

Jason Willey

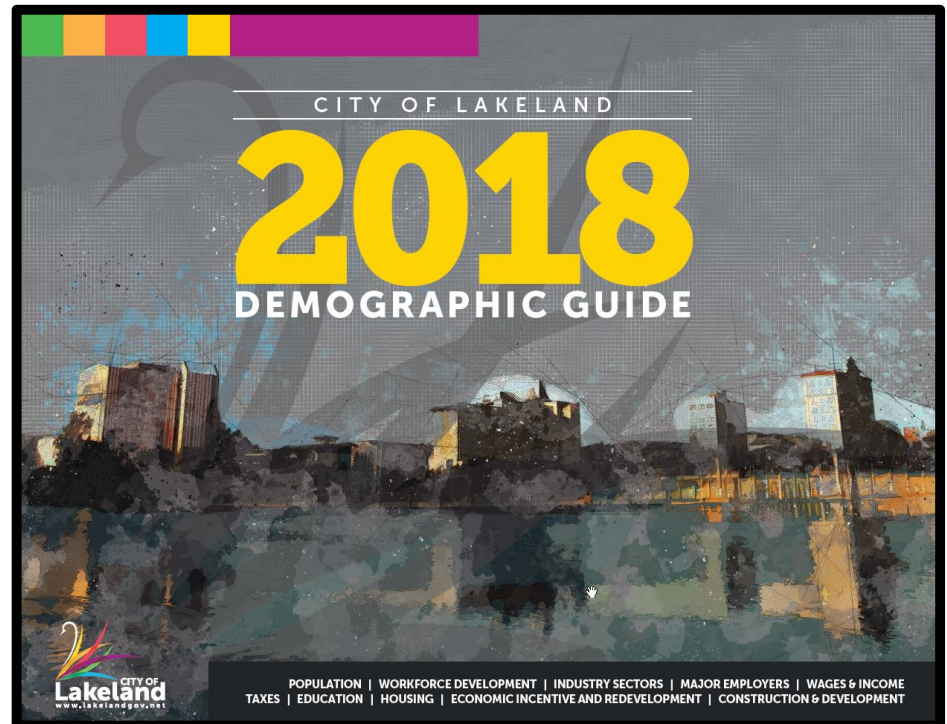
- Jason Willey, Business Development Manager for the City of Lakeland and has worked for the City since 2000.
- Responsible for all of the City's internal economic and business development activities. Working closely with developers, engineers, architects and realtors, much of Jason's time is spent navigating processes, solving problems and facilitating growth.
- Has a Bachelor of Science in Public Administration from Florida State University and a Master's Degree in Business Administration from Webster University.
- Graduate of Leadership Lakeland Class XXX and Leadership Polk Class IX.
- On the Board of Directors for St. Paul Lutheran School, and Lakeland Vision and serves several other advisory boards and committees.
- Married to Devy for 16 years and is the proud father to two children, Spencer 13 and Charlotte 7.
- Enjoys spending time with family, running, soccer and traveling.



