

FOR MORE INFORMATION ABOUT SARASOTA COUNTY:

Sarasota Office

Sarasota County Committee for Economic Development
1945 Fruitville Road • Sarasota, Florida 34236
Voice: 941.955.2508, Ext. 238 • Fax: 941.951.7837
E-mail: info@sarasotacountyced.org

Venice Office

Sarasota County Committee for Economic Development
401 Commercial Court, Suite B • Venice, Florida 34292
Voice: 941.485.8400 • Fax: 941.485.5987

Web Site

For a wealth of information about starting, expanding or relocating your business, visit www.sarasotachamber.org. You will find healthcare, education, area events, links to other informative sites and more.

Funding for Community Profile

The Sarasota County Economic Development Board and Board of County Commissioners provided funds for this project in cooperation with the following organizations:

- Greater Sarasota Chamber of Commerce*
- Venice Area Chamber of Commerce*
- North Port Area Chamber of Commerce*
- Englewood/Cape Haze Area Chamber of Commerce*
- Siesta Key Chamber of Commerce*
- Longboat Key Chamber of Commerce*



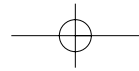
GOOD LIFE. GOOD BUSINESS.
www.sarasotachamber.org

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All demographic and statistical information is subject to change without notice.



COMMUNITY PROFILE

Sarasota County, Florida 2004-2005 Edition



Sarasota County

The Good Life – Good Business Community

Sarasota County offers companies a strategic edge in today's increasingly competitive global economy. The low cost of doing business, workforce-development support and solution-oriented local governments contribute to a friendly business environment that helps companies flourish. The subtropical weather, 35 miles of beachfront and coveted lifestyle make working here a pleasure.

This Florida Gulf Coast community is the state's "cultural capital," with its own ballet, symphonies, opera, state museum, chamber chorus and world-class performing arts hall. From 60 golf courses to an abundance of water sports and eco-activities, the area offers every recreational opportunity under the sun. Its cultural richness, great school system and enviable way of life make it easy to attract top talent.

No longer simply a resort destination, Sarasota County is developing a deepening diversity that helps insulate it from national economic downturns. An expanding employee

Partnership, a seven-county regional economic development organization.

Businesses can travel the fast track here. Tax refunds, expedited permitting and impact fee mitigation are just a few incentives, programs and services developed to support and encourage a diverse and growing economy.



Forbes named Sarasota County one of the "Best Places for Business and Careers."

base, diversity of business locations and state-of-the-art infrastructure contribute to a business ecosystem that modern companies seek. In this nourishing environment, technology has experienced brisk growth, manufacturing is diversifying and maturing, financial services continue to be vigorous, and creative services remain strong in this longtime artist colony.

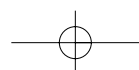
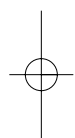
Economic development is nurtured by a public-private partnership of government, education, business and the arts. To assist targeted businesses, Sarasota County has contracted with the Committee for Economic Development (CED), a division of the Greater Sarasota Chamber of Commerce. The CED works with state and local governments, the various Chambers of Commerce, workforce development officials, business owners, civic groups and other organizations to help business relocate and thrive here. The CED is part of the Tampa Bay



Community Profile Sarasota County

2004-2005 Edition

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Population Characteristics

Who We Are, Where We Live, What We Do

Once considered primarily a vacation and retirement destination, Sarasota County has experienced rapid growth among baby boomers and upwardly mobile professionals who want to earn an above-average income in a community that is so well suited for raising their young families.

A great year-round climate, excellent schools, abundant recreational opportunities, expanding employment and state-of-the-art healthcare facilities have attracted successful professionals, executives and entrepreneurs from larger urban areas throughout the country and other parts of the world, making significant contributions to our economy, culture and quality of life.

According to the 2000 census, Sarasota County's population was 325,957, and is expected to exceed 378,000 by the year 2010.



Population Trends & Projections Sarasota County

2002	339,684
2005	353,579
2010	378,942
2015	403,143
2020	427,411
2025	450,706

Source: Bureau of Economic and Business Research, University of Florida, 2003



Expansion Management chose the Sarasota/Bradenton area as the only *Community* ranking, scoring high for its "Quality of Life Quotient."

Population By Race, Sarasota County, 2002 (est.)

White	318,086	93.66%
African American	15,241	4.49%
Native American	849	0.25%
Asian	3,111	0.92%
Other Pacific Islander	119	0.04%
Two or More Races	2,219	0.65%
Hispanic or Latino (of any race)	16,926	4.98%

Source: Population Division, U.S. Census Bureau, 2003

Population By Age Sarasota County, 2002 (est.)

0-14	43,988	12.95%
15-24	27,681	8.15%
25-44	69,790	20.55%
45-64	91,563	26.95%
65+	106,662	31.40%
TOTAL	339,684	

Source: Bureau of Economic and Business Research, University of Florida, 2003

Where We Live, What We Do



community in Florida worthy of its *Five-Star*

Sarasota County Quick Facts

COMMUNITY	POPULATION 2001 (est.)
City of Sarasota	53,657
Longboat Key (Sarasota County portion)	5,042
North Port	25,234
Venice	18,151
Unincorporated Area	231,939
Sarasota County Total	334,023

Source: Bureau of Economic and Business Research, University of Florida, 2002

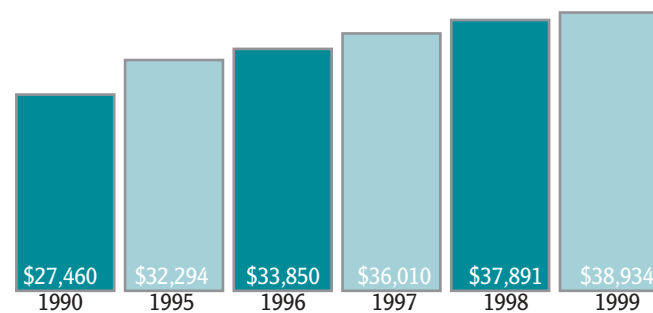
Sarasota County at a Glance

Square miles	573
Average temperature	72 degrees
Seasonal summer rainfall	<54 inches
Population 2002 (est.)	339,684
Households 2001	153,835
Miles of coastline	35



Who We Are, Where We Live, What We Do

Sarasota County Per Capita Personal Income



Source: University of Florida, Bureau of Economic and Business Research, 2002 Florida Statistical Abstract



Forbes ranked Sarasota County as the “37th Best Place for Business and Careers” out of 200 metro areas nationwide.

Business and Careers” out of

Household EBI (Effective Buying Income)		
COMMUNITY	MEDIAN EBI	TOTAL EBI
Sarasota County, FL	38,800	8,767,156
Austin, TX	45,459	21,170,743
Raleigh/Durham/Chapel Hill, NC	48,679	15,168,785
Santa Rosa, CA	47,085	10,167,530
Colorado Springs, CO	43,129	10,616,270
Boise, ID	42,084	6,214,868
Lexington, KY	36,451	5,430,755
Tucson, AZ	34,673	15,752,583

Source: Sales & Marketing Management, 2003 Survey of Buying Power



Cost of Living Comparisons

In selected cities or MSAs (Metropolitan Statistical Areas) in the United States, by components of the average index (avg.=100%)

CITY OR MSA	COMPOSITE INDEX
Jacksonville, FL	90.7
Bloomington, IN (MSA)	94.7
Cincinnati, OH	94.8
Glens Falls, NY (MSA)	104.1
Raleigh, NC	97.7
Sarasota, FL	106.0
Chicago, IL	132.8
Washington, DC (MSA)	134.8
York, PA (MSA)	97.0
San Diego, CA	137.6
Boston, MA	135.9

Source: ACCRA, Second Quarter 2003

Corporate Profile

PGT Industries

Sarasota County's growing cluster of innovative, specialty manufacturers makes everything from medical robots, first-aid supplies and sophisticated medical prosthetics to high-tech molds and fiber optics. The sector also includes an industry-leading manufacturer of custom windows, doors and patio rooms. PGT Industries employs 1,550 people in its 486,000 square-foot offices, manufacturing facilities and glass plant in Venice.

The privately held company began in the early 1980s as Vinyl-Tech, manufacturing aluminum vinyl-glazed windows. The company added a line of glass windows in 1987 and patio rooms in 1991. In 1992, Hurricane Andrew prompted PGT to develop a window and door product line that would meet the strict Miami-Dade County code requirements. Since 1997, PGT has more than doubled its sales by offering impact-resistant windows and doors. The company's sales topped \$160 million in 2002.

