



Sports Feasibility Study

Highlands County, FL



Executive Summary



Scope of Work

In August 2023, Synergy Sports Global (Synergy) was engaged by Visit Sebring to complete a Feasibility Study, Market Summary, Programming Recommendation, and Recommendations on facility size, budget, Economic Impact, and Visitor Expectations related to the potential development of a new indoor sports and recreation center and/ or expansion of the current fields at the Sports Complex in Highlands County that would be focused on expanding on the community's access to sports and recreation amenities in addition to driving new visitor spending to the Highlands County area by establishing itself as a destination for tournaments and events. Below is an Executive Summary of Key Findings.

Demographic & Socioeconomic Factors

- The Highlands County region is viable as a location for a community-focused facility that can also serve as a Regional Sports Tourism Destination
- The demographic density supports the development of the right facility. There are nearly 180,000 people within 30 minutes, nearly 2.3 million people within 60 minutes, and over 14 million people within 2 hours of the proposed site location
- The study area has a median household income (~\$66,000) near the national average (\$72,603) with a moderate growth rate (3.24%)

Site Location

- Locations in Avon Park, Sebring, and Lake Placid were assessed as potential options for expansion and/ or the new development of new sports assets.
- The City of Sebring was selected as the most viable option for the development of new sports assets due to the proximity of the outdoor sports complex, Fairgrounds, existing infrastructure, and hotels, restaurants, and other amenities. Avon Park had viable land, but the land development expense would yield a potential project unaffordable. Lake Placid has lakefront access, but is otherwise landlocked without the ability to expand.
- Within Sebring, it is recommended to re-develop areas of the Fairgrounds to capitalize on the Alan Jay Arena and the potential open space that would be created through the demolition of 2-3 older buildings on the site, noting that the existing barn will stay and be tied into the new facility.

Indoor Building Specifics

A newly constructed, 25,000- 30,000 square foot indoor fieldhouse would be built adjacent to the Alan Jay Arena to create approximately 60,000 square feet of indoor space, and would initially be built to accommodate:

- Three (3) hardwood, multi-sport courts (basketball, volleyball, pickleball, futsal, etc.)
- Convention and agriculture/ livestock events
- Conference Room, restrooms, and offices
- Concession Stand/ Café, and storage
- Base Conceptual Cost: \$7M

Current Sport Complex Fields

- Current fields to remain
- Consider upgrading site amenities
- Synergy recommends acquiring adjacent land and consider the development of additional fields

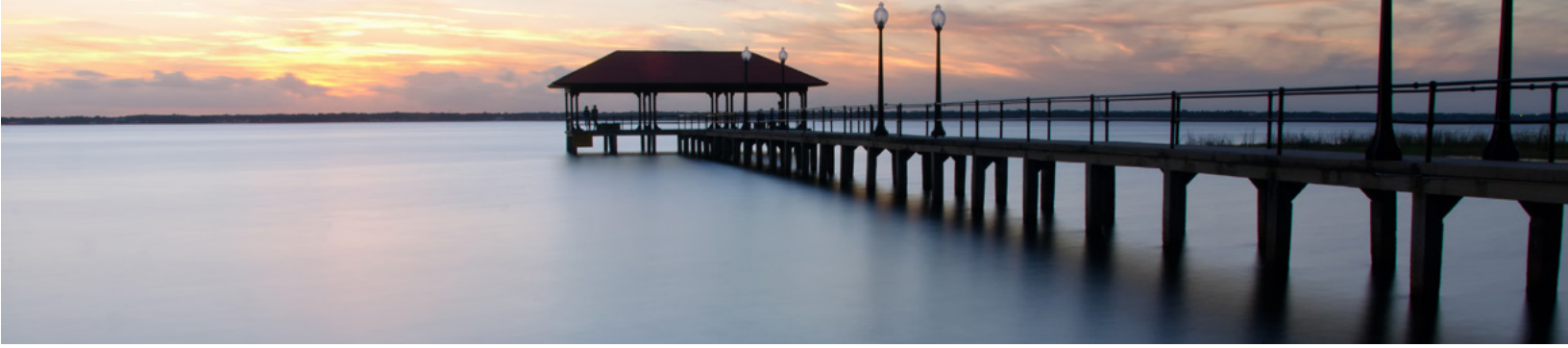
Economic Impact, Revenue & Profitability

- Regional Economic Impact during the construction phase is over \$10M for the indoor facility
- Regional Economic Impact for the indoor facility once the facility is open is projected to be over \$13M per year
- The indoor facility is projected to create or sustain over 130 jobs in the region annually once the facility is open
- The concept proforma projects average annual Net Income of nearly \$1M and ten-year cumulative Net Income of over \$9M
- The combined indoor + outdoor facility is projected to generate 65,000- 80,000 annual visitors and 15,000- 20,000 hotel room nights.

Recommendation

Synergy is recommending the development of the proposed 3-court facility at the Highlands County Fairgrounds plus the expansion of the outdoor fields at the Sports Complex as outlined throughout this Assessment. The spaces reflected in the facility program are what we believe are right sized to the regional market opportunity for sports tourism and the Project Team's definitions of success.

Introduction



Synergy Sports is an industry leading sports and recreation consulting, development, and management company that specializes in multi-sport facilities, recreation centers, and programming nationally. With a mission of **“Improving lives, bringing families and communities together, through sports, outreach, and impactful projects”**, we are well positioned to have lasting impact on the communities we serve. As a certified SBE, we are engaged with local communities and strive to build lasting relationships. We welcome the opportunity to be an integral partner in developing first in class facilities and programs.

Our Process

Synergy began the discovery process through in-depth interviews with key stakeholders to 1) get a clear picture of the mission, vision, values, and goals of the destination, various Associations, and key stakeholders, 2) gain a better understanding of the needs related to the development of an indoor/ outdoor sports complex; and 3) learn more about the political and community needs and interests in Highlands County. Through these interviews, and over the course of the project, Synergy completed the following:

- Reviewed the overall Sports Facility industry to include:
 - Historical industry performance
 - Forward looking assessment
- Assessed the area demographics and economics to include:
 - Local, Sub-Regional, and Regional population densities
 - Local, Sub-Regional, and Regional Socioeconomic levels
 - Population Growth Trends
 - Local, Sub-Regional, and Regional Tapestry Segments
- Researched currently offered sports programs, including:
 - Indoor rec programs
 - Indoor competitive programs
 - Outdoor rec programs
 - Outdoor competitive programs
- Conducted market research to include:
 - Local, Sub-Regional, and Regional competitors
 - Local, Sub-Regional, and Regional Sports Tourism Destinations
 - Qualities and Amenities of the facilities
 - Rental, Program, and Event pricing
- Conducted site option viability to include:
 - Research of multiple sites to determine ideal location
 - Availability of nearby commercial development potential
 - Opportunity for local/ regional economic impact
- Determination of ideal mix of sports assets
 - Basketball Courts
 - Other sports/ sport surfaces
 - Support Spaces, Leasable Spaces, and Other Amenities
- Development of a concept floorplan and site plan to include:
 - Recommended layout of sports assets
 - Recommended layout of outdoor components
 - Recommended layout of support spaces
 - Recommended layout of the entirety of the complex
- Development of a conceptual pro forma to include:
 - Summary of performance
 - Key Financial Statements
 - Asset & Program specific assumptions
- Development of Economic Impact Reports for the following phases:
 - Construction Phase
 - Daily Operations
 - Tournaments & Events
- Development of Jobs Created/ Supported reports for the following phases:
 - Construction Phase
 - Daily Operations
 - Tournaments & Events
- Development of Local, County, State, and Federal Taxes generated for the following phases:
 - Construction Phase
 - Daily Operations
 - Tournaments & Events
- Development of a conceptual budget to include:
 - Land Development Cost
 - Conceptual Construction Cost
 - FF&E Cost
 - Contingency and Soft Costs
- Recommendations for funding
 - Municipal Leaseback
 - Grant/ Bond funding
 - Private equity funding
- Ongoing Consulting and Facility Management



Collaborative Team

In order to achieve operational sustainability, profitability, and maximum community impact, Synergy collaborated with Sebring Parks & Rec staff, Visit Sebring staff, Airstream Ventures staff, and other key stakeholders, to better understand each entities' objectives, roles and responsibilities, usage, and potential contributions to the project.

As a result of multiple video and conference calls, presentations, and a site visit, it was determined that a new indoor sports complex in Highlands County must meet the below criteria to be deemed successful:

1. **Expand participation opportunities for people throughout the community**, improving access to high quality sports and recreation amenities.
2. **Enhance the destination brand for the community that the complex is developed in**, by creating a significant driver of economic impact that generates additional hotel room nights as well as spending from non-local visitors.
3. **Generate Economic Impact** and create and sustain local jobs.
4. **Achieve operational sustainability**, minimizing subsidy requirements.

The report that follows provides an overview of the process by which Synergy has assessed the opportunity for a new indoor sports complex in the area. Synergy has outlined an overview of the industry as a whole, the market and existing facilities, created a detailed facility program to support the local community and regional programs and events, provided performance benchmarks & insights based on the recommended facility program, outlined an initial funding strategy, provided insight into an operational partnership, and made recommendations for next steps.

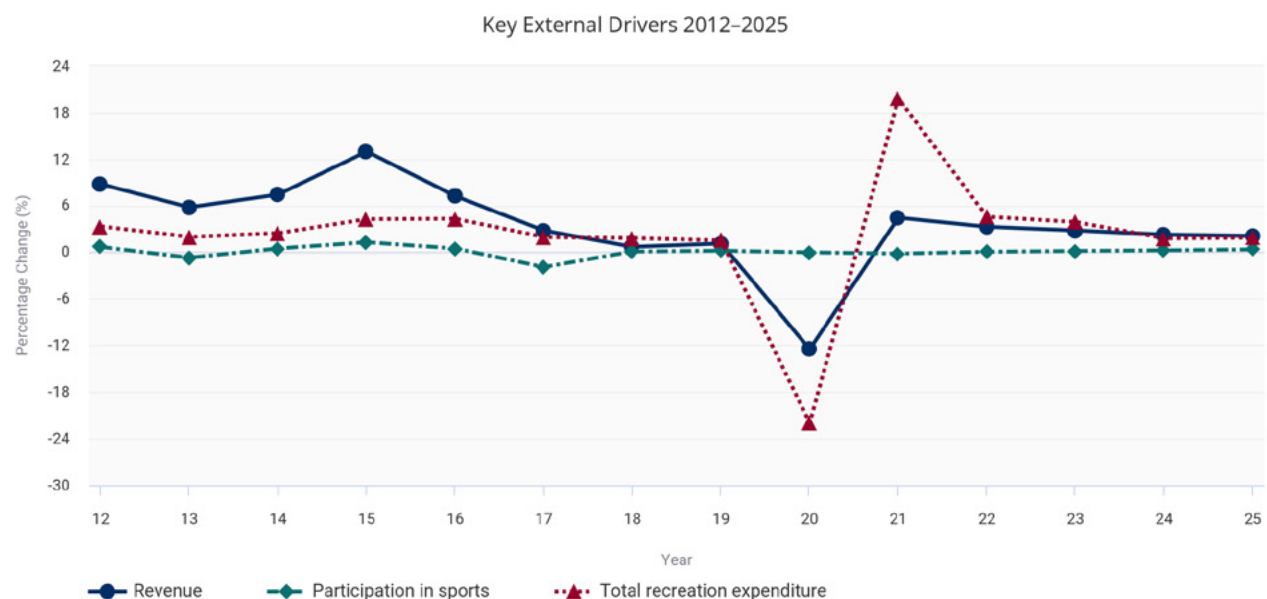
Industry Summary

Indoor sports facilities expanded in terms of revenue during the beginning of the current period prior to a steep decline in 2020 amid the COVID-19 (coronavirus) pandemic. During the current period, higher sports participation rates and growing public awareness of the link between physical activity and health led to an increase in demand for industry services, as relatively high per capita disposable income expanded consumer spending. However, the economic downturn due to the pandemic is expected to erase these gains, as temporary closures of establishments lead to an expected 12.5% decline in revenue in 2020 alone. As a result of these trends, industry revenue is expected to ultimately decline at an annualized rate of 0.3% to \$1.2 billion over the five years to 2020.



In addition to the coronavirus pandemic, industry growth was partially hindered over the past five years by increased competition for consumer leisure time from gyms and health and fitness clubs. Operators responded to the expanding competition, rising utility costs, and constantly shifting consumer sports preferences by developing larger state-of-the-art multisport facilities. The added amenities have bolstered demand for industry facilities; however, they have also required operators to employ more workers and pay higher wages, which has ultimately resulted in a decline in industry profit. In 2020, industry profit, measured as earnings before interest and taxes, is expected to account for 12.1% of industry revenue, representing a decrease from 12.9% in 2015.