Jason Willey, City of Lakeland Business Development Manager

City of Lakeland Economic Development Update

Jason Willey
City of Lakeland
Business Development
Manager



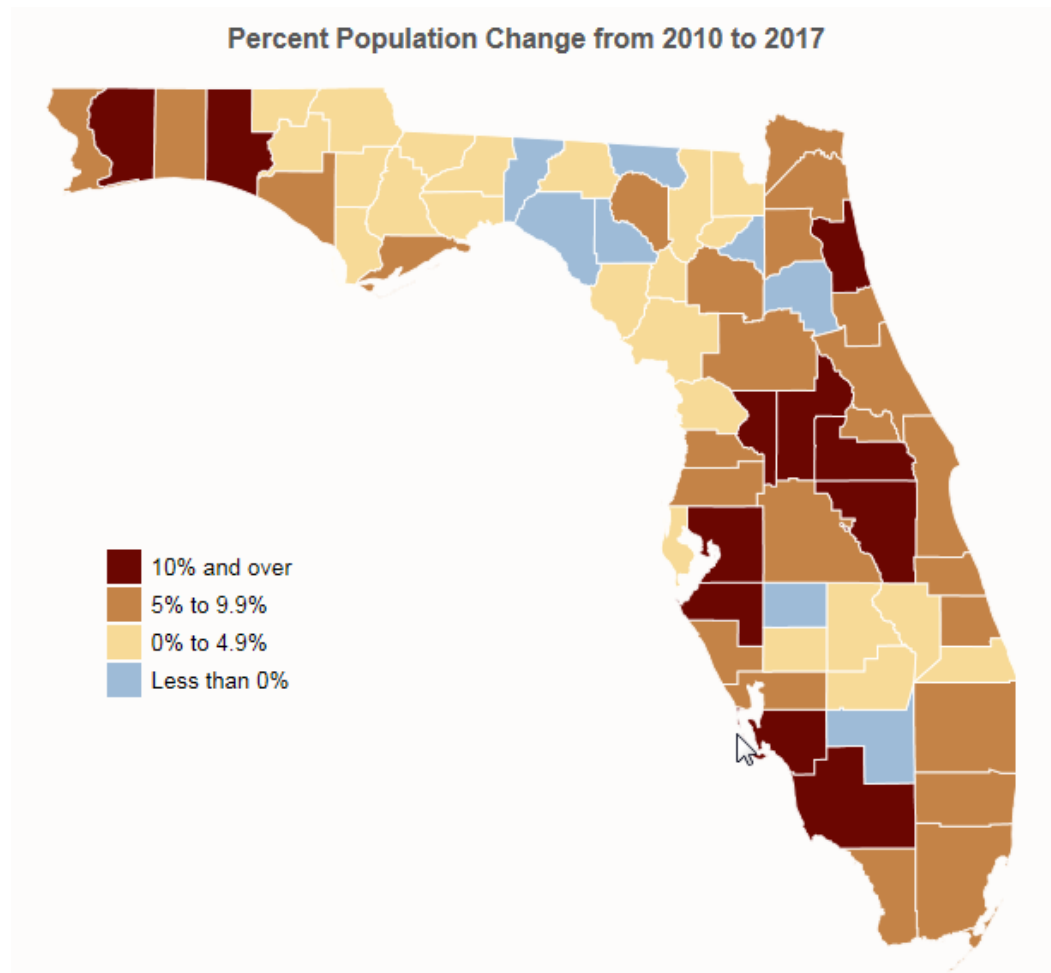
| Year | Population | Sq. Miles |
|------|------------|-----------|
| 1960 | 41,350 | 16.78 |
| 1970 | 42,803 | 17.17 |
| 1980 | 47,406 | 20.59 |
| 1990 | 70,576 | 44.23 |
| 1995 | 74,626 | 50.55 |
| 2000 | 78,452 | 51.91 |
| 2005 | 90,851 | 71.38 |
| 2010 | 97,422 | 74.48 |
| 2011 | 97,690 | 74.62 |
| 2012 | 98,200 | 74.75 |
| 2013 | 98,773 | 74.83 |
| 2014 | 100,728 | 74.84 |
| 2015 | 101,517 | 74.84 |
| 2016 | 102,507 | 74.84 |
| 2017 | 104,185 | 75.02 |

2017 Population Estimates

| | |
|-------------|------------|
| Lakeland | 104,185 |
| Polk County | 658,517 |
| Florida | 20,363,867 |

