



Lake Wales

2024

Prepared By CFRPC

Economic Development Strategy

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PREPARED BY



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The City thanks the Florida Department of Commerce for the award of the 2023-2024 Competitive Florida Partnership Grant which assisted in funding the Lake Wales Economic Development Strategy.

Executive Summary

The Florida Department of Commerce (FloridaCommerce) awarded the city of Lake Wales funding through the Competitive Florida Partnership Grant Program to prepare an action-oriented economic development strategy. The city engaged the Central Florida Regional Planning Council (CFRPC) to provide an Economic Development Strategy (Strategy). The Strategy includes a review of existing economic development documents, facilitates public participation, outreach, and engagement with residents.

Tasks completed include:

Stakeholder Engagement Strategy

Project Kick-Off Meeting, & Community Conversations

Community Asset Inventory list & Community Asset Mapping Exercise

Community Workshop

Economic Development Strategy, Recommendations & Implementation Strategy's

General History

Lake Wales was founded in 1911, incorporated in 1917, and the city of Lake Wales was granted its municipal charter in 1921. The city, with a population of approximately 17,3591, is located in central Florida at the junction of US Highway 27 (north / south) and State Road 60 (east / west), which are major highway corridors and vital to supporting and advancing economic development activity. Lake Wales has an employed civilian population of 36.13 percent which is well below Polk County (42.7 percent) and the state (46.04 percent).

Community Engagement and Partner Organizations

A continuous goal of the city of Lake Wales and its partners has been to advance strategies to promote economic development. This plan resulted from extensive collaboration between the city of Lake Wales and various stakeholders, including local, state, and federal partners and non-profit organizations. These partners assisted in identifying community challenges and assets and providing recommendations to guide future public investment and policy decisions. The city and its partners are committed to coordinating and collaborating to promote the city of Lake Wales as a destination for business. The city and the CFRPC engaged with key entities, including:

Lake Wales Area Chamber of Commerce & Economic Development Council

Lake Wales Community Redevelopment Agency

City of Lake Wales Police Department

Central Florida Development Council

Lake Wales Municipal Airport

Lake Wales Youth Leadership

Lake Wales History Museum

City of Lake Wales Residents

Lake Wales Charter Schools

City of Lake Wales Library

Lake Wales Care Center

Lake Wales Main Street

Lake Wales Arts Council

This collaborative approach ensured a well-coordinated, locally led approach to economic development.

In partnership with the city of Lake Wales, five community meetings were organized, three project presentations were provided, and seven stakeholder engagement meetings were held over the span of several months (One-on-One engagement meeting reference material is not included in this document but is referenced in total meeting count). Flyers were created to advertise public meetings which were scheduled for the evening to allow residents the flexibility to attend. Meeting notices were posted on the City's website, on the City's Facebook page, and included in Lake Wales News.Net. Additional information pertaining to all community meetings can be found in Appendix B.

Figure 1: Notice of Project Kickoff Meeting



Economic Development

In an effort to showcase rural communities, aviation, and the work of the many economic development agencies in the region, the Central Florida Regional Planning Council, in partnership with community partners hosted a visit from Secretary Kelly of FloridaCommerce and Senator Grall on April 8th and 9th, 2024.



During a visit to the Lake Wales Municipal Airport, staff provided an overarching review of economic development as it relates to the city and Airport. Over the past 10 years the Federal Aviation Administration, Florida Department of Transportation and the city have partnered together to complete major planning and infrastructure projects on the airfield.

Strategy Highlights

- The 2022 5-Year American Community Survey shows that approximately 20.3 percent of the population in Lake Wales falls below the poverty level compared to 12.9 percent at the state level. Approximately 28.0 percent of people under 18 years old are below the poverty level in Lake Wales compared to 17.7 percent at the state level and approximately 17.0 percent of the population over 65 years old are below the poverty level compared to 11.0 percent at the state level.
- Within Lake Wales, approximately 19.6 percent of the total population identify as Black or African American and 27.5 percent identify as Hispanic or Latino which exceeds state

percentages. Approximately 39.9 percent of the population in Lake Wales that identify as Black or African American is below the poverty level compared to 20.0 percent at the state level. Approximately 22.3 percent of the population that identify as Hispanic or Latino in Lake Wales is below the poverty level compared to 15.5 percent at the state level. Approximately 13.1 percent of the population of Lake Wales that identify as two or more races is below the poverty level compared to 13.6 percent at the state level. Approximately 16.2 percent of the population of Lake Wales that identify as White is below the poverty level compared to 10.7 percent at the state level. Approximately 15.2 percent of the population of Lake Wales that identify as Some Other Race is below the poverty level compared to 18.3 percent at the state level.

- When looking at state, county, and local educational attainment for 2023, Lake Wales has a greater percentage of individuals over the age of 24 who did not receive a high school diploma or equivalent (12.42 percent) than both Polk County (11.54 percent) and the state of Florida (9.11 percent). Additionally, the city has a lower percentage of combined associate, bachelor's, and graduate degree earners (32.56 percent) than the County (34.04 percent) and State (45.24). However, Lakes Wales's bachelor's and graduate degree attainment is in line with Polk County's at 15 percent and 9 percent.
- The white-collar employment classification serves as the leading occupation group in Lake Wales at 47 percent, followed by blue collar employment (30 percent), and services employment (23 percent). The white-collar employment segment is 15.2 percentage points below the U.S. percentage. The blue-collar occupation segment is 8.6 percentage points above the U.S. followed by services employment at 6.6 percentage points above the U.S.

Community Survey

In partnership with Lake Wales Charter Schools the CFRPC developed a Community Survey to engage the youth of the city. The Community Survey was distributed to Lake Wales High School students and included nine community focused questions, with the final question allowing respondents to fill in their responses.

Respondents completed the survey via SurveyMonkey. The resulting data was provided to the CFRPC by Lake Wales High School representatives for analysis. The community survey garnered 608 responses with students emphasizing a need for affordable housing, living wage local jobs, and community entertainment facilities/youth programming. Of note, 43 percent of respondents indicated they were Not Very/Not at All Likely to Remain in Lake Wales to further educational and or professional pursuits, following graduation.

Key Implications

Existing land use prioritizes Agricultural (36.76%), Future Land Use prioritizes Low Density Residential (47.12%), and Zoning prioritizes single family residential (28.42%). To enrich efforts to meet the economic goals of the city, additional commercial and industrial opportunities and where to drive this type of targeted development should be addressed.

The fastest growing industries in Polk County align with the blue-collar employment classification, however the fastest growing occupations (Top 10) are a mix of white and blue collar jobs with most occupations requiring a high school diploma or less. Those occupations requiring a bachelor's degree or greater have higher wage opportunities. Leveraging career academy program offerings at Lake Wales High School, the high

concentration of higher education institutions and creating connections between the student talent and local companies provides for an opportunity to facilitate public and private relationships and build a skilled workforce around the identified growing industries. Attracting infill growth and cultivating partnerships with the private sector would serve as catalysts for the city, drawing new businesses to the area and connecting local talent to fill the growing labor demands in Polk County and the city of Lake Wales.

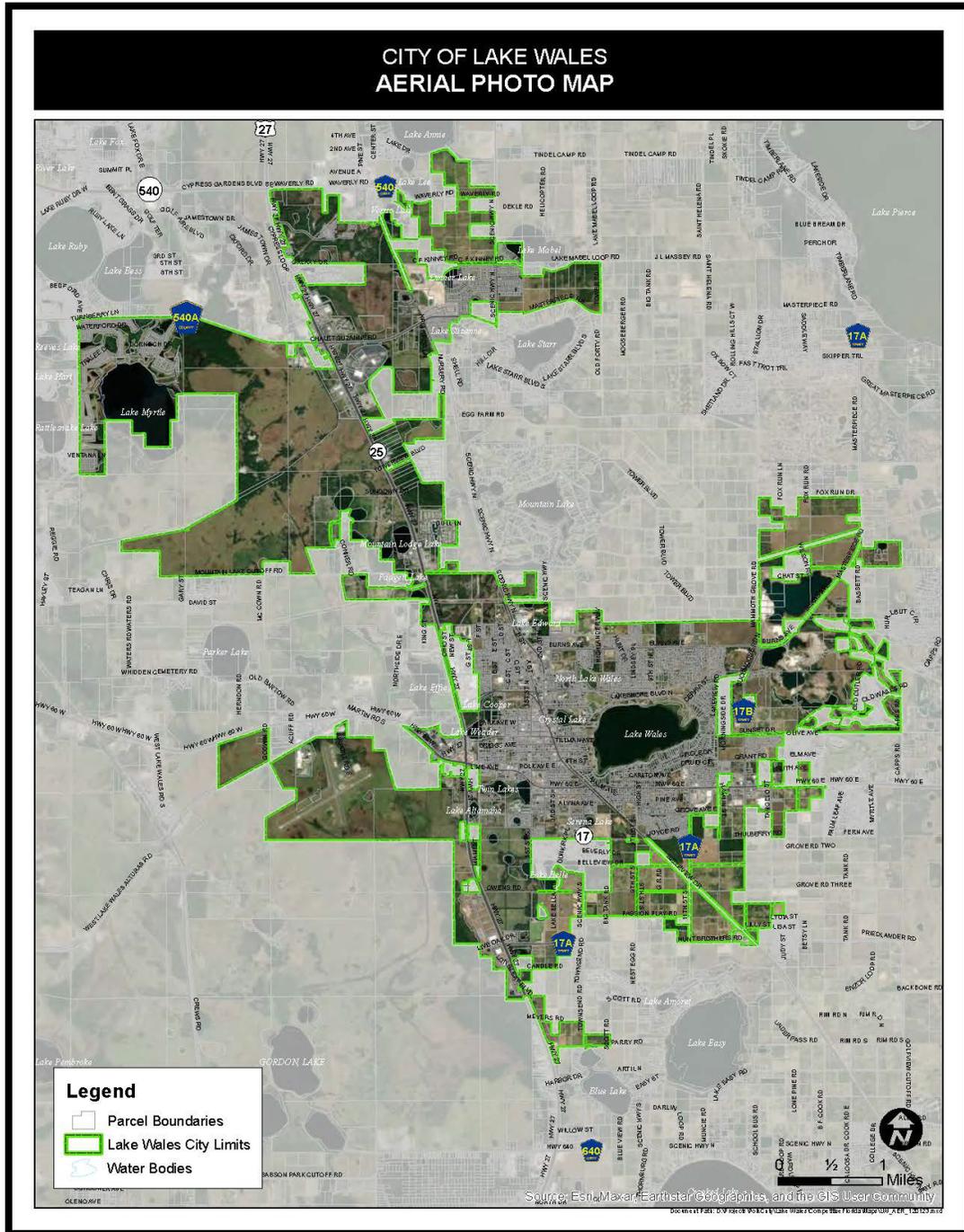
Economic Development Strategy Recommendations & Next Steps

In an effort to encourage economic development, five strategy recommendations were identified. The strategies provide a framework for the development of initiatives, programs and projects that may be utilized to bring together future resources, assets, and partner organizations to overcome challenges. The goals are designed to guide future public investment and policy decisions.

- Encourage Innovation in Land Planning and Site Development.
- Formulate Economic Development Strategies that Take Advantage of Existing and Proposed Government Projects and Programs.
- Enhance Economic Development by Supporting Existing Businesses and Attracting New Investment.
- Leverage the Value of Area Natural Resources and Enhance Pedestrian Access.
- Implement Resiliency Strategies to Reduce the Impacts of Climate and Disaster Related Impacts on The Built Environment.

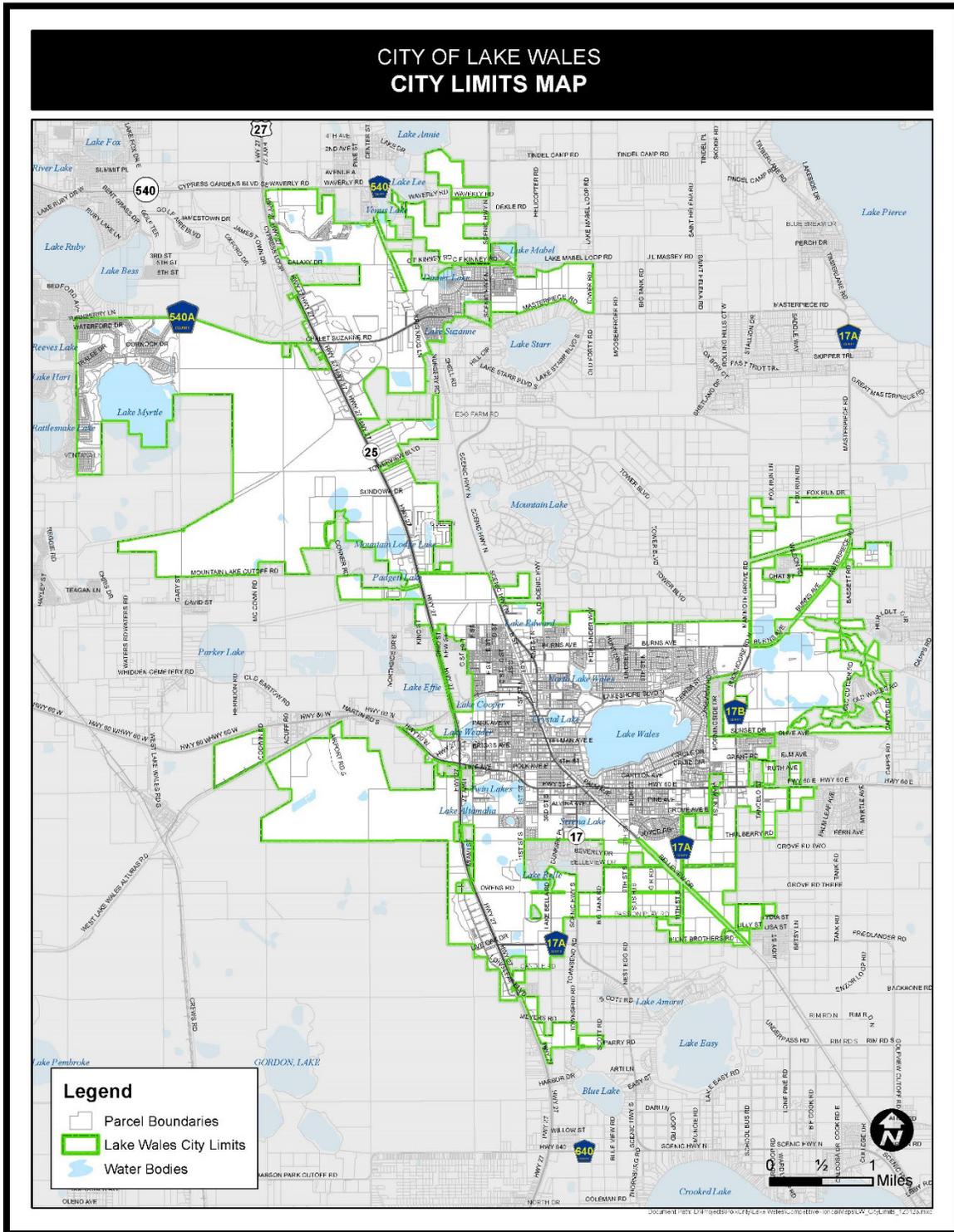
The city of Lake Wales shares a northern boundary with the cities of Winter Haven and Dundee, and the census-designated place (CDP) of Waverly and is located less than a half mile from the Village of Highland Park to the south¹. Map 1 & 2 identifies the boundaries of the city.

City of Lake Wales Aerial Map-1



¹ Lake Wales Comprehensive Plan (2018)

City of Lake Wales City Limits Map-2



Project Vision Statement

The city of Lake Wales offers a high quality of life where residents can build a life, family and business, and where high wage high skill industry can bring new wealth, ideas, and economic growth.

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Introduction

Purpose and Scope

The Lake Wales Economic Development Strategy (Strategy) is intended to support future economic growth and development within the city of Lake Wales. The Strategy will serve as a critical tool in advancing efforts to support and foster development opportunities. This plan includes:

1. A clearly defined vision statement.
2. Goals and measurable objectives
3. Actionable projects to accomplish the city's goals and objectives.
4. Explanation for how goals, objectives, and actionable projects were prioritized.
6. A timeline built into the action plan
7. An organization identified to lead each project.
8. A defined process for updating or maintaining the strategy.
9. A section that addresses regional partnerships and collaborations.
10. A section that discusses how the public was involved in the creation of the strategy.

Methodology

The Strategy includes a review of existing economic development documents, facilitation of public participation, outreach and engagement with residents, and a comprehensive inventory of community assets. The Central Florida Regional Planning Council (CFRPC) began this effort by gathering land use documents, community plans and assessments, annual reports, and strategic plans. Through a review of existing reports and strategic planning documents, community workshops and conversations, data analysis, and field work, an analysis of the current socioeconomic and demographic conditions of the city is provided. ESRI Business Analyst (ESRI), Bureau of Economic and Business Research (BEBR), and additional data sources were utilized to determine population, examine local market opportunity, and analyze community characteristics within the city and neighboring communities.

Community Engagement and Regional Partnerships

A continuous goal of the city of Lake Wales and its partners has been to advance strategies to promote economic development. This plan resulted from extensive collaboration between the city of Lake Wales and various stakeholders, including local, state, and federal partners and non-profit organizations. These partners assisted in identifying community challenges and assets and providing recommendations to guide future public investment and policy decisions. The city and its partners are committed to coordinating and collaborating to promote the city of Lake Wales as a destination for business. The CFRPC engaged with key entities, to include:

- Lake Wales Area Chamber of Commerce & Economic Development Council
- Lake Wales Community Redevelopment Agency
- City of Lake Wales Police Department
- Central Florida Development Council
- Lake Wales Municipal Airport
- Lake Wales Youth Leadership
- Lake Wales History Museum
- City of Lake Wales Residents
- Lake Wales Charter Schools
- Polk County Government
- City of Lake Wales Library
- Lake Wales Care Center
- Lake Wales Main Street
- Lake Wales Art Council

This collaborative approach ensures a well-coordinated, locally led approach to economic development.



Characteristics of the Regional Economy

Florida has long been thought of as an attractive place to live, work and recreate due in large part to the warm weather, beaches, and no personal income tax. Located geographically in the center of the Florida peninsula, the central Florida region serves as an appealing place to locate due to its relatively inexpensive land and housing prices in comparison to the coastal metropolitan areas of the state. The region is surrounded by fast-growing areas on the east and west coasts of Florida, the Orlando metro area to the northeast and includes vast areas of agricultural and vacant land.

The estimated total 2023 population of the 5-county central Florida region (DeSoto, Hardee, Highlands, Okeechobee, and Polk Counties) is 1,002,211. Polk County represents the most populated county with 797,616 residents, followed by Highlands County with 104,385 residents². Polk County is expected to remain the most populous county and the center of the region’s job market and is one of the fastest growing counties in the United States. The increase in population is likely to stimulate economic activity through the expansion of labor supply, making the region attractive to business and industry.

The region has a number of assets and strengths. There are economic opportunities in many industries, some of which are opportunity clusters for the future. The main economic activities of the region include agriculture and natural resources (primarily citrus, sugar cane cultivation and cattle ranching) and services including health care, and tourism.

Unlike many rural areas across the country, the Central Florida Economic Development District’s (CFEDD) five-county area of DeSoto, Hardee, Highlands, Okeechobee, and Polk counties (referred to as the “Region”) is still expecting population growth in the coming years. Wages and income are not keeping pace with statewide and national trends, however. Unemployment is high, and educational attainment is lower than statewide and national average.

THE REGION AT A GLANCE

Some of the economic development issues in the region include:

- The need to build a skilled workforce and increase average wages;
- The need for greater infrastructure planning and capital commitment;
- The need for sufficient resources, particularly for rural economic development; &
- The need to diversify the region’s economy for long term stability and prosperity

An additional 213,000 DWELLING UNITS will be needed by 2060 to accommodate projected population growth



The Heartland’s Population Will Increase by more than 551,000 residents by 2060



High Speed Rail and Other Passenger Rail Services would provide economic opportunity, and alternatives to highway travel should future extension considerations include the region



Heartland Transportation Infrastructure Includes:

- **1,628** Miles of State and US Highways
- **490** Miles of Railroad Track
- **12** General aviation airports
- **4** Amtrak Stations



Prominent Industries of the Region include health care, agriculture, freight, mining, ecotourism, and service

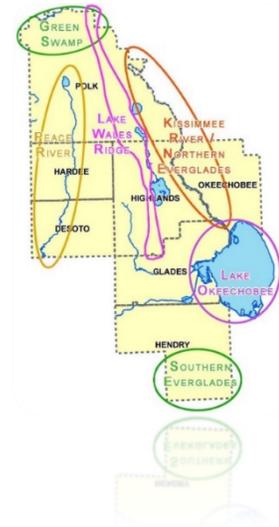
Source: Heartland2060 Revisited & 2023 Comprehensive Economic Development Strategy

² 2023 Comprehensive Economic Development Strategy

Environment & Natural Resources

The Heartland region is the point of origin for significant natural resource systems influencing much of peninsular Florida. The Green Swamp is the potentiometric high for the principal groundwater resource of the peninsula, the Floridan Aquifer, which supplies drinking water to nearly 10 million people. The Green Swamp provides headwater features for four river systems in the jurisdiction of three water management districts. Two of these river systems provide critical freshwater inputs to federally designated National Estuary Programs. The Kissimmee River is the principal freshwater source for Lake Okeechobee and the Everglades. The Lake Wales Ridge contains the remnants of a globally unique endangered habitat and supports distinctive plant and wildlife species found nowhere else in the world.

The region plays a pivotal role in the health of ecosystems throughout much of peninsular Florida. Lakes are located throughout the region providing recreational opportunities as well as an important habitat for fish and wildlife.



Water Resources

Water resources, both for economic development and general development use, will be a major challenge facing both the state and this region in the coming decades. Conserving water, developing alternative sources, and reusing water resources will be important elements in the economic development of the region. Wildfire hazard and fire management are also key elements in natural resources planning in the region, as wildfires occur every year, and are more prevalent during droughts. Preservation and restoration of natural habitats and ecosystems and programing water quality will give rise to increased opportunities for ecotourism. As the coastal areas of the state become saturated with population, and the cost of developing and residing along the coasts continues to rise, the central Florida region may become more attractive for population and economic development. The region's resources provide a natural location for the next wave of growth but require water supply planning and conservation measures to ensure water will be available to meet growth.

Community Assessment

The Central Florida Regional Planning Council (CFRPC) is one of ten regional planning councils in the state of Florida and covers a five-county area consisting of DeSoto, Hardee, Highlands, Okeechobee, and Polk counties. The entire region is inland, with no coastal areas, and is both urban and rural in character. The area served by the CFRPC is also known as the Central Florida Economic Development District (EDD) VII and overlaps with one of Florida's Rural Economic Development Initiative (REDI) regions. The REDI is a coalition of state and local governmental agencies whose aim is to foster economic development in economically distressed rural areas. Through this program, REDI designated areas have an array of programs to assist with economic development activities. Lake Wales, which meets at least five economic distress factors, is designated as a Rural Community under REDI provisions and has an employed civilian population of 36.13 percent which is well below the county (42.7 percent) and state (46.04 percent).

Figure 2 CFRPC and REDI Regions



Economic Analysis Report

The following analysis examines the city's current economic landscape through population, industry diversity and major employers, educational attainment, and cost of living. The CFRPC utilized ESRI Business Analyst (ESRI), an online mapping and analysis tool developed and maintained by ESRI to assess the current economic conditions of the city of Lake Wales. ESRI provides the U.S. Census Bureau's

2000, 2010, and 2020 Census data for the United States and Puerto Rico. Census data is updated every 10 years and represents a complete count of the population. Census demographics are point estimates, representing April 1 of the census year.

Population & Key Indicators

The population trends of the state of Florida, Polk County, and the municipalities of Bartow, Winter Haven, Dundee and Frostproof were reviewed to analyze external trends that impact current and future development activity within the city. Census Data reports the city to have a population of 12,131 in the year 2000 and 14,296 in the year 2010 indicating an 8.19 percent increase over a ten-year time frame. ESRI Population Projections for the years 2024 and 2029 indicate an anticipated increase in population (+1,089) over the five-year period. **Table 1** below identifies estimated population trends and future projections within and adjacent to the city.

Table 1: Population Trends & Future Projections

Total Population	Florida	Polk County	Lake Wales	Winter Haven	Dundee	Bartow	Frostproof
2000 (U.S Census)	15,982,378	483,824	12,131	32,248	3,617	15,929	3,138
2010 (U.S Census)	18,801,310	602,095	14,296	38,605	4,262	17,486	2,917
2020 (U.S Census)	21,538,187	725,046	16,361	50,184	5,240	19,343	2,880
2024 (ESRI)	22,779,514	812,640	17,233	57,016	6,048	20,371	3,322
2029 (ESRI)	23,862,875	894,236	18,322	61,416	7,177	22,262	3,617

Source: Census Bureau 2000 and 2010 decennial Census data. ESRI forecasts for 2023 and 2028. U.S.

The Bureau of Economic and Business Research (BEBR) Population Program produces Florida's official population estimates and projections, annually. **Table 2** includes BEBR population projections for the city of Lake Wales with the medium series indicating continued growth over time. These projections refer solely to permanent residents of Florida and do not include tourists or seasonal residents.

Table 2: Estimates of Population 2023

	Census Count April 1, 2020	Population Estimate April 1, 2023	Population Change 2020–2023	Percent Change	Inmate Population April 1, 2023	Estimate less Inmates April 1, 2023
FLORIDA	21,538,187	22,634,867	1,096,680	5	104,129	22,530,738
INCORPORATED	10,831,773	11,355,391	523,618	4.8	17,253	11,338,138
UNINCORPORATED	10,706,414	11,279,476	573,062	5.4	86,876	11,192,600
Polk County	725,046	797,616	72,570	10	3,423	794,193
Bartow	19,309	19,969	660	3.4	172	19,797
Dundee	5,235	5,653	418	8	0	5,653
Frostproof	2,877	3,029	152	5.3	0	3,029
Lake Wales	16,361	17,384	1,023	6.3	0	17,384
Winter Haven	49,219	55,764	6,545	13.3	0	55,764
UNINCORPORATED	444,898	481,262	36,364	8.2	3,251	478,011

Source: U.S. Census Bureau (2020 Census) and University of Florida, Bureau of Economic and Business Research (2023 Estimates).

Taken together, both ESRI and BEBR population estimates speak to population growth over time within the city. With an estimated 6 percent increase in population growth by 2029 City leadership should proactively prepare for the projected growth to ensure the needs of the present and future population are met.

Socio-Economic

To further examine population characteristics, the CFRPC examined gender, age, race, education, and income, within the city. ESRI utilizes U.S. Census-designated race categories by self-identification to include

White, Black, or African American, Asian, American Indian, and Alaska Native, Native Hawaiian/Other Pacific Islander, Some Other Race, and Multiple Races. The racial composition of the city includes individuals who identify as White (56 percent), followed by individuals who identified as Black/African American (23 percent) and Asian (1 percent).

Individuals with Hispanic, Latino, or Spanish origins (also known as ethnicity) self-identify with the Hispanic Population and may belong to any U.S. Census-designated race category. As indicated in **Table 3**, the city has a Hispanic Population of 24 percent for year 2023, placing the city several percentage points below Polk County and the state of Florida for year 2023 and 2028.

Table 3: Comparative Race and Ethnicity

	Race	Florida	Polk County	Lake Wales	Winter Haven	Dundee	Bartow	Frostproof
2023	White	57.09%	59.64%	55.96%	54.41%	47.75%	59.07%	70.57%
2023	Black/African American	15.00%	14.61%	23.33%	23.53%	19.23%	22.41%	7.32%
2023	Asian	3.12%	1.97%	1.04%	2.25%	2.01%	1.51%	0.37%
2023	American Indian/Alaska Native	0.46%	0.56%	0.49%	0.41%	0.68%	0.37%	0.91%
2023	Pacific Islander	0.07%	0.07%	0.04%	0.05%	0.03%	0.04%	0.07%
2023	Other Race	7.55%	9.91%	9.09%	8.42%	13.52%	6.92%	8.13%
2023	Population of Two or More Races	16.72%	13.25%	10.05%	10.92%	16.78%	9.68%	12.63%
	Ethnicity	Florida	Polk County	Lake Wales	Winter Haven	Dundee	Bartow	Frostproof
2023	Hispanic Population	27.02%	26.77%	23.59%	22.50%	35.50%	18.16%	22.98%
2023	Non-Hispanic Population	72.98%	73.23%	76.41%	77.50%	64.50%	81.84%	77.02%
2028	Hispanic Population	27.89%	27.91%	24.08%	23.33%	36.05%	18.67%	23.74%
2028	Non-Hispanic Population	72.11%	72.09%	75.92%	76.67%	63.95%	81.33%	76.26%

ESRI forecasts for 2023 and 2028. U.S

An economic snapshot of the city and neighboring geographies is provided below. **Table 4** displays select economic and demographic data for both the city and neighboring geographies utilizing the ESRI Business Analyst tool. Across counties, the median female age reports to be more mature than the median male age. Of note, the median female age within the city of Lake Wales is 5.4 years more mature (44.9 years of age), while the median male age hovers below 40 years of age (39.5 years of age). Additionally, the female population represents a higher percentage across all geographic locations with the greatest percentage identified within the city of Winter Haven. Population was examined by age cohort and reports high concentrations in the 60-69 and 30-39 age categories.

When looking at state, county, and local educational attainment for 2023 the city of Lake Wales possesses a larger percentage of individuals over the age of 24 that did not receive a high school diploma or equivalent (12.42 percent) than both Polk County (11.54 percent) and the state of Florida (9.11 percent). Additionally, the city has a lower percentage of combined associate, bachelor's, and graduate degree earners (32.56 percent) than the county (34.04 percent) and state (45.24).

Table 4: Socio-Economic Snapshot, Year 2023

		Florida	Polk County	Lake Wales	Winter Haven	Dundee	Bartow	Frostproof
2023	Total Population	22,381,338	775,084	16,456	52,955	6,174	19,342	2,977
2023	Median Male Age	41.4	40.6	39.5	45.6	39.5	36.8	40.5
2023	Median Female Age	44.4	43.3	44.9	49.1	41.6	40.5	46.1
2023	Male Population	49.06%	49.23%	47.84%	47.67%	49.53%	49.77%	51.73%
2023	Female Population	50.94%	50.77%	52.16%	52.33%	50.47%	50.23%	48.27%

		Florida	Polk County	Lake Wales	Winter Haven	Dundee	Bartow	Frostproof
2023	Unemployment Rate	3.5%	3.2%	3.4%	3.3%	0.7%	2.8%	4.7%
2023	Average Household Income	\$97,191	\$81,989	\$68,355	\$75,679	\$64,265	\$79,157	\$62,545
2023	Median Household Income	\$65,081	\$57,572	\$49,489	\$52,561	\$49,436	\$56,741	\$49,881
2023	Per Capita Income	\$38,778	\$30,811	\$27,894	\$29,862	\$22,452	\$28,749	\$26,619
2021	Median Home Value	\$248,700	\$177,900	\$183,106	\$169,896	\$171,074	\$168,352	\$123,459
2023	Median Home Value	\$330,683	\$240,377	\$232,024	\$232,878	\$247,112	\$237,281	\$246,250
2028	Median Home Value	\$345,612	\$243,643	\$236,008	\$237,194	\$255,208	\$239,702	\$247,667
2021	Households (1+ Persons with a Disability)	26.05%	29.73%	31.69%	31.37%	28.99%	30.77%	34.51%
2021	Households Below Poverty Level	12.78%	14.04%	18.90%	17.01%	28.20%	15.41%	14.17%
2023	Total Housing Units	10,242,967	334,195	7,594	23,221	2,547	7,596	1,649
2023	Owner Occupied Housing Units (%)	66.42%	70.66%	54.54%	65.83%	67.92%	61.61%	72.83%
2023	Renter Occupied Housing Units (%)	33.58%	29.34%	45.46%	34.17%	32.08%	38.39%	27.17%
2023	Vacant Housing Units (%)	13.02%	12.99%	11.65%	10.10%	15.31%	7.78%	23.23%
2023	Median Home Value	\$330,683	\$240,377	\$232,024	\$232,878	\$247,112	\$237,281	\$246,250
2023	Total Population Age 80+	5.53%	5.14%	6.89%	7.72%	3.97%	4.78%	5.57%
2023	Total Population Age 70-79	10.36%	10.80%	11.97%	13.79%	8.73%	8.70%	11.05%
2023	Total Population Age 60-69	13.45%	13.41%	13.03%	14.78%	14.20%	11.17%	14.54%
2023	Total Population Age 50-59	12.53%	11.72%	10.64%	11.16%	11.88%	11.55%	11.45%
2023	Total Population Age 40-49	11.60%	11.27%	9.68%	10.02%	11.84%	12.10%	10.78%
2023	Total Population Age 30-39	12.82%	12.44%	12.15%	11.18%	13.06%	12.93%	12.80%
2023	Total Population Age 20-29	12.31%	11.80%	11.28%	10.01%	12.02%	12.51%	12.26%
2023	Total Population Age 10-19	11.09%	11.94%	11.73%	10.78%	12.26%	12.88%	9.87%
2023	Total Population Age 5-9	5.32%	5.90%	6.47%	5.32%	6.33%	6.75%	6.08%
2023	Total Population Age 0-4	4.99%	5.58%	6.16%	5.22%	5.72%	6.64%	5.58%
2023	Population Age 25+: Less than 9th Grade	3.74%	4.72%	5.18%	3.41%	12.07%	2.67%	10.78%
2023	Population Age 25+: 9-12th Grade/No Diploma	5.37%	6.82%	7.24%	6.28%	11.82%	5.60%	12.25%
2023	Population Age 25+: High School Diploma	23.81%	28.77%	27.68%	31.22%	32.56%	31.08%	24.55%
2023	Population Age 25+: GED/Alternative Credential	4.43%	6.04%	5.98%	4.90%	6.09%	6.72%	9.40%
2023	Population Age 25+: Some College/No Degree	17.41%	19.61%	21.36%	21.45%	18.76%	19.10%	23.58%
2023	Population Age 25+: Associate's Degree	10.90%	10.71%	8.61%	11.09%	6.85%	9.69%	5.34%
2023	Population Age 25+: Bachelor's Degree	21.62%	15.57%	15.16%	14.51%	6.97%	17.65%	9.26%
2023	Population Age 25+: Graduate/Professional Degree	12.72%	7.76%	8.79%	7.13%	4.87%	7.49%	4.84%
2023	Educational Attainment Base (Pop 25+)	16,273,855	550,015	11,628	39,192	4,349	13,090	2,171

Source: ESRI, Vintage 2023

Per capita income is defined as the average income earned per resident in a community and is determined by dividing the community's total income by total population. Thus, the higher the per capita income, the higher the buying power of the average resident. Wages and per capita income in the region continue to

lag the behind state and nationally. Per capita income in the city of Lake Wales trails behind both the state and county suggesting stagnant household incomes, underemployment and poverty, and distress.

High wage and high skill job opportunities were identified to be of great concern to participants, across all community outreach initiatives. Additionally, Low Wages/Cost of Living was indicated as a Major Issue, and Living Wage Local Jobs was the top 2 response for “...which three of the following are missing from your community?” in the Lake Wales Community Survey.

Tapestry Lifestyle Segments

ESRI Tapestry Segmentation reflects demographic shifts, consumer markets, and new markets based on socioeconomic data. This provides a comprehensive understanding of residential consumer behavior and the factors that influence specific purchasing decisions based on subgroups within a geographic location. Tapestry Segmentation includes 67 distinct market segments and reflects demographic shifts over the last decade, with data sources that include Census, the American Community Survey (ACS), ESRI's demographic updates, and consumer surveys such as the Survey of the American Consumer from MRI-Simmons. For a broader view of consumer markets, segments are summarized by 14 Life Modes and six urbanization groups.

Lifestyle groupings identified may be utilized to tailor programs and services that best meet the needs of these distinct groups. **Table 5** below depicts the Tapestry Segments for the city followed by brief descriptions, providing insight into local consumer trends. Of note, all of the Lifestyle Segments listed within the city are well above the percentages indicated for U.S. households.

Table 5: (Top 5) Lake Wales Tapestry Lifestyle Segments

Tapestry Segment	2023 Households	2023 U.S. Households
Midlife Constants (5E)	24%	2.4%
Heartland Communities (6F)	2.37%	2.2%
Small Town Sincerity (12C)	12.3%	1.8%
Hometown Heritage (8G)	11.1%	1.2%
Senior Escapes (9D)	10.1%	0.9%
Subtotal	81.2%	8.5%

Source: ESRI, Vintage 2023



Midlife Constants

Midlife Constants are primarily married couples and seniors at or approaching retirement, who reside in smaller communities. They participate in leisure activities including fishing and golf. This market is traditional and prefers to spend on home improvement and gardening.

