

THE NORTH PORT PROSPECTUS

SOUTHWEST FLORIDA'S BEST-KEPT SECRET

#1 Up and Coming Small City in the U.S.

MoneyGeek

#2 in Best Cities to Live in Florida in 2025

ConsumerAffairs

#2 Best State for Small Business in the U.S.

Simplify LLC

Florida's Most Livable City

Rent Café

OPPORTUNITY PROFILE | HOTEL

Market Demand

The City of North Port, Florida has a significant unmet demand for additional lodging options.

\$258 County Average Lodging Rate

68% County Average Occupancy Rate

6.2% Annual Increase in Lodging Rates

7% Annual Decrease in Occupancy Rates

North Port only contains one hotel, a 100-bed Hampton Inn located off of Price Boulevard.

North Port Highlights

North Port is the **second fastest-growing City** in the United States, home to 94,711 thousand residents.

100K Residents Within the Next 2-3 Years

250K Residents at Full Buildout

North Port contains two major tourist destinations:



WARM MINERAL SPRINGS PARK

Florida's only warm mineral spring

Average Annual Visitors: **150,000**



COOLTODAY PARK

Atlanta Braves Spring Training

Average Season Attendance: **100,000**

Average Game Attendance: **6,300**

Regional Assets



PROXIMATE AIRPORTS

Punta Gorda Airport | PGD

Distance from North Port: **18 miles**

Annual passengers: **1.84 million**

Sarasota-Bradenton International Airport | SRQ

Distance from North Port: **37 miles**

Annual passengers: **3.84 million**

Southwest Florida International Airport | RSW

Distance from North Port: **53 miles**

Annual passengers: **8.84 million**

Tampa International Airport | TPA

Distance from North Port: **87 miles**

Annual passengers: **19.62 million**



PROXIMATE BEACHES

Englewood 14 miles

Manasota Key 14 miles

Venice 16 miles

Nokomis 18 miles

Boca Grande 23 miles

Siesta Key 30 miles

Visit Sarasota County spends its funds to advertise year-round and build relationships in five target markets.



Domestic Leisure



International Leisure



Meetings



Sports Events



Leisure Groups



FOREWORD

CITY MANAGER A. JEROME FLETCHER II, ICMA-CM, MPA



The City of North Port is at a pivotal moment in its history. Our City has built momentum over the last few years, receiving nationwide recognition as the second fastest-growing City in the United States. This **North Port Prospectus** serves as your guide to investing in North Port, a City primed for commercial and industrial development.

North Port is currently 94,711 residents strong, steadily welcoming new faces every year. The City is positioned to continue its steep growth trajectory and is projected to reach 100,000 residents in the next 2-3 years. This is complemented by having the youngest median age in the region at 49, representing a strong and capable workforce.

As City Manager, I can say with certainty that North Port is pro-business, pro-development, and prepared to welcome your project to our City. We represent 104 square miles of opportunity for developers and site selectors settling in Southwest Florida.

If you are interested in development opportunities in the City of North Port, contact our Economic Development team at **EconomicDevelopment@NorthPortFL.gov** or call **941-429-7029**.

A. Jerome Fletcher II



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CITY SNAPSHOT

FAST FACTS | NORTH PORT



94,711 Current Residential Population *(according to world population overview.com)*

250,000 Population at Total Buildout

\$78,587 Median Household Income

THINGS TO DO | NORTH PORT



COOLTODAY PARK Home of Atlanta Braves Spring Training facility

With an average season attendance of 100,000 fans and an average Spring Training game attendance of 6,300 fans, this facility acts as a year-round event venue for the City.



