INDUSTRY PROSPECTUS

Competitive Advantages for the Consumer Products & Services Cluster in the City of Cape Coral

City of Cape Coral
Office of Economic & Business Development

This cluster illustrates the regional growth of consumer products and services that will stimulate new development and provide location opportunities for businesses seeking lower cost operating environments with good market access to multiple urban centers.

December 2024

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Key Findings

- As part of an Economic Development Strategic Plan for the City of Cape Coral, a Target Industries analysis was conducted. An outcome of this work was the identification of the Consumer Products & Services Cluster.

- The Consumer Products & Services Cluster consists of **3** major industry groups and 13 industry sub-components:
    - Automotive services
        - Automobile dealers
        - Automotive equipment rental and leasing
        - Motor vehicle and motor vehicle parts and supplies merchant wholesalers
    - Consumer Products Wholesaling
        - Hardware, and plumbing and heating equip. and supplies merchant wholesalers
        - Household appliances and electrical and electronic goods merchant wholesalers
        - Miscellaneous durable goods merchant wholesalers
        - Professional and commercial equipment and supplies merchant wholesalers
    - Consumer Retail
        - Clothing and clothing accessories retailers
        - Shoe retailers
        - Sporting goods, hobby, and musical instrument retailers
        - Book retailers and news dealers
        - Florists
        - Used merchandise retailers

- Revenue (in current dollars) for the Consumer Products Services Cluster is **$3,140.7 billion**. Growth expectations in the next five years will raise this figure to **$3,615.2 billion**, which is a **2.85%** compound annual growth rate (CAGR), or an overall **15.1%** revenue gain.

- The **13** individual industries that comprise the cluster have projected revenue gains ranging from **37.0%** (Sporting goods, hobby, and musical instrument retailers) to **6.4%** (Professional and commercial equip. and supplies whole.). In aggregate, the cluster demonstrates solid revenue growth for the next several years.

- Florida ranks in **3rd** place for Consumer Products & Services Cluster employment among the **10** leading US states.

- The Cluster has a projected **1,430** new jobs in Cape Coral supportable by the labor market.

- There are **6** Florida cities identified as direct competitors to Cape Coral:
  - Fort Lauderdale
  - Orlando
  - Palm Bay
  - Pompano Beach
  - Port St. Lucie
  - West Palm Beach

- As an example of typical Cluster business, a Sports & Recreation Goods & Supplies Merchant Wholesaler of **7** persons in Cape Coral will generate **$7.734 million** in annual revenue.

- Profitability for a Sporting and Recreational Goods & Supplies Merchant Wholesaler in Cape Coral will be **18.3**%, leading all competition.

- Cape Coral's employed civilian labor force of **102,700** is estimated to have an estimated **56%** of workers commuting to locations outside of the City. This out-commuting labor force presents an opportunity for development of new "intercept" retail and warehouse facilities that can capture some of this worker flow.

- With the projected office census of **1,430** new jobs (889 retail, 541 wholesale), it can be expected that at least **311,000 sf** of new retail and **812,000 sf** of new warehouse space will be required to meet the Cluster's employment needs.

Introduction

As part of the development of an Economic Development Strategic Plan for the City of Cape Coral, a Target Industries analysis was conducted. An outcome of this work was the identification of the Consumer Products & Services Cluster.

As defined by Harvard University, "a cluster is a regional concentration of related industries in a particular location. Clusters are a striking feature of economies, making regions uniquely competitive for jobs and private investment. They consist of companies, suppliers, and service providers, as well as government agencies and other institutions that provide specialized training and education, information, research, and technical support.

The Cluster illustrates the regional growth of consumer products & services that will stimulate new development and provide location opportunities for businesses seeking lower cost operating environments, capitalizing on untapped labor markets, with good market access to multiple urban centers.

The Cluster consists of **3** major groups covering **13** industry components:

Automotive services

- Automobile dealers
- Automotive equipment rental and leasing
- Motor vehicle and motor vehicle parts and supplies merchant wholesalers

Consumer Products Wholesaling

- Hardware, and plumbing and heating equip. and supplies merchant wholesalers
- Household appliances and electrical and electronic goods merchant wholesalers
- Miscellaneous durable goods merchant wholesalers
- Professional and commercial equipment and supplies merchant wholesalers

