



# **Heartland 2060**

## **Where Do We Begin?**

**Central Florida Regional Planning Council**



# The Heartland of Florida

## Who are We?

- ✓ The inland counties of Florida
- ✓ South of I-4
- ✓ Shared agricultural roots
- ✓ Phosphate and sand mining
- ✓ Unique in natural habitat
- ✓ Rural and urban
- ✓ Embracing and resisting change
- ✓ No coast!



# The Heartland of Florida

## 7 – County Region

DeSoto County.....	637 Sq Mi
Glades County .....	774 Sq Mi
Hardee County.....	637 Sq Mi
Hendry County.....	1,153 Sq Mi
Highlands County.....	1,028 Sq Mi
Okeechobee County.....	774 Sq Mi
Polk County.....	1,874 Sq Mi
Seven County Region ...	6,877 Sq Mi

2006 Population Estimates  
Seven County Region:

815,447

Polk  
565,049

Hardee  
28,032

Okeechobee  
39,840

Highlands  
97,615

DeSoto  
35,437

Glades  
10,796

Hendry  
38,678

Source: BEBR, 2007



# Heartland Population Change

	County / Area	1990	2000	% change 1990-2000	2006	% change 2000-2006
	<b>DeSoto</b>	23,865	32,209	<b>25.91%</b>	35,437	<b>9.11%</b>
	<b>Hardee</b>	19,499	26,938	<b>27.62%</b>	28,032	<b>3.90%</b>
	<b>Highlands</b>	68,432	87,366	<b>21.67%</b>	97,615	<b>10.50%</b>
	<b>Okeechobee</b>	29,627	35,910	<b>17.50%</b>	39,840	<b>9.86%</b>
	<b>Polk</b>	405,382	483,924	<b>16.23%</b>	565,049	<b>14.36%</b>
	<b>Five County Region</b>	<b>546,805</b>	<b>666,347</b>	<b>17.94%</b>	<b>765,973</b>	<b>13.01%</b>
	<b>Glades</b>	7,591	10,576	<b>28.22%</b>	10,796	<b>2.04%</b>
	<b>Hendry</b>	25,773	36,210	<b>28.82%</b>	38,678	<b>6.38%</b>
	<b>Seven County Region</b>	<b>580,169</b>	<b>713,133</b>	<b>18.65%</b>	<b>815,447</b>	<b>12.55%</b>
	<b>Florida</b>	12,937,926	15,982,378	<b>19.05%</b>	18,349,132	<b>12.90%</b>
	<b>Nation</b>	248,709,873	281,421,906	<b>11.62%</b>	299,398,484	<b>6.00%</b>



# Change in Median Age

County	1970	1980	1990	2000
DeSoto	33.9	32.6	36.4	36.5
Hardee	26.5	28.3	32.7	32.7
Highlands	38.4	44.7	51.4	50.0
Okeechobee	23.5	30.1	34.3	36.7
Polk	30.1	32.1	36.4	36.4
Region VII	30.6	30.0	38.2	38.5
Florida		34.7	36.3	38.7