LEGACY TRAIL Segment of planned 336 mile Gulf Coast trail

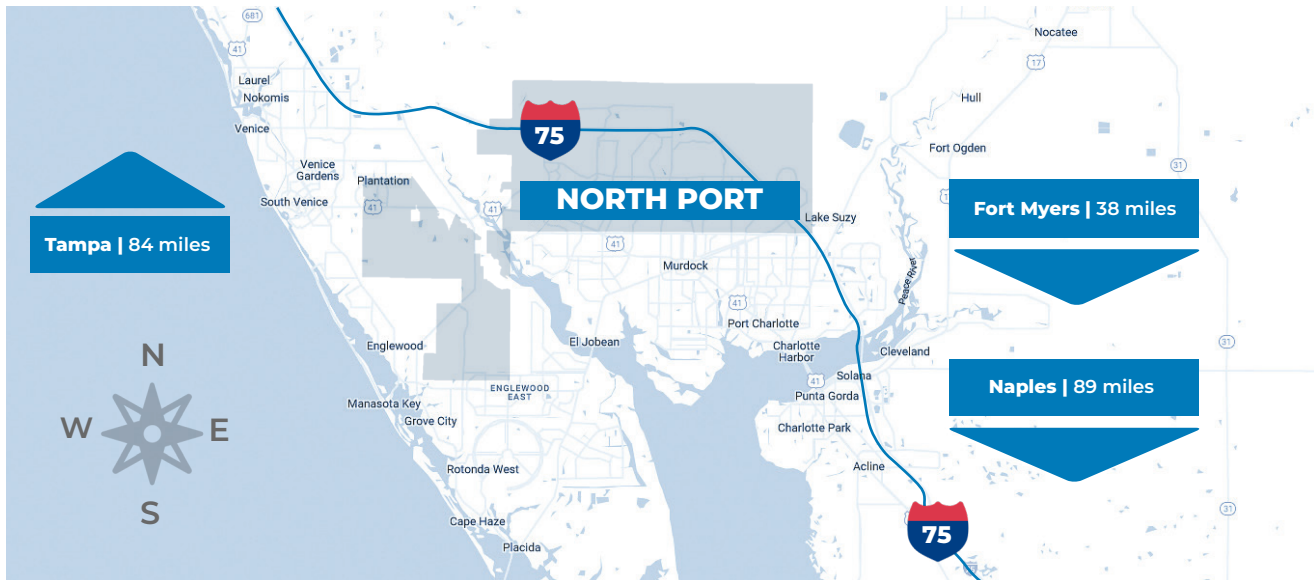
The Legacy Trail welcomes approximately 700,000 annual users. Lead by the Trust for Public Land, it will connect to the larger Florida Gulf Coast Trail, a 336-mile long corridor traversing seven southwest Florida coastal counties to become Florida's longest trail.



WARM MINERAL SPRINGS PARK Florida's only natural warm spring

One of North Port's major ecotourism assets is Warm Mineral Springs Park. 85 degrees year-round, the park welcome more than 150,000 visitors annually. As a longstanding natural wonder, it is also listed on the U.S. National Register of Historic Places.

CITY OVERVIEW



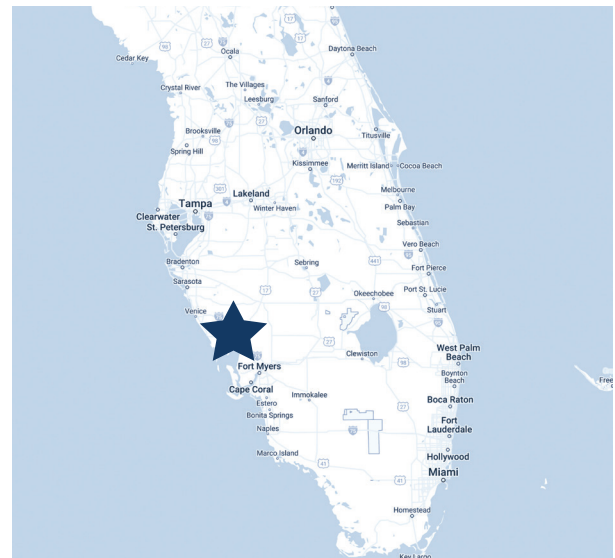
Strategically situated between Tampa and Fort Myers, the City of North Port has the assets and amenities well-suited to a variety of commercial needs.

North Port is not only proximate to five airports and four seaports, but directly adjacent to I-75. Much of the City is undeveloped, with between 12 and 30 million square feet of buildout potential located in the City's major development areas alone.

North Port, however, has much more than potential. As the only city in Florida with a state park (Myakka State Forest), the only city in Florida with a warm spring (Warm Mineral Springs), and the home to over 80 miles of waterways, North Port is an ecotourism destination.