In January 2003, PGT acquired Binnings Building Products Inc. of Lexington, NC, converting its 225,000-square-foot facility into the PGT North Carolina Operations.

“The success and strength of PGT is a reflection of the quality of people in our community,” said President and CEO Randy White. “PGT’s employees are loyal and hardworking members of Sarasota and surrounding counties, always looking for ways to improve themselves, the community and the company.”



Sarasota County's Workforce

Skilled, Well-Educated and Abundant

From entry-level employees to highly trained professionals, Sarasota County is home to highly educated, creative and enthusiastic workers who want to be here. More than half the adults over the age of 25 have continued their education at the college level. Many have relocated to the region for its climate and lifestyle, and employers find it easy to attract top-quality prospects from other areas.



With almost half its population in the prime working age range of 25 to 64, Sarasota County has a labor force approaching 160,000. Adding the labor pool from bordering Manatee and Charlotte counties brings the total to nearly 350,000.

Job-specific training programs, an 18-minute average commute time, one-stop career centers and so much more top the list of reasons Sarasota County appeals to relocating companies.

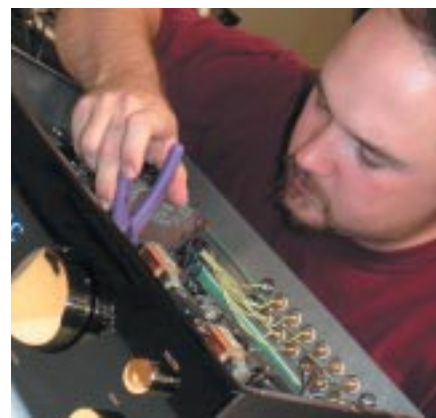
Workforce Assistance

Workforce development is a top priority in Sarasota County. The Committee for Economic Development (CED) has a Workforce Specialist on staff, and the county has several programs in place to assist businesses with workforce training, recruitment and family relocation.



Recruitment Assistance Program

The CED is committed to assisting local businesses in the recruitment of the workforce they need



to be successful. Its recruitment assistance program includes a Job and Resume Database, which can be accessed through www.jobfocus.com. This free service allows local employers to post job openings and job seekers to post resumes online. The CED also informs local businesses of Job Fair opportunities, helps locate skills-upgrade training grants, provides information and relocation kits for recruiting purposes, and works with local educational institutions on the recruitment of students for internships and permanent positions.

Family Relocation

By visiting www.southtampabay.org, young professionals relocating or being recruited by Sarasota or Manatee County businesses can access a one-stop resource center



for career and education information, housing needs and recreational opportunities in the South Tampa Bay region.

Quick Response Training Grant

Training grants are available to Sarasota County businesses that meet certain criteria, including creating new, high quality jobs and producing goods or services for markets outside the county. The CED assists local businesses by arranging appointments with training providers such as the Sarasota County Technical Institute or Manatee Community College.

Other Training Grants

Additional training grants to upgrade the skills of current employees are also available. These programs offer another advantage: customized training. By working closely with the area's educational institutions, employers can create new opportunities to strengthen the skills of their employees.

Sarasota County Technical Institute (SCTI) offers more than 45 full-time training programs—from business education to health occupations—as well as customized employee training courses.

Manatee Community College (MCC) offers occupational-technical training programs that can be designed for individual businesses. With campuses in Sarasota and Manatee counties, MCC provides classroom and on-the-job training within easy reach for most employees.

Corporate Profile

Jackson Hewitt Inc. Technology Center

When Jackson Hewitt Inc. relocated its technology center from Virginia Beach to Sarasota, it found "great talent" for its full-time and seasonal employment needs. "Sarasota provides us a well-educated and trained workforce to draw from," said President and COO Mike Lister.



Mike Lister, President and COO, Jackson Hewitt Inc.

Part of a skyrocketing local technology sector, the Jackson Hewitt Technology Center headquarters relocated to the Interstate 75 corridor just off Fruitville Road in March 2002, representing a capital investment of \$3 million. In 2003, the company employed 138 full-time and 65 seasonal employees in Sarasota.

The Committee for Economic Development assisted Jackson Hewitt Inc. (JHI) with the relocation, providing vital information during the company's relocation analysis and assisting with workforce and training resources.

The Jackson Hewitt Technology Center is responsible for system-wide support of the JHI business, including developing and maintaining the company's proprietary software applications, support of its worldwide network and communications systems, creation of tax education materials and resources, as well as providing a help desk for tax and technology support for all Jackson Hewitt Tax Service locations.

A division of Cendant Corp., Jackson Hewitt Inc. is the fastest growing national tax preparation service company and the nation's second largest company in this category with 4,200 Jackson Hewitt Tax Service locations in 49 states and the District of Columbia. *Entrepreneur* named it the top tax preparation firm on its list of Top 500 Franchises.

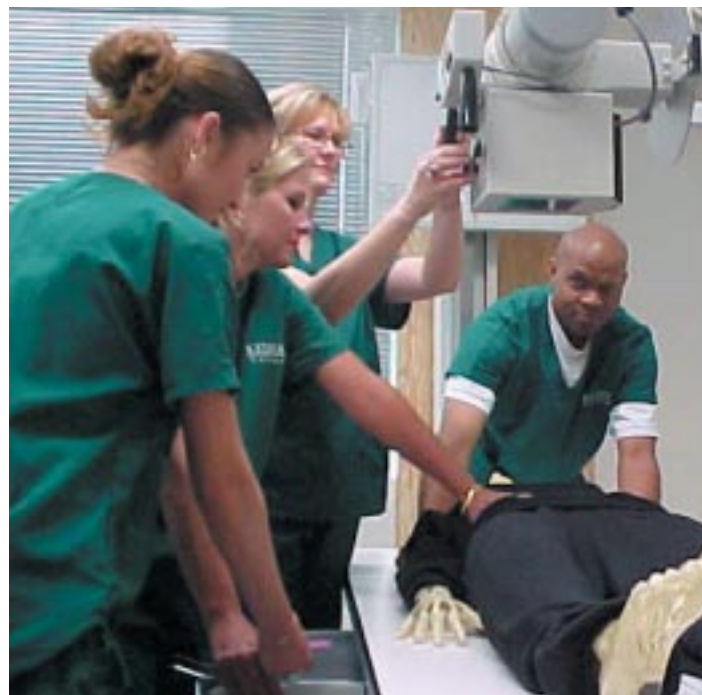
How Sarasota County Works

Sarasota County's lifestyle and uniqueness attract a desirable employee base, diverse enough to satisfy new and expanding business and industry. State and county governments have also focused their attention on providing education and training for people who are currently underemployed. This presents light manufacturing and technology companies with an opportunity to prosper.

As the local economy continues to grow, entrepreneurs and expanding businesses that select Sarasota County can depend on an available, well-educated workforce that is prepared to meet the needs of the 21st century.

Employment Summary			
Year	Labor Force	Employment	Unemployment Rate % (Annual)
2002	160,765	155,318	3.4
2001	159,716	155,302	2.8
2000	154,026	150,835	2.1
1999	152,524	149,277	2.1
1998	143,857	140,286	2.5
1997	144,229	140,456	2.6

Source: Florida Agency for Workforce Innovation, Florida Research & Economic Database



Sarasota County Major Employers		
MANUFACTURING		
EMPLOYER	PRODUCT	EMPLOYEES
PGT Industries	Vinyl encl., alum. windows/doors	1,500
Sun Hydraulics	Hydraulic valves	515
Forest Products Supply	Wood products	300
ASO Corporation	Bandages	210
Honeywell	Magnetic sensors	192
L-3 Communications	Aviation Recorders	180
Teleflex Morse	Electronic gauges & instruments	168
PacTec	Plastic & injection molds	150
Parker Hannifin Corporation	Hydraulic pumps	138
Klockner-Bartelt Inc.	Packaging machinery	108