Improvements in per capita disposable income, consumer confidence and health awareness are expected to benefit industry operators over the five years to 2025. The retiring baby boomer generation will likely create opportunities for indoor sports facilities that focus on this massive potential market segment. Rising concern over childhood obesity rates and inactivity levels will also likely present industry operators with opportunities in the youth market. Over the next five years, positive demographic trends, coupled with rising per capita disposable income following the coronavirus pandemic in 2020, are expected to drive stable revenue growth. Accordingly, IBISWorld projects industry revenue to increase at an annualized rate of 3.0% to \$1.4 billion over the five years to 2025.



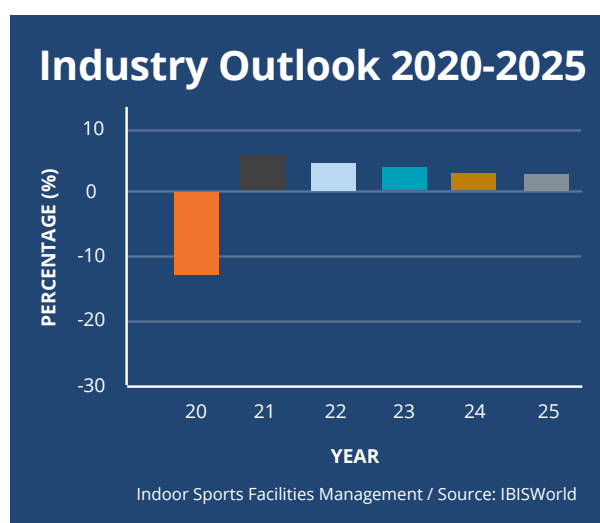
Indoor Sports Facilities Management
Source: IBISWorld



The Indoor Sports Facilities Management industry is expected to continue to expand over the five years to 2025.

As disposable income accelerates and consumer confidence rises following the COVID-19 (coronavirus) pandemic in 2020, sports participation rates will likely increase in tandem, thereby bolstering demand for industry services. Overall, per capita disposable income is projected to increase at an annualized rate of 2.3% over the next five years as the economy expands and more consumers are able to afford sports and facility fees. This is expected to lead to a rise in consumer spending, which in turn is anticipated to raise total recreation expenditure over the next five years. As a result, IBISWorld expects industry revenue to increase at an annualized rate of 3.0% to \$1.4 billion over the five years to 2025.

The number of US residents who are obese is increasing dramatically. According to surveys by the US Center for Disease Control and Prevention, obesity has increased greatly among adults. The surveys show that among adults aged 20 to 74, the prevalence of obesity rose from 15.1% in the late 1970s to 34.1% between 2003 and 2006, and again to 36.5% between 2011 and 2014 (latest data available). The healthcare system will likely be strained by a growing number of cases of heart disease, diabetes, and other obesity-related illnesses. As a result, identifying solutions to the obesity epidemic has become a political issue, as it contributes directly to increased healthcare costs. Initiatives calling for increased exercise will likely continue over the next five years, as shown by the strong results of political calls to action over the past decade. Overall, a stronger emphasis on exercise will likely make Americans more likely to use the year-round exercise services offered by indoor sports facilities.





Larger Indoor Facilities

It is expected that industry operators will limit the negative effects of wage pressures on profitability over the next five years by building larger indoor multisport complexes and focusing on high-margin recreational and entertainment amenities.

Larger, multisport facilities are expected to have a wider and more diversified revenue base, enabling operators to spread high fixed operating costs over more members and improve profitability. In addition, operators that offer weight rooms and fitness trainers along with indoor sports facilities will likely be able to command higher fees. It is estimated that the trend toward larger facilities will positively affect industry profitability; however, the growth of industry wages is expected to nearly match revenue growth. In 2025, industry profit, measured as earnings before interest and taxes, is forecast to account for 12.3% of revenue, representing a slight increase.

Demographic trends drive new service development

Over the next five years, population growth and demographic changes are anticipated to significantly influence revenue and industry services.

The mature market, which includes individuals aged 50 and older, will likely maintain more active lifestyles and continue to focus on physical appearance and weight. As baby boomers pass through the 40s and 50s, healthcare costs are expected to rise, creating incentives for insurers to promote preventative practices, such as fitness participation. The number of corporate fitness programs is also expected to rise. Similarly, adults over 50 years old are projected to increase over the five years to 2025, with the population of this age group increasing at an annualized rate of 1.0%.

The retiring baby boomer generation is expected to create strong opportunities for indoor sports facilities that focus on this massive potential market segment. However, according to the Physical Activity Council, seniors are more likely to favor low-impact, individual and convenient recreational activities, such as working out at fitness clubs, aerobic exercising and exercising with equipment, offered by industry competition, such as fitness gyms and health clubs. While this trend poses a competitive threat to the industry's traditional team sports services, it will likely provide expansion opportunities to new market entrants and existing operators that can easily convert their space to include new low-impact recreational options over the next five years, such as yoga and Pilates classes to target seniors.

The youth population is also a potential growth market for industry operators. While the National Sporting Goods Association has identified the market composed of individuals under the age of 17 as participating less in organized team sports, this percentage is set to increase largely due to childhood obesity concerns. Combined with these concerns, the reduction of physical education programs in schools and quality athletic training has resulted in rapid increases in children's annual involvement in private travel and club sports teams. Parents will likely continue investing in these recreational activities, fitness equipment and personal trainers over the next five years.

Accordingly, the number of enterprises is expected to increase at an annualized rate of 2.2% over the five years to 2025 to reach 10,242 operators, supported by significant opportunities in underserved local markets and demographic trends. Larger facilities will also likely need more staff on hand, particularly staff with physical training and therapy backgrounds. Therefore, industry employment is projected to increase at an annualized rate of 2.7% to reach 36,921 workers during the outlook period.

Site Options

Through the Study period, Synergy assessed sites in Avon Park, Sebring, and Lake Placid for the proposed facility. It was determined that there were multiple criteria that must be met in order to adequately support the proposed facility:

- Location relative to current population
- Future development patterns
- City-owned land vs. privately owned land
- Proximity of infrastructure
- Demographics
- Proximity of retail, hospitality, family entertainment, and restaurants

These criteria in mind, the following sites were assessed:

- Avon Park
- Sebring
- Lake Placid

	Pros	Cons
Avon Park	<ul style="list-style-type: none"> ● City Owned land available ● Adequate acreage 	<ul style="list-style-type: none"> ● No infrastructure (water, sewer, etc.) at the site ● Inadequate travel corridors ● City noted they may need the land at a later date
Sebring	<ul style="list-style-type: none"> ● Proximity to Outdoor Sports Complex ● Proximity to population ● Proximity to infrastructure and hotels, retail, and other amenities ● Potential partner in the Highlands County Fair Board/ Highlands County Fairgrounds 	<ul style="list-style-type: none"> ● Limited future development on/ around Fairgrounds site ● Not owned by the City
Lake Placid	<ul style="list-style-type: none"> ● Offers lakefront park 	<ul style="list-style-type: none"> ● Inadequate parking, infrastructure, and future ability to expand ● Park lacks adequate space to develop the proposed facility ● Landlocked- no land available to expand
County Highway 66 Mixed Use Development	<ul style="list-style-type: none"> ● Sizable acreage/Ability to develop both indoor and outdoor sports assets ● Proximity to hotels, restaurants, retail, etc., as part of a larger mixed use development ● Developer wants to donate property for facility development 	<ul style="list-style-type: none"> ● Development is conceptual at this point ● No current infrastructure ● Long development timeline

Site Selection/Recommendation

It is our recommendation to partner with the Highlands County Fair Association to jointly develop a Highlands County Sports Complex at the Highlands County Fairgrounds in partnership with the Highlands County Fair Board. We will use that assumption going forward through the remainder of this assessment.

Demographic & Socioeconomic Analysis



Demographic and Socioeconomic Overview

As described in the “Our Process” section of the Introduction, Synergy conducted an in-depth demographic and socio-economic analysis of the local and sub- regional market. The goal of this portion of the analysis is to determine the key characteristics of local users of a new indoor sports center and outdoor field complex in the Sebring area of Highlands County.

The chart below shows some of the key demographic factors used in analyzing the utilization of facilities by the local, sub-regional, and regional community members, who could utilize the new sports complex during non-tournament and event periods. While these statistics do not serve as strict predictors of a facility’s opportunity to meet its objectives, it is Synergy’s opinion that they are accurate measures that determine usage.

0-30 Mile Demographics and Socioeconomics

2020 Residential Population:	176,231	2023 Total Sales:	\$7,769,659,000
2023 Residential Population:	178,177	2023 Total Employees:	51,163
2028 Residential Population:	179,613	Employee/Residential Population Ratio:	0.29:1
Annual Population Growth:	0.16%	Total Number of Businesses:	5,998

0-60 Mile Demographics and Socioeconomics

2020 Residential Population:	2,117,664	2023 Total Sales:	\$47,562,921,776
2023 Residential Population:	2,280,562	2023 Total Employees:	615,099
2028 Residential Population:	2,423,722	Employee/Residential Population Ratio:	0.27:1
Annual Population Growth:	1.23%	Total Number of Businesses:	65,342

0-120 Mile Demographics and Socioeconomics

2020 Residential Population:	13,619,849	2023 Total Sales:	\$92,233,720,369
2023 Residential Population:	14,231,312	2023 Total Employees:	5,806,480
2028 Residential Population:	14,725,727	Employee/Residential Population Ratio:	0.41:1
Annual Population Growth:	0.69%	Total Number of Businesses:	642,808

Key Insights

- **Population Size:**
 - With a local (30-minute drive time) population of nearly 200,000, Sebring and the surrounding area can be described as moderately populated in the local market. This may pose a challenge for supporting an indoor facility as the initial construction expense and ongoing operating expenses are generally higher and, typically, an indoor facility is more dependent on the local population to support the operating expenses Monday through Thursday.
 - With a population of nearly 2,300,000 in the sub-regional market (60-minute drive time), Synergy classifies the sub-regional population as well populated as well. A proposed facility in Sebring should not be challenged to generate adequate foot traffic and sports participation which, in turn, will generate positive cash flow, profitability, and economic impact for the facility.
 - Finally, with a 120-minute drive time population of over 14 million, Synergy has determined that a new sports complex should not be challenged to generate enough local and regional utilization to achieve an operationally sustainable model.
- **Population Growth:** The population in all drive times is expected to experience moderate growth over the next five years. As a result, there should not be a challenge of generating enough utilization to achieve an operationally sustainable business.
- **Median Age:** The median age in the local market (34.7 yrs.) is lower than the national average of 38.5. The sub-regional median age of 35 yrs. is also lower. The median age within the 120-minute drive time (35.9) is lower as well. Synergy typically views a below-average age as a positive factor for viability as markets with a below-average median age typically have a higher percent of children and young adults, which are key age segments for sports and recreation. With sub-regional and regional users making up a significant proportion of the regular use, Synergy views these as favorable.
- **Median Household Income:** Median household income in the local market is approximately 33% lower than the national average of \$72,603, which should be taken into account if/ when local program pricing is determined.
 - The median household income in the sub-regional and regional markets is 16% and 9% lower, respectively, than the national average. Median household income in the sub-regional and regional markets are less of a determinant of program pricing than in the local market as it is assumed that club/ travel teams participating in tournaments and events at the sub-regional and regional levels have priced in associated expenses.
- **Fees for Recreational Lessons:** Highlands County has recreational lesson fee levels significantly low due to low household income. An average level of household expenditures on fees for recreational lessons displays the willingness to purchase recreation-based programs and services in the immediate area. Because fees (spending) for recreational lessons are lower than the national average, Synergy views spending on recreation as a concerning factor.

Summary

Overall, the demographic and socio-economic factors in the local market create non-weekend programming challenges as it relates to the development of a new sports complex. A sub-regional/ regional market focused facility should not limit the complex's ability to achieve operational sustainability due to the ability of the complex to focus on the higher populations surrounding the facility.