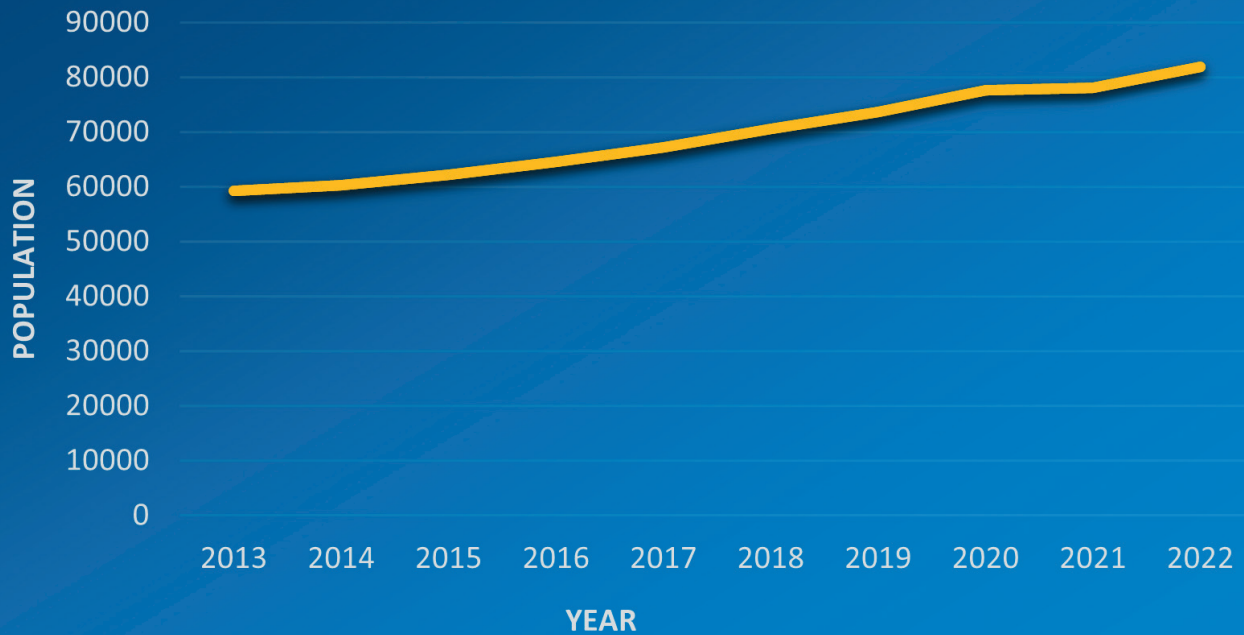
Plus, North Port is home to young, educated workers. With the lowest median age in our region of 49 and over 50% of our population educated beyond high school, this City represents a formidable workforce.

North Port presents a rare opportunity for developers, with a low cost-of-living, connected community, and homegrown talent pool.



POPULATION DATA

North Port Population

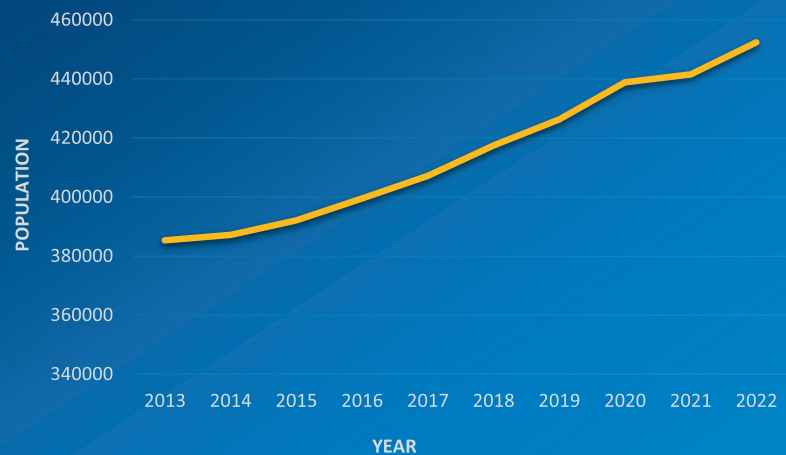


REGIONAL POPULATION

Steady population increase has occurred not only in the City of North Port, but the entirety of Sarasota County.