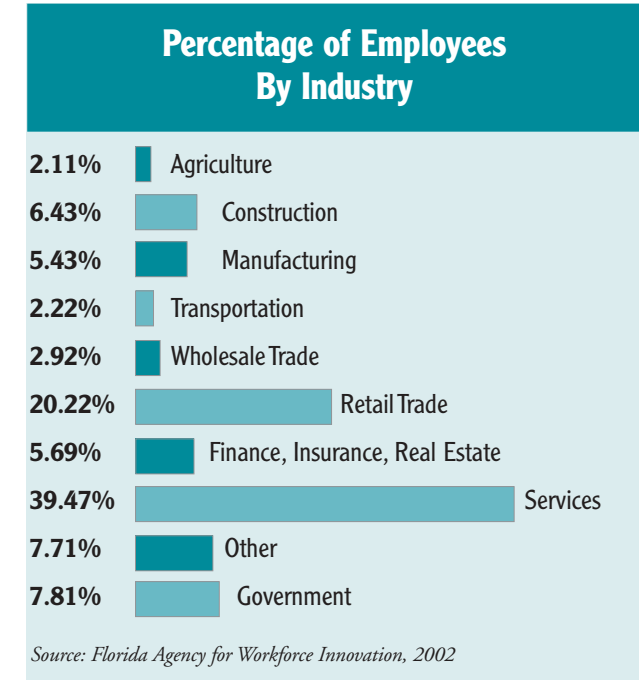
NON-MANUFACTURING	
EMPLOYER	EMPLOYEES
School Board of Sarasota County	4,490
Publix	3,300
Sarasota Memorial Hospital	3,000
Sarasota County Government	2,600
Bon Secours-Venice Healthcare System	1,272
FCCI Insurance Group	780
Doctors Hospital	650
Sarasota Herald-Tribune	600
Shannon Hotel Group	450
Comcast Cablevision	350

CORPORATE HEADQUARTERS IN SARASOTA COUNTY	
Aso Corporation	Kimley-Horn & Associates Inc.
BIFS Technologies	Miles Media Group
Boar's Head Provisions	Milliken Industries
Central European Distribution Corp.	MVI Marketing
Certified Collectibles Group	National In-Store
Comdial Corporation	Ned Davis Research
Correctional Services Corp.	Nelson Publishing
Dental Care Alliance	Onyx North America
Dooley & Mack Constructors Inc.	PGT Industries
FCCI Insurance Group	Pinnacle Towers
First Watch Restaurants	Season Shield
Florikan E.S.A. Corp.	Speedcom Wireless Corporation
Global Financial Advisors	Sun Hydraulics Corp
Haemacure	Vengroff, Williams & Associates
Horizon Medical Group	Vista Products Inc.
InterShow	Ven Vest Corp.
ICI Jones Chemicals Inc.	World Precision Instruments Inc.

Source: Sarasota County Committee for Economic Development, September 2003

Hourly Earning For Workers In Select Occupations		
OCCUPATION	HOURLY WAGE	
	ENTRY	EXPERIENCED
Accountants & Auditors	15.42	28.57
Assemblers/Fabricators	7.71	10.69
Computer Operators	8.48	11.94
Computer Programmers	16.88	33.08
Construction Equipment Operators	10.39	14.79
General Manager & Top Executives	16.36	48.05
Janitors/Cleaners	6.33	10.85
Laborers/Landscaping & Groundskeeping	7.03	10.83
Machinists	10.28	16.94
Manager/Administrators	15.26	34.61
Mechanical Engineers	18.76	30.94
Medical & Clinical Lab Technicians	10.08	16.95
Payroll/Timekeeper Clerks	9.43	13.66
Procurement Clerks	9.20	13.02
Purchasing Agents	13.39	24.11
Receptionist, Information Clerks	7.41	12.02
Secretaries	8.83	13.59
Sheet Metal Workers	8.01	17.06
Stock Clerks	7.47	10.90
Systems Analyst	17.22	33.24
Tool & Die Makers	15.11	23.83
Truck Drivers (Light)	8.78	14.66

Source: Florida Agency for Workforce Innovation, 2003 Florida Occupational Wage Survey



Source: Florida Agency for Workforce Innovation, 2002



Education

One of Florida's Best School Systems

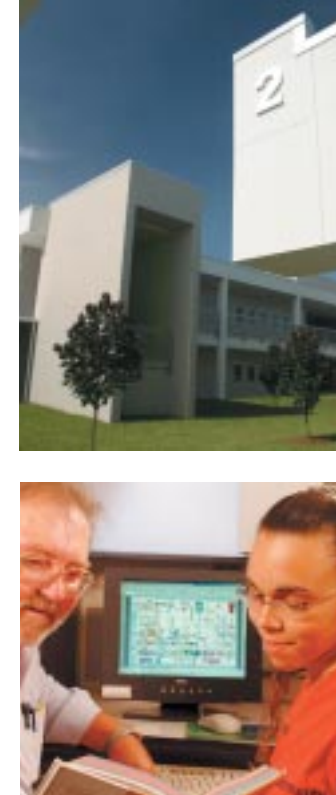
The Sarasota County School District was one of two Florida school districts to receive the "Blue Ribbon" ranking from *Expansion Management* magazine. Sarasota County high school students have scored consistently higher than the national average on the Scholastic Aptitude Test (SAT). School district students score at the top of the state in every section of the state's comprehensive assessment test.

Sarasota County schools boast excellent student-teacher ratios, outstanding public and private school programs, a high number of Florida National Merit Scholars, technology-driven classrooms with Internet access, and an ongoing Campaign for Excellence devoted to improving educational programs and services.

There are 21 elementary schools, six middle schools, five high schools, a school for gifted children, and several mixed-grade, alternative and exceptional student education schools.



The University of South Florida provides junior, senior and graduate coursework in a bay front setting.



Kiplinger's Personal Finance ranked New College the seventh-best public college in Florida named a "best buy" in the noted *Fiske*

value in public higher education. It is the only *Guide to Colleges*.

Private Schools

Sarasota County has more than 30 privately funded schools with various religious and organizational affiliations, unique approaches to learning and small classes that foster individual attention.

Cardinal Mooney High School

A four-year co-educational institution, it reflects the high academic standards and performance levels of Catholic schools nationwide.

New Gate School

This independent non-profit institution for pre-school through 9th grade students was selected by Montessori Foundation to be a national laboratory school and a center for educational innovation and curriculum development.

Out-of-Door Academy (ODA)

ODA has two schools - one on Siesta Key serving pre-school through 6th grade students with a student-teacher ratio of 8.5 to 1, and a high school in Lakewood Ranch in northeast Sarasota County.

Prew Academy

Offers highly individual courses of study and competitive sports activities for grades 6 through 12, with an 8 to 1 student-teacher ratio.

Sarasota Christian School

This interdenominational school for grades K through 12 offers a complete academic and athletic program.

Vocational Training

Sarasota County Technical Institute

Part of the Sarasota County public school system, SCTI offers vocational and business-related career training.

Technology Training

Computer technology training and certification for individuals and corporate employees are available through several private companies in the county. Applications courses include Microsoft (MCSE), interpersonal and business communication, programming and Web Master (CIW) networks.

Sarasota County & National Scholastic Aptitude Test (SAT) MEAN SCORES 1998-2002

Source: Sarasota County School District

SARASOTA/NATIONAL School Year	1998/1999
Verbal	531/505
Math	529/511
TOTAL	1,060/1,016

SARASOTA/NATIONAL School Year	1999/2000
Verbal	528/505
Math	526/514
TOTAL	1,054/1,019

SARASOTA/NATIONAL School Year	2000/2001
Verbal	531/506
Math	534/514
TOTAL	1,065/1,020

SARASOTA/NATIONAL School Year	2001/2002
Verbal	533/504
Math	536/516
TOTAL	1,069/1,020

Number of Schools

Elementary Schools	21
Middle Schools	6
High Schools	5
K-8 Schools	1
Alternative/ESE	3

One of Florida's Best School Systems

Higher Education

Argosy University

Offers undergraduate, graduate and post-doctoral residential and distance-learning programs in such fields as business, education and psychology. 941.379.0404, www.argosyu.edu

Eckerd College's Program for Experience Learners (PEL)

Offers bachelors' degrees for adults in an accelerated format in Sarasota. Majors include business management, information systems and human development. Credit may be awarded for prior learning. 941.957.3397, www.eckerd.edu/pel

Goshen College

The Sarasota campus offers Bachelor of Science degrees in organizational management and management information systems. The programs are designed for working adults, with credit for prior learning. 941.906.8883, www.goshen-sarasota.edu

International College

This regionally accredited, private, non-profit college offers associates', baccalaureate and graduate degrees in a variety of disciplines. Public administration, management, criminal justice, and interdisciplinary studies programs are available through distance learning or in an accelerated format at its downtown Sarasota location. 941-906-8627 or 1-888-609-3874, www.internationalcollege.edu.