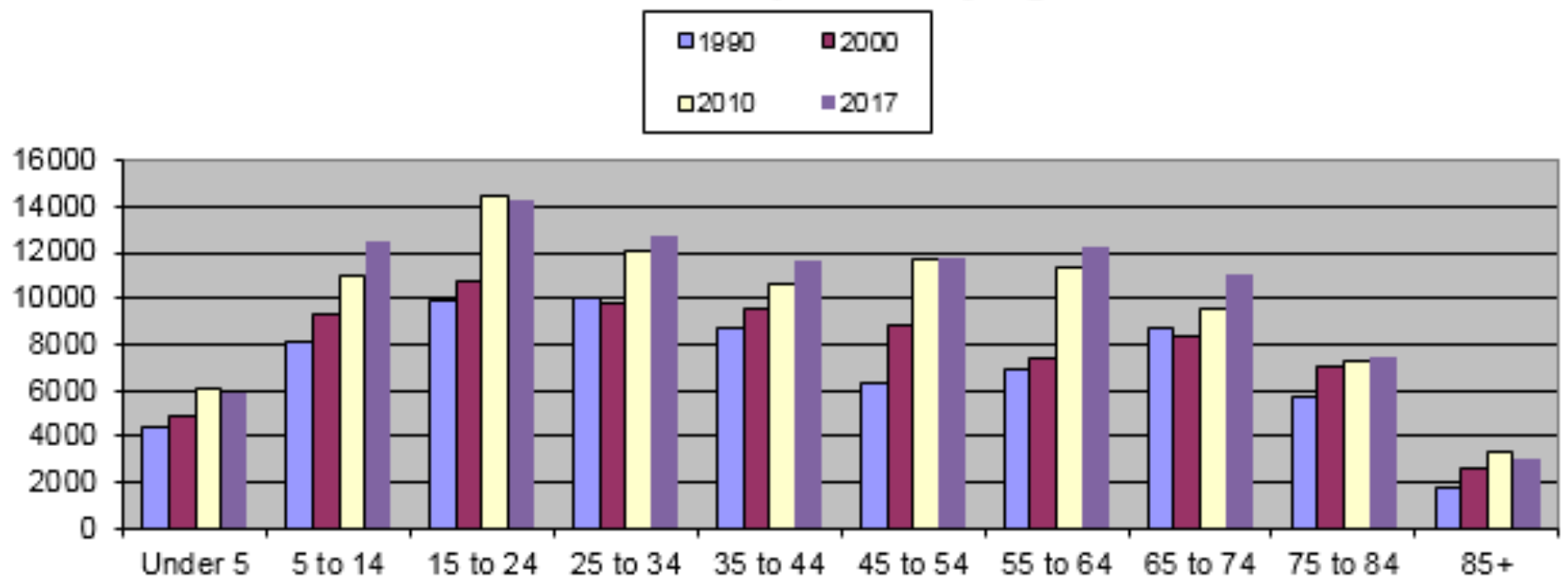
Population and Growth

Population and Growth

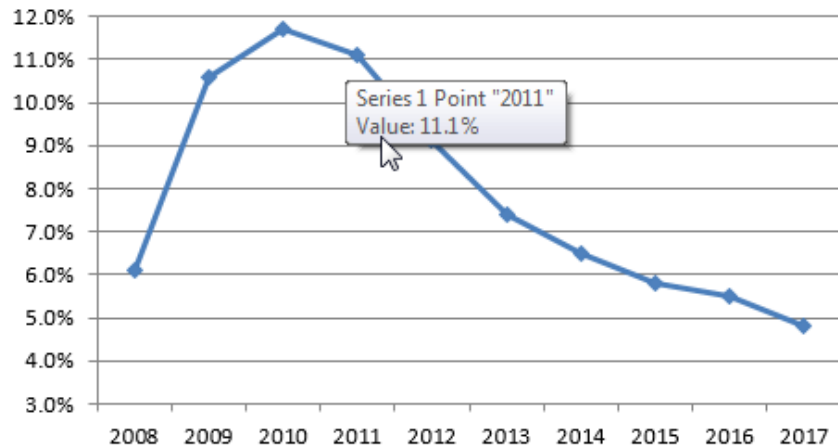


Population and Growth

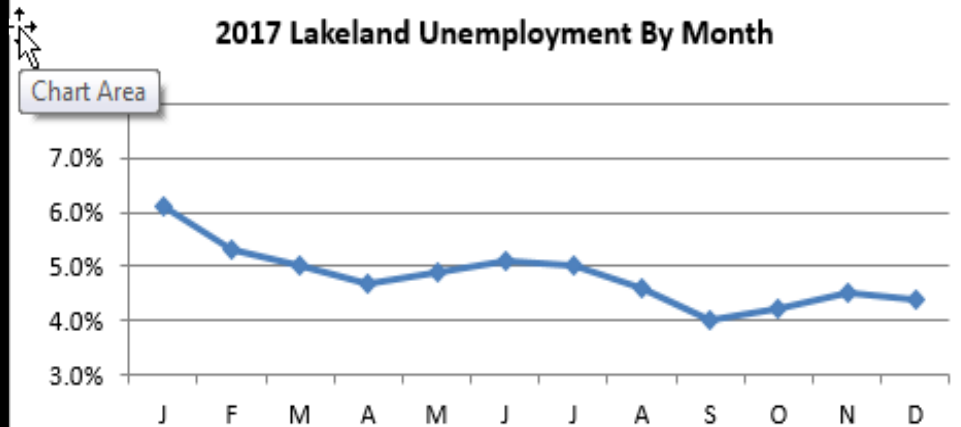
Lakeland Population by Age