MUNICIPALITY	AVG. PERCENT CHANGE (%)
Sarasota County	2.9%
City of North Port	5.4%

Sarasota County Population

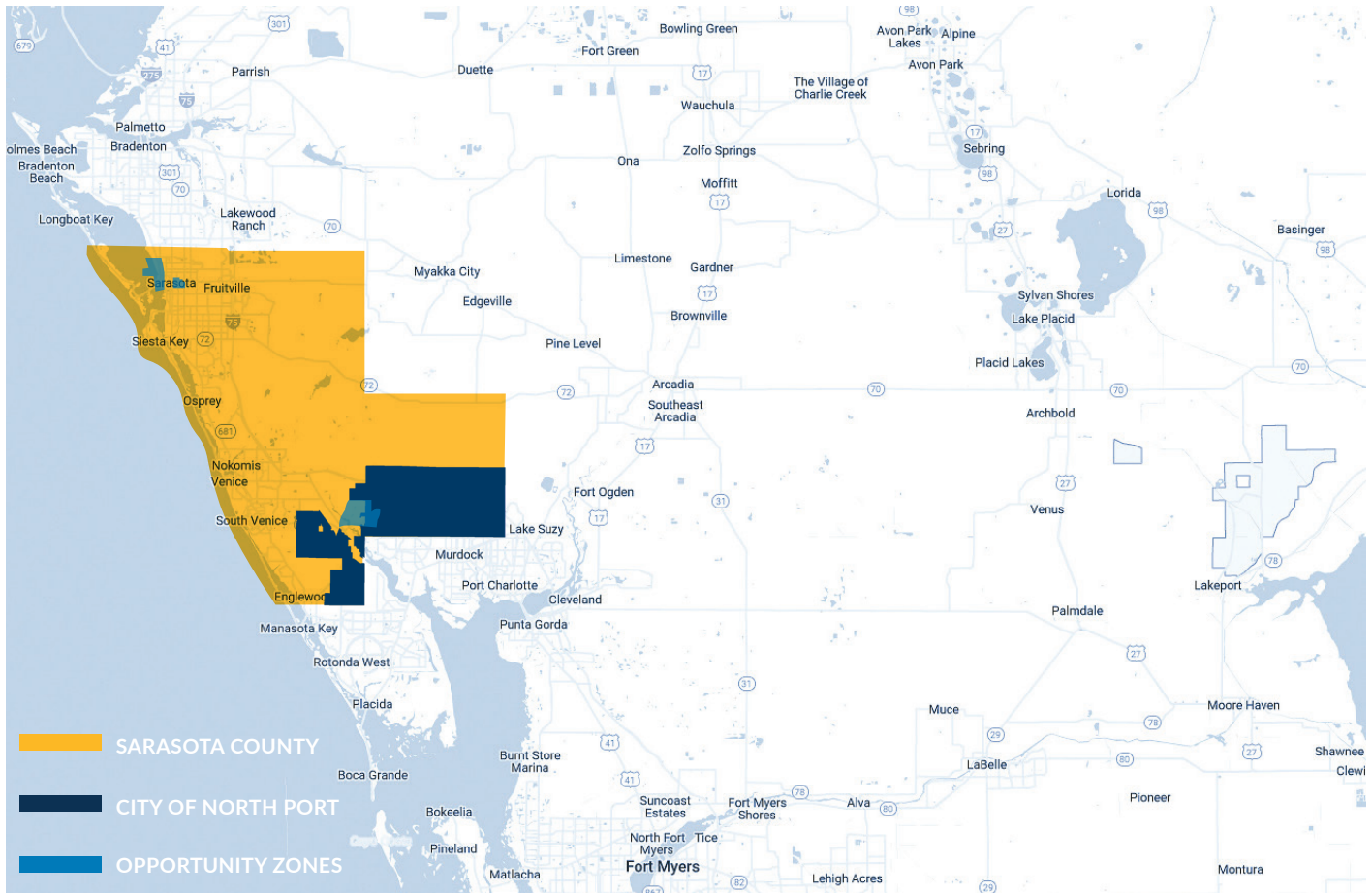


Data retrieved from the University of Florida's Bureau of Economic and Business Research, Florida Estimates of Population, 2013-2022

GEOGRAPHY OF OPPORTUNITY ZONES

	POPULATION 2016	POPULATION 2022	PERCENT (%) CHANGE	SQUARE MILES
County (Sarasota)	412,569	452,378	9.6%	725
City (North Port)	60,871	81,823	34.4%	104
	POPULATION 2010	POPULATION 2020	PERCENT (%) CHANGE	SQUARE MILES
Opportunity Zone (North Port)	3,993	4,812	20.5%	5

Data retrieved from the University of Florida's Bureau of Economic and Business Research, Florida Estimates of Population, 2013-2022



