



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.
Total*		G.L.A.	679,739 sq. ft.

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
POPULATION			
2015	32,989	69,274	172,885
2020 Projected	36,859	76,092	188,313
AGE			
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
HOUSEHOLD INCOME			
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



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



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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I-75



Corkscrew Rd.

APPAREL
Abercrombie & Fitch Outlet
adidas Outlet Store
Aéropostale
AJ's Golf 4 Less
American Eagle Outfitters
Ann Taylor Factory Store
Aqua Beachwear
ASICS
Banana Republic Factory Store
Bass Factory Outlet
Blanc du Nil
Bloomingdale's The Outlet Store
Brooks Brothers Factory Store
Calvin Klein
Calvin Klein Underwear
Chico's Outlet
Columbia Sportswear Company
Converse
Desigual

SUITE
S-514
C-116
R-510
E-154
Q-511
K-374
B-125
J-337
M-400
K-358
Q-501
A-101
B-149
N-401
N-411
I-336
X-76
N-415
D-157

TELEPHONE
495-3135
948-4423
947-5040
405-8897
947-1078
948-2456
948-2330
495-3134
390-0772
498-7330
301-0544
271-3455
948-2177
495-7737
947-1129
949-2252
390-1898
495-9512
495-3351

APPAREL (cont.)
dressbarn
Eddie Bauer Outlet
Express Factory Outlet
francesca's
Gap Factory Store
Greg Norman
GUESS Factory
H&M
Haggar Clothing Co.
Hurley
J.Crew Factory
Jockey
JOHNSTON & MURPHY FACTORY STORE
kate spade new york
Lacoste
Levi's Outlet Store
LOFT Outlet
Lucky Brand Outlet
Michael Kors

SUITE
J-349
X-82
O-425
E-166
O-423
E-160
H-301
Y-71
J-341
E-162
E-150
G-310
J-331
E-178
R-502
G-304
D-153
D-159
H-312

TELEPHONE
949-6525
949-9188
676-3283
495-6060
498-1301
949-4653
948-2462
1-855-466-7467
949-2721
949-0454
948-3709
390-0660
949-6853
498-2001
495-0707
948-5384
495-3185
495-2300
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

SUITE
Y-77
V-50
A-95
M-412
D-177
B-119
P-422
G-308
J-319
R-512
C-124
L-353
N-407
H-303
I-348
D-167
M-416
C-138
Y-79
J-335
N-405
H-307
N-413
D-163
Q-503

TELEPHONE
949-0871
947-0465
992-0510
495-3020
948-4100
949-8429
992-2768
949-5424
948-0053
947-7111
949-3370
948-7110
498-3034
390-2402
498-4466
495-4511
390-0107
390-9008
992-1333
498-2522
495-3470
498-4460
498-2589
948-5975
947-1010

SUITE
S-514
A-101
B-149
B-143
O-423
C-128
Y-71
E-150
C-118
B-133
Y-77
D-177
C-130
J-319
I-348
C-138
H-307

TELEPHONE
495-3135
271-3455
948-2177
948-1581
498-1301
949-0664
1-855-466-7467
948-3709
495-3310
948-2040
949-0871
948-4100
947-1098
948-0053
495-5705
390-9008
498-4460

SUITE
C-112
F-190
B-137
Q-519
KIOSK
H-315

TELEPHONE
949-0833
949-8911
390-1428
495-3673
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

SUITE
F-183
F-196
H-313
F-195
S-520
S-516
F-189
KIOSK
K-360
F-191
W-51
C-116
J-337
K-358
A-101
D-165
X-76
N-415
B-127
J-343
F-187
H-301
Y-71
J-331
R-506
V-50
A-95
D-177
E-164
R-512
K-364
C-124
L-353
M-404
C-138
N-405
H-307

TELEPHONE
949-7001
949-6822
949-6633
390-3264
495-3528
672-8787
949-6757
947-8818
390-5910
949-9886
948-4423
495-3134
498-7330
271-3455
390-3241
498-5990
390-1898
495-9512
949-0594
948-0474
495-0399
948-2462
1-855-466-7467
949-6853
390-0568
947-0465
992-0510
948-4100
390-0680
947-7111
498-4566
949-3370
948-7110
495-5300
390-9008
495-3470
498-4460