Lakeland's Average Unemployment Rate

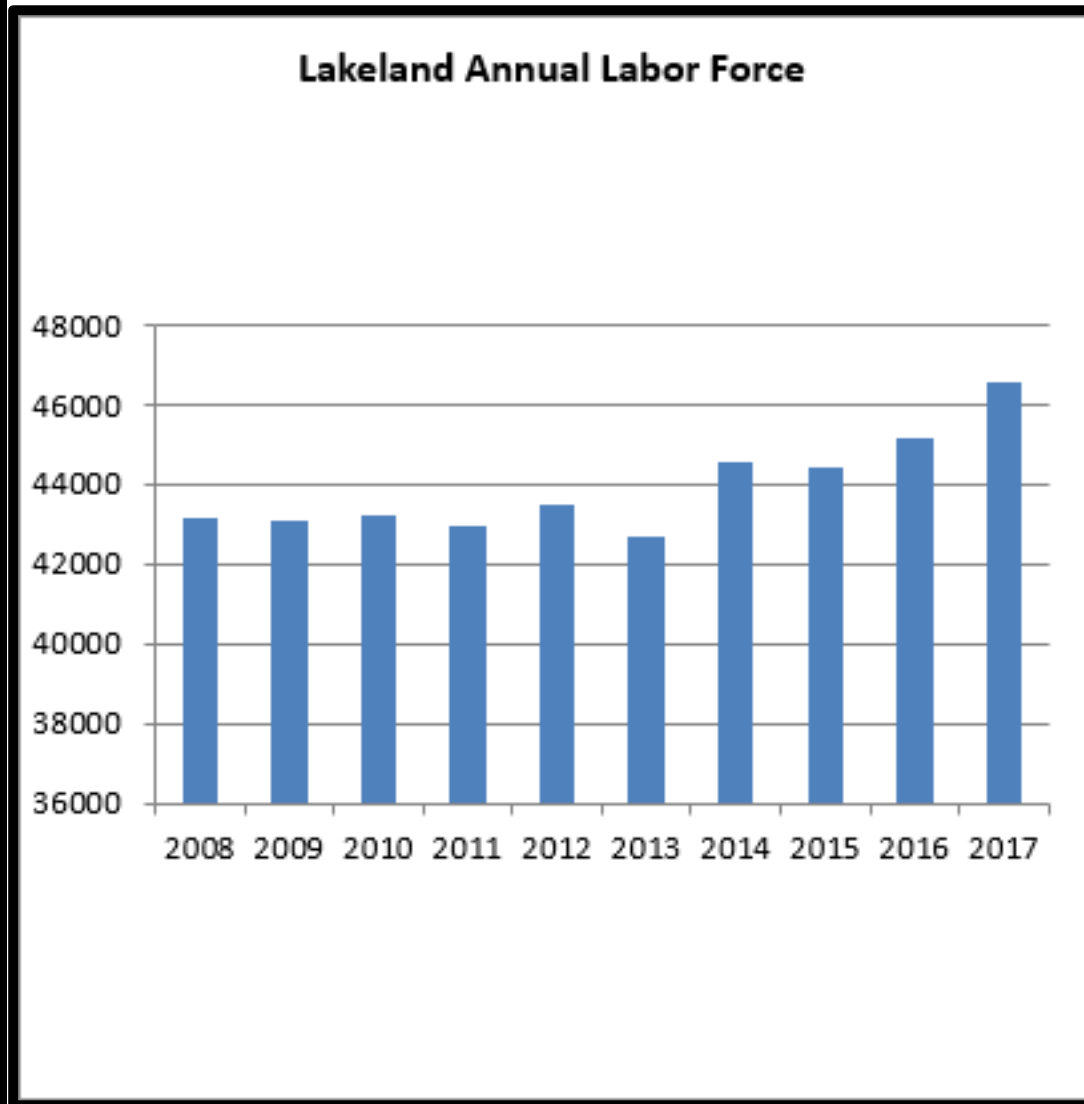


2017 Lakeland Unemployment By Month

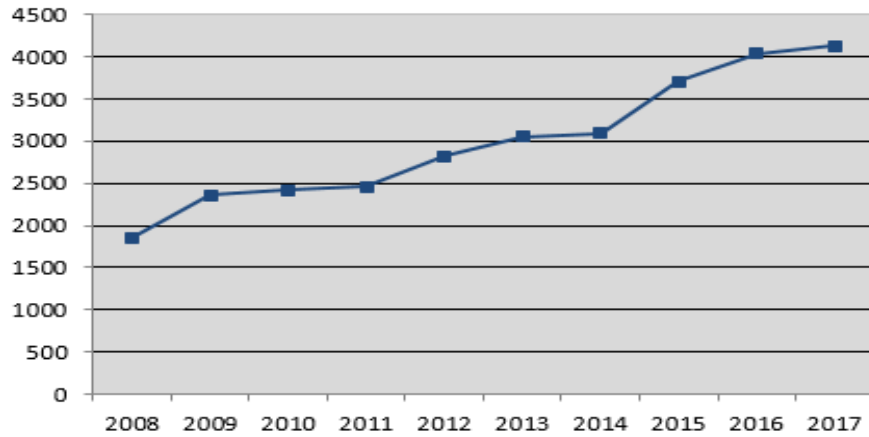


Workforce Development

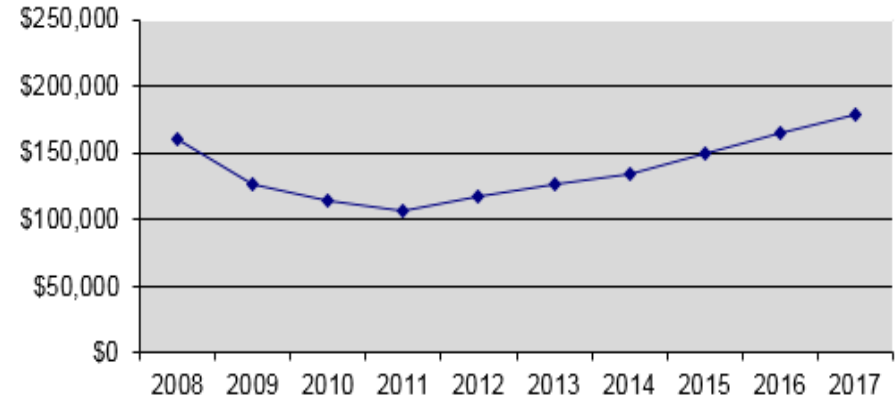