# Heartland Minority Population (2006)

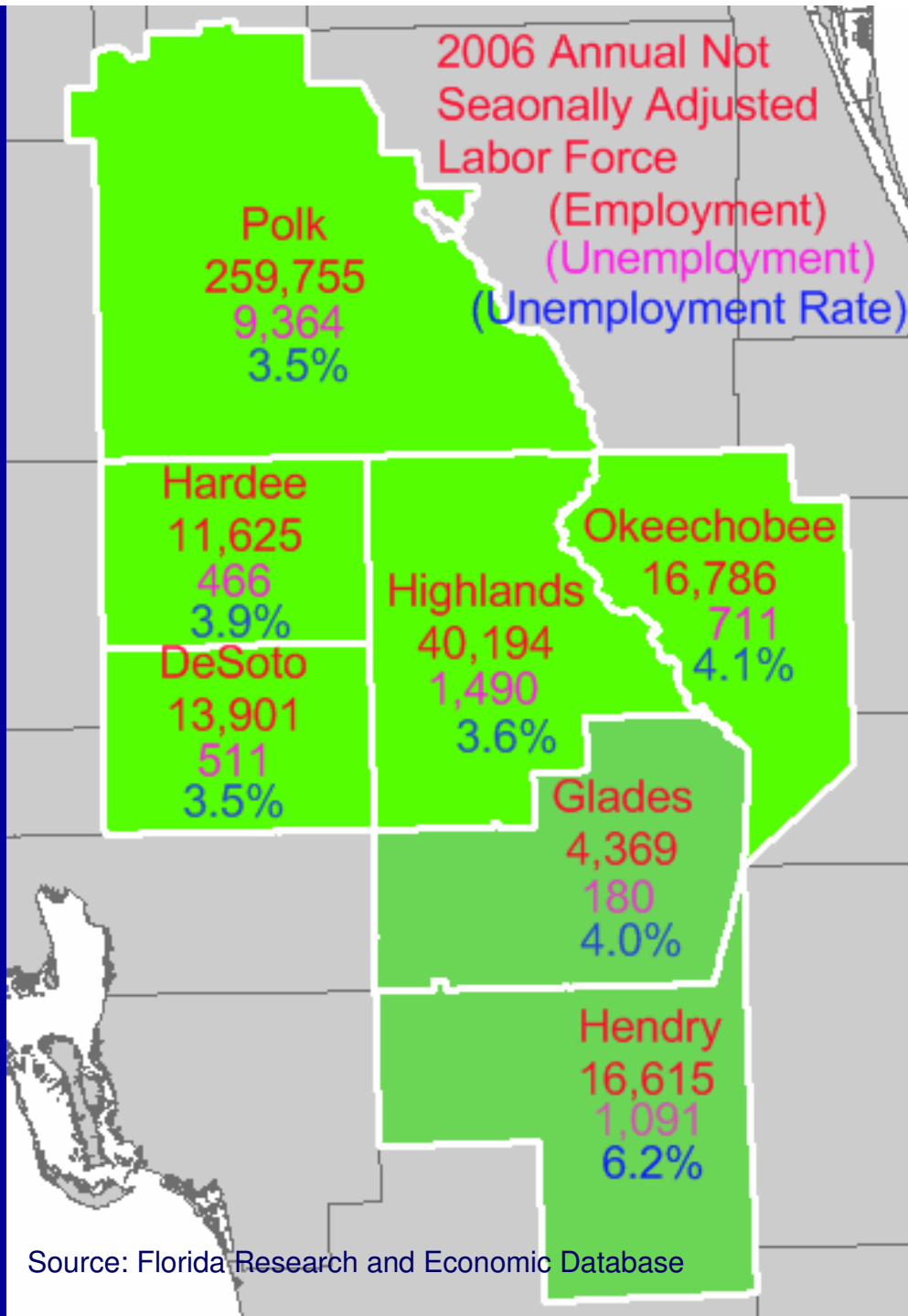
<i>County Data</i>	% White, Non-Hispanic	% Population, Minority	2006 Total Population	# Minority Persons
<i>Desoto</i>	56.30%	43.70%	35,437	15,486
<i>Hardee</i>	50.60%	49.40%	28,032	13,848
<i>Highlands</i>	73.80%	26.20%	97,615	25,575
<i>Okeechobee</i>	68.50%	31.50%	39,840	12,550
<i>Polk</i>	70.40%	29.60%	565,049	167,255
<b><i>5 County Region</i></b>	<b>69.36%</b>	<b>30.64%</b>	<b>765,973</b>	<b>234,713</b>
<i>Glades</i>	67.00%	33.00%	10,796	3,563
<i>Hendry</i>	39.90%	60.10%	38,678	23,245
<b><i>7 County Region</i></b>	<b>67.93%</b>	<b>32.07%</b>	<b>815,447</b>	<b>261,521</b>

Sources: U.S. Census Bureau and BEBR population estimates.



# Housing Data In the Heartland

County	Households	Persons Per Household
DeSoto	11,035	2.70
Hardee	8,084	3.08
Highlands	41,485	2.30
Okeechobee	13,300	2.71
Polk	219,325	2.51
<b>5 County Region</b>	<b>293,229</b>	<b>2.53</b>
Glades	3,955	2.57
Hendry	11,660	2.99
<b>7 County Region</b>	<b>308,844</b>	<b>2.64</b>





# Top 3 Private Employers per County Seven County Region

County	Rank	Name	Employees
DeSoto	1	Wal-Mart	300
	2	DeSoto Medical Hospital	290
	3	Peace River Citrus	140
Glades	1	Moore Haven Correctional Facility	219
	2	Lykes Bros	100
	3	Brighton Seminole Bingo	80
Hardee	1-tied	Florida Power	100
	1-tied	Florida Institute for Neurological Rehabilitation	100
	1-tied	C.F. Industries	100
	1-tied	Peace River Electric Co-op	100

<b>County</b>	<b>Rank</b>	<b>Name</b>	<b>Employees</b>
<b>Hendry</b>	<b>1</b>	<b>US Sugar Corp</b>	<b>1,800</b>
	<b>2</b>	<b>Southern Gardens</b>	<b>261</b>
	<b>3</b>	<b>A Duda &amp; Sons</b>	<b>250</b>
<b>Highlands</b>	<b>1</b>	<b>Florida Hospital Heartland Division</b>	<b>1,200</b>
	<b>2</b>	<b>Wal-Mart</b>	<b>560</b>
	<b>3</b>	<b>Highlands Regional Medical Center</b>	<b>450</b>
<b>Okeechobee</b>	<b>1</b>	<b>Columbia Raulerson Hospital</b>	<b>365</b>
	<b>2</b>	<b>Walpole Inc</b>	<b>300</b>
	<b>3</b>	<b>Larson Dairy, Inc.</b>	<b>225</b>
<b>Polk</b>	<b>1</b>	<b>Publix Super Markets</b>	<b>8,500</b>
	<b>2</b>	<b>Wal-Mart</b>	<b>5,500</b>
	<b>3</b>	<b>Lakeland Regional Medical Center</b>	<b>4,000</b>