Consumer Retail

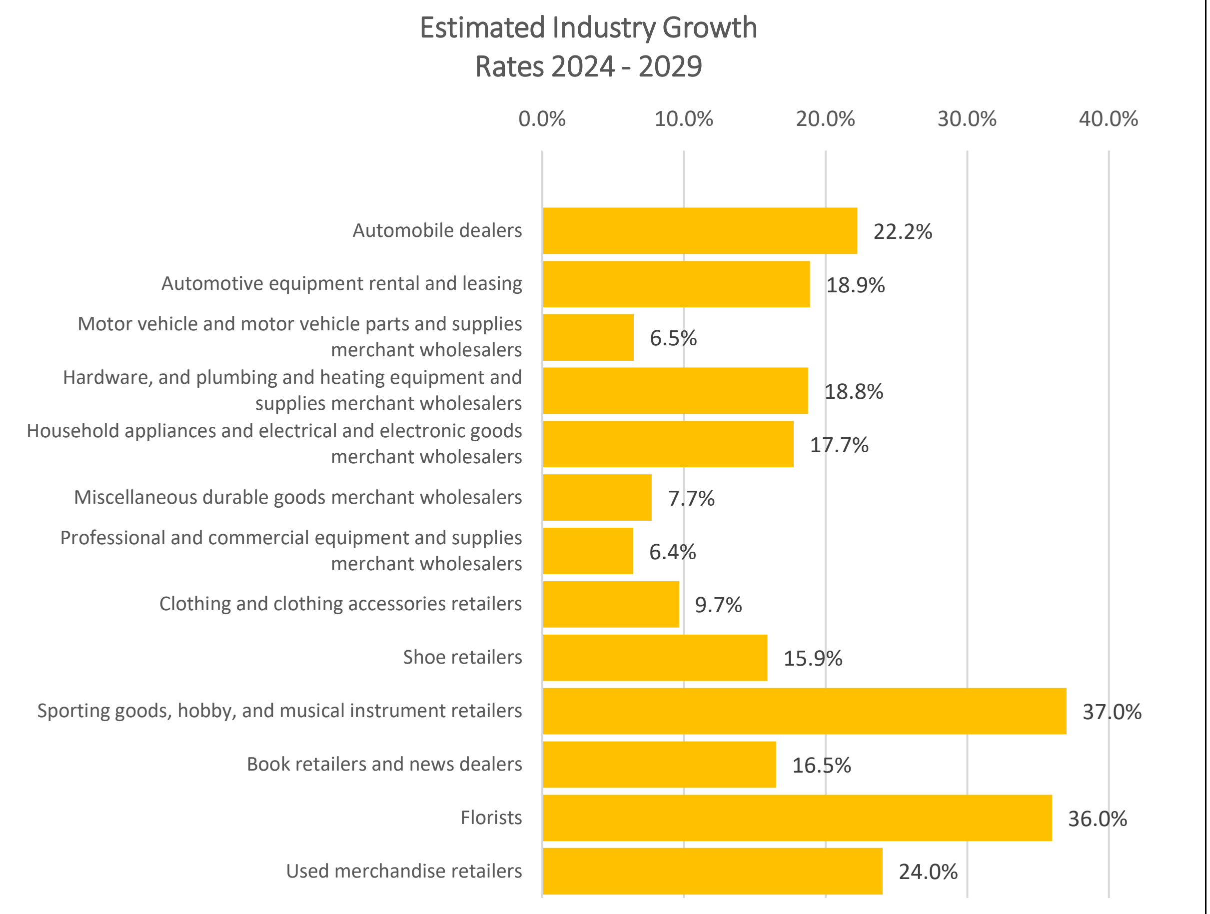
- Clothing and clothing accessories retailers
- Shoe retailers
- Sporting goods, hobby, and musical instrument retailers
- Book retailers and news dealers
- Florists
- Used merchandise retailers

Industries Performances

Revenue (in current dollars) for the Consumer Products & Services Cluster is **$3,140.7 billion**. Growth expectations in the next five years will raise this figure to **$3,615.2 billion**, which is a **2.85%** compound annual growth rate (CAGR), or an overall **15.1%** revenue gain.

The **13** individual industries that comprise the **3** major groups of the cluster have projected revenue gains ranging from **37.0%** (Sporting goods, hobby, and musical instrument retailers) to **6.4%** (Professional and commercial equip. and supplies merchant whole.). In aggregate, the cluster demonstrates solid revenue growth for the next several years. Refer to Exhibit 1 (below).