Demographic Profile

Median Age	47
Average Household Size	2.31
Median Household Income	\$53,200



Heartland Communities

Heartland Communities residents are semirural and semiretired, are primarily homeowners, and they embrace the slower pace of life. They actively participate in outdoor activities and community events, support their local businesses, and favor domestic driving vacations over foreign plane trips.

Demographic Profile

Median Age	42.3
Average Household Size	2.39
Median Household Income	\$42,400



Small Town Sincerity

This market features a semirural lifestyle, with residents who enjoy outdoor activities like hunting and fishing. Residents are price conscience and community oriented. This market includes young parents and senior citizens.

Demographic Profile

Median Age	40.8
Average Household Size	2.26
Median Household Income	\$31,500



Hometown Heritage

The Hometown Heritage market is primarily a family market, married couples (with and without children) and single parents. Typical housing choices of this segment include renters living primarily in single-family homes, and 2–4 unit buildings. They are cost-conscious consumers and tend to save money for a specific purpose.

Demographic Profile

Median Age	32.4
Average Household Size	2.66
Median Household Income	\$28,200



Senior Escapes

Nearly one-fifth of the Senior Escapes market is between 65 and 74 years old and very conscious of their health. This older market enjoys watching TV, and traveling, and holds social memberships. While limited by medical conditions, residents enjoy gardening, bicycling, boating, and fishing. This segment’s typical housing choices include single family, mobile homes, and seasonal residences. These aging consumers largely rely on Social Security income, and only spend within their means.

Demographic Profile

Median Age	54.6
Average Household Size	2.20
Median Household Income	\$38,700

While the Tapestry Segmentation provides consumer profiles that are general in nature, the analysis provides additional insight into consumer behavior and may be utilized to inform future market decisions and optimize location assessments. Population and household counts are updated each year by Tapestry Segment, allowing for specific areas to be assigned a new market when significant growth is uncovered. Additional Tapestry Segment information can be found in **Appendix C**.

The Tapestry Segmentation analysis suggests that consumers located within the city are largely mature in age, with disposable income. Taken together, individual market segments identified reflect cost conscience consumers who are active in the community and participate in leisure and recreational activities.

Business & Employment

The Civilian Labor Force consists of all persons 16 years of age and older who are either employed or unemployed and does not include individuals on active duty in the Armed Forces. **Table 6** below indicates that the Lake Wales Labor Force is comprised of a total of 6,047, or 47.5 percent of the employed population. The Employment-Population Ratio of 45.9 percent for the 16+ Age Group indicates that there are approximately 45.9 employed individuals for every 100 individuals who are of working age (age 16 years and older).

Age Group 25 to 54 (5,482 in Population) includes the highest number of workers employed in Lake Wales. The Labor Force Participation Rate for this Age Group is 73 percent, and the Employment-Population Ratio for this Age Group is 70 percent. In terms of total employment, the largest industry sectors within the city include Health Care/Social Assistance (16 percent), followed by Manufacturing (10.9 percent), and Accommodation/Food Services 10 percent) which is in line with occupational and employment projections. Additional information can be found in **Appendix E**.

Table 6: 2023 Lake Wales Labor Force Profile

Age Group	Population	Employed	Unemployed	Unemployment	Participation Rate	Employment-Ratio
16+	13,182	6,047	213	3.4%	47.5%	45.9%
16-24	1,554	691	23	3.2%	45.9%	44.5%
25-54	5,482	3,866	122	3.1%	72.7%	70.5%
55-64	1,937	1,066	37	3.4%	56.9%	55.0%
65+	4,209	424	31	6.8%	10.8%	10.1%
Male Age 16+	6,200	3,183	111	3.4%	53.1%	51.3%
Female Age 16+	6,982	2,929	104	3.4%	43.4%	42.0%

Source: ESRI Vintage 2023

Utilizing the Standard Occupational Classification (SOC) system, ESRI current-year occupation distribution includes 22 occupations. **Table 7** below includes occupations divided into three categories: White Collar, Services, and Blue Collar. Each of the three employment classifications is expressed as a percentage of the Employed Civilian Population (Age Group 16+) and includes subgroup occupations that make up the Lake Wales workforce. The White Collar employment classification serves as the leading occupation group in Lake Wales at 47 percent, followed by Blue Collar (30 percent), and Services (23 percent). The White Collar segment is 15.2 percentage points below the U.S. The Blue Collar occupation segment is 8.6 percentage points above the U.S. followed by Services at 6.6 percentage points above the U.S. See **Appendix E** for a detailed description of labor force data located within the city.

Table 7: City of Lake Wales Civilian Labor Force Profile (2023)

Occupation	Employed	Percent	US Percent
Total	6,047	100.0%	100.0%
White Collar	2,848	47.1%	62.3%
Management	301	5.0%	12.0%
Business/Financial	144	2.4%	5.9%
Computer/Mathematical	48	0.8%	4.0%
Architecture/Engineering	29	0.5%	2.4%
Life/Physical/Social Sciences	0	0.0%	1.3%
Community/Social Service	226	3.7%	1.9%
Legal	63	1.0%	1.2%
Education/Training/Library	320	5.3%	6.2%
Arts/Design/Entertainment	154	2.5%	2.2%
Healthcare Practitioner	398	6.6%	6.2%
Sales and Sales Related	437	7.2%	8.6%
Office/Administrative Support	728	12.0%	10.4%
Blue Collar	1,823	30.1%	21.5%
Farming/Fishing/Forestry	47	0.8%	0.5%
Construction/Extraction	320	5.3%	5.0%
Installation/Maintenance/Repair	122	2.0%	2.9%
Production	480	7.9%	5.4%
Transportation/Material Moving	854	14.1%	7.8%
Services	1,376	22.8%	16.2%
Healthcare Support	374	6.2%	3.1%
Protective Service	137	2.3%	2.1%
Food Preparation/Serving	407	6.7%	5.2%
Building Maintenance	305	5.0%	3.3%
Personal Care/Service	153	2.5%	2.5%

Source: ESRI Vintage 2023

The central Florida region is characterized by graduation rates that have fluctuated over time and high out-migration of students and workers to urban and scholastic centers, which is of great concern to Lake Wales residents as indicated in community survey results and through outreach efforts. Technology and knowledge-based industries are often challenged to find well-trained administrative, management, and even entry-level employees skilled enough to fill the jobs they create. The need for a highly skilled workforce to support these industries is a critical decision point for future workforce development, and business location and expansion decisions.

Table 7 indicates White Collar to be the industry structure with the greatest number of jobs. However, the industry with the greatest number of jobs is Transportation/Material Moving (14.1%), followed by Office/Administrative Support (12%).

Of note, when asked to select up to 3 career paths of interest, youth respondents indicated an interest in Business, Management & Administration (30.92%), Health Science (27.80%) and Engineering & Technology (26.81%) (Lake Wales Youth Community Survey), which is in line with the occupations identified within the White Collar segment.

Existing Land Uses Characteristics

The 7,613 parcels within the city represent several different existing land use types ranging from agricultural to residential, commercial, and governmental, institutional, industrial, and miscellaneous lands. Existing land use information is derived from Department of Revenue Use Codes classified within the Polk County Property Appraiser parcel data.

Of the existing land uses, Agricultural represents the greatest amount at 36.76 percent of total land uses followed by Residential (15.37 percent), and Governmental (14.64 percent) with the remaining classifications representing 32.96 percent of the city. **Table 8** depicts these figures while **Map 3** illustrates, geographically, the locations of these uses within the city.

Table 8 – Existing Land Use

Use Type	Parcel Count	Total Acreage	Percent Acreage
Agricultural	125	4603.15	36.76%
Residential	5771	1924.15	15.37%
Governmental	145	1832.56	14.64%
Commercial	1234	1679.32	13.41%
Miscellaneous	121	1490.16	11.90%
Institutional	136	602.18	4.81%
Industrial	81	389.74	3.11%
TOTAL	7613	12521.26	100.00%

Existing Land Use (ELU)

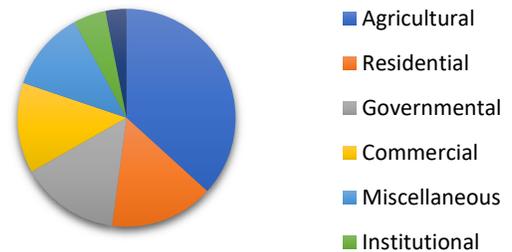
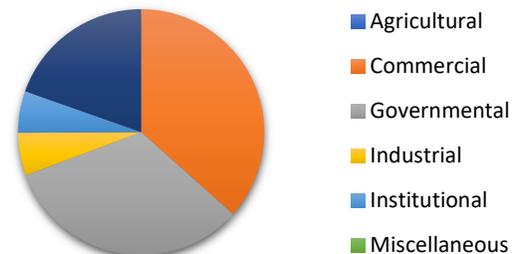


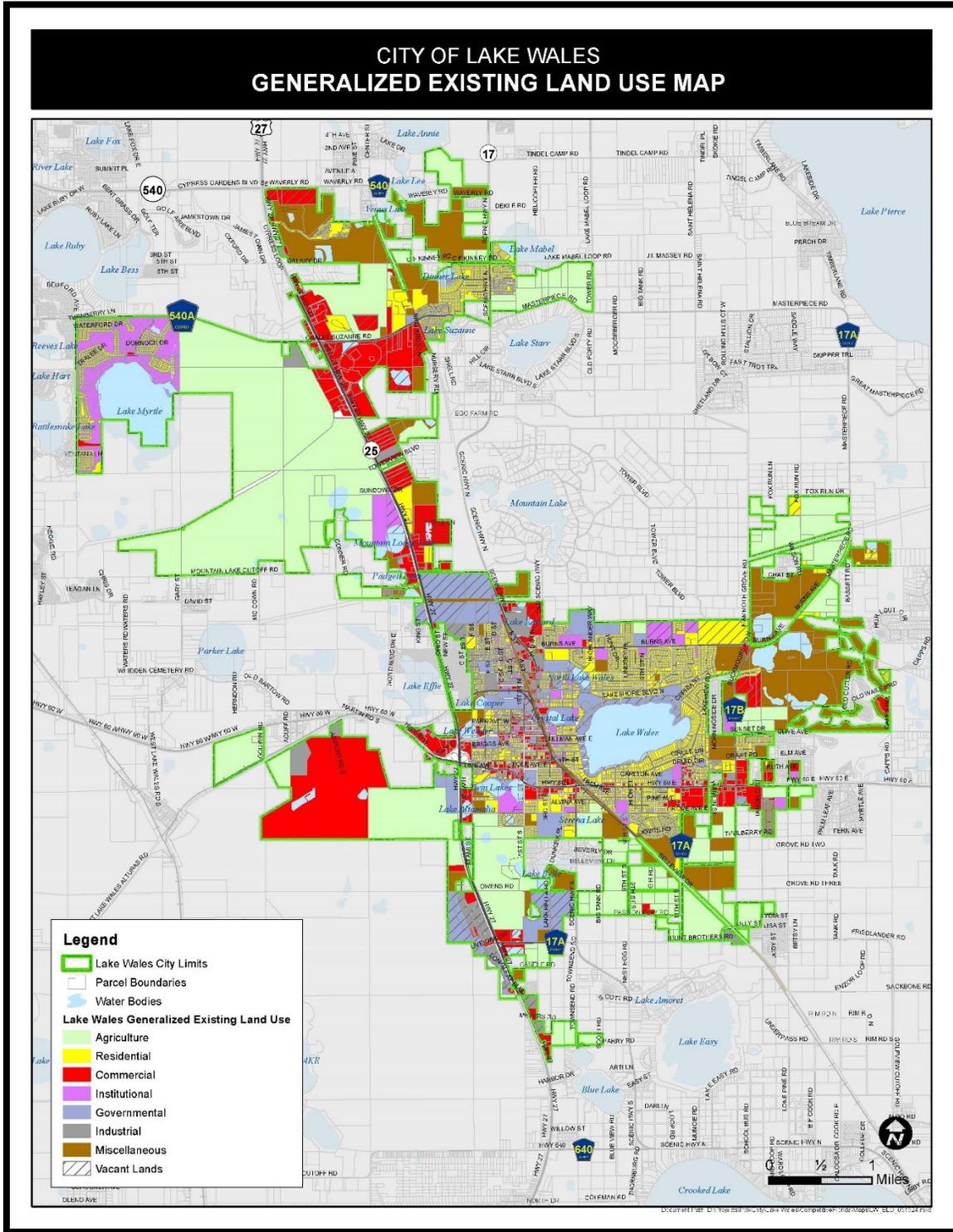
Table 8 – (Vacant) Existing Land Use

VACANT	Vacant Parcel Count	Total Vacant Acreage	% of All Vacant ELU
Agricultural			
Commercial	517	556.25	36.61%
Governmental	101	496.83	32.70%
Industrial	31	85.21	5.61%
Institutional	28	83.34	5.48%
Miscellaneous			
Residential	747	297.77	19.60%
TOTAL	1424	1519.39	100%

Percent of All Vacant (ELU)



Map 3 – Lake Wales Existing Land Use Map



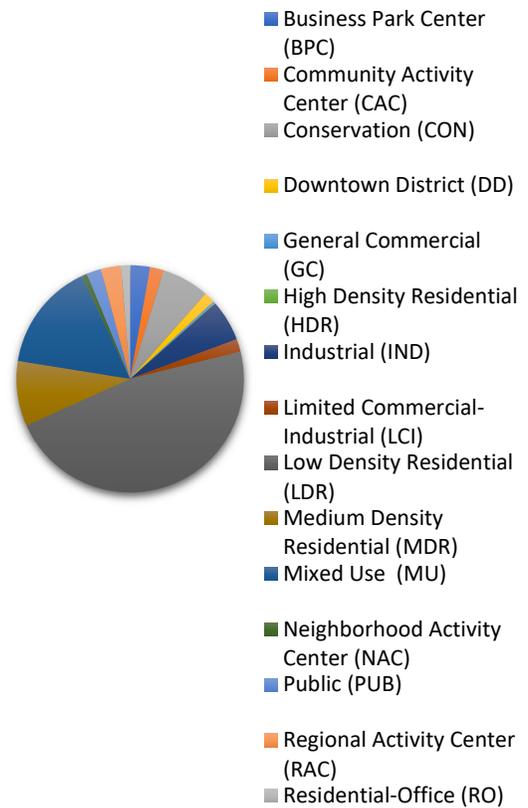
Future Land Use

The Lake Wales Comprehensive Plan serves as a blueprint for future commercial and residential land uses, housing, and conservation, and identifies cultural and recreational amenities. The city of Lake Wales Comprehensive Plan Future Land Use Element Goals, Objectives and Policies designate areas that are appropriate to accommodate future growth through 2040 and influences the location of land use types and development activity. The Future Land Use Element for Lake Wales is represented by 15 Future Land Use designations with Low Density Residential (LDR) representing the majority of lands at nearly 50 percent, followed by Mixed Use (MU) with 16 percent. **Table 9** provides these percentages while **Map 4** illustrates, geographically, the locations of these assigned Future Land Use categories within the city reflecting future growth projections and demand based on land use. Of note, General Commercial (GC) represents 0.30 percent of the Future Land Use designations.

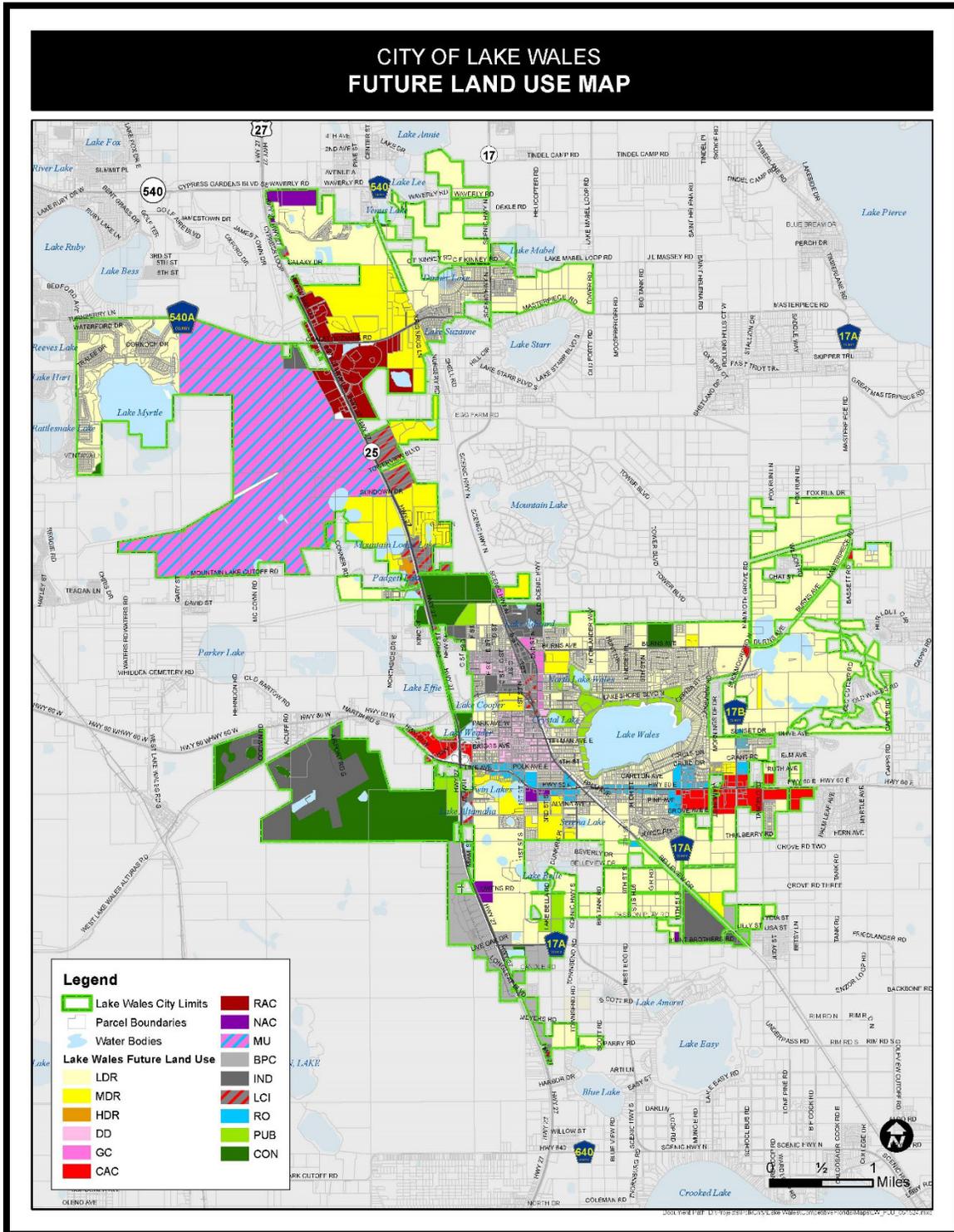
Table 9 – Lake Wales Future Land Use

FLU CATEGORY	Total Acreage	% of FLU
Low Density Residential (LDR)	5899.69	47.12%
Mixed Use (MU)	1942.69	15.52%
Medium Density Residential (MDR)	1158.98	9.26%
Conservation (CON)	844.30	6.74%
Industrial (IND)	735.47	5.87%
Regional Activity Center (RAC)	358.98	2.87%
Business Park Center (BPC)	352.53	2.82%
Public (PUB)	259.16	2.07%
Community Activity Center (CAC)	247.07	1.97%
Limited Commercial-Industrial (LCI)	228.22	1.82%
Downtown District (DD)	195.82	1.56%
Residential-Office (RO)	160.84	1.28%
General Commercial (GC)	37.66	0.30%
High Density Residential (HDR)	8.84	0.07%
Neighborhood Activity Center (NAC)	91.00	0.73%
TOTAL	12521.26	100.00%

Percent of Future Land Use



Map 4 – Lake Wales Future Land Use Map



Zoning

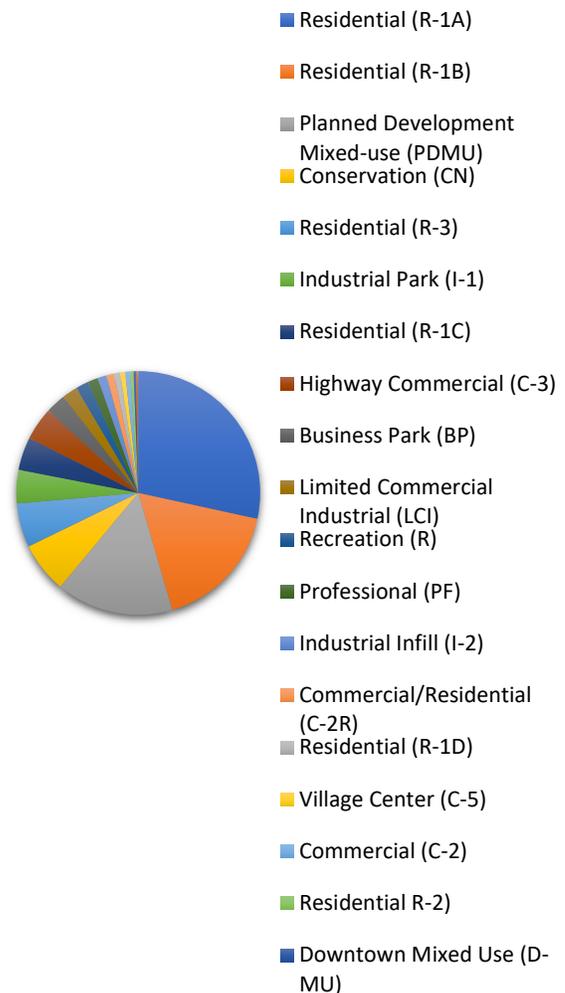
Zoning districts in the city are consistent with the City’s Comprehensive Plan and Future Land Use designations. While there are 15 Future Land Use designations in the city, there are 21 zoning districts representing specific land development types. **Table 10** outlines these zoning districts while **Map 5** illustrates, geographically, the location of the zoning districts found throughout Lake Wales.

The largest of the zoning districts is Residential (R-1A), which represents over 28 percent of all zoning in Lake Wales followed by Residential (R-1B). Both zoning assignments prioritize low density single-family development. Of note, Planned Development Mixed-use (PDMU) (16 percent) and Conservation (CN) (7 percent) prioritizes large-scale, mixed-use master planned development on large tracts of land and the protection of lands that have been set aside for preservation.

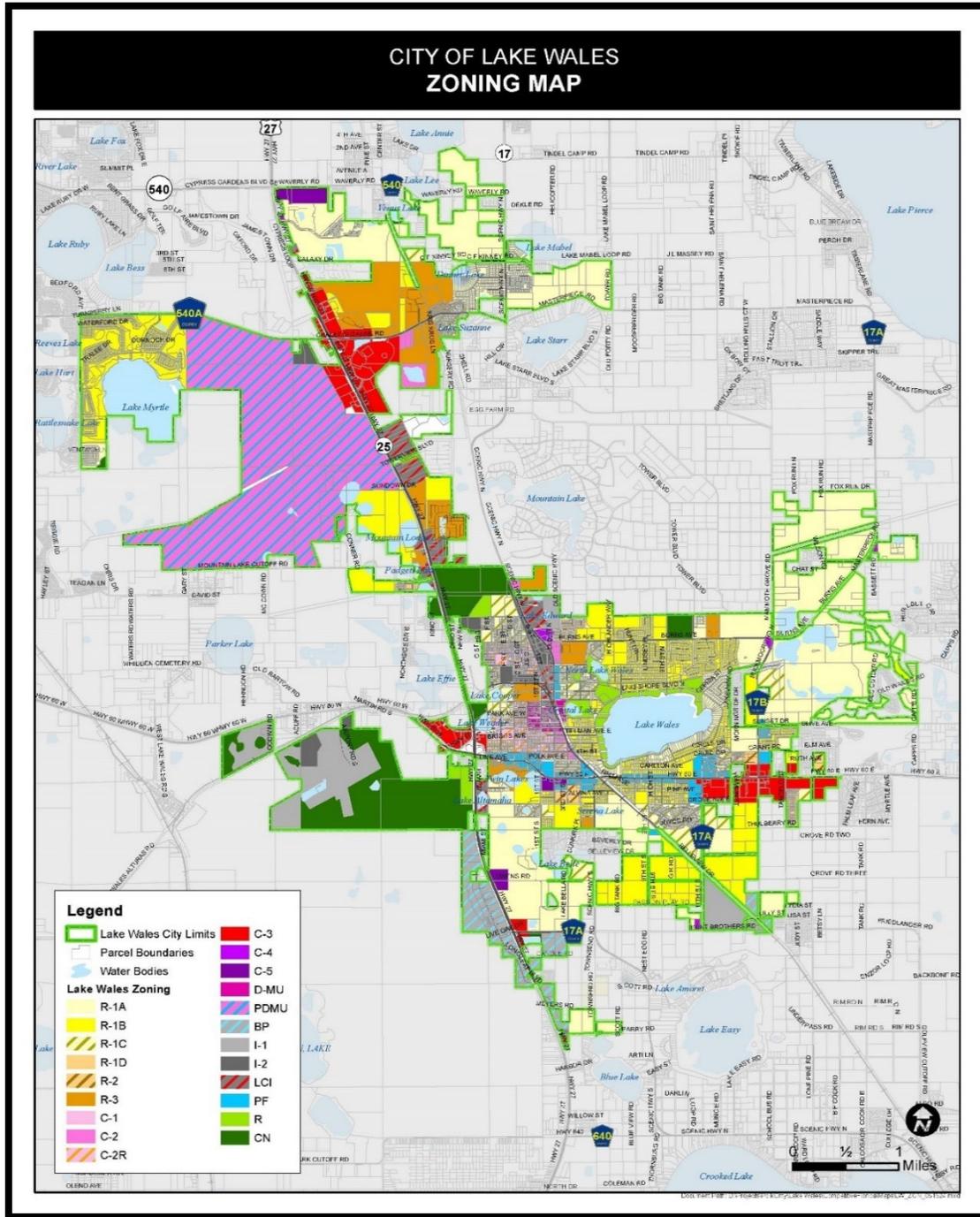
Table 10 – Lake Wales Zoning

	Total Acreage	Percent of Zoning
Residential (R-1A)	3558.68	28.42%
Residential (R-1B)	2139.49	17.09%
Planned Development Mixed-use (PDMU)	1942.69	15.52%
Conservation (CN)	844.30	6.74%
Residential (R-3)	731.97	5.85%
Industrial Park (I-1)	556.03	4.44%
Residential (R-1C)	547.98	4.38%
Highway Commercial (C-3)	546.97	4.37%
Business Park (BP)	334.83	2.67%
Limited Commercial Industrial (LCI)	259.50	2.07%
Recreation (R)	211.21	1.69%
Professional (PF)	170.54	1.36%
Industrial Infill (I-2)	150.13	1.20%
Commercial/Residential (C-2R)	126.64	1.01%
Residential (R-1D)	101.71	0.81%
Village Center (C-5)	83.52	0.67%
Commercial (C-2)	80.54	0.64%
Residential (R-2)	57.00	0.46%
Downtown Mixed Use (D-MU)	38.79	0.31%
Neighborhood Commercial (C-4)	28.42	0.23%
Downtown Commercial (C-1)	10.33	0.08%
TOTAL	12521.26	100.00%

Percent of Zoning



Map 5 – Lake Wales Zoning Map



Key Implications

Existing land use prioritizes Agricultural (36.76%), Future Land Use prioritizes Low Density Residential (47.12%), and Zoning prioritizes single family residential (28.42%). To enrich efforts to meet the economic goals of the city, additional commercial and industrial opportunities and where to drive this targeted development should be addressed.

Economic Development Initiatives

Nearly 7.3 million acres in Florida are now croplands, livestock, aquaculture, and other agricultural uses, reflecting the major role agriculture plays in the state’s economy³. Citrus production in Florida peaked in 1997-98, with a record yield of 304 million boxes and has since fallen steadily to 41 million boxes in the 2021–22 season, an 85 percent decline and its lowest level since 1938⁴.

The Heartland Region accounts for 70 percent of the state’s total citrus production. The top five citrus-producing counties in Florida from 2021–2022 were DeSoto (6.8 million boxes), Highlands (6.65 million boxes), Hendry (5.52 million boxes), Hardee (4.75 million boxes) and Polk (7.78 million boxes)⁵. Notably, the Hunt Bros. citrus packinghouse located in the city of Lake Wales closed (2022) after 96 years of operation due to ongoing citrus greening and the impacts of Hurricanes Irma, Ian and Nicole, which destroyed crops and damaged a number of citrus trees. With the closure of Lake Wales packing house 50 employees sought new employment opportunities and the number of operating citrus packinghouses in Florida decreased to a total of 13⁶.

The region continues to face economic challenges and there continues to be a need to identify and promote assets to support future economic growth and development.

Target Industry Clusters

The Central Florida 2023 Comprehensive Economic Development Strategy (CEDS) defines target clusters as groups of businesses or industries within a geographic area that are similar in products, services, labor needs, or supply chains, and increases productivity needed to compete nationally and/or globally. Typically identified industries offer high wages, job stability, and a strong economic impact on the local economy. The cluster map below shows the relationships between target clusters, with the overlapping circles indicating those clusters that are significantly interconnected. The target clusters are consistent with the economic planning and initiatives within the five counties of the central Florida region.



Source: Central Florida Regional Planning Council, 2023 Comprehensive Economic Development Strategy

³ Florida’s Rising Seas: Mapping Our Future (Sea level 2040)

⁴ Federal Reserve Bank of Atlanta “Florida’s Citrus Industry Faces an Uncertain Future” (May 25, 2023)

⁵ U.S. Department of Agriculture National Agricultural Statistics Service (September 7, 2022)

⁶ The Ledger “Hunt Bros. Citrus Packinghouse in Lake Wales Has Closed. Here’s what that means” (May 12, 2022)

The Central Florida Development Council (CFDC), which serves as the overarching economic development organization for Polk County, works closely with business and community leaders to target industries and encourage them to locate in Polk. The CFDC targeted industry list is as follows:

- Health Sciences
- Business Services
- Aviation & Aerospace
- Research & Technology
- Advanced Manufacturing
- Agribusiness & Agritechology
- Entertainment, Arts & Tourism
- Logistics, Supply Chain & Distribution

The Lake Wales Area Chamber of Commerce and Economic Development Council helps create jobs, increase revenue streams, and support the city's effort to provide quality services to the residents. The city of Lake Wales has partnered with the Lake Wales Area Chamber of Commerce Economic Development Council to develop a listing of targeted industries. The targeted industry list is as follows:

- Retail
- Tourism
- Agribusiness
- Light Manufacturing
- Logistics and Distribution
- Medical and Life Sciences

The industries identified by the CFRPC, CFDC and the Lake Wales Area Chamber of Commerce and Economic Development Council identify high wage high skill growth opportunities and industries that will contribute to a diverse local and regional economy. **Table 11 and 12** below identify the fastest growing industries and occupations in Polk County. Of note, all industries listed align with the target industries previously identified and speak to future growth opportunities in employment and industry.

Table 11: TOP 10 FASTEST-GROWING INDUSTRIES (POLK COUNTY)

Rank	NAICS Title	Employment		
		2023	2031	Percent Growth
1	Warehousing and Storage	20,200	27,456	35.9
2	Social Assistance	3,503	4,333	23.7
3	Miscellaneous Manufacturing	968	1,190	22.9
4	Plastics & Rubber Products Manufacturing	1,047	1,238	18.2
5	Professional and Technical Services	9,637	11,114	15.3
6	General Merchandise Stores	7,175	8,265	15.2
7	Ambulatory Health Care Services	14,822	17,026	14.9
8	Electronic Markets and Agents/Brokers	777	888	14.3
9	Educational Services	5,802	6,613	14.0
10	Nonmetallic Mineral Product Mfg	1,483	1,678	13.1

Source: Florida Commerce, Bureau of Workforce Statistics and Economic Research, Occupational and Industry Employment Projections 2023-2031, <https://floridajobs.org/economic-data/employment-projections>

Table 12: TOP 10 FASTEST-GROWING OCCUPATIONS (POLK COUNTY)

Rank	SOC Title	Employment			2022 Median Hourly Wage	Education BLS**
		2023	2031	Percent Growth		
1	Nurse Practitioners	428	652	52.3	50.22	M
2	Industrial Truck and Tractor Operators	5,215	6,610	26.7	19.64	NR
3	Medical and Health Services Managers	749	934	24.7	48.74	B
4	Home Health and Personal Care Aides	1,879	2,342	24.6	12.48	HS
5	Stockers and Order Fillers	11,417	14,174	24.1	16.13	HS
6	Medical Assistants	1,841	2,227	21.0	17.00	PS
7	Laborers and Freight, Stock, and Material Movers, Hand	7,277	8,776	20.6	15.98	NR
8	Speech-Language Pathologists	166	198	19.3	37.25	M
9	Market Research Analysts and Marketing Specialists	967	1,151	19.0	30.00	B
10	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	484	570	17.8	23.04	HS

Source: Florida Commerce, Bureau of Workforce Statistics and Economic Research, Occupational and Industry Employment Projections 2023-2031, <https://floridajobs.org/economic-data/employment-projections>

Key Implications

The Lake Wales Comprehensive Plan notes the area's largest local employer's to be Florida's Natural Growers (Citrus) followed by the Lake Wales Medical Center now AdventHealth (Health Care), Lake Wales Charter Schools (Education), and Walmart (Retail) which align with target industries. The fastest growing industries (Table 11) in Polk County align with the blue collar employment classification however the fastest growing occupations (Table 12) are a mix of white and blue collar jobs with most occupations requiring a high school diploma or less. However, those occupations requiring a bachelor's degree or greater have higher wage opportunities. Leveraging career academy program offerings at Lake Wales high school, the high concentration of higher education institutions and creating connections between the student talent and local companies provides for an opportunity to facilitate public and private relationships and build a skilled workforce around the identified growing industries. As recognized in Lake Wales Envisioned, attracting infill and growth through private partnerships would serve as an economic driver for the city, drawing new businesses and talent to fill the growing demands of the health care and logistics sector in Polk County and the city of Lake Wales.

Catalyst Project Sites

The CFRPC identified sites and projects within the city of Lake Wales that demonstrate opportunities to stimulate job creation and retention, enhance transportation, and improve the quality of life for residents. The catalyst sites identified are meant to acknowledge development potential, provide opportunities to further the goals established in the Lake Wales Economic Development Strategy and contribute to a more livable and economically vibrant community.

Market Potential

Transportation

The central Florida Region contains corridors of statewide importance and an extensive freight rail network, providing for ease of product distribution. The region's central location gives it high potential to continue to grow as an intermodal transportation hub. The major transportation arteries located in the city include: State Road 60; State Road 540; U.S. Highway 27; and State Road 17 (Scenic Highway). Amusement, recreation, cultural and commercial attractions serve as catalysts for the community, adding to the total volume of tourism within the area.

Tourism

Bok Tower and the city's natural and recreational amenities serve as vehicles for additional tourism-based growth, visitor spending, and job creation across neighborhood goods and services, food and beverage, and general business and retail within the city. Continuing efforts to promote the city as a destination should include collaborations with Polk County Tourism and Sports Marketing (PCTSM) to capture tourism and economic development through sports.

College Town

Companies considering starting up or locating to a particular area will consider the available workforce skills of the local community as they proceed with site selection. The city of Lake Wales is unique in that it has three higher education opportunities to include Polk State College, Warner University, and Webber International University. As residents gain more specialized skills and increase educational attainment, leveraging partnerships with these institutions will further position the city for growth and attract industries seeking a highly skilled workforce.

Lake Wales Municipal Airport

Proximity to airports with air service capacity positively impacts the economic base of the local community and region, as a whole. The impacts of various on-airport and off-airport activities serve as drivers of economic growth stimulating business attraction, recreation, and commercial activities. Central Florida is home to nine general aviation airports which provide goods movement, private passenger travel, and serves as host to a number of aircraft and aviation service providers. Aviation & Aerospace is an emerging and important industry cluster in the region, intersecting with several other target industries, improving the science, technology, engineering, and math (STEM) pipeline and contributing significantly to the state and local economy.



Source: 2022 Florida Statewide Aviation Economic Impact Study

CATALYST HIGHLIGHTS

SITE DETAILS:

450 S Airport Rd, Lake Wales, FL 33859

- Located on HWY 60 near Central Avenue with easy access to HWY 17, 27 and the City’s historic core.
- Lake Wales Municipal Airport has undergone several major improvements.
 - New Fuel Farm
 - Corporate Hangers
 - Helicopter Flight School
 - Facility enhancements

Landside Facilities

The present General Aviation area on the airport encompasses approximately 15 acres and is located in the northeast quadrant between the approach ends of Runways 17 and 24. T-hangars are located on the northeast portion of the airport east of Runway 17.