Keiser College

The Sarasota campus offers bachelors' degrees in business administration and management information systems and associate-level degrees in 25 majors including accounting, business administration, computer programming, paralegal, health services, culinary careers and other disciplines. 941.907.3900, www.keisercollege.edu/sarasota.htm

Manatee Community College

This public two-year institution administers university parallel programs for students who wish to transfer to four-year colleges. Two-year associate-level degrees and certificate programs are also offered in many occupations and vocational skill areas. MCC maintains cam-



pus in Bradenton and Venice, and a Center for Innovation and Technology at Lakewood Ranch. 941.752.5000, 941.408.1300, 941.363-7000, www.mccfl.edu

New College of Florida

This nationally recognized honors college came under the State University System in 2001 and retains its distinctive academic program for students who can manage the freedom and responsibility for designing their own education. 941.359.4700 (information), 941.359.4269 (admissions), www.ncf.edu

Ringling School of Art and Design

Nationally recognized private, four-year college of professional visual arts with an emphasis on fine arts, computer animation, graphic design and illustration. 941.351.5100, www.rsad.edu

University of South Florida

USF Sarasota/Manatee is an upper division regional campus providing junior, senior and graduate coursework, offering bachelors' and graduate degrees as well as certificate programs. 941.359.4330 (admissions), www.sarasota.usf.edu

Webster University

The Sarasota Graduate Center offers master's degree programs in business administration, counseling and human resources development. 941.365.7040, www.webster.edu/sarasota

Tax Incentives Real Advantages for Businesses

When you factor in Florida's significant tax advantages for corporations and individuals, Sarasota County becomes even more attractive for relocating companies or new business ventures. Here's a quick look at some solid incentives that put Sarasota County at the head of the list:

- No Florida personal income tax - guaranteed by Florida's constitution
- No annual franchise tax on stock or equity
- No tax on inventory or goods in transit
- No state level ad valorem tax
- County property tax millage rate among the lowest in Florida
- Low 5.5% state corporate income tax rate with \$5,000 exemption (S corporations are exempt from Florida income tax)
- No sales and use tax on labor component of qualified research and development
- Limited sales and use tax on purchases of industrial machinery used in an expanding manufacturing facility, after a threshold of \$50,000 in sales tax is paid
- Utility Sales Tax Credit for electricity charges used in manufacturing
- \$25,000 homestead tax exemption
- Qualified Target Industry Tax Refund Program

Ad Valorem

Of the 15.1458 mill property tax levied in Sarasota County for the 2003 tax year, 4.2116 mills or about 28% is applied to general county government operations. Cities within Sarasota County, as well as the Town of Longboat Key, levy additional millage as follows:

City of Sarasota	3.1499 mills
City of Venice	3.2745 mills
Longboat Key/Inland	2.1706 mills
Longboat Key/Beach	2.6903 mills
City of North Port	5.0000 mills

NOTE: The majority of the balance is earmarked for school operations.

Non-Ad Valorem

Rates for non-ad valorem taxes differ depending on the area in which the home is located and other factors relating to the property. The owner of a typical home in the county might expect to pay the following 2003 non-ad valorem taxes:

Fire	\$150.00
Solid Waste/Recycling	\$150.00
Stormwater	\$80.00

Corporate Income Tax Rates For Selected States (Flat Rates)

STATE	TAX RATE (%)	STATE	TAX RATE (%)
Florida	5.50%	California	8.84%
Illinois	7.30%	New Jersey	9.00%
Connecticut	7.50%	Massachusetts	9.50%
New York	8.00%	Pennsylvania	9.99%

Source: Federation of Tax Administrators, January 2003

Estimated Yearly Real Estate Taxes

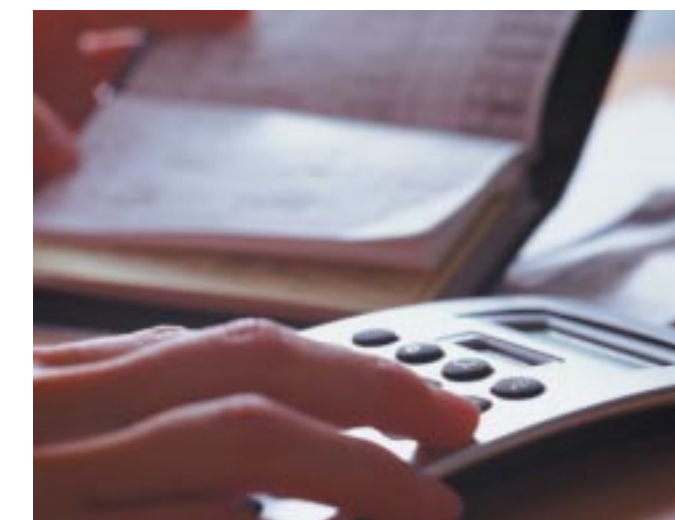
SINGLE-FAMILY HOME

Assessed Value	\$200,000
Less Homestead Exemption	\$25,000
Taxable Value	\$175,000
Millage Rate	.0151458
Estimated Yearly Ad Valorem Taxes	\$2,650.52
Estimated Yearly Non-Ad Valorem Taxes	\$380.00
Total Estimated Real Estate Taxes	\$3,030.52

30,000-SQUARE-FOOT MANUFACTURING FACILITY

Estimated Yrly. Ad Valorem Taxes	\$16,600.00
Estimated Yrly. Non-Ad Valorem Taxes	\$5,000.00
Total Estimated Real Estate Taxes	\$21,600.00
Millage	15.1458

Source: Sarasota County Tax Collector's Office, 2003



Business Locations

Space for New and Expanding Businesses

From vibrant downtown settings to the interstate corridor to suburban markets, Sarasota County offers a wealth of commercial space for new and expanding businesses. Numerous business parks suitable for office or industrial use are located throughout the county. Most offer fully developed sites served by water and sewer; some also include rail sidings and natural gas. Many existing industrial and office buildings are also available for immediate occupancy in sizes ranging from 2,000 to more than 300,000 square feet, in both urban and suburban locations.

North County

The combination of residential neighborhoods and a technology-capable commerce park has attracted top employers and a new technology training center to Lakewood Ranch. In the City of Sarasota, an Enterprise Zone and redevelopment strategies for downtown and Newtown provide unprecedented opportunities for savvy investors and employers.

Downtown Locations

Downtown Sarasota offers Class A, B and C space in a variety of locations from dazzling high-rises with panoramic bay views to charming storefront spaces. With a wide variety of world-class restaurants and shops just a few steps away, the city is an ideal location for a corporate headquarters.

Historic downtown Venice features charming Mediterranean-style single-level and low-rise buildings, offering an affordable mix of office and retail space. Downtown Venice is easily accessible from I-75 and U.S. 41.

I-75 Corridor

From the Lakewood Ranch Corporate Park in the northern part of the county to the North Port Park of Commerce in the south, the county offers a number of campus-style business parks along the I-75 corridor for businesses reaching a regional market.

Suburban Locations

Companies will find a range of office and industrial space and land in locations throughout the county.

Whether you're looking for Class "A" office, assembly, light industrial, warehouse, distribution or flex space, you'll find a location that matches your company's needs. The business park locator map on page 16 will help you with your search.



Site and Building Database

The Committee for Economic Development (CED) works with individual companies to help locate available sites and buildings for expansion. With the cooperation of the Sarasota Association of Realtors, Commercial and Investment Division, the CED has developed a comprehensive database of available properties, accessible through www.sarasotachamber.org/goodBusinessBuildingDatabase.cfm.



Enterprise Zone

Sarasota has a designated Enterprise Zone east of U.S. 41 from the northern part of the city to parts of downtown. Businesses located within the zone are eligible for various tax incentives, including a jobs tax credit on sales tax and corporate income tax, sales tax refunds on business equipment and building materials, a property tax credit on corporate income tax, and an electrical energy sales tax exemption.

Among the companies to benefit from the Enterprise Zone Program is South Sun Energy Conservations, manufacturer of the Winsulator interior storm window, used by NASA at the Kennedy Space Center to remedy an overheating problem on the fourth floor.