Workforce Development



Housing Sales in Lakeland

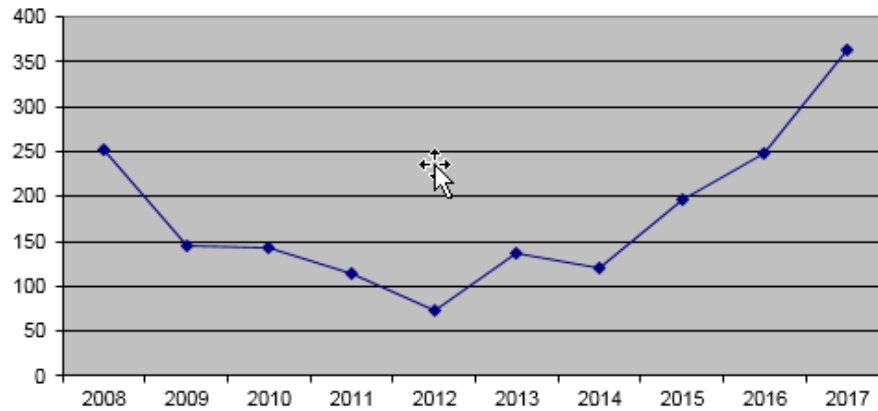


Housing Prices in Lakeland



Housing

2008 - 2017 Single Family Permits in Lakeland

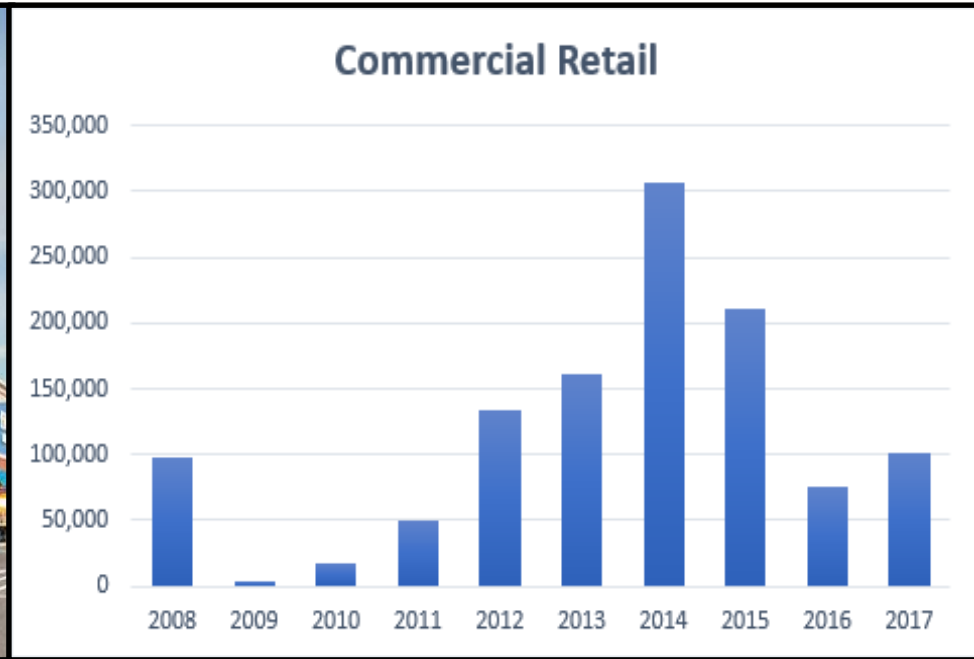