Recent capital improvement projects include a new fuel farm, taxi lane t-hanger rehabilitation, and airfield security fencing and access control.

Recommendation

In an effort to increase economic opportunity at the Lake Wales Municipal Airport, access to the west side of the airfield through a secondary access road should be explored.

Lake Wales Trail System

Expanding the city’s trails systems presents opportunities to strengthen connectivity and overall quality of life by providing additional and convenient access to recreation and social destinations. Connecting gaps in the green trail network offers a number of strategic advantages to include an opportunity to further market community bike and pedestrian enhancements. These new connections provide residents and visitors with additional access points to entertainment and businesses thereby encouraging a more active and vibrant community.

The 2023 Lake Wales Annual Report notes that the city park system features 10 parks, 1 pier, 9 multiuse fields and more than five miles of trails.

CATALYST HIGHLIGHTS

SITE DETAILS:

- Trail Network:
 - Lake Wailes Trail
 - Lake Wales Trailway

- Park Network
 - Crystal Lake Park
 - Lake Wailes Park
 - Kiwanis Park
 - Stuart Park
 - Florida Avenue Play Park
 - Lincoln Avenue Play Park
 - Mobley Park
 - Lake Weaver Park
 - Walker Family Park

Lake Wales Commerce Park



Photo courtesy of Central Florida Development Council

CATALYST HIGHLIGHTS

SITE DETAILS:

- 1500 Longleaf Blvd Lake Wales, FL 33859
- Highway(s):
 - o US Hwy 27
 - o State Road 60

There is currently one space available at Lake Wales Industrial & Technology Park. The existing building’s general use is vacant land. The space listed for lease is described as vacant land. Current availability totals 268,329 square feet, with a minimum divisible area is 6.16 square feet

Hunt Brothers Corridor

There are multiple projects within the Hunt Brothers Corridor to include residential and commercial development. Catalyst highlights are provided below.

Hunt Brothers Site



Photos courtesy of Duke Energy Florida Site Readiness

CATALYST HIGHLIGHTS

SITE DETAILS:

Hunt Brothers Rd, Lake Wales, Polk County, FL, 33859

- Natural Gas
- Fiber service available

- **Size:** 505 total acres
- **Zoning:** Agriculture
- **Electric:** Duke Energy
- **Water:** City of Lake Wales
- **Wastewater:** City of Lake Wales

CONVENIENT ACCESS:

Highway(s):

- US Hwy 27: < 1 mile
- I-4: 35 miles

Lake Wales Manufacturing Center



Photos courtesy of Duke Energy Florida Site Readiness

CATALYST HIGHLIGHTS

SITE DETAILS:

Lake Wales, Lake Wales, Polk County, FL, 33800

- Natural Gas
- Fiber service available

- **Size:** 1,318.8 acres, 366 buildable acres
- **Zoning:** Industrial (I-1), Agriculture/Residential Rural
- **Electric:** Duke Energy
- **Water:** City of Lake Wales
- **Wastewater:** City of Lake Wales

CONVENIENT ACCESS:

Highway(s):

- US Hwy 27
- I-4

Downtown Lake Wales/1st Street/Northwest Neighborhood

Retail serves as a critical component in facilitating social engagement and helps to contribute to a community's sense of place. Evaluating current tenants and curating a tenant mix that can be supported by consumer groups within the city is important to creating a sustainable downtown. With this in mind, new projects with retail components should be encouraged to include offerings in neighborhood goods and services, food and beverage, and general business and retail.

CATALYST HIGHLIGHTS

Through Rebuilding American Infrastructure with Sustainability and Equity (RAISE), \$22.9 million has been awarded to fund redevelopment of 1st Street, Central Avenue, A Street, and Lincoln Avenue. Enhancements include a road diet, a separated cycle track, expanded ADA accessible sidewalks, safety enhancements at crosswalks and railroad crossings, increased shade tree canopy cover and rain gardens, lighting, underground high-speed fiber and streetlight power sources, and streetscaping.

Additionally, a new microtransit shuttle service powered by the Citrus Connection (The Squeeze) started service in downtown Lake Wales in May 2023.

Projects that enhance the appearance and safety within the Downtown District will likely encourage pedestrian traffic furthering the goals identified in Lake Wales Envisioned and Connected, bringing more visitors to the Downtown area.

Recommendations:

- Continue to promote Infill development and redevelopment.
- Financial assistance and mentoring opportunities for entrepreneurs looking to transition into a brick-and-mortar space within the Downtown District should be explored.

Economic Development Strategy Recommendations & Next Steps

The Economic Development Strategy measures the city of Lake Wales' progress against recommendations, to identify strategies and activities that would benefit from increased stakeholder support. The following economic development strategies were developed based on market analysis, and community outreach efforts highlighted in the Strategy.

The proposed ideas identified throughout the community outreach process became strategies and goals identified in the Lake Wales Economic Development Strategy. The recommendations identified below provide a framework for the development of initiatives, programs and projects that may be utilized to bring together future resources, assets, and partner organizations to overcome challenges. The goals are designed to guide future public investment and policy decisions.

Action item 1: Encourage Innovation in Land Planning and Site Development

- A. Continue to explore a mix of land uses with the intention of maximizing land, reducing traffic trip counts, and encouraging a diverse mix of target business industries.
- B. Where possible, maximize private sector investment opportunities and partner with the public and/or private sector to implement projects that continue to encourage commercial uses along major roads and development patterns that enhance the economic vitality of the area.
- C. Implement a "dig once" component policy that requires public and private excavators to coordinate with local government on the installation of extra fiber or conduit whenever ground will be broken in the public right-of-way.

- D. Set aside and designate land for industrial and commercial projects.
- E. Continue to promote Infill development and redevelopment; promoting economic diversity and real estate vitality while respecting neighborhood character.

Strategy Details

The city’s goal to improve the economic well-being of the community includes efforts to facilitate quality job creation, expand the tax base and accelerate quality of life enhancements. To enrich efforts to meet this goal the city should consider opportunities to promote Infill development and redevelopment, and the designation of land for industrial and commercial projects. As indicated in the Lake Wales Envisioned, updating development regulations and other city policy will demonstrate commitment to the vision for jobs, housing and quality of life, attracting new employers.

City Strategy Alignment

Lake Wales Envisioned	Economy	E1 Identify new sites for industry; update zoning and other city policy to attract new businesses and users
Lake Wales Comprehensive Plan	Urban Sprawl & Future Land Use Categories	
Lake Wales Community Redevelopment Plan (2018)	Infrastructure Public Spaces and Amenities	

Action Item 2: Formulate Economic Development Strategies that Take Advantage of Existing and Proposed Government Projects and Programs

- A. Continue to expand Community Redevelopment Area (CRA) Programs and utilize federal programs such as the Community Development Block Grant and additional grant opportunities to facilitate redevelopment and rehabilitation.
- B. Continue to investigate and seek opportunities to incentivize private sector investment and develop additional economic incentives and strategies for industry retention and expansion.
- C. Form partnerships with higher education institutions to establish educational and training programs that strengthen the capabilities of the local labor force.
- D. Leverage relationships with large scale community employers to create additional employment opportunities for youth.
- E. Continue to work closely with area businesses, Main Street and the Chamber of Commerce and Economic Development Council to address the needs of existing businesses.

Strategy Details

In an effort to establish a competitive posture and create jobs and wealth, many communities provide access to financial incentives. In order to support targeted economic growth, the development of additional financial tools to both expand capital availability for economic development and fund targeted programs should be explored.

City Strategy Alignment

Lake Wales Envisioned	Economy	E2 Provide job incubators / training programs
Lake Wales Comprehensive Plan	Economic Development Element	
Lake Wales Community Redevelopment Plan (2018)	Redevelopment Programming Community and Culture	

Action Item 3: Enhance Economic Development by Supporting Existing Businesses and Attracting New Investment

- A. Expand the economic base by encouraging the retention of existing jobs and the creation of new diverse employment opportunities.
- B. Continue to build an entrepreneurial ecosystem and collaborative business environment to the benefit of small business development and the diversification of the local economy.
- C. Develop strategies to expand the availability of electric vehicle charging infrastructure throughout the city.

Strategy Details

Over time, the Downtown and the Northwest Neighborhood has experienced challenges with movement of jobs, activities, and households to surrounding suburban areas resulting in vacant buildings and lots.⁷ Communities that find success in advancing economic growth and have a highly skilled workforce typically achieve this by building upon their local capabilities. These capabilities may include amenities unique to the local community, target sectors that attract high wage industries, and other local advantages. The city of Lake Wales’s leading strength in support of future economic growth includes the city’s location, proximity to regional assets, level of transportation access, and local partners. This mix of assets provides for an ideal local economy for starting and growing new businesses. Continuing collaborative efforts/partnerships with local, regional, and state partners, and Lake Wales area schools to expand upon economic opportunities is advised.

Agriculture is one of the traditional industries of the region. With the uncertainty around the citrus industry, diversifying the local economy with emerging industries and ensuring a continuously trained workforce is critical to stimulating economic growth and job creation.

City Strategy Alignment

Lake Wales Envisioned	Economy	E2 Provide job incubators / training programs
Lake Wales Comprehensive Plan	Economic Development Element	
Lake Wales Connected	Policy / Programs / Downtown Activation	
Lake Wales Community Redevelopment Plan (2018)	Redevelopment Programming Community and Culture	

Action Item 4: Leverage the Value of Area Natural Resources and Enhance Pedestrian Access

- A. Pursue funding resources to further promote and highlight community natural resources.
- B. Work to connect neighborhoods to trails and parks, construct sidewalks and bicycle pathways to enhance mobility options, and utilize best practices and contemporary design to improve safety, mitigate environmental impacts, and improve aesthetics.
- C. Wherever possible, integrate walkability and connections to natural and passive recreational areas.
- D. Support proposed road improvements that improve walkability and pedestrian safety and continue to protect environmentally-sensitive areas to the maximum extent feasible.

Strategy Details

The city of Lake Wales has completed several improvement projects over time that have strengthened the identity of the Downtown District and stimulated private investment. Complete Streets projects identified

⁷ Lake Wales Connected: The Northwest Neighborhood Plan

incorporate road improvements, enhance pedestrian access, increase parking opportunities and provide for streetscaping elements. The Florida Department of Transportation (FDOT) identifies a Complete Street project as including:

- Increased safety
- Enhanced mobility
- Economic development
- Improved connectivity
- Enriched connectivity
- Enriched quality of life

Projects that enhance appearance and safety within the Downtown District will likely encourage pedestrian traffic furthering the goals identified across strategies and bringing more visitors to the city and Downtown area.

City Strategy Alignment

Lake Wales Envisioned	Mobility	M1 Adopt Complete Street design standards for new or improved streets
Lake Wales Envisioned	Green	G2 Pursue parks/trails improvements identified in the “Neighborhood Green Network”
Lake Wales Connected: The Northwest Neighborhood Plan	Public Improvement	
Lake Wales Community Redevelopment Plan (2018)	Public Safety Infrastructure	

Action Item 5: Implement Resiliency Strategies to Reduce the Impacts of Climate and Disaster Related Impacts on the Built Environment

- A. Wherever appropriate, encourage projects that will strengthen the economic resiliency of the community.
- B. Identify and address public buildings and infrastructure vulnerable to climate and disaster related impacts (buildings, transmission lines and pump stations, wastewater and stormwater systems, roads, transit facilities and airport infrastructure).
- C. Identify funding sources to address vulnerabilities with priority given to critical facilities and infrastructure.
- D. When undertaking streetscape improvements, new private construction and building rehabilitation, place electric utility lines underground where it is feasible to improve visual aesthetics and provide greater storm resilience.

Strategy Details

Tropical storms and hurricanes, depending upon intensity can cause high winds, torrential rain, flooding, tornadoes, and the interruption of critical infrastructure systems such as electricity, roadways, potable water supply, and emergency services.

The Heartland Region is vulnerable to the effects of disasters given disparities in employment, income, education, mobility, and housing. When disruptions in industry occur, the production and financial viability of related sectors are impacted. Diversifying the economy with traditional and emerging industries, adopting flexible regulations, and ensuring a continuously trained workforce are all crucial to economic resilience.

City Strategy Alignment

Lake Wales Community Redevelopment Plan (2018)	Infrastructure
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Updating and Maintaining the Economic Development Strategy

Economic development planning is a continuous process wherein programs and projects are refined over time based on effectiveness. The strategies and recommendations identified within the Lake Wales Economic Development Strategy are designed to integrate community development, economic development, and capacity building efforts within the City. With that in mind the **Implementation Plan**, identified below is presented as steps to achieving a flourishing economy and should be monitored and evaluated as programs/projects are executed with consideration to changes to the economic environment. Monitoring should include formal assessments to determine program/project success with the results made available to the community. If determined to be unrealistic or impracticable the revision of specific strategies, goals and objectives may be considered.

Implementation Strategies

Below is the implementation for the strategies identified in the Lake Wales Economic Strategy.

<u>Partners:</u>	<u>Action Item 1: Encourage Innovation in Land Planning and Site Development</u>	Year 1-2	Year 3-5
<ul style="list-style-type: none"> ▪ Lake Wales Community Redevelopment Agency ▪ Lake Wales Area Chamber of Commerce & EDC ▪ Central Florida Development Council ▪ Lake Wales Main Street ▪ BizLINC ▪ CareerSource ▪ FloridaCommerce ▪ Economic Development Administration 	A. Continue to explore a mix of land uses with the intention of maximizing land and reducing traffic trip counts and encourage a diverse mix of target business industries.		
	B. Where possible, maximize private sector investment opportunities and partner with the public and/or private sector to implement projects that continue to encourage commercial uses along major roads and development patterns that enhance the economic vitality of the area.		
	C. Implement a “dig once” component policy that requires public and private excavators to coordinate with local government on the installation of extra fiber or conduit whenever ground will be broken in the public right-of-way.		
	D. Set aside and designate land for industrial and commercial projects.		
	E. Continue to promote Infill development and redevelopment, promoting economic diversity and real estate vitality while respecting neighborhood character.		
<u>Partners:</u>	<u>Action Item 2: Formulate Economic Development Strategies that Take Advantage of Existing and Proposed Government Projects and Programs</u>	Year 1-2	Year 3-5
<ul style="list-style-type: none"> ▪ Lake Wales Community Redevelopment Agency ▪ Lake Wales Area Chamber of Commerce & EDC ▪ Central Florida Development Council ▪ Lake Wales Youth Leadership ▪ City of Lake Wales Residents ▪ Lake Wales area schools, colleges and universities ▪ Lake Wales Main Street ▪ BizLINC ▪ CareerSource 	A. Continue to expand Community Redevelopment Area (CRA) Programs and utilize federal programs such as the Community Development Block Grant to facilitate redevelopment and rehabilitation.		
	B. Continue to investigate and seek opportunities to incentivize private sector investment and develop additional economic incentives and strategies for industry retention and expansion.		
	C. Form partnerships with higher education institutions to establish educational and training programs that strengthen the capabilities of the local labor force.		
	D. Leverage relationships with large scale community employers to create additional employment opportunities for youth.		
	E. Continue to work closely with area businesses, Main Street and Chamber of Commerce and EDC to address the needs of existing businesses.		
<u>Partners:</u>	<u>Action Item 3: Enhance Economic Development by Supporting Existing Businesses and Attracting New Investment</u>	Year 1-2	Year 3-5
<ul style="list-style-type: none"> ▪ Lake Wales Community Redevelopment Agency ▪ Lake Wales Area Chamber of Commerce & EDC 	A. Expand the economic base by encouraging the retention of existing jobs and the creation of new diverse employment opportunities.		
	B. Continue to build an entrepreneurial ecosystem and collaborative business environment to the benefit of small		

- Central Florida Development Council
- Lake Wales Main Street
- BizLINC
- Small Business Administration
- USDA
- FloridaCommerce
- Economic Development Administration

business development and the diversification of the local economy.

- C. Develop strategies to expand the availability of electric vehicle charging infrastructure throughout the City.

<u>Partners:</u>	<u>Action Item 4: Leverage the Value of Area Natural Resources and Enhance Pedestrian Access</u>	Year 1-2	Year 3-5
<ul style="list-style-type: none"> ▪ Lake Wales Parks and Recreation ▪ Lake Wales Community Redevelopment Agency ▪ Lake Wales Area Chamber of Commerce & EDC ▪ Lake Wales Main Street ▪ FloridaCommerce ▪ Economic Development Administration ▪ Florida Department of Transportation 	A. Pursue funding resources to further promote and highlight community natural resources.		
	B. Work to connect neighborhoods to trails and parks, construct sidewalks and bicycle pathways to enhance mobility options, and utilize best practices and contemporary design to improve safety, mitigate environmental impacts, and improve aesthetics.		
	C. Wherever possible, integrate walkability and connections to natural and passive recreational areas.		
	D. Support proposed road improvements that improve walkability and pedestrian safety and continue to protect environmentally-sensitive areas to the maximum extent feasible.		

<u>Partners:</u>	<u>Action Item 5: Implement Resiliency Strategies to Reduce the Impacts of Climate and Disaster Related Impacts on the Built Environment</u>	Year 1-2	Year 3-5
<ul style="list-style-type: none"> ▪ Lake Wales Community Redevelopment Agency ▪ Lake Wales Area Chamber of Commerce & EDC ▪ Lake Wales Main Street ▪ FloridaCommerce ▪ Economic Development Administration ▪ Florida Department of Transportation 	A. Wherever appropriate, encourage projects that will strengthen the economic resiliency of the community.		
	B. Identify and address public buildings and infrastructure vulnerable to climate and disaster related impacts (buildings, transmission lines and pump stations, wastewater and stormwater systems, roads, transit facilities and airport infrastructure).		
	C. Identify funding sources to address vulnerabilities with priority given to critical facilities and infrastructure.		
	F. When undertaking streetscape improvements, new private construction and building rehabilitation, place electric utility lines underground where it is feasible to improve visual aesthetics and provide greater storm resilience.		

Table 11: Lake Wales in 15 Years

Thriving livable and walkable city
Economically vibrant downtown and restoring historic resources
Day/weekend trip destination for visitors
Walkability to local stores with shade trees
Industrial development within the city
High skilled high wage jobs
Safe walk from Lake Wailes park to downtown
Transit opportunity to get North and South
Strong Economy and prosperous community
For the airport to be self-sustaining and an enterprise fund
Economic development including industrial

REDI Agenda



LAKE WALES
FLORIDA

ASSET MAPPING EXERCISE

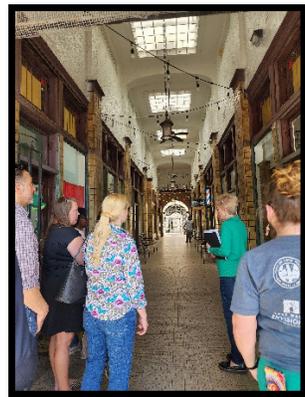
THE LAKE WALES FAMILY RECREATION CENTER
1001 BURNS AVENUE, LAKE WALES, FL 33853

Friday, March 15, 2024 | Noon – 3:30 PM

Agenda

<p>Noon Working Lunch & Networking</p> <p>Noon -- 12:30 PM Welcome and introduction Competitive Florida Program Overview Introduction to Community Assets</p> <p style="color: #c00000; font-weight: bold; margin-top: 20px;">Economic Development & Tourism (Beneshea Frazier)</p> <p style="color: #000080; font-weight: bold; margin-top: 20px;">Quality of Life (Jennifer Codo-Salisbury)</p> <p style="color: #008000; font-weight: bold; margin-top: 20px;">Recreation/Natural Resources (Jerri Sackett & Stefanie von Paleske-Bush)</p>	<p>Jennifer Codo-Salisbury (CFRPC) Beneshea Frazier (CFRPC) Beneshea Frazier (CFRPC)</p> <hr style="border: 1px solid #c00000;"/> <p>Skip Alford, President/CEO Lake Wales Area Chamber of Commerce and Economic Development Council</p> <hr style="border: 1px solid #000080;"/> <p>Sara Irvine, Special Projects Administrator City of Lake Wales & Eric Marshall, Communications and Engagement Director City of Lake Wales</p> <hr style="border: 1px solid #008000;"/> <p>Stephanie-Grace Lutton, Support/Recreation Manager City of Lake Wales</p>
<p>12:30 PM – 2:30 PM Community Asset Field Visit</p> <ul style="list-style-type: none"> • Things to consider while visiting site locations <ul style="list-style-type: none"> ○ What specific project needs were identified? ○ Who are the project champions? ○ Are there resources available? <p>2:30 PM – 3:30 PM Opportunity Brainstorming</p>	<p style="text-align: right;"><i>Limited Transportation Provided by CFRPC Staff</i></p>

Closing & Next Steps



Community Asset Inventory

Community Asset Inventory: Economic Development

BizLINK	Business incubator is located in the historic economic core of the Northwest Neighborhood, which is seeing significant new investment by the Lake Wales CRA.	225 Lincoln Ave, Lake Wales
Lake Wales Airport	The Lake Wales Municipal Airport has an output of 39.7 million economic impact to the local economy based on the Florida Statewide Economic Impact Study. Over the past 10 years the FAA, FDOT and city have partnered together to complete major planning and infrastructure projects on the airfield.	450 S Airport Rd, Lake Wales, FL 33859
The Lake Wales Commerce and Technology Park (Kegal & Merlin Entertainment)	The Lake Wales Commerce and Technology Park is located on Rt 27 South of Lake Wales, FL. These shovel-ready lots offer an ideal setting for light manufacturing, distribution, professional and medical services businesses. Current tenants include Kegal, Merlin Entertainment, and others.	1951 Longleaf Blvd, Lake Wales, FL 33859
Local Participant Contact Information		
Skip Alford, President/CEO Lake Wales Area Chamber of Commerce and Economic Development Council skip@lakewaleschamber.com Mobile: (850) 628-3490		

Community Asset Inventory: Quality of Life

Historic Downtown District	The downtown core generally comprises the area located immediately west of State Road 17 and extends westward until surpassing city hall at S Sharp Street, with W Sessoms Avenue and E Polk Avenue acting as the northern and southern boundaries, respectively. The downtown core primarily consists of commercial activity, with residential and institutional uses located along the periphery.	Park Avenue between Wetmore Street & First Street
Historic Northwest Neighborhood	First Street bridges the core of the historic downtown district and Northwest Neighborhood. Improvements to the area will offer convenient access to area establishments and recreation opportunities.	First Street & Park Ave
Park Avenue & Market Place Plaza	Market Plaza is nestled in the heart of the historic downtown district. Future enhancements will include the ideal public space for outdoor exhibits and large community gatherings.	Park Avenue & Market Plaza
Local Participant Contact Information		
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Local Participant List

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76.	Valeria Rios	Resident	561-797-6110	valeriarios1102@gmail.com
77.	Tristen Jones	Resident	863-212-5092	tdj200614@gmail.com
78.	Kasen Hampton	Lake Wales Youth Leadership	863-605-3085	kasenchase317@gmail.com
79.	Melinda Cardona	Resident	863-456-8046	melindacardona101006@gmail.com
80.	Aidan Johnson	Resident	863-455-6639	aajohnson90216@gmail.com
81.	Faith Silva	Resident	603-339-4472	faith.silva@icloud.com
82.	Heriana Cedeno	Resident	863-510-3594	herianac27@gmail.com
83.	Chris O'Kelly	Florida Commerce	850-717-8506	christopher.okelley@commerce.fl.gov
84.	Jerri Sackett	CFRPC	863-214-6970	jsackett@cfrpc.org
85.	Stefanie von Paleske-Bush	CFRPC		svonpaleskebush@cfrpc.org
86.	Denise Grimsley	The Development Group	863-773-3030	denise.grimsley@thedevelopment.net
87.	Russell Upchurch	Florida Department of Corrections	850-661-6893	russel.upchurch@fdc.myflorida.com
88.	Hilary Waers	Hale Innovation	407-325-8303	hilary@haleinnovation.com
89.	Nancy Dodd	Duke Energy	863-678-5213	nancy.dodd@duke-energy.com
90.	Vitor Suguri	FDOT		vitor.suguri@dot.state.fl.us
91.	Allison Beaty	FDOT	850-414-4815	allison.beaty@dot.state.fl.us
92.	Peveeta Samuel	Duke Energy	352-216-0150	peveeta.samuel@duke-energy.com
93.	Yashira Mendez	USDA RD	561-792-2727	yashira.mendez@usda.gov
94.	Kristine Heath	USDA RD		kristine.heath@usda.gov
95.	Alex Price	CFDC	863-937-4430	alex@cfdc.org
96.	Sylvia Robinson	USDA RD	863-420-4823	sylvia.robinson@usda.gov
97.	Wilbur Mathurin	Hoyle Tanner	321-544-0361	wmathurin@hoyletanner.com
98.	Jennifer Codo-Salisbury	Central Florida Regional Planning Council		jcodosalisbury@cfrpc.org

Sign-in Sheet

LAKE WALES REDI MEETING & ASSET MAPPING EXERCISE					
Sign-In Sheet					
1001 Burns Ave, Lake Wales, FL 33853 Friday, March 15, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
1.	DEENA DRUMGO	CITY OF LAKE WALES		drumgo@lakewalesfl.gov	
2.	Chris Okater	Florida Commerce	813-717-8506	chris@fl.commerce.fl.gov	
3.	Jeni Sackett	CFRPC	863-214-6970	jsackett@cfrpc.org	
4.	Stefanie von Palske-Bush	CFRPC		Stefanie.vonpalske-bush@cfrpc.org	
5.	Jennifer Cudo-Salsburg	CFRPC	(813) 574-7180 ext 178	jcudo@cfrpc.org	
6.	Berndt Frazier	CFRPC		bfrazier@cfrpc.org	

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LAKE WALES REDI MEETING & ASSET MAPPING EXERCISE					
Sign-In Sheet					
1001 Burns Ave, Lake Wales, FL 33853 Friday, March 15, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	Denise Grimsley	The Development Group	863 773-2030	denise.grimsley@thedevelopment.net	
7.	Russell Upchurch	Florida Department of Corrections	850-661-6893	russell.upchurch@fldoc.state.fl.us	RU
8.	Hilary Wears	Hale Innovation	407-315-8803	hilary@haleinnovation.com	
9.	Nancy Dadd	Duke Energy	863-678-5013	NANCY.DADD@DUKE-ENERGY.COM	ND
10.	Vitor Suguri	FDOT		Vitor.Suguri@dot.state.fl.us	
11.	Allison Beatty	FDOT	850-414-4815	allison.beatty@dot.state.fl.us	
12.	SKIP Alford	LW Chamber/EDC	(850) 678-3400	skip@lakewaleschamber.com	

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LAKE WALES REDI MEETING & ASSET MAPPING EXERCISE					
Sign-In Sheet					
1001 Burns Ave, Lake Wales, FL 33853 Friday, March 15, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	Private Samuel	Duke Energy	352-216-2150	private.samuel@duke-energy.com	
13.	Yosvira Mendez	USDA RD	501-792-2771 15	yosvira.mendez@usda.gov	
14.	Kristine Heath	USDA RD	" "	kristine.heath@usda.gov	
15.	Alex Price	CFDC	863-937-4430	Alex@cfdc.org	
16.	CHERRIE BAKSH	COLW CRAFT	813-948-9151	cbaksh@lakewalesfl.gov	
17.	Stephanie Luten	COLW	813-948-4152	sluten@lakewalesfl.gov	
18.	Sylvia Robinson	USDA RD	863-420-4883 Ext 3749	Sylvia.Robinson@usda.gov	

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LAKE WALES REDI MEETING & ASSET MAPPING EXERCISE					
Sign-In Sheet					
1001 Burns Ave, Lake Wales, FL 33853; Friday, March 15, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	Wilbur Mathurin	Hoyle Tanner	821-544-0261	wmathurin@hoyletanner.com	
19.	Sara Irvine	Lake Wales			
20.	Ronni Wood	LAKE WALES Main Street	883-978-7744		
21.					
22.					
23.					
24.					

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Youth Community Survey Results:

In partnership with Lake Wales Charter Schools the CFRPC developed a Community Survey to engage the youth of the city. The Community Survey was distributed to Lake Wales High School students and included nine community focused questions, with the final question allowing respondents to fill in their responses.

Respondents completed the survey via SurveyMonkey. The resulting data was provided to the CFRPC by Lake Wales High School representatives for analysis. The community survey garnered **608 responses** with students emphasizing a need for affordable housing, living wage local jobs, and community entertainment facilities/youth programming. Of note, 43 percent of respondents indicated they were Not Very/Not at All Likely to Remain in Lake Wales to further educational and or professional pursuits, following graduation.

Question 1: Select The Top 3 Recreational Offerings/Amenities That Most Interest You.

Noted below are the top 3 responses

Answer Choices	Responses
Fitness and Exercise	1
Extreme Sports (i.e. zipline, trampoline, rock climbing, BMX)	2
Volleyball	3

Question 2: Rank the type(s) of restaurants you would like to see more of in Lake Wales in order of your preference (with 1 being the most preferred).

Noted below are the ranked responses

ANSWER CHOICES	Casual dining restaurants (Defining characteristics include table service and a sit-down meal at affordable prices)	Cafés (Offerings usually include coffee, tea, and a smaller menu of food or snacks)	Quick Service / Fast food restaurants (Food packaged to be eaten on the go, whether from a drive-through window or counter)	Fine dining establishments (Upscale establishments defined by formality and price)	Food Trucks (mobile restaurants that can bring foods to events, parks, and residential neighborhoods)
RESPONSES	1	2	3	4	5

Question 3: What category of fast food interests you the most? Please Rank from 1st to 6th choice.

Noted below are the ranked responses

ANSWER CHOICES	Chicken: Chick-Fil-A, KFC, Raising Kane, Popeye’s, etc.	Burger: Mc Donalds, Burger King, Sonic, Five Guys, etc.	Sandwich: Panera Bread, Subway, Fire House Sub, etc.	Global: Taco Bell, Chipotle, Panda Express, MOES, etc.	Pizza: Pizza Hut, Dominos, Papa John’s, etc.	Snack: Starbucks, DUNKIN, Tropical Smoothie, Krispy Kreme, etc.
RESPONSES	1	2	3	4	5	6

Respondents were asked to prioritize Career preferences. **Question 4** indicates the Top 3 Career Pathways of Interest include Business, Management & Administration, Health Science, and Engineering & Technology.

Noted below are the ranked responses

Question 4: Select Up to Three Career Pathways of Interest.

Answer Choices	Responses	
Business, Management & Administration	30.92%	188
Health Science	27.80%	169
Engineering & Technology	26.81%	163
Law, Public Safety & Security	25.66%	156
Agriculture, Food & Natural Resources	24.84%	151
Marketing, Sales & Service	23.68%	144
Arts, A/V Technology & Communication	21.71%	132
Finance	19.24%	117
Human Services	18.75%	114
Education & Training	18.09%	110
Architecture & Construction	17.60%	107
Hospitality & Tourism	9.87%	60
Information Technology	9.38%	57
Manufacturing	8.88%	54
Transportation, Distribution & Logistics	6.41%	39
Government & Public Administration	6.09%	37
Energy	4.28%	26
Answered		608

Question 5: Please indicate your level of agreement with each of the following statements

Noted below are the top responses

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I am able to influence decisions affecting my community	11.51% 70	12.34% 75	50.16% 305	20.39% 124	5.59% 34
Overall, my community is a good place to raise children	6.58% 40	14.97% 91	31.91% 194	36.35% 221	10.20% 62
Overall, my community is a good place for elders to live	4.44% 27	12.17% 74	31.41% 191	31.58% 192	20.39% 124
Overall, my community is a good place to work	6.25% 38	20.89% 127	39.64% 241	25.00% 152	8.22% 50
Overall, my community is a good place to live	4.61% 28	13.16% 80	34.05% 207	34.70% 211	13.49% 82
Overall, my community has Arts, History & Cultural options of interest	9.87% 60	17.93% 109	37.83% 230	25.33% 154	9.05% 55
Answered					608

Question 6: Please indicate whether each of the following is a MAJOR PROBLEM, MINOR PROBLEM, or NOT A PROBLEM

Noted below are the ranked responses

Not a Problem	Minor Problem	Major Problem
		Affordable housing 43.91% 267
		Low wages/Cost of living 46.05% 280
	Job opportunities 53.95% 328	
	Hunger/ Access to healthy food 38.49% 234	
	Transportation 48.68% 296	
	Access to Childcare 46.22% 281	
	High performing schools 46.38% 282	
	Access to affordable healthcare 43.91% 267	
	Traffic/Road congestion 42.76% 260	
Access to Parks and Green Spaces 55.76% 339		
		Answered 608

Question 7: In your opinion, which three of the following are missing from your community?

Noted below are the top responses

Answer Choices	Responses
Affordable housing	54.44% 331
Living wage local jobs	44.08% 268
Community Entertainment Facilities/Youth Programing	31.91% 194
Reliable public transportation	26.32% 160
Access to affordable healthcare	24.18% 147
Green market/Healthy food options	24.18% 147
High quality neighborhood schools	23.52% 143
Necessary infrastructure (i.e. streets, sidewalks, water, sewer)	22.86% 139
Diverse Recreational Opportunities	17.93% 109
Access to affordable childcare	11.68% 71
Nothing is missing from my community	10.20% 62
Senior centers/Services	8.72% 53
	Answered 608

Question 8: How likely are you to remain in Lake Wales to further your educational and or professional pursuits, following graduation?

Noted below are the ranked responses

Answer Choices	Responses	
Definitely likely to remain	7.89%	48
Very likely to remain	15.46%	94
Somewhat likely to remain	33.72%	205
Not very/not at all likely to remain	42.93%	261
	Answered	608

Question 9: what is your vision for the city of lake wales 15 years from now.