South Sun Energy Conservations was assisted by the Small Business Development Center (SBDC) at the University of South Florida and the Energy Conservation Assistance Program, which tested the product for energy efficiency and for commercial use.

Corporate Profile

Cut the Red Tape by Being SMART

Qualified companies relocating or expanding in the county can travel the fast track through the SMART Program (Sarasota Means Action Response Team). In cooperation with Sarasota County government, the SMART program helps expedite site, development and construction permits for new buildings. This program was instrumental in helping diamond manufacturer Gemesis complete its facility in time to launch its product at a national gem show.

Gemesis produces gem-quality diamonds using high-pressure, high-temperature equipment at its new facility in Lakewood Ranch. These vivid and intense yellow diamonds are not imitations; they're the real thing, with the same chemical properties, hardness and weight as diamonds mined from the earth. Gemesis calls its proprietary manufacturing method "the ultimate alchemy."

Previously, the company had corporate offices on Longboat Key and a small manufacturing plant in Gainesville. "By integrating the pieces into one facility, we can now operate much more efficiently," says President and CEO Carlos Valeiras. Three of the company's principals and major investors live in the Sarasota area.

Gemesis cites another bonus to its Sarasota location: the community's reputation as a cultural and creative center enhances the company's image to both suppliers and potential customers, Valeiras says.



Space for New and Expanding Businesses



1. **Cattle Ridge Business Park**
I-75 and Bee Ridge/Cattlemen Road - business park
2. **Enterprise Zone**
East of U.S. 41 from north Sarasota to parts of downtown. Offers tax incentives for businesses located there.
3. **Gateway to Sarasota**
I-75 and Fruitville Road
4. **Interstate Lake Industrial Park**
1882 Porter Lake Dr., east of I-75 - Porter Lake Park: office, warehouse, light manufacturing
5. **Jacaranda Commercial Center**
I-75 and Jacaranda Blvd., Venice - corporate office, business and service establishments, Lake View Office Park corporate office complex
6. **Lakewood Ranch Corporate Park**
I-75 and University Parkway - Master-planned residential, commercial and corporate development
7. **Laurel Interchange Business Center**
I-75 and Laurel Road, Venice - planned industrial development and commercial intensive
8. **Triple Diamond Commerce Plaza**
I-75 and Laurel Road, Venice - commercial, light industrial and office

9. **Morris Industrial Park**
River Road, Englewood - industrial, light industrial, warehouse
10. **North Port Park of Commerce**
Toledo Blade Blvd., 5 miles south of I-75 commercial, office, professional light industrial
11. **Northgate Industrial Park**
Independence Blvd. at U.S. 301 - light industrial, office, distribution, storage
12. **Palmer Park of Commerce**
Clark Road, 1 mile west of I-75 - office, professional, light manufacturing, warehouse/distribution, retail
13. **City of Sarasota-Downtown**
Class A, B and C space from high-rises to quaint street front locations
14. **Sarasota County Interstate Business Center**
I-75 and Jacaranda Blvd., Venice - industrial, office, warehouse
15. **Sarasota International Trade Center**
East of I-75 and Fruitville Rd. - office, industrial
16. **Tower Commerce Park**
East of I-75 and Fruitville Rd. - industrial business park
17. **City of Venice-Downtown**
Mediterranean-style single-level and low-rise office and retail space in a historic downtown setting



Telecommunications and Media

Sarasota County is Well-Connected

Telephone

Verizon serves Sarasota County with an integrated communications network that provides voice, data and video capabilities that can be tailored to customer needs. Verizon's wireless and wireline communications infrastructure is a high-speed, high-capacity, fiber-optic network coupled with leading edge digital switching and transmission technology. Fiber-optic and digital optic capabilities are available to nearly all industrial and commercially zoned areas of the County.

Verizon Enterprise Solutions offers a full range of scalable products and services, designed to address a broad spectrum of business and application requirements. Its focus is to use the power of best-in-class technology to solve real business issues.

In Sarasota County, Verizon's capabilities include SONET (Synchronous Optical Network) rings; CentralNet (Central office-based PBX services); T-1 (1.544 mbps) to DS-3 (45 mbps) circuits; frame relay; ISDN (Integrated Services Digital Network); ATM & GigE Network Solutions; video conferencing, long-distance and other communications solutions.

Turnkey solutions for businesses provided by Verizon include equipment, professional engineering for data, voice and converged IP solutions, 24X7 monitored voice and data maintenance solutions, and field and technical support and training.

Cable TV

Comcast Cablevision of West Florida, a system in the largest broadband cable company in the nation, serves more than 200,000 residential and business cus-

tomers in seven predominant counties. In addition to offering customers basic and movie TV channels, Comcast offers Digital service, High-Definition service and High-Speed Internet. Comcast High-Speed Internet is the fastest growing provider of high-speed cable Internet access in the local area.

ISP, DSL And Wireless

Sarasota County offers the full range of options for high-speed Internet connectivity. In addition to cable service, the county has a number of service providers offering telephone-line and broadband wireless service. A host of providers, consultants, marketing firms and web developers are available to provide assistance with e-mail systems, e-commerce and shopping cart design, firewall security web site hosting, frame relay, domain name registration, wireless LAN/WAN, and technical support. Most of the county has Digital Subscriber Line (DSL) capability.



Broadcast Media

TELEVISION	
BLAB Television Network	371-2522
Comcast Cable	371-6700
SNN (Six News Now) Channel 6	957-5299
WWSB TV (ABC affiliate) Channel 40	923-8840
RADIO	
WAMR 1320 AM	552-4800
WBRD 1420 AM	955-1420
WCTQ 106.5 FM	552-4800
WDDV 92.1 FM	552-4800
WENG 1530 AM	474-3231
WIBQ 1220 AM	330-8626
WJIS 88.1 FM	753-0401
WKZM 104.3 FM	800-551-9537
WLSS 930 AM	366-4422
WSMR 89.1 FM	906-9767
WSRQ 1450 AM	552-4800
WSRZ 107.9 FM	552-4800
WTMY 1280 AM	954-1280
WTTV 105.9 FM	552-4800
Madyradio.com	955-6239

Print Media

Attitudes Magazine	371-6558
BT Publications	359-9096
Builder Index	366-7730
The Chronicle	371-4546
Discover Florida	926-9234
East County Observer	755-5357
Englewood Review	474-4351
Englewood Sun-Herald	474-5521
Florida Family Magazine	922-5437
Florida Mariner	488-9307
Gulf Coast Business Review	362-4848
Homes & Land Guide	748-8185
House Home & Living	907-8400
Imparadise Magazines	906-7337
Keels & Wheels	351-2411
KSR Publishing Inc.	927-9345
La Guia del Golfo	923-0273
LBK Magazine	365-7702
Longboat Observer	383-5509
Mockingbird Journal	924-1333
Nelson Publishing Company	966-9521
North Port Sun-Herald	426-9544
Pelican Press	349-4949
Professional Builder	379-0936
Rabow Communication Arts	952-9092
Sarasota/Manatee Business	366-8225
Sarasota Herald-Tribune	953-7755
Sarasota Magazine	366-8225
Sarasota/Manatee Homebuyer	366-8225
Scene Magazine	365-1119
SEE Magazines	800-683-1000
Senior Selections	484-4493
Siesta Key Island Visitor	346-7600
SRQ Magazine	365-7702
Taste Dining & Travel	366-7950
Tempo News	359-1065
Venice Gondolier Sun	484-2611
Venice Gulf Coast Living	488-5083
Venice Herald-Tribune	486-3000
The Venice Weekly	485-5425
The Wall Street Digest	954-5500
The Weekly	923-2544
West Coast Woman	954-3300

Utilities

Affordable, Plentiful, Prepared for Growth

Power

Unlike what has occurred in other parts of the country, there is no energy shortage in Florida. Sarasota County power customers enjoy an adequate supply of electricity at reasonable rates. To ensure that Florida Power & Light (FPL) customers have an adequate energy supply for years to come, FPL's expansion plans for the next decade are focused on increasing the overall capacity of its system by about 33 percent.



The company also collaborates with customers on many energy conservation and management programs so they can save energy and save money at the same time. Further increased cost reductions and increased operational efficiency have enabled FPL to keep electric costs below the national average.