Exhibit 1 – Industry Performance Projections 2024-2029



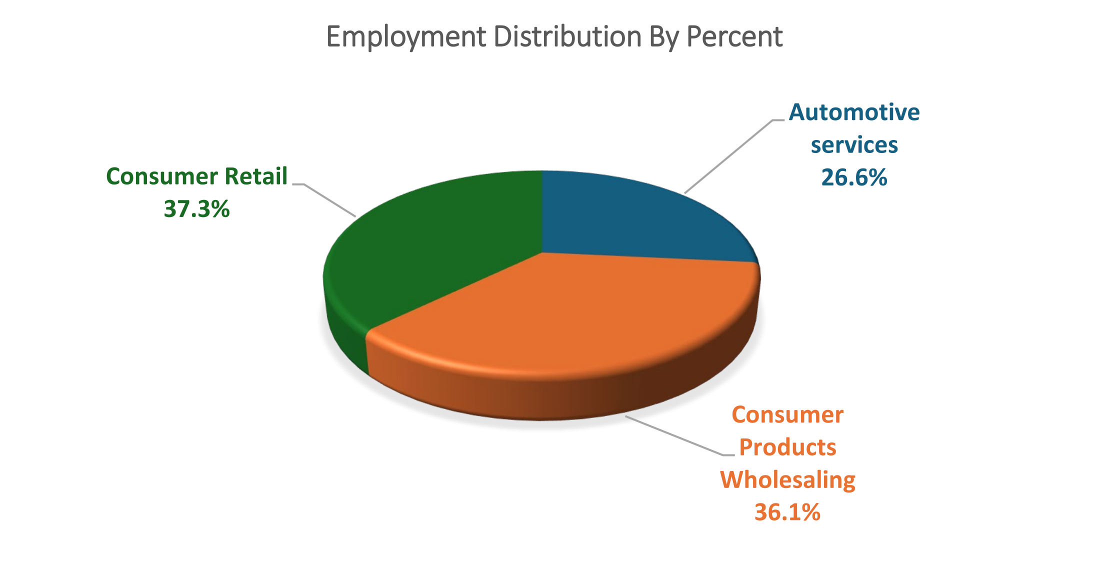
In the following Exhibit 2, each of the component industries are presented with their individual revenue growth expectations, employee productivity evaluation and typical establishment size.

Exhibit 2 – Component Industries Data Aggregation					
Automotive Services					
Automobile dealers			Automotive equipment rental and leasing		
	2024	2029		2024	2029
Revenue ($ billion)	$210.5	$257.3	Revenue ($ billion)	$69.4	$82.5
CAGR	4.10%		CAGR	3.52%	
Revenue Gain ($ billion)	$46.80		Revenue Gain ($ billion)	$13.11	
Revenue Gain (percent)	22.2%		Revenue Gain (percent)	18.9%	
Revenue per employee	$164,688		Revenue per employee	$324,858	
Typ. Estb. Size (US)	27		Typ. Estb. Size (US)	11	
Motor vehicle and motor vehicle parts and supplies merchant wholesalers					
	2024	2029			
Revenue ($ billion)	$823.3	$876.5			
CAGR	1.26%				
Revenue Gain ($ billion)	$53.19				
Revenue Gain (percent)	6.5%				
Revenue per employee	$2,190,770				
Typ. Estb. Size (US)	14				
Consumer Products Wholesaling					
Hardware, and plumbing and heating equipment and supplies merchant wholesalers			Household appliances and electrical and electronic goods merchant wholesalers		
	2024	2029		2024	2029
Revenue ($ billion)	$150.0	$178.2	Revenue ($ billion)	$83.9	$98.8
CAGR	3.50%		CAGR	3.32%	
Revenue Gain ($ billion)	$28.15		Revenue Gain ($ billion)	$14.89	
Revenue Gain (percent)	18.8%		Revenue Gain (percent)	17.7%	
Revenue per employee	$481,970		Revenue per employee	$224,530	
Typ. Estb. Size (US)	11		Typ. Estb. Size (US)	9	
Miscellaneous durable goods merchant wholesalers			Professional and commercial equipment and supplies merchant wholesalers		
	2024	2029		2024	2029
Revenue ($ billion)	$339.0	$365.2	Revenue ($ billion)	$399.5	$425.1
CAGR	1.50%		CAGR	1.25%	
Revenue Gain ($ billion)	$26.20		Revenue Gain ($ billion)	$25.60	
Revenue Gain (percent)	7.7%		Revenue Gain (percent)	6.4%	
Revenue per employee	$1,082,175		Revenue per employee	$538,176	
Typ. Estb. Size (US)	7		Typ. Estb. Size (US)	10	