Noted below are the individual responses to the 608 youth respondents

Respondent ID	Response Date	Responses
118554407523	Mar 08 2024 11:01 AM	Boring and don't bring happness
118554397271	Mar 08 2024 10:51 AM	A nice and clam city
118554346076	Mar 08 2024 09:55 AM	Better infrastructure, school and education, and recreational options and activites. More apealing and cleaner buildings and bussinesses. Being able to stay in the city for high-paying jobs and higher education.
118554345782	Mar 08 2024 09:54 AM	It continues to flourish.
118554330058	Mar 08 2024 09:36 AM	more schools
118554319580	Mar 08 2024 09:23 AM	I'm not sure. But hopefully more entertaining.
118554288197	Mar 08 2024 08:42 AM	A beautiful community that has grown significantly, over the last 15 years and has a nice good population with people who mind their business and do their own thing day by day.
118554278259	Mar 08 2024 08:29 AM	I assume it will be a lot more crowded...
118554277105	Mar 08 2024 08:28 AM	Well I get the construction is the fix stuff but they always wait last minute then we have so much traffic and of problems were addressed sooner it would be fine and most people I know have money problems and if they wanted people in jobs they should make more for 15-16 year old it is so hard to get a job at that age and most kids start looking then and some need to. School is expensive everything is expensive I passed out in the office last year and I didn't even get a check up just a ambulance ride to the hospital and you're telling me MY PARENTS have to pay 300 dollars for that? Its makes me feel ashamed of where I live.
118554273622	Mar 08 2024 08:22 AM	They have more dining/fast food opportunities like chick FIL a
118554273658	Mar 08 2024 08:22 AM	I think it will be very populated, but with not many things to do, more of an area for older people not to grow up. I would like to see more things to do here in the future and more stores in the mall or to build a new mall.
118554270628	Mar 08 2024 08:18 AM	big
118554258799	Mar 08 2024 08:04 AM	Better jobs especially for 15+. And more affordable housing and programs for teens and young adults housings. More funny activites in lw
118554256228	Mar 08 2024 08:00 AM	Over populated
118554255759	Mar 08 2024 07:59 AM	a nice place
118554255805	Mar 08 2024 07:59 AM	My vision is that it will remain the same.
118554255925	Mar 08 2024 07:59 AM	It will grow into a bigger city, since their still a lot of land that hasn't been bought or used
118554254309	Mar 08 2024 07:57 AM	To be better.
118554253284	Mar 08 2024 07:56 AM	idk
118554253969	Mar 08 2024 07:56 AM	for it to become a better place and build thing for young kids thats coming up
118554253365	Mar 08 2024 07:55 AM	Bigger in population and more developed but still probably pretty boring, there will definitely be a few extra businesses
118554252796	Mar 08 2024 07:54 AM	rich

118554252746	Mar 08 2024 07:54 AM	my vision for the City of Lake Wales is for our city to become very over developed and that the pay rate of our jobs will not be enough to make a living off of because everything becomes more expensive but they don't want to pay us more
118554251838	Mar 08 2024 07:54 AM	idk
118554252568	Mar 08 2024 07:54 AM	A very successful and calm town.
118554252189	Mar 08 2024 07:53 AM	My vision for the City of Lake Wales would like to have more affordable housing for the younger generation, maybe a quality college. The Eagle Ridge Mall could be put to better use bringing in more money for the city.
118554250226	Mar 08 2024 07:51 AM	I hope it expands and has more to offer.
118554249814	Mar 08 2024 07:50 AM	N/A
118554248812	Mar 08 2024 07:48 AM	It will be wealthier.
118554249140	Mar 08 2024 07:48 AM	I want to see a modern City Lake Wales with places to go shopping, good places to eat and entertainment. I want to see more family events.
118554247664	Mar 08 2024 07:46 AM	my vision for the city of lake wales would be schools are going to get worse and the salary will only get lower
118554247187	Mar 08 2024 07:46 AM	To have affordable housing and healthcare
118554246872	Mar 08 2024 07:45 AM	Nothing
118554246118	Mar 08 2024 07:45 AM	My version for the City of Lake Wales 15 years from now is still a small town. I hope it stays a bit rural, but all of the construction is done and the town is and will be a nice place to live.
118554245933	Mar 08 2024 07:44 AM	
118554246076	Mar 08 2024 07:44 AM	Better
118554245890	Mar 08 2024 07:44 AM	A big growing city with lots of people moving in.
118554245390	Mar 08 2024 07:43 AM	Its going be big and better.
118554245262	Mar 08 2024 07:43 AM	It has more parks, better living areas, and possibly a nice mall.
118554243665	Mar 08 2024 07:42 AM	I don't have one, I don't want to stay here for the rest of my life i rather go and find a more open minded community
118553971696	Mar 07 2024 10:14 PM	N/A
118553895265	Mar 07 2024 07:45 PM	It follows through with the original town vision and has plants everywhere. Keeps a running downtown with an active: tennis/pickleball court, kirkland gym, LWLT, LWCC, LWRC, library and churches. Not all of the greenery gets destroyed by housing and that the roads aren't constantly in construction. In addition to that I hope Bok Tower is still thriving as it is today.
118553832210	Mar 07 2024 06:07 PM	N/A
118553646651	Mar 07 2024 02:17 PM	To be more successful and fix up downtown to make it a place where people want to go
118553644963	Mar 07 2024 02:16 PM	more variety of food, things to do, and jobs that hire young.
118553620286	Mar 07 2024 01:48 PM	I envision Lake Wales will develop into a more inviting and grow into a big neighborhood.
118553617886	Mar 07 2024 01:45 PM	I view the City of Lake Wales to become more populated over time, leading to more urbanization.
118553578935	Mar 07 2024 01:05 PM	Im not quite sure
118553577326	Mar 07 2024 01:03 PM	It's hard to look at the future and think positively when there is already too many problems, in the world as a whole, today.
118553571954	Mar 07 2024 12:57 PM	Hoping that there are more open lands and orange groves.
118553524256	Mar 07 2024 12:08 PM	There will be a lot of apartments, do to construction in every open field.
118553523034	Mar 07 2024 12:06 PM	to be a better city

118553516286	Mar 07 2024 12:00 PM	i don't really know i would love for this place to improve in many ways. all i know is that i want to move away from here not because of the city but because of florida. its way to humid and hot here.
118553504892	Mar 07 2024 11:48 AM	
118553502585	Mar 07 2024 11:46 AM	It may be a bit more kept up. Cleaner and affordable. Many people are moving here due to homes being built so i see a lot more shops and restaurants being places in the open fields.
118553501276	Mar 07 2024 11:44 AM	alot of housing and food places and more fancy things
118553497792	Mar 07 2024 11:41 AM	I see lake Wales s a nice little town that everyone knows and loves. It looks nice and it has problems here and there but its fine overall
118553495105	Mar 07 2024 11:38 AM	to exist
118553493609	Mar 07 2024 11:37 AM	more job opportunities
118553492753	Mar 07 2024 11:36 AM	Have entertainment, as a teen theres is nothing to do in lake wales
118553491158	Mar 07 2024 11:35 AM	My vision is that it will get better and better each year
118553489651	Mar 07 2024 11:33 AM	A lot of improvement
118553487100	Mar 07 2024 11:31 AM	I do not know.
118553486909	Mar 07 2024 11:30 AM	It is going to be an industrialized city on central Florida and a lot of people are going to live in there.
118553473845	Mar 07 2024 11:17 AM	more technologically advanced and more fun stuff to do around here
118553472134	Mar 07 2024 11:16 AM	to improve on these areas which we see improving everyday
118553468939	Mar 07 2024 11:12 AM	I am not a student here, but a teacher and still decided to fill this out. I grew up in Lake Wales and wanted nothing to do with this town and moved across the country after graduating college. I missed being able to walk into a store and run into 55345920 people that I know, I missed knowing what was going on in town. I want Lake Wales to retain that charm but also GROW - more open minded and more interconnected so we all work together towards in commonality of loving Lake Wales.
118553467804	Mar 07 2024 11:11 AM	Too many people
118553467381	Mar 07 2024 11:10 AM	a nice little town in the heart of florida
118553465822	Mar 07 2024 11:09 AM	To crowded
118553464290	Mar 07 2024 11:08 AM	Probably will stay mostly the same.
118553460609	Mar 07 2024 11:04 AM	Too many small grey houses put together that cost way too much and make the city look ugly, overpopulation, homelessness, increase in racism, sexism, homophobia, or the opposite I don't know.
118553454274	Mar 07 2024 10:57 AM	Full of people, cars, and trash. No more orange groves/Nature.
118553453283	Mar 07 2024 10:56 AM	Better.
118553451469	Mar 07 2024 10:54 AM	More things for teens to do hopefully and that's open later hours than normal like that give them something to do after a late movie besides ride around town or go to Winter Haven. More businesses which are coming in on 60. Entertainment as well like for example the Blue Note used to be somewhat Entertainment and fun as an activity open late at night a place to vibe. It's getting better and I hope by 15 years from now we'll have things like Lakeland for example more covenant. Bigger business clothing stores as well.

118553447765	Mar 07 2024 10:53 AM	more places to hang out and more stores in the mall please add Victoria's's Secret to the mall and add a tjmax in Lake Wales there are basically no stores here also add a ross
118553447465	Mar 07 2024 10:51 AM	The beautiful, non-congested butterfly green garden that it was planned to be.
118553447890	Mar 07 2024 10:51 AM	I will not be here but hopefully better
118553445469	Mar 07 2024 10:49 AM	My vision 15 years from now for lake wales is that it might better in some parts from it and the other parts its still gonna be the same with the violence and ETC
118553441250	Mar 07 2024 10:46 AM	Overall, the City of Lake Wales should have more affordable necessities such as housing as well as larger and less congested spaces.
118553440649	Mar 07 2024 10:44 AM	I would like to see flying cars and tall sky scrapers
118553432942	Mar 07 2024 10:38 AM	I would like for the infrastructure of Lake Wales to become more walkable/bikeable as well as see more local businesses open up in the downtown area.
118553424680	Mar 07 2024 10:29 AM	I hope it looks and feels better. More safer, better opportunities, and a city that helps the members of its community with their problems.
118553421637	Mar 07 2024 10:26 AM	population will double guaranteed.
118553406409	Mar 07 2024 10:10 AM	A beautiful community to live in
118553401455	Mar 07 2024 10:05 AM	I don't plan on staying in Lake Wales, it is beginning to become to populated and they are destroying all the land around us to build houses. Their is already too many people and if any more come its going to be too much.
118553399778	Mar 07 2024 10:03 AM	LW will most likely develop into a more "city-like" place because of orange groves and fields being bought out to build new housing developments.
118553400182	Mar 07 2024 10:03 AM	Better workplaces for the people who can't find a job.
118553396219	Mar 07 2024 10:00 AM	A peaceful and entertained environment to take good of and a place where everyone can live out their dreams at the fullest.
118553395705	Mar 07 2024 09:59 AM	to have all of the construction done
118553390728	Mar 07 2024 09:54 AM	My vision is for it to be more pleasing to the public eye.
118553390568	Mar 07 2024 09:53 AM	- Cleaner - More parks and recreational areas - Free opportunities for the community to join together - More small businesses - Healthy food options - Less construction/ Traffic
118553389926	Mar 07 2024 09:52 AM	To have 5 football state championships
118553389787	Mar 07 2024 09:52 AM	I see Lake Wales changing very little from how it is now. I don't believe there will be any change for the next couple years.
118553388257	Mar 07 2024 09:50 AM	Way too crowded with randos
118553388005	Mar 07 2024 09:50 AM	Way more populated
118553387866	Mar 07 2024 09:50 AM	A calm and relaxing town. Not over crowded.
118553386386	Mar 07 2024 09:48 AM	Probably Haines city or winter haven, over crowded
118553386071	Mar 07 2024 09:48 AM	IDK man im just a sophomore, Help the band :)
118553385425	Mar 07 2024 09:47 AM	My vision for the City of Lake Wales 15 years from now is to have a bigger and better downtown with more shops and restaurants.
118553385005	Mar 07 2024 09:46 AM	I assume it will be similar to now but maybe less road problems as it seems they are focusing on their roads more
118553380965	Mar 07 2024 09:43 AM	cool

118553375751	Mar 07 2024 09:36 AM	that it becomes into a big city
118553375024	Mar 07 2024 09:36 AM	similar to the size of winter haven
118553374585	Mar 07 2024 09:36 AM	more car dealerships
118553375246	Mar 07 2024 09:36 AM	i don't know nor do I care Im going to be out this town.
118553375845	Mar 07 2024 09:36 AM	houses everywhere,old hotel still in middle of town,nothing really changing
118553375145	Mar 07 2024 09:36 AM	To have more restaurants and stores
118553375231	Mar 07 2024 09:36 AM	To have a stable community and stable environment
118553375225	Mar 07 2024 09:36 AM	To be more built
118553375547	Mar 07 2024 09:36 AM	That it will be one of the safest communities to live in with lots of job opportunities.
118553375268	Mar 07 2024 09:36 AM	More civilized, crowded
118553374462	Mar 07 2024 09:36 AM	Just to be a great city and very well know to look nice and organized
118553375128	Mar 07 2024 09:36 AM	It will be underwater
118553375385	Mar 07 2024 09:36 AM	I want to see better stores and better food places to eat at
118553374689	Mar 07 2024 09:36 AM	I have no vision except a place more unified under the American Flag and - more importantly - the faith of Jesus Christ.
118553375285	Mar 07 2024 09:36 AM	I am not really sure, I hope the roads get finished and some of the empty stores are able to be filled. Maybe some more diversity among clothing, as well as another high school maybe?
118553375295	Mar 07 2024 09:36 AM	Filled with more food options and more established buildings.
118553375323	Mar 07 2024 09:36 AM	As of now, Lake Wales is already growing. There is currently reconstruction downtown which I think is a good thing, however I still want downtown to remain historical. I see Lake Wales becoming more popular and much more housing where orange trees and landscapes used to be. It will become more suburban. There will also be more food places.
118553373700	Mar 07 2024 09:35 AM	probably the same
118553374563	Mar 07 2024 09:35 AM	not sure
118553374836	Mar 07 2024 09:35 AM	The city will grow and become much larger and better.
118553373587	Mar 07 2024 09:35 AM	That it will remain relatively the same town with almost nothing to do.
118553374642	Mar 07 2024 09:35 AM	My vision for the City of Lake Wales 15 years from now is not likely to how it will be. There will likely be no more orange groves or pastures. No more open land. Little to no agriculture left in Lake Wales. Everything will be new housing developments. Which is the opposite of mine and many others vision for Lake Wales. My vision is for Lake Wales to grow and develop but without ripping up what little agriculture we have left here. My vision would be to get the orange groves healthy again, instead of ripping them up for another housing development. I am only 16 years old and have already seen a significant decline in the orange groves, pastures, and land in general. I drive to LWHS every morning and have to pass yet another housing development where just years ago orange groves used to be. My vision would be for Lake Wales to thrive economically and agriculturally.
118553374361	Mar 07 2024 09:35 AM	It looks better than now, brighter.

118553374785	Mar 07 2024 09:35 AM	I think the city of Lake Wales will be developing housing, energy sustainability, and see an upward trend of academic success in 15 years.
118553374803	Mar 07 2024 09:35 AM	Grow as a community
118553374760	Mar 07 2024 09:35 AM	A blooming and bustling city that is clean and has many social events, affordable or free third spaces, that is safe and clearly invested in.
118553373494	Mar 07 2024 09:34 AM	it gets better
118553373591	Mar 07 2024 09:34 AM	idk
118553373291	Mar 07 2024 09:34 AM	i dont live here but maybe less litter
118553373483	Mar 07 2024 09:34 AM	The city of Lake Wales needs to focus more on keeping its small town feel instead of trying to develop and mainstream more people coming in. We don't want all these housing communities being built. Lake Wales needs to be a place of agriculture and a place where orange groves should continue to be seen everywhere instead of groves and land being turned into cookie cutter houses.
118553373760	Mar 07 2024 09:34 AM	My vision is a thriving city. I personally think that there should be nicer landscapes like some big palm trees around Lake Wales. I also think there should be more access to places to play sports in. I'd recommend that the Kiwanis Park field should be better maintained. I also would like to have the Hunt Brothers Fields open so that the kids of Lake Wales don't get in to trouble and do more sports.
118553374093	Mar 07 2024 09:34 AM	More freedom
118553373272	Mar 07 2024 09:34 AM	In fifteen years i hope to see lake wales increasing not only in size but also increasing in health care, more hospitals, and overall a more adapted city.
118553373895	Mar 07 2024 09:34 AM	I'm not sure
118553372490	Mar 07 2024 09:34 AM	I have no idea :p
118553373656	Mar 07 2024 09:34 AM	I believe the City of Lake Wales 15 years from now will likely grow immensely from its current size, judging by its current growth trend. The growth will cause many new construction projects to pop up such as new shopping opportunities, neighborhoods, entertainment facilities, new restaurants, and new and improved infrastructure.
118553374037	Mar 07 2024 09:34 AM	For it to get more food options and no more houses.
118553374099	Mar 07 2024 09:34 AM	A more engaging and safe city for everyone.
118553372271	Mar 07 2024 09:33 AM	to be more green and more active, improve down town, and reopen the mall to get more activity within out community.
118553373035	Mar 07 2024 09:33 AM	healthier foods and recreation opportunities, more jobs
118553372049	Mar 07 2024 09:33 AM	To grow in a good ways and different ways
118553373095	Mar 07 2024 09:33 AM	To be more modern looking.

118553370738	Mar 07 2024 09:33 AM	The main thing I wish is for higher density housing to become way more available seeing as it is illegal in most of America to an extent. I also hope that transportation becomes way more accessible, not even public transportation, just transportation by bike or walking. In America, but not quite as much around here, walking or biking is pretty dangerous. Making more sidewalks and bike lanes *separated from the road* would make a great improvement and encourage people to walk and bike to places. Having more LOCALLY owned corner stores other than gas stations would be better, but thanks to companies like Walmart, they are rapidly disappearing. Other than that, I think Lake Wales has fairly ok infrastructure compared to a lot of other places.
118553372428	Mar 07 2024 09:33 AM	My vision is more houses and more people and job opportunities.
118553372821	Mar 07 2024 09:33 AM	Idk
118553373006	Mar 07 2024 09:33 AM	I think Lake Wales in 15 years will grow within the population making it have to build more stores or even restaurants. Which can be a good and bad thing at the same time but I feel like it will still have wildlife and care more about land such as Bok Tower.
118553373221	Mar 07 2024 09:33 AM	I don't know
118553372839	Mar 07 2024 09:33 AM	Find it being like how Orlando is now
118553372156	Mar 07 2024 09:33 AM	A more safer and beautiful place with a stronger connection to everyone.
118553371518	Mar 07 2024 09:33 AM	A lot of houses and restaurants and New places
118553371725	Mar 07 2024 09:32 AM	more people and more houses
118553371666	Mar 07 2024 09:32 AM	idk
118553371681	Mar 07 2024 09:32 AM	get a good paying job I really like
118553371690	Mar 07 2024 09:32 AM	crowded way to many houses being built to many people.
118553371277	Mar 07 2024 09:32 AM	To many people
118553372227	Mar 07 2024 09:32 AM	The vision for the City of Lake Wales for our community to come together and help each other out when we are struggling.
118553367065	Mar 07 2024 09:32 AM	Sidewalks
118553370894	Mar 07 2024 09:32 AM	My vision of Lake Wales in 15 years is for it to be more vibrant as were years ago but more modern.
118553371678	Mar 07 2024 09:32 AM	Many houses but still preserved nature
118553370917	Mar 07 2024 09:32 AM	I'm not sure
118553371611	Mar 07 2024 09:32 AM	I hope there will be more affordable housing
118553371744	Mar 07 2024 09:32 AM	I guess my vision for the City of Lake Wales from 15 years from now would be that it will improve over the years since the City of Lake Wales is improving each day by building a lot or reconstructing streets or etc. The City of Lake Wales is improving for the better.

118553371632	Mar 07 2024 09:32 AM	I don't really know much about anything related to money, or public services but I do picture it getting way more populated because I live in Winter Haven and I've seen that they are building tons of new apartments and neighborhoods, so I'm just picturing way more people in general. With that comes more business so I'm assuming there is gonna be more plazas or stores, maybe bigger roads and even more neighborhoods. But I know that the more people live in an area, the more expensive it gets to live there so just try to balance the costs of living 🙏
118553371102	Mar 07 2024 09:32 AM	I believe that it will probably be more populated, and modern like. There will be a lot more houses and little shops and a nice place to be and live. (I hope)
118553372073	Mar 07 2024 09:32 AM	Hopefully a new and improved city
118553371748	Mar 07 2024 09:32 AM	Be a high end town with lots of restaurants and a better golf course
118553371643	Mar 07 2024 09:32 AM	A lot of traffic
118553370925	Mar 07 2024 09:32 AM	IDK
118553369794	Mar 07 2024 09:31 AM	n
118553369113	Mar 07 2024 09:31 AM	idk
118553370285	Mar 07 2024 09:31 AM	Thriving
118553371349	Mar 07 2024 09:31 AM	The mall should be improved.
118553370383	Mar 07 2024 09:31 AM	New shopping places and more food
118553371303	Mar 07 2024 09:31 AM	Lake Wales would probably be over-populated and crowded.
118553371419	Mar 07 2024 09:31 AM	It should remain the same
118553369920	Mar 07 2024 09:31 AM	I see a city of many people and businesses. I think that north lake Wales will be the first to change
118553369704	Mar 07 2024 09:31 AM	I have no vision due to me not wanting to live in lake wales, the housing is on the verge of being unrealistically affordable for the average family unless you buy a run down house and fix it up. Personally i would move to a city like Orlando or Miami for better job options because the fields that i want to go into are rare to come by in lake wales, especially one that can make it easy to afford a basic living: housing/rent, food, bills, car (fuel, insurance, car payments), health insurance (which now is useless to have because when you need it you have to make sure you go to the right hospital then your insurance company on top of that pays 20% of the bill the majority of the time leaving you with crippling medical bills that you have to pay off.)
118553371016	Mar 07 2024 09:31 AM	A more colorful community with more open opportunities for its citizens.
118553367293	Mar 07 2024 09:30 AM	to upgrade everything like we need a skating ring for the kids a another basketball gym more food places like apple bees chick fla and stuff like that
118553368781	Mar 07 2024 09:30 AM	there is going to be more people/houses
118553369411	Mar 07 2024 09:30 AM	i can see lake wales improving to hopefully the best way possible i wish there wasnt as much land being torn down but instead using the already torn up but abandon land and improve it but i think that lake wales can be a great place of improvement in the time to come.
118553369775	Mar 07 2024 09:30 AM	a lot more people, more community events and opening new business.

118553370197	Mar 07 2024 09:30 AM	The infrastructure matching the influx of people that have moved here and the destruction of nature/groves to make way for more subdivisions in the city has decreased.
118553370345	Mar 07 2024 09:30 AM	My vision for Lake Wales 15 years from now is that there will be a lot of houses.
118553369254	Mar 07 2024 09:30 AM	I hope Lake Wales will have affordable healthcare, reliable transportation, accessibility for disabled individuals (as a disabled person, Lake Wales has awful accessibility; overgrown sidewalks, no public transit, no job opportunities, sometimes no sidewalks, and so much more. Please speak to disabled individuals in the community to improve your city.), affordable healthcare and childcare, and just generally better opportunities for low income individuals because currently this town has horrible wage gaps and poor affordability and opportunities.
118553369968	Mar 07 2024 09:30 AM	I don't know
118553369524	Mar 07 2024 09:30 AM	Accept that change is coming with the new generation or everything is going to fall apart.
118553368728	Mar 07 2024 09:29 AM	was hoping that the city was going to be small and not over populated but by the looks of it they are building a lot houses and a small city is going to be over populated
118553368883	Mar 07 2024 09:29 AM	to have better houses and more fun things to do and improved food options
118553369353	Mar 07 2024 09:29 AM	no clue
118553369471	Mar 07 2024 09:29 AM	more food
118553369006	Mar 07 2024 09:29 AM	it is still probably the same but changing since we are growing up now.
118553369447	Mar 07 2024 09:29 AM	idk
118553369583	Mar 07 2024 09:29 AM	full of elderly people
118553369531	Mar 07 2024 09:29 AM	Somewhat less populated.
118553369126	Mar 07 2024 09:29 AM	My vision is to add more diversity to shops, grocery stores, and food options while keeping the nature around the city instead of making new houses. I also see that traffic will worsen because the mayor is deciding to build new houses for elder people to come here and retire.
118553366526	Mar 07 2024 09:29 AM	My vision for the city of Lake Wales in 15 years is to have more parks. Affordable health care, More job choices, and affordable health care for children.
118553368381	Mar 07 2024 09:29 AM	My vision for the City of Lake Wales 15 years from now is to have more affordable houses and more stores.
118553368868	Mar 07 2024 09:29 AM	My vision for the City of Lake Wales 15 years from now is one that has upgraded and preserved the past as well as accepting of all minorities.
118553368902	Mar 07 2024 09:29 AM	Lots of new boujee PubliX's everywhere.
118553366827	Mar 07 2024 09:29 AM	Lake wales is meant for older people to come and retire, it will never be a big city the medical facilities are not well maintained as well as almost all of the retirement home and even homes for treatment for the elderly people which are also not well maintaiend and the people are very badly treated. Bare to little job opportunities for younger people and the only attractive thing to lake wales is the nature, bok tower and some of downtown that has a historical factor which is what lake wales is also known for is its historical factor.

118553368814	Mar 07 2024 09:29 AM	ldk
118553369406	Mar 07 2024 09:29 AM	I would like to see more green around.
118553369082	Mar 07 2024 09:29 AM	I imagine that it's grown exponentially, especially since they're building houses down here, and more people are moving down here.
118553368896	Mar 07 2024 09:29 AM	Everything is safe and its all good.
118553369161	Mar 07 2024 09:29 AM	Be a good city :D
118553367792	Mar 07 2024 09:28 AM	more greenery
118553368306	Mar 07 2024 09:28 AM	ldk
118553368245	Mar 07 2024 09:28 AM	i don't know i don't plan on staying in lake wales when i grow up!
118553367702	Mar 07 2024 09:28 AM	IDK
118553367433	Mar 07 2024 09:28 AM	ldk
118553368637	Mar 07 2024 09:28 AM	To become a safer place to reside. as well as places being cleaned and properly taken care of.
118553367013	Mar 07 2024 09:28 AM	My opinion is that since the population tends to continue growing, More housing would be built to house these individuals. I have nothing wrong with people wanting to live in the comfort of their homes, but the more houses that are built, then the more of the beautiful scenery of Lake Wales is being destroyed and replaced with homes. And 15 years from now, Lake Wales would become a pretty big town and there would be barely any orange groves that we see right now, and this is what the state of Florida is known for, But if it would improve the living situations of people and help them out, then let it be done for the better of our community.
118553367121	Mar 07 2024 09:28 AM	I was recently in Sweden, and their busing system was amazing. There were practically buses to every neighborhood, and it made seeing friends and overall transport much easier. My vision of Lake Wells in 15 years would definitely be to see more public transport. In addition to this, I would love to see more community activities that are free. Such as monthly, get together, drive-in, theaters, or other cute, specifically outdoor, community events.
118553367427	Mar 07 2024 09:28 AM	I see lake wales being a very populated city in the state of Florida.
118553367501	Mar 07 2024 09:28 AM	I see Lake Wales in a very good position a very affordable town, a lot of movement going on, and more populated.
118553367799	Mar 07 2024 09:28 AM	I plan to own my own business
118553367418	Mar 07 2024 09:28 AM	I feel like it would probably stay the same or who knows, and i also think yall should let 14 year olds work because nowadays parents are super strict and kids need money. And add more restaurants and more fast food places like chic-fil-a, starbucks, crumbl cookies, etc, more fun places to hang out with and also lower the movie prices a little bit, I feel like im asking too much but im just honestly saying what I think should be added to make lake wales more fun!
118553366891	Mar 07 2024 09:28 AM	I don't really have a vision for lake wales but I do think that it will improve as time goes on as Lake wales is already seeing many changes.
118553367719	Mar 07 2024 09:28 AM	I don't know
118553367932	Mar 07 2024 09:28 AM	For it to become more known about.
118553368272	Mar 07 2024 09:28 AM	Congested like Winter Haven
118553368129	Mar 07 2024 09:28 AM	Better schools

118553367050	Mar 07 2024 09:27 AM	i dont know
118553367798	Mar 07 2024 09:27 AM	idk
118553366858	Mar 07 2024 09:27 AM	To have mall that I can go shopping in with good stores and food court, to have places me and my friends can hangout in and not to be crowded with people and no more houses getting built we just need stores, a fixed mall and etc like that.
118553367076	Mar 07 2024 09:27 AM	The city will no longer be a small city, from what I heard, it was a very small city. Now there are many more buildings that didn't existed 10 years ago, there are now many commercial and residential buildings.
118553367115	Mar 07 2024 09:27 AM	No idea.
118553367082	Mar 07 2024 09:27 AM	My vision for the City of Lake Wales 15 years from now is more things to do like a better mall, ice skating, a better arcade, etc.
118553367417	Mar 07 2024 09:27 AM	My vision for lake Wales is more job opportunities, public transportation and more food trucks.
118553366935	Mar 07 2024 09:27 AM	It is still going to be the same. It might be a few changes like restaurants and stores.
118553366545	Mar 07 2024 09:27 AM	I think that the city of Lake Wales will look nothing like it does now or in the past. There is new construction every other day.
118553366704	Mar 07 2024 09:27 AM	I think Lake Wales will either become a LOT bigger, similar to Lakeland, or it will shrink after a few years.
118553366578	Mar 07 2024 09:27 AM	Beautiful
118553365507	Mar 07 2024 09:26 AM	somewhere I used to live.
118553366351	Mar 07 2024 09:26 AM	n/a
118553366478	Mar 07 2024 09:26 AM	in 15 years road construction is done and roads are smoother.
118553365313	Mar 07 2024 09:26 AM	To have more food places, more activities and houses
118553365697	Mar 07 2024 09:26 AM	To have a chipotle for the mall to be restored with NEW&IMPORVED stores and better opportunities for students in highschool and coming out of highschool
118553366198	Mar 07 2024 09:26 AM	There will be many housed and stores and a lot more traffic.
118553366212	Mar 07 2024 09:26 AM	Slightly better than today
118553365383	Mar 07 2024 09:26 AM	N/A
118553366422	Mar 07 2024 09:26 AM	My vision is a lot of house's and people.
118553365852	Mar 07 2024 09:26 AM	My vision for the city of Lake Wales is that there will be better housing prices, more job offerings, and colleges dedicated to foreign language and medical training
118553364672	Mar 07 2024 09:26 AM	My vision for the City of Lake Wales 15 years from now is, Lake Wales will be more populated, and many more neighborhoods will be built in the area as well as much more nicer housings, also more food chained restuarants will be established to due demand or just the buisness wanting to expand further in the US or world as a whole.
118553366148	Mar 07 2024 09:26 AM	More open spaces and more job oportunities.
118553366310	Mar 07 2024 09:26 AM	It's going to look the same because the city won't attempt to change anything.
118553366706	Mar 07 2024 09:26 AM	In 15 years from now , I would like to see lake wales have a more fun place to hangout with family and friends than building more local house
118553366044	Mar 07 2024 09:26 AM	Idk
118553366095	Mar 07 2024 09:26 AM	I'm not sure, since I don't live in the area and don't know much about Lake Wales.

118553365588	Mar 07 2024 09:26 AM	I dont have a vision
118553363713	Mar 07 2024 09:26 AM	Hopefully, there will be safe sidewalks that allow people to walk peacefully and jog as well as more places to study outside of home and school such as cafes.
118553366266	Mar 07 2024 09:26 AM	Hopefully not too full and congested because then it won't really be a small town. Also clean because keeping the environment clean is very important. Above all just a great place to grow up in.
118553366273	Mar 07 2024 09:26 AM	Have better public transportation
118553366381	Mar 07 2024 09:26 AM	A city with less young people and more elderly individuals.
118553365819	Mar 07 2024 09:25 AM	same as it is now
118553364745	Mar 07 2024 09:25 AM	my vision is for it to look like an actual city
118553365693	Mar 07 2024 09:25 AM	much more restaurants and expand the chain of stores
118553365145	Mar 07 2024 09:25 AM	idk
118553365399	Mar 07 2024 09:25 AM	hopefully we have a canes or chickfil la soon and less people
118553365698	Mar 07 2024 09:25 AM	better roads and highways so there are no traffic jams, better ways for teenagers to get jobs, and better school systems with principles and staff that will actually care about their students.
118553365546	Mar 07 2024 09:25 AM	While Central Florida is set to grow in the coming years their is a crucial lack of industry locally which I believe will bottle neck population growth in a few years, Due to this I see lake wales as still being a reasonably small town with a higher level of public recreation and infrastructure in 15 years.
118553364530	Mar 07 2024 09:25 AM	What I would want to see 15 years from now is homes that we can buy and closer clothing stores
118553365358	Mar 07 2024 09:25 AM	The same as it is currently.
118553365253	Mar 07 2024 09:25 AM	The highways both 60 and 24 will be a lot bigger ,there will be a lot of apartments and houses all around lake wales.There will a lot less trees and fruit plants due to housing. "YOU GUYS SHOULD MAKE A BIG PUBLIC OLYMPIC GYM ,PLANET FITNESS IS TOO FAR FOR MOST PEOPLE "& "UPGRADE THE MALL,ITS DYING"-
118553364514	Mar 07 2024 09:25 AM	The city will have too many houses with nothing to do exempt to go to fast food restaurants. Down town will become more of a ghost town then it already is.
118553365517	Mar 07 2024 09:25 AM	The city will be bigger with more access to everything that's popular
118553365781	Mar 07 2024 09:25 AM	That there isn't that much building.
118553365146	Mar 07 2024 09:25 AM	Small and with a lot of population with a lot of traffic. it better to expand if we are expanding houses. And every road is going to be pack with cars which a lot of people don't like. It is going to become Orlando, lake wales, and same goes for Winter Haven and Hanes City and Babson park. All 3 together will make the traffic like Miami.
118553365103	Mar 07 2024 09:25 AM	Public transportation is available and affordable.
118553365118	Mar 07 2024 09:25 AM	Packed with the snow birds moving here.
118553365199	Mar 07 2024 09:25 AM	Orange groves
118553364393	Mar 07 2024 09:25 AM	N/A
118553365836	Mar 07 2024 09:25 AM	My vision for the City of Lake Wales 15 years from now is a much greener space.
118553365604	Mar 07 2024 09:25 AM	My vision for Lake Wales in 15 years is a city with more oppourtunities such as daycares and places to work.

118553365443	Mar 07 2024 09:25 AM	Just want houses to be affordable, and for the food to be cheaper
118553363757	Mar 07 2024 09:25 AM	It's gonna be more modern and city like because of the population and the advancements of technology and hopefully a brighter future
118553365610	Mar 07 2024 09:25 AM	It'll probably look a little nicer than what it is now.
118553365952	Mar 07 2024 09:25 AM	In my opinion, I think that Lake Wales will be very involved with much technology. It'll look somewhat the same but very updated.
118553364888	Mar 07 2024 09:25 AM	I've lived in a lot of different communities and states since my dad was in the military. Lake Wales is the only community that I've seen truly care about making their community an overall better place. For that, I hope to see Lake Wales more popular in 15 years.
118553365726	Mar 07 2024 09:25 AM	I want it to look like a city.
118553365021	Mar 07 2024 09:25 AM	I vision it having a lot more people and possibly expanding variety in the stores and businesses more.
118553365525	Mar 07 2024 09:25 AM	I hope that there are more places to eat out as well as more activities to have in place.
118553364296	Mar 07 2024 09:25 AM	I believe it will still be a quiet town where almost nothing happens.
118553365336	Mar 07 2024 09:25 AM	Healthy cafes, clean spaces to study and do work for students, better school systems with superintendents that actually have students best at heart instead of how much money they can strip from them, and more job opportunities for student's first jobs.
118553365018	Mar 07 2024 09:25 AM	Economy will go down
118553364655	Mar 07 2024 09:25 AM	Big, better mall, better places to eat, stuff to do
118553365172	Mar 07 2024 09:25 AM	Better then it is now
118553365153	Mar 07 2024 09:25 AM	An new year school for more people to move to Lake Wales or a uniform free school
118553365365	Mar 07 2024 09:25 AM	All the construction is gone,more communities, and more places to eat.
118553365445	Mar 07 2024 09:25 AM	A ton of people in the city and overall very crowded
118553364511	Mar 07 2024 09:24 AM	the same look
118553364091	Mar 07 2024 09:24 AM	that lake wales will be over populated and there will be no trees anymore.
118553364295	Mar 07 2024 09:24 AM	more jobs, and entertainment
118553363817	Mar 07 2024 09:24 AM	it'll be crowed in the next 15 years
118553364154	Mar 07 2024 09:24 AM	i don't know
118553363857	Mar 07 2024 09:24 AM	good
118553364236	Mar 07 2024 09:24 AM	advanced
118553364187	Mar 07 2024 09:24 AM	a good community with more things to do, with better stores and things to do.
118553364610	Mar 07 2024 09:24 AM	Very congested and populated
118553364242	Mar 07 2024 09:24 AM	To have more exciting places to go. More jobs accessible jobs for 15 year olds.
118553364835	Mar 07 2024 09:24 AM	To be more clean, and just overall a better place to live. healthier food options.
118553363751	Mar 07 2024 09:24 AM	The Orange tree would be gone
118553364846	Mar 07 2024 09:24 AM	Sadly, with a lot more expansion and houses built taking away from the small town feel of Lake Wales. I see more people moving here from bigger cities and the continuation of the urbanization of Lake Wales.

118553364015	Mar 07 2024 09:24 AM	Only those that grew up here or have found stable jobs will stay, while others will probably move elsewhere. I feel like it would look a little old as time passes by and not many people will stay here post-graduation.
118553364120	Mar 07 2024 09:24 AM	Not too many people.
118553364218	Mar 07 2024 09:24 AM	N/A
118553364191	Mar 07 2024 09:24 AM	My vision for the city of Lake Wales 15 years for now is that there is gonna be more affordable housing and childcare, more restaurants, and more stores.
118553364246	Mar 07 2024 09:24 AM	More stuff, less people
118553364121	Mar 07 2024 09:24 AM	More people and communities coming together
118553363883	Mar 07 2024 09:24 AM	It's going to be overpopulated with all the new residents coming in. More homeless, more poverty, more drug addicts, and more expensive housing.
118553364947	Mar 07 2024 09:24 AM	It hopefully will not be too crowded and if it is we will have enough houses and jobs to keep our city a float.
118553364408	Mar 07 2024 09:24 AM	I don't know for it to be better for young adults and children
118553364081	Mar 07 2024 09:24 AM	I don't live here
118553364198	Mar 07 2024 09:24 AM	I do not know
118553364419	Mar 07 2024 09:24 AM	Cleaner houses because there are so many old not restored houses
118553364460	Mar 07 2024 09:24 AM	Bunch of retired people.
118553363141	Mar 07 2024 09:24 AM	Better good sit down restaurants.
118553364516	Mar 07 2024 09:24 AM	A safer environment with events for teenagers and not just for smaller kids.
118553364304	Mar 07 2024 09:24 AM	A city that would be crowded.
118553362595	Mar 07 2024 09:23 AM	to be better ? i wont be in lake wales 15 years from now.
118553363208	Mar 07 2024 09:23 AM	to be a nice city
118553363639	Mar 07 2024 09:23 AM	nicer
118553362719	Mar 07 2024 09:23 AM	my vision is to have more places to eat or have a drink like a Starbucks for example, so we wouldn't have to drive to the next city over just to get something we like. And a lot of people move just because of that reason
118553363343	Mar 07 2024 09:23 AM	more good restaurants, a filled mall, good clothing stores, more sidewalks
118553363912	Mar 07 2024 09:23 AM	it will have more affordable housing and less construction
118553363623	Mar 07 2024 09:23 AM	it will be over populated and will be to much traffic thats why i want to move out of state to go to Alaska
118553363336	Mar 07 2024 09:23 AM	i won't be here so i don't care
118553362962	Mar 07 2024 09:23 AM	have better things
118553363498	Mar 07 2024 09:23 AM	complete
118553363927	Mar 07 2024 09:23 AM	a lot of events out on the lake more malls and stores in it. More affordable housing. Better parks for children and hangouts. closer intertainment events. More foodtrucks and small business stops around the town.
118553363579	Mar 07 2024 09:23 AM	Very populated, with more homes and schools. More city-like, with a diverse community.
118553362640	Mar 07 2024 09:23 AM	Thriving with many new things
118553363601	Mar 07 2024 09:23 AM	There'll be more houses and more residents, and it may overcrowd.
118553363747	Mar 07 2024 09:23 AM	Same as it is right now.
118553363517	Mar 07 2024 09:23 AM	Populations rapidly increasing, and becoming more city like.