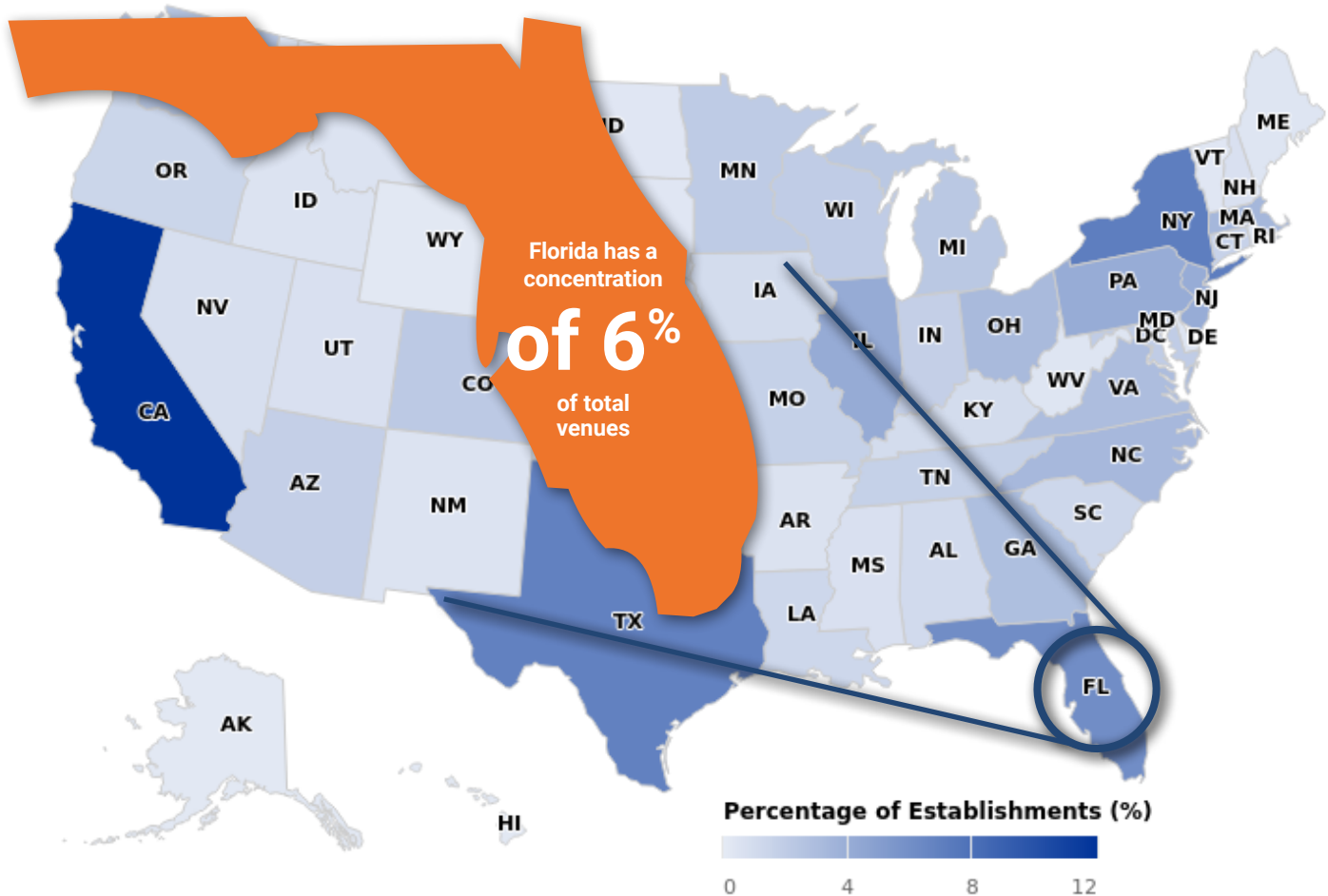
Additionally, Synergy noted there were multiple other key competitors for indoor sports, which will challenge the proposed complex for tournaments and events.

Sports in the Region

Regional Sports Complex Concentration

As described in the “Our Process” section of the Introduction, Synergy reviewed the concentration of indoor sports complexes nationally by region as well as potential participants by sport/ activity.

The below graphic illustrates the concentration of sports complexes by state as a percentage of the total number nationally. It is to be noted that Florida has a concentration of 6% of total venues and is considered not saturated. Synergy views this as positive for the development of a multi-sports complex.



Core Participants- Court Sports

The following table shows the number of “core” participants in “primary” sports for the indoor courts that are accommodated within the facility program and the number of potential participants that the new facility could attract from the local, sub-regional, and regional markets. “Primary” sports are those identified as having regular competitive seasons or a large base of participants for the new facility to draw from in the market. “Core” participants engage in the activity regularly enough to register for a program (as opposed to “casual” participants, who engage at frequencies so low that they are deemed unlikely to participate in an organized, paid program).

POTENTIAL PRIMARY ACTIVITY PARTICIPANTS – INDOOR COURT				
Sport/Activity	Core Participation	Local (30 min.) Participants	Sub-Regional (60 min.) Participants	Regional (120 Min.) Participants
Basketball	5.10%	5,598	93,132	593,459
Volleyball	2.20%	2,637	39,852	254,571
Pickleball	2.10%	1,879	37,563	237,122
Soccer/ Futsal	1.40%	1,508	27,853	166,328
TOTAL	11.80%	11,622	198,400	1,251,480

Source: Synergy, National Sporting Goods Association, Sports & Fitness Industry Association, ESRI, ArcGIS

Synergy has included participants in the 120-minute drive time for indoor court sports because the indoor court area will serve both the local market through the running of local programs and services and the sub-regional and regional markets through the hosting of tournaments and events as a driver of new spending in the community. Based on Synergy’s experience, a 120-minute drive time is where most of the participants will reliably travel from to participate in tournaments and events for this size facility.

It is important to note that all of the indoor sports that were analyzed have local participation rates (Market Potential Index (MPI)) significantly lower than the national average (average of 71 MPI). Sub-regional MPI rates rise closer to the national average, and it is not until the regional draw radius that the MPI rate rises to a level that is on par with, or above, the national average. Synergy views MPI rates of lower than 80 MPI, specifically at the local level, as concerning long-term sustainability. As an indoor facility is being contemplated, sub-regional and regional tournaments and events will be critical to the success of the facility. MPI that equals 100 is considered the “national average”.

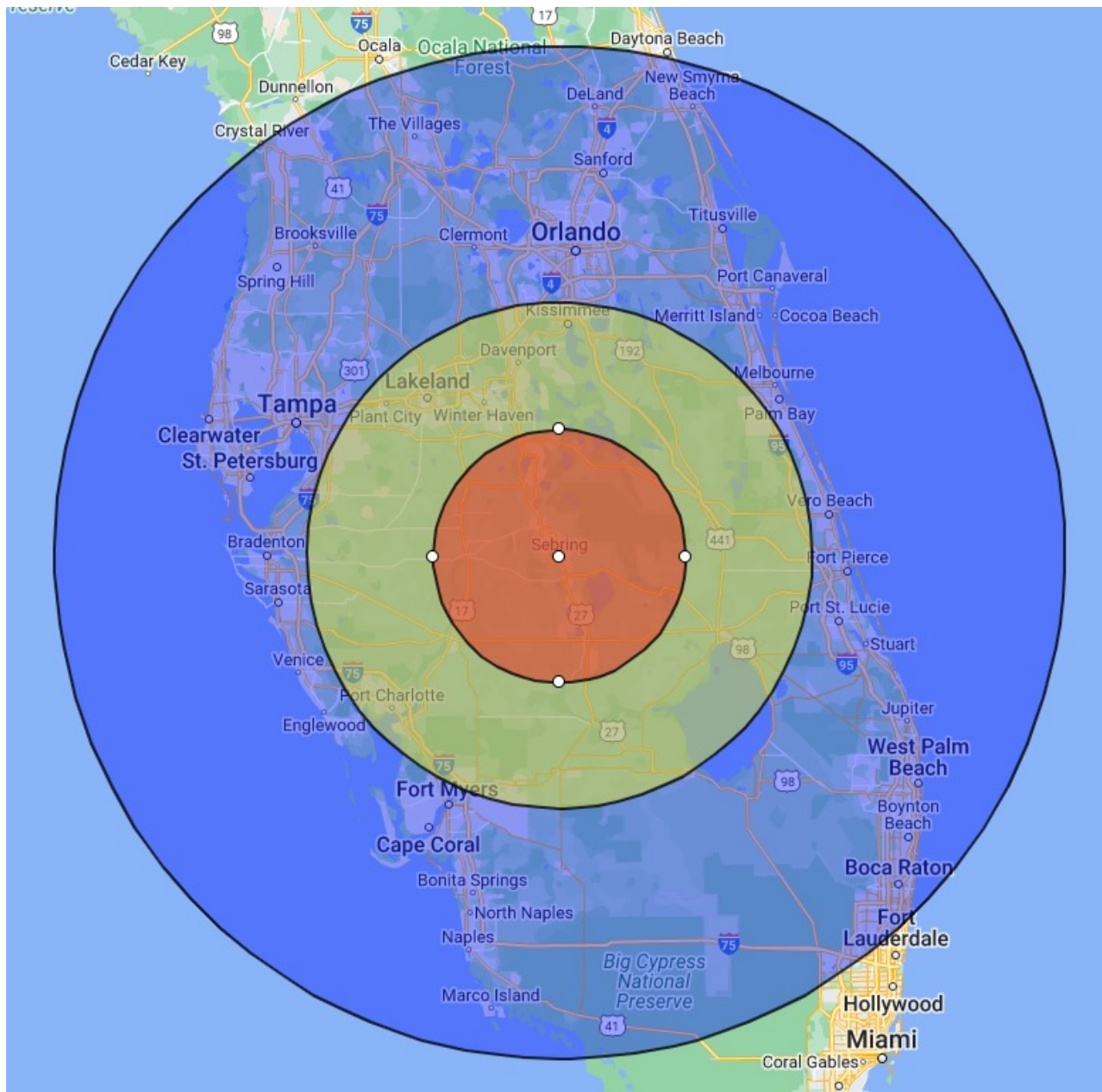
Participation by Asset Type

As a step in determining the market opportunity for certain sports and recreation services, Synergy groups participation rates and potential participants in the region by asset type.

For indoor, court-based sports, Table 1 above reflects the potential of capturing 11.8% of indoor sport participants. The available market for indoor court programs, tournaments, and events in the local (30 minute) drive time is nearly 12,000. The available market in the sub-regional (60-minute) drive time is nearly 200,000, and the available market in the regional (120-minute) drive time is over 1,200,000 participants. Again, this data point signals that the focus of an indoor facility in Sebring should be on sub-regional and regional tournaments and events.

Service Area

As we have discussed local, sub-regional and regional reach, it is helpful to visually show the reach of a newly developed indoor facility. The infographic below shows the 30-, 60-, and 120-mile radii, and thus, the potential reach of a newly developed facility in Sebring.



Key Insights

- The most successful and impactful facilities are those that are designed to be flexible, to drive density, and to be different from regional competitors.
- As shown in the table above, an indoor facility has the potential to impact a relatively small number of people in the local market. An adequate local market is one key to the success of indoor facilities, and it is critical that the facility is not over-built.
- The opportunity to generate significant, April through December impact through tournaments and events at tournament-quality facilities is increased when the physical assets are capable of hosting a variety of activities.

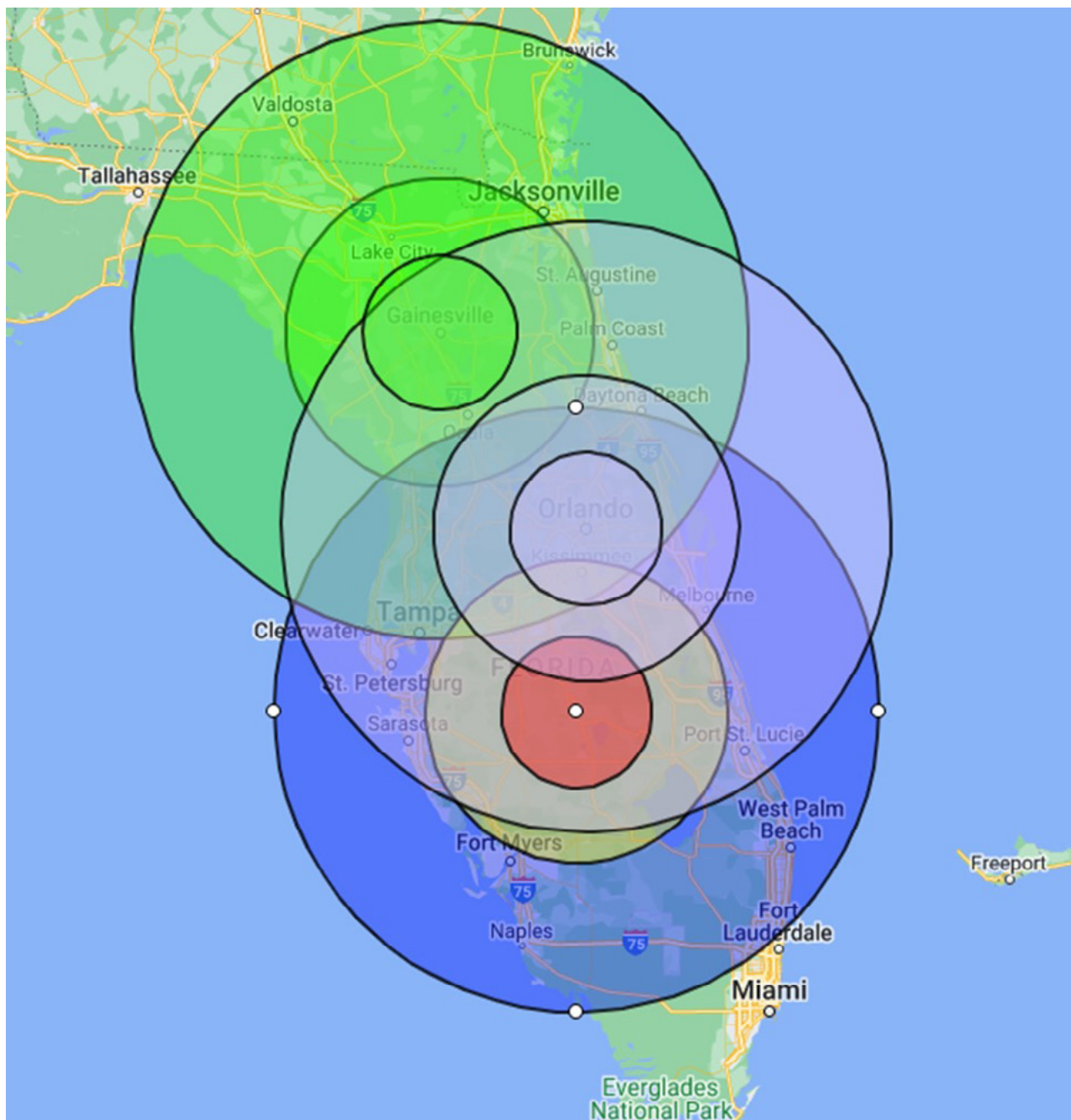
Existing Local, Sub-Regional, and Regional Competitors

As described in the “Our Process” section of the Introduction, Synergy researched existing local, sub-regional, and regional facilities that could impact a Sebring facility’s ability to attract and retain program participants for both local programs and tournaments and events.