Consumer Retail					
Clothing and clothing accessories retailers			Shoe retailers		
	2024	2029		2024	2029
Revenue ($ billion)	$358.7	$393.3	Revenue ($ billion)	$95.0	$110.1
CAGR	1.86%		CAGR	2.99%	
Revenue Gain ($ billion)	$34.62		Revenue Gain ($ billion)	$15.09	
Revenue Gain (percent)	9.7%		Revenue Gain (percent)	15.9%	
Revenue per employee	$439,531		Revenue per employee	$564,408	
Typ. Estb. Size (US)	10		Typ. Estb. Size (US)	11	
Sporting goods, hobby, and musical instrument retailers			Book retailers and news dealers		
	2024	2029		2024	2029
Revenue ($ billion)	$505.0	$691.9	Revenue ($ billion)	$23.4	$27.3
CAGR	6.50%		CAGR	3.10%	
Revenue Gain ($ billion)	$186.89		Revenue Gain ($ billion)	$3.86	
Revenue Gain (percent)	37.0%		Revenue Gain (percent)	16.5%	
Revenue per employee	$1,055,560		Revenue per employee	$359,453	
Typ. Estb. Size (US)	10		Typ. Estb. Size (US)	8	
Florists			Book retailers and news dealers		
	2024	2029		2024	2029
Revenue ($ billion)	$8.6	$12.6	Revenue ($ billion)	$30.8	$38.2
CAGR	8.01%		CAGR	4.40%	
Revenue Gain ($ billion)	$4.04		Revenue Gain ($ billion)	$7.40	
Revenue Gain (percent)	47.0%		Revenue Gain (percent)	24.0%	
Revenue per employee	$151,047		Revenue per employee	$147,147	
Typ. Estb. Size (US)	5		Typ. Estb. Size (US)	11	

The distribution of employment in the 3 major groups of the Consumer Products & Services Cluster is illustrated in Exhibit 3 (below):

Exhibit 3 – US Employment Distribution in the Consumer Products & Services Cluster



For a Florida location, the **3rd** place ranking for Consumer Products & Services Cluster employment among the **10** leading states is a favorable condition as shown in Exhibit 4 (below):

Exhibit 4 – Ten Leading States for Consumer Products & Services Cluster Employment

State	2024 Employment	Rank
California	603,218	1
Texas	541,771	2
Florida	396,744	3
New York	287,191	4
Illinois	213,489	5
Ohio	206,366	6
Pennsylvania	185,477	7
Georgia	179,060	8
North Carolina	177,771	9
New Jersey	171,614	10

The Fit for Cape Coral

As part of an Economic Development Strategic Plan for Cape Coral, a Target Industries analysis was conducted. An outcome of this work was the identification of the Consumer Products & Services Cluster. As described earlier, the Cluster contains **3** major groups and **13** component business areas. In total, they have a projected **1,430** new jobs supportable by the Cape Coral labor market, as shown in Exhibit 5 (below):

Exhibit 5 - Consumer Products & Services Cluster Employment	
Industry	# of New Jobs
Automotive services	
Automobile dealers	372
Automotive equipment rental and leasing	49
Motor vehicle and motor vehicle parts and supplies merchant wholesalers	88
Subtotal	**509**
Consumer Products Wholesaling	
Hardware, and plumbing and heating equipment and supplies merchant wholesalers	44
Household appliances and electrical and electronic goods merchant wholesalers	42
Miscellaneous durable goods merchant wholesalers	98
Professional and commercial equipment and supplies merchant wholesalers	269
Subtotal	**453**
Consumer Retail	
Clothing and clothing accessories retailers	80
Shoe retailers	70
Sporting goods, hobby, and musical instrument retailers	147
Book retailers and news dealers	19
Florists	18
Used merchandise retailers	134
Subtotal	**468**
Total	**1,430**

For exploratory purposes, the **Miscellaneous Durable Goods Merchant Wholesalers** industry has been selected for deeper examination. For this industry category, there is a projected growth of **98** new jobs. Within this heading are **5** sub-categories of industries, one of which will be explored in greater detail.

- Sporting and Recreational Goods and Supplies Merchant Wholesalers
- Toy and Hobby Goods and Supplies Merchant Wholesalers
- Recyclable Material Merchant Wholesalers
- Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers
- Other Miscellaneous Durable Goods Merchant Wholesalers

Sporting and Recreational Goods and Supplies Merchant Wholesalers

This industry comprises establishments primarily engaged in the merchant wholesale distribution of sporting goods and accessories; billiard and pool supplies; sporting firearms and ammunition; and/or marine pleasure craft, equipment, and supplies.

Model Operations

The national average size for a Sports and Recr. G. & S. Merchant Wholesale facility is 8 persons, and the State of Florida's is 6 persons. A nominal facility size of 7 persons is selected as a Cape Coral model for this industry. Average productivity output for Sports and Recr. G. & S. Merchant Wholesale for is **$1,082,200** per employee, resulting in an annual sales figure of $**7.734 million**. Total investment per employee is estimated at **$166,200**. Exhibit 6 (below) shows the operations details:

Exhibit 6 – Typical Sports and Recr. G. & S. Merchant Wholesale Facility Operations	
Annual Net sales	$7,734,300
Total Employment	7
Avg. hourly Wage	$28.94
Fringe benefits Percentage	30%
Total Payroll	$568,900
Facility Footprint sq. ft.	10,700
Employee Occupancy/sf	1,500
Floor-Area-Ratio	0.25
Facility Construction Cost/sq. ft.	$69
Facility Construction Cost	$742,900
Estimated Equipment Cost	$150,000
Site Acreage	1.0
Land Cost	$295,000
Total Investment	**$1,187,900**

