



# MIROMAR OUTLETS®

Over 140 Top Designer and Brand Name Outlets including SAKS FIFTH AVENUE OFF 5TH, NEIMAN MARCUS LAST CALL, BLOOMINGDALE'S THE OUTLET STORE



LOCATED AT THE EPICENTER OF  
SOUTHWEST FLORIDA

VOTED BEST SHOPPING MALL AND BEST FACTORY OUTLET MALL IN SOUTHWEST FLORIDA

# MIROMAR OUTLETS...

...at the epicenter of traffic & sales



## LOCATION AND DESCRIPTION

- Conveniently located in Estero, Florida, midway between Naples and Fort Myers.
- At the intersection of I-75 and Corkscrew Road/ Miromar Outlets Boulevard, Exit 123.
- Average daily traffic count of 192,400 vehicles from I-75, Ben Hill Griffin Parkway and Corkscrew Road.  
*(Source: Florida Department of Transportation)*
- Over 1,400 linear feet of frontage on I-75.

Phase I - VI	Now Open	G.L.A. 605,537 sq. ft.
Phase VII	Coming Soon	G.L.A. 62,498 sq. ft.
<b>Total*</b>		<b>G.L.A. 679,739 sq. ft.</b>

G.L.A. (Gross Leasable Area)

\*Total G.L.A. includes 11,704 sq. ft. of Outparcels



## TRADE AREA PROFILE



Germain Arena

- Miromar Outlets is ideally located at the epicenter of Southwest Florida and attracts consumers daily from throughout Florida and beyond.
- It is only 10 minutes away from Southwest Florida International Airport (RSW) which served more than 8.6 million passengers in 2016, making it one of the top 50 U.S. airports for passenger traffic. (*Lee County Port Authority, January 2017*)
- Two minutes away is the campus of Florida Gulf Coast University with a student enrollment of nearly 15,000. Over 4,748 of those students reside in on-campus housing. (*Florida Gulf Coast University*)
- Next door is Germain Arena which attracts approximately 1 million spectators annually.
- Seven major Florida markets are just a short drive away, making Southwest Florida easily accessible for business, vacationers and year-round consumers:

Metro Area	Miles
Sarasota	93
Fort Lauderdale	121
St. Petersburg	128
West Palm Beach	137
Miami	138
Tampa	142
Orlando	164

## POPULATION

- The Southwest Florida Counties of Collier, Lee and Charlotte, and the counties in which the previous seven listed cities are located have a combined estimated 2016 population in excess of 11 million.
- In the immediate marketplace, Collier County, Florida (which includes the affluent city of Naples) has been one of the fastest growing areas of the United States in terms of full-time resident population. The most recent estimate released by the University of Florida, Bureau of Economic and Business Research, put Collier County's estimated population at 350,202 which is a 9% increase from 2010.
- Also showing rapid growth is Lee County, which includes Fort Myers, Bonita Springs, Estero, Cape Coral and Lehigh Acres. Its population estimate of 680,539 in 2016 represents a nearly 10% increase over 2010.
- To the north of Lee County is Charlotte County. Its 2016 population estimate of 170,450 is a 6.5% increase from 2010.
- Lee, Collier and Charlotte Counties have collectively experienced a 9% population increase from 2010.
- Lee and Collier Counties rank 9th and 11th respectively in percent of population growth from 2010 to 2016 among Florida's 67 counties.

*Source: Florida Estimates of Population, Prepared April 1, 2016 by the University of Florida, Bureau of Economic and Business Research*

# BUYING POWER

- Collier County's per capita personal income was \$78,473 in 2015, making it number one among Florida's 67 counties.
- Naples alone had a Median Household Income of \$79,515 in 2015.
- The Median Household Income in Lee County is \$48,537.
- Towns in the immediate trade area have a much higher median Household Income: \$67,993 in Estero and \$53,955 in Bonita Springs.
- Sanibel Island and the adjacent beach communities boast wealth with a Median Household Income of \$97,635.

Source: U.S. Census Bureau, American Fact Finder, 2015 Survey Estimates

Immediate Trade Area Radius	3 miles	5 miles	10 miles
<b>POPULATION</b>			
2015	32,989	69,274	172,885
2020 Projected	36,859	76,092	188,313
<b>AGE</b>			
2015 Median	51.7	50.7	55.5
2020 Median Projected	53.1	52.3	56.8
2015 Average	47.1	46.9	49.8
2015 Average Projected	47.8	47.8	50.6
<b>HOUSEHOLD INCOME</b>			
2015 Median	\$62,491	\$56,676	\$55,674
2020 Median Projected	\$62,378	\$56,411	\$55,974
2015 Average	\$85,719	\$79,384	\$82,156
2020 Average Projected	\$85,529	\$79,086	\$82,488

(Courtesy of News-Press Research by The Nielsen Company, 2015)

# TOURISM

- Over the course of calendar year 2016, Lee County hosted over 6.6 million visitors.
- Visitors spent over \$3 billion in Lee County in 2016, a 1.3% increase from 2015.
- Lee County's top international markets: Germany, Canada and the United Kingdom.
- Visitors to Lee County in 2016 averaged 52 years of age.
- The average Annual Household Income of these visitors was \$101,060.
- Two-thirds of Lee County visitors in 2016 were repeat guests.
- 71% of Lee County visitors arrived by plane.
- 41% of Lee County visitors were traveling as a couple; 22% traveled with children.
- 57% of Lee County visitors in 2016 enjoyed shopping, making it the fourth most popular activity among visitors, after beaches, relaxing, and dining out.
- Visitors spent \$740,889,792 on shopping alone in 2016. It is the second largest expenditure category after food and beverages. Overall visitor spending in calendar year 2016 was the highest seen over the course of the past 5 years.
- Miromar Outlets was the third most visited attraction.