Residential Construction

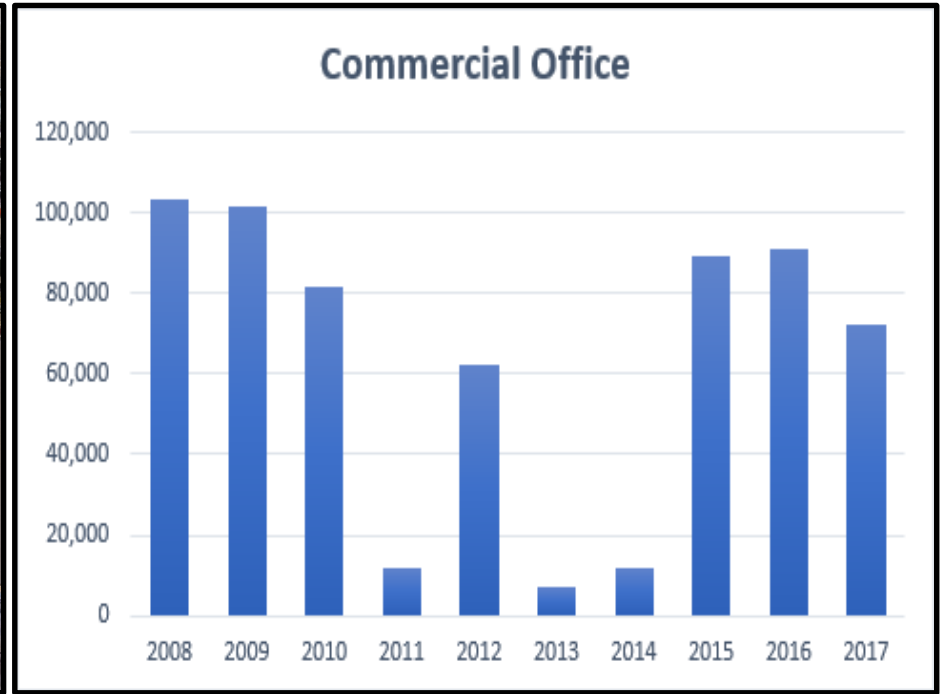
Multi-Family Construction

- 50 M/F Permits in 2017
- 33 M/F Permits in 2016
- 600 Units completed in LE Service Area in 2015-2017

