FLORIDA within REACH

2017-18 ANNUAL REPORT

- 9 MILLION PEOPLE WITHIN 100 MILES
- 2 INTERNATIONAL AIRPORTS WITHIN 60 MILES
- 3 DEEPWATER SEAPORTS WITHIN 75 MILES
- 300+ MILES OF RAIL IN POLK COUNTY

REGIONAL ACCESS
OUR MISSION

Grow an economy based on high-skill, high-wage sustainable businesses.

ORGANIZATIONAL PILLARS

- Promote Polk County as Florida’s Best Place for Business
- Advocate for Key Business Issues
- Facilitate Collaborative Partnerships

2017-18

BOARD OF DIRECTORS

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Larry Madrid
Madrid Engineering Group

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Two Blue Aces

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Six/Ten, LLC

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Amy Palmer
City of Auburndale

BOARD DIRECTOR
Leonard Mass
Drummond Company, Inc.

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HPP FRESH FLORIDA made many visits to Polk County over a two-year period while fleshing out plans for their high-pressure pasteurization facility. With a capital investment of more than $9 million, HPP Fresh Florida now occupies a renovated 20,000 sf plant in Bartow that utilizes highly specialized processing equipment to keep food and beverage products fresh for a longer period of time. And because it only uses pressurized, pure cold water in the process, the nutrient value, texture and taste remain uncompromised. HPP Fresh Florida is creating 40 new full-time jobs at their Bartow facility.

DHL SUPPLY CHAIN, a division of DHL Group, announced its plans to operate IKEA’s new fulfillment center in Lakeland. The 520,000 sf distribution facility will fulfill online orders for customers throughout the southeast. The center is expected to employ 160 and to be operational in early 2019. Polk County competed with Atlanta, Georgia for the $8.4 million project. Incentives, labor, transportation and real estate were cited as key factors driving the decision to locate in Polk County.

Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners, the City of Lakeland and the Lakeland EDC.

VALMONT UTILITY, a business segment of Valmont Industries, is constructing a new 46,000 sf manufacturing facility approximately eight miles from their current location in Bartow. The $14.8 million expansion, located in Fort Meade, will fulfill the increased demand for Valmont’s concrete distribution poles. Many municipalities are replacing the older technology wooden poles for concrete poles which are much more resilient to extreme weather conditions. Polk County competed with Alabama, Georgia and Tennessee for the location of this expansion. Valmont expects to employ 50 when construction is complete at the end of 2018.

Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners and the City of Fort Meade.

Four of the five companies are Fortune 500 ranked (119, 138, 151 and 334) and all of them are Fortune 1000 ranked (782).
2017-18 ECONOMIC DEVELOPMENT PROJECTS

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>INDUSTRY</th>
<th>TYPE</th>
<th>LOCATION</th>
<th>TOTAL JOBS</th>
<th>CAPEX</th>
<th>PARTNERS</th>
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<tr>
<td>HPP Fresh Florida</td>
<td>Manufacturing</td>
<td>New Business</td>
<td>Bartow</td>
<td>40</td>
<td>$9.2M</td>
<td>BEDC, City of Bartow, BOCC, EFI</td>
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<td>Alvic USA, LLC</td>
<td>Manufacturing</td>
<td>New Business</td>
<td>Auburndale</td>
<td>25</td>
<td>$5M</td>
<td>City of Auburndale</td>
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<tr>
<td>Valmont Newmark</td>
<td>Manufacturing</td>
<td>New Business</td>
<td>Fort Meade</td>
<td>51</td>
<td>$14.8M</td>
<td>City of Fort Meade, BOCC, EFI</td>
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<tr>
<td>DHL</td>
<td>Logistics/Distribution</td>
<td>New Business</td>
<td>Lakeland</td>
<td>160</td>
<td>$8.4M</td>
<td>LEDC, City of Lakeland, BOCC, EFI</td>
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<tr>
<td>Lioher</td>
<td>Manufacturing</td>
<td>New Business</td>
<td>Auburndale</td>
<td>10</td>
<td>$3M</td>
<td>City of Auburndale</td>
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<tr>
<td>CNC Cabinetry</td>
<td>Logistics/Distribution</td>
<td>New Business</td>
<td>Davenport</td>
<td>150</td>
<td>$5M</td>
<td>EFI</td>
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<td>Publix Super Markets</td>
<td>Business Services</td>
<td>Expansion</td>
<td>Lakeland</td>
<td>700</td>
<td>$50M</td>
<td>LEDC, City of Lakeland, EFC, BOCC</td>
</tr>
</tbody>
</table>

**TOTAL** 1,386 $335.4M

NUCOR, the largest steel company in the U.S., announced its plans to build a 256,000 sf micro-mill on approximately 440 acres in Frostproof. Polk County competed with South Carolina for the $240 million project which will employ 250. Nucor Steel Florida stated that local and state incentives as well as logistics and the availability of skilled labor were key decision drivers for locating to Florida. Nucor is headquartered in Charlotte, North Carolina and employs more than 24,000 nationwide.

Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners and Duke Energy.
Polk State College students have traveled with CFDC to international destinations, working collaboratively to seek economic development opportunities for Polk County and our region. Working in partnership, Polk State will remain on the cutting edge of degree programs, workforce certifications, and global opportunities, ensuring our students become highly-skilled graduates that meet Polk County’s growing needs.

Dr. Angela Garcia Falconetti
President, Polk State College
From blue skies to busy regional airports to education, Polk County and Central Florida have everything needed to ensure aviation remains an important part of our economy. To highlight the opportunities ahead for aviation, business and community leaders gathered at the Central Florida Aviation Industry Breakfast.

“It’s a very critical aspect of what we are and who we are,” says Javier Marin, director of business development and global trade for the Central Florida Development Council. Aviation and aerospace are growing industries, says H.D. “Jake” Polumbo Jr., a retired Air Force major general and partner in Two Blue Aces. He cites several reasons: “There’s a significant world-wide shortage of pilots in both the commercial sector and in the military. Because of that, any region of the U.S. — and particularly those regions with good airports and flying weather — will likely benefit from this huge demand if they are smart in the development of their programs and airports.”

A recent study by Boeing shows a need for 790,000 more pilots in the next 20 years. Central Florida already has “95 percent of the solution to these problems in place,” with its weather, airports and programs like the Central Florida Aerospace Academy, he says. “Not to mention terrific maintenance training, and logistics support and expertise, so there’s another reason for us to be optimistic.”

Eric Crump, director of the aerospace program at Polk State College, says Polk County’s aviation history started before World War II. “Our community was an important contributor to the effort to train pilots and maintenance technicians. Our aviation history and industry contribution are beyond doubt. Today, we are the home to SUN ‘n FUN, the second-largest aviation event in North America.”

The county and region’s focus on aviation is enhanced by the identities of each of the four airports within Polk County: Bartow Municipal Airport, Lakeland Linder International Airport, Lake Wales Municipal Airport and Winter Haven Gilbert Airport.

Together, the airports contributed $590 million to the local economy, according to a new FDOT economic impact report. With numbers like that, it’s clear to see why aviation is critical to the Central Florida and Polk County region.

Within Polk, there are 275 students studying aviation at the Central Florida Aerospace Academy in Lakeland and additional 250 in the Polk State aerospace program. Add to that Southeastern University’s recent announcement to begin an aviation program.

“There will be tremendous shortages in virtually all areas of the aviation industry, including pilots, electronics technicians, mechanics, airport personnel, air traffic controllers, etc. We are offering students in Polk County an opportunity to take advantage of these openings and reap the benefits of a rewarding career in aviation,” says Keith Smith, CFAA director.

With key infrastructure assets, strong aviation business presence, robust training and education programs, Polk County is primed for soaring aviation growth.
CenterState Bank and Peterson & Myers, P.A., exemplify the attributes George Harris exhibited during his tenure in Polk County. The two businesses won the Central Florida Development Council’s top awards at its 2018 annual meeting held at Nora Mayo Hall in Winter Haven. The evening also welcomed Rowdy Gaines back to his hometown of Winter Haven, as the keynote speaker of the event.

Sean Malott, President of the CFDC, stated that, “CenterState Bank and Peterson & Myers are perfect recipients of the awards this year. Both contribute so much to Polk County and to economic prosperity in the area. It was tough competition as we had so many great nominees this year.”

Founded in 1989 by a group of bankers, CenterState Bank won in the Success in Large Business category (more than 100 employees). Based in Winter Haven the bank started growing almost immediately, expanding its community-focused bank model. Although it has clients nationwide through its correspondent banking division, it focuses mostly on local branches in 33 counties in Florida and Georgia, offering traditional services.

The Harris award comes just three months after Forbes honored CenterState by naming it the top bank in Florida on its first “Best-in-State Banks” listing.

Focusing on local markets, emphasizing long-term growth, providing top-notch customer service, building lifelong banking relationships, and faith and family are the core values that make CenterState so successful. Dale Dreyer, EVP/Regional President of Central Florida Region shared with attendees, “we are proud to be in Polk County and making decisions for our business here locally.”