# The Heartland of Florida

## Traditional Clusters in Central Florida

- Agriculture and Agricultural Services
- Transportation Services
- Real Estate and Construction
- Health Care / Biomedical
- Mining

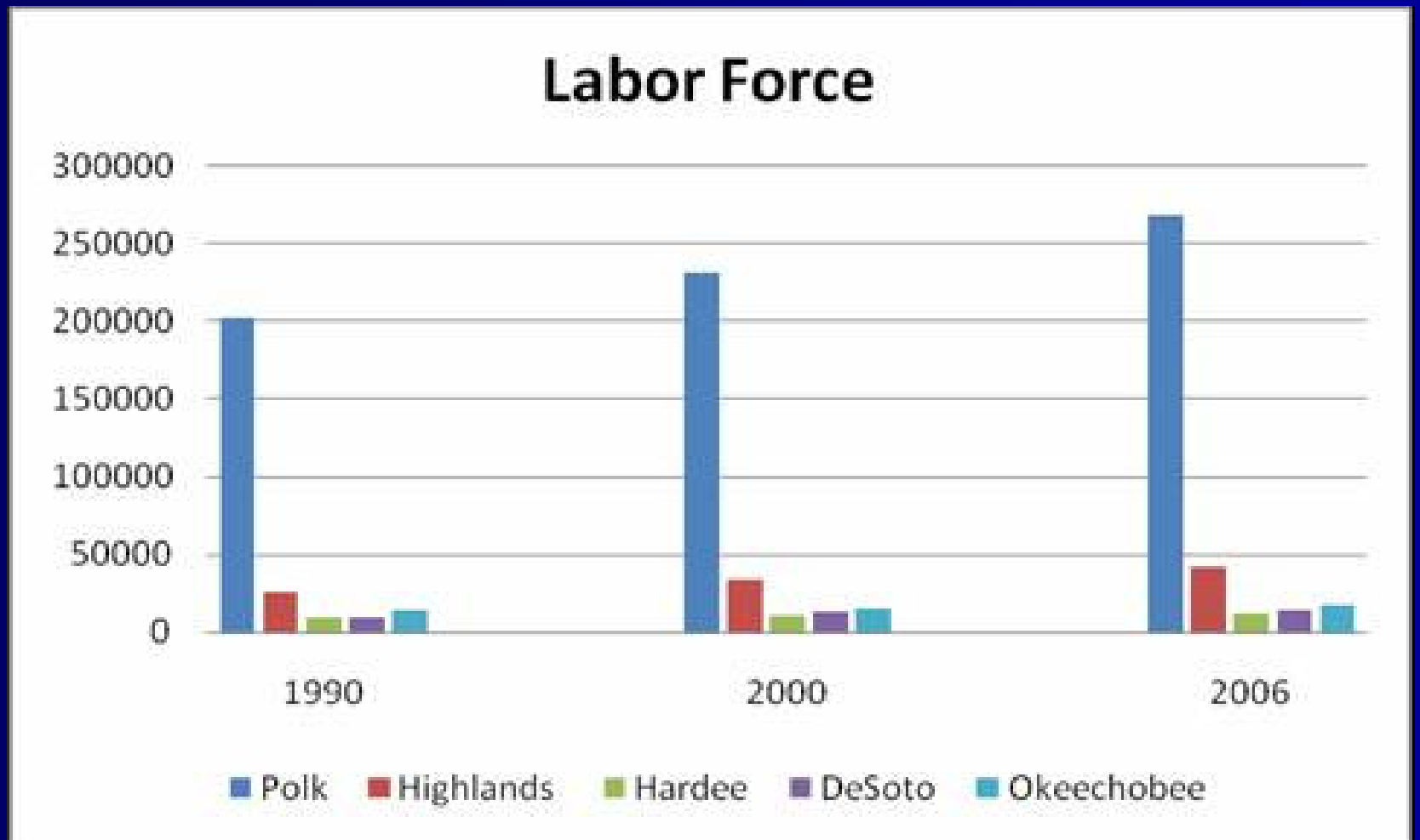


# 2007 Emerging Clusters

- Transportation Services (same as existing)
- Real Estate and Construction (same as existing)
- Health Care / Biomedical (same as existing)
- Technology (new cluster)
- Tourism (and Eco Tourism--new cluster)