Staffing

Employment distribution among the relevant major occupational groups for the industry are shown in Exhibit 7 (below):

Exhibit 7- Sports and Recr. G. & S. Merchant Wholesale – Employee Census			
Occupation	# of Jobs	Florida Avg. Hrly Wage	Cape Coral Avg. Hrly Wage
Sales Representatives, Wholesale	2	$34.40	$33.41
Laborers and Freight, Stock, and Material Movers, Hand	1	$16.74	$16.72
General and Operations Managers	1	$54.50	$51.54
Stockers and Order Fillers	1	$16.07	$15.46
Heavy and Tractor-Trailer Truck Drivers	1	$23.89	$22.84
Shipping, Receiving, and Inventory Clerks	1	$18.19	$17.93
Total	**7**		
Average Hourly Wage		**$28.31**	**$27.33**

Labor Capability

Available labor is calculated by using both the current unemployment rate (U3) for the Cape Coral-Fort Myers MSA and the factored under-employment rate[1] (U6) from the Bureau of Labor Statistics. For the target of **98** new jobs for the industry sector, the Employee Census table from above is revisited with the overall new job requirements shown in Exhibit 8 (below).

Exhibit 8 - Sports and Recr. G. & S. Merchant Wholesale – Occupations Needed	
Occupation	# of new jobs
Sales Representatives, Wholesale	28
Laborers and Freight, Stock, and Material Movers, Hand	14
General and Operations Managers	14
Stockers and Order Fillers	14
Heavy and Tractor-Trailer Truck Drivers	14
Shipping, Receiving, and Inventory Clerks	14
Total Occupations Required	**98**

[1] U6: Total unemployed, plus all persons marginally attached to the labor force, plus total employed part time for economic reasons, as a percent of the civilian labor force plus all persons marginally attached to the labor force.

In the following, the **6** categories of staffing for Sports and Recr. G. & S. Merchant Wholesale are evaluated for direct hiring capabilities:

Sales Representatives, Wholesale

In the Cape Coral-Fort Myers MSA, there are currently **2,320** persons employed in this position. Using the U6 factor, it is estimated that there are approximately **161** applicants that are likely to be available to support this industry in Cape Coral. Direct hiring outcome is **Positive** for this position.

Laborers and Freight, Stock, and Material Movers, Hand

In the MSA, there are currently **3,220** persons employed in this position. It is estimated that there are approximately **224** applicants that are likely to be available to support this industry in Cape Coral. Direct hiring outcome is **Positive** for this position.

General and Operations Managers

In the MSA, there are currently **6,110** persons employed in this position. It is estimated that there are approximately **425** applicants that are likely to be available to support this industry in Cape Coral. Direct hiring outcome is **Positive** for this position.

Stockers and Order Fillers

In the MSA, there are currently **5,710** persons employed in this position. It is estimated that there are approximately **397** applicants that are likely to be available to support this industry in Cape Coral. Direct hiring outcome is **Positive** for this position.

Heavy and Tractor-Trailer Truck Drivers

In the MSA, there are currently **2,450** persons employed in this position. It is estimated that there are approximately **170** applicants that are likely to be available to support this industry in Cape Coral. Direct hiring outcome is **Positive** for this position.

Shipping, Receiving, and Inventory Clerks

In the MSA, there are currently **1,110** persons employed in this position. It is estimated that there are approximately **77** applicants that are likely to be available to support this industry in Cape Coral. Direct hiring outcome is **Positive** for this position.

Conclusion

In summary, there are no positions that exhibit shortfall for Sporting and Recreational Goods and Supplies Merchant Wholesalers. For a potential Cape Coral location, it can be expected that wholesalers will not experience any significant labor shortages.

Comparison Analyses

The objective of this section is the determination of which Florida cities are Cape Coral's true competition, not just Fort Myers or another Southwest Florida community. To accomplish this evaluation, a review of **22** municipalities in Florida with a population of **100,000** or more was conducted. Through analysis of population growth for each of the as compared to annual rate for the State of Florida, **6** cities emerged as true competitors to Cape Coral:

- Fort Lauderdale
- Orlando
- Palm Bay
- Pompano Beach
- Port St. Lucie
- West Palm Beach

Profitability Determination

Base financial information is shown in Exhibit 9 (below):