COMMUNITY INDUSTRY SNAPSHOT - Fiscal Year 2024 Q1 Industry Data

NAICS	INDUSTRY	EMPLOYED	AVERAGE WAGES	PERCENT SHARE	LOCATION QUOTIENT (LQ)
44	Retail Trade	2,182	\$43,701	18%	1.83
23	Construction	1,855	\$63,730	15%	2.55
61	Educational Services	1,207	\$61,613	10%	1.24
72	Accommodation and Food Services	1,258	\$32,911	10%	1.20
62	Health Care and Social Assistance	1,169	\$65,133	10%	0.65
92	Public Administration	819	\$73,320	7%	1.46
56	Administrative Support and Waste Management Remediation Services	603	\$49,823	5%	0.80
81	Other Services (except Public Administration)	572	\$41,861	5%	1.12
54	Professional, Scientific and Technical Services	458	\$96,108	4%	0.52
52	Finance and Insurance	331	\$121,284	3%	0.69
48	Transportation and Warehousing	291	\$50,172	2%	0.49
71	Arts, Entertainment and Recreation	237	\$42,170	2%	0.98
42	Wholesale Trade	199	\$87,268	2%	0.44
53	Real Estate, Rental and Leasing	172	\$64,903	1%	0.80
55	Management of Companies and Enterprises	101	\$152,287	1%	0.54
22	Utilities	89	\$117,797	1%	1.42
51	Information	41	\$120,452	0%	0.17
99	Unclassified	31	\$58,950	0%	1.35
11	Agriculture, Forestry, Fishing and Hunting	12	\$34,473	0%	0.08
Total - all industries		12,091	\$62,429	100%	1.00

Source: JobsEQ® Data as of 2024 Q1

Note: Figures may not sum due to rounding. 1. All data based upon a four-quarter moving average
Exits and transfers are approximate estimates based upon occupation separation rates.

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SOCIAL AND ECONOMIC OVERVIEW



BACKGROUND | SOCIAL AND ECONOMIC OVERVIEW

	BLACK	HISPANIC	FOREIGN BORN
Sarasota County	4.70%	10.30%	12.10%
City of North Port	5.50%	10.20%	10.30%
O-Zone	3.50%	18.50%	18.50%
Florida	17.00%	27.10%	21.10%
United States	13.60%	19.10%	13.70%



FINANCIAL | SOCIAL AND ECONOMIC OVERVIEW

	POVERTY	MEDIAN HOUSEHOLD INCOME	UNEMPLOYMENT
Sarasota County	8.50%	\$72,213	3.40%
City of North Port	6.30%	\$78,815	3.30%
O-Zone	15.30%	\$45,732	2.70%
Florida	12.70%	\$67,917	5.30%
United States	11.50%	\$75,149	3.90%



SOCIAL AND ECONOMIC OVERVIEW



EDUCATION | SOCIAL AND ECONOMIC OVERVIEW

	BACHELORS OR UP	SOME COLLEGE	NO HIGH SCHOOL DEGREEE
Sarasota County	38.30%	19.95%	4.01%
City of North Port	29.90%	24.61%	6.15%
O-Zone	5.50%	36.10%	27.20%
Florida	32.30%	19.54%	6.55%
United States	37.70%	15.00%	9.00%



AGE | SOCIAL AND ECONOMIC OVERVIEW

	% UNDER 18	% OVER 65
Sarasota County	13.70%	37.70%
City of North Port	17.70%	28.40%
O-Zone	22.30%	18.10%
Florida	19.30%	21.60%
United States	21.70%	17.30%



<https://www.census.gov/quickfacts/sarasotacountyflorida>

<https://worldpopulationreview.com/us-counties/fl/sarasota-county-population>

<https://www.bls.gov/cps/>

<https://www.census.gov/newsroom/press-releases/2023/educational-attainment-data.html>

TARGETED INDUSTRY BUSINESSES

EMPLOYERS	INDUSTRY
Adams Group	Manufacturing
Euro-Wall, LLC	Manufacturing
Florida Cancer Specialist & Research Inst LLC	Healthcare
GulfStar Homes	Corporate Headquarters
Heron Creek Golf & Country Club	Tourism & Entertainment
King Plastic Corporation	Manufacturing/ Corporate Headquarters
LolaBlue LLC	Manufacturing
Millennium Physician Group	Healthcare
North Port Behavioral Health Center	Healthcare
Sarasota Memorial Hospital	Healthcare
Stonewall Logistics Solutions, LLC	Logistics



Data Retrieved from the City of North Port Business Tax Receipt Records, 2024.