Existing Sub-Regional and Regional Competitors

The U.S. Southeast is a fairly well established, though not an oversaturated, region for sports tourism when compared to other regions throughout the country. As such, there are a handful of existing facilities that Synergy identified in the research process that could compete with a new sports complex in Sebring, specifically those in Orlando and Gainesville.

The graphics below display, in addition to the proposed facility in Sebring, two sports tourism-based markets and their respective 30-minute, 60-minute, and 120-minute draw radii. There are facilities within each draw radius that will likely be competitors, though Sebring, with the inclusion of a right-sized facility and an adequate number of outdoor assets, can likely become a more sought-after destination for a number of tournaments, especially by marketing to the south.



A background image showing a volleyball player's arm and hand reaching for a white volleyball. The player is wearing a dark blue jersey and a black knee brace. The volleyball is white with black stitching. The background is a blurred blue and grey.

Key Insights

- As the graphic on the previous page shows, Synergy researched facilities in the local and sub-regional markets. There is a low volume of existing service providers given the local market conditions. Given this, it is our opinion that competition is **minimal** for both markets, though both the Orlando and Gainesville facilities can and will impact potential users of the Sebring facility.
- As Synergy is engaged for the purposes of financial forecasting, we will conduct additional analyses to determine each competing facility's effect on the ability of new sports tourism assets to achieve operational success. The facilities researched represent potential competitors in the market that are currently hosting programs, tournaments, or other events that may impact the operations at a new facility.
- The most important factors we will use to perform this analysis include, but are not limited to:
 - Existing sports and recreation inventory
 - Proximity to the facility
 - Pricing
 - Seasonality
 - Marketing reach and capture rate
 - Program mix and service offerings

Recommended Facility Size (Indoor)



Based on the information detailed above, which demonstrates what sports are being played and where events are being held, the table below displays different facility sizes by indoor court facilities (as court assets are the primary asset type). Additionally, the table shows the percent of existing regional tournament facilities a new complex in the Sebring region would be equal to or larger than if developed to that size.

Multi-Sport Courts

Indoor Court – Facility Size	Percent of Competing Facilities
4 Full-Size Courts	50%
6 Full-Size Courts	80%
8 Full-Size Courts	95%
10 Full-Size Courts	100%

As shown in the table above, if a facility were developed to include four full size courts it would be equal to or larger than 50 percent of existing regional tournament facilities. Additionally, if the new facility were developed to include six full-size courts it would be equal to or larger than 80 percent of existing regional tournament facilities. If the new facility were developed to include eight full-size courts, it would be equal to or larger than 95% of all other regional tournament facilities.

Courts are typically viewed as the foundational component of an indoor sports complex. However, sport assets ranging from ice hockey rinks to swimming pools are also possible, though their ROIs are typically much lower than a court. Given other market conditions, cost estimates, and revenue projections, our recommendation is to develop anything other than courts within an indoor facility as part of a later phase of expansion unless an operator is identified to act as master leaseholder.

Key Insights

- In order to compete for tournaments and events on a regular basis, based on the regional competitive set, and based on trends in the industry, the following number of assets should be considered the minimum for each of the areas of focus:
 - Indoor Court: In the U.S. Southeast, six courts in one facility would be the ideal number of assets.
 - More than six courts in a Sebring facility would struggle to achieve operational sustainability, and not meet our definition of success. Given the availability of the Alan Jay Arena and its 2+ court capacity, we believe a 3-court facility is viable for the region, given budget constraints as well as opportunities
 - A four-court facility is still able to have the ability to host small tournaments and events, however, it would not be able to create a significant driver of economic impact.

Facility Program and Industry Benchmarks



In consideration of the information above, Synergy has created a facility program and concept budget that will allow a newly developed indoor facility in Sebring to provide high-quality programming through the development of a premier indoor complex that will serve the local community for sports and recreation and have the ability to host indoor tournaments, games, and community events. Additionally, non-sports events, corporate outings, shows, livestock events, etc. can be facilitated in the same spaces.

Additionally, the current Sebring Sports Complex has an opportunity to expand its field count to further capitalize on its tournament and rental use success.

Summary of Indoor Facility Program

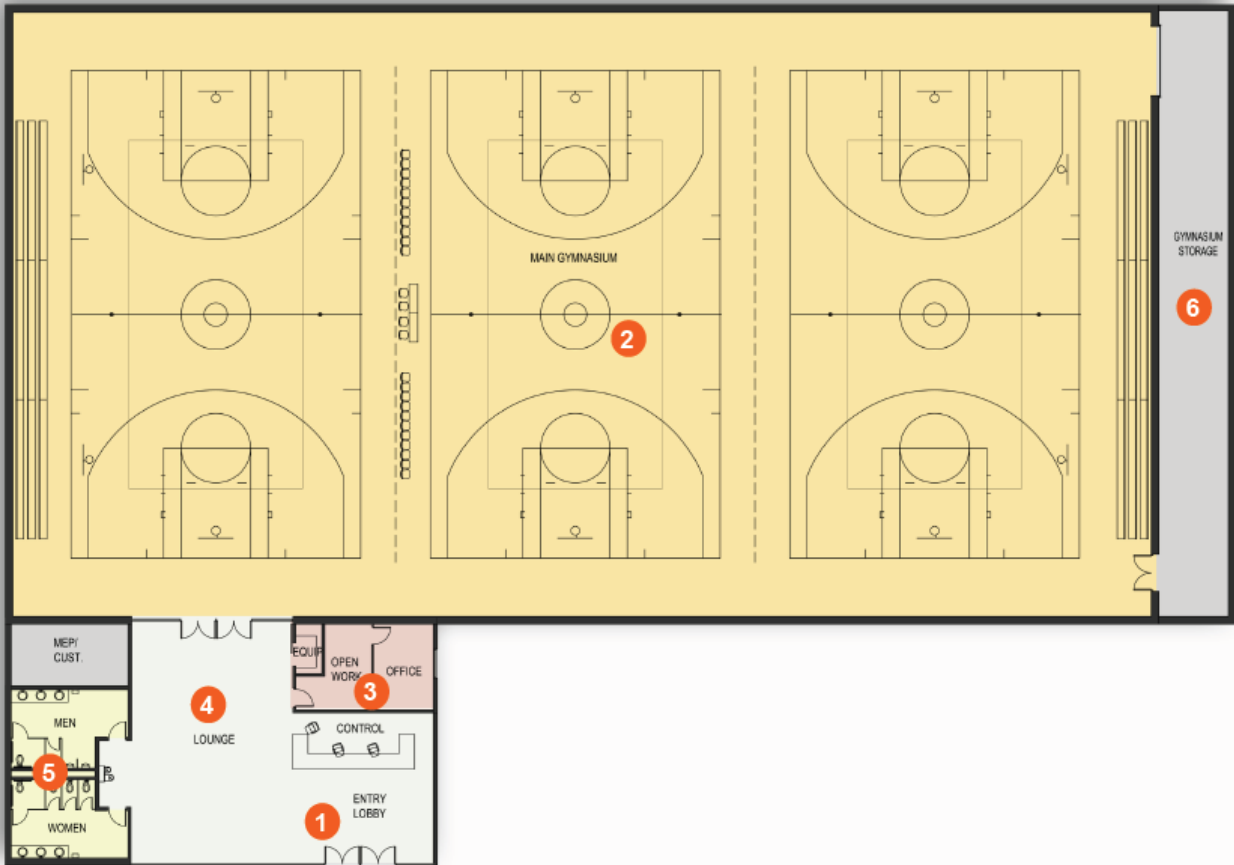
Synergy worked with the Project Team to understand the desired amenities and definitions of success for the indoor facility. From there, Synergy developed a facility program based on the team's vision, our experience in the industry, and the local and regional opportunity.

Based on the local and regional market opportunity, Synergy believes that it will be challenging to achieve an operationally self-sustaining business model for the indoor complex that can be a significant driver of non-local visitation and spending in the early years by focusing only on weekend tournaments. Given the past challenges with use pricing of the current Sebring sports complex fields, accurate rental costs should be established. This is because Synergy believes the local market cannot currently support an indoor facility large enough to be a standalone sports tourism destination in the region and will drag down the operational performance of the co-located baseball, softball, and multi-sport fields.

The assets and amenities of the indoor facility conceptually includes:

- Three (3) Dedicated Hardwood Courts + two (2) additional courts at the Alan Jay Arena
 - Space convertible to 12 volleyball or pickleball courts
 - Space convertible to indoor turf
 - Space convertible to event/ convention space
 - Space convertible to agricultural/ livestock event space
- Leasable Office Space
- Concession Area/ Café
- Team Rooms, Locker Rooms
- Conference Rooms & Offices
- Retail Space
- Community Activity Space

The conceptual indoor facility program includes approximately 35,000 square feet of indoor space as shown in the below concept floor plan and site plan. Detailed plans with specific measurements, adequate support spaces, and a comprehensive program list will be developed during Pre-Development. It is to be noted that the proposed arena will tie-in to the existing barn at the Fairgrounds. The current older buildings will be demolished.



Conceptual site plan. Current barn to remain.





In total, the facility will require 750-1000 parking spaces and will utilize unused areas of the Fairgrounds, assuming shared parking with other components of the development.

Synergy recommends a hybrid program that has a balanced focus between local service, the ability to host tournaments and events, and the ability to host non-sports events. It is our opinion that there exist partnership opportunities with other regional providers to host larger tournaments with a wider regional draw.

Operationally, it is our recommendation to expand the relationship with Airstream Ventures to program the new indoor facility in conjunction with the service they provide at the current outdoor Sports Complex.

Summary of Facility Development/ Concept Budget

Based on its experience in developing facilities, Synergy has developed an opinion of cost for the facility program. The estimates include the cost of construction for the development of the support buildings and sports assets, field and sport equipment, furniture, fixtures, and other equipment to outfit the space, site development, soft costs for construction, pre-opening operational expenses, and working capital reserve.

The total cost for the development of the indoor facility is estimated to be \$7 million. As this assessment was being created, Synergy provided assistance to Visit Sebring and the Highlands County Fair Association as they applied for a \$4M grant. It is our understanding that the development of the proposed indoor facility at the Fairgrounds was contingent on being awarded the grant.

Summary of Industry Benchmarks

Synergy has evaluated the preliminary financial performance opportunities based on industry benchmarks for financial performance. These benchmarks are derived from surveys, financial reports, and actual profit and loss statements from real-world operations. Taking the vision for the new facilities into account, as well as the general opportunity for sports, events, and recreation in the market, Synergy is able to provide data and information related to industry benchmarks for facility financial performance. These benchmarks are derived from case studies and data collection for existing operations that are relevant to the desired business models planned for a new sports complex.

As part of this preliminary analysis, Synergy has applied industry benchmarks to the assets outlined in the facility program. The financial model below is not intended to represent a full set of projections or to be used in place of a detailed pro forma, but rather to demonstrate how the assets and spaces included in the facilities recommended for full analysis would perform if they achieved financial performance benchmarks from the youth and amateur sports and recreation industry.

The financial model is highlighted on the next page and is included in the Appendix. The financial model demonstrates that, even with approximately \$4M in debt, the facility can be cash flow positive and profitable from inception, generating net income of \$1.7M over ten years.

Economic Impact



For the purposes of this assessment, Synergy segmented economic impact into two categories: Construction and Daily Operations, which includes tournaments & events. Within each category, there are three components: Total Regional Economic Impact (in Dollars), Jobs Created or Supported, and Tax Revenue. For each component in each category, there are Direct, Indirect, and Induced Impacts. The below charts represent the summary analysis for each category, component, and impact. The full Output Reports can be found in the Appendix.