Natural Gas

For more than three decades, TECO People's Gas System has been providing natural gas for residential, commercial and industrial customers throughout Sarasota County. Regulated by the Florida Public Service

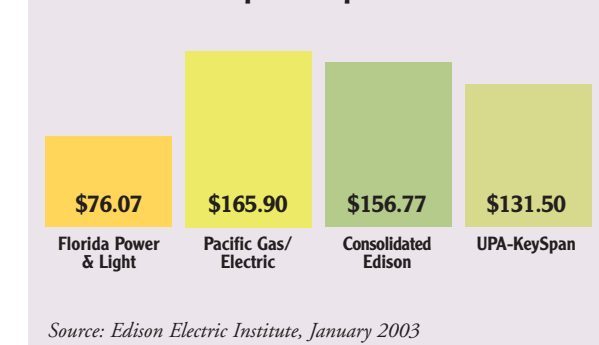
Commission, TECO is the state's largest utility. TECO offers commercial and residential incentives through active conservation programs.



Water

Sarasota County utility customers use an average of 18 million gallons per day, with an available drinking water supply of nearly 29 gallons per day. Diverse sources of drinking water include groundwater from the Carlton Reserve, Jacaranda and University Well Fields, and surface water purchased from the Manatee County and the Peace River Manasota Regional Water Supply Authority. All sources are treated to meet or exceed federal and state standards for public drinking water, and all water sources are permitted by the Southwest Florida Water Management District.

Cost Comparisons per 1000 kwh



Transportation

Delivering Access to Global Markets



Situated along Interstate 75, the major trucking corridor for the Southeastern United States, the Sarasota County area is served by three international airports and two deep-water ports. Business travelers can easily reach any international destination, and cargo can be shipped economically to all points via ground, air and rail.

Airports

The Sarasota Bradenton International Airport (designated as SRQ) serves more than 1 million passengers each year via major and commuter airlines. Charter and general aviation services and air cargo processing are also available. The airport has Port of Entry status, allowing federal customs inspection of baggage, air cargo and private aircraft. A Federal Inspection Station houses customs, public health, immigration, agriculture and quarantine services.

The Venice Municipal Airport, located in the city of Venice, is easily accessible via U.S. 41. Aircraft pay no landing fees, and overnight parking ranges between \$4 and \$26 a day depending upon the size of the aircraft. Aircraft charter, air taxi, and flight instruction are all available at the Venice Municipal Airport.

Additional scheduled commercial flights are available through the Tampa International Airport, located only 53 miles north of Sarasota County via 1-75 or 1-275.

The St. Petersburg-Clearwater International Airport offers jet service to major U.S. cities. Three air transportation companies provide flights to Toronto and other Canadian destinations.



Two Major Rail Lines

An intermodal terminal and rail spur links the rail lines to Port Manatee, for easy transfer of freight to and from cargo ships and freight trains. The CSX line connects with both ports, and Seminole Gulfcoast Railway also serves Port Manatee. Sarasota County and the Tampa Bay region make it convenient and cost effective to distribute materials and reach markets around the globe.

Airlines Serving Sarasota Bradenton International Airport

- American Trans Air (ATA)
- Air Sunshine
- Atlantic Southeast Airlines (Delta)
- CanJet
- Cape Air (Continental)
- Continental
- Comair (Delta)
- Delta
- Northwest (Seasonal)
- USAirways

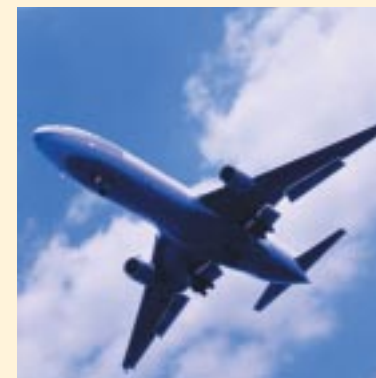
Air Cargo Service

Most major airlines provide air cargo service.

Sarasota Bradenton International Airport 2002 Statistics

	MAJOR AIRLINES	COMMUTERS
Enplanements	490,457	66,708
Deplanements	469,695	77,631
Total	960,152	144,339
Runway Numbers	14/32	4/22
Runway Length	9,500 ft.	5,004 ft.

Terminal For Public Use: 240,000 sq. ft.
Air Cargo Building: 19,200 sq. ft.



Seaports

Port Manatee has more than \$2.4 billion in annual economic impact on Manatee and Sarasota counties. Located on Tampa Bay, it is the fifth largest of Florida's 14 deepwater seaports. It ranks first among the Sunshine State's west coast ports in container movements. The port is in the midst of a \$124 million expansion program that increases berthing by 50 percent and adds new warehouses, container storage yards and office space.

Port Manatee is ideally located near the crossroads of three federal interstates, three U.S. highways and three international airports. Its railroad connects to CSX



Transportation rail lines just outside of the port's gates. Port Manatee is also a home port to the cruise industry.

Business Resources

Helping You Take Care of Business

From relocation assistance, expansion assistance, financial or workforce development and training, to writing a business plan for a start-up company, Sarasota County is helping local employers take care of business.

Through strategic relationships with businesses, city and county governments and several regulatory organizations, Sarasota County has developed a series of programs designed to smooth the occasionally bumpy road to success.

Each of the following programs are administered, coordinated or supported by the Sarasota County Committee for Economic Development (CED).

Business Assistance

Building and Site Database

The CED works with individual companies to help them locate available sites and buildings for their expansion. A complete listing can be accessed at www.sarasotachamber.org.



Economic Development Transportation Fund Grant

The Economic Development Transportation Fund is available for projects where financial assistance may be needed for transportation enhancements that will facilitate economic development.



Enterprise Bonds

The primary goal of Enterprise Bond financing is to enable small manufacturers to access attractive interest rate financing. Financing for individual borrowers is grouped together into a larger, pooled bond issue.

Impact Fee Mitigation Program

This program, in some cases, will completely eliminate road impact fees for certain businesses relocating or expanding within the county. These are businesses that have been identified as benefiting the local economy by the County Commission.



Industrial Revenue Bonds

A popular financing alternative among the growing financially sophisticated business communities in Florida, IRBs provide low interest, market rate-driven capital for business expansion, new building construction and business equipment needs.

Qualified Target Industry Tax Refund Program

This state program is designed to encourage quality job growth in targeted value-added businesses and provide tax refunds to pre-approved applicants of up to \$5,000 per new job created (minimum of 10 jobs).

Small Business Administration 504 Loan Program

Construction loans equal to 90 percent of the approved project costs can be obtained through the SBA 504 Program.

SMART Program

This rapid response permitting process assists companies in obtaining site development and construction permits 25 working days after all information has been submitted.

Small Business Development Center

The Small Business Development Center (SBDC) assists new business start-ups and helps existing businesses grow and prosper. Residing on the Manatee Community College Venice campus, SBDC offers confidential one-on-one business counseling with certified business counselors, free of charge. A resource library features an extensive selection of business reference books and periodicals. Specialized training is available through regularly scheduled credit and non-credit courses, conferences and workshops on such topics as starting a small business, finance and accounting, usage and current technology.

South Sarasota County Business Resource Center at Manatee Community College Venice Campus

Through a partnership with the Englewood, North Port and Venice Area Chambers of Commerce, the Manatee Community College, the Sarasota County Technical Institute, the Gulf Coast Community Foundation of Venice, the Suncoast Workforce Board and the CED, businesses in south Sarasota County have access to customized training, a one-on-one consulting service and a business resource library.



Governmental Issues Program

Business Express Hot Line

In cooperation with Sarasota County government, local municipalities, and several other important organizations, the CED has established the Business Express Solution System. Businesses requiring assistance in any area involving the local, state

or federal governments can call the Business Express HOTLINE at 941.955.2508, Ext. 777, and within 24 hours receive preliminary assistance.

Banking and Financial Services

Capital and Expertise to Help You Succeed

Deposits in the county's banks and thrifts total more than \$8.5 billion, giving Sarasota County businesses the necessary capital to maintain a competitive edge in today's global marketplace. Besides traditional sources of private sector financing, there are numerous programs designed by either the state or federal governments to encourage different types of business activity.

The majority of these programs are intended to help make money available to purchase fixed assets at below market rates. Other initiatives focus attention on small businesses, providing the means for these types of companies to get started and grow. There are also different targeted efforts to promote research, development and international trade.

As the listing on the next page clearly illustrates, a wide variety of banking establishments call Sarasota County home. Nearly 40 banking establishments have at least one office in the county.