Exhibit 9 - Sports and Recr. G. & S. Merchant Wholesale – Competitive Evaluation – Base Financial Data							
Market	Cost/Acre	Land Cost	Facility Cost/SF	Facility Cost	Total Investment	Financing	Debt Service
Cape Coral	**$295,000**	**$295,000**	**$60**	**$645,000**	**$1,090,000**	**$872,000**	**$68,500**
Fort Lauderdale	$1,437,000	$1,437,000	$63	$674,000	$2,261,000	$1,808,800	$142,100
Orlando	$201,000	$201,000	$62	$664,000	$1,015,000	$812,000	$63,800
Palm Bay	$494,000	$494,000	$66	$703,000	$1,347,000	$1,077,600	$84,700
Pompano Beach	$2,057,000	$2,057,000	$63	$674,000	$2,881,000	$2,304,800	$181,100
Port St. Lucie	$146,000	$146,000	$61	$656,000	$952,000	$761,600	$59,800
West Palm Beach	$975,000	$975,000	$61	$656,000	$1,781,000	$1,424,800	$112,000

Profitability for Sporting and Recreational Goods & Supplies Merchant Wholesalers in Cape Coral is **18.3%**, leading all competition, as shown in Exhibit 10 (below):

Exhibit 10- Sports and Recr. G. & S. Merchant Wholesale – Competitive Evaluation – Annual Operating Profits							
Market	**Cape Coral**	Fort Lauderdale	Orlando	Palm Bay	Pompano Beach	Port St. Lucie	West Palm Beach
Annual Net sales	**100.0%**	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Payroll (incl. benefits)	**7.4%**	8.0%	7.8%	7.5%	8.0%	7.0%	8.0%
Utilities & Fuels	**14.0%**	17.5%	15.2%	17.5%	17.7%	17.5%	17.5%
Debt Service	**0.9%**	1.8%	0.8%	1.1%	2.3%	0.8%	1.4%
Materials	**22.5%**	22.5%	22.5%	22.5%	22.5%	22.5%	22.5%
Cost of goods sold	**44.7%**	49.9%	46.3%	48.7%	50.5%	47.8%	49.5%
Annual Gross profit	**55.3%**	50.1%	53.7%	51.3%	49.5%	52.2%	50.5%
Less: Sales exp.	**15.0%**	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
General & Administrative. Overhead	**22.0%**	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%
Total Operating expenses	**37.0%**	37.0%	37.0%	37.0%	37.0%	37.0%	37.0%
Annual Net Profit before taxes	**18.3%**	13.1%	16.7%	14.3%	12.5%	15.2%	13.5%

Summary

The Cluster illustrates the regional growth of consumer products and services that will stimulate new development and provide location opportunities for businesses seeking lower cost operating environments with good market access to multiple urban centers.

Metrics for the Cluster and its component industries all indicate positive revenue growth for the next five years. The Cluster represents a mix of retail and warehouse space users, quite suitable for a Cape Coral location. Some advantages include:

Business-friendly policies

Florida offers a favorable tax and business climate, including no state income tax.

Strong workforce

Florida's diverse economy and strong workforce support the labor force.

Proximity to markets

Florida's location near buyers, suppliers, labor, and transportation allows companies to cut costs and develop close relationships with the community.

For Cape Coral, operations such as Sporting and Recreational Goods & Supplies Merchant Wholesalers will be profitable endeavors. The City and the MSA have a dynamic labor supply that is well suited to meet the needs of the Consumer Products & Services Cluster.

Cape Coral's employed civilian labor force of **102,700** is estimated to have an estimated **56%** of workers commuting to locations outside of the City. This out-commuting labor force presents an opportunity for development of new "intercept" retail and warehouse facilities that can capture some of this worker flow.

With the projected office census of **1,430** new jobs (889 retail, 541 wholesale), it can be expected that at least **311,000 sf** of new retail and **812,000 sf** of new warehouse space will be required to meet the Cluster's employment needs.