SOUTHWEST FLORIDA'S STRATEGIC ADVANTAGE

WELCOME TO NORTH PORT, FLORIDA: YOUR NEXT LOGISTICS AND DISTRIBUTION HUB

North Port is rapidly becoming the strategic choice for logistics and distribution in Southwest Florida. With a pro-business environment, low taxes, minimal regulations and targeted workforce development programs, North Port offers a compelling location for businesses looking to thrive. Key industry leaders, including **King Plastic Corp.**, **Euro-Wall**, **Lolablu**, and **Adams Group**, have already established their operations here. Located between Tampa and Fort Myers on Florida's Gulf Coast, North Port provides seamless access to regional markets, supported by robust infrastructure and a skilled workforce.

A STRATEGIC LOCATION WITH GROWTH POTENTIAL

North Port, a young and dynamic city, has been strategically growing over the past 65 years. Covering 104 square miles, the city boasts a burgeoning population with the youngest median age in the region. The population has surged to nearly 95,000 with projections indicating a rise to 100,000 in the next two years, North Port is the most populous city in its MSA, which ranks among the fastest-growing in the United States.

Home to **Wellen Park**, a top 10 master-planned community, North Port attracts younger, affluent families, resulting in an increasing average median income of nearly \$80,000. The city's leadership is committed to expanding amenities and job opportunities to match the growing demand.



INFRASTRUCTURE READY FOR EXPANSION

In 2023, North Port invested heavily in critical infrastructure, opening thousands of acres of shovel-ready sites along I-75, perfectly suited for logistics, distribution, industrial and commercial uses. The city's forward-thinking leadership, coupled with strong partnerships, has created a business climate ripe for investment. North Port's strategic location makes it an ideal hub for logistics and distribution operations.

To explore opportunities in North Port, contact Vinnie Mascarenhas at VMascarenhas@NorthPortFL.gov or 941-429-7029. For more information, please visit DevelopNorthPortFL.gov.

TARGETED INDUSTRIES



CORPORATE HEADQUARTERS

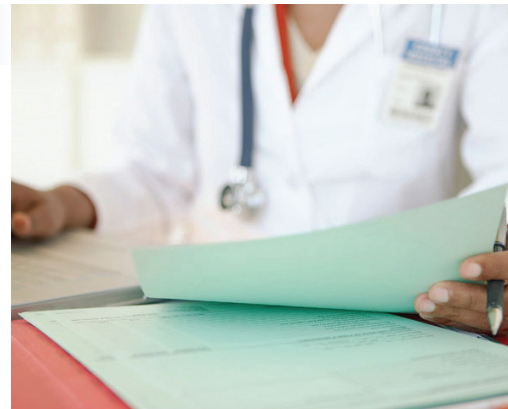
NAICS CODE(S) - 55

The location where a company's executive management, key managerial staff and support staff are housed as the part of a corporate structure that deals with important tasks such as strategic planning, corporate communications, record-keeping, marketing, finance, human resources and information technology.

HEALTHCARE

NAICS CODE(S) - 622

Consists of businesses that provide medical services, manufacture medical equipment or drugs, provide medical insurance, or otherwise facilitate the provision of healthcare to patients.



LIFE SCIENCES

NAICS CODE(S) - 5416 & 5417

The research, development, commercialization, manufacturing, and implementation of innovative treatments, diagnostic tools, healthcare related software, medical devices, services, and equipment that supports the study, protection and improvement of plant, animal and human life.

TARGETED INDUSTRIES



LOGISTICS AND DISTRIBUTION

NAICS CODE(S) - 48 & 49

Involves wholesale trade, transportation and warehousing. Distribution involves the physical transport of goods as part of e-commerce fulfillment while logistics is a larger series of steps that see those goods handled by fulfillment experts.

MANUFACTURING

NAICS CODE(S) - 31, 32, & 33

Includes companies engaged in the transformation of inputs into new products using either a mechanical, physical or chemical process. This industry also includes the assemblage of component parts into new goods.



TOURISM AND ENTERTAINMENT

NAICS CODE(S) - 71 & 72

Establishments where individuals go to enjoy entertainment activities such as concerts, musicals, festivals, magic performances, circuses, comedy, sports events, theatre, dancing and theme parks. This can also include hotels or restaurants.