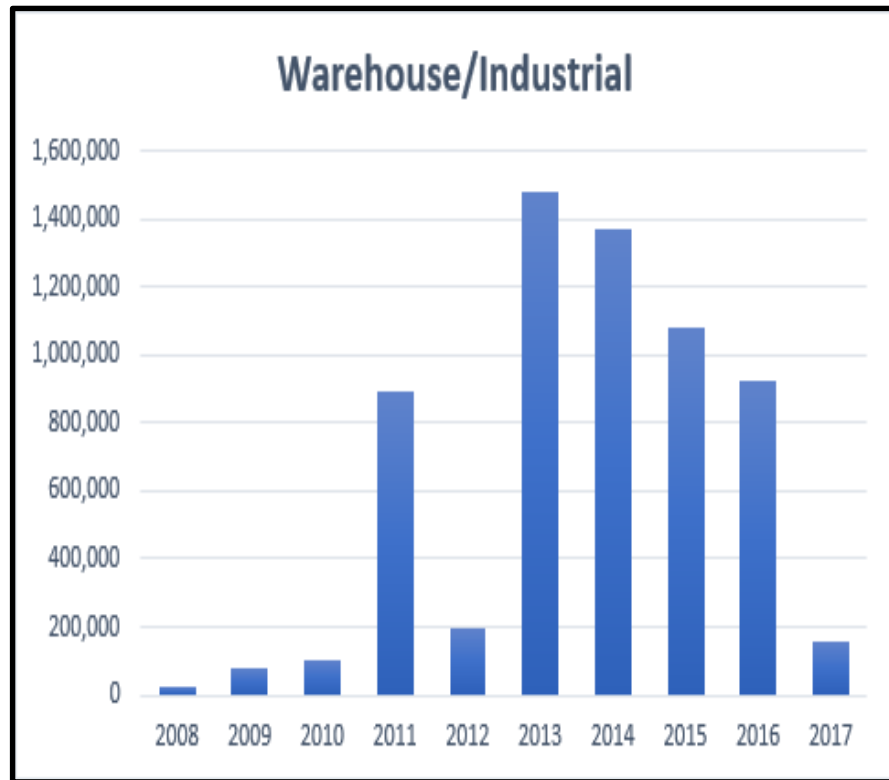




Retail Construction Activity



Office Construction Activity



Industrial Construction Activity

Jobs and Capital Investment

- 553 Jobs
- \$75,492,500 Capital Investment

Incentivized Projects in Lakeland

- 10 Incentives Approved

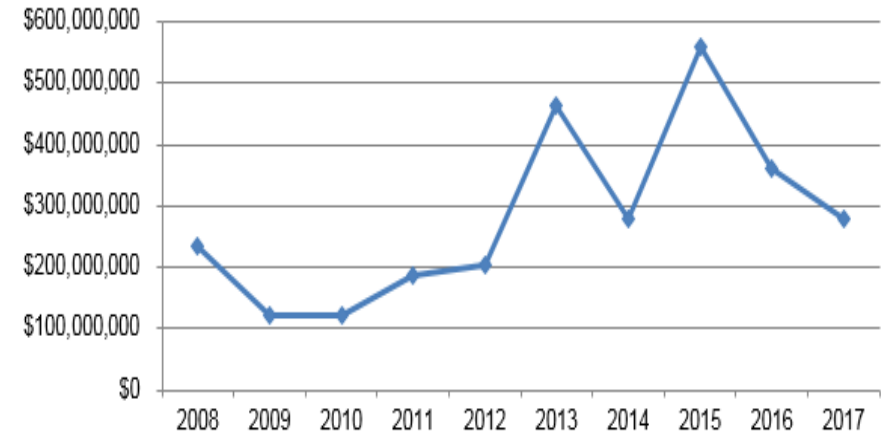
| Projects | Jobs | Square Feet | Est. Capital Investment |
|----------|-------|-------------|-------------------------|
| 25 | 533 | 1,861,000 | \$109,700,000 |
| 24 | 1,674 | 1,522,450 | \$67,200,000 |
| 22 | 1,850 | 1,431,517 | \$30,045,000 |
| 20 | 768 | 770,968 | \$15,365,555 |
| 7 | 1,315 | 1,269,673 | \$33,805,000 |
| | 1,110 | 1,640,489 | \$29,932,600 |
| | 610 | 1,309,512 | \$38,115,337 |
| | 719 | 1,229,174 | \$53,378,425 |
| | 318 | 1,003,878 | \$83,007,817 |
| | 1,468 | 434,006 | \$70,671,672 |
| | 401 | 691,833 | \$35,714,000 |
| | 212 | 630,220 | \$13,007,000 |
| | 92 | 1,464,786 | \$123,250,000 |
| | | 1,419,893 | \$89,120,000 |
| | | 1,386,766 | \$146,827,000 |
| | | 1,526,151 | \$114,000,000 |
| | | 1,035,991 | \$74,985,000 |
| | | 1,336,532 | \$75,492,500 |