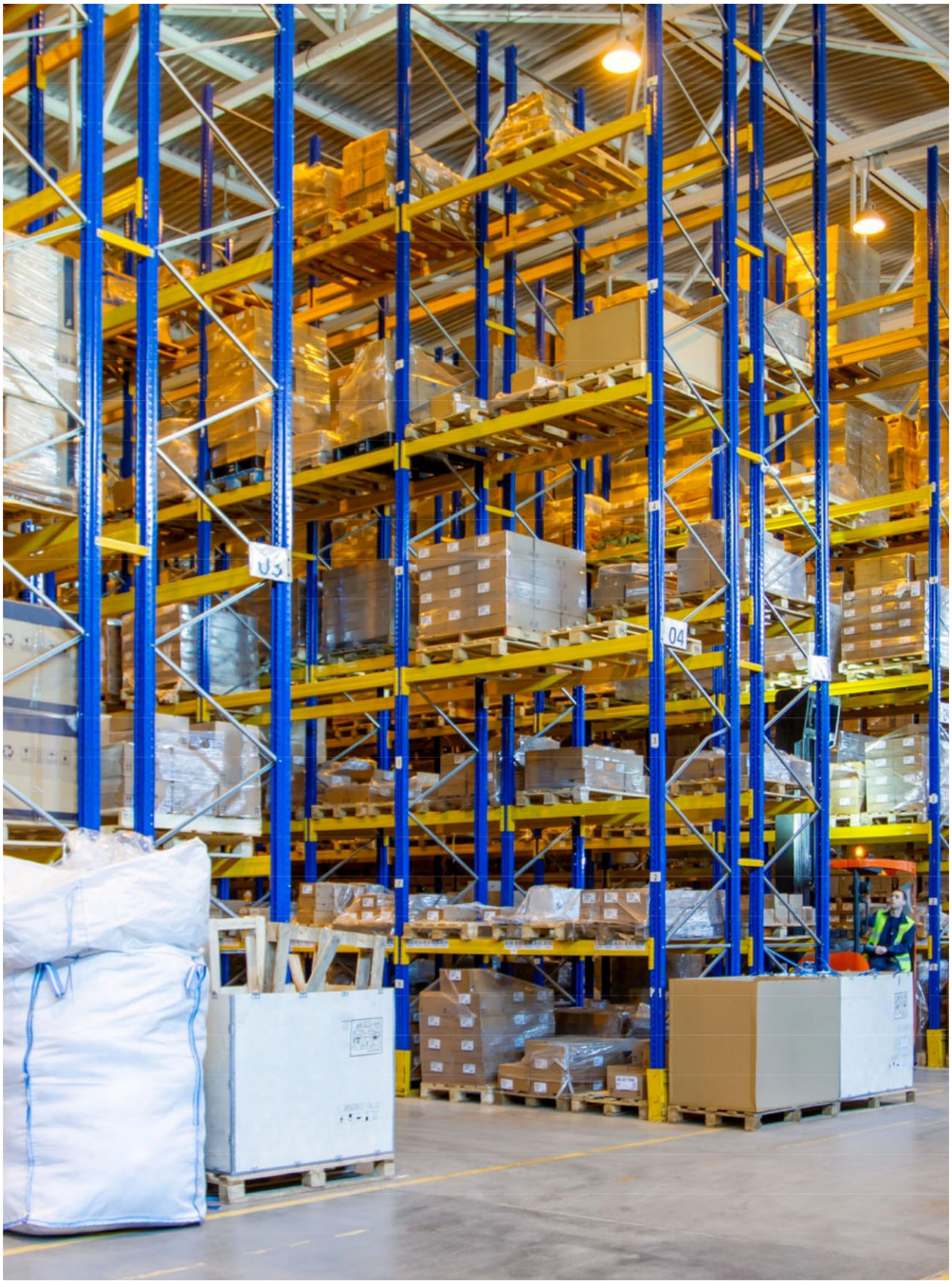


Photo credit: Depositphotos

Competitive Advantages of the City of Cape Coral Location

Cape Coral is in Lee County in Southwest Florida and is the largest population component of the Cape Coral-Fort Myers Metropolitan Statistical Area. The City's location is about an equidistance from the major urban centers of Tampa, Miami, and Orlando.

Originally developed in the late 1950's as a "Waterfront Wonderland", Cape Coral was designed to bring the waterfront dream of home ownership to middle-income Americans. With its over 400 miles of salt and freshwater canals, Cape Coral is a unique community that is redefining its identity beyond being just a suburb of Fort Myers. The City was incorporated in 1970 and maintains a brisk growth pattern despite economic downturns, a pandemic, and severe weather disturbances.

Demographic Advantages

With a current population of approximately **217,000** people, Cape Coral is forecasted to grow to over **375,000** by 2050, representing a nearly **73%** increase. Cape Coral's explosive growth places it among the five fastest growing communities in the nation, measuring more than twice that of the State of Florida.

While more retirees are expected, the City is experiencing a dynamic growth in the working age groups of **25-44 yrs**. By 2029, an overall population gain of about **20,000** new residents will result in **34%** increase in working aged people.

Demographic and market advantages include:

- Growth rate exceeding the State's
- Dynamic growth rate among 25-44 yr. old residents
- Above average number of executive-age workers

- Exemplary rate of English language proficiency
- Above average household size
- Above average median household income
- Above average home ownership rate
- Below average cost of living rate
- Above average good/services industries employment
- Below average services industries hourly wages
- Above average worker mobility patterns
- Below average commercial and industrial electric rates

Higher Education Resources

There are **9** four-year colleges and universities within **50** miles of Cape Coral. In 2022, **9,933** degrees were conferred by the following institutions:

- Florida Gulf Coast University (Fort Myers)
- Florida SouthWestern State College (Fort Myers)
- Southern Technical College (Fort Myers)
- Hodges University (Fort Myers)
- Keiser University-Ft Myers (Fort Myers)
- Rasmussen University-Fort Myers (Fort Myers)
- Ave Maria School of Law (Naples)
- Ave Maria University (Ave Maria)

