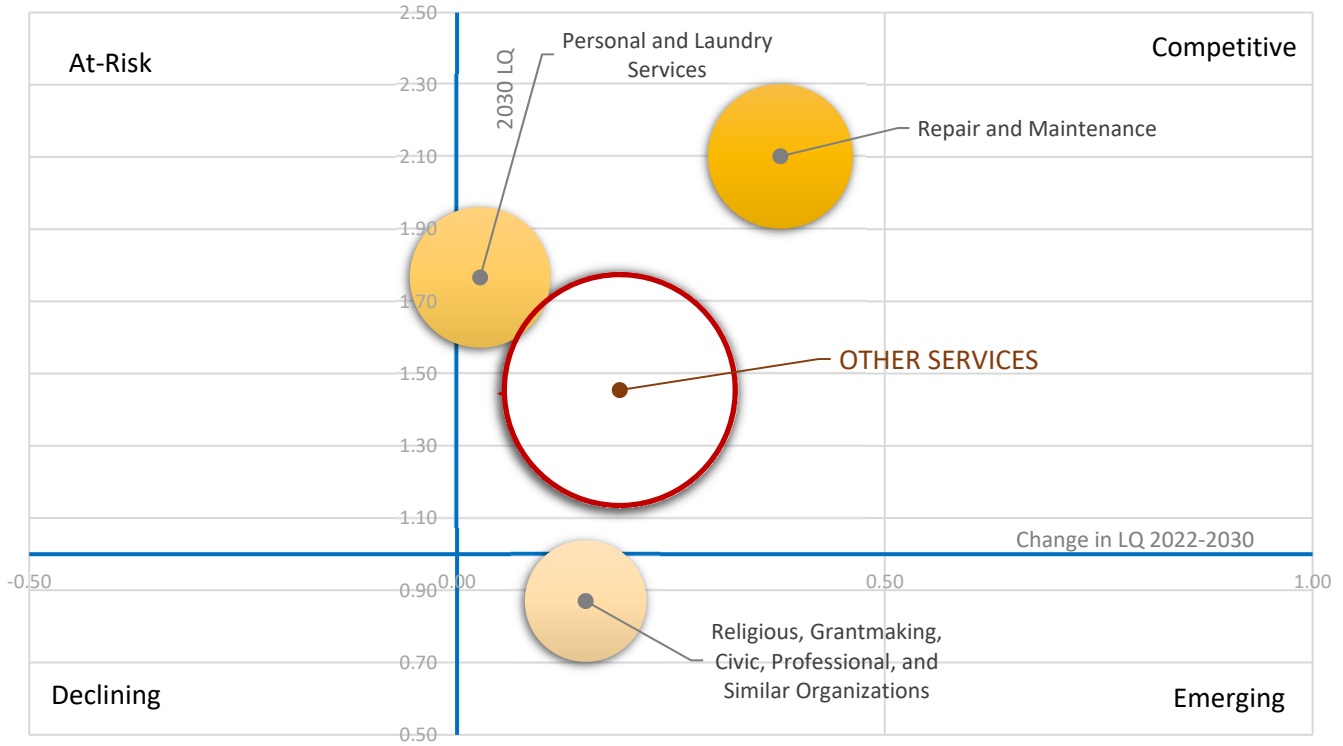
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>EDUCATION, HEALTHCARE &amp; SOCIAL ASSISTANCE</b>	<b>4,326</b>	<b>-0.17</b>	<b>0.55</b>	<b>DEC</b>	<b>-4.84</b>	□
Educational Services	351	0.07	0.32	EMG	0.12	
Ambulatory Health Care Services	2,301	-0.21	0.73	DEC	-3.60	□
Hospitals	381	-2.24	0.21	DEC	-4.48	□
Nursing & Resid'l Care Facilities	595	0.15	0.63	EMG	0.60	
Social Assistance	698	1.01	0.85	EMG	5.03	■
<b>Total</b>	<b>4,326</b>					
		<b>Tier 1 Target Industries Median</b>			<b>1.22</b>	■
		<b>Tier 2 Target Industries Median</b>			<b>-2.29</b>	□