STRENGTHS

North Port's economic development potential is immense, driven by its growth, strategic location, available land, and commitment to innovation and sustainability:

- **Massive buildout potential:** 12-30 million square feet of potential buildout in major employment centers, bolstered by 3,000 acres of undeveloped land entitled for nearly three million square feet of office, commercial and light industrial use. Additionally, thousands of vacant acres have recently been rezoned to commercial, industrial and mixed-use.
- **Business-friendly policies:** Proactive leadership has incorporated economic development and sustainable growth into the City's Strategic Plan. Adoption of a new Unified Land Development Code (ULDC) positions North Port for sustainable, efficient and long-term growth.
- **Florida's economic advantages:** As the fourth-largest economy in the U.S., Florida offers pro-business tax policies, a competitive cost of doing business and a streamlined regulatory environment.
- **Unique natural and recreational assets:** Home to Warm Mineral Springs Park, Myakka State Forest, Orange Hammock Preserve, over 80 miles of canals and a burgeoning regional trail system, and a few minutes' drive to some of the nation's best beaches, North Port stands out as an ecotourism and sports tourism destination.
- **Strategic incentives:** Impact Fee Deferrals, Economic Development Ad-Valorem Tax Exemptions, Business Incentive Program for Targeted Industries, fast-track permitting and programs like Florida's new Childcare Business Tax Credit make North Port attractive to businesses.
- **Young and growing population:** With a median age of 49, North Port is home to a diverse and skilled workforce, strengthened by its proximity to four new hospitals—HCA Florida Englewood, Sarasota Memorial Health (SMH), breaking ground on two full-service hospitals in 2025, and North Port Behavioral Health—as well as expanded technical education labs, classrooms, and programming at Suncoast Technical College. North Port's current population of approximately 94,000 residents is anticipated to grow to 250,000.
- **Education excellence:** Sarasota County's A-rated school system offers robust career pathways and excels in K-12 and post-secondary education, aligning with workforce needs.

WORKFORCE DEVELOPMENT

- Partner with educational institutions like State College of Florida and Suncoast Technical College to expand programs and certifications in healthcare, manufacturing and trades.
- Collaborate with CareerSource Suncoast, CareerEdge, SCORE and SBDC to address talent pipeline needs.
- Work closely with the Early Learning Coalition of Sarasota County to promote childcare tax credits and housing incentives to attract and retain workers.

RETAIL DEVELOPMENT

- Diversify the retail and entertainment landscape by leveraging available properties.
- Incentivize mixed-use developments in walkable areas and within North Port's 10 activity centers.
- Prioritize retail development near major residential areas to meet growing demand.

TARGETED INDUSTRIES

- Focus on Health Care, Information Technology, Life Sciences, Logistics and Distribution, Manufacturing, Tourism and Entertainment, and Corporate Headquarters, with a robust incentive toolkit including fast-track permitting, fee mitigation and public-private partnerships.
- Highlight proximity to I-75, deep seaports, international airports, Tampa and Ft. Myers to attract regional investments.
- Two interchanges off I-75 with a third coming in 8-10 years.
- Enhance marketing for shovel-ready sites in the innovation corridor.

ORGANIZATION IMPROVEMENTS

- Build capacity within the Economic Development Division by hiring specialized staff.
- Invest in professional development to stay abreast of industry trends and best practices.
- Streamline interdepartmental workflows to improve response times and efficiency.

MARKETING AND OUTREACH

- Leverage **DevelopNorthPortFL.org** to serve as a resource hub for developers, investors and businesses.
- Leverage digital marketing, trade shows, and networking events to expand visibility and attract new businesses.
- Engage with site selectors and stakeholders through inbound and outbound missions and data-driven presentations and newsletters.