118553363025	Mar 07 2024 09:23 AM	My vision is that this town is going to overpopulate and the traffic is going to be insane because of all the people that live here. I also think that the orange factory is going to close because all the orange fields are being burned down to make new houses for people that we dont have room for in this city.
118553363486	Mar 07 2024 09:23 AM	My vision is that it better be looking like Mami in 15 years
118553362747	Mar 07 2024 09:23 AM	My vision for Lake Wales 15 years from now is, more stuff to do for teenagers.
118553362541	Mar 07 2024 09:23 AM	More food places.
118553362703	Mar 07 2024 09:23 AM	Mid
118553363477	Mar 07 2024 09:23 AM	Lake Wales becomes a small quiet town where a bunch of old folks live till their end.
118553363105	Mar 07 2024 09:23 AM	Just a bunch of roads
118553363904	Mar 07 2024 09:23 AM	ldk
118553363730	Mar 07 2024 09:23 AM	I would love to see more malls and places to get clothes etc
118553363259	Mar 07 2024 09:23 AM	I see Lake Wales hopefully keeping its old-town vibe but with more stores downtown and renovated buildings.
118553363307	Mar 07 2024 09:23 AM	I hope there are better schools, More sidewalks, and Cheaper houses plus more jobs.
118553363246	Mar 07 2024 09:23 AM	I feel like Lake Wales will never change, because I rarely see anything new.
118553362237	Mar 07 2024 09:23 AM	Hopefully it'll have more work places and less houses getting built, more transportation systems, and better downtowns.
118553363681	Mar 07 2024 09:23 AM	For the city of Lake Wales to be a thriving City with many new residents and stores.
118553363142	Mar 07 2024 09:23 AM	A place where many quite people would like to live and where they have a family and want a quite life.
118553363985	Mar 07 2024 09:23 AM	A casual city
118553363979	Mar 07 2024 09:23 AM	15 years from now my vision for the City of Lake Wales is to see more road space, hopefully better homes, more food options available for everyone, and more jobs around the city.
118553363814	Mar 07 2024 09:23 AM	.
118553361667	Mar 07 2024 09:22 AM	to see the community grow and continue to flourish.
118553362246	Mar 07 2024 09:22 AM	to have more things to do and to have more space in the roads
118553362068	Mar 07 2024 09:22 AM	my vision of lake wales will be a better place then it is now
118553362200	Mar 07 2024 09:22 AM	it will improve drastically, more opportunities, more housing/entertainment, continue to be friendly and caring environment and much more environmental friendly. Lake Wales is a great community to grow from.
118553362182	Mar 07 2024 09:22 AM	i don't know
118553361020	Mar 07 2024 09:22 AM	for a thriving city with a stable major of the town to lead the people into a better future for the elderly and the next generation to come.
118553362604	Mar 07 2024 09:22 AM	better schools, more homes, more peaceful, and more people moving in
118553362675	Mar 07 2024 09:22 AM	a city where there is more to do, Ex: theme parks, movies, more things to do, this city is very boring. more food, raising canes, more food trucks, etc
118553361785	Mar 07 2024 09:22 AM	Urban.
118553362493	Mar 07 2024 09:22 AM	To make it a good safe community for families.
118553362289	Mar 07 2024 09:22 AM	The same except upgrades to infrastructure.

118553362005	Mar 07 2024 09:22 AM	Realistically, 15 years from now I will probably not be here. However, I feel that the town will most likely grow a bit, have some more roads (even right now we have a lot of construction), more businesses, and better schools.
118553361742	Mar 07 2024 09:22 AM	Probably will be the same way it is now.
118553362999	Mar 07 2024 09:22 AM	My vision for the city of lake wales is more places to eat(not just fast food), and more affordable houses, and more places to have fun, also better schools and neighborhoods.
118553362508	Mar 07 2024 09:22 AM	My vision for the city of Lake Wales 15 years from now is that it will have more shops, be more affordable, have nicer restaurants in the area, and be a nicer community to be in where traffic won't be bad anymore. I also hope to see in the next 15 years better schools for kids who really need their education, and I hope that there won't be a lack of teachers anymore in the future.
118553362433	Mar 07 2024 09:22 AM	My vision for lake wales in 15 year is that there will be more people many people are coming to Florida so I believe people more people form different places will be here and it would more types of people with different background which can help open people since they will see their life form a different view and might say that would have been rough see other people have to go though .
118553362347	Mar 07 2024 09:22 AM	My vision for Lake Wales is for downtown to have many popular stores and restaurants that people can go to. Also, for the neighborhoods to be much nicer were poverty is at a minimum.
118553361826	Mar 07 2024 09:22 AM	Much more infrastructure and support for the new people coming in.
118553362139	Mar 07 2024 09:22 AM	More advanced such as, higher population, more houses, more restaurants, etc.
118553362474	Mar 07 2024 09:22 AM	Lakes Wales will be packed with people from all over just like the rest of Florida is already.
118553362599	Mar 07 2024 09:22 AM	It will be more crowded
118553361743	Mar 07 2024 09:22 AM	It probably going to look like orlando in a few years.
118553361376	Mar 07 2024 09:22 AM	It grows
118553362957	Mar 07 2024 09:22 AM	Im not sure if i want to be in lake wales for 15 year so i wouldnt know that but i hope there is more jobs for teen with more pay.
118553361908	Mar 07 2024 09:22 AM	Im not staying so I'm not sure
118553362694	Mar 07 2024 09:22 AM	I'm not sure
118553362261	Mar 07 2024 09:22 AM	I think a lot of trees will get cut down to build these homes that a lot of people won't be able to afford, also It's going to be more construction in small areas.
118553362296	Mar 07 2024 09:22 AM	I see lake wales a big city with a lot of houses and everything is just more.
118553361685	Mar 07 2024 09:22 AM	I just hope the City of Lake Wales just grows and more new things are built.
118553362852	Mar 07 2024 09:22 AM	I don't have a vision
118553362826	Mar 07 2024 09:22 AM	I don't know
118553361890	Mar 07 2024 09:22 AM	I don't know
118553358888	Mar 07 2024 09:22 AM	I don't have a vision and I could care less about a vision because I won't even be in Lake Wales in the next 2 years.
118553362475	Mar 07 2024 09:22 AM	I am unsure of what i am going to do in 15 years.

118553362609	Mar 07 2024 09:22 AM	Hopefully, with a lot of improvement (public transportation and infrastructure), Lake Wales could become what Lakeland is now.
118553362243	Mar 07 2024 09:22 AM	Honestly, I probably won't be here in 15 years, but I think that downtown Lake Wales will be better and there will be further urbanization in the future.
118553362612	Mar 07 2024 09:22 AM	For it to be the exact same.
118553362383	Mar 07 2024 09:22 AM	Busy
118553361716	Mar 07 2024 09:22 AM	Bigger
118553361401	Mar 07 2024 09:22 AM	A thriving city
118553360813	Mar 07 2024 09:22 AM	A place to have fun with no stress and somewhat a good community to focus
118553362812	Mar 07 2024 09:22 AM	A city with which everyone is reasonably alright
118553361781	Mar 07 2024 09:22 AM	.
118553361479	Mar 07 2024 09:21 AM	to still remain small and a place for the elderly, etc etc
118553361331	Mar 07 2024 09:21 AM	space ships
118553361483	Mar 07 2024 09:21 AM	okay
118553360773	Mar 07 2024 09:21 AM	more developed
118553360539	Mar 07 2024 09:21 AM	more affordable housing, and less expensive
118553362009	Mar 07 2024 09:21 AM	i want to make the city great and better than it already is.
118553360134	Mar 07 2024 09:21 AM	i dont know i dont really care enough
118553360362	Mar 07 2024 09:21 AM	good
118553361939	Mar 07 2024 09:21 AM	dirty and not a good environment to stay in
118553361158	Mar 07 2024 09:21 AM	dense overpopulated slum life
118553361964	Mar 07 2024 09:21 AM	a lot of houses not that many trees, a lot of more traffic, and a lot of more people
118553361963	Mar 07 2024 09:21 AM	Walkable green city
118553359708	Mar 07 2024 09:21 AM	Too many people and too many housing
118553361634	Mar 07 2024 09:21 AM	To be more green land than houses.
118553361830	Mar 07 2024 09:21 AM	To be more busy and full of options.
118553360990	Mar 07 2024 09:21 AM	To be honesty I have no idea what Lake Wales will look like in 15 years I won't be here to find out either
118553359330	Mar 07 2024 09:21 AM	To be better then how it is now.
118553361085	Mar 07 2024 09:21 AM	The city's hotel is open again.
118553361380	Mar 07 2024 09:21 AM	That it would be better
118553360328	Mar 07 2024 09:21 AM	Run-down, cookie-cutter houses
118553360865	Mar 07 2024 09:21 AM	Not sure.
118553361902	Mar 07 2024 09:21 AM	Not sure
118553361417	Mar 07 2024 09:21 AM	My vision of the city of Lake Wales 15 years from now is a city that has made improvements in all areas. More importantly, I hope to see it be a great place for people to live and to continue their education.
118553361295	Mar 07 2024 09:21 AM	My vision for the City of Lakes Wales is that there would be affordable housing and more jobs opportunities.
118553361446	Mar 07 2024 09:21 AM	My vision for the City of Lake Wales is a functioning city with a higher and healthier agriculture, economy, and a nicer community.
118553361776	Mar 07 2024 09:21 AM	My vision for the City of Lake Wales 15 years from now will change the area close to the downtown.
118553361112	Mar 07 2024 09:21 AM	My Vision for the city of lake wales is to become a healthier cities within that time frame.
118553362013	Mar 07 2024 09:21 AM	More schools and affordable health care.
118553361358	Mar 07 2024 09:21 AM	More populated with more businesses
118553361159	Mar 07 2024 09:21 AM	Less people and more houses.

118553360719	Mar 07 2024 09:21 AM	Less apartments because way too many are being built and it's messing up transportation and traffic for the long term residents who have lived there for longer than others.
118553361422	Mar 07 2024 09:21 AM	Lake Wales will probably grow as a community by the number of people moving here, and more subdivisions will be built in order to keep up with the community's growth. There will be more neighborhoods, and most likely more job opportunities as well.
118553361455	Mar 07 2024 09:21 AM	It's okay.
118553361290	Mar 07 2024 09:21 AM	IDk hopefully better
118553361361	Mar 07 2024 09:21 AM	I want there to still be orange groves and land without all of the developments.
118553361562	Mar 07 2024 09:21 AM	I want Lake Wales to improve their schools, because there are many people who need remedial reading and math, which is a scare for future generations, because there may not be anyone left to teach them. I would also say that the downtown needs to be polished up, and to keep it looking historical, and not put gas stations or anything like that in it.
118553361086	Mar 07 2024 09:21 AM	I think that lake wales right now is kind of boring and there is not much to do and there are not that many good restaurants or good shops I think that because I don't go to lake wake wales to eat or shop but I think this city has a good garden. so in 15 years from now i wish there were more things to do in this city.
118553359281	Mar 07 2024 09:21 AM	I think of a more like better place but might be unstable due to the number of lockdowns at middle schools.
118553361141	Mar 07 2024 09:21 AM	I see Lake Wales having more buildings and better transportation in a healthy environment.
118553361735	Mar 07 2024 09:21 AM	I hope to see Lake Wales grow even more than it already is right now. Hoping there would be a Chick-fil-A in the future.
118553361294	Mar 07 2024 09:21 AM	I hope it is better.
118553361861	Mar 07 2024 09:21 AM	I feel there will be too many people for Lake Wales. So much construction on houses in every neighborhood you got to. All the land you used to have is now gone with modern houses replacing the beautiful land. Lake Wales will not be the same at all.
118553360839	Mar 07 2024 09:21 AM	I don't know. I probably wont visit lake Wales commonly.
118553361374	Mar 07 2024 09:21 AM	I don't know.
118553362059	Mar 07 2024 09:21 AM	Hopefully we clean up the place because there is a lot of old buildings especially downtown. I think since there is a lot of people moving to lake wales so rent is starting to cost more. That is a problem.
118553361823	Mar 07 2024 09:21 AM	Hopefully less traffic
118553361177	Mar 07 2024 09:21 AM	Hopefully Lake Wales in 15 years will be sustainable, a affordable and good place to live.
118553360772	Mar 07 2024 09:21 AM	Healthy community, with affordable housing and childcare programs. No more houses being built.
118553361016	Mar 07 2024 09:21 AM	For it to be more popular and have more things to do.
118553361769	Mar 07 2024 09:21 AM	Done with construction.
118553361771	Mar 07 2024 09:21 AM	About the same as it is now, no major changes just more people.
118553360953	Mar 07 2024 09:21 AM	idk
118553361615	Mar 07 2024 09:21 AM	A community with more affordable housing, accessible living, healthcare, art, and culture.

118553360935	Mar 07 2024 09:21 AM	15 years from now, i see lake wales as just housing. No place for anything for anyone to live. Besides the 10000000000 houses being built.
118553360287	Mar 07 2024 09:20 AM	the groves will be go and filled with houses most likely and the empty spaces will be filled with stores or restaurants. I want to keep lake wales as rural and unpopulated as possible.
118553360300	Mar 07 2024 09:20 AM	my vision is for there to be more affordable housing and more jobs
118553360575	Mar 07 2024 09:20 AM	my vision for the City of lake Wales 15 years from now is less people likely to live here and less populated.
118553360555	Mar 07 2024 09:20 AM	more houses and roads, fast food, stores, outlets
118553359840	Mar 07 2024 09:20 AM	more healthy food places
118553360884	Mar 07 2024 09:20 AM	idk
118553360185	Mar 07 2024 09:20 AM	i think there will be way more housing buldings
118553360159	Mar 07 2024 09:20 AM	growth
118553359743	Mar 07 2024 09:20 AM	bigger buildings able to fit more people more jobs
118553360200	Mar 07 2024 09:20 AM	With the new roads, I believe it's gonna look like more like a small town.
118553358981	Mar 07 2024 09:20 AM	We need a small Water Park like the one in winter haven at Kawanas Park
118553360172	Mar 07 2024 09:20 AM	Too many people and very little space with more people going homeless because of how high the rent and living costs are with the amount being paid is barely livable where you have to get assistance from the government that barely helps also.
118553360666	Mar 07 2024 09:20 AM	To be the same
118553360203	Mar 07 2024 09:20 AM	To be cleaner and have more fulfilling job opportunities
118553360299	Mar 07 2024 09:20 AM	To be better geared towards the people and more programs geared towards helping those who need it. I also believe we need better schools, the elementary schools aren't an issue but there needs to be a better variety of middle and highschoools. Also they need better funding and management. Also better places to sit and nature-esk things.
118553360452	Mar 07 2024 09:20 AM	Not anything like New York but hopefully more advanced and more restaurants as well as more tourist locations. Something of interest to lift this place from the ghost town it currently is. Also housing becoming more affordable or people just making more money in jobs would be great. I do want the downtown to be worked on more and make it more of a spot of interest. That tall building should be turned into a casino.
118553359923	Mar 07 2024 09:20 AM	My vision would be that everything would be better and upgraded
118553360291	Mar 07 2024 09:20 AM	My vision of lake wales is to become a bigger city with more things to do.
118553360135	Mar 07 2024 09:20 AM	My vision of Lake wales 15 years from now is more stores and restaurants in the area because of the housing that we are getting more of.
118553359784	Mar 07 2024 09:20 AM	My vision for the City of Lake Wales in 15 years is to not have as much construction happening all the time, to become more involved with lesser known sports, and to provide students with the education and healthcare needed.

118553360716	Mar 07 2024 09:20 AM	My vision for the City of Lake Wales 15 years from now is that it would be very populated with less room for everyone to live normally or be able to find a job correctly.
118553360871	Mar 07 2024 09:20 AM	More people will move here from other places and it will be worse.
118553359831	Mar 07 2024 09:20 AM	More activites for young kids and teens, more fun stuff for people to do.
118553360997	Mar 07 2024 09:20 AM	Lake wales should get more high schools.
118553360593	Mar 07 2024 09:20 AM	It will be very crowded and many people will move to lake wales
118553360466	Mar 07 2024 09:20 AM	It be a nice city with lots of things and good food places to eat. As well as fun activities for people of any age.
118553360929	Mar 07 2024 09:20 AM	In 15 years I hope Lake Wales has more and well-implemented public transportation and infrastructure.
118553360521	Mar 07 2024 09:20 AM	IDK
118553359210	Mar 07 2024 09:20 AM	I would say that we would become somewhat like Orlando and/or Lakeland or Tampa. Those towns are becoming overpopulated and I feel that this town is the one that people are coming to.
118553360286	Mar 07 2024 09:20 AM	I would love to see the area of Eagle Ridge Mall be refurbished and be populated again. This would create more job opportunities and better our economy.
118553359347	Mar 07 2024 09:20 AM	I want it to stay the same because Lake Wales has a good community and in my opinion is a great place to raise a family
118553360361	Mar 07 2024 09:20 AM	I kind of think it's going to be full of elders, young people don't have much of an opportunity in lake wales.
118553360808	Mar 07 2024 09:20 AM	I hope it will be more fun to live in
118553359919	Mar 07 2024 09:20 AM	I feel corporations will start to take over certain pieces of land not allowing people to get access to well paying jobs and slowly pushing more people onto the streets. slowly making lake wales a waste town for corporations and low paying jobs.
118553360604	Mar 07 2024 09:20 AM	I don't know
118553360302	Mar 07 2024 09:20 AM	Hopefully less aboned buildings and better schools
118553361042	Mar 07 2024 09:20 AM	Hopefully flourishing and going strong, i likely wont stay for too long but for the future people and who stay i wish it well.
118553359604	Mar 07 2024 09:20 AM	For it to be better
118553360000	Mar 07 2024 09:20 AM	Diverse neighborhoods and better access to affordable, healthy food options. Less fast food and more comfortable, cozy places to hang out with family and friends.
118553360303	Mar 07 2024 09:20 AM	Bigger and better with new improvements to the mall, restaurants, and shopping centers
118553360631	Mar 07 2024 09:20 AM	Better food places
118553360199	Mar 07 2024 09:20 AM	Better community and in general better environmental decisions and better care of road work.
118553359023	Mar 07 2024 09:20 AM	Affordable housing and a decent governor.
118553360912	Mar 07 2024 09:20 AM	A suburban look
118553360712	Mar 07 2024 09:20 AM	A nice small town for retirement
118553360529	Mar 07 2024 09:20 AM	A lot of traffic and more housing developments, schools, and churches.
118553360761	Mar 07 2024 09:20 AM	15 years from now there will be a lot of houses and new people moving in. It's going to be really congested. Not a lot of good paying jobs locally or jobs that people would want to.
118553360175	Mar 07 2024 09:20 AM	15 years from now Lake wales is going

118553360798	Mar 07 2024 09:20 AM	15 years from now I think that Lake Wales could be seen somewhat more like Winter Haven, busier roads, more establishments, bigger or more schools, and diverse food options.
118553359875	Mar 07 2024 09:20 AM	15 years from now I see Lake Wales having almost the triple amount of people it has now with all the new houses being put in and I also see not a lot of schools to put all of these new kids into with good teachers and good bus drivers to get the kids to school.
118553359327	Mar 07 2024 09:20 AM	For the construction to stop
118553358783	Mar 07 2024 09:19 AM	to be better than before
118553359522	Mar 07 2024 09:19 AM	to be a better place for children and elders to grow.
118553359228	Mar 07 2024 09:19 AM	not a city anymore
118553359632	Mar 07 2024 09:19 AM	it will become overpopulated and will most likely turn out like every other big city in Florida like Miami, Orlando, and Tampa.
118553359139	Mar 07 2024 09:19 AM	idk
118553359137	Mar 07 2024 09:19 AM	i would like to see more things to do in lake wales
118553360035	Mar 07 2024 09:19 AM	conjusted and very busy
118553359805	Mar 07 2024 09:19 AM	big
118553360012	Mar 07 2024 09:19 AM	a community where children can learn in a safe environment and know that they will be able to afford a house and start a life right out of school
118553360046	Mar 07 2024 09:19 AM	Will become a place for businesses main location and not good workers and lots of communities for the elderly
118553359946	Mar 07 2024 09:19 AM	Will be overcrowded with to many people
118553359586	Mar 07 2024 09:19 AM	To stay a small town and not expand to be like the city of new york
118553359536	Mar 07 2024 09:19 AM	To not be as populated and to have more opportunities for jobs.
118553359064	Mar 07 2024 09:19 AM	To have more things to do and more diverse food options
118553359066	Mar 07 2024 09:19 AM	To have lots of activities to do and enjoy being in Lake Wales.
118553359606	Mar 07 2024 09:19 AM	They might change they way it looks or the way the classes are set up.
118553359404	Mar 07 2024 09:19 AM	There's going to be more businesses than neighborhoods.
118553359059	Mar 07 2024 09:19 AM	Rebuild the downtown area, especially the hotel that has been abandoned.
118553359264	Mar 07 2024 09:19 AM	N/a
118553359903	Mar 07 2024 09:19 AM	My vision of Lake Wales 15 years from now is the same, maybe there will be some new buildings and organizations but with Lake Wales being a smaller city, I doubt it will change immensely.
118553359927	Mar 07 2024 09:19 AM	My vision is that Lake Wales will be a good community.
118553359323	Mar 07 2024 09:19 AM	My vision for the City of Lake Wales is that there will be more around and more places open for the people that live here. I feel like right now there isn't lots to do but I definitely think that this place has a lot of potential.
118553359549	Mar 07 2024 09:19 AM	My vision for the City of Lake Wales 15 years from now is a flourishing city with people of all kinds being able to have affordable healthcare and housing as well as quality childcare and education.

118553359935	Mar 07 2024 09:19 AM	My vision for Lake Wales 15 years from now is a city where people can safely and easily live. In the future, I hope for there to be more health related things in Lake Wales, like healthy markets or more urgent care buildings.
118553358172	Mar 07 2024 09:19 AM	My version for lake wales in 15 years is for it to be peaceful and clean. Also it would be less congested in the town.
118553359062	Mar 07 2024 09:19 AM	More affordable health care, the transportation will be better.
118553358852	Mar 07 2024 09:19 AM	Less congested.
118553360021	Mar 07 2024 09:19 AM	Lake Wales will develop in certain areas, such as the creation of more housing and more industrialization, but it seems unlikely that there will be much change towards making medical care more affordable or fixing infrastructure.
118553358741	Mar 07 2024 09:19 AM	Just for it to be a better city in all aspects.
118553359854	Mar 07 2024 09:19 AM	It's going to be very busy and not clean.
118553358461	Mar 07 2024 09:19 AM	In 15 years Lake Wales will either have the same number of people or less.
118553358548	Mar 07 2024 09:19 AM	I would like to see Lake Wales grow for my opportunities and more places to go.
118553358766	Mar 07 2024 09:19 AM	I think we need more sports complexes. If we invest in sports, tournaments can be held. Tournaments bring profits with food, shopping, and hotel stays.
118553359887	Mar 07 2024 09:19 AM	I think it will stay the same.
118553359173	Mar 07 2024 09:19 AM	I see it turning into California, with tons of houses but no jobs, or resteraunts.
118553358536	Mar 07 2024 09:19 AM	I hope to see more popular infrastructures and liveable homes.
118553359963	Mar 07 2024 09:19 AM	I feel like lake wales is going to turn into a more over poulated city. With the high prices of leaving and buying apartments it is going to be unsafe for children to have their families and more homeless people will be on the street for how hard it is to get a good paying job.
118553359145	Mar 07 2024 09:19 AM	I dont have a vison for lake wales because I wont be near lake wales in 15 years, hopefully.
118553359129	Mar 07 2024 09:19 AM	I don't even live here.
118553359262	Mar 07 2024 09:19 AM	I don't care, I won't be here.
118553358375	Mar 07 2024 09:19 AM	idk
118553358855	Mar 07 2024 09:19 AM	Better transportation, more walk ways so people can go to work.
118553358738	Mar 07 2024 09:19 AM	An improved city with infrastructure dedicated to future generations instead of catering only to the older, with improved recreational areas such as malls and parks taking place of strip malls, and widely available part-time jobs that can accept minors (fast food, service, etc.)
118553359888	Mar 07 2024 09:19 AM	Abandoned
118553359732	Mar 07 2024 09:19 AM	A lot of buildings and not that much land
118553358764	Mar 07 2024 09:19 AM	A lot more for our community
118553359106	Mar 07 2024 09:19 AM	A good city
118553359344	Mar 07 2024 09:19 AM	A functioning city with a more developed cultural and economical outlook.
118553358857	Mar 07 2024 09:18 AM	the same thing just more people and crowded
118553358451	Mar 07 2024 09:18 AM	not sure
118553357561	Mar 07 2024 09:18 AM	none
118553357645	Mar 07 2024 09:18 AM	lots of new neighborhoods and restaurants

118553357325	Mar 07 2024 09:18 AM	hopefully more things to do
118553358982	Mar 07 2024 09:18 AM	better
118553358486	Mar 07 2024 09:18 AM	a
118553358901	Mar 07 2024 09:18 AM	Very crowded with not enough infrastructure to support that many people.
118553358845	Mar 07 2024 09:18 AM	To not be congested like orlando, want it to be a community where you know everyone and still a good place to live.
118553358517	Mar 07 2024 09:18 AM	To be a bigger community.
118553358120	Mar 07 2024 09:18 AM	The city will be more populated
118553358956	Mar 07 2024 09:18 AM	The city of Lake Wales will grow radically and will be the new Orlando.
118553358819	Mar 07 2024 09:18 AM	The city of Lake Wales is going to grow in the years to come. Many schools and jobs will be in demand.
118553358217	Mar 07 2024 09:18 AM	The city downtown to be renovated and touched up.
118553358908	Mar 07 2024 09:18 AM	Overcrowded.
118553358200	Mar 07 2024 09:18 AM	Not having me in it :)
118553358733	Mar 07 2024 09:18 AM	Nice town and hopefully more affordable housing and food.
118553357826	Mar 07 2024 09:18 AM	Nice
118553358585	Mar 07 2024 09:18 AM	My future vision is to become a robotics engineer. I plan on staying in Lake Wales studying robotics, technology, and all of that stuff.
118553358959	Mar 07 2024 09:18 AM	Mostly the same as it is now with slight changes.
118553357926	Mar 07 2024 09:18 AM	Less people coming from out of state and cheaper housing
118553358316	Mar 07 2024 09:18 AM	Idk
118553358704	Mar 07 2024 09:18 AM	I would say it would look more modern.
118553359052	Mar 07 2024 09:18 AM	I think that Lake Wales will be one of the few communities that remains separate from the toxicity of the media and views today.
118553358301	Mar 07 2024 09:18 AM	I see my community with more affordable houses, and more affordable education.
118553358503	Mar 07 2024 09:18 AM	I don't know.
118553358842	Mar 07 2024 09:18 AM	I don't know I'm not gonna be here
118553358778	Mar 07 2024 09:18 AM	I don't have one
118553358979	Mar 07 2024 09:18 AM	I can see lake wales becoming very similar to how Brandon is now in 15 years.
118553358965	Mar 07 2024 09:18 AM	Hopefully the community of Lake Wales in 15 years time will be better, more functional, a better place for people to live their lives. It's already a good place but there's definitely a need for improvement.
118553358999	Mar 07 2024 09:18 AM	For it to be a nicer city.
118553358913	Mar 07 2024 09:18 AM	A mess
118553358777	Mar 07 2024 09:18 AM	A good place to live.
118553358366	Mar 07 2024 09:18 AM	A better city.
118553357716	Mar 07 2024 09:17 AM	the roads are better and there is more things to do
118553357203	Mar 07 2024 09:17 AM	my vision of lake wales is to have a more opportunity to play sports and etc
118553357568	Mar 07 2024 09:17 AM	more active place
118553357121	Mar 07 2024 09:17 AM	idk
118553357469	Mar 07 2024 09:17 AM	drowning in the amount of people moving here.
118553357494	Mar 07 2024 09:17 AM	affordable and better
118553357689	Mar 07 2024 09:17 AM	With all the new people moving to Florida I expect it to be the the traffic is worse, cost of living is higher and there to be a lot more extremely unpleasant people.

118553357590	Mar 07 2024 09:17 AM	To become more industrialized and offer more opportunities, also offer better education and recreational activities.
118553357829	Mar 07 2024 09:17 AM	To be better for the community.
118553357927	Mar 07 2024 09:17 AM	I want to go back to a small town.
118553358067	Mar 07 2024 09:17 AM	I guess that it would be more lively.
118553358060	Mar 07 2024 09:17 AM	I don't know.
118553357640	Mar 07 2024 09:17 AM	I don't know
118553357578	Mar 07 2024 09:17 AM	I don't know
118553357691	Mar 07 2024 09:17 AM	idk
118553358041	Mar 07 2024 09:17 AM	idk
118553356804	Mar 07 2024 09:17 AM	Bad and more bad
118553357757	Mar 07 2024 09:17 AM	A wonderful city with educated kids and plenty of homes with kind families.
118553355275	Mar 07 2024 09:16 AM	i dont care
118553356867	Mar 07 2024 09:16 AM	idk
118553357170	Mar 07 2024 09:16 AM	awesome
118553319874	Mar 07 2024 08:31 AM	Proper internet infrastructure at Legion Field

Appendix A: Lake Wales Stakeholder Engagement Strategy

The Stakeholder Engagement Strategy details the activities related to engaging stakeholders and making the most effective use of their participation.

Overall Stakeholder Engagement Strategy Goals

The goal of this stakeholder engagement plan is to maximize the involvement of community participants to help craft, implement, and adopt policies to achieve the final economic development strategy. Primary objectives include:

1. Identifying key community stakeholders.
2. Understanding and managing stakeholder expectations.
3. Motivating and engaging stakeholders through community workshops.

Regional Partnerships, Identified Stakeholders and Priority Topics

Identified stakeholders are members of the community and or organizations that have an interest in community-led planning in Lake Wales. Stakeholders should be committed to an open process, rather than a specific outcome, and can help champion the process while building a strong network of support within the city of Lake Wales. In their roles, stakeholders will help champion innovative plans and development strategies based on community input, rather than pre-determined concepts.

During the process of stakeholder identification, it is important to ask the following questions:

- Who is interested in the cause?
- Who will be affected by the plan outcomes?

Key stakeholders are community organizations and residents with which communication must be consistent and frequent. These stakeholders have been identified through strategic conversations with city staff and community outreach efforts.

Priority Topic: Youth Retention

Indirect: City of Lake Wales and City Commission, Polk County Board of County Commissioners, Lake Wales Economic Development Council, Central Florida Development Council

Direct: Lake Wales Charter Schools, Lake Wales Students, Teachers, Faith-Based Organizations, CareerSource Polk

Core: Young Residents of Lake Wales and Polk County (16-25 years)

Priority Topic : Economic Development (Business Recruitment, Retention and Expansion)

Indirect: Visitors

Direct: Lake Wales Chamber of Commerce, Lake Wales MainStreet, Lake Wales Economic Development Council, Visit Central Florida, Central Florida Economic Development Council, Lake Wales Residents, Lake Wales Youth ages 16-25

Core: Lake Wales Business Community, city of Lake Wales, Polk County

Priority Topic: Citrus Attrition (Declining Clusters or Sectors)

Indirect: Visitors

Direct: Lake Wales Chamber of Commerce, Lake Wales MainStreet, Lake Wales Economic Development Council, Visit Central Florida, Central Florida Economic Development Council, Lake Wales Residents, Lake Wales Youth ages 16-25

Core: Lake Wales Business Community, city of Lake Wales, Polk County

Activities to Engage Stakeholders

The following activities were included in community outreach initiatives:

- Kick-off Meeting/Lunch
- Lake Wales City Commission Meeting(s)
- Community/Public Workshops
- Large Landowner Meeting
- High School Student Engagement Survey
- REDI/Asset Mapping

Activity 1: Stakeholder Kick-Off Meeting

Description: Launch of initiative to include key community stakeholders.

Objective: Inform stakeholders and project goals and objectives.

Activity 2: Lake Wales City Commission Workshop

Description: Provide an overview of the Competitive Florida grant and the metrics associated with the development of the Economic Development Strategy.

Objective: Inform policy leaders of the processes associated executing the Economic Development Strategy.

Activity 3: Community/Public Workshops

Description: Hold community workshops with the goal of engaging interest groups including the business community, agriculture, faith-based groups, neighborhood associations/residents, and city personnel.

Level of Stakeholder Engagement: High

Objective: To engage Lake Wales residents and document their unique perspective on community assets and future economic development considerations.

Activity 4: Large Landowner Meeting

Description: Engage large landowners within the city of Lake Wales and document their unique perspective on community assets and future economic development considerations.

Objective: To inform landowners of the community vision, potential projects and developments within the city of Lake Wales

Activity 5: High School Student Survey

Description: Engage high school students to collect a targeted perspective on community assets and challenges from the viewpoint of Lake Wales youth.

Objective: Garner information from young residents to develop strategies around youth retention.

Activity 5: Asset Mapping

Description: Asset mapping exercise will be coordinated in partnership with federal, state, and local agency experts to identify and compile community assets.

Level of Stakeholder Engagement: High

Appendix B: Community Engagement and Outreach Efforts

Competitive Florida Kickoff Meeting

Thursday, December 14, 2023

Competitive Florida Kickoff Meeting	Thursday, December 14, 2023	Lake Wales Arts Council 1099 State Road 60 E, Lake Wales, FL 33853
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Meeting Summary The Competitive Florida Kickoff Meeting took place at the Lake Wales Arts Council and included introductions of CFRPC staff and attendees as well as a PowerPoint presentation on the Competitive Florida Partnership Grant and Economic Development Strategy. The Central Florida Regional Planning Council (CFRPC) met with a total of 22 key stakeholders and representatives from the city of Lake Wales to include local business representatives and public and private administrators. Attendees were given an opportunity to describe Lake Wales in three words and participate in open discussions on Community Challenges, Community Assets and Big Idea’s for the city of Lake Wales.



CFRPC staff helped guide attendees through an exercise called “Show me the Money”. Participants were asked to allocate \$100 of play money into one of four categories listed below. The majority of the attendees allocated most of their funds to Economic Development & Tourism (44 percent) followed by Quality of Life/Neighborhood Improvements (33 percent), Other (12 percent) and Natural Resources (11 percent). A summary list of public input by topic is provided below.



Natural resources	Economic Development & Tourism	Quality of Life & Neighborhood Improvements	Other Ideas
\$160 (11%)	\$660 (44%)	\$500 (33%)	\$180 (12%)



Lake Wales in 3 Words

Growth, Opportunity, Community	Growing, Traditional, Relaxing	Historic, Potential, Unique
Spirited Citizens, Green Network of Space, Opportunity	Community Driven, Growth, Exciting	Unique, Growth, Supportive Community
Opportunity, Behind, Motivated	Opportunities, Gem, Energetic	Growing, Skydiving, Energetic
Home, Potential, Olmsted History	Potential, Charm, Olmsted	Community, Growing, Opportunity
Growth, Opportunity, Community	Unique, Growing, Traditional	Caring, Quaint, Traditional Values
Friendly, Close-Knit, Creative	Connectivity, Growth, Support	Opportunity, Potential, Bargain
Behind the Curve		

Challenges? What Can We Work On?

Nothing to replace the citrus industry	Romanticized version of the City, Citrus is dying	Protect and maintain our historic buildings and sites	Big economic drivers have resistance to growth, Lack of built industry	Water: how to serve new housing
Compare ourselves to other cities, craft an identity, resistance to change	Resistant to change: Vacant land, against growth, growth is coming	Need recreation space, outdoor and indoor. No facilities for sport tourism. Outgrown recreation facilities	We need economic drivers, people don't want growth but want the big chains	No buildings for businesses to move in to
Make Lake Wales a world class destination	Historic sites. Embrace our identity, offer activities to attract visitors, Heritage tourism	How many people live and work in Lake Wales	Blue collar and trades workforce to support future and current business opportunities	Sports tourism, Heritage tourism, conversations around working together
Underutilized facilities and buildings. We need business retention	Want economic Development but no Housing, chicken or the egg, citrus has decreased, New business and industry	Youth investment is lacking, Senior services, no walk-in clinic, need affordable housing	Historic resource as a driver to economic growth. Culture and heritage, how can we capture populations to drive in and around Lake Wales	Engage the young adults, the airport, more health resources: everyone goes to Winter Haven

Lake Wales ... Community Assets

Lake Wales Park, Bok Tower, Family Recreation Center, Library, Arts/Museum, care center/partnerships	Lake Wales Thrift Center, Social Ministry/Non-profits, Community Partnerships	Access/Roadways/Rail, Pedestrian Friendly, Connectivity to trails (but needs more TLC)	Historic, traditional neighborhoods who are within walking distance of downtown
Library, Volunteers, History and access/proximity	Arts Center, Library, the Museum, Care Center – umbrella services, Partnerships	Historic downtown (historic town!), available land, city owned property, airport	
Land (undeveloped)	Public safety system: police, fire	Airport (businesses are going in)	Diversity of city Staff
Large faith based community,	Access to education	Community partnerships, scenic highway	Community Partners

Lake Wales...Your Big Ideas Please!

Jobs & working	Thriving downtown: walkability, diverse businesses, whole city connected through trails	Enthusiastic community engagement, all of FL to come to Lake Wales	Thriving downtown: diverse businesses, walkability. Connected city.
Everyone to engage in their health, health options, Arts and cultural section/focus on downtown	Revitalized downtown/grant hotel	Employment & Recreation	Safe community, downtown busy area
Art/culture to be so important that we're able to be downtown	More live entertainment: more programs/projects for the library. Bigger library, more community space	Vocational schools, grocery stores in NW neighborhood	Greater effort to a holistic approach to Planning/Development. Some mechanism/organization to continue this momentum
More things to do here: , jobs, events	Sports complex, indoor/outdoor	Vocational schools, grocery store for the neighborhood	Robust local economy, keep the momentum going
Robust local economy	Revitalized downtown, use of Grand Hotel	Big Sports Complex	Continue current momentum
Grow, but keep small town feel	JOBS, employment, entertainment, recreation hub for Polk County	Safe Community, downtown so busy that traffic backs up, more things to do, things that keep people here, money for more infrastructure	Equity. The city has those with very low + high income (wide range)

Meeting Agenda



The City of Lake Wales
Competitive Florida Kickoff Meeting

Lake Wales Arts Council | 1099 E State Rd 60 E, Lake Wales, FL 33853
 Thursday, December 14th
 11:30am to 1:30pm

Agenda

I.	Opening Remarks & Introductions	James Slaton, Lake Wales City Manager									
	<ul style="list-style-type: none"> • Opening Remarks • Partner Introductions • Lake Wales in 3 Words 										
II.	Competitive Florida Partnership Grant	Beneshea Frazier (CFRPC)									
	<ul style="list-style-type: none"> • Competitive Florida Overview 										
III.	Economic Development Strategy	Brenda Torres (CFRPC)									
	<ul style="list-style-type: none"> • Strategy Overview 										
IV.	Today's Toolkit	Skip Alford, Lake Wales Chamber & EDC									
V.	Building a Resilient Community	Brenda Torres (CFRPC)									
	<ul style="list-style-type: none"> o Education o Health and well-being o Economic Security 	<ul style="list-style-type: none"> o Mobility o Housing Stability o Who should be in the room? 									
VI.	Partners' Discussion										
	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">April DaSilva (CFRPC)</td> <td style="width: 33%;">Community Challenges</td> <td style="width: 34%;">What can we work on?</td> </tr> <tr> <td>Brenda Torres (CFRPC)</td> <td>Community Assets</td> <td>Natural Resources Economic Development Quality of Life</td> </tr> <tr> <td>Karlyn Daniel (CFRPC)</td> <td>Big Idea's</td> <td>Quality of Life Economic Well Being Creating, Retaining & Expanding jobs</td> </tr> </table>	April DaSilva (CFRPC)	Community Challenges	What can we work on?	Brenda Torres (CFRPC)	Community Assets	Natural Resources Economic Development Quality of Life	Karlyn Daniel (CFRPC)	Big Idea's	Quality of Life Economic Well Being Creating, Retaining & Expanding jobs	
April DaSilva (CFRPC)	Community Challenges	What can we work on?									
Brenda Torres (CFRPC)	Community Assets	Natural Resources Economic Development Quality of Life									
Karlyn Daniel (CFRPC)	Big Idea's	Quality of Life Economic Well Being Creating, Retaining & Expanding jobs									
	Next Steps	Beneshea Frazier (CFRPC)									

Formal Meeting Invitation and List of Invitees



The poster features the City of Lake Wales logo on the left, which includes the text 'CITY OF LAKE WALES' and 'Crown Jewel of the Ridge'. To the right of the logo, the text reads: 'Lake Wales Competitive Florida Kickoff Meeting'. Below this, it says 'Join us on Thursday December 14, 2023' and '11:30 a.m. - 1:30 p.m.'. The location is listed as 'Lake Wales Arts Council, 1099 E State Rd 60 E, Lake Wales, FL 33853'. On the right side of the poster is an image of several oranges. A green banner at the bottom of the poster contains the text: 'The goal of this meeting is to provide an opportunity for community stakeholders to share and discuss ideas for the future of Lake Wales. Lunch will be provided.' Below the banner is a row of five small images: a group of people walking, a woman holding a drink, an aerial view of a development, a group of people sitting at a table, and a red vintage car.

For additional information, please contact **Beneshea Frazier**, Central Florida Regional Planning Council at 863-534-7130, ext. 141 or e-mail bfrazier@cfrpc.org, or **Deena Drumgo**, City of Lake Wales at 863-678-4182, ext. 1190 or email ddrumgo@lakewalesfl.gov

From: [Branda Torres](mailto:Branda.Torres@lakewalesfl.gov)
To: islatorn@lakewalesfl.gov; ddrumgo@lakewalesfl.gov; cbaksh@lakewalesfl.gov; alomneck@lakewalesfl.gov; bhermann@lakewalesfl.gov; acochella@lakewalesfl.gov; solutton@lakewalesfl.gov; cvelasquez@lakewalesfl.gov; library@lakewalesfl.gov; knolk@lakewalesfl.gov; Ronnilymainstreet@outlook.com; lbt@lakewaleschamber.com; mstoller@lakewaleshistory.org; alex@cfrc.org; lindsay@cfrc.org; tommy@lw-arts.org; rob.lwcc@gmail.com
Cc: [Beneshea Frazier](mailto:Beneshea.Frazier@lakewalesfl.gov)
Subject: Lake Wales Competitive Florida Kickoff Meeting
Date: Monday, November 27, 2023 3:59:53 PM
Attachments: [image001.png](#)
[image002.png](#)

Dear Stakeholder,

Please mark your calendars for the upcoming Competitive Florida Kickoff Meeting hosted by the Central Florida Regional Planning Council (CFRPC) in partnership with the City of Lake Wales. A collaborative effort is underway to identify opportunities and enhance the city's local economy through the development of an action oriented economic development strategy. This effort has been made possible by FloridaCommerce through a Competitive Florida Partnership grant. As a valued stakeholder we invite you to join us in this endeavor and hope that you will be able to participate in the Lake Wales Competitive Florida Kickoff Meeting scheduled for Thursday, December 14th from 11:30am to 1:30pm. Please RSVP by Monday, December 11th to btorres@cfrpc.org.

We look forward to hearing from you.

Kickoff Meeting Sign-in Sheets

LAKE WALES COMPETATIVE FLORIDA KICK-OFF MEETING					
Sign-In Sheet					
Lake Wales Arts Council Thursday, December 14, 2023, 10:00 am 2:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
1.	DORNA DRUMGO	CITY OF LAKE WALES	863.678.1102	DDRUMGO@LAKEWALESFL.GOV	
2.	Belle Reynoso	City of LW Library		breyoso@lakewalesfl.gov	
3.	Melissa Stalter	Lake Wales History Museum		mstalter@lakewaleshistory.org	
4.	CHERIL ZAKSH	CRA	" "	Chzaksh@lakewalesfl.gov	
5.	Sara Irvine	Lake Wales		sirvine@lakewalesfl.gov	
6.	Eric Marshall	Lake Wales		emarshall@lakewalesfl.gov	

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LAKE WALES COMPETATIVE FLORIDA KICK-OFF MEETING					
Sign-In Sheet					
Lake Wales Arts Council Thursday, December 14, 2023, 10:00 am 2:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
7.	Amorinda Lombeck	Airport Manager	(863) 678-0080	alombeck@lakewalesfl.gov	
8.	Ellis Hunt	Hunt Bros	863 412 0222	ehunt@hbcoy.com	
9.	Tristen Bracewell	LW Chamber & EDC	813-352-1736	tristen@lakewaleschamber.com	
10.	SKIP Alford	LW Chamber & EDC			
11.	Chris Velasquez	Lake Wales Area	863-632-4517	Cvelasquez@lakewalesfl.gov	
12.	James Slaton	City	863-88-7496	jslaton@lakewalesfl.gov	

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LAKE WALES COMPETATIVE FLORIDA KICK-OFF MEETING					
Sign-In Sheet					
Lake Wales Arts Council Thursday, December 14, 2023, 10:00 am 2:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
11.	Stephanie Grace Lottin	City of Lake Wales	863-678-4132	sglottin@lakewalesfl.gov	
14.	Ranni Wood	City of Lake Wales	863/678-2581	Ranni@lakewalesfl.gov	
15.	Chris Stapp	CFRPC	317-621-1527	chrisstapp@cfRPC.org	
16.	Autumn Cochella	COLW	770 298 3530	acochella@lakewalesfl.gov	Ⓜ
17.	Jasmine Khannany	COLW	863-676-5172	jkhannany@lakewalesfl.gov	
18.	Rob Quan	Core Center	863-632-2132	rob.lwcc@maine1.com	

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LAKE WALES COMPETATIVE FLORIDA KICK-OFF MEETING					
Sign-In Sheet					
Lake Wales Arts Council Thursday, December 14, 2023, 10:00 am 2:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initials if Opposed to Photo Consent*
19.	Tommy Frank	LW ARTS Council	863 676 2126	tommy@LW-ARTS.ORG	
20.	Baneshaa Frazier	CFRPC			
21.	Brenda Torres	CFRPC			
22.	April DaSilva	CFRPC			
23.					
24.					

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Community Conversations (Public Open House)

Tuesday, February 6, 2024

Lake Wales Economic Development Strategy Open House	Tuesday, February 6, 2024 1pm – 7pm	Lake Wales Family Recreation Center 1001 Burns Ave, Lake Wales, FL 33853
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Meeting Summary On February 6, 2024, The Central Florida Regional Planning Council (CFRPC) held a Public Open House Meeting where community members were invited to provide input and assist in shaping the future of Lake Wales. A total of 35 community members including citrus growers and cattle ranchers, business owners, residents, and public and private administrators were in attendance.

CFRPC staff guided attendees through discussions on community needs, assets, and big ideas for future community and economic development opportunities. Community members were provided a project handout, and their responses were captured and included in this summery review.

The City of Lake Wales Economic Development Strategy Project Handout

Project Description
The City of Lake Wales has been awarded a Competitive Florida Partnership Grant by FloridaCommerce. The Competitive Florida Partnership Grant Program provides technical assistance to help Florida communities find creative solutions to fostering vibrant, healthy communities.

Lake Wales has engaged the services of the Central Florida Regional Planning Council (CFRPC) to prepare an action oriented economic development strategy. The strategy will include a review of existing economic development documents, a comprehensive inventory of assets, and community engagement opportunities.

Goal of the Grant
A continuous goal of the City of Lake Wales and its partners has been to look at strategies and mechanisms to promote economic development throughout the city. An economic development strategy will significantly increase the City's economic health and provide opportunities to attract private investment-enabling job creation, an increase in tax revenues and additional opportunities within the city.

Scope of Work

- Complete a Stakeholder Engagement Strategy, a Project Kick-Off Meeting, and schedule Community Conversations.
- Complete a Community Asset Inventory list and a Community Asset Mapping Exercise.
- Complete a Draft Economic Development Strategy and Community Workshop.

Important Conversations
Community conversations provide an opportunity to share important information, identify community needs, gather feedback, and strategically plan for the future.

A number of community meetings will be held to identify what is working well and what is needed in the City of Lake Wales. **Scheduled community meetings are as follows:**

- Competitive Florida Kickoff Meeting, December 14, 2023
- Community Conversations, February 6, 2024
- Asset Mapping Exercise, March 15, 2024

Public Meeting Notice: Economic Development Strategy
Tuesday, February 6, 2024
 Join us on Tuesday, Feb. 6th between 1pm to 7pm at an open house to learn about a proposed economic development strategy being facilitated by the Central Florida Regional Planning Council.

City staff wants your input to help shape the future of Lake Wales. Join us on Tuesday, Feb. 6th between 1pm to 7pm at an open house to learn about a proposed economic development strategy being facilitated by the Central Florida Regional Planning Council. Stop by anytime between 1pm to 7pm at the Lake Wales Family Recreation Center. The event is open to the public and interested persons are encouraged to attend.

Community Engagement Opportunities Include:

- Explore community needs, concerns and priorities.
- Review & discuss the Competitive Florida Partnership Grant administered by FloridaCommerce.

Date: February 6, 2024
Time: 1:00 PM - 7:00 PM
Location: Lake Wales Family Recreation Center - 1001 Burns Avenue, Lake Wales
Address: Lake Wales, FL 33853

WE NEED YOUR INPUT
 PUBLIC OPEN HOUSE MEETING
 ECONOMIC DEVELOPMENT STRATEGY
 TUESDAY, FEBRUARY 6 | 1PM - 7PM
 LAKE WALES FAMILY RECREATION CENTER

Facebook, Twitter, Email icons

In addition, attendees were asked to prioritize projects through an exercise called “Show me the money”. Participants were provided with \$100 of play money to deposit into one of four boxes titled:

Natural resources	Economic Development & Tourism	Quality of Life & Neighborhood Improvements	Other Ideas
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Attendees allocated most of their funds to Economic Development & Tourism (38 percent) followed by Natural Resources (33 percent), Quality of Life/Neighborhood Improvements (28 percent) and Other (1 percent).



Lake Wales in 3 Words

- Beautiful Park
- Lake Wales Ridge
- Bok Tower Gardens
- Opportunity
- Hometown Feel
- Historic
- Opportunity
- Possibilities
- Growth
- Growth
- Green Space
- Challenged
- Unique
- Beautiful
- Growing
- Potential
- Thriving
- Behind the curve
- Friendly
- Big small city
- Highway 60
- Old Florida
- Small
- Tradition
- History
- Nature
- Charming
- Diverse
- Spirited
- Garden Like
- Intact Twon
- Potential for quality growth
- Community feel
- Progress
- Collaborative
- Family Oriented
- Lush – rich in green space
- Centralized
- Natural Resources
- Award Winning
- Hidden Gem
- Smalltown on Steroids
- In the middle of orange groves
- Rural
- Home
- Likable
- Special
- Limitless Opportunities

Challenges

- Lack of Commerce Development
- No Starbucks
- Hwy 60
- Business Hours of Downtown Businesses
- Community Outreach
- Education
- Need More Attractions
- Connectivity
- Downtown Development Plan
- Youth Retention
- Job Availability – High Income
- Needs to be More Bicycle Friendly
- Need a Bike Shop
- Need a Multi-Purpose Building
- More Stores
- New Communities Need Parks
- Improve Building Permit Process
- Visible Poverty
- Nothing to Attract The Youth
- Functional Transit System
- More Cultural Activities
- Events During the Week for Retirees
- Smooth Flow of Transit
- Planning Department Impediments
- Poverty
- Public Transportation
- Downtown Street Lighting
- Young Adult Retention
- More Shopping Options
- Recreation for Children
- No Grocery Store in the Northwest Area of the City
- Growth Sprawl
- Economic Disparities
- Turn Mall into Factory Outlet Mall
- Link Bok Tower to the Downtown
- Increase Literacy
- More Downtown Businesses.
- Need a New Movie Theatre
- Attract a Major Employer
- Opportunity for Live Entertainment
- Lack of Economic Activity
- No Night Life
- Jobs for Graduates of Trade
- Needs a Logistic Study/ Traffic
- Inclusiveness
- More Jobs
- Literacy Challenges
- Early Childhood Education is Needed
- More Opportunities
- Traffic
- Water Shortage
- Overgrowth
- Need Early Learning Facility
- Utilize Existing Resources
- Utilities
- Maintenance of Fields and Parks
- A Good Mall
- Better Hospital
- Infrastructure
- Lack of Activities
- Major Employer

Community Assets

- Bok Tower Garden
- Lake Wailes
- Location
- Downtown Area
- Rail
- City Staff
- The Lakes
- The Historic Buildings
- Easy Access
- Smalltown Feel
- Beautiful Parks
- Lake Ashton
- Access to the Aquifer
- Award-Winning Long-Range Plans
- Polk State College
- Underdeveloped Land
- Natural Green Space
- The Viewshed Along Scenic Hwy
- The Overall Community
- Educated Workforce
- Education
- Churches
- Available Land
- Strong Faith-Based Community
- Underdeveloped Recreation Space
- The Recreation Center
- Lake Wales Charter Schools
- Centerpiece for Hwy 27 and US 60
- People in Lake Wales with different perspectives
- The Scenery
- Park Avenue
- Wales Hotel
- Highway Network
- Care Center
- Hospital
- Lake Wales Mainstreet
- Universities
- Potential to Attract Businesses
- Low Crime
- High Ground

Big Ideas

- Update And Maintain All City Parks
- City Sponsored Land Acquisition
- Follow Lake Wales Envisioned Plan
- Local Newspaper
- Better Local Communications
- More Businesses in The North Part of Lake Wales
- Promote Lake Wales Better
- Improve Education
- More Growth
- Event Space
- Recreational Complex for Children
- Safe Place to Play
- Become An ACT Ready Community
- Renovate Depleted Properties
- Parking Garage
- City Events During the Week
- Grow Slower, Build Roads First
- More Communal Open Space
- High Paying Jobs
- Places for Young Families to Enjoy
- More Kid Friendly Activities
- Thriving Businesses
- Vibrant Downtown
- Retaining Youth to Work in Town
- Fund 100 Percent of Lake Wales Connected
- Redevelop The Wailes Hotel
- Develop Tourism
- Olmsted Landscape Plan
- More Green Space
- More Access to Physical and Mental Health
- Manage Development to Not Lose Smalltown Feel
- More Things to Do for Families.
- Become Like Winter Haven
- Instructor Pilot School
- Keep Tree Canopy in High Traffic Areas
- Need Panera Bread
- Activities For Retirees to Do During the Day
- Quit Building Neighborhoods
- Support Lake Wales Envisioned
- A Water Park
- More Events, Activities, Recreation and Shopping
- New Theatre
- Need A Town/Civic Center
- Remove Old Cement Plant
- Connect Events to Businesses
- New Developments Should Pay for Itself and Better The Community
- Increase Code Enforcement
- Outlet Stores
- Bring in a Distribution Facility
- Building for Sports
- Increase Demand for Hotels and Restaurants
- Need an Industry
- More Walkability
- More Bike Trails

Meeting Agenda



**The City of Lake Wales
Economic Development Strategy Open House**

Lake Wales Family Recreation Center
1001 Burns Ave, Lake Wales, FL 33853
Tuesday, February 6, 2024
1pm to 7pm

Event Outline

<p>Staffing</p> <ul style="list-style-type: none"> • Brenda Torres • Jennifer Codo-Salisbury 	<p>Workshop Materials</p> <ul style="list-style-type: none"> • Sign in Sheet • Boards • Handout • Map of Lake Wales • Essels • Workshop Box • Wayfinding signs • Show me the money
<p>Boards</p> <ul style="list-style-type: none"> • Big Ideas • Challenges • Community Assets • Lake Wales in 3 words 	<p>Maps</p> <ul style="list-style-type: none"> • Lake Wales Aerial • Lake Wales Opportunity Zone and Projects

• *Staff will leave from the office by 11:30am
• *Staff need to be onsite by 12:00pm

1:00pm – 7:00PM Staff will greet attendees and guide them through maps and boards facilitating conversation and taking notes. All attendees should participate in show me the money before leaving.

Meeting Sign-In Sheets

LAKE WALES COMPETATIVE FLORIDA COMMUNITY CONVERSATIONS					
Sign-In Sheet					
Lake Wales Recreation Center Tuesday, February 6, 2024, 1:00 pm 7:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
7.	Maricruz Gutierrez		863-978-3751	gutierrez.maricruz2000@gmail.com	
8.	Juli Acosta		963-307-9248	juli.acosta244@yahoo.com	
9.	DEENA DRUMGO	CITY OF LAKE WALES		DDRUMGO@LAKEWALESFL.GOV	
10.	* CHARLEATHA MOORE	Resident	917-363-0871	co-moore@outback.com	
11.	SASHA McLEARN	employed in lake wales	646 670 2160	sashamclearn@gmail.com	
12.	María Roy	Employee in lake wales	863-808-9085	royma.maranda.com	

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LAKE WALES COMPETATIVE FLORIDA COMMUNITY CONVERSATIONS					
Sign-In Sheet					
Lake Wales Recreation Center Tuesday, February 6, 2024, 1:00 pm 7:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
1.	Amy Garrullo	City of Lake Wales	407-616-9992	agarrullo@lakewalesfl.gov	MS
2.	Jennifer Cade-Seiburg	CFRPC	(863) 574-7120 ext. 178	j.cade-seiburg@cfrpc.org	CS
3.	Brenda Torres	CFRPC	863		
4.	Wayne V. Rodolfich	Lake Wales Superintendent	229 369 1292	wrodolfich@gmail.com	
5.	Christopher Corner	CFDC	317-612-4522	christopher@cfdc.org	
6.	Sara Irvine	City of Lake Wales		Sirvine@lakewalesfl.gov	

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LAKE WALES COMPETATIVE FLORIDA COMMUNITY CONVERSATIONS					
Sign-In Sheet					
Lake Wales Recreation Center Tuesday, February 6, 2024, 1:00 pm 7:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
13	Carol Gillespie		305-864-1708	cjgillespie99@gmail.com	
14	GARY ROSILLARD		786-572-2464	garyrosillard@gmail.com	
15	Peter Maxwell		816-377-5689	maxpeterwell@yahoo.com	
16	Stephen James		678-510-9374	stljames@aol.com	
17	Reonnors	LakeWalesNews.net	622-0879	news@lakewalesnews.net	
18	Kays-Newton	LWFAC	916-632-9710	knewton@lakewalesfl.gov	

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LAKE WALES COMPETATIVE FLORIDA COMMUNITY CONVERSATIONS					
Sign-In Sheet					
Lake Wales Recreation Center Tuesday, February 6, 2024, 1:00 pm 7:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
19	Reiny Parrado		305-319-1353	reiny.parrado@lakewalesfl.gov	✓
20	SEN WILES	LAKE WALES WAY	441-284-1335	ben@lakewalesway.com	✓
21	PATRICK CORWITZ	CORWITZ CONSULTING	863-323-5976	PATRICK@CORWITZCONSULTINGLLC.COM	✓
22	Karla Campbell		916-639-6789	karlacampbell48@icloud.com	✓
23	Richard Mazzer	resident	863-207-2235		
24	Marcia Rose	LWCS	863-456-7484	marcia.rose@lucharterschoucs.com	

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LAKE WALES COMPETATIVE FLORIDA COMMUNITY CONVERSATIONS					
Sign-In Sheet					
Lake Wales Recreation Center Tuesday, February 6, 2024, 1:00 pm 7:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
25	Morgan Willis	LWCS	813-456-4484	morgan.willis@lucharterschoucs.com	
26	KARLA DIPERVA	Advent Health	305-205-1452	karla.diperval@adventhealth.com	
27	Von McGriff	Park State	863-669-2885	vmcgriff@pork.edu	
28	MARK J. BENNETT		863-528-9165	MARKJOHN.BENNETT66@BARR.COM	
29	Daniel Jones	Lake Wales Care Center	863-288-1459	daniel.lwcc@gmail.com	
30	Joan Dick		863-604-7667	joandick2@jplcc.com	

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LAKE WALES COMPETITIVE FLORIDA COMMUNITY CONVERSATIONS					
Sign-In Sheet					
Lake Wales Recreation Center Tuesday, February 6, 2024 1:00 pm 7:00 pm					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Comment*
31.	David Price	Resident Bok Tower Gardener	863-637-8132	dprice@boktower.org	
32.	Kevin Peck	Horticulturist COLW	862-409-2561	kpeck@lakewales.gov	
33.	John Waldock	ama resident	863-272-0971	johnsgardens@mwi.com	
34.	Indihra Chambers	CFRPC	813-842-9680	ichambers@cfrc.org indihra@cfrc.org	✓
35.	Erin Edwards	resident	813-419-6808	erinaedwards64@gmail.com	
36.					

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Community Conversations (Landowner)

Monday, February 12, 2024

Lake Wales Landowner Meeting

Monday, February 12, 2024
12pm – 2pm

Lake Wales City Hall
201 W Central Ave, Lake Wales, FL 33853

Meeting Summary

A landowner meeting was held Monday, February 12, 2024, with the goal of educating landowners on the Competitive Florida Partnership Grant Program and bringing large landowners to the table to engage in a conversation around the local economy. The goal of the meeting was to engage with the Lake Wales administration and CFRPC staff. The dialogue was designed to identify barriers to and options for economic growth. The topics discussed included: 1) general perception around the city of Lake Wales; 2) community difficulties that impact efforts to attract new businesses; 3) opportunities to increase the City’s competitiveness in the wider marketplace.

A total of 3 landowners participated in this meeting to include Ellis Hunt, Vic Story, and Corby Myers.



Challenges

- Lack of quality jobs
- Lack of diversity in job opportunities (only been Agricultural)
- Lack of industrial land use
- Misinformation regarding agricultural industry
- Private investment is not here right now
- No Spec buildings/no available space
- Economy is based in citrus

Big Ideas

- Light industry (creates good jobs)
- High wage job opportunities
- More businesses
- Good growth
- Industrial infill opportunities in CRA
- Targeted incentives, economic development
- Quality jobs / large scale development
- Outside private investment
- Needs to be a change (Citrus industry is changing)
- Hardware store needed

Lake Wales in 3 Words

- Tough Sell
- Perception of no growth
- Not friendly for development
- Poor reputation

Meeting Sign-in Sheets

LAKE WALES COMPETATIVE FLORIDA - LANDOWNERS MEETING
Sign-In Sheet
 Lake Wales City Manager's Conference Room, 201 W Central Ave, Lake Wales, FL
 33853 Monday, February 12, 2024, | 12:00 pm- 12:00 pm

	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
1.	Bonnie Frazier	CFRPC		bfrazier@cfrpc.org	
2.	April Dastin	CFRPC		adastin@cfrpc.org	
3.	Jeff Schumaker	CFRPC		jschumaker@cfrpc.org	
4.	Brenda Torres	CFRPC		btorres@cfrpc.org	
5.	Debra DeMico	City of Lake Wales		ddemico@lakewales.com	

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LAKE WALES COMPETATIVE FLORIDA - LANDOWNERS MEETING
Sign-In Sheet
 Lake Wales City Manager's Conference Room, 201 W Central Ave, Lake Wales, FL
 33853 Monday, February 12, 2024, | 12:00 pm- 12:00 pm

	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
6.	Corby Mises			COMISE@C.R4111.COM	
7.	Vic Story		863-287-4126	VIC@STORYCOMPANIES.COM	
8.	James Slaton	City of Lake Wales	888	jslaton@lakewalesfl.gov	
9.	Ellis Hunt		863-469-2222	ehunt@hbcap.com	
10.					

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Community Conversations (EDC)

Thursday, February 15, 2024

Lake Wales Competitive Florida Presentation to Economic Development Council	Thursday, February 15, 2024	Florida’s Natural Visitors Center 20160 US Highway 27, Lake Wales, FL 33853-2425
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Meeting Summary

The Central Florida Regional Planning Council (CFRPC) staff attended the Lake Wales Economic Development Council (EDC) meeting and provided EDC members with an overview of the Competitive Florida grant. Participants included CFRPC staff, EDC Council Members, Elected Officials and EDC staff.

CFRPC provided a brief on the metrics of the grant to the meeting attendees. Attendees were encouraged to participate in discussions on identifying key words to describe Lake Wales and to offer information on current challenges facing the city. A Total of 15 stakeholders attended this meeting.

Lake Wales in 3 Words

Great potential, opposition, opportunity	People, schools, businesses	Untapped potential, opportunity, historic
Passionate citizens everywhere	Family oriented community	Growth
Opportunity, resistance to change	Balanced growth	Opportunity, resistance, behind
Opportunity, resistance, growth	Intentional, growth, planning	Small but mighty, blank slate, face-centered community

Challenges? What Can We Work On?

Resistance	Division between races (as well as community wide)	Generational barriers	Resistance to growth (generationally)	Taking education elsewhere
Challenged by lack of housing and food	Workforce housing	Not enough reach to the whole community		



Meeting Sign-in Sheets

LAKE WALES COMPETATIVE FLORIDA PRESENTATION TO EDC					
Sign-In Sheet					
Florida's Natural Visitor's Center Thursday, February 15, 2024 9:00 am 10:00 am					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	Larry Bossarte	Reg Estate Retired	863-207-3402	Larry@BIRCommercial.com	
1.	Doug Clark	CITIZENS BANK	863-679-2341	douglas.clark@citizens-bank.com	
2.	Samy Slaton	City of LW		jslaton@lakewalesfl.gov	
3.	Danny Kenezer	City Comm	414-651-8888	cofcsca@gmail.com	
4.	Shannon Siro	AtlanticBlue	352-238-0941	ssiro@atlanticbluecap.com	
5.	Ellis Hunt	Hunt Brothers	863-412-0222	ehunt@hbcoop.com	
6.	Ronni Wood	L.W. Main Street	863/258-1233	Ronni.LWmainstreet@outlook.com	

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Florida's Natural Visitor's Center Thursday, February 15, 2024 9:00 am 10:00 am					
Sign-In Sheet					
Florida's Natural Visitor's Center Thursday, February 15, 2024 9:00 am 10:00 am					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	Elizabeth Tyler	LWCS	863-678-4664	Elizabeth.tyler@lwcharterschool.org	
7.	April Davila	CFRPC		adavila@cfrpc.org	
8.	Bonnie Frasier	CFRPC			
9.	Brenda Torres	CFRPC		btorres@cfrpc.org	
10.	DERECK BLUE	BIRLINC	813-770-0183	derrickblue@gmail.com	
11.	Autumn Cochella	City of LW	770 298 3530	a.cochella@lakewalesfl.gov	
12.	Wayne V. Radolfich	LakeWales C.S.	220 369 1292	wradolfich@gmail.com	

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LAKE WALES COMPETATIVE FLORIDA PRESENTATION TO EDC					
Sign-In Sheet					
Florida's Natural Visitor's Center Thursday, February 15, 2024 9:00 am 10:00 am					
	Name	Affiliation	Phone Number	Email Address	Initial if Opposed to Photo Consent*
13.	Arcky Smith	LWCS	(950) 251-3810	arcky.smith@wvcharterschool.com	
14.	Daniel Williams	City Comm	863-241-0870	Dwilliams@lakewales.gov	
15.					
16.					
17.					
18.					

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Community Conversations (Youth Leadership LW)

Thursday, March 21, 2024

Youth Leadership Lake Wales Meeting

Thursday, March 21, 2024
1:30pm – 2pm

Westgate River Ranch Resort & Rodeo
3200 River Ranch Boulevard
River Ranch, FL 33867

Meeting Summary The Central Florida Regional Planning Council (CFRPC) attended the Youth Leadership Lake Wales closing retreat on March 21, 2024, The CFRPC presented to participants of Youth Leadership Lake Wales Program made up of High School Junior who have demonstrated leadership potential in their community.

CFRPC staff guided participants through discussions on community needs, assets, and big ideas for future community and economic development opportunities. Participants were provided with a project handout and overview, and their responses were captured and included in this summery review.



Community Challenges (Needs)

- There is not much to do.
- Need an improved skatepark.
- Lack of jobs/variety of jobs
- Far from activities and things to do.
- More fun things to do.
- Dead Mall
- Need more shopping places.
- The mall needs to bring in good new stores and restaurants.
- Stores that attract the youth
- Diverse restaurant options
- Lack of appealing activities
- Lack of teen activities
- Lack of “good” colleges
- Lack of opportunities in a non-business way.
- Not many amenities

- New businesses that cater to kids/teen demographic
- Better advertisement
- Better outlook on the community
- There are more opportunities outside of Lake Wales than inside.
- Downtown Small Businesses do not match with peoples’ schedule.
- Overpopulation the City is not built for.
- Traffic due to overpopulation
- More activities in the mall to make it a cool hangout spot.
- Need less development of houses.
- Upkeep the mall.
- Need high paying jobs.
- Stores downtown need to stay open longer.

Community Assets

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Activities Downtown like Mardi Gra and other parades and events. ▪ Downtown Lake Wales Buildings and Murals ▪ Bok Tower Gardens ▪ Care Center ▪ Natural Areas and Parks ▪ Willing Community ▪ Community Leaders ▪ Kairos Nutrition ▪ Katherines ▪ Christ Church on the Move ▪ Lake Walies Park | <ul style="list-style-type: none"> ▪ Natural Resources ▪ Recreational Opportunities ▪ Trails and Parks ▪ Children events ▪ Farmer Markets ▪ Cozy Living ▪ Local Small Businesses Downtown ▪ Open Green Space ▪ Lake Wales History ▪ The Lake Wales Community ▪ Local Events ▪ The Library |
|--|---|

Big Ideas (Lake Wales in 15 Years)

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Affordable houses that are appealing ▪ Less Fast Food ▪ More Small businesses ▪ A Target ▪ More Activities for kids and teens ▪ An active Mall ▪ More opportunities for art and music education and majors at the local colleges. ▪ Better Schools with opportunities offered to students. ▪ Water Park ▪ More Mainstream Stores ▪ Overall Beautify the Community ▪ Beautify Lower Areas. ▪ Improved Movie Theatre ▪ Improved Skate Park ▪ A Skate Shop ▪ Cleaner Appearance ▪ A University | <ul style="list-style-type: none"> ▪ More Restaurants/ Local Café ▪ Cleaner Streets ▪ More Places to go with Family. ▪ Make Downtown More Attractive ▪ More things to do Locally. ▪ Chick-Fil-A ▪ A Bookstore ▪ Investing More in Store Businesses ▪ Changing Development Policies to Accommodate Population ▪ Big Stores ▪ To be on the Map and well-known ▪ Paint Ball ▪ Arcade ▪ Theme Park ▪ A Busy Mall ▪ City Center Filled with Activities ▪ More Decorated Roads ▪ More Downtown events ▪ More Artistic Jobs |
|---|---|

Meeting Sign-In Sheets

YOUTH LEADERSHIP LAKE WALES Sign-In Sheet Westgate River Ranch Resort & Rodeo 3200 River Ranch Boulevard River Ranch, FL 33867 Thursday, March 21, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
1.	Valeria Rios		561-797-6110	Valeriarios1102@gmail.com	
2.	Trister Jones		863-212-5092	Trister14@gmail.com	
3.	Wase Hampton	Lake Wales Youth Leadership	863-605-3088	Wase-hampt 317 @ gmail.com	
4.	Melina Cardona		863-456-8046	melina ¹⁰⁸⁰⁰⁶ cardona@gmail.com	
5.	Brenda Torres	CFRPC	863-241-9657	btorres@CFRPC.org	

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YOUTH LEADERSHIP LAKE WALES Sign-In Sheet Westgate River Ranch Resort & Rodeo 3200 River Ranch Boulevard River Ranch, FL 33867 Thursday, March 21, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
6.	Rachel Negrete	Youth Leadership Lake Wales	863-215-2923		
7.	Peyton Hedley	Youth Leadership Lake Wales	407-857-3726		
8.	Elizabeth Cardona	Youth Leadership Lake Wales	863-241-3416		
9.	John Melendez	Youth Leadership Lake Wales	863-282-6110		
10.	Kara Wiseman	YLLW	863-521-2468		

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YOUTH LEADERSHIP LAKE WALES Sign-In Sheet Westgate River Ranch Resort & Rodeo 3200 River Ranch Boulevard River Ranch, FL 33867 Thursday, March 21, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
11.	Aiden Johnson		(863) 455-6639	aidjohnson9026@gmail.com	
12.	Faith Silva		863-339-4472	faith.silva@icloud.com	
13.	Meriana Cedeno		863-510-3594	meriana27@gmail.com	
14.					
15.					

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Community Conversations (Public Open House)

Monday May 20, 2024

Community Meeting	Monday, May 20, 2024 2:00pm – 7pm	Lake Wales Family Recreation Center 1001 Burns Ave, Lake Wales, FL 33853
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Meeting Summary

On May 20, 2024, the Central Florida Regional Planning Council (CFRPC) held a Lake Wales Community Economic Development Strategy Open House at the Lake Wales Family Recreation Center. The open house requested the participation of local community residents, stakeholders, and business owners. The public session provided the opportunity for the community to share their thoughts on the Draft Economic Development Strategy and discuss identified goals, strategies and next steps. CFRPC staff provided an overview of the recommended draft economic development strategies that will provide the city with a road map of ways to stimulate economic development within the city of Lake Wales.

Participants were welcomed and guided through a series of maps including existing land use, zoning, and future land use while identifying areas of opportunities for economic development. They were then asked to review the recommended strategies and provide comments on the future of Lake Wales. Attendees were also asked to allocate money into the priorities of Quality of Life, Economic Development and Natural Resources. Quality of Life received the post funding with \$600 allocated to this priority. Economic Development received \$580 with Natural Resources receiving \$520.

The following are overall key themes, as gathered from staff facilitating discussions:



Lake Wales – Big Ideas

- Change the transportation pattern to direct people downtown.
- Roundabout on Washington and Scenic to direct people into town.
- Look at school enrollment, traffic, parking and jobs before considering additional development.
- Welcome to growth but have infrastructure in place first.
- Infill development and use what we have.
- Use impact fees to improve infrastructure.
- Have Downtown businesses open after 3pm.
- Have Lake Wales Envision complement the strategies.
- Welcome people and ideas with different religions and views. Be more inclusive and have diversity of many levels.

Lake Wales in 15 Years

- Need more land set aside for commercial and industrial projects.
- Create a natural setting by having agriculture land turned into additional green space.
- Turn Opportunity Zone into hotels, apartments, and stores.
- For Lake Wales to have a thriving downtown filled with shops and restaurants. Where anyone in society is welcomed and valued for

- Develop a hurricane shelter in the city.
- Have additional day care facilities for Seniors.
- Create programs to incentivize commercial development.
- Continue trail connection within the city and outside.
- Stick to our roots regarding development.
- Create trade training and apprenticeships.
- Infill before sprawl.
- Better prep for climate change.
- More people.
- For people to live and work here.

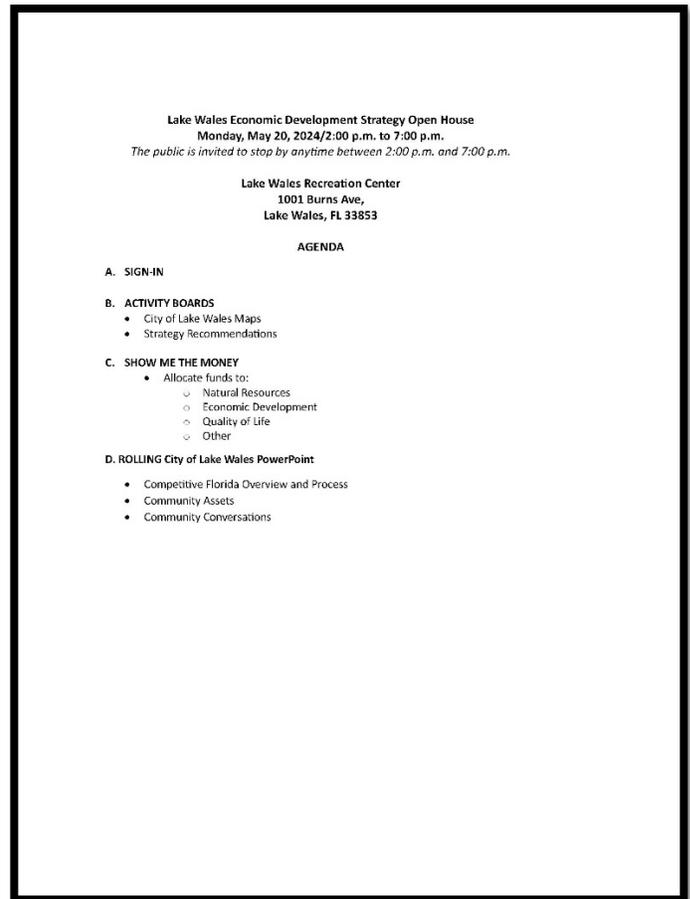
their contribution to the city and education is promoted.

- Have trails and recreation with traditional neighborhoods.
- Safer roads and an increase in law enforcement.
- How it is currently but people are moving here so we have to be prepared.
- Higher paying jobs.
- Realization of Lake Wales Envision.
- Additional green space around Lake Wales.

Project Handout and Agenda



The image shows the cover page of a project handout. At the top left is the City of Lake Wales seal, and at the top right is the Florida Commerce logo. The title is 'The City of Lake Wales Economic Development Strategy Project Handout'. Below the title is a 'Project Description' section, followed by a 'Goal of the Grant' section, a 'Scope of Work' section with a checklist, an 'Important Conversations' section, and a section listing 'Scheduled community meetings' with a checklist and dates.



The image shows an agenda page for an open house. It includes the event title 'Lake Wales Economic Development Strategy Open House', the date and time 'Monday, May 20, 2024/2:00 p.m. to 7:00 p.m.', and the location 'Lake Wales Recreation Center, 1001 Burns Ave, Lake Wales, FL 33853'. Below this is an 'AGENDA' section with four main items: A. SIGN-IN, B. ACTIVITY BOARDS (with sub-points for City of Lake Wales Maps and Strategy Recommendations), C. SHOW ME THE MONEY (with sub-points for Allocate funds to: Natural Resources, Economic Development, Quality of Life, and Other), and D. ROLLING City of Lake Wales PowerPoint (with sub-points for Competitive Florida Overview and Process, Community Assets, and Community Conversations).

Sign-In Sheet

COMMUNITY WORKSHOP LAKE WALES					
Sign-In Sheet					
Lake Wales Recreation Center 1001 Burns Ave, Lake Wales, FL 33853 Monday, May 20, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	DEENA DEUMGO	CITY OF LAKE WALES			
1.	<i>[Signature]</i>	High Park City of LV, Church	863-258-2300		J.H.
2.	Bonnie Frazier	CFRPC			
3.	Robin Gibson	City Commission			
4.	Van McGuff	PAK State	863-669-2885		
5.	Indihra Chambers	CFRPC			
6.	Skip Alford	Lake Wales Chamber & EDC	(863)676-3445		

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COMMUNITY WORKSHOP LAKE WALES					
Sign-In Sheet					
Lake Wales Recreation Center 1001 Burns Ave, Lake Wales, FL 33853 Monday, May 20, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	Brenda Torres	CFRPC		btorres@cfrpc.org	
7.	JAY HELMS	GEORGE F. YOUNG	386-279-8345	jhelms@georgefyoung.com	
8.	Goibe Segarra	City of Lake Wales	863-678-4182	gsegarra@lakewalesfl.gov	
9.	Susan Lettieri		863-632-0323	susan.lettieri_resume@.gmail.com	
10.	Rob Soehl		863-528-4440	lucoub@yehora.com	
11.	Frank Lumm	Citizen, LW			
12.	Ron McCoun				

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COMMUNITY WORKSHOP LAKE WALES					
Sign-In Sheet					
Lake Wales Recreation Center 1001 Burns Ave, Lake Wales, FL 33853 Monday, May 20, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
13.	Lee Hak	Hak Innovation	(304)267-5165	Lee@HakInnovation.com	
14.	Hilary waers	Hak Innovation	(407) 325-8303	hilary@hakinovation.com	
15.	Allison Snyder	LW Chamber	863-676-3445	allison@lakewaleschamber.com	
16.	Andy Anderson	All Veterans Center	863-528-0655	racur_won@hotmail.com	
17.	Linda Hayes	" "	863-241-9625	linda.allveteranscenter@gmail.com	
18.	Carol Gillespie	City of Lake Wales	305-804-1702	cjgillespie44@gmail.com	

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COMMUNITY WORKSHOP LAKE WALES					
Sign-In Sheet					
Lake Wales Recreation Center 1001 Burns Ave, Lake Wales, FL 33853 Monday, May 20, 2024					
	Name	Organization	Phone Number	Email Address	Initial if Opposed to Photo Consent*
	GARY ROBILUARD	RESIDENT	786-512-2464	GARY.ROBILUARD@GMAIL.COM	
19.	John Thurt	OpenGov	566-453-4425	jthurt@opengov.com	
20.	Robert Connors	LakeWalesNews	672-0878	news@lakewalesnews.net	
21.	MARK J. BENNETT	RESIDENT		MARKJOHNDEBENNETT66@GMAIL.COM	
22.	Jackson Campbell	Resident	954-529-7744	acepitbtd@gmail.com	
23.	David Price	Resident	863-632-8132	dprice@baktower.org	
24.	Juanita Zwaryczak	Resident	631517-017	namastejifz@gmail.com	

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Appendix C:

Tapestry Segmentation Area Profile



Tapestry Segmentation Area Profile

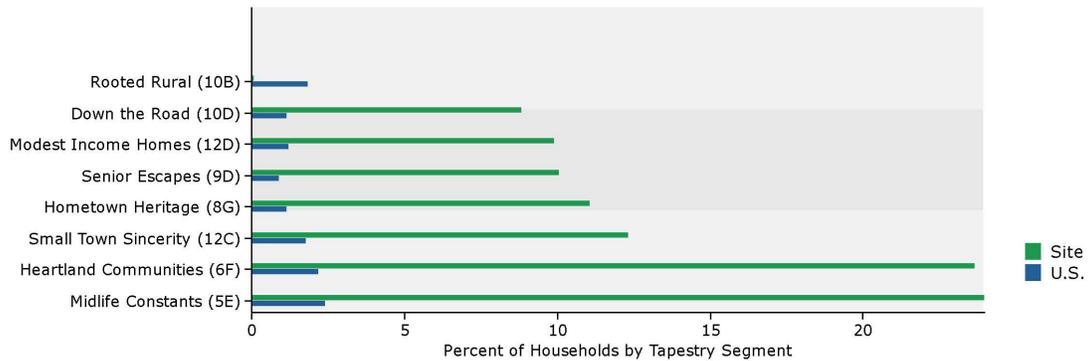
Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	24.0%	24.0%	2.4%	2.4%	994
2	Heartland Communities (6F)	23.7%	47.7%	2.2%	4.6%	1,078
3	Small Town Sincerity (12C)	12.3%	60.0%	1.8%	6.4%	693
4	Hometown Heritage (8G)	11.1%	71.1%	1.2%	7.6%	948
5	Senior Escapes (9D)	10.1%	81.2%	0.9%	8.5%	1,122
Subtotal		81.2%		8.5%		
6	Modest Income Homes (12D)	9.9%	91.1%	1.2%	9.7%	807
7	Down the Road (10D)	8.8%	99.9%	1.2%	10.8%	764
8	Rooted Rural (10B)	0.1%	100.0%	1.8%	12.7%	5
Subtotal		18.8%		4.2%		
Total		100.0%		12.7%		788

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 26, 2024

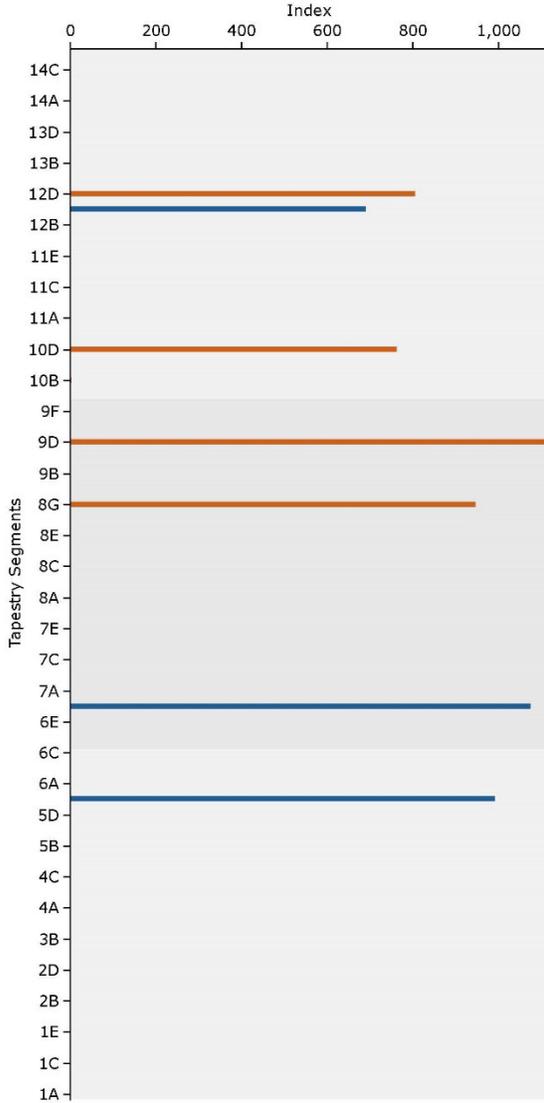


Tapestry Segmentation Area Profile

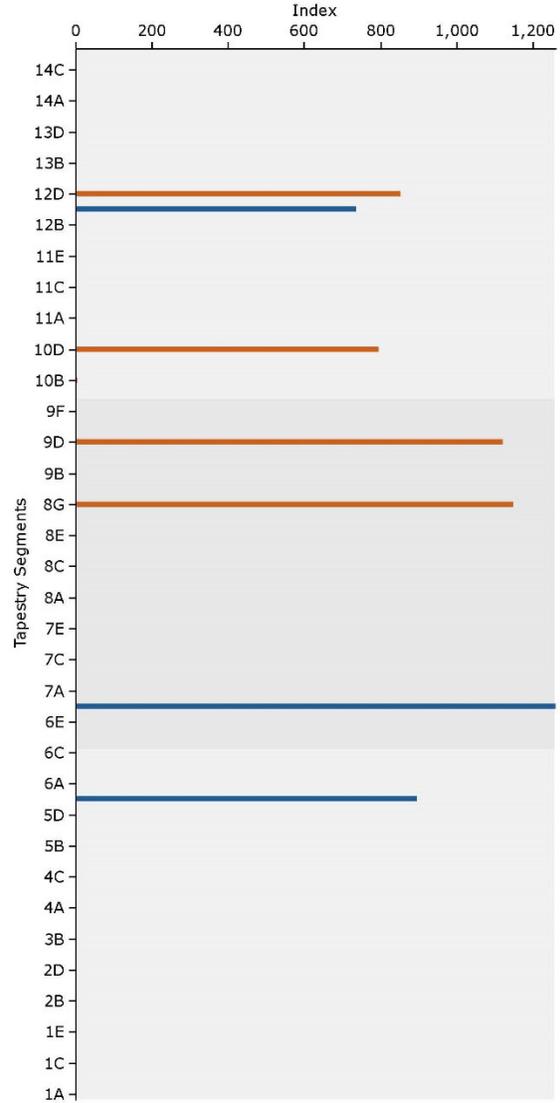
Lake Wales City, FL 5
Lake Wales City, FL (1238950)
Geography: Place

Prepared by Esri

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 26, 2024



Tapestry Segmentation Area Profile

Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,709	100.0%		12,808	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,609	24.0%	215	2,675	20.9%	193
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,609	24.0%	994	2,675	20.9%	898
6. Cozy Country Living	1,588	23.7%	201	3,331	26.0%	223
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,588	23.7%	1,078	3,331	26.0%	1,261
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 26, 2024



Tapestry Segmentation Area Profile

Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,709	100.0%		12,808	100.0%	
8. Middle Ground	744	11.1%	102	1,598	12.5%	123
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	744	11.1%	948	1,598	12.5%	1,149
9. Senior Styles	676	10.1%	174	1,218	9.5%	184
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	676	10.1%	1,122	1,218	9.5%	1,123
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	599	8.9%	113	1,201	9.4%	118
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	6	0.1%	5	9	0.1%	4
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	593	8.8%	764	1,192	9.3%	796
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,493	22.3%	377	2,785	21.7%	394
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	828	12.3%	693	1,538	12.0%	738
Modest Income Homes (12D)	665	9.9%	807	1,247	9.7%	855
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 26, 2024



Tapestry Segmentation Area Profile

Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,709	100.0%		12,808	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	665	9.9%	60	1,247	9.7%	56
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	665	9.9%	807	1,247	9.7%	855
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	744	11.1%	61	1,598	12.5%	74
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	744	11.1%	948	1,598	12.5%	1,149
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 26, 2024



Tapestry Segmentation Area Profile

Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,709	100.0%		12,808	100.0%	
4. Suburban Periphery	1,609	24.0%	74	2,675	20.9%	62
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,609	24.0%	994	2,675	20.9%	898
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	3,685	54.9%	587	7,279	56.8%	624
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,588	23.7%	1,078	3,331	26.0%	1,261
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	676	10.1%	1,122	1,218	9.5%	1,123
Down the Road (10D)	593	8.8%	764	1,192	9.3%	796
Small Town Sincerity (12C)	828	12.3%	693	1,538	12.0%	738
6. Rural	6	0.1%	1	9	0.1%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	6	0.1%	5	9	0.1%	4
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 26, 2024

Appendix D:

Demographic and Income Profile



Demographic and Income Profile

Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Summary	Census 2010	Census 2020	2023	2028
Population	14,296	16,361	16,456	16,354
Households	5,790	6,633	6,709	6,668
Families	3,830	4,412	4,304	4,266
Average Household Size	2.42	2.43	2.41	2.41
Owner Occupied Housing Units	3,596	3,879	3,659	3,813
Renter Occupied Housing Units	2,194	2,754	3,050	2,855
Median Age	42.9	43.5	42.3	42.6

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.12%	0.63%	0.30%
Households	-0.12%	0.77%	0.49%
Families	-0.18%	0.74%	0.44%
Owner HHs	0.83%	0.93%	0.66%
Median Household Income	2.44%	3.34%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	1,201	17.9%	1,078	16.2%
\$15,000 - \$24,999	635	9.5%	512	7.7%
\$25,000 - \$34,999	622	9.3%	507	7.6%
\$35,000 - \$49,999	920	13.7%	816	12.2%
\$50,000 - \$74,999	1,217	18.1%	1,329	19.9%
\$75,000 - \$99,999	954	14.2%	1,011	15.2%
\$100,000 - \$149,999	666	9.9%	771	11.6%
\$150,000 - \$199,999	276	4.1%	379	5.7%
\$200,000+	218	3.2%	265	4.0%

Median Household Income	\$49,489	\$55,835
Average Household Income	\$68,355	\$79,378
Per Capita Income	\$27,894	\$32,391

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	951	6.7%	933	5.7%	1,014	6.2%	1,009	6.2%
5 - 9	947	6.6%	1,026	6.3%	1,065	6.5%	1,024	6.3%
10 - 14	852	6.0%	1,057	6.5%	1,022	6.2%	1,043	6.4%
15 - 19	982	6.9%	987	6.0%	908	5.5%	957	5.9%
20 - 24	836	5.8%	884	5.4%	819	5.0%	809	4.9%
25 - 34	1,479	10.3%	1,839	11.2%	2,113	12.8%	1,810	11.1%
35 - 44	1,384	9.7%	1,693	10.3%	1,723	10.5%	1,963	12.0%
45 - 54	1,673	11.7%	1,538	9.4%	1,646	10.0%	1,633	10.0%
55 - 64	1,883	13.2%	2,099	12.8%	1,937	11.8%	1,765	10.8%
65 - 74	1,721	12.0%	2,333	14.3%	2,203	13.4%	2,093	12.8%
75 - 84	1,111	7.8%	1,513	9.2%	1,422	8.6%	1,636	10.0%
85+	476	3.3%	459	2.8%	584	3.5%	612	3.7%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	9,529	66.7%	8,915	54.5%	9,209	56.0%	8,973	54.9%
Black Alone	3,685	25.8%	4,072	24.9%	3,839	23.3%	3,838	23.5%
American Indian Alone	76	0.5%	87	0.5%	80	0.5%	90	0.6%
Asian Alone	99	0.7%	181	1.1%	171	1.0%	182	1.1%
Pacific Islander Alone	13	0.1%	8	0.0%	7	0.0%	6	0.0%
Some Other Race Alone	570	4.0%	1,433	8.8%	1,496	9.1%	1,563	9.6%
Two or More Races	323	2.3%	1,665	10.2%	1,654	10.1%	1,702	10.4%
Hispanic Origin (Any Race)	2,188	15.3%	3,916	23.9%	3,882	23.6%	3,938	24.1%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

March 26, 2024

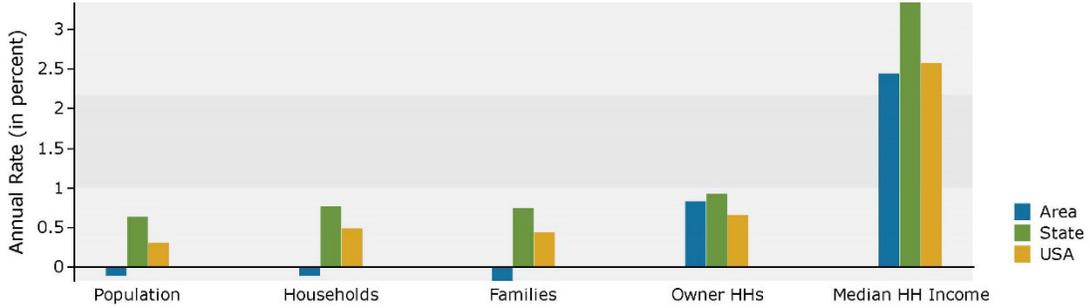


Demographic and Income Profile

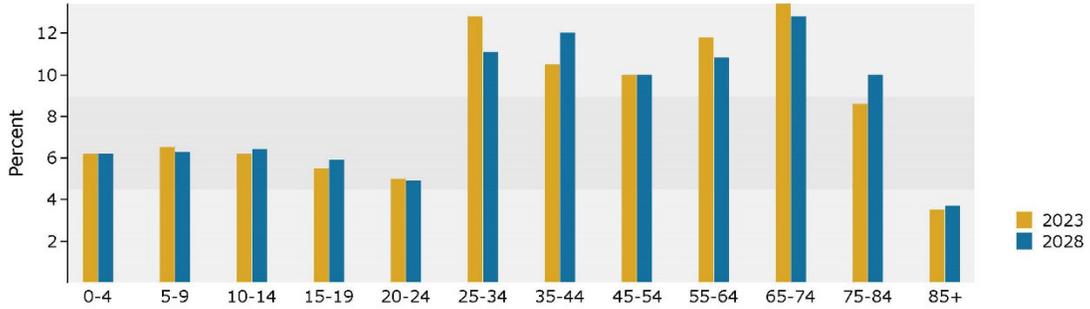
Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

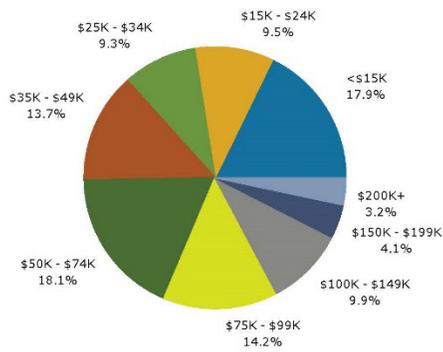
Trends 2023-2028



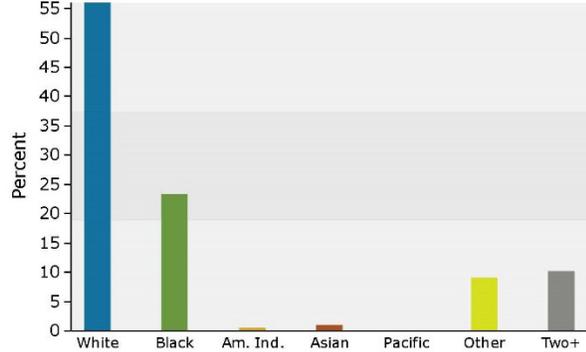
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 23.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

March 26, 2024

Appendix E:

Civilian Labor Force Profile



Civilian Labor Force Profile

Lake Wales City, FL 2
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	13,182	6,047	213	3.4%	47.5%	45.9%
16-24	1,554	691	23	3.2%	45.9%	44.5%
25-54	5,482	3,866	122	3.1%	72.7%	70.5%
55-64	1,937	1,066	37	3.4%	56.9%	55.0%
65+	4,209	424	31	6.8%	10.8%	10.1%
Male Age 16+	6,200	3,183	111	3.4%	53.1%	51.3%
Female Age 16+	6,982	2,929	104	3.4%	43.4%	42.0%

Economic Dependency Ratio	
Total	172.1
Child (<16)	54.1
Working-Age (16-64)	55.4
Senior (65+)	62.6

Industry	Employed	Percent	US Percent	Location Quotient
Total	6,047	100.0%	100.0%	-
Agriculture/Forestry/Fishing	100	1.7%	1.1%	1.55
Mining/Quarrying/Oil & Gas	11	0.2%	0.4%	0.50
Construction	568	9.4%	7.0%	1.34
Manufacturing	660	10.9%	10.0%	1.09
Wholesale Trade	80	1.3%	1.9%	0.68
Retail Trade	602	10.0%	10.4%	0.96
Transportation/Warehousing	469	7.8%	5.5%	1.42
Utilities	34	0.6%	0.8%	0.75
Information	41	0.7%	1.9%	0.37
Finance/Insurance	65	1.1%	5.0%	0.22
Real Estate/Rental/Leasing	112	1.9%	1.8%	1.06
Professional/Scientific/Tech	317	5.2%	8.6%	0.60
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	233	3.9%	4.4%	0.89
Educational Services	468	7.7%	9.2%	0.84
Health Care/Social Assistance	968	16.0%	13.6%	1.18
Arts/Entertainment/Recreation	225	3.7%	2.2%	1.68
Accommodation/Food Services	607	10.0%	6.7%	1.49
Other Services (Excluding Public)	297	4.9%	4.7%	1.04
Public Administration	190	3.1%	4.8%	0.66

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2023 and 2028.

November 09, 2023



Civilian Labor Force Profile

Lake Wales City, FL 2
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Occupation	Employed	Percent	US Percent	Location Quotient
Total	6,047	100.0%	100.0%	-
White Collar	2,848	47.1%	62.3%	0.75
Management	301	5.0%	12.0%	0.42
Business/Financial	144	2.4%	5.9%	0.41
Computer/Mathematical	48	0.8%	4.0%	0.20
Architecture/Engineering	29	0.5%	2.4%	0.21
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	226	3.7%	1.9%	1.95
Legal	63	1.0%	1.2%	0.83
Education/Training/Library	320	5.3%	6.2%	0.85
Arts/Design/Entertainment	154	2.5%	2.2%	1.14
Healthcare Practitioner	398	6.6%	6.2%	1.06
Sales and Sales Related	437	7.2%	8.6%	0.84
Office/Administrative Support	728	12.0%	10.4%	1.15
Blue Collar	1,823	30.1%	21.5%	1.40
Farming/Fishing/Forestry	47	0.8%	0.5%	1.60
Construction/Extraction	320	5.3%	5.0%	1.06
Installation/Maintenance/Repair	122	2.0%	2.9%	0.69
Production	480	7.9%	5.4%	1.46
Transportation/Material Moving	854	14.1%	7.8%	1.81
Services	1,376	22.8%	16.2%	1.40
Healthcare Support	374	6.2%	3.1%	2.00
Protective Service	137	2.3%	2.1%	1.10
Food Preparation/Serving	407	6.7%	5.2%	1.29
Building Maintenance	305	5.0%	3.3%	1.52
Personal Care/Service	153	2.5%	2.5%	1.00

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2023 and 2028.

November 09, 2023

Appendix F:

Recreation Expenditures



Recreation Expenditures

Lake Wales City, FL 5
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

Demographic Summary		2023	2028
Population		16,456	16,354
Households		6,709	6,668
Families		4,304	4,266
Median Age		42.3	42.6
Median Household Income		\$49,489	\$55,835
		Spending Potential Index	Average Amount Spent
			Total
TV/Video/Audio	72	\$970.96	\$6,514,184
Cable & Satellite Television Services	75	\$643.32	\$4,316,023
Televisions & Video	67	\$239.44	\$1,606,419
Audio	63	\$85.81	\$575,690
Rental of TV/VCR/Radio/Sound Equipment	87	\$0.65	\$4,330
Repair of TV/Radio/Sound Equipment	86	\$1.75	\$11,723
Entertainment/Recreation Fees and Admissions	57	\$405.34	\$2,719,436
Tickets to Theatre/Operas/Concerts	60	\$32.63	\$218,890
Tickets to Movies	56	\$15.42	\$103,455
Tickets to Parks or Museums	61	\$17.01	\$114,119
Admission to Sporting Events, excl.Trips	63	\$36.73	\$246,424
Fees for Participant Sports, excl.Trips	59	\$70.47	\$472,798
Fees for Recreational Lessons	48	\$70.12	\$470,452
Membership Fees for Social/Recreation/Health Clubs	58	\$162.35	\$1,089,189
Dating Services	57	\$0.61	\$4,110
Toys/Games/Crafts/Hobbies	68	\$107.85	\$723,585
Toys/Games/Arts/Crafts/Tricycles	67	\$87.35	\$586,062
Playground Equipment	98	\$7.84	\$52,609
Play Arcade Pinball/Video Games	87	\$1.48	\$9,946
Online Gaming Services	60	\$5.59	\$37,508
Stamp & Coin Collecting	64	\$5.58	\$37,459
Recreational Vehicles and Fees	72	\$107.74	\$722,812
Docking and Landing Fees for Boats and Planes	69	\$10.49	\$70,392
Camp Fees	50	\$18.83	\$126,333
Payments on Boats/Trailers/Campers/RVs	86	\$57.73	\$387,306
Rental of Boats/Trailers/Campers/RVs	69	\$20.69	\$138,781
Sports, Recreation and Exercise Equipment	62	\$173.46	\$1,163,713
Exercise Equipment and Gear, Game Tables	52	\$50.21	\$336,833
Bicycles	63	\$35.76	\$239,926
Camping Equipment	55	\$10.84	\$72,746
Hunting and Fishing Equipment	75	\$50.51	\$338,884
Winter Sports Equipment	49	\$4.87	\$32,689
Water Sports Equipment	78	\$11.03	\$73,979
Other Sports Equipment	72	\$8.01	\$53,712
Rental/Repair of Sports/Recreation/Exercise Equipment	61	\$1.96	\$13,129
Photographic Equipment and Supplies	60	\$28.14	\$188,812
Film	56	\$0.24	\$1,638
Photo Processing	64	\$5.12	\$34,354
Photographic Equipment	56	\$9.49	\$63,654
Photographer Fees/Other Supplies & Equip Rental/Repair	62	\$13.29	\$89,166
Reading	65	\$82.23	\$551,669
Magazine/Newspaper Subscriptions	67	\$29.22	\$196,064
Magazine/Newspaper Single Copies	73	\$4.05	\$27,183
Books	64	\$27.01	\$181,196
Digital Book Readers	63	\$21.94	\$147,226

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 26, 2024

Appendix G:

Market Profile



Market Profile

Lake Wales City, FL
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

	Lake Wales ci...
Population Summary	
2010 Total Population	14,296
2020 Total Population	16,361
2020 Group Quarters	268
2023 Total Population	16,456
2023 Group Quarters	268
2028 Total Population	16,354
2023-2028 Annual Rate	-0.12%
2023 Total Daytime Population	21,645
Workers	11,208
Residents	10,437
Household Summary	
2010 Households	5,790
2010 Average Household Size	2.42
2020 Total Households	6,633
2020 Average Household Size	2.43
2023 Households	6,709
2023 Average Household Size	2.41
2028 Households	6,668
2028 Average Household Size	2.41
2023-2028 Annual Rate	-0.12%
2010 Families	3,830
2010 Average Family Size	2.93
2023 Families	4,304
2023 Average Family Size	2.99
2028 Families	4,266
2028 Average Family Size	2.99
2023-2028 Annual Rate	-0.18%
Housing Unit Summary	
2000 Housing Units	5,739
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	14.3%
2010 Housing Units	6,871
Owner Occupied Housing Units	52.3%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	15.7%
2020 Housing Units	7,559
Vacant Housing Units	12.3%
2023 Housing Units	7,594
Owner Occupied Housing Units	48.2%
Renter Occupied Housing Units	40.2%
Vacant Housing Units	11.7%
2028 Housing Units	7,636
Owner Occupied Housing Units	49.9%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	12.7%
Median Household Income	
2023	\$49,489
2028	\$55,835
Median Home Value	
2023	\$232,024
2028	\$236,008
Per Capita Income	
2023	\$27,894
2028	\$32,391
Median Age	
2010	42.9
2023	42.3
2028	42.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Market Profile

Lake Wales City, FL
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

	Lake Wales ci...
2023 Households by Income	
Household Income Base	6,709
<\$15,000	17.9%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	4.1%
\$200,000+	3.2%
Average Household Income	\$68,355
2028 Households by Income	
Household Income Base	6,668
<\$15,000	16.2%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	15.2%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	5.7%
\$200,000+	4.0%
Average Household Income	\$79,378
2023 Owner Occupied Housing Units by Value	
Total	3,659
<\$50,000	7.1%
\$50,000 - \$99,999	8.4%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	17.2%
\$250,000 - \$299,999	19.9%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.7%
Average Home Value	\$268,004
2028 Owner Occupied Housing Units by Value	
Total	3,813
<\$50,000	7.3%
\$50,000 - \$99,999	15.1%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	14.7%
\$200,000 - \$249,999	16.3%
\$250,000 - \$299,999	18.0%
\$300,000 - \$399,999	13.2%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	5.2%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.0%
Average Home Value	\$279,465

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Market Profile

Lake Wales City, FL
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

	Lake Wales ci...
2010 Population by Age	
Total	14,295
0 - 4	6.7%
5 - 9	6.6%
10 - 14	6.0%
15 - 24	12.7%
25 - 34	10.3%
35 - 44	9.7%
45 - 54	11.7%
55 - 64	13.2%
65 - 74	12.0%
75 - 84	7.8%
85 +	3.3%
18 +	76.6%
2023 Population by Age	
Total	16,456
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.2%
15 - 24	10.5%
25 - 34	12.8%
35 - 44	10.5%
45 - 54	10.0%
55 - 64	11.8%
65 - 74	13.4%
75 - 84	8.6%
85 +	3.5%
18 +	77.8%
2028 Population by Age	
Total	16,354
0 - 4	6.2%
5 - 9	6.3%
10 - 14	6.4%
15 - 24	10.8%
25 - 34	11.1%
35 - 44	12.0%
45 - 54	10.0%
55 - 64	10.8%
65 - 74	12.8%
75 - 84	10.0%
85 +	3.7%
18 +	77.6%
2010 Population by Sex	
Males	6,830
Females	7,466
2023 Population by Sex	
Males	7,872
Females	8,584
2028 Population by Sex	
Males	7,847
Females	8,507

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Market Profile

Lake Wales City, FL
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

	Lake Wales ci...
2010 Population by Race/Ethnicity	
Total	14,295
White Alone	66.7%
Black Alone	25.8%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.0%
Two or More Races	2.3%
Hispanic Origin	15.3%
Diversity Index	62.0
2020 Population by Race/Ethnicity	
Total	16,361
White Alone	54.5%
Black Alone	24.9%
American Indian Alone	0.5%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.8%
Two or More Races	10.2%
Hispanic Origin	23.9%
Diversity Index	76.0
2023 Population by Race/Ethnicity	
Total	16,456
White Alone	56.0%
Black Alone	23.3%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	9.1%
Two or More Races	10.1%
Hispanic Origin	23.6%
Diversity Index	75.3
2028 Population by Race/Ethnicity	
Total	16,354
White Alone	54.9%
Black Alone	23.5%
American Indian Alone	0.6%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	9.6%
Two or More Races	10.4%
Hispanic Origin	24.1%
Diversity Index	76.1
2010 Population by Relationship and Household Type	
Total	14,296
In Households	97.8%
In Family Households	81.2%
Householder	26.7%
Spouse	17.9%
Child	29.1%
Other relative	4.7%
Nonrelative	2.8%
In Nonfamily Households	16.6%
In Group Quarters	2.2%
Institutionalized Population	1.9%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Market Profile

Lake Wales City, FL
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

	Lake Wales ci...
2023 Population 25+ by Educational Attainment	
Total	11,628
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	7.2%
High School Graduate	27.7%
GED/Alternative Credential	6.0%
Some College, No Degree	21.4%
Associate Degree	8.6%
Bachelor's Degree	15.2%
Graduate/Professional Degree	8.8%
2023 Population 15+ by Marital Status	
Total	13,355
Never Married	29.3%
Married	48.1%
Widowed	8.5%
Divorced	14.1%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	6,260
Population 16+ Employed	96.6%
Population 16+ Unemployment rate	3.4%
Population 16-24 Employed	11.4%
Population 16-24 Unemployment rate	3.2%
Population 25-54 Employed	63.9%
Population 25-54 Unemployment rate	3.1%
Population 55-64 Employed	17.6%
Population 55-64 Unemployment rate	3.4%
Population 65+ Employed	7.0%
Population 65+ Unemployment rate	6.8%
2023 Employed Population 16+ by Industry	
Total	6,047
Agriculture/Mining	1.8%
Construction	9.4%
Manufacturing	10.9%
Wholesale Trade	1.3%
Retail Trade	10.0%
Transportation/Utilities	8.3%
Information	0.7%
Finance/Insurance/Real Estate	2.9%
Services	51.5%
Public Administration	3.1%
2023 Employed Population 16+ by Occupation	
Total	6,047
White Collar	47.1%
Management/Business/Financial	7.4%
Professional	20.5%
Sales	7.2%
Administrative Support	12.0%
Services	22.8%
Blue Collar	30.1%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	2.0%
Production	7.9%
Transportation/Material Moving	14.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Market Profile

Lake Wales City, FL
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

	Lake Wales ci...
2010 Households by Type	
Total	5,790
Households with 1 Person	28.5%
Households with 2+ People	71.5%
Family Households	66.1%
Husband-wife Families	44.2%
With Related Children	13.1%
Other Family (No Spouse Present)	21.9%
Other Family with Male Householder	5.0%
With Related Children	2.9%
Other Family with Female Householder	17.0%
With Related Children	11.7%
Nonfamily Households	5.3%
All Households with Children	28.3%
Multigenerational Households	4.3%
Unmarried Partner Households	6.0%
Male-female	5.5%
Same-sex	0.5%
2010 Households by Size	
Total	5,791
1 Person Household	28.5%
2 Person Household	38.4%
3 Person Household	13.6%
4 Person Household	9.7%
5 Person Household	5.0%
6 Person Household	2.6%
7 + Person Household	2.1%
2010 Households by Tenure and Mortgage Status	
Total	5,790
Owner Occupied	62.1%
Owned with a Mortgage/Loan	35.1%
Owned Free and Clear	27.0%
Renter Occupied	37.9%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	87
Percent of Income for Mortgage	28.2%
Wealth Index	55
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,871
Housing Units Inside Urbanized Area	91.6%
Housing Units Inside Urbanized Cluster	0.1%
Rural Housing Units	8.4%
2010 Population By Urban/ Rural Status	
Total Population	14,296
Population Inside Urbanized Area	91.5%
Population Inside Urbanized Cluster	0.1%
Rural Population	8.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Market Profile

Lake Wales City, FL
 Lake Wales City, FL (1238950)
 Geography: Place

Prepared by Esri

		Lake Wales ci...
Top 3 Tapestry Segments		
1.		Midlife Constants (5E)
2.		Heartland Communities (6F)
3.		Small Town Sincerity (12C)
2023 Consumer Spending		
Apparel & Services: Total \$		\$9,383,468
	Average Spent	\$1,398.64
	Spending Potential Index	64
Education: Total \$		\$6,532,525
	Average Spent	\$973.70
	Spending Potential Index	54
Entertainment/Recreation: Total \$		\$17,345,515
	Average Spent	\$2,585.41
	Spending Potential Index	68
Food at Home: Total \$		\$30,809,813
	Average Spent	\$4,592.31
	Spending Potential Index	68
Food Away from Home: Total \$		\$15,864,981
	Average Spent	\$2,364.73
	Spending Potential Index	64
Health Care: Total \$		\$35,942,299
	Average Spent	\$5,357.33
	Spending Potential Index	73
HH Furnishings & Equipment: Total \$		\$12,904,580
	Average Spent	\$1,923.47
	Spending Potential Index	65
Personal Care Products & Services: Total \$		\$4,085,133
	Average Spent	\$608.90
	Spending Potential Index	64
Shelter: Total \$		\$103,159,621
	Average Spent	\$15,376.30
	Spending Potential Index	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$13,963,438
	Average Spent	\$2,081.30
	Spending Potential Index	67
Travel: Total \$		\$9,398,303
	Average Spent	\$1,400.85
	Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$		\$6,140,275
	Average Spent	\$915.23
	Spending Potential Index	70

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023

Appendix H:

Jobs by Industry Employment Projections

JOBS BY INDUSTRY

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

NAICS Code	NAICS Title	Employment			Percent Growth
		2023	2031	Growth	
312	Beverage & Tobacco Product Manufacturing	359	317	-42	-11.7
314	Textile Product Mills	107	63	-44	-41.1
322	Paper Manufacturing	681	691	10	1.5
323	Printing and Related Support Activities	593	589	-4	-0.7
324	Petroleum & Coal Products Manufacturing	271	328	57	21.0
325	Chemical Manufacturing	2,202	2,201	-1	0.0
326	Plastics & Rubber Products Manufacturing	1,047	1,238	191	18.2
1021	Trade, Transportation and Utilities	76,516	87,340	10,824	14.1
22	Utilities	673	730	57	8.5
42	Wholesale Trade	11,853	12,884	1,031	8.7
423	Merchant Wholesalers, Durable Goods	5,669	6,098	429	7.6
424	Merchant Wholesalers, Nondurable Goods	5,407	5,898	491	9.1
425	Electronic Markets and Agents/Brokers	777	888	111	14.3
44	Retail Trade	32,714	34,897	2,183	6.7
441	Motor Vehicle and Parts Dealers	6,008	6,282	274	4.6
442	Furniture and Home Furnishings Stores	936	984	48	5.1
443	Electronics and Appliance Stores	828	736	-92	-11.1
444	Building Material & Garden Supply Stores	3,183	3,579	396	12.4
445	Food and Beverage Stores	6,863	7,663	800	11.7
446	Health and Personal Care Stores	1,951	2,008	57	2.9
447	Gasoline Stations	1,885	1,721	-164	-8.7
448	Clothing and Clothing Accessories Stores	1,526	1,340	-186	-12.2
451	Sporting Goods/Hobby/Book/Music Stores	893	854	-39	-4.4
452	General Merchandise Stores	7,175	8,265	1,090	15.2
453	Miscellaneous Store Retailers	1,080	1,000	-80	-7.4
454	Nonstore Retailers	386	465	79	20.5

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

454	Nonstore Retailers	386	465	79	20.5
453	Miscellaneous Store Retailers	1,080	1,000	-80	-7.4
452	General Merchandise Stores	7,175	8,265	1,090	15.2
451	Sporting Goods/Hobby/Book/Music Stores	893	854	-39	-4.4
448	Clothing and Clothing Accessories Stores	1,526	1,340	-186	-12.2
447	Gasoline Stations	1,885	1,721	-164	-8.7
446	Health and Personal Care Stores	1,951	2,008	57	2.9

JOBS BY INDUSTRY

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

NAICS Code	NAICS Title	Employment			Percent Growth
		2023	2031	Growth	
	Total, All Industries	292,509	317,699	25,190	8.6
11	Agriculture, Forestry, Fishing & Hunting	1,792	1,485	-307	-17.1
111	Crop Production	808	774	-34	-4.2
112	Animal Production	277	310	33	11.9
113	Forestry and Logging	13	10	-3	-23.1
115	Agriculture & Forestry Support Activity	693	390	-303	-43.7
21	Mining	669	642	-27	-4.0
212	Mining (except Oil and Gas)	647	622	-25	-3.9
23	Construction	14,854	15,638	784	5.3
236	Construction of Buildings	2,532	2,664	132	5.2
237	Heavy and Civil Engineering Construction	1,574	1,547	-27	-1.7
238	Specialty Trade Contractors	10,748	11,427	679	6.3
31	Manufacturing	19,762	20,655	893	4.5
DUR	<i>Durable Goods Manufacturing</i>	9,147	9,623	476	5.2
321	Wood Product Manufacturing	2,077	2,171	94	4.5
327	Nonmetallic Mineral Product Mfg	1,483	1,678	195	13.1
331	Primary Metal Manufacturing	558	585	27	4.8
332	Fabricated Metal Product Manufacturing	1,785	1,670	-115	-6.4
333	Machinery Manufacturing	1,247	1,301	54	4.3
334	Computer and Electronic Product Mfg	151	193	42	27.8
335	Electrical Equipment and Appliances	70	82	12	17.1
336	Transportation Equipment Manufacturing	612	588	-24	-3.9
337	Furniture and Related Product Mfg	196	165	-31	-15.8
339	Miscellaneous Manufacturing	968	1,190	222	22.9
NONDUR	<i>Non-Durable Goods Manufacturing</i>	10,591	11,002	411	3.9
311	Food Manufacturing	5,331	5,575	244	4.6

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

311	Food Manufacturing	5,331	5,575	244	4.6
NONDUR	Non-Durable Goods Manufacturing	10,591	11,002	411	3.9
339	Miscellaneous Manufacturing	968	1,190	222	22.9
337	Furniture and Related Product Mfg	196	165	-31	-15.8
336	Transportation Equipment Manufacturing	612	588	-24	-3.9
335	Electrical Equipment and Appliances	70	82	12	17.1
334	Computer and Electronic Product Mfg	151	193	42	27.8

JOBS BY INDUSTRY

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

NAICS Code	NAICS Title	Employment			Percent Growth
		2023	2031	Growth	
48	<i>Transportation and Warehousing</i>	31,276	38,829	7,553	24.1
484	Truck Transportation	7,186	7,400	214	3.0
485	Transit and Ground Passenger Transport	99	112	13	13.1
486	Pipeline Transportation	5	5	0	0.0
487	Scenic and Sightseeing Transportation	4	6	2	50.0
488	Support Activities for Transportation	917	1,017	100	10.9
492	Couriers and Messengers	2,659	2,698	39	1.5
493	Warehousing and Storage	20,200	27,456	7,256	35.9
51	Information	2,299	2,284	-15	-0.7
511	Publishing Industries	468	389	-79	-16.9
512	Motion Picture & Sound Recording Ind	242	222	-20	-8.3
515	Broadcasting (except Internet)	47	37	-10	-21.3
517	Telecommunications	1,375	1,458	83	6.0
518	ISPs, Search Portals, & Data Processing	122	120	-2	-1.6
519	Other Information Services	45	58	13	28.9
1023	Financial Activities	18,084	19,719	1,635	9.0
52	<i>Finance and Insurance</i>	14,355	15,636	1,281	8.9
522	Credit Intermediation & Related Activity	3,611	3,748	137	3.8
523	Financial Investment & Related Activity	523	550	27	5.2
524	Insurance Carriers & Related Activities	10,195	11,313	1,118	11.0
525	Funds, Trusts & Other Financial Vehicles	26	25	-1	-3.8
53	<i>Real Estate and Rental and Leasing</i>	3,729	4,083	354	9.5
531	Real Estate	2,855	3,109	254	8.9
532	Rental and Leasing Services	857	950	93	10.9
533	Lessors, Nonfinancial Intangible Assets	17	24	7	41.2
1024	Professional and Business Services	38,036	41,963	3,927	10.3

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

1024	Professional and Business Services	38,036	41,963	3,927	10.3
533	Lessors, nonfinancial intangible assets	17	24	7	41.3
532	Rental and Leasing Services	857	950	93	10.9
531	Real Estate	2,855	3,109	254	8.9
53	Real Estate and Rental and Leasing	3,729	4,083	354	9.5
525	Funds, Trusts & Other Financial Vehicles	26	25	-1	-3.8
524	Insurance Carriers & Related Activities	10,195	11,313	1,118	11.0

JOBS BY INDUSTRY

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

NAICS Code	NAICS Title	Employment			Percent Growth
		2023	2031	Growth	
54	Professional and Technical Services	9,637	11,114	1,477	15.3
55	Management of Companies and Enterprises	8,137	7,954	-183	-2.2
56	Administrative and Waste Services	20,262	22,895	2,633	13.0
561	Administrative and Support Services	19,290	21,813	2,523	13.1
562	Waste Management and Remediation Service	972	1,082	110	11.3
1025	Education and Health Services	37,907	42,132	4,225	11.1
61	Educational Services	5,802	6,613	811	14.0
62	Health Care and Social Assistance	32,105	35,519	3,414	10.6
621	Ambulatory Health Care Services	14,822	17,026	2,204	14.9
622	Hospitals	9,227	9,554	327	3.5
623	Nursing and Residential Care Facilities	4,553	4,606	53	1.2
624	Social Assistance	3,503	4,333	830	23.7
1026	Leisure and Hospitality	27,406	28,737	1,331	4.9
71	Arts, Entertainment, and Recreation	5,117	5,185	68	1.3
711	Performing Arts and Spectator Sports	664	751	87	13.1
712	Museums, Parks and Historical Sites	262	266	4	1.5
713	Amusement, Gambling & Recreation Ind	4,191	4,168	-23	-0.5
72	Accommodation and Food Services	22,289	23,552	1,263	5.7
721	Accommodation	1,752	1,674	-78	-4.5
722	Food Services and Drinking Places	20,537	21,878	1,341	6.5
81	Other Services, Ex. Public Admin	9,128	9,777	649	7.1
811	Repair and Maintenance	3,278	3,575	297	9.1
812	Personal and Laundry Services	1,746	1,850	104	6.0
813	Membership Organizations & Associations	4,104	4,352	248	6.0
90	Government	28,237	28,893	656	2.3
910	Federal Government	1,386	1,451	65	4.7

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

810	Federal Government	1,386	1,451	65	4.7
90	Government	28,237	28,893	656	2.3
813	Membership Organizations & Associations	4,104	4,352	248	6.0
812	Personal and Laundry Services	1,746	1,850	104	6.0
811	Repair and Maintenance	3,278	3,575	297	9.1
81	Other Services, Ex. Public Admin	9,128	9,777	649	7.1
722	Food Services and Drinking Places	20,537	21,878	1,341	6.5

JOBS BY INDUSTRY

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

NAICS Code	NAICS Title	Employment			Percent Growth
		2023	2031	Growth	
920	State Government	4,708	4,637	-71	-1.5
930	Local Government	22,143	22,805	662	3.0
	Self Employed and Unpaid Family Workers, All Jobs	17,819	18,434	615	3.5

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Appendix I:

Fastest-Growing Industries Employment Projections

FASTEST-GROWING INDUSTRIES

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

Rank	NAICS Code	NAICS Title	Employment			Percent Growth
			2023	2031	Growth	
1	493	Warehousing and Storage	20,200	27,456	7,256	35.9
2	624	Social Assistance	3,503	4,333	830	23.7
3	339	Miscellaneous Manufacturing	968	1,190	222	22.9
4	326	Plastics & Rubber Products Manufacturing	1,047	1,238	191	18.2
5	541	Professional and Technical Services	9,637	11,114	1,477	15.3
6	452	General Merchandise Stores	7,175	8,265	1,090	15.2
7	621	Ambulatory Health Care Services	14,822	17,026	2,204	14.9
8	425	Electronic Markets and Agents/Brokers	777	888	111	14.3
9	611	Educational Services	5,802	6,613	811	14.0
10	327	Nonmetallic Mineral Product Mfg	1,483	1,678	195	13.1
11	711	Performing Arts and Spectator Sports	664	751	87	13.1
12	561	Administrative and Support Services	19,290	21,813	2,523	13.1
13	444	Building Material & Garden Supply Stores	3,183	3,579	396	12.4
14	445	Food and Beverage Stores	6,863	7,663	800	11.7
15	562	Waste Management and Remediation Service	972	1,082	110	11.3
16	524	Insurance Carriers & Related Activities	10,195	11,313	1,118	11.0
17	488	Support Activities for Transportation	917	1,017	100	10.9
18	532	Rental and Leasing Services	857	950	93	10.9
19	424	Merchant Wholesalers, Nondurable Goods	5,407	5,898	491	9.1
20	811	Repair and Maintenance	3,278	3,575	297	9.1

This table includes industries with a minimum of 450 jobs in 2023.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

This table includes industries with a minimum of 450 jobs in 2023.

20 811 Repair and Maintenance 3,278 3,575 297 9.1

Appendix J:

Fastest Growing Occupations Employment Projections

FASTEST-GROWING OCCUPATIONS

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

Rank	SOC Code	SOC Title	Employment			Job Openings				2022 Median Hourly Wage (\$)	Education	
			2023	2031	Percent Growth	Growth	Exits	Transfers	Total		LMEC**	BLS**
1	29-1171	Nurse Practitioners	428	652	52.3	224	98	123	445	50.22	M	M
2	53-7051	Industrial Truck and Tractor Operators	5,215	6,610	26.7	1,395	1,583	3,766	6,744	19.64	NR	NR
3	11-9111	Medical and Health Services Managers	749	934	24.7	185	188	338	711	48.74	B	B
4	31-1120	Home Health and Personal Care Aides	1,879	2,342	24.6	463	1,369	1,182	3,014	12.48	HS	HS
5	53-7065	Stockers and Order Fillers	11,417	14,174	24.1	2,757	6,558	10,877	20,192	16.13	HS	HS
6	31-9092	Medical Assistants	1,841	2,227	21.0	386	751	1,505	2,642	17.00	PS	PS
7	53-7062	Laborers and Freight, Stock, and Material Movers, Hand	7,277	8,776	20.6	1,499	3,112	5,866	10,497	15.98	NR	NR
8	29-1127	Speech-Language Pathologists	166	198	19.3	32	40	47	119	37.25	M	M
9	13-1161	Market Research Analysts and Marketing Specialists	967	1,151	19.0	184	245	583	1,012	30.00	B	B
10	37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	484	570	17.8	86	146	291	523	23.04	SC	HS
11	49-9041	Industrial Machinery Mechanics	1,276	1,498	17.4	222	393	572	1,187	28.59	PS	HS
12	11-3071	Transportation, Storage, and Distribution Managers	457	536	17.3	79	94	232	405	46.22	B	HS
13	11-3031	Financial Managers	989	1,151	16.4	162	210	427	799	59.82	B	B
14	21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors	285	330	15.8	45	89	137	271	30.39	B	B
15	37-3011	Landscaping and Groundskeeping Workers	3,508	4,046	15.3	538	1,443	2,492	4,473	14.86	NR	NR
16	29-1292	Dental Hygienists	253	291	15.0	38	91	49	178	37.50	A	A
17	13-1111	Management Analysts	1,406	1,609	14.4	203	433	660	1,296	38.61	B	B
18	31-9091	Dental Assistants	494	563	14.0	69	232	371	672	18.95	PS	PS
19	37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	404	460	13.9	56	173	222	451	18.94	HS	HS
20	15-1231	Computer Network Support Specialists	155	176	13.5	21	31	70	122	30.29	A	A
21	13-1151	Training and Development Specialists	659	748	13.5	89	178	334	601	29.50	B	B
22	11-9151	Social and Community Service Managers	174	197	13.2	23	49	79	151	29.67	B	B
23	21-1093	Social and Human Service Assistants	462	521	12.8	59	184	262	505	16.35	SC	HS
24	25-2011	Preschool Teachers, Except Special Education	951	1,071	12.6	120	374	494	988	13.63	A	A
25	29-1021	Dentists, General	160	180	12.5	20	28	10	58	73.79	D	D
26	53-3033	Light Truck Drivers	3,196	3,592	12.4	396	1,262	1,921	3,579	21.70	HS	HS
27	37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3,769	4,229	12.2	460	2,222	2,246	4,928	13.09	HS	NR
28	33-9032	Security Guards	1,180	1,324	12.2	144	604	774	1,522	14.04	HS	HS
29	13-1071	Human Resources Specialists	1,369	1,534	12.1	165	345	742	1,252	27.19	B	B
30	13-1081	Logisticians	241	270	12.0	29	55	123	207	30.32	B	B
31	43-6013	Medical Secretaries and Administrative Assistants	1,263	1,413	11.9	150	610	622	1,382	17.17	SC	HS
32	23-2011	Paralegals and Legal Assistants	505	564	11.7	59	178	283	520	23.34	A	A
33	43-5061	Production, Planning, and Expediting Clerks	548	612	11.7	64	182	331	577	23.31	SC	HS
34	29-2072	Medical Records Specialists	400	446	11.5	46	123	118	287	23.05	PS	PS
35	39-9011	Childcare Workers	691	770	11.4	79	428	550	1,057	13.07	HS	HS
36	21-1012	Educational, Guidance, and Career Counselors and Advisors	566	627	10.8	61	150	240	451	21.26	M	M
37	49-9071	Maintenance and Repair Workers, General	3,367	3,729	10.8	362	1,165	1,578	3,105	18.93	HS	HS
38	49-3042	Mobile Heavy Equipment Mechanics, Except Engines	317	351	10.7	34	86	169	289	27.08	PS	HS
39	35-2021	Food Preparation Workers	2,034	2,252	10.7	218	1,533	1,456	3,207	13.97	NR	NR
40	27-1026	Merchandise Displayers and Window Trimmers	434	479	10.4	45	172	256	473	15.07	SC	HS
41	49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	781	861	10.2	80	219	379	678	24.16	PS	HS
42	11-9021	Construction Managers	706	777	10.1	71	138	314	523	46.64	B	B
43	47-2111	Electricians	1,034	1,136	9.9	102	296	587	985	22.63	PS	HS
44	17-3031	Surveying and Mapping Technicians	184	202	9.8	18	62	130	210	20.00	A	HS
45	29-1123	Physical Therapists	301	330	9.6	29	62	49	140	45.90	D	D
46	17-1022	Surveyors	131	143	9.2	12	35	46	93	27.29	B	B
47	27-3031	Public Relations Specialists	417	455	9.1	38	87	218	343	25.53	B	B
48	47-2061	Construction Laborers	3,036	3,308	9.0	272	901	1,574	2,747	17.48	NR	NR
49	25-9045	Teaching Assistants, Except Postsecondary	2,028	2,209	8.9	181	1,010	965	2,156	22,994.00	SC	SC
50	25-2031	Secondary School Teachers, Except Special and Career/Technical Education	1,657	1,801	8.7	144	396	536	1,076	53,740.00	B	B
51	25-2022	Middle School Teachers, Except Special and Career/Technical Education	1,831	1,989	8.6	158	513	593	1,264	47,429.00	B	B
52	25-2021	Elementary School Teachers, Except Special Education	2,604	2,826	8.5	222	729	843	1,794	55,288.00	B	B

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

25	32-5051	Elementary School Teachers, Except Special Education	3,804	4,139	8.8	335	1,139	869	1,734	60,589.00	B	B
24	32-5033	Middle School Teachers, Except Special and Career/Technical Education	1,831	1,989	8.6	144	439	393	1,024	45,428.00	B	B
20	32-5051	Elementary School Teachers, Except Special and Career/Technical Education	1,657	1,801	8.7	144	396	536	1,076	53,740.00	B	B
18	32-5040	Secondary School Teachers, Except Special and Career/Technical Education	3,028	3,308	8.8	281	1,010	862	3,162	32,894.00	SC	SC
16	41-3061	Construction Managers	706	777	10.1	71	138	314	523	46.64	B	B
11	32-5051	Elementary School Teachers, Except Special Education	411	462	8.1	38	86	218	343	25.53	B	B
10	11-9021	Construction Managers	241	270	9.1	23	55	123	207	30.32	B	B
9	29-1123	Physical Therapists	301	330	9.6	29	62	49	140	45.90	D	D
7	11-9021	Construction Managers	184	202	9.8	18	62	130	210	20.00	A	HS
5	11-9021	Construction Managers	184	202	9.8	18	62	130	210	20.00	A	HS
4	49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	781	861	10.2	80	219	379	678	24.16	PS	HS
3	11-9021	Construction Managers	184	202	9.8	18	62	130	210	20.00	A	HS
2	11-9021	Construction Managers	184	202	9.8	18	62	130	210	20.00	A	HS
1	11-9021	Construction Managers	184	202	9.8	18	62	130	210	20.00	A	HS

FASTEST-GROWING OCCUPATIONS

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

Rank	SOC Code	SOC Title	Employment		Percent Growth	Job Openings			2022 Median Hourly Wage (\$)*	Education		
			2023	2021		Growth	Exits	Transfers		Total	LMEC**	BLS**
53	21-2011	Clergy	368	399	8.4	31	129	157	317	25.41	M	B
54	29-2052	Pharmacy Technicians	1,273	1,380	8.4	107	381	574	1,062	17.20	PS	HS
55	29-2010	Clinical Laboratory Technologists and Technicians	405	439	8.4	34	107	125	266	25.50	A	B
56	11-1021	General and Operations Managers	4,821	5,225	8.4	404	923	2,560	3,887	41.62	B	B
57	35-1011	Chefs and Head Cooks	216	234	8.3	18	63	177	258	22.72	A	HS
58	11-9032	Education Administrators, Kindergarten through Secondary	553	599	8.3	46	128	213	387	77,417.00	M	M
59	13-1082	Project Management Specialists	1,110	1,202	8.3	92	212	528	832	38.10	B	B
60	11-3013	Facilities Managers	157	170	8.3	13	38	68	119	39.53	B	B
61	15-1244	Network and Computer Systems Administrators	351	380	8.3	29	62	134	225	39.02	B	B
62	13-1041	Compliance Officers	506	547	8.1	41	125	210	376	27.59	B	B
63	41-2021	Counter and Rental Clerks	721	779	8.0	58	350	384	792	15.32	NR	NR
64	53-3051	Bus Drivers, School	672	726	8.0	54	596	277	927	13.59	HS	HS
65	47-2031	Carpenters	2,109	2,278	8.0	169	605	1,028	1,802	19.23	PS	HS
66	11-3012	Administrative Services Managers	389	420	8.0	31	106	161	298	44.40	B	B
67	21-1021	Child, Family, and School Social Workers	289	312	8.0	23	79	144	246	21.08	B	B
68	37-2012	Maid and Housekeeping Cleaners	1,631	1,760	7.9	129	1,021	883	2,033	13.26	NR	NR
69	29-2061	Licensed Practical and Licensed Vocational Nurses	1,398	1,507	7.8	109	464	473	1,046	23.17	PS	PS
70	43-5052	Postal Service Mail Carriers	617	664	7.6	47	197	199	443	24.86	HS	NR
71	29-2034	Radiologic Technologists and Technicians	427	459	7.5	32	96	94	222	30.73	A	A
72	49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	1,222	1,312	7.4	90	379	562	1,031	30.61	SC	HS
73	43-3021	Billing and Posting Clerks	728	781	7.3	53	291	398	742	18.44	HS	HS
74	41-3031	Securities, Commodities, and Financial Services Sales Agents	760	814	7.1	54	173	364	591	22.70	B	B
75	41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	2,280	2,441	7.1	161	534	1,495	2,190	21.34	B	HS
76	53-7061	Cleaners of Vehicles and Equipment	823	881	7.0	58	367	608	1,033	13.76	NR	NR
77	47-2152	Plumbers, Pipefitters, and Steamfitters	855	915	7.0	60	235	478	773	22.69	PS	HS
78	53-3032	Heavy and Tractor-Trailer Truck Drivers	7,899	8,439	7.0	550	3,035	4,620	8,205	23.30	PS	PS
79	53-3031	Driver/Sales Workers	1,222	1,307	7.0	85	470	716	1,271	16.75	HS	HS
80	13-2011	Accountants and Auditors	2,091	2,235	6.9	144	527	961	1,632	31.93	B	B
81	11-9141	Property, Real Estate, and Community Association Managers	829	886	6.9	57	289	265	611	26.57	B	HS
82	35-3023	Fast Food and Counter Workers	6,673	7,122	6.7	449	5,983	5,945	12,377	11.53	NR	NR
83	51-1011	First-Line Supervisors of Production and Operating Workers	1,256	1,340	6.7	84	375	698	1,157	30.00	SC	HS
84	35-1012	First-Line Supervisors of Food Preparation and Serving Workers	1,684	1,796	6.7	112	702	1,472	2,286	17.09	HS	HS
85	49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	1,060	1,129	6.5	69	267	558	894	22.27	PS	PS
86	51-6011	Laundry and Dry-Cleaning Workers	311	331	6.4	20	196	168	384	12.20	NR	NR
87	49-9098	Helpers—Installation, Maintenance, and Repair Workers	313	333	6.4	20	143	168	331	16.47	HS	HS
88	13-2072	Loan Officers	518	551	6.4	33	108	225	366	28.39	B	B
89	15-1232	Computer User Support Specialists	1,284	1,365	6.3	81	249	584	894	23.70	PS	SC
90	47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	1,586	1,684	6.2	98	426	789	1,313	29.91	SC	HS
91	43-5071	Shipping, Receiving, and Inventory Clerks	2,121	2,251	6.1	130	725	1,199	2,054	18.05	HS	HS
92	11-3121	Human Resources Managers	182	193	6.0	11	44	81	136	48.46	B	B
93	43-4171	Receptionists and Information Clerks	1,646	1,742	5.8	96	842	1,009	1,947	14.39	HS	HS
94	25-4022	Librarians and Media Collections Specialists	179	189	5.6	10	87	59	156	24.62	M	M
95	41-2031	Retail Salespersons	9,328	9,846	5.6	518	4,928	6,215	11,661	13.83	HS	NR
96	41-2022	Parts Salespersons	632	667	5.5	35	260	393	688	15.02	HS	NR
97	29-1051	Pharmacists	506	533	5.3	27	89	74	190	61.32	D	D
98	13-2020	Property Appraisers and Assessors	150	158	5.3	8	57	46	111	28.57	B	B
99	47-2073	Operating Engineers and Other Construction Equipment Operators	810	853	5.3	43	237	440	720	20.93	HS	HS
100	29-1141	Registered Nurses	4,687	4,934	5.3	247	1,234	956	2,437	31.56	B	B

This table includes occupations with a minimum of 125 jobs in 2023.

* Annual wage rates are reported where hourly wage rates do not exist but annual wage rates do. These rates are italicized.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

This table includes occupations with a minimum of 125 jobs in 2023.

This table includes occupations with a minimum of 125 jobs in 2023.

100	29-1141	Registered Nurses	4,687	4,934	5.3	247	1,234	956	2,437	31.56	B	B
99	47-2073	Operating Engineers and Other Construction Equipment Operators	810	853	5.3	43	237	440	720	20.93	HS	HS
98	13-2020	Property Appraisers and Assessors	150	158	5.3	8	57	46	111	28.57	B	B
97	29-1051	Pharmacists	506	533	5.3	27	89	74	190	61.32	D	D
96	41-2022	Parts Salespersons	632	667	5.5	35	260	393	688	15.02	HS	NR
95	41-2031	Retail Salespersons	9,328	9,846	5.6	518	4,928	6,215	11,661	13.83	HS	NR
94	25-4022	Librarians and Media Collections Specialists	179	189	5.6	10	87	59	156	24.62	M	M
93	43-4171	Receptionists and Information Clerks	1,646	1,742	5.8	96	842	1,009	1,947	14.39	HS	HS
92	11-3121	Human Resources Managers	182	193	6.0	11	44	81	136	48.46	B	B
91	43-5071	Shipping, Receiving, and Inventory Clerks	2,121	2,251	6.1	130	725	1,199	2,054	18.05	HS	HS
90	47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	1,586	1,684	6.2	98	426	789	1,313	29.91	SC	HS
89	15-1232	Computer User Support Specialists	1,284	1,365	6.3	81	249	584	894	23.70	PS	SC
88	13-2072	Loan Officers	518	551	6.4	33	108	225	366	28.39	B	B
87	49-9098	Helpers—Installation, Maintenance, and Repair Workers	313	333	6.4	20	143	168	331	16.47	HS	HS
86	51-6011	Laundry and Dry-Cleaning Workers	311	331	6.4	20	196	168	384	12.20	NR	NR
85	49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	1,060	1,129	6.5	69	267	558	894	22.27	PS	PS
84	35-1012	First-Line Supervisors of Food Preparation and Serving Workers	1,684	1,796	6.7	112	702	1,472	2,286	17.09	HS	HS
83	51-1011	First-Line Supervisors of Production and Operating Workers	1,256	1,340	6.7	84	375	698	1,157	30.00	SC	HS
82	35-3023	Fast Food and Counter Workers	6,673	7,122	6.7	449	5,983	5,945	12,377	11.53	NR	NR
81	11-9141	Property, Real Estate, and Community Association Managers	829	886	6.9	57	289	265	611	26.57	B	HS
80	13-2011	Accountants and Auditors	2,091	2,235	6.9	144	527	961	1,632	31.93	B	B
79	53-3031	Driver/Sales Workers	1,222	1,307	7.0	85	470	716	1,271	16.75	HS	HS
78	53-3032	Heavy and Tractor-Trailer Truck Drivers	7,899	8,439	7.0	550	3,035	4,620	8,205	23.30	PS	PS
77	47-2152	Plumbers, Pipefitters, and Steamfitters	855	915	7.0	60	235	478	773	22.69	PS	HS
76	53-7061	Cleaners of Vehicles and Equipment	823	881	7.0	58	367	608	1,033	13.76	NR	NR
75	41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	2,280	2,441	7.1	161	534	1,495	2,190	21.34	B	HS
74	41-3031	Securities, Commodities, and Financial Services Sales Agents	760	814	7.1	54	173	364	591	22.70	B	B
73	43-3021	Billing and Posting Clerks	728	781	7.3	53	291	398	742	18.44	HS	HS
72	49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	1,222	1,312	7.4	90	379	562	1,031	30.61	SC	HS
71	29-2034	Radiologic Technologists and Technicians	427	459	7.5	32	96	94	222	30.73	A	A
70	43-5052	Postal Service Mail Carriers	617	664	7.6	47	197	199	443	24.86	HS	NR
69	29-2061	Licensed Practical and Licensed Vocational Nurses	1,398	1,507	7.8	109	464	473	1,046	23.17	PS	PS
68	37-2012	Maid and Housekeeping Cleaners	1,631	1,760	7.9	129	1,021	883	2,033	13.26	NR	NR
67	21-1021	Child, Family, and School Social Workers	289	312	8.0	23	79	144	246	21.08	B	B
66	11-3012	Administrative Services Managers	389	420	8.0	31	106	161	298	44.40	B	B
65	47-2031	Carpenters	2,109	2,278	8.0	169	605	1,028	1,802	19.23	PS	HS
64	53-3051	Bus Drivers, School	672	726	8.0	54	596	277	927	13.59	HS	HS
63	41-2021	Counter and Rental Clerks	721	779	8.0	58	350	384	792	15.32	NR	NR
62	13-1041	Compliance Officers	506	547	8.1	41	125	210	376	27.59	B	B
61	15-1244	Network and Computer Systems Administrators	351	380	8.3	29	62	134	225	39.02	B	B
60	11-3013	Facilities Managers	157	170	8.3	13	38	68	119	39.53	B	B
59	13-1082	Project Management Specialists	1,110	1,202	8.3	92	212	528	832	38.10	B	B
58	11-9032	Education Administrators, Kindergarten through Secondary	553	599	8.3	46	128	213	387	77,417.00	M	M
57	35-1011	Chefs and Head Cooks	216	234	8.3	18	63	177	258	22.72	A	HS
56	11-1021	General and Operations Managers	4,821	5,225	8.4	404	923	2,560	3,887	41.62	B	B
55	29-2010	Clinical Laboratory Technologists and Technicians	405	439	8.4	34	107	125	266	25.50	A	B
54	29-2052	Pharmacy Technicians	1,273	1,380	8.4	107	381	574	1,062	17.20	PS	HS
53	21-2011	Clergy	368	399	8.4	31	129	157	317	25.41	M	B

FASTEST-GROWING OCCUPATIONS

WORKFORCE DEVELOPMENT AREA 17 - POLK COUNTY

Rank	SOC Code	SOC Title	Employment		Percent Growth	Job Openings				2022 Median Hourly Wage (\$)*	Education	
			2023	2031		Growth	Exits	Transfers	Total		LMEC**	BLS**

** Education levels as assigned by the Florida Labor Market Estimating Conference (LMEC) or by the U.S. Department of Labor, Bureau of Labor Statistics (BLS).

NR: no formal educational credential required

HS: high school diploma or GED

SC: some college, no degree

PS: postsecondary non-degree award

A: associate degree

B: bachelor's degree

M: master's degree

D: doctoral or professional degree

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research