Appendix Exhibit 3.12 - City of Cape Coral Location Quotient Chart - T&L



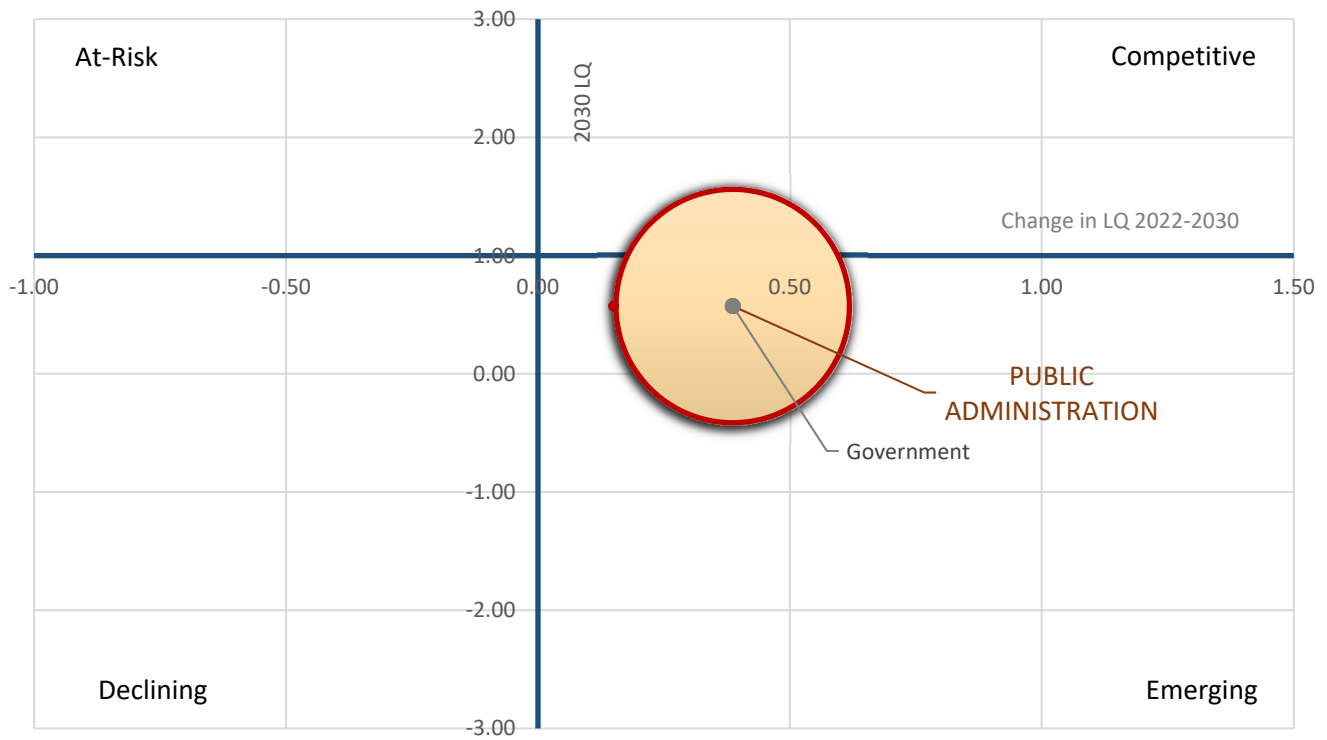
Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>TOURISM &amp; LEISURE</b>	<b>7,836</b>	<b>-0.34</b>	<b>1.15</b>	<b>A-R</b>	<b>-26.47</b>	<input type="checkbox"/>
Performing Arts, Spectator Sports, & Related Industries	81	0.09	0.37	EMG	0.04	
Museums, Historical Sites, & Similar Institutions	159	0.53	3.30	COM	1.17	
Amusement, Gambling, & Recreation Industries	465	-0.18	0.46	DEC	-0.54	
Accommodation	164	0.62	0.16	EMG	0.32	
Food Services & Drinking Places	6,967	-0.39	1.55	A-R	-31.65	<input type="checkbox"/>
<b>Total</b>	<b>7,836</b>					
				<b>Tier 1 Target Industries Median</b>	<b>1.22</b>	<input checked="" type="checkbox"/>
				<b>Tier 2 Target Industries Median</b>	<b>-2.29</b>	<input type="checkbox"/>