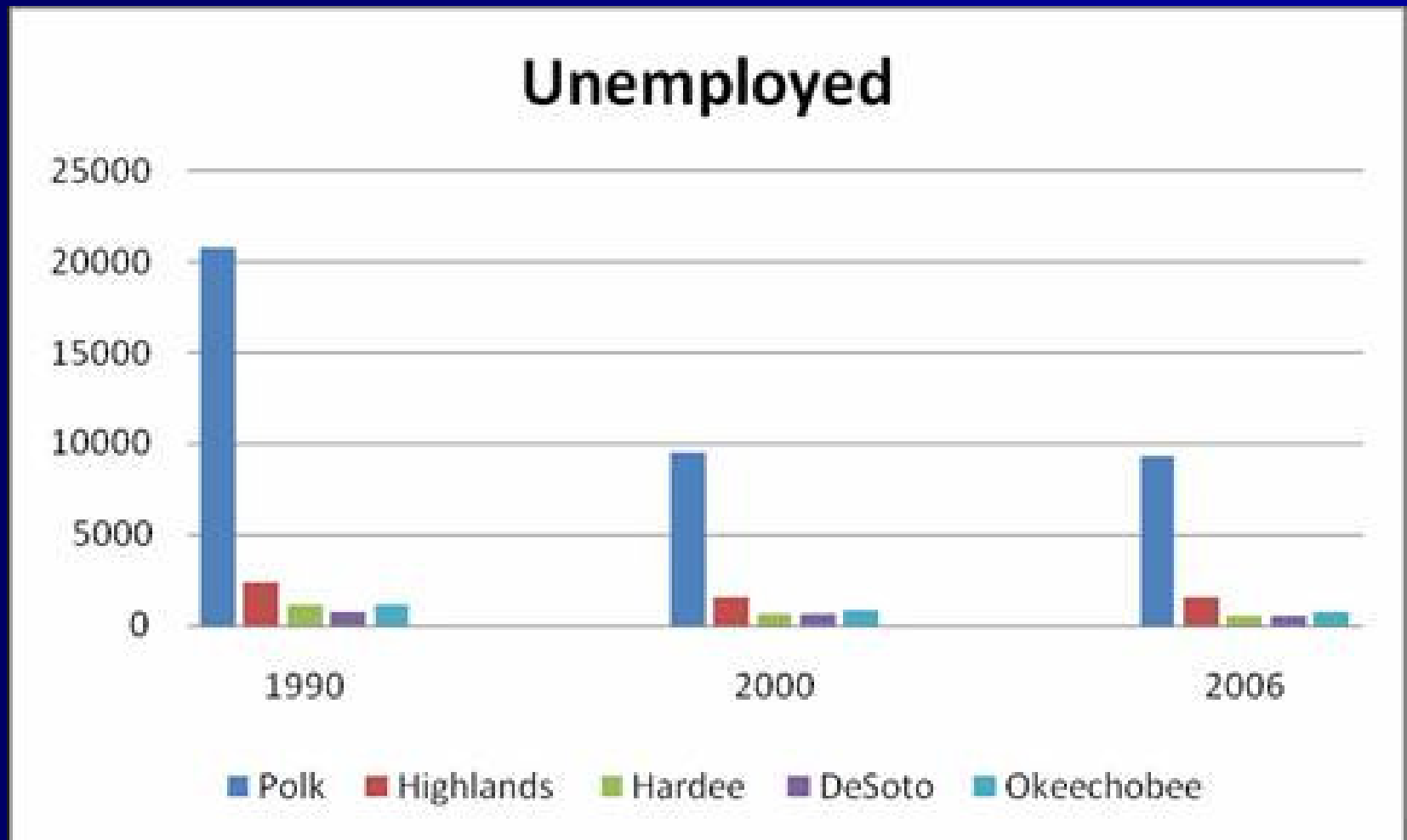


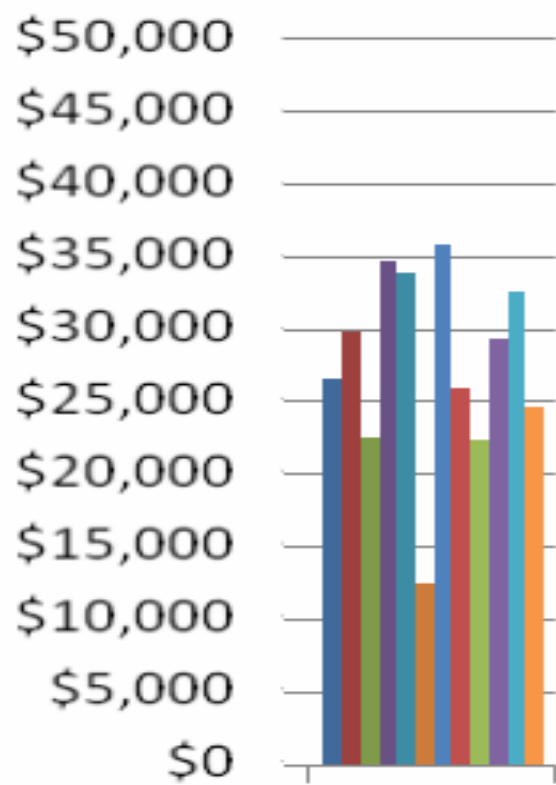
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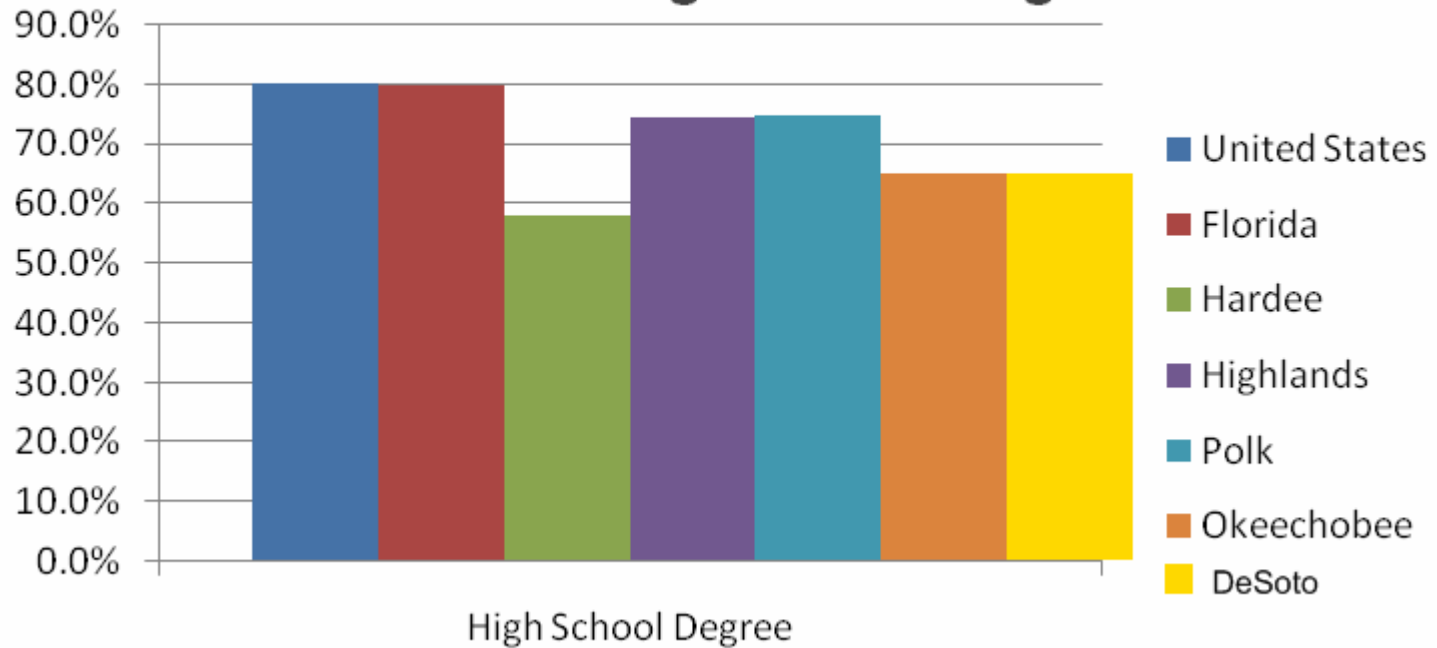
Regional Average

- All Industries
- Construction
- Education & Health Services
- Financial Activities
- Information
- Leisure & Hospitality
- Manufacturing
- Natural Resources & Mining
- Other Services
- Professional & Business Services
- Public administration
- Trade, Transportation and Utilities