7,604 Permits Issued in 2017

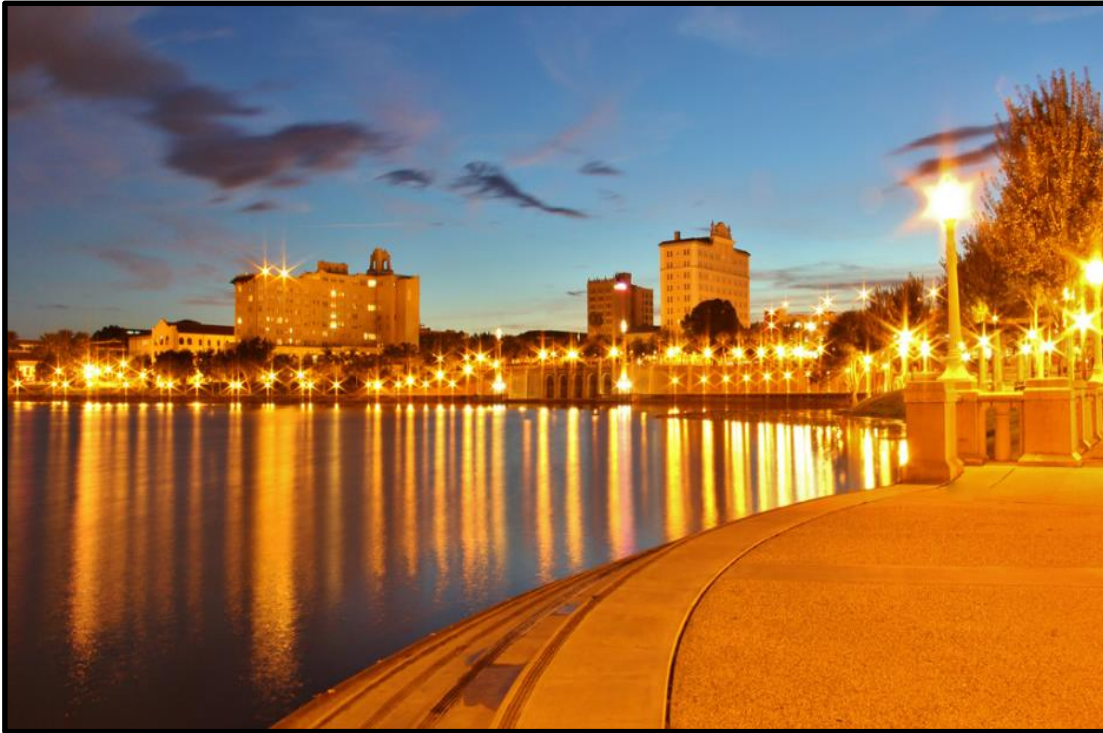


■ Commercial ■ Residential ■ Other

Total Permit Valuation



Permitted Projects in Lakeland



- Population and Growth
- Communicate
- Be Competitive/Incentive
- Telling our Story

Lakeland Moving Forward