Economic Indicators by Impact

Impact	Employment	Labor Income	Value Added	Output
1 - Direct	107.15	\$3,101,333.66	\$5,666,612.30	\$10,108,775.99
2 - Indirect	19.90	\$759,460.87	\$1,096,489.37	\$2,281,014.00
3 - Induced	9.71	\$379,856.19	\$753,239.48	\$1,325,029.33
TOTALS	136.76	\$4,240,650.72	\$7,516,341.15	\$13,714,819.32

Tax Results

Impact	City	County	State	Federal	TOTAL
1 - Direct	\$84,871...	\$453,81...	\$506,77...	\$686,34...	\$1,731,8...
2 - Indirect	\$7,802.06	\$41,779...	\$56,497...	\$148,03...	\$254,11...
3 - Induced	\$6,739.12	\$36,052...	\$43,932...	\$81,733...	\$168,45...
TOTALS	\$99,412.72	\$531,646.67	\$607,203.90	\$916,114.48	\$2,154,377



TDC (Visitors & Hotel Impact)

Through our analysis, we estimate the following impacts on area visitors and hotel night stays:

- 65,000 - 80,000 annual visitors
 - 20% Local
 - 28% Sub-Regional
 - 52% Regional
- Estimated annual hotel night stays: 20,000

Currently, the region has a less than ideal number of hotel rooms. It is to be noted that hotel expansion is recommended in the areas in proximity to the sports complex.

Synergy views the number of annual visitors and estimated hotel night stays as positive for the development of an indoor sports complex with complementary outdoor fields.

Funding Options



As discussed with the Team, there are several models by which successful multi-sports complexes are funded. Given that the facility is conceptually being developed by the Fair Association, some funding methods typically reserved for municipalities are not available:

Below is a brief description of each.

1. A privately funded facility with a municipality backstop is an agreement between the private side and the municipality by which the private side funds, develops, builds, and operates the facility. The municipality may contribute initial capital, land, infrastructure, tax incentives, etc. The private side operates the facility with a “backstop” provided by the municipality (i.e. a subsidy guarantee up to a certain amount each year to cover early year operating losses). In exchange for the backstop guarantee, the municipality has some use rights for the community or other benefits.
2. A Master Lease model works by the municipality, either independently or in partnership with key stakeholders or other municipal entities (i.e. local school system, County, etc.) funding the development of the complex through a private side partner, thereby expediting the development timeline, reducing cost, and circumventing the RFP and procurement process. Either prior to, or during development, a master lease tenant is identified, and a Master Lease Agreement is executed. The tenant would tend to be an expert in the operations of a particular component. The municipality receives a regular lease payment (which may or may not include an additional interest rate) and transfers responsibility of revenue generation and ongoing maintenance to the private side partner/ master leaseholder. It is not likely that an owner/ operator could be identified given the current economic climate.
3. A developer funded project with municipal incentives occurs when a private developer partners with the local municipality to privately develop the complex, often in conjunction with other development assets (i.e. hotel, retail, medical, and/ or multi-family), with financial or tax incentives provided by the municipality. This could include TIF's, Business Development Districts, hotel/ bed tax, etc. It is not likely that a developer could be identified given the current economic climate.
4. The TDC may choose to offer an annual sponsorship or lease the newly built facility in exchange for first right of refusal to host tournaments and events

Given all available information, it is Synergy's recommendation to pursue a private funding model with a municipality leaseback/ backstop or a TDC subsidy through sponsorship. This model will allow the TDC to control the facility for its uses and have the ability through its operating partner Airstream Ventures to both rent time to user groups and use the facility for Regional Sports Tourism. Additionally, incorporating private funding allows for faster, more efficient, and less costly development.

Conclusion and Next Steps

As outlined by the Team, a new indoor sports complex in the Sebring region must be capable of achieving three definitions of success. Those three success factors are re-stated below and the key findings for each is included.

- **Expand opportunities for participation for people throughout the community**

- The recommended facility as outlined has the potential to offer high-quality sports and recreation facilities that currently does not exist in the community.
- Given trends in the sports and recreation industry, current sports and recreation assets in Highlands County, and the impact of sport and activity on children and families in communities, Synergy believes this facility has the potential to drive a sense of place and quality of life in the community.
- Integrating other community partners (i.e. Sports Associations, School System, etc.).

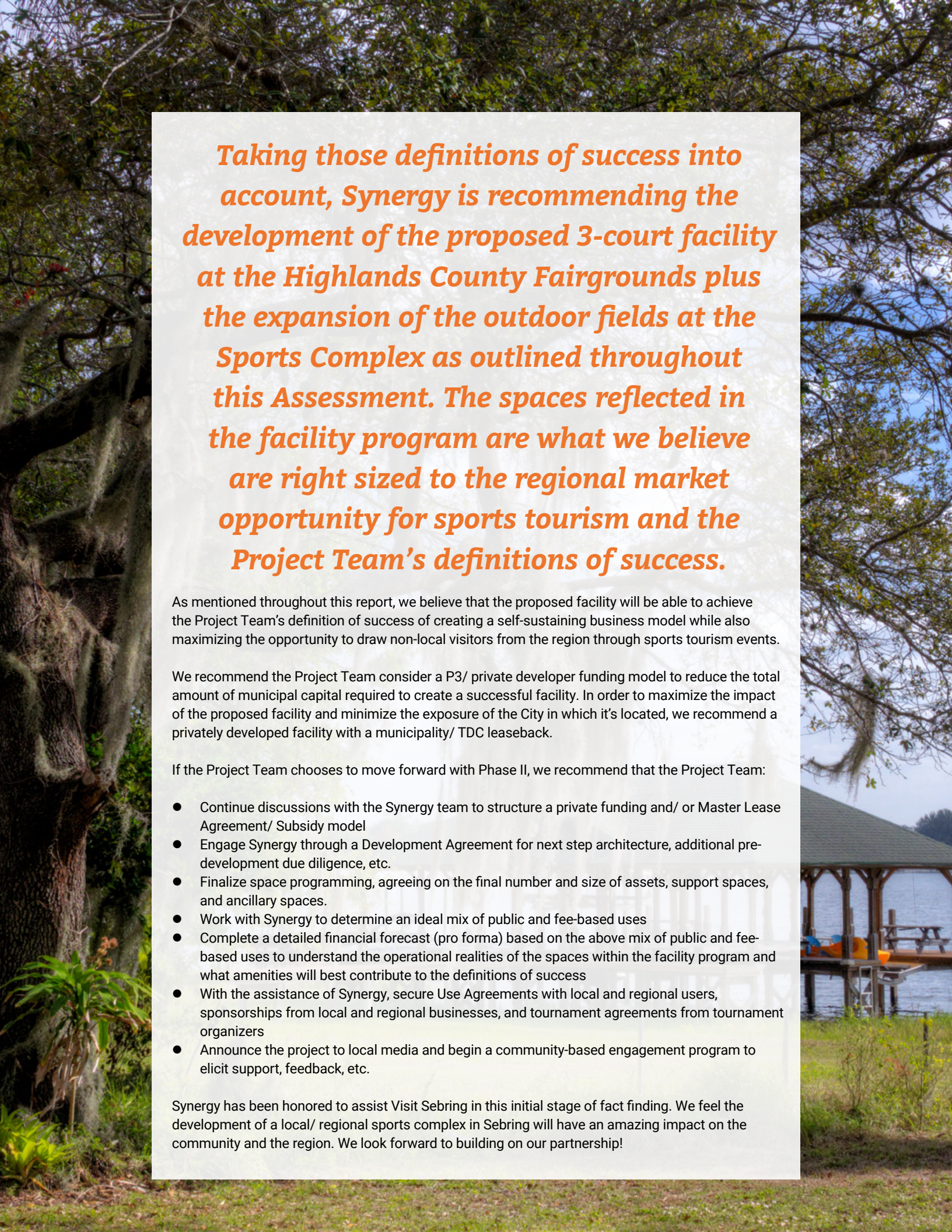
- **Enhance the area's brand**

- In order to compete for tournaments and events on a regular basis, based on the regional competitive set, and based on trends in the industry, the following number of assets should be considered the minimum for each of the areas of focus:
 - Indoor Courts: In the Sebring region, 5-6 courts in one facility would be the ideal number to be a relevant player in the sports tourism industry, without competing with "mega-facilities" in Orlando and Gainesville.
 - ♦ A facility with greater than six courts would not necessarily equal higher Net Income due to the higher initial cost as well as the prevalence of idle space. Therefore, a facility with more than six dedicated courts would not meet the definition of success set forth by the Team of achieving this objective.
 - ♦ A smaller court facility is still able to host tournaments and events, however, we would not expect a facility of that size to be a significant driver of economic impact with only those dedicated courts.
 - ♦ In the event of securing large tournaments that are beyond the capacity of the proposed facility, Synergy recommends developing partnerships with other local and regional facilities, utilize additional recreation centers and schools to utilize existing courts in the market as satellite locations, with the Highlands County Sports Complex serving as a headquarter location, in order to have additional court inventory and increase the economic impact potential of individual events.
 - The development of co-located fields increases the draw of a regional complex and adds to the flexibility of a facility.
 - Having both an indoor facility and tournament capable fields in proximity creates an opportunity for tournament organizers to host multiple events in the same venue, organize larger events, and create unique destinations for athletes and families.

- **Achieve operational sustainability**

- Given the local market conditions, we believe that developing both the indoor and outdoor facilities in the first phase will present the greatest opportunity for success
- Both the indoor and outdoor complexes, with a hybrid business model consisting of both local sports programming and regional sports tourism, coupled with an expert operator, is the ideal mix in order to achieve operational sustainability
 - Through a TDC subsidy/ sponsorship concept, the facility as it is currently proposed will be able to support low/ no-cost public programs, retail priced programs, rentals, and tournaments and events. Alternatively, facilities that are completely private, or those without municipal participation, struggle to simultaneously cater to the local community and achieve profitability
 - For facilities that pursue sports tourism as an economic driver, room night, direct spending, and new tax revenues generated from events are viewed as an attractive return on the investment relative to the subsidization of operations. As such, these types of facilities serve as a driver of traffic and spending to other businesses in the adjacent area such as hotels, restaurants, retail stores, etc.

Based on the vision of the Project Team, we believe that there will be a hybrid business model between the local programming model and the sports tourism operating model in order to maximize operational sustainability. As such, the level of financial and economic impact performance will depend on the type of assets, mix of assets, and business model within any facility that is developed.



Taking those definitions of success into account, Synergy is recommending the development of the proposed 3-court facility at the Highlands County Fairgrounds plus the expansion of the outdoor fields at the Sports Complex as outlined throughout this Assessment. The spaces reflected in the facility program are what we believe are right sized to the regional market opportunity for sports tourism and the Project Team's definitions of success.

As mentioned throughout this report, we believe that the proposed facility will be able to achieve the Project Team's definition of success of creating a self-sustaining business model while also maximizing the opportunity to draw non-local visitors from the region through sports tourism events.

We recommend the Project Team consider a P3/ private developer funding model to reduce the total amount of municipal capital required to create a successful facility. In order to maximize the impact of the proposed facility and minimize the exposure of the City in which it's located, we recommend a privately developed facility with a municipality/ TDC leaseback.

If the Project Team chooses to move forward with Phase II, we recommend that the Project Team:

- Continue discussions with the Synergy team to structure a private funding and/ or Master Lease Agreement/ Subsidy model
- Engage Synergy through a Development Agreement for next step architecture, additional pre-development due diligence, etc.
- Finalize space programming, agreeing on the final number and size of assets, support spaces, and ancillary spaces.
- Work with Synergy to determine an ideal mix of public and fee-based uses
- Complete a detailed financial forecast (pro forma) based on the above mix of public and fee-based uses to understand the operational realities of the spaces within the facility program and what amenities will best contribute to the definitions of success
- With the assistance of Synergy, secure Use Agreements with local and regional users, sponsorships from local and regional businesses, and tournament agreements from tournament organizers
- Announce the project to local media and begin a community-based engagement program to elicit support, feedback, etc.

Synergy has been honored to assist Visit Sebring in this initial stage of fact finding. We feel the development of a local/ regional sports complex in Sebring will have an amazing impact on the community and the region. We look forward to building on our partnership!