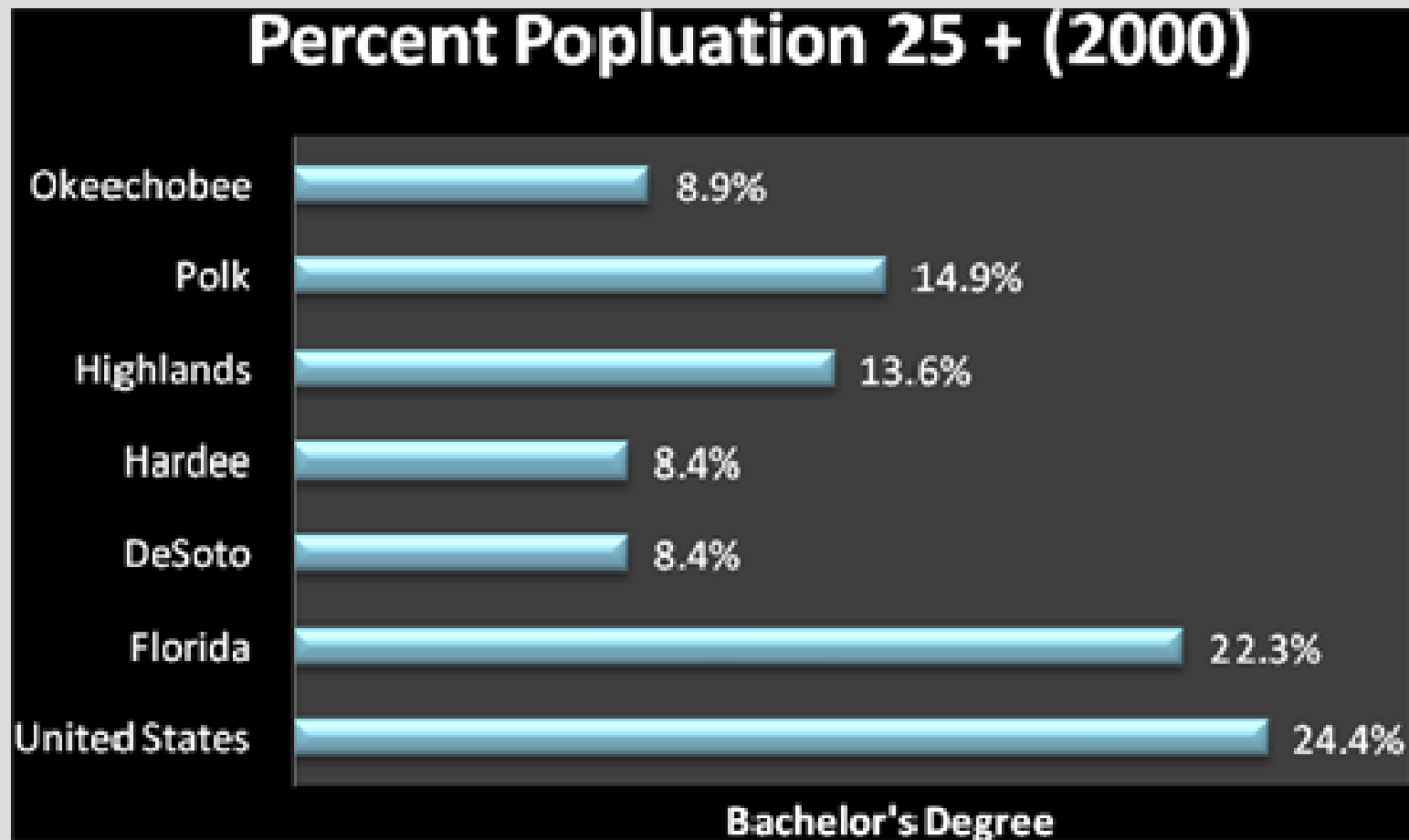


# High School Degrees In the Heartland

Percent Population 25 Years of Age  
and Older with High School Degree



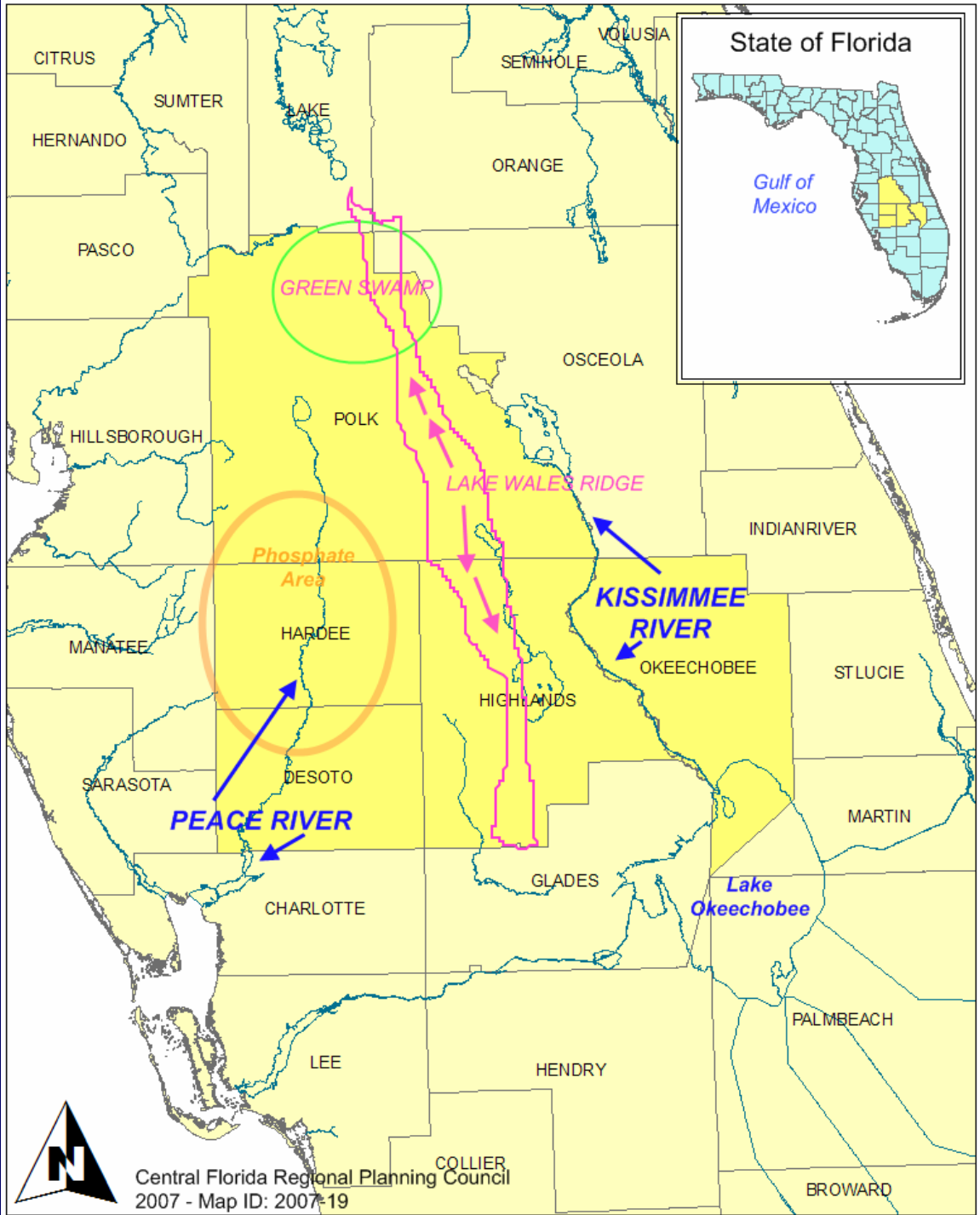
# College Degree (or greater) In the Heartland