Appendix Exhibit 3.13 - City of Cape Coral Location Quotient Chart - OS



Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
OTHER SERVICES	2,749	0.19	1.45	COM	5.56	■
Repair and Maintenance	1,036	0.38	2.10	COM	4.87	■
Personal and Laundry Services	980	0.03	1.77	COM	0.31	
Religious, Grantmaking, Civic, Professional, and Similar Organizations	733	0.15	0.87	EMG	0.95	
<b>Total</b>	<b>2,749</b>					
				<b>Tier 1 Target Industries Median</b>	<b>1.22</b>	■
				<b>Tier 2 Target Industries Median</b>	<b>-2.29</b>	□

Appendix Exhibit 3.14 - City of Cape Coral Location Quotient Chart - PA



Description	Cape Coral 2030 Empl	CC 2022-2030 LQ % ARC	Cape Coral 2030 LQ	LQ Quadrant	LQI Factor	Target Industry
<b>PUBLIC ADMINISTRATION</b>	3,235	0.39	0.57	EMG	8.50	■
Government	3,235	0.39	0.57	EMG	8.50	■
<b>Total</b>	3,235	<b>Tier 1 Target Industries Median</b>			<b>1.22</b>	■
		<b>Tier 2 Target Industries Median</b>			<b>-2.29</b>	□





NAICS	Industry	Automotive	Business Services	Computers & electronic equip.	Construction services. & mat'ls.	Consumer Products	Consumer Services	Energy & Utilities	Financial Services	Food & beverages	Health Care & Social Services	HQ & Management Operations	Industrial products	Information & Media	Leisure & Tourism	Life Sciences	Metals & Mining	Public Administration	Real Estate	Retail - Clothing & General Merchandise	Telecom svcs. & equip.
4452	Specialty food retailers									■											
4572	Fuel dealers							■													
4581	Clothing and clothing accessories retailers																				■
4582	Shoe retailers																				■
4591	Sporting goods, hobby, and musical instrument retailers																				■
4592	Book retailers and news dealers																				■
4593	Florists																				■
4595	Used merchandise retailers																				■
5121	Motion picture and video industries													■							
5122	Sound recording industries													■							
5132	Software publishers													■							
5161	Radio and television broadcasting stations													■							
5162	Media streaming svcs., social networks, & other media networks providers													■							
5174	Satellite telecommunications																				■
5178	All other telecommunications																				■
5221	Depository credit intermediation								■												
5222	Nondepository credit intermediation								■												
5223	Activities related to credit intermediation								■												
5231	Securities and commodity contracts intermediation and brokerage								■												
5311	Lessors of real estate																		■		



NAICS	Industry	Automotive	Business Services	Computers & electronic equip.	Construction services. & mat'ls.	Consumer Products	Consumer Services	Energy & Utilities	Financial Services	Food & beverages	Health Care & Social Services	HQ & Management Operations	Industrial products	Information & Media	Leisure & Tourism	Life Sciences	Metals & Mining	Public Administration	Real Estate	Retail - Clothing & General Merchandise	Telecom svcs. & equip.
6221	General medical and surgical hospitals										■										
6222	Psychiatric and substance abuse hospitals										■										
6223	Specialty (except psychiatric and substance abuse) hospitals										■										
6241	Individual and family services										■										
6242	Community food and housing, and emergency and other relief services										■										
6243	Vocational rehabilitation services										■										
7223	Special food services														■						
8112	Electronic and precision equipment repair and maintenance			■																	
8113	Commercial and industrial machinery and equipment repair and maintenance												■								
9100	Federal Government																	■			
9200	State Government																	■			
9300	Local Government																	■			
	<b>Industry tally</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>13</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
	<b># of industries</b>	<b>65</b>																			