Appendix

HIGHLANDS COUNTY FAIRGROUNDS

ALAN JAY ARENA SPORT CENTER ADDITION

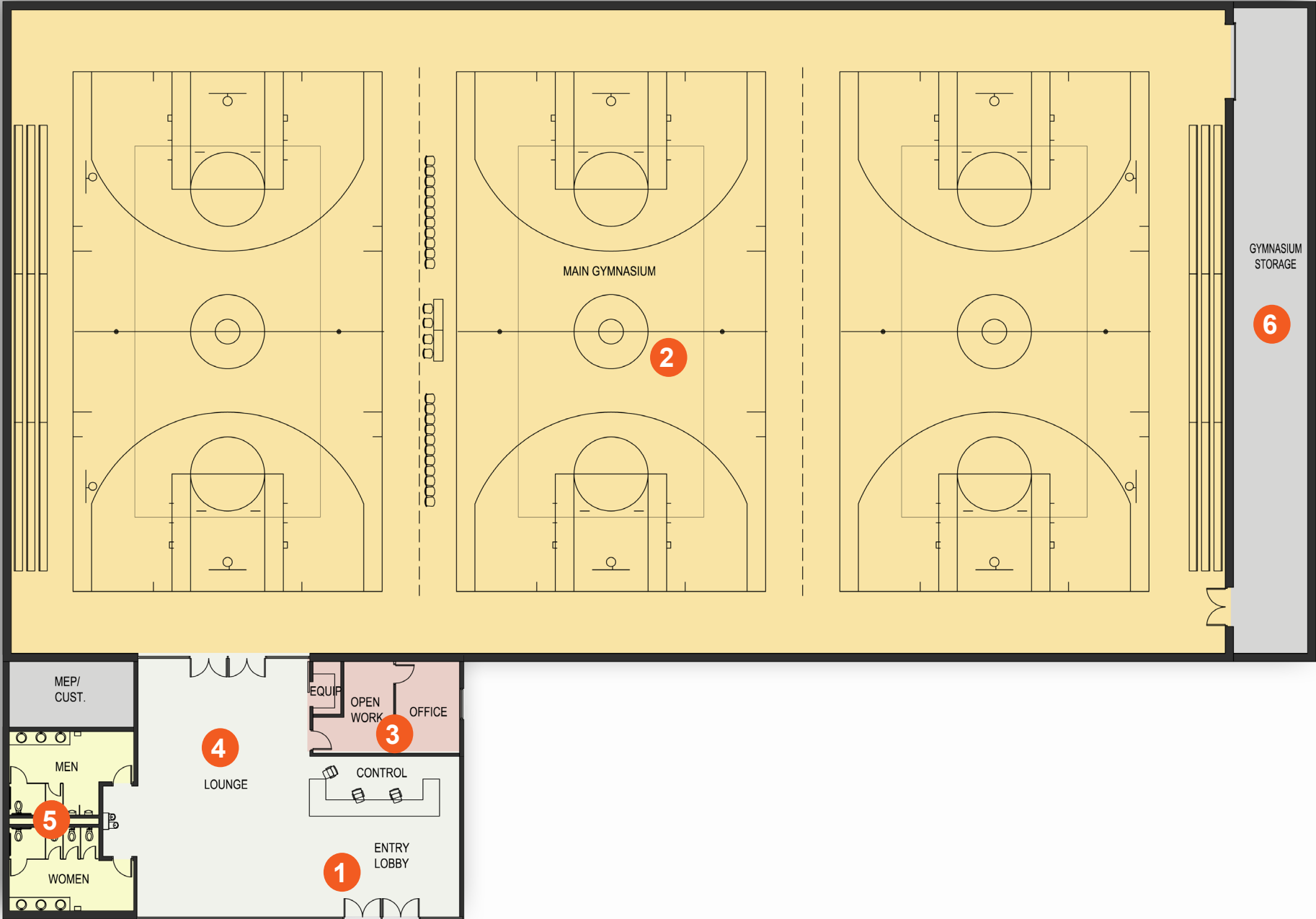
Sebring, Florida

October 11, 2023

Main Level

35,000 square feet

- 1. Main Entry Lobby
- 2. Gymnasium
- 3. Offices
- 4. Lounge / Viewing
- 5. Restrooms
- 6. Storage



HIGHLANDS COUNTY FAIRGROUNDS

ALAN JAY ARENA SPORT CENTER ADDITION

Sebring, Florida

October 11, 2023



Site Plan Test Fit



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

2020 Residential Population:	176,231	2023 Total Sales	\$7,769,659,000
2023 Residential Population:	178,177	2023 Total Employees	51,163
2028 Residential Population:	179,613	Employee/Residential Population Ratio:	0.29:1
Annual Population Growth 2023 - 2028	0.16%	Total Number of Businesses:	5,998

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799919	Highlands County Fair Association Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	2	\$123,000
581208	Dough Boys Back Road Eatery Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	6	\$245,000
801126	M Braimah Saaka Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	4	\$1,422,000
801104	Highlands Medical Specialists-Cardiology and Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	N/A	N/A
801101	HCA Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	1	\$1,778,000
801101	HCA Highlands Medical Specialist Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	9	N/A
801101	HCA Florida Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
801101	Lawnwood Cardiology Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
833102	Highlands Regional Rehabilitation Sebring Pkwy Sebring, FL 33870	Branch	0.08 NE	5	N/A
801128	HCA Florida Highlands Medical Specialists- Sebring Pkwy Sebring, FL 33870	Independent	0.08 NE	6	\$1,778,000
801104	Peace River Center Sebring, FL	Branch	0.09 NE	6	\$231,000
806301	Peace River Center Sebring, FL 33870	Independent	0.09 NE	7	\$755,000
912103	Children's Advocacy Center Sebring Pkwy Sebring, FL 33870	Independent	0.10 NE	20	N/A
912103	Highlands County S Highlands Ave Sebring, FL 33870	Independent	0.11 NE	6	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Business Locator

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Latitude: 27.48834
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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
671901	Legacy Wealth Holdings LLC S Commerce Ave Sebring, FL 33870	Independent	0.13 N	2	\$979,000
733403	The Print Shop Inc S Commerce Ave Sebring, FL 33870	Independent	0.13 N	4	\$451,000
999977	Hovi & Box LLC S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
594137	Under Pressure Sports S Commerce Ave Sebring, FL 33870	Independent	0.16 N	1	\$148,000
799924	Dive 21 Inc S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
581208	Galati's Restaurant S Commerce Ave Sebring, FL 33870	Independent	0.16 NW	10	\$408,000
999977	Virtual Edge Technologies LLC S Commerce Ave Sebring, FL 33870	Independent	0.17 NW	N/A	N/A
573501	Musicland S Commerce Ave Sebring, FL 33870	Independent	0.17 N	2	\$510,000
821103	Sebring High School Kenilworth Blvd Sebring, FL 33870	Independent	0.17 SE	140	N/A
811103	The Paige Law Firm S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	3	\$359,000
999966	Divine Hope, Inc S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	N/A	N/A
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.20 S	N/A	N/A
509312	Reliable Sanitation Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.20 S	25	\$25,643,000
811103	Fletcher William B PA S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	3	\$359,000
811103	Sessums Law Group S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	5	\$598,000
552198	Bragg's Auto Sales Kenilworth Blvd Sebring, FL 33870	Independent	0.21 SW	1	\$630,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
809921	Cell Quest Wellness Inc Prosper Ave Sebring, FL 33870	Independent	0.22 SE	5	\$224,000
541103	J & S Foods Kenilworth Blvd Sebring, FL 33870	Independent	0.22 SW	3	\$800,000
811103	Ables & Craig, P.A. S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	3	N/A
912103	Highlands County Supervisor of Elections S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	10	N/A
593222	The Salvation Army Family Store Kenilworth Blvd Sebring, FL 33870	Branch	0.23 S	8	\$3,400,000
866110	Ebi Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SE	8	N/A
641112	Ridge Insurance Agency Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	4	\$478,000
641112	Florida Blue Kenilworth Blvd Sebring, FL 33870	Branch	0.24 SW	4	\$478,000
641112	Blue Cross & Blue Shield of Florida Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	2	\$239,000
912103	Highlands County Property Assor S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	5	N/A
738913	Highlands County Property S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	29	N/A
835101	Busy Kids Creative Learning Center Persimmon Ave Sebring, FL 33870	Independent	0.24 SW	25	\$673,000
912103	Highlands County Administrator S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
912103	Highlands County Budget Office S Commerce Ave Sebring, FL 33870	Independent	0.25 N	7	N/A
912103	Highlands County Special S Commerce Ave Sebring, FL 33870	Independent	0.25 N	2	N/A
912103	Highlands County Public Info S Commerce Ave Sebring, FL 33870	Independent	0.25 N	1	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912103	Highlands County Purchasing S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Clerk-Courts S Commerce Ave Sebring, FL 33870	Independent	0.25 N	86	N/A
912103	Highlands County Accountant Payables S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
922104	County of Highlands S Commerce Ave Sebring, FL 33870	Independent	0.25 N	34	N/A
921103	Clerk of the Circuit Court S Commerce Ave Sebring, FL 33870	Independent	0.25 N	80	N/A
962106	Highlands County FL Dept-Highway Safety- S Commerce Ave Sebring, FL 33870	Branch	0.25 N	7	N/A
962106	Highlands County Tax Collector S Commerce Ave Sebring, FL 33870	Independent	0.25 N	28	N/A
912103	Highlands County Criminal Division S Commerce Ave Sebring, FL 33870	Independent	0.25 N	12	N/A
912103	Highlands County Marriage LCNS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
602103	ATM S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A
912103	Highlands County Board S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
912103	Highlands County Tax Deeds S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Human RSRCS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	4	N/A
811103	County Attorney S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
999977	Revenue Recovery Solutions Inc S Commerce Ave Sebring, FL 33870	Independent	0.25 N	N/A	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
571236	D & N Cabinetry Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.25 SW	20	\$2,417,000
152144	E O Koch Construction LLC Swank Ave Sebring, FL 33870	Independent	0.26 SE	2	\$592,000
912103	Highlands County Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
472401	Tourist Development Council S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County E-911 Address S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Visitor S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County Building Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	10	N/A
912103	Highlands County Code Enforcement S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	5	N/A
912103	Highlands County Engineering S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	25	N/A
912103	Highlands County Utilities S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	3	N/A
912103	Highlands County Housing Office S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Planning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	7	N/A
912103	County of HGLDS-Tourism Development S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	8	N/A
733110	FedEx Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
078301	Crosson & Payne Tree & Land Service Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$169,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
078301	Crosson & Payne Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	1	\$85,000
729917	Art of Massage Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$26,000
753207	Halvorsen Auto Restyling Inc Persimmon Ave Sebring, FL 33870	Independent	0.26 SW	2	\$359,000
801104	Alicare Medical LLC Prosper Ave Sebring, FL 33870	Independent	0.26 SE	4	\$1,422,000
805198	St Camillus Post-Acute & Rehabilitation Center Kenilworth Blvd Sebring, FL 33870	Branch	0.27 SW	146	\$26,932,000
866127	Little Lambs Inc S Eucalyptus St Sebring, FL 33870	Independent	0.27 NW	2	N/A
912103	Highlands County Facility Management S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	23	N/A
799951	Highlands County Parks & Recreation S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	25	N/A
912103	Highlands County Sheriff's Office S Eucalyptus St Sebring, FL 33870	Independent	0.27 N	350	N/A
801104	First Choice Primary Care Poinsettia Ave Sebring, FL 33870	Independent	0.28 SW	9	\$1,422,000
871111	Polston Engineering Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	7	\$1,134,000
999977	Montana Jones Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	N/A	N/A
866107	First Christian Church Poinsettia Ave Sebring, FL 33870	Independent	0.28 W	3	N/A
162903	Costello Brothers Marine Construction Inc Production Dr Sebring, FL 33870	Independent	0.29 S	3	\$421,000
922202	Highlands County Public Defender S Fernleaf Ave Sebring, FL 33870	Branch	0.29 N	10	N/A
651303	Bayside Apartments Poinsettia Ave Sebring, FL 33870	Independent	0.29 W	3	\$425,000