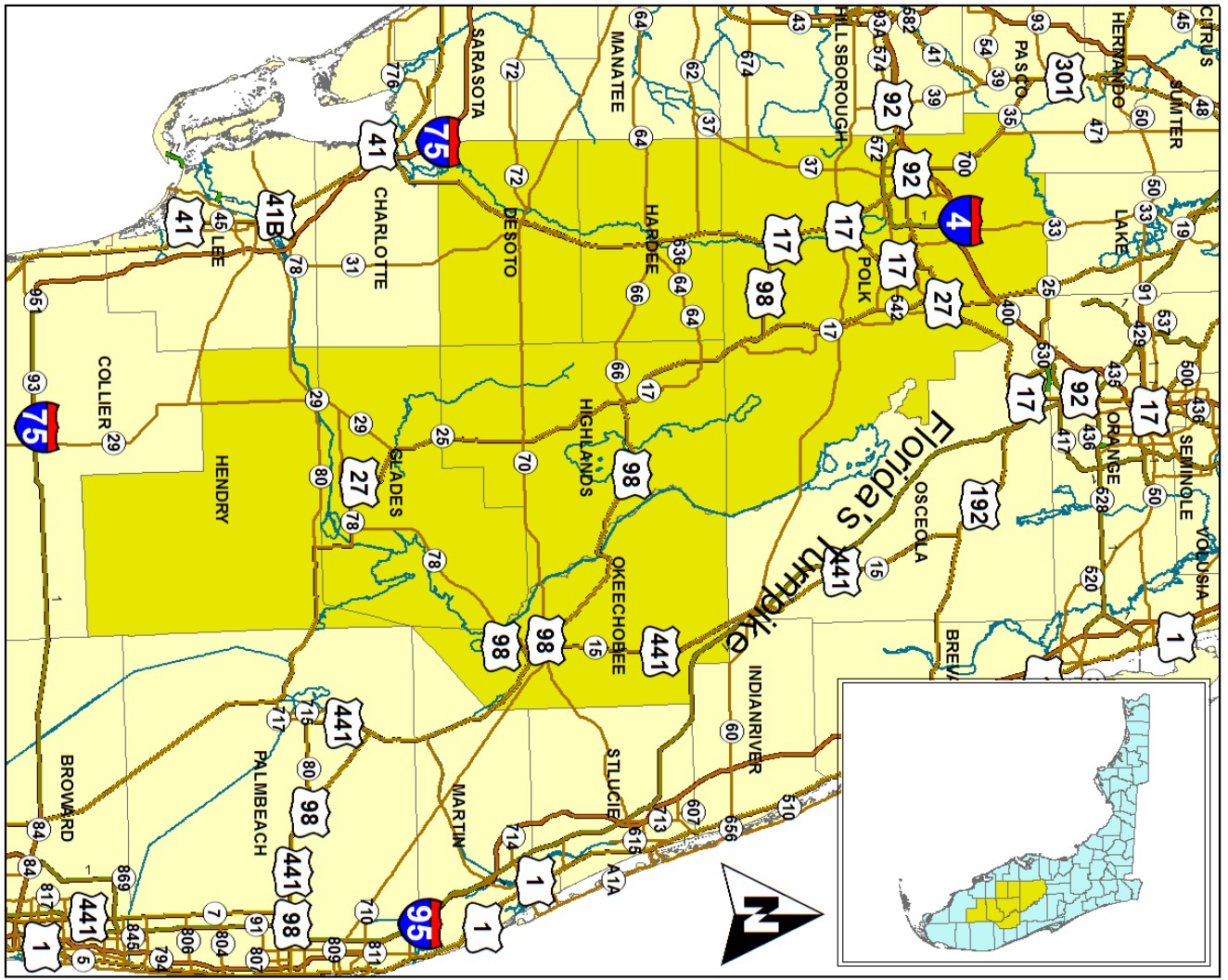
# The Heartland of Florida

- Geography & Natural Resources
  - Location
  - Green Swamp
  - Peace River
  - Kissimmee River
  - Lake Okeechobee
  - The Everglades
  - The Ridge
  - Phosphate Deposits