Source: 2016 Annual Visitor Profile and Occupancy Analysis (January-December); March 3, 2017 - Prepared for: Lee County Board of County Commissioners and Lee County Visitor and Convention Bureau)



# AMENITIES

- WINK PLAYLAND, a Covered Children's Play Area
- Indoor and Outdoor Restaurants
- Visitor Information for the Estero Chamber of Commerce
- Motorcoach and Group Tours Program
- Covered Walkways
- Handicap Accessible
- Wheelchairs Available
- Strollers Available
- ATMs On-site
- Service Station On-site
- Bank of America and Wells Fargo Bank On-site
- Pet Friendly
- Bike Racks
- Fountains & Ponds with Koi Fish, Turtles and Pekin Ducks



**WINK PLAYLAND**



# ENTERTAINMENT AND PROMOTIONS

**Annual Sidewalk Sales** - Held during Presidents Day, Memorial Day, Fourth of July, Labor Day, Columbus Day and Veterans Day. Shoppers crowd Miromar Outlets for even greater savings.

**Before Midnight at Miromar** - Miromar Outlets was the first major shopping center in Southwest Florida to open its stores at midnight following Thanksgiving Day. The mall now opens at 10 p.m. and stays open through Friday evening for 23 consecutive hours. Each year this highly anticipated shopping event produces record-breaking traffic.

**Dancing Classrooms** - A 10-week social development program for 5th grade children; it utilizes ballroom dancing to build social awareness, confidence and self-esteem through the practice of social dancing. The program is a proven vehicle which changes the lives of not only the children who participate in the program, but also the lives of the teachers and parents who support them.

**Family Yoga with Kathryn** - A FREE 45-minute beginners class for families with toddlers to tweens. Families are encouraged to bring their own mats.

**Free Concerts** - Enjoyable live entertainment in the Restaurant Piazza.

**Free Kids Crafts** - Children are invited to participate in a variety of craft projects every Wednesday in Playland.

**Kids Day** - An event held in Playland the last Saturday of each month. Kids receive coupons for free pizza and a kids cone.

**Moms Appreciation Day** - Moms receive a coupon for a free drink and treat when they bring their kids to FREE Kids Crafts.

**Summer Giveaway Series** - Shoppers compete for a chance to win tickets to concerts by nationally renown performers as well as other prizes.

**Science Saturday** - Kids enjoy interactive science projects with a science and engineering team.

**Other Events** - Throughout the year holidays are celebrated with a variety of events such as Breakfast with the Easter Bunny, Mall-O-Ween with a costume contest and trick-or-treating, Christmas Cookie Decorating and more. Special interests are attracted with the Harry Chapin Food Bank Hunger Walk, American Cancer Society Making Strides Walk, Mother-Daughter-Grandmother Look-alike Contest, Father-Son-Grandfather Look-alike Contest, Health Fair, Car/Truck and Bike Cruise-Ins and many other traffic driven promotions.



Independence Day Celebration



Annual Mall-O-Ween Kids Costume Contest



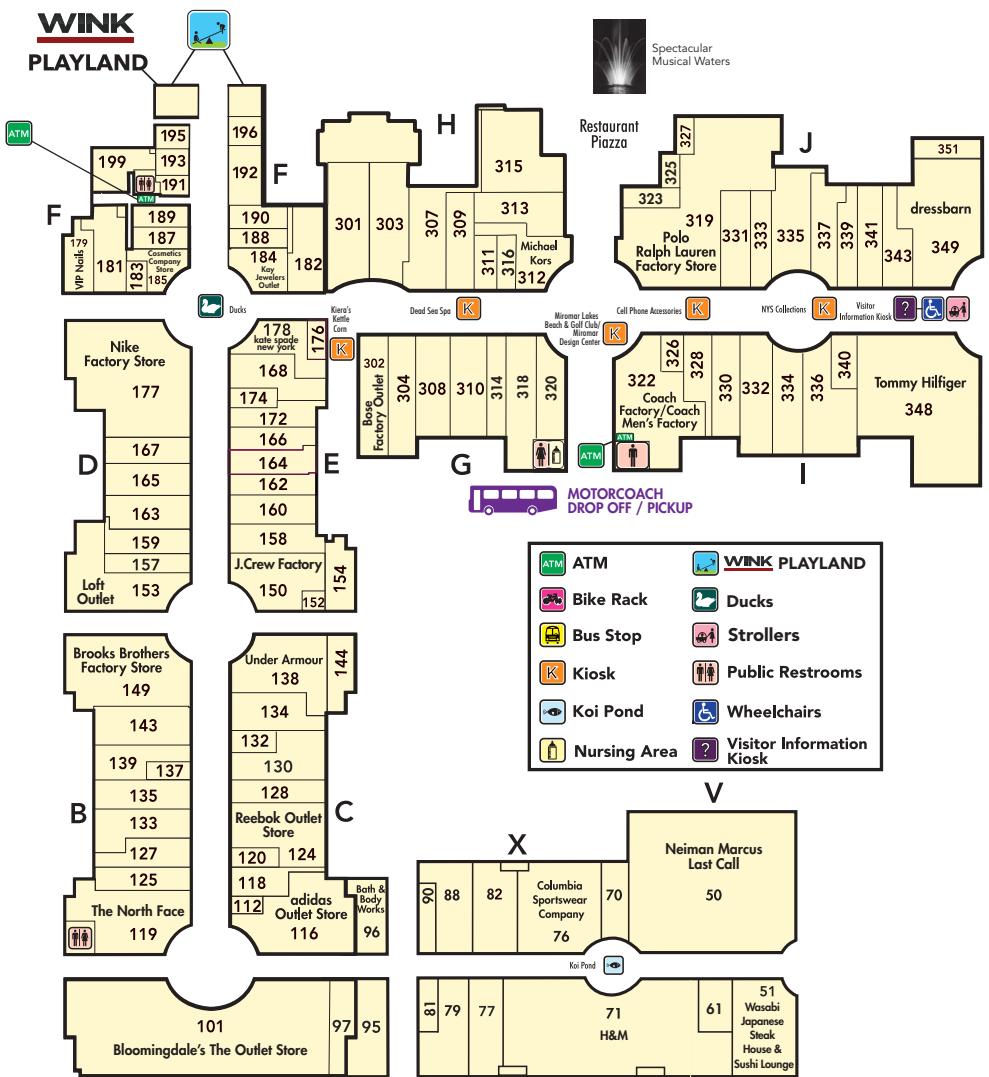
Mother-Daughter-Granddaughter Look-alike Contest