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
481304	Det Coin Telephone Inc S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	5	\$1,576,000
802101	Sebring Family Dentistry S Eucalyptus St Sebring, FL 33870	Independent	0.29 NW	7	\$866,000
811103	Steve Kackley Attorney at Law PA S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$240,000
653108	MSMP Properties LLC S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$146,000
804922	Psychology & Paws LLC Oak Ave Sebring, FL 33870	Independent	0.29 NW	3	\$151,000
999977	I Have A Hope Inc Oak Ave Sebring, FL 33870	Independent	0.30 NW	N/A	N/A
821103	St Catherine Catholic School Kenilworth Blvd Sebring, FL 33870	Independent	0.30 SW	26	N/A
811103	Livingston & Livingston S Commerce Ave Sebring, FL 33870	Independent	0.31 NW	4	\$479,000
171105	Elite Plumbing Enterprises, LLC Production Dr Sebring, FL 33870	Independent	0.32 S	4	\$376,000
769962	In N Out Road Asst Inc Magnolia Ave Sebring, FL 33870	Independent	0.32 NW	1	\$106,000
912102	State Attorney S Eucalyptus St Sebring, FL 33870	Branch	0.32 NW	19	N/A
738907	Alison B Copley S Commerce Ave Sebring, FL 33870	Independent	0.32 NW	5	\$335,000
733603	M V Creation Design LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$113,000
599927	Frames & Images Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$306,000
811103	Swaine & Harris S Commerce Ave Sebring, FL 33870	Independent	0.33 NW	11	\$1,315,000
722121	Kaptured By Katara Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SE	2	\$58,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912102	Honorable Olin W Shinholser S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912102	Highlands County Circuit Judge S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
823106	Highlands County Law Library S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912103	Highlands County Pre Trial S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Civil Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Child Support S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Small Claims S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	5	N/A
912103	Highlands Juvenile Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Traffic Fines S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
921103	Highlands County Courthouse S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
799945	Dragons Lair Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SW	2	\$123,000
581208	Juicy Jerk Jamaican Cuisine Kenilworth Blvd Sebring, FL 33870	Independent	0.35 SE	6	\$245,000
866107	Saint Catherine Parish Hickory St Sebring, FL 33870	Independent	0.35 W	6	N/A
421401	Discount Mini Storage of Service Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	3	\$393,000
751303	U-Haul Neighborhood Dealer Lakeview Dr Sebring, FL 33870	Branch	0.36 SW	4	\$1,306,000
593208	Ekonomy Used Appliances Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	1	\$850,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
508305	Living Water Services Inc Marlow Ave Sebring, FL 33870	Independent	0.36 SE	7	\$7,306,000
866107	Saint Catherine Spanish Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
866110	Catholic Womens Guild-Sebring Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
566101	Phoenix Molded Shoes Inserts A & Brace LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	3	\$400,000
999977	K S Legs N More LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	N/A	N/A
171105	Mr Rooter Plumbing Weigle Ave Sebring, FL 33870	Branch	0.37 E	6	\$563,000
912103	Highlands County Jail S Orange St Sebring, FL 33870	Independent	0.37 N	286	N/A
152115	Stewart Construction Kenilworth Blvd Sebring, FL 33870	Independent	0.38 W	1	\$296,000
866107	Southside Baptist Church S Commerce Ave Sebring, FL 33870	Independent	0.39 NW	1	N/A
171105	Fassler Plumbing Inc Weigle Ave Sebring, FL 33870	Independent	0.39 E	7	\$657,000
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.39 W	N/A	N/A
581208	Dimitris Family Restaurant Bar & Grill Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
581308	Touring Restaurant LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581301	Dimitris' 5 O'Clock Somewhere Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581208	Greek on the Street Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
653116	Boyd William K Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$73,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799101	CrossFit Sebring Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	1	\$40,000
533101	Dollar General Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	7	\$1,065,000
541105	Save-A-Lot Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	17	\$4,532,000
729917	Intuitive Massage Inc Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$26,000
571216	Sebring Furniture Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	3	\$363,000
609910	Western Union Agent Location Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	3	\$1,221,000
808201	Palms Home Care Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	9	\$797,000
599940	Angels on Consignment Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	1	\$153,000
811103	International Law Group PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	3	\$359,000
999977	Voss Blanco LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	N/A	N/A
801104	Peace River-Victim Service Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	6	\$116,000
832282	Healing Hope Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	5	\$116,000
999966	Florida Senior Living, LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	6	N/A
399302	AAA Mobile Signs LC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	N/A
808201	Art of Caring Homecare SVC Inc Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	10	N/A
832218	Volunteers of America of Florida Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	4	\$154,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
811103	Law Office of Patricia Lynch Franklin PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	\$240,000
871301	Germaine Surveying Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.40 SE	6	\$301,000
764109	Erwin Frank Upholstery Kenilworth Blvd Sebring, FL 33870	Independent	0.40 E	1	\$42,000
821103	Heartland Christian School Inc Persimmon Ave Sebring, FL 33870	Independent	0.40 S	20	N/A
821109	Highlands University Preparatory School Persimmon Ave Sebring, FL 33870	Independent	0.40 S	4	N/A
655302	Sebring City Pinecrest Cemetery S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	20	N/A
965104	Sebring Building Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	2	N/A
912104	Sebring, City S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
912112	Sebring City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	150	N/A
912112	City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
919904	Purchasing Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	1	N/A
953204	Planning & Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	3	N/A
953204	Sebring City Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	4	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.40 NW	N/A	N/A
869903	Heads Hearts-Hands-Heartland Penny Ave Sebring, FL 33870	Independent	0.40 SE	3	N/A
641112	On Site AG Service II Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	\$478,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
738999	Business Solution Service V C Group S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$134,000
754901	Artistic Towing & Recovery Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	1	\$102,000
521116	Just Screens LLC Weigle Ave Sebring, FL 33870	Independent	0.41 E	2	\$1,311,000
753201	Aries Auto Body & Restor Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$717,000
594141	Sic N Twisted Cycles Lakeview Dr Sebring, FL 33870	Independent	0.41 SW	2	\$296,000
912112	Sebring City Hall Sebring, FL 33870	Independent	0.41 NW	7	N/A
811103	The McNeal Law Firm PA S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$240,000
614114	Cooper Bails Bonds S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$949,000
614114	Reggie D Cooper Sr Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	N/A
873104	Mobile Lab Draws LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	N/A
874213	Heartland Citrus Marketing LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	3	\$347,000
509312	Antifreeze Recycling Services Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$3,078,000
614114	A-Sottile Bail Bonds S Orange St Sebring, FL 33870	Independent	0.42 NW	1	\$475,000
832218	Big Brothers Big Sisters N Fernleaf Ave Sebring, FL 33870	Branch	0.42 NW	3	\$116,000
801104	Sebring Medical Walk-in Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	3	\$1,067,000
801101	Fairmount Walk-in Medical Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	4	\$1,422,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
614108	Bail Bonds By Jack Cochran S Orange St Sebring, FL 33870	Independent	0.43 N	3	\$1,423,000
999977	FL-Forensic Lakeview Dr Sebring, FL 33870	Independent	0.44 W	N/A	N/A
832201	Common Sense Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.44 W	3	\$116,000
839916	Trinity Breast Pads N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	3	N/A
701107	Cozy Comfort Bed & Breakfast N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	1	\$435,000
864108	Sebring Bridge Club N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	5	N/A
811103	Avard Law Offices, PA Rose Ave Sebring, FL 33870	Branch	0.44 N	6	\$718,000
733801	Accurate Reporting Service Rose Ave Sebring, FL 33870	Independent	0.44 N	1	\$74,000
811103	Cloud Law Firm Rose Ave Sebring, FL 33870	Independent	0.44 N	3	\$479,000
811103	Burnetti, P.A. S Commerce Ave Sebring, FL 33870	Branch	0.44 NW	100	\$11,952,000
736303	AG Labor Service Inc N Fernleaf Ave Sebring, FL 33870	Independent	0.45 NW	6	\$697,000
508726	S & R Ventures Unlimited Inc Lakeview Dr Sebring, FL 33870	Independent	0.45 SW	4	\$2,707,000
839998	Florida Non-Profit Housing Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	13	N/A
653132	Highlands County Housing Authority Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	2	N/A
552102	Old English Motor Co Lakeview Dr Sebring, FL 33870	Independent	0.45 W	1	\$536,000
839998	Highland County V O A Living Center, Inc Queen Palm Ave Sebring, FL 33870	Independent	0.45 SE	1	N/A

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422503	A A Storage Of Highlands County Spinks Rd Sebring, FL 33870	Independent	0.45 S	3	\$316,000
751303	U-Haul Neighborhood Dealer Spinks Rd Sebring, FL 33870	Branch	0.45 S	3	\$979,000
514703	T Simmons & Co Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$2,540,000
839998	Catch of the Day Inc Spinks Rd Sebring, FL 33870	Independent	0.45 S	4	N/A
872102	Professional Bookkeeping System Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$146,000
521101	Southwood Builders Supply Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	5	\$1,311,000
521101	Southwood Garage Doors-Screen Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	3	\$1,311,000
866107	Sebring Church of the Brethren S Pine St Sebring, FL 33870	Independent	0.46 NW	3	N/A
866107	Iglesia Hispana Asamblea De Dios S Pine St Sebring, FL 33870	Independent	0.46 NW	1	N/A
866107	Church Of The Nazarene S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	2	N/A
726103	Morris Funeral Chapel S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	4	\$388,000
866107	New Beginnings Church S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	5	N/A
866110	The Gideons International S Commerce Ave Sebring, FL 33870	Branch	0.46 NW	1	N/A
866107	Sebring Church of the Nazarene S Pine St Sebring, FL 33870	Independent	0.47 NW	6	N/A
864101	Elks Lodge 1529 Club Kenilworth Blvd Sebring, FL 33870	Branch	0.47 W	8	N/A
833104	Arc Ridge Area Queen Palm Ave Sebring, FL 33870	Branch	0.48 SE	5	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
866107	First Presbyterian CHR-Sebring Poinsettia Ave Sebring, FL 33870	Independent	0.48 NW	5	N/A
723106	Palms Hair Salon S Pine St Sebring, FL 33870	Independent	0.48 NW	2	\$69,000
811103	Jennifer J Powell, PA S Pine St Sebring, FL 33870	Independent	0.49 NW	4	\$479,000
811103	The Law Firm of Elton J Gissendanner III S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$359,000
866107	Iglesia De Dios Refugio Eterno S Commerce Ave Sebring, FL 33870	Independent	0.49 NW	2	N/A
628205	J Biance Financial S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$862,000
731201	Hallmark Media Group Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$217,000
809907	Heartland Rural Health Network, Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	5	\$560,000
811103	Shirley Whitsitt Law Office S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$120,000
653118	All-Star Properties Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$73,000
651303	The Villa's of Sebring Spinks Ln Sebring, FL 33870	Independent	0.50 S	2	\$142,000
651303	Briarwood Apartments Spinks Ln Sebring, FL 33870	Independent	0.50 S	1	\$142,000
508305	Agri-Flow Lakeview Dr Sebring, FL 33870	Independent	0.51 W	4	\$4,175,000
514807	M E Stephens & Sons Fruit Company Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	5	\$5,578,000
999977	MBH Rentals LLC S Commerce Ave Sebring, FL 33870	Independent	0.51 NW	N/A	N/A
422503	Sebring Mini Warehouse Too Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$211,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
599931	Glass Bottle Outlet Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$306,000
821103	Fred Wild Elementary School Youth Care Ln Sebring, FL 33870	Independent	0.52 S	110	N/A
651303	Highlands Village II, Ltd Villa Rd Sebring, FL 33870	Independent	0.52 SW	3	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.52 NW	N/A	N/A
472402	Dac Travel SVC Lakeview Dr Sebring, FL 33870	Independent	0.52 W	1	N/A
555103	Bertram's Marine Repair Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.53 E	2	\$577,000
724101	House of David Barber Shop S Commerce Ave Sebring, FL 33870	Independent	0.53 NW	1	\$19,000
581212	Palms Court Catering S Pine St Sebring, FL 33870	Independent	0.54 NW	250	\$10,178,000
805101	The Palms of Sebring S Pine St Sebring, FL 33870	Independent	0.54 NW	5	\$560,000
811103	Michael L Keiber Law Offices S Commerce Ave Sebring, FL 33870	Independent	0.56 NW	4	\$479,000
866112	Temple Israel of Highlands County Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	1	N/A
864108	Sebring Doll Club Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	3	N/A

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Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Executive Summary

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

0 - 30 mile

Population

2010 Population	174,046
2020 Population	176,231
2023 Population	178,177
2028 Population	179,613
2010-2020 Annual Rate	0.12%
2020-2023 Annual Rate	0.34%
2023-2028 Annual Rate	0.16%
2023 Male Population	50.9%
2023 Female Population	49.1%
2023 Median Age	49.2

In the identified area, the current year population is 178,177. In 2020, the Census count in the area was 176,231. The rate of change since 2020 was 0.34% annually. The five-year projection for the population in the area is 179,613 representing a change of 0.16% annually from 2023 to 2028. Currently, the population is 50.9% male and 49.1% female.

Median Age

The median age in this area is 49.2, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	67.9%
2023 Black Alone	10.3%
2023 American Indian/Alaska Native Alone	0.6%
2023 Asian Alone	1.3%
2023 Pacific Islander Alone	0.1%
2023 Other Race	8.4%
2023 Two or More Races	11.5%
2023 Hispanic Origin (Any Race)	24.8%

Persons of Hispanic origin represent 24.8% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 69.1 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	56
2010 Households	67,727
2020 Households	70,909
2023 Households	72,224
2028 Households	73,285
2010-2020 Annual Rate	0.46%
2020-2023 Annual Rate	0.57%
2023-2028 Annual Rate	0.29%
2023 Average Household Size	2.36

The household count in this area has changed from 70,909 in 2020 to 72,224 in the current year, a change of 0.57% annually. The five-year projection of households is 73,285, a change of 0.29% annually from the current year total. Average household size is currently 2.36, compared to 2.38 in the year 2020. The number of families in the current year is 48,157 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

August 27, 2023



Executive Summary

781 Magnolia Ave, Sebring, Florida, 33870
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0 - 30 mile

Mortgage Income

2023 Percent of Income for Mortgage	22.7%
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Median Household Income

2023 Median Household Income	\$48,248
2028 Median Household Income	\$54,206
2023-2028 Annual Rate	2.36%

Average Household Income

2023 Average Household Income	\$65,189
2028 Average Household Income	\$75,060
2023-2028 Annual Rate	2.86%

Per Capita Income

2023 Per Capita Income	\$26,565
2028 Per Capita Income	\$30,761
2023-2028 Annual Rate	2.98%

GINI Index

2023 Gini Index	41.4
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Households by Income

Current median household income is \$48,248 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$54,206 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$65,189 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$75,060 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$26,565 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$30,761 in five years, compared to \$47,525 for all U.S. households

Housing

2023 Housing Affordability Index	108
2010 Total Housing Units	88,160
2010 Owner Occupied Housing Units	50,921
2010 Renter Occupied Housing Units	16,805
2010 Vacant Housing Units	20,433
2020 Total Housing Units	92,424
2020 Vacant Housing Units	21,515
2023 Total Housing Units	93,576
2023 Owner Occupied Housing Units	55,510
2023 Renter Occupied Housing Units	16,714
2023 Vacant Housing Units	21,352
2028 Total Housing Units	94,561
2028 Owner Occupied Housing Units	57,104
2028 Renter Occupied Housing Units	16,181
2028 Vacant Housing Units	21,276