Whether your company is involved in local, regional, national or international commerce, you'll find Sarasota County's financial services community ready to help your bottom line.



Capital and Expertise to Help You Succeed

Corporate Profile

KB Group



Robert J. Lane, Managing Partner, KB Group

Sarasota County's wealth and vitality are magnets for financial services firms like KB Group.

Instead of growing by venturing into other geographic markets, the company chose "to provide a wider range of services to our home community," says Robert J. Lane, CPA, KB Group's managing partner. "Sarasota is a closely knit community where relationships really matter. Combined with the resident wealth and steady growth of the small business market, the climate has been right for our vision to flourish."

KB Group began in 1972 as Kerkering, Barberio & Co., a traditional accounting firm. Allan J. Barberio and Richard J. Kerkering founded the company in a small office on St. Armands Circle in Sarasota.

Today, KB Group is one of the largest locally owned CPA firms on Florida's west coast, with more than 100 employees. The firm's expansions resulted in revenue growth of 50 percent from 1998 to 2001, and the companies now include Kerkering, Barberio & Co., CPAs, the original accounting firm; KB Financial Services of Sarasota Inc., investment advisory services; KB Information Services, computer solutions, network integration and consulting; and KB Pension Services Inc., retirement plan consulting and administration.

Banking Activity Market Share of All FDIC-Insured Institutions for Sarasota County

Source: FDIC Web site, June 30, 2003

Institution Name	Offices	Deposits (\$000)	Market Share
Bank of America, NA	27	1,940,649	22.78%
SunTrust Bank	19	1,598,738	18.76%
Wachovia Bank	15	908,240	10.66%
SouthTrust Bank	13	581,668	6.83%
RBC Centura	6	400,168	4.70%
Northern Trust Bank of Florida, NA	2	320,140	3.76%
World Savings Bank, F.S.B.	4	313,121	3.68%
First National Bank of Florida	7	267,215	3.14%
Liberty Savings Bank, F.S.B.	8	256,818	3.01%
Century Bank, a Federal Savings Bank	5	181,356	2.13%
Third Fed. S&L Assoc. of Cleveland	1	141,756	1.66%
Sarasota Bank	2	135,825	1.59%
AmSouth Bank	6	121,493	1.43%
Bank of Commerce	1	107,641	1.26%
Bank One, NA	3	106,057	1.24%
Republic Bank	5	101,137	1.19%
Branch Banking & Trust Co	2	100,743	1.18%
First State Bank	3	93,420	1.10%
People's CMTY Bank of the West Coast	1	92,177	1.08%
LandMark Bank of Florida	2	89,446	1.05%
Gold Bank	2	78,357	0.92%
Premier Community Bank	2	77,751	0.91%
Community NB of Sarasota County	4	77,170	0.91%
United Bank of the Gulf Coast	1	64,229	0.75%
SunCoast Bank	2	60,903	0.71%
Tarpon Coast National Bank	2	45,287	0.53%
Regions Bank	2	40,596	0.48%
Peninsula Bank	2	32,962	0.39%
Harris Trust/Bank of Montreal	1	32,395	0.38%
Flagship National Bank	1	27,500	0.32%
Riverside Bank Gulf Coast	2	21,793	0.26%
Colonial Bank	1	19,943	0.23%
Fleet National Bank	1	15,252	0.18%
Coast Bank of Florida	1	15,153	0.18%
Englewood Bank	1	13,881	0.16%
Bank of Venice	1	13,801	0.16%
R-G Crown Bank	1	12,524	0.15%
Orion Bank	1	9,759	0.11%
Fifth Third Bank of Florida	1	3,098	0.04%
TOTALS	161	8,520,162	100.00%

Lifestyle, Arts and Culture

Sarasota County Has Everything Under the Sun

Award-winning white-sand beaches, excellent weather, and a range of recreational and cultural options combine to make Sarasota County a great place to live and work.

Sarasota County's cost of living compares favorably to the rest of the nation and in many cases is below the national average. That means that healthcare, housing, food and transportation costs translate into a high standard of living at a reasonable cost.

The Arts

A wealth of cultural opportunities makes Sarasota County "the nation's per capita arts capital" according to *Southern Living* magazine. Few communities of this size can boast their own symphony, opera, ballet and state museum. As Florida's cultural capital, the community has built on its legacy as an artists' colony, boasting a plethora of music, theater, art, dance, galleries and museums.

The Florida State University (FSU) Center for Performing Arts houses the renowned Asolo Theatre Company and the Sarasota Ballet. Other professional and community theaters include Florida Studio Theatre, Theatre Works, Golden Apple Dinner Theatre, Venice Little Theatre and the Players of Sarasota.

Sarasota County has a world-class performing arts hall, the Van Wezel, as well as its own opera, symphonies, chamber chorus and jazz club. The community plays host to jazz and blues festivals, the Cine-World International Film Festival and the Sarasota Film Festival, among others. It is home to the state-operated John and Mable Ringling Museum of Art, which houses Ruben's masterpieces, one of the world's most important collections of baroque art.

This rich cultural climate is a feather in a corporate recruiter's cap when attracting and retaining a high-caliber workforce.

AARP ranked Sarasota County fourth among the "15 Best Places to Live the Good Life."



Sarasota Arts Council

The official designated arts agency for Sarasota County, the Sarasota County Arts Council is a private, non-profit, membership-based organization.

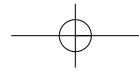


The Arts Council produces Arts Day, an annual celebration of the arts showcasing the talents of nearly 1,000 local visual and performing artists. It has joined with other cultural organizations and private citizens to develop The Hermitage, an evolving artists' retreat on Manasota Key, which will bring working artists from all over the world to Sarasota County.

It also manages the Tourist Development Grant Program, awarding \$1 million each year to arts groups throughout Sarasota County. The Arts Council produces the Sarasota County Cultural Calendar, available at www.sarasota-arts.org, and publishes Sarasota County: Florida Cultural Coast, an annual pocket guide to the arts, distributed statewide.



Expansion Management chose the Sarasota/Bradenton area as the only community in Florida worthy of its Five Star Community ranking, scoring high for its "Quality of Life Quotient."

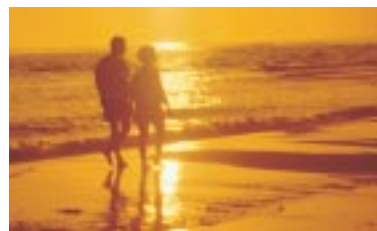


Recreation

Beaches to Ballparks – Always Plenty to Do

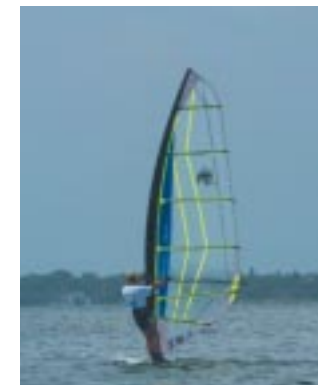


The area's natural endowments offer an abundance of recreational opportunities to suit almost anyone. Its 35 miles of waterfront make the county perfect for boating, fishing, swimming, water skiing, snorkeling and shelling. Famous for its more than 60 public and private golf courses, Sarasota County is a golfer's paradise with several annual events. And that's just the beginning: tennis, polo, baseball spring training games, ice hockey, football, martial arts and so much more make

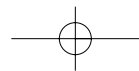
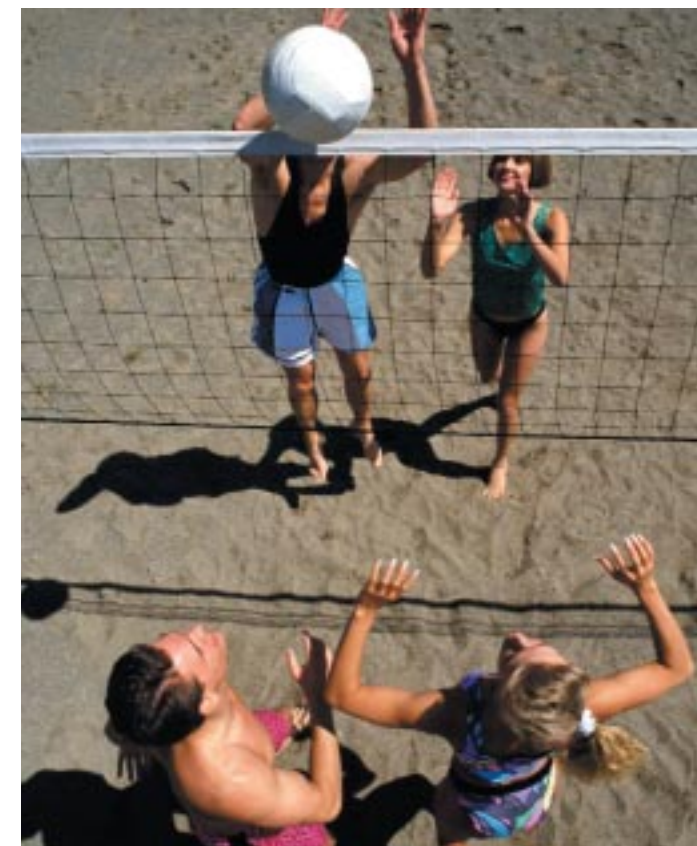


Sarasota County the perfect choice for living and working. The area is less than an hour's drive to home games of the 2003 World Champion Tampa Bay Buccaneers, Devil Rays and Lightning sports teams.