Car/Truck and Bike Cruise-Ins

# NEIGHBORING RESIDENTIAL DEVELOPMENTS

COMMUNITY	RESIDENCES	DRIVE TIME
Miromar Lakes Beach & Golf Club	1,650	1 minute
Grandezza	1,200	1 minute
Springs at Estero	263	1 minute
Longitude 81 at Estero	260	1 minute
Tidewater (Phase 1)	377	1 minute
Stoneybrook	1,285	2 minutes
Wildcat Run Golf & Country Club	650	3 minutes
Villagio	514	3 minutes
Pelican Sound Golf & River Club	1,480	3 minutes
Meadows of Estero	306	3 minutes
Cascades	755	3 minutes
Rookery Pointe	280	3 minutes
The Reserve at Estero	494	3 minutes
Belle Lago	447	3 minutes
Villa Palermas	220	3 minutes
Estero Place	102	3 minutes
Estero Oaks	280	5 minutes
West Bay Beach & Golf Club	1,121	5 minutes
Three Oaks	3,300	5 minutes
The Brooks	3,600	5 minutes
Rapallo	630	5 minutes
Corkscrew Shores	648	5 minutes
Marsh Landing	404	5 minutes
The Preserve at Corkscrew	441	6 minutes
Bella Terra	1,930	7 minutes
Bonita Bay	6,227	8 minutes
Pelican Landing	3,912	9 minutes



## Corkscrew Rd.

APPAREL	SUITE	TELEPHONE	APPAREL (cont.)	SUITE	TELEPHONE
Abercrombie & Fitch Outlet	S-514	495-3135	dressbarn	J-349	949-6525
adidas Outlet Store	C-116	948-4423	Eddie Bauer Outlet	X-82	949-9188
Aéropostale	R-510	947-5040	Express Factory Outlet	O-425	676-3283
AJ's Golf 4 Less	E-154	405-8897	francesca's	E-166	495-6060
American Eagle Outfitters	Q-511	947-1078	Gap Factory Store	O-423	498-1301
Ann Taylor Factory Store	K-374	948-2456	Greg Norman	E-160	949-4653
Aqua Beachwear	B-125	948-2330	GUESS Factory	H-301	948-2462
ASICS	J-337	495-3134	H&M	Y-71	1-855-466-74
Banana Republic Factory Store	M-400	390-0772	Haggar Clothing Co.	J-341	949-2721
Bass Factory Outlet	K-358	498-7330	Hurley	E-162	949-0454
Blanc du Nil	Q-501	301-0544	J.Crew Factory	E-150	948-3709
Bloomingdale's The Outlet Store	A-101	271-3455	Jockey	G-310	390-0660
Brooks Brothers Factory Store	B-149	948-2177	JOHNSTON & MURPHY FACTORY STORE	J-331	949-6853
Calvin Klein	N-401	495-7737	kate spade new york	E-178	498-2001
Calvin Klein Underwear	N-411	947-1129	Lacoste	R-502	495-0707
Chico's Outlet	I-336	949-2252	Levi's Outlet Store	G-304	948-5384
Columbia Sportswear Company	X-76	390-1898	LOFT Outlet	D-153	495-3185
Converse	N-415	495-9512	Lucky Brand Outlet	D-159	495-2300
Desigual	D-157	495-3351	Michael Kors	H-312	390-3252

**APPAREL (cont.)**  
Nautica  
Neiman Marcus Last Call  
New Balance Factory Store  
New York & Company Outlet  
Nike Factory Store  
North Face, The  
Oakley Vault  
Perry Ellis  
Polo Ralph Lauren Factory Store  
PUMA Outlet Store, The  
Reebok Outlet Store  
Saks Fifth Avenue OFF 5TH  
Soma  
Talbots Outlet  
Tommy Hilfiger  
True Religion  
U.S. Polo Assn.  
Under Armour  
Uniform Destination  
Van Heusen | IZOD GOLF  
Vans  
vineyard vines  
White House | Black Market  
Worth Collection, The  
Zumiez

**CHILDREN'S APPAREL**  
abercrombie kids outlet  
Bloomingdale's The Outlet Store  
Brooks Brothers Factory Store  
Carter's Childrenswear  
Gap Factory Store  
Gymboree Outlet  
H&M  
J.Crew Factory  
Janie and Jack  
Justice  
Nautica  
Nike Factory Store  
OshKosh B'gosh  
Polo Ralph Lauren Factory Store  
Tommy Hilfiger Kids  
Under Armour  
vineyard vines

**FOOD & BEVERAGES**  
Auntie Anne's Pretzels  
Beef Jerky Outlet  
Dairy Queen/Orange Julius  
Ford's Garage  
Kiera's Kettle Korn  
La Bamba Real Mexican Food  
Restaurant & Tequila Bar

<b>SUITE</b>	<b>TELEPHONE</b>
Y-77	949-0871
V-50	947-0465
A-95	992-0510
M-412	495-3020
D-177	948-4100
B-119	949-8429
P-422	992-2768
G-308	949-5424
J-319	948-0053
R-512	947-7111
C-124	949-3370
L-353	948-7110
N-407	498-3034
H-303	390-2402
I-348	498-4466
D-167	495-4511
M-416	390-0107
C-138	390-9008
Y-79	992-1333
J-335	498-2522
N-405	495-3470
H-307	498-4460
N-413	498-2589
D-163	948-5975
Q-503	947-1010
<b>SUITE</b>	<b>TELEPHONE</b>
S-514	495-3135
A-101	271-3455
B-149	948-2177
B-143	948-1581
O-423	498-1301
C-128	949-0664
Y-71	1-855-466-7467
E-150	948-3709
C-118	495-3310
B-133	948-2040
Y-77	949-0871
D-177	948-4100
C-130	947-1098
J-319	948-0053
I-348	495-5705
C-138	390-9008
H-307	498-4460
<b>SUITE</b>	<b>TELEPHONE</b>
C-112	949-0833
F-190	949-8911
B-137	390-1428
Q-519	495-3673
KIOSK	
H-315	948-2684

**FOOD & BEVERAGES (cont.)**

- le macaron french pastries
- Luna Pizza
- Luna Rossa Italian Grill
- Mr. Pretzels
- Naples Flatbread Kitchen & Bar
- Norman Love Confections
- Rocky Mountain Chocolate Factory
- Shaved Ice/ Ice Cream
- Starbucks
- Subway
- Wasabi Japanese Steak House & Sushi Lounge

**FOOTWEAR**

- adidas Outlet Store
- ASICS
- Bass Factory Outlet
- Bloomingdale's The Outlet Store
- Clarks Bostonian Outlet
- Cole Haan
- Columbia Sportswear Company
- Converse
- Crocs
- ECCO
- Flip Flop Shops
- GUESS Factory
- H&M
- JOHNSTON & MURPHY FACTORY STORE
- Journeys
- Neiman Marcus Last Call
- New Balance Factory Store
- Nike Factory Store
- Nine West Outlet
- PUMA Outlet Store, The
- Rack Room Shoes
- Reebok Outlet Store
- Saks Fifth Avenue OFF 5TH
- SKECHERS
- Under Armour
- Vans
- vineyard vines

**HOUSEWARES & FURNISHINGS**

- Kitchen Collection
- Le Creuset
- Saks Fifth Avenue OFF 5TH

**JEWELRY/ACCESSORIES/BEAUTY**

- Adore Organic Innovation
- bare + BEAUTY
- Bass Factory Outlet
- Bath & Body Works
- Bloomingdale's The Outlet Store

<b>SUITE</b>	<b>TELEPHONE</b>
F-183	949-7001
F-196	949-6822
H-313	949-6633
F-195	390-3264
S-520	495-3528
S-516	672-8787
F-189	949-6757
KIOSK	
K-360	947-8818
F-191	390-5910
W-51	949-9886
<b>SUITE</b>	<b>TELEPHONE</b>
C-116	948-4423
J-337	495-3134
K-358	498-7330
A-101	271-3455
I-330	390-3241
D-165	498-5990
X-76	390-1898
N-415	495-9512
B-127	949-0594
J-343	948-0474
F-187	495-0399
H-301	948-2462
Y-71	1-855-466-7467
E-331	949-6853
R-506	390-0568
V-50	947-0465
A-95	992-0510
D-177	948-4100
E-164	390-0680
R-512	947-7111
K-364	498-4566
C-124	949-3370
L-353	948-7110
M-404	495-5300
C-138	390-9008
N-405	495-3470
H-307	498-4460
<b>SUITE</b>	<b>TELEPHONE</b>
F-181	495-3513
F-192	948-3210
L-353	948-7110
<b>SUITE</b>	<b>TELEPHONE</b>
Q-515	301-4943
J-339	947-1028
K-358	498-7330
C-96	390-5922
A-101	271-3455

JEWELRY/ACCESSORIES/BEAUTY (cont.)		SUITE	TELEPHONE
Brasolin Optical Outlet		X-90	301-2814
Claire's Boutique		C-120	948-4044
Cosmetics Company Store		F-185	495-6019
Crabtree & Evelyn		I-326	390-0023
Dead Sea Spa		KIOSK	
Dunkin's Diamonds Diamond Outlet		H-309	949-8668
Express Factory Outlet		O-425	676-3283
Fast-Fix Jewelry and Watch Repair		F-188	949-8669
Fossil		K-366	947-0699
Fragrance Outlet		C-132	992-9713
Francesca's		E-166	495-6060
GUESS Factory		H-301	948-2462
H&M		Y-71	1-855-466-7467
Late spade new york		E-178	498-2001
Kay Jewelers Outlet		F-184	949-9195
Luxury Beauty Store		M-408	947-7205
Movado Company Store		E-172	947-3870
Neiman Marcus Last Call		V-50	947-0465
NYS Collections		KIOSK	
Oakley Vault		P-422	992-2768
Perfumania		I-340	949-5940
Piercing Pagoda		E-176	495-9395
Saks Fifth Avenue OFF 5TH		L-353	948-7110
Sunglass Hut		E-174	948-0567
Sunglass Hut		H-311	495-8339
Sunglass Hut		K-362	498-7686
Swarovski		H-316	948-1002
3/10 Nails		F-179	948-4128
SPECIALTY/HANDBAGS/LUGGAGE		SUITE	TELEPHONE
U.S. Golf 4 Less		E-154	405-8897
Amazing Things		J-323	COMING SOON
Bloomingdale's The Outlet Store		A-101	271-3455
Bose Factory Outlet		G-302	947-8270
Cell Phone Accessories		KIOSK	
Coach		I-322	390-9589
Coach Men's		I-322	390-9589
Cole Haan		D-165	498-5990
Fossil		K-366	947-0699
Francesca's		E-166	495-6060
H&M		Y-71	1-855-466-7467
Late spade new york		E-178	498-2001
Michael Kors		H-312	390-3252
Miromar Design Center		KIOSK	
Miromar Lakes Beach & Golf Club		V-50	947-0465
Neiman Marcus Last Call		L-353	948-7110
Saks Fifth Avenue OFF 5TH		B-135	948-2255
Samsonite Factory Outlet		I-328	948 1052
TUMI		I-332	949-8451
Wera Bradley			

# MIROMAR OUTLETS®



## STORE HOURS:

Monday thru Saturday: 10 a.m. to 9 p.m.  
Sunday: 11 a.m. to 6 p.m.

Gift Cards available at the Mall Office, Suite 199  
or the Visitor Information Kiosk near Suite 343.



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# AREA SHOPPING CENTERS and their distance from MIROMAR OUTLETS®



## 1. MIROMAR OUTLETS

SAKS FIFTH AVENUE OFF 5TH  
NEIMAN MARCUS LAST CALL  
BLOOMINGDALE'S THE OUTLET STORE

## 2. COASTLAND CENTER

DILLARD'S • JCPENNEY  
MACY'S • SEARS  
23 miles

## 3. WATERSIDE SHOPS

NORDSTROM  
SAKS FIFTH AVENUE  
17.7 miles

## 4. EDISON MALL

DILLARD'S • JCPENNEY  
MACY'S • SEARS  
16 miles

## 5. BELL TOWER SHOPS

BED, BATH & BEYOND  
SAKS FIFTH AVENUE  
11.7 miles

## 6. GULF COAST TOWN CENTER

BELK • JCPENNEY  
SUPER TARGET  
5.6 miles

## 7. COCONUT POINT

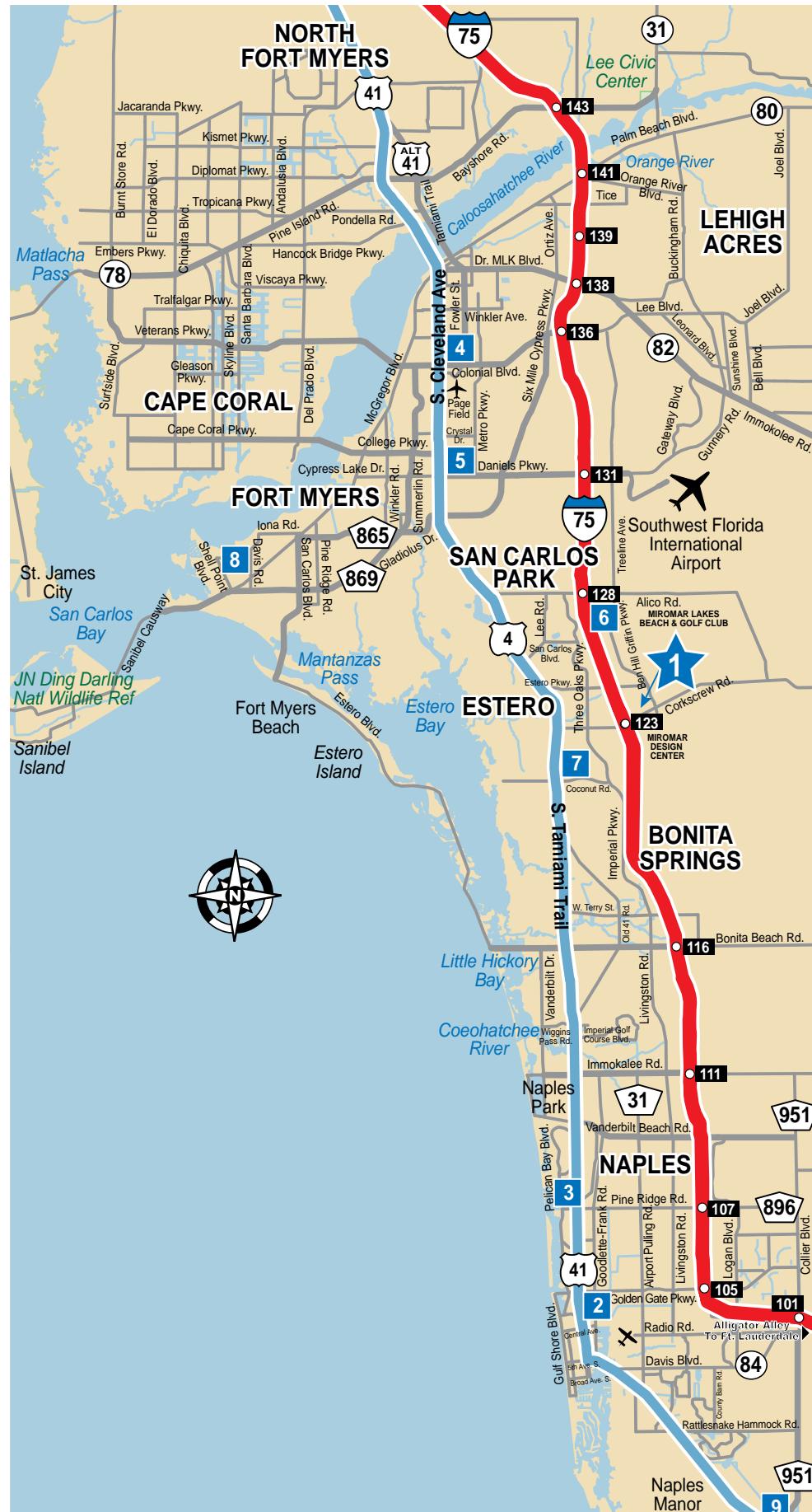
BED, BATH & BEYOND  
DILLARD'S • SUPER TARGET  
5.3 miles

## 8. SANIBEL OUTLETS

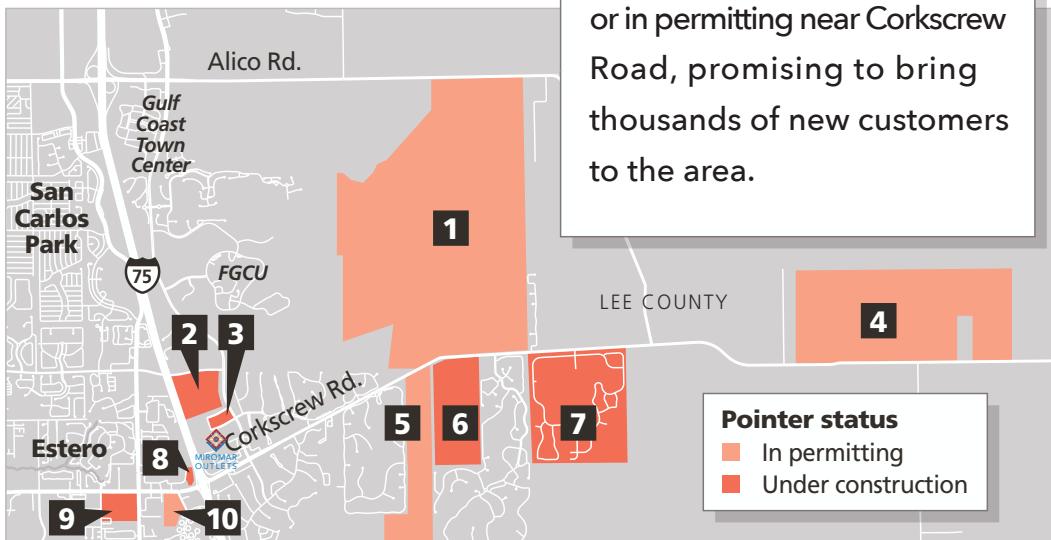
17.7 miles

## 9. NAPLES OUTLET CENTER

30.5 miles



# Surrounding residential growth



## 1 WildBlue

This large community in south Fort Myers is slated to bring more than 1,000 new homes and also restore wetlands and other habitat on the property.

## 2 Tidewater

The 55-plus community in Estero, being built by Del Webb, a division of Pulte Homes, will bring 387 upscale homes in phases.

## 3 Springs at Estero

This upscale apartment community is located at the entrance to Germain Arena. When complete it will bring 260 housing units to the area.

## 4 Corkscrew Farms

This large development is actually in south Fort Myers, but most of the traffic it creates will travel through the village. When complete, the community is expected total more than 1,300 new homes and undertake massive environmental restoration.

## 5 Corkscrew Crossing

The narrow, 396-acre property, formally known as Monte Cristo, is located south of Corkscrew Road between Wildcat Run and The Preserve at Corkscrew. The project is zoned for 724 dwelling units, but developers want to reduce that to 624 in order to maximize single-family homes.

SOURCE: THE NEWS-PRESS

## 6 Preserve at Corkscrew

This community, one of three developed by the Cameratta Companies east of I-75, is mostly complete, and will add 450 new homes to the area.

## 7 Corkscrew Shores

Another Cameratta Companies project, in addition to The Preserve at Corkscrew and Corkscrew Farms, Corkscrew Shores will have 648 homes on 722 acres around a large central lake.

## 8 Courtyards of Estero

This smaller-scale rental housing community located near the intersection of Corkscrew and I-75 will feature 104 units when complete.

## 9 Estero Place

This community, at the intersection of Corkscrew Road and Three Oaks Parkway, will contain 102 single-family homes when complete.

## 10 Estero Crossing

This community, located near the Woodlands and the Island Club, would like to build 455 units, but has stirred the ire of locals over traffic issues.

 MIROMAR OUTLETS®

(239) 948-3766 • [MiromarOutlets.com](http://MiromarOutlets.com) • I-75, Exit 123, Between Naples & Ft. Myers, FL

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0815-2207

## MIROMAR OUTLETS IN SOUTHWEST FLORIDA OFFERS SHOPPING AND MORE

This mall also includes dining, entertainment and a commitment to community

By Gina Birch; published Wednesday, March 5th, 2014

**10 BEST** Fort Myers Expert

The hardest part of pulling into the sprawling Miromar Outlets for a day of shopping is not finding parking: it's deciding where to go first. Conveniently situated just off I-75, about 18 miles south of Fort Myers, the more than 605,000-square-foot shopping mall is the second largest in Florida, and home to more than 140 top designer and brand name outlets.

It's a shopper's paradise, with stores like Saks Fifth Avenue OFF 5TH, Neiman Marcus, Bloomingdales' The Outlet Store, Michael Kors, Swarovski, Vera Bradley, Polo Ralph Lauren, Le Gourmet Chef, Tumi, Eddie Bauer, Abercrombie, Kate Spade, Coach and more recently Coach Men's.

Choices like this and savings of up to 70% off of retail prices are enough to make even the most ambivalent shopper go mad. Thankfully, mall designers added just the right touches in the right places to help calm the frenzy. For instance, there are eight beautiful, old-world-European-style fountains and three Koi/turtle ponds.



All of the restaurants at this Mediterranean-style mall are local establishments

**Photo Credit:** Miromar Outlets

There are also 18 eateries for refueling. Although the brands you shop for here are national and international, the full-service restaurants are all local; from the hip burger joint of Ford's Garage to the fun and festive La Bamba Mexican Restaurant.

Miromar is a pet-friendly, family-friendly destination. There is an award-winning Playland for kids, special crafts for the little ones on Wednesdays and the last Saturday of the month is branded Kids Day, featuring a host of activities and giveaways.

Perhaps one of the most innovative things Miromar Outlets does for children is the Dancing Classrooms Program. Owners of the shopping mall teamed up with the Foundation for Lee Public Schools to bring this 10-week social development program to fifth graders in lower-income schools.



The Dancing Classrooms Project helps build social skills and self-esteem in lower-income students

**Photo Credit:** Miromar Outlets

Utilizing ballroom dancing, the program helps students to build social awareness, confidence and self-esteem. The program culminates in an exhibition and competition, where participants get to show off their skills and social transformations. In five years, Dancing Classrooms has served some 6,000 students.

As for charities, Miromar Outlets sponsors one of the biggest fundraisers of the year for the Harry Chapin Food Bank. The Hunger Walk around the mall's perimeter and through its corridors each February raises in the neighborhood of \$300,000 to help feed the hungry.

Another popular premier event is the Independence Eve Fireworks Celebration. Taking place the night before the Fourth of July each year, the outlet center throws a big bash with bands, kids activities, food and the main attraction: fireworks!

But you don't have to wait for a holiday to be entertained. Miromar has live music on the weekends, fashion shows throughout the year, art shows, talent shows and lots more.

If you happen to be visiting for Thanksgiving and want to get a huge jump on Black Friday, the mall opens its doors at 10 p.m. Thursday. The already discounted items are discounted even further during this 23-hour shopping frenzy.

Miromar first opened in 1998 with 55 stores. Since then, there have been four building phases, nearly tripling the size one more to come. While it's not known exactly when the final phase will occur, it is known that shopping space will increase to more than 700,000 thousand square feet.

This open-air, Mediterranean-style shopping mall has covered sidewalks with bright murals and lots of parking. Its one-of-a-kind blend of superb outlets, architecture and dining has established Miromar Outlets as the premier shopping destination in Southwest Florida.



CAPE CORAL / FORT MYERS THURSDAY, MARCH 24, 2016

# THE NEWS-PRESS

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## U.S. CENSUS

## Southwest Florida growth spurt among tops in nation

Many newcomers from Midwest, FGCU economist says

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Southwest Florida is one of the fastest-growing areas in the country, with Lee and Charlotte counties ranking in the top 10 of the fastest-growing metro areas, according to the latest population estimates from the U.S. Census Bureau.

Lee County grew from 679,233 in July 1, 2014 to 701,982 in July 1, 2015. The 22,749 new residents translated into a 3.3 percent increase. That ties Lee for the third-

largest increase in the nation, along with Midland and Odessa, Texas, and is almost double Florida's 1.8 percent growth rate over that same time span. In 2013-14, Lee was ranked sixth, adding 18,177 people for a 2.7 percent population increase.

"This growth has been in the works for a long time," said Chris Westley, associate director of FGCU's Regional Economic Research Institute. "We are seeing a significant number of Midwestern baby

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## Census

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boomers who had been planning to retire here for 30 or 40 years who are now finally doing it. They were delayed by the recession for a while, but that seems to be in the past. Now they are making the move."

Westley said he believed much of that growth occurred in Cape Coral, which still has a lot of land left to develop, as well as continued growth in the south part of the county. Lee officials said they have seen growth working its way up the I-75 corridor, which still has a lot of undeveloped land along its inland side, as well as the coast, which is more densely developed.

Charlotte County grew by 2.8 percent in that same span, adding an estimated 4,678 people to grow from 168,437 to 173,115. That makes Punta Gorda, the county's only incorporated town and its seat of government, the ninth-fastest growing metro area in the country. That is a big increase from 2013-14, when Charlotte experienced a 2.1 percent population increase.

Florida was home to three of the fastest-growing metro areas in the country from 2014 to 2015, with The Villages, a large retirement community located north of Orlando in the center of the state, leading the nation. Three other Florida metro regions—Sarasota-Bradenton, Orlando and Collier County—ranked in the top 20, data shows. The Naples-Marco Island region fell out of the top 10, even though its population growth rate ticked up from 2.5 to 2.6 percent.

"Naples is running into space and financial limitations to its growth," Westley said. "It is largely built out, and it's expensive. There are other areas of the state, and even in the region, that have a more vibrant housing market, offering newcomers the same friendly tax environment but a much wider choice of housing options. Naples has jobs, but not necessarily the housing for the people who work those jobs."

In 2013-14, Florida put six counties in the top 20, but Charlotte County wasn't one of them. This year, the

Panama City metro area fell off the list. Census analysis of birth, death and survey data suggests that almost all of Florida's growth was driven largely by migration, not a rising birth rate. Some metro areas, like Miami-Dade, saw big increases in international migrants, census data shows, but Southwest Florida's migration was largely domestic, which lends credence to Westley's depiction of the growth as a new retirement wave.

The influx of new residents is putting a demand on the regional infrastructure, such as roads and schools, forcing counties and municipalities to scramble to not just keep up with the growth that took the region by storm from 2000 to 2006, but to prepare for the growth that is happening right now, said Lee County Commissioner Larry Kiker.

Lee has invested about \$150 million in its infrastructure over the last few years, Kiker said, and it has plans for more. In the next three years, for example, Lee will spent almost \$14 million on water quality projects alone, he said.

### Top 3 fastest-growing metro areas

1. The Villages

**4.3% increase**

2. Myrtle Beach, S.C.

**3.5% increase**

3. Cape Coral-Fort Myers

**3.3% increase**

### Fastest-growing metro areas

1. The Villages: 4.3 percent

2. Myrtle Beach, S.C.: 3.5 percent

**3. Cape Coral-Fort Myers: 3.3 percent**

3. Midland, Texas: 3.3 percent

3. Odessa, Texas: 3.3 percent

6. Greeley, Colo.: 3.2 percent

7. Austin-Round Rock, Texas: 3.0 percent

8. Bend-Redmond, Ore.: 2.9 percent

**9. Punta Gorda: 2.8 percent**

10. Fort Collins, Colo.: 2.7 percent

10. North Port-Sarasota-Bradenton: 2.7 percent

12. Hilton Head Island, S.C.: 2.6 percent

12. Orlando-Kissimmee-Sanford: 2.6 percent

**12. Naples-Marco Island: 2.6 percent**

12. College Station, Texas: 2.6 percent

16. Raleigh, N.C.: 2.5 percent

16. St. George, Utah: 2.5 percent

18. Houston, Texas: 2.4 percent

18. Charleston, S.C.: 2.4 percent

18. Provo, Utah: 2.4 percent



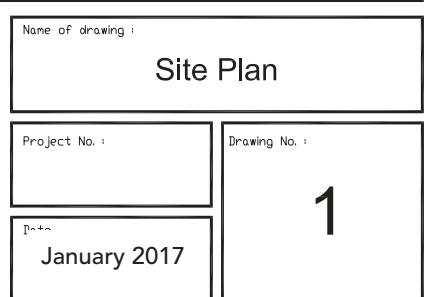
MIROMAR OUTLETS

December 1, 2017



MIROMAR OUTLETS

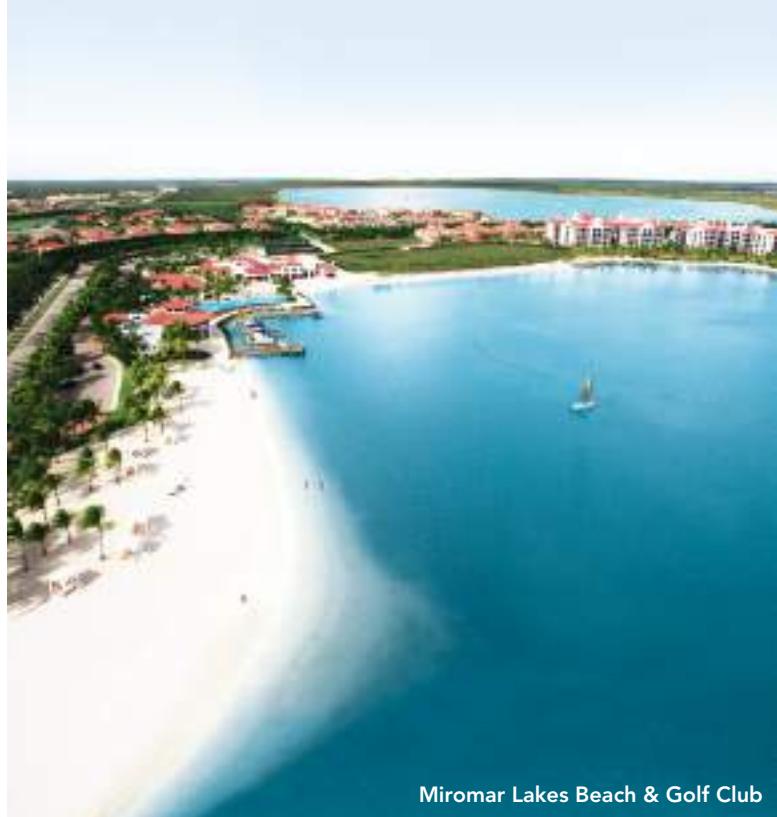
December 1, 2017



# DEVELOPER

M I R O M A R

Miromar Outlets is a project of Miromar Development Corporation, a multi-faceted real estate development company with a portfolio of award-winning residential and commercial properties including the nearby Miromar Lakes Beach & Golf Club and Miromar Design Center.



Miromar Lakes Beach & Golf Club



Miromar Outlets



Miromar Design Center



**MIROMAR**  
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**DC** MIROMAR  
DESIGN CENTER<sup>™</sup>

 BEACH & GOLF CLUB  
**MIROMAR LAKES**<sup>®</sup>  
*We are where you want to be*<sup>®</sup>



**UNIVERSITY**  
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