Socioeconomic Status Index

2023 Socioeconomic Status Index	43.7
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Currently, 59.3% of the 93,576 housing units in the area are owner occupied; 17.9%, renter occupied; and 22.8% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 92,424 housing units in the area and 23.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.38%. Median home value in the area is \$182,630, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by -0.02% annually to \$182,489.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

August 27, 2023



Household Budget Expenditures

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary			2023	2028
Population			178,177	179,613
Households			72,224	73,285
Average Household Size			2.36	2.35
Families			48,157	48,718
Median Age			49.2	49.9
Median Household Income			\$48,248	\$54,206
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	62	\$57,373.92	\$4,143,773,821	100.0%
Food	63	\$6,627.61	\$478,672,170	11.6%
Food at Home	64	\$4,378.92	\$316,263,289	7.6%
Food Away from Home	60	\$2,248.68	\$162,408,880	3.9%
Alcoholic Beverages	60	\$407.50	\$29,431,057	0.7%
Housing	61	\$18,739.07	\$1,353,410,535	32.7%
Shelter	60	\$14,849.92	\$1,072,520,813	25.9%
Utilities, Fuel and Public Services	67	\$3,889.15	\$280,889,722	6.8%
Household Operations	63	\$1,621.04	\$117,077,841	2.8%
Housekeeping Supplies	67	\$625.48	\$45,174,369	1.1%
Household Furnishings and Equipment	62	\$1,837.31	\$132,697,626	3.2%
Apparel and Services	58	\$1,273.56	\$91,981,767	2.2%
Transportation	65	\$6,649.40	\$480,245,987	11.6%
Travel	60	\$1,354.91	\$97,857,288	2.4%
Health Care	69	\$5,100.36	\$368,368,446	8.9%
Entertainment and Recreation	64	\$2,423.95	\$175,067,592	4.2%
Personal Care Products & Services	62	\$595.44	\$43,005,320	1.0%
Education	50	\$896.39	\$64,741,167	1.6%
Smoking Products	76	\$327.56	\$23,657,575	0.6%
Lotteries & Pari-mutuel Losses	61	\$31.32	\$2,261,843	0.1%
Legal Fees	69	\$143.12	\$10,336,677	0.2%
Funeral Expenses	80	\$95.44	\$6,892,884	0.2%
Safe Deposit Box Rentals	77	\$3.85	\$277,956	0.0%
Checking Account/Banking Service Charges	63	\$20.38	\$1,472,030	0.0%
Cemetery Lots/Vaults/Maintenance Fees	64	\$9.86	\$711,792	0.0%
Accounting Fees	62	\$71.04	\$5,130,539	0.1%
Miscellaneous Personal Services/Advertising/Fines	53	\$37.85	\$2,733,721	0.1%
Occupational Expenses	50	\$36.08	\$2,606,057	0.1%
Expenses for Other Properties	79	\$89.47	\$6,461,767	0.2%
Credit Card Membership Fees	55	\$6.31	\$455,497	0.0%
Shopping Club Membership Fees	62	\$37.26	\$2,691,245	0.1%
Support Payments/Cash Contributions/Gifts in Kind	68	\$2,121.38	\$153,214,806	3.7%
Life/Other Insurance	64	\$445.41	\$32,168,967	0.8%
Pensions and Social Security	56	\$5,464.13	\$394,641,677	9.5%

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

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

August 27, 2023



Recreation Expenditures

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		178,177	179,613
Households		72,224	73,285
Families		48,157	48,718
Median Age		49.2	49.9
Median Household Income		\$48,248	\$54,206
	Spending Potential Index	Average Amount Spent	Total
TV/Video/Audio	67	\$909.59	\$65,694,078
Cable & Satellite Television Services	71	\$613.34	\$44,297,628
Televisions & Video	60	\$214.23	\$15,472,387
Audio	59	\$79.73	\$5,758,246
Rental of TV/VCR/Radio/Sound Equipment	88	\$0.66	\$47,595
Repair of TV/Radio/Sound Equipment	81	\$1.64	\$118,222
Entertainment/Recreation Fees and Admissions	55	\$389.91	\$28,160,597
Tickets to Theatre/Operas/Concerts	58	\$31.55	\$2,278,363
Tickets to Movies	56	\$15.43	\$1,114,328
Tickets to Parks or Museums	57	\$15.77	\$1,139,083
Admission to Sporting Events, excl.Trips	50	\$29.12	\$2,103,280
Fees for Participant Sports, excl.Trips	63	\$75.06	\$5,421,139
Fees for Recreational Lessons	47	\$68.34	\$4,936,119
Membership Fees for Social/Recreation/Health Clubs	55	\$154.14	\$11,132,512
Dating Services	47	\$0.50	\$35,773
Toys/Games/Crafts/Hobbies	61	\$95.99	\$6,932,776
Toys/Games/Arts/Crafts/Tricycles	58	\$75.95	\$5,485,509
Playground Equipment	71	\$5.73	\$413,890
Play Arcade Pinball/Video Games	91	\$1.56	\$113,006
Online Gaming Services	56	\$5.21	\$376,522
Stamp & Coin Collecting	86	\$7.53	\$543,849
Recreational Vehicles and Fees	64	\$95.85	\$6,922,355
Docking and Landing Fees for Boats and Planes	66	\$10.10	\$729,443
Camp Fees	39	\$14.51	\$1,048,267
Payments on Boats/Trailers/Campers/RVs	78	\$52.68	\$3,804,892
Rental of Boats/Trailers/Campers/RVs	61	\$18.55	\$1,339,752
Sports, Recreation and Exercise Equipment	61	\$171.68	\$12,399,072
Exercise Equipment and Gear, Game Tables	59	\$57.37	\$4,143,581
Bicycles	55	\$31.37	\$2,265,439
Camping Equipment	53	\$10.52	\$760,044
Hunting and Fishing Equipment	68	\$45.82	\$3,309,294
Winter Sports Equipment	49	\$4.87	\$351,608
Water Sports Equipment	69	\$9.85	\$711,191
Other Sports Equipment	88	\$9.77	\$705,298
Rental/Repair of Sports/Recreation/Exercise Equipment	58	\$1.87	\$134,817
Photographic Equipment and Supplies	56	\$26.10	\$1,885,175
Film	53	\$0.23	\$16,820
Photo Processing	57	\$4.54	\$328,151
Photographic Equipment	57	\$9.67	\$698,473
Photographer Fees/Other Supplies & Equip Rental/Repair	55	\$11.65	\$841,730
Reading	65	\$81.84	\$5,910,770
Magazine/Newspaper Subscriptions	68	\$29.75	\$2,148,718
Magazine/Newspaper Single Copies	69	\$3.81	\$275,322
Books	63	\$26.56	\$1,918,624
Digital Book Readers	62	\$21.71	\$1,568,107

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

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

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		178,177	179,613
Population 18+		146,343	147,479
Households		72,224	73,285
Median Household Income		\$48,248	\$54,206
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	10,071	6.9%	83
Participated in Archery/12 Mo	3,270	2.2%	92
Participated in Backpacking/12 Mo	4,718	3.2%	91
Participated in Baseball/12 Mo	3,064	2.1%	81
Participated in Basketball/12 Mo	5,598	3.8%	67
Participated in Bicycling (Mountain)/12 Mo	4,223	2.9%	80
Participated in Bicycling (Road)/12 Mo	17,153	11.7%	97
Participated in Boating (Power)/12 Mo	8,378	5.7%	119
Participated in Bowling/12 Mo	9,488	6.5%	97
Participated in Canoeing or Kayaking/12 Mo	11,136	7.6%	101
Participated in Fishing (Fresh Water)/12 Mo	19,497	13.3%	127
Participated in Fishing (Salt Water)/12 Mo	6,423	4.4%	127
Participated in Football/12 Mo	3,246	2.2%	93
Participated in Frisbee/12 Mo	4,448	3.0%	88
Participated in Golf/12 Mo	12,006	8.2%	104
Participated in Hiking/12 Mo	22,566	15.4%	82
Participated in Horseback Riding/12 Mo	2,712	1.9%	96
Participated in Hunting w/Rifle/12 Mo	6,541	4.5%	132
Participated in Hunting w/Shotgun/12 Mo	4,613	3.2%	127
Participated in Ice Skating/12 Mo	2,082	1.4%	64
Participated in Jogging or Running/12 Mo	10,430	7.1%	63
Participated in Motorcycling/12 Mo	4,690	3.2%	121
Participated in Pilates/12 Mo	3,370	2.3%	82
Participated in Ping Pong/12 Mo	3,750	2.6%	74
Participated in Rock Climbing/12 Mo	1,650	1.1%	73
Participated in Roller Skating/12 Mo	1,689	1.2%	72
Participated in Skiing (Downhill)/12 Mo	2,781	1.9%	74
Participated in Soccer/12 Mo	3,094	2.1%	67
Participated in Softball/12 Mo	2,280	1.6%	96
Participated in Swimming/12 Mo	22,400	15.3%	102
Participated in Target Shooting/12 Mo	8,047	5.5%	110
Participated in Tennis/12 Mo	3,968	2.7%	71
Participated in Volleyball/12 Mo	2,637	1.8%	77
Participated in Walking for Exercise/12 Mo	48,582	33.2%	98
Participated in Weight Lifting/12 Mo	17,615	12.0%	85
Participated in Yoga/12 Mo	11,605	7.9%	73
Participated in Zumba/12 Mo	3,425	2.3%	76
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	10,034	6.9%	98
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	9,022	6.2%	98
Spent \$250+ on Sports/Recreation Equipment/12 Mo	14,150	9.7%	95
Attend College Basketball Game/12 Mo	1,397	1.0%	87
Attend College Football Game/12 Mo	2,809	1.9%	93
Attend High School Sports Events/12 Mo	4,398	3.0%	105
Attend MLB Regular Season Baseball Game/12 Mo	2,891	2.0%	74
Attend Sports Events	13,009	8.9%	79
Listen to Sports on Radio	11,280	7.7%	88
Watch Alpine Skiing or Ski Jumping on TV	3,756	2.6%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	6,799	4.6%	110
Watch Bicycle Racing on TV	2,570	1.8%	87
Watch Bowling on TV	3,285	2.2%	100
Watch Boxing on TV	8,248	5.6%	90
Watch College Basketball on TV	16,053	11.0%	91
Watch College Football on TV	39,143	26.7%	101
Watch Esports on TV	3,715	2.5%	80
Watch Figure Skating on TV	7,577	5.2%	101
Watch Fishing on TV	6,243	4.3%	132
Watch Gymnastics on TV	6,631	4.5%	94
Watch High School Sports on TV	5,862	4.0%	88
Watch Horse Racing (at Track or OTB) on TV	5,189	3.5%	127
Watch International Soccer on TV	5,768	3.9%	68
Watch LPGA Golf on TV	4,812	3.3%	112
Watch Marathon/Triathlon/Obstacle Race on TV	1,663	1.1%	90
Watch Men`s Tennis on TV	8,655	5.9%	87
Watch MLB Playoffs/World Series Baseball on TV	21,659	14.8%	92
Watch MLB Regular Season Baseball on TV	25,032	17.1%	92
Watch MLS Soccer on TV	5,315	3.6%	75
Watch Motorcycle Racing on TV	2,675	1.8%	113
Watch NASCAR Auto Racing on TV	15,618	10.7%	137
Watch NBA Playoffs or Finals Basketball on TV	15,077	10.3%	72
Watch NBA Regular Season Basketball on TV	14,628	10.0%	72
Watch NCAA Tournament Basketball on TV	13,087	8.9%	86
Watch NFL Playoffs or Super Bowl Football on TV	45,651	31.2%	95
Watch NFL Sun/Mon/Thu Night Football Games on TV	45,676	31.2%	96
Watch NFL Weekend Football Games on TV	42,279	28.9%	95
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	9,867	6.7%	94
Watch NHL Regular Season Ice Hockey on TV	9,809	6.7%	87
Watch Oth Mixed Martial Arts (MMA) on TV	4,010	2.7%	96
Watch PGA Golf on TV	21,612	14.8%	118
Watch Pro Beach Volleyball on TV	2,227	1.5%	83
Watch Pro Bull Riding on TV	4,816	3.3%	131
Watch Rodeo on TV	3,383	2.3%	131
Watch Sports on TV	88,911	60.8%	99
Watch Summer Extreme Sports on TV	3,123	2.1%	122
Watch Summer Olympics on TV	15,834	10.8%	97
Watch Track & Field on TV	4,187	2.9%	89
Watch U.S. Men's Soccer National Team on TV	4,090	2.8%	78
Watch U.S. Women's Soccer National Team on TV	4,178	2.9%	84
Watch Ultimate Fighting Championship (UFC) on TV	6,181	4.2%	96
Watch Winter Extreme Sports on TV	3,227	2.2%	115
Watch Winter Olympics on TV	11,514	7.9%	102
Watch WNBA Basketball on TV	3,384	2.3%	85
Watch Women's Tennis on TV	