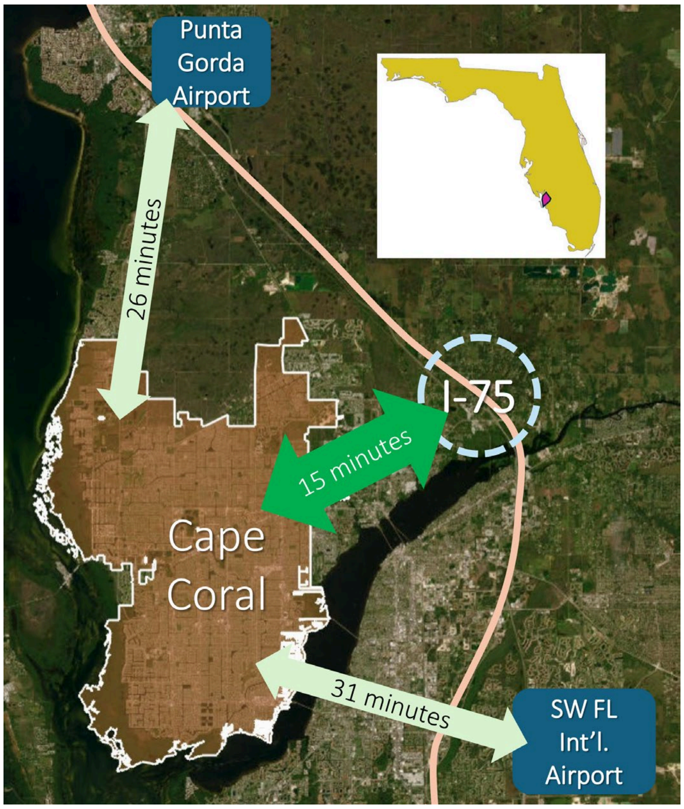
The five most sought after fields of study are:

1. Business, Management, Marketing, and Related Support Services
2. Health Professions and Related Programs
3. Education
4. Multi/Interdisciplinary Studies
5. Psychology

Market Potential

Cape Coral's southwest Florida location can not only cover the total Florida market but a significant portion of the US. Within a 300-mile travel distance (one day truck routing), about **6.1%** of the nation can be reached.

Highway Travel



Interstate 75 (I-75) is within **15 minutes**' drive from Cape Coral. Access to the interstate can be achieved to the eastern direction in North Fort Myers or via one of the bridges through downtown Fort Myers. To the north, access is available in Punta Gorda at a slightly longer travel time.

Air Travel

There are two airports that serve Cape Coral. Southwest Florida International Airport (RSW) is a major facility providing domestic and international flights daily. Travel to RSW is within **31 minutes** from downtown Cape Coral. RSW serves **10.1 million** passengers annually. In 2023, RSW had **87,685** aircraft operations.

Punta Gorda Airport (PGD) in Charlotte County just north of Cape Coral is a regional facility providing domestic flights mainly to the Midwest (Allegiant Air). PGD serves about **1.9 million** passengers per year and had **103,252** aircraft operations in 2023.

Rail Service

Passenger rail service via Amtrak is available in Fort Myers. The system operates **77** daily scheduled trips. Travel from downtown to Fort Myers Station Cape Coral is about **31 minutes**.

Freight rail services are provided by the Seminole Gulf Railway (SGLR). SGLR is a short line freight and passenger excursion railroad headquartered in Fort Myers that operates two former CSX Transportation railroad lines in Southwest Florida.

Bus Service

LeeTran operates bus services in Cape Coral. Currently there are **5** fixed bus routes but expanded services are under development. Looped routes provide transit to and from Fort Myers. The new Ultra On Demand micro-mobility fleet will enhance bus transit capabilities throughout the City.

Lifestyle & Recreational

Cape Coral's riverfront location and unique canal system offer a recreation-oriented lifestyle that has broad-range appeal. Some of the area's tourism advantages are as follows:

- Growing residential population, which can further encourage already existing strong category of visiting friends & family travelers
- Major home rental market for vacationers – over **4,000** homes and **350** private rooms available
- Numerous opportunities to rent a house and boat together, canals enhance rental properties
- Major hotel - Westin Resort at Marina Village – significant anchor for tourism activity
- Favorable location
- Proximity to airports, major highways, and neighboring tourist communities.
- One of safest cities in Florida
- Sports tourism – an already existing, active, and effective government involvement
- Increasingly strong restaurant and food scene
- Water activities – boating, dolphin tours, fishing, kayaking
- Winter warm weather destination
- Major League Baseball Spring Training nearby
- Active events schedule including festivals, parades, and concerts

Contact Information

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