Peterson & Myers won in the Success in Small Business category (fewer than 100 employees). Founded in 1948, the law firm adheres to the same qualities that make businesses successful: a commitment to clients, a commitment to the community, a commitment to excellence in the practice of law. Although it also has clients nationwide, Peterson & Myers tends to the needs of those in Polk County, with specialties in everything from wills, estates and health care to litigation, corporate law, real estate and more.
David Miller, Shareholder, accepted the award on behalf of the firm stating, “We are grateful for this honor and appreciate the work of all of the nominees. Our county is growing and Peterson & Myers, P.A. is proud to do business in Polk.”

During the event, Todd Dantzler was voted in as the new board chairman, ending Larry Madrid’s year as chair. Dantzler, a county commissioner, has served on the CFDC’s executive committee for six years.

“lt’s a very exciting time after being in the doldrums for so long,” Dantzler said. “We are finally seeing businesses expand. It’s really enjoyable to have a lot of good, quality projects to work on.”

Dantzler said he wants to be strategic and tactical. “I want to engage investor members more than we have in the past. We have a very talented group of investors who are dedicated to the advancement and improvement of Polk County in the economic sense.”

We have a very talented group of investors who are dedicated to the advancement and improvement of Polk County in the economic sense.

Todd Dantzler
Board Chairman
Polk County saw significant private sector employment growth over the last four years, adding nearly 20,000 jobs (11.7 percent growth) during the period. This is particularly strong when compared to the national growth of 8.5 percent. Wages have also improved overall, with 12.5 percent growth to an average weekly wage of $818. This is roughly in line with the growth of wages nationally. Polk County’s labor force was 302,828 as of October 2018, an increase of 9,049 people, or 3.1 percent from the prior year.

Employment conditions continue to improve with the unemployment rate falling to 3.4 percent as of October with employment in each industry up or even year-over-year as of September. The largest gains continue to come from Mining, Logging and Construction as construction activity contributing the bulk of the gains. Additional gains have come from Professional and Business Services, Manufacturing, Trade, and Leisure and Hospitality.

**Insights**

**Polk County at a Glance**

**Population**
Polk County continues to outpace the state and nation in population growth since the last census in 2010, growing 14.0 percent as compared to 11.6 percent and 5.5 percent for the state and nation, respectively. Within the larger cities (populations greater than 5,000), growth is being led by Auburndale, Haines City, Lake Alfred and Winter Haven, with each gaining between 18.1 percent and 18.5 percent population growth. The above-average population growth in Polk County, particularly the Eastern part, should continue to provide a solid foundation for growth and development.

**Age**
The county’s age distribution reflects a larger portion of younger people (22.3 percent, under 18) than the state (20.0 percent) and a larger population of older people (20.1 percent, 65 and over) than the nation (15.6 percent). Both Florida (also 20.1 percent) and Polk County have older populations, and they are continuing to mature, with the portion of population 65 or older, up from the last census (18.0 percent and 17.3 percent for Polk County and Florida, respectively). The larger portions of younger and older people negatively impact our economy as it results in a smaller population of working age people, as reflected in the smaller labor force population (54.9 percent, 58.5 percent and 63.1 percent for the county, state and nation, respectively).

**Households**
Polk County continues to have higher than average homeowner occupancy (68.0 percent, 64.8 percent and 63.6 percent for the county, state and nation, respectively) and lower than average costs for both homeowners and renters. Polk County has also seen meaningful growth in taxable property values, with total value increasing from $31.4B in 2017 to $34.1B in 2018, with nearly $800M of that attributable to new construction. While the largest dollar value growth comes from Lakeland, the largest percentage growth comes from Polk City (29.1 percent) and Davenport (19.9 percent).
Polk County by the Numbers

9th Most Populous County

4th Largest County in Size

2010 Population: 602,095
2016 Population: 686,483
2030 Population: 899,000

Estimated Population Growth

Fastest-Growing Industries

- Professional & Business Services: +12.3%
- Manufacturing: +7.1%
- Trade, Transportation & Utilities: +2.4%

Prosperity Index

- Unemployment: 3.4% - 0.9%
- Labor Force: 302,828 +3.1%
- Taxable Value: $34.1B +9.0%
- Jobs Year-over-Year Change: +10,127

Median Household Income

- 2010: $40,258
- 2011: $41,337
- 2012: $42,447
- 2013: $42,768
- 2014: $44,024
- 2015: $44,024
- 2016: $44,024

- 2030 Population: 899,000
- 2016 Population: 686,483
- 2010 Population: 602,095