INTERDEPARTMENTAL SUPPORT

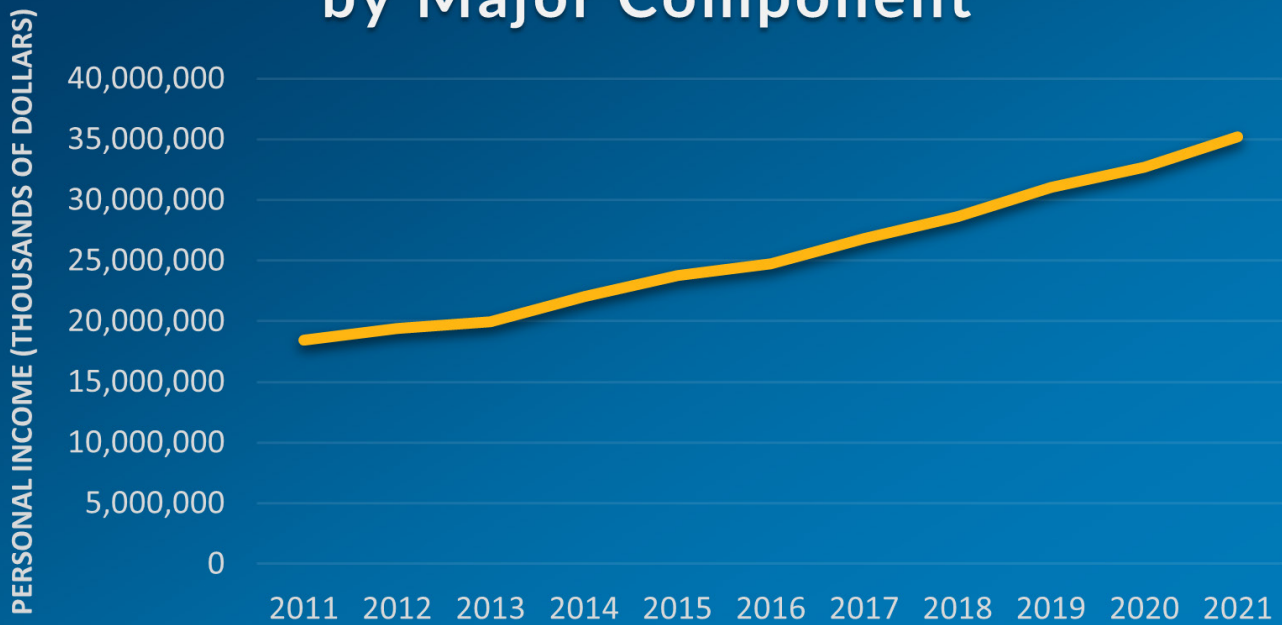
- Provide ombudsman services to target businesses to facilitate communication and efficiency between developers and City departments.
- Promote programs such as Fast-Track Permitting to facilitate investment.

NEXT STEPS

- Develop a five-year action plan focusing on targeted industries, infrastructure expansion and marketing efforts.
- Create metrics to evaluate success, such as job creation, commercial square footage developed and workforce retention rates.
- Foster partnerships with regional and state entities to leverage grants, incentives, resources and expertise.

PERSONAL INCOME AND EMPLOYMENT

Personal Income and Employment by Major Component



YEAR MEASURED	PERSONAL INCOME (\$)	YEAR MEASURED	PERSONAL INCOME (\$)	YEAR MEASURED	PERSONAL INCOME (\$)
2011	\$18,461,412	2015	\$23,789,178	2019	\$31,047,512
2012	\$19,416,027	2016	\$24,762,875	2020	\$32,705,125
2013	\$19,950,833	2017	\$26,827,089	2021	\$35,234,656
2014	\$22,052,048	2018	\$28,628,546		

Data Retrieved from the Bureau of Economic Analysis, U.S. Department of Commerce, 2022 Personal Income Report.



CITY OF NORTH PORT

SOUTHWEST FLORIDA'S BEST-KEPT SECRET

As Sarasota County's largest municipality by population and land mass, North Port has joined the ranks of the fastest-growing cities in the nation.

It's easy to see why. Catch a ballgame at the Atlanta Braves Spring Training Facility, CoolToday Park, take a dive back in time with Warm Mineral Springs Park, or discover a developing downtown in Wellen Park.

Whether you are looking for a destination to enjoy for days or decades, North Port has something for everyone.

JOIN THE GROWTH!

Infrastructure expansions, vast undeveloped lands, and a thriving community awaits in North Port, Florida.



NORTH PORT | FLORIDA

VISIT US

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North Port, FL 34286

CONTACT US

941-429-7029
EconomicDevelopment@NorthPortFL.gov
DevelopNorthPortFL.gov

Data subject to change. Developed by the City
of North Port Economic Development Division.

*UNLOCK OPPORTUNITIES
IN NORTH PORT, FLORIDA*

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