The community is known for its diverse range of eco-activities, with plenty of opportunity for biking, canoeing, hiking and other pursuits. The area is home to Mote Marine Laboratory, the famous shark-research facility, as well as Marie Selby Botanical Gardens, the Pelican Man's Bird Sanctuary, the Myakka River State Park, Historic Spanish Point, Sarasota Jungle Gardens and Warm Mineral Springs.



Newsweek named Sarasota County the "Best Beach & Ballpark Combo."



Shopping and Dining

You'll Find It in Sarasota County

What San Francisco is to dining and shopping on the west coast of the United States, Sarasota County is becoming on the west coast of Florida. Sarasota County has created retail and dining opportunities that take advantage of Florida's natural beauty and excellent weather. You'll find intimate shops, boutiques, galleries and fine dining in downtown Sarasota, downtown Venice, St. Armands Circle, Westfield Shoppingtown Sarasota and in shopping centers throughout the county. Each has its own uniqueness, from the tropical rain forest atmosphere of the Avenue of Flowers on Longboat Key to the casually elegant waterfront setting of the Sarasota Quay to the upscale ambiance of Westfield Shoppingtown Southgate.

Any creation the imagination can envision can be found in the area's exceptional stores, whether you are shopping for souvenirs, contemporary art or antiques. Delicious American, Amish, Asian, Cajun, "Floribbean," European, French, Italian and Middle Eastern cuisine can be easily found, along with Florida specialties such as key lime pie, conch fritters, grouper fingers and other fresh catches from local waters. Whether you're looking for a casual outdoor cafe or something more appropriate for dining by candlelight, restaurants of all price ranges can be found in the Sarasota area.



Sarasota/Bradenton Retail Sales (\$000)	
Total Retail Sales	8,357,772
Food & Beverage Stores	1,205,642
Food Service & Drinking Establishments	654,434
General Merchandise	1,010,922
Furniture/Home Furnishings/Electronics & Appliances	480,895
Automotive (Motor Vehicle & Parts Dealers)	2,540,931

Source: Sales & Marketing Management, 2003 Survey of Buying Power

Housing

Bungalows to Bayside Mansions

Want to live on the water? Or perhaps you'd prefer to live on a golf course. How about an Old Florida home on a tree-lined avenue? Whatever your taste and pocketbook dictate, you'll probably find it in Sarasota County. From historic neighborhoods dotted with Spanish-style bungalows to architecturally striking waterfront mansions, Sarasota County boasts some of Florida's most gracious homes. Most neighborhoods are within 15 minutes of the water.

Housing costs compare favorably to those of many other desirable metropolitan areas; the median price of a two-bedroom, single-family home is \$130,000.

Sarasota County's property millage rate is among the lowest in Florida, and permanent residents do not pay taxes on the first \$25,000 of the appraised value of their homes.



Cumulative Year-to-Date New Privately Owned Residential Building Permits for Sarasota County Unincorporated Area

ITEM	BUILDINGS	UNITS	CONSTRUCTION COSTS
Single Family	2,065	2,065	\$418,743,723
Two Family	99	198	14,792,073
Three & Four Family	13	53	13,477,035
Five or More Family	49	448	49,088,987
TOTAL	2,226	2,764	\$496,101,818

Source: Sarasota County Development Services, 10/02-9/03



Units Sold, Median and Average Prices for Existing Homes and Condos by Number of Bedrooms for Sarasota County (Venice and Englewood not included)

	TOTAL UNITS SOLD	MEDIAN PRICE (in \$1,000s)	# OF BEDROOMS
HOMES	3,839	\$190.0	
	1,029	130.0	0-2 Bedrooms
	2,138	194.5	3 Bedrooms
	672	350.0	4+ Bedrooms
CONDOS	2,098	\$175.0	
	267	155.0	1 Bedroom
	1,451	162.0	2 Bedrooms
	380	278.9	3+ Bedrooms

Source: Existing Home Sales Report, Sarasota Association of Realtors, 2002



Healthcare

Essential to the “Good Life-Good Business” Formula



With 69 hospitals in the Tampa Bay region, including 50 general surgical hospitals, it's no wonder that Sarasota County is recognized as a leader in healthcare trends and groundbreaking developments in medical technology. Throughout the county, an extensive network of health maintenance organizations provides quality healthcare at per patient costs that are below the national average.

Hospitals

All Children's Specialty Care of Sarasota

An 18,000-square-foot clinic affiliated with All Children's Hospital of St. Petersburg, a renowned regional center for pediatric care.

Bon Secours-Venice Hospital

Located in South Sarasota County, a 342-bed, not-for-profit hospital. It offers facilities and programs including Bon Secours Nursing Care Center,



Bon Secours Home Health Services, and health centers in Osprey, Venice and Englewood.

Bon Secours-Venice HealthPark

Provides diagnostic services, a surgery center, a comprehensive cardiac program, the Center for Wound Care and the Vein Center.

Englewood Community Hospital

A 100-bed acute care hospital offering general medical, surgical and pediatric services as part of the HCA health-care network. The hospital features a fully staffed emergency care center and a new pain evaluation clinic.



Doctors Hospital of Sarasota

A 168-bed acute and general care facility offering obstetrics and gynecology, pediatric and wound management, including ostomy care, rehabilitation and nutritional assessment and counseling.

Sarasota Memorial Hospital

Florida's second-largest public hospital. This 845-bed, not-for-profit acute care facility is staffed by more than 500 medical professionals. Known for its pioneering work in pharmaceutical and medical device research, Sarasota Memorial is also one of two Sarasota County organizations that have won the 2001 Governor's Sterling Award for organizational excellence.

A Medical Marketplace

Sarasota County and the Tampa Bay region offer health-related businesses a living laboratory of medical research and development. State-of-the-art facilities and highly trained personnel, as well as trainable entry-level employees, make the area among the nation's best places to locate a company providing medical products or services. From DNA research to the most advanced methods of treatment and diagnosis of prostate cancer, the healthcare industry thrives in Sarasota County.

Corporate Profile

SinoFresh HealthCare, Inc.

An estimated 37 million Americans are afflicted with chronic sinusitis, a condition that is often debilitating to the sufferer. It was



his own medical condition that led SinoFresh® inventor Charles Fust to embark on research to find a solution.

His efforts paid off. In 1995, Charles Fust succeeded in formulating and testing his invention, SinoFresh, an antiseptic nasal

spray that addresses sinus-related conditions. A topical antiseptic spray, it works to kill the fungi, mold and bacteria in the nose that are associated with triggering an immune response in nasal passages. Ingesting these airborne contaminants can result in the common stuffy or congested nose.

SinoFresh moved to Sarasota County in 2000 and has grown from two to 22 employees. The company acquired a new facility in the Englewood area in 2003 and anticipates hiring more people over the next year. It is currently marketing two principal over-the-counter products, SinoFresh Nasal and Sinus Care and SinoFresh Oral and Throat Care. SinoFresh is in the pre-clinical and clinical stages of developing several new products aimed at addressing the upper respiratory system.

Like a growing number of local health-related companies, SinoFresh found Florida to be ideally suited for medical research. "The market testing we conducted gave us the data we needed to launch nationally," says Fust. "In addition, in Florida we are able to find people with the technical and research skills necessary for R&D."