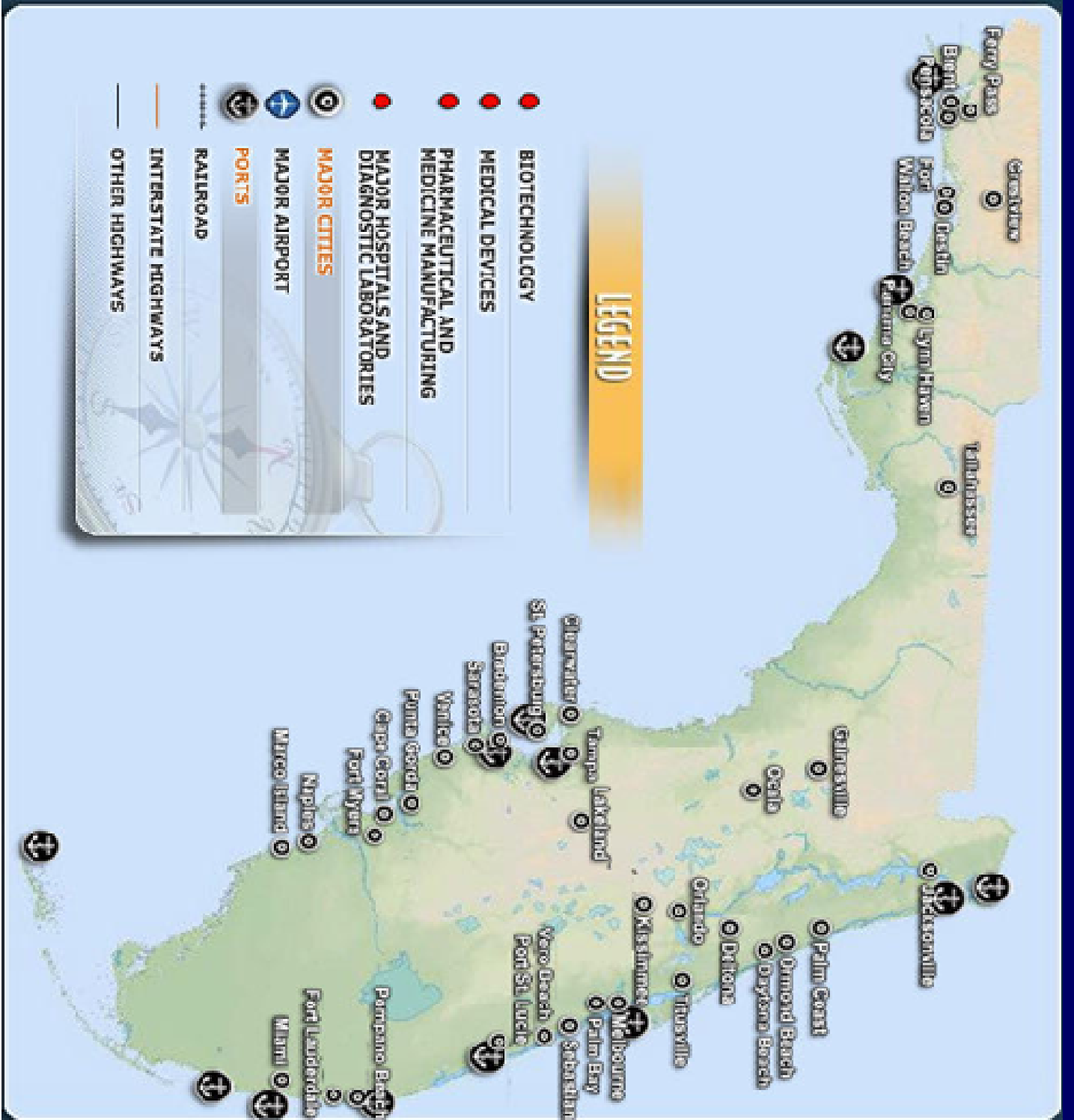


Central Florida Regional Planning Council  
2007 - Map ID: 2007-19

# Major Roadways With State Roads



# Major Airports and Seaports





# Heartland's Climate

The climate of the region is classified as humid subtropical and is characterized by hot, wet summers and mild, relatively dry winters.

The mean annual temperature is 73 °F, and the mean monthly temperature ranges from a low of about 61 °F in January to 83 °F in August.

**Why "THEY" Want to Come!**



# **The Heartland of Florida Today**

**What will tomorrow  
bring?**