SUITE
F-181
F-192
L-353

TELEPHONE
495-3513
948-3210
948-7110

SUITE
Q-515
J-339
K-358
C-96
A-101

TELEPHONE
301-4943
947-1028
498-7330
390-5922
271-3455

JEWELRY/ACCESSORIES/BEAUTY (cont.)
Brasolin Optical Outlet
Claire's Boutique
Cosmetics Company Store
Crabtree & Evelyn
Dead Sea Spa
Dunkin's Diamonds Diamond Outlet
Express Factory Outlet
Fast-Fix Jewelry and Watch Repair
Fossil
Fragrance Outlet
francesca's
GUESS Factory
H&M
kate spade new york
Kay Jewelers Outlet
Luxury Beauty Store
Movado Company Store
Neiman Marcus Last Call
NYS Collections
Oakley Vault
Perfumania
Piercing Pagoda
Saks Fifth Avenue OFF 5TH
Sunglass Hut
Sunglass Hut
Sunglass Hut
Swarovski
VIP Nails

SPECIALTY/HANDBAGS/LUGGAGE
AJ's Golf 4 Less
Amazing Things
Bloomingdale's The Outlet Store
Bose Factory Outlet
Cell Phone Accessories
Coach
Coach Men's
Cole Haan
Fossil
francesca's
H&M
kate spade new york
Michael Kors
Miromar Design Center
Miromar Lakes Beach & Golf Club
Neiman Marcus Last Call
Saks Fifth Avenue OFF 5TH
Samsonite Factory Outlet
TUMI
Vera Bradley

SUITE
X-90
C-120
F-185
I-326
KIOSK
H-309
O-425
F-188
K-366
C-132
E-166
H-301
Y-71
E-178
F-184
M-408
E-172
V-50
KIOSK
P-422
I-340
E-176
L-353
E-174
H-311
K-362
H-316
F-179

TELEPHONE
301-2814
948-4044
495-6019
390-0023
949-8668
676-3283
949-8669
947-0699
992-9713
495-6060
948-2462
1-855-466-7467
498-2001
949-9195
947-7205
947-3870
947-0465
992-2768
949-5940
495-9395
948-7110
948-0567
495-8339
498-7686
948-1002
948-4128

SUITE
E-154
J-323
A-101
G-302
KIOSK
I-322
I-322
D-165
K-366
E-166
Y-71
E-178
H-312
KIOSK
KIOSK
V-50
L-353
B-135
I-328
I-332

TELEPHONE
405-8897
COMING SOON
271-3455
947-8270
390-9589
390-9589
498-5990
947-0699
495-6060
1-855-466-7467
498-2001
390-3252
947-0465
948-7110
948-2255
948 1052
949-8451

AREA SHOPPING CENTERS

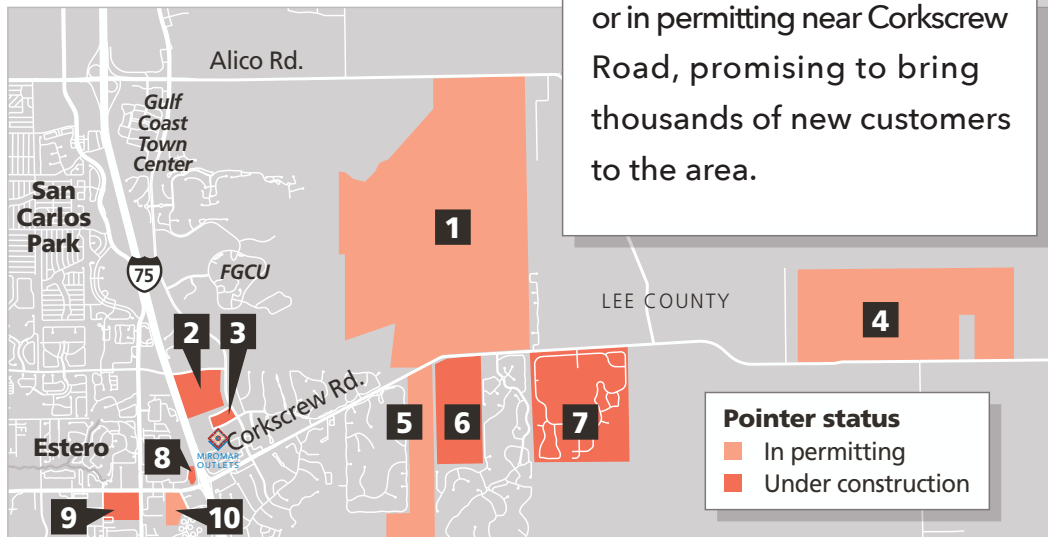
and their distance from MIROMAR OUTLETS®



- 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.



(239) 948-3766 • 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

10BEST 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, Bloomingdale's 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.



U.S. CENSUS

Southwest Florida growth spurt among tops in nation

Many newcomers from Midwest, FGCU economist says

PENELOPE OVERTON

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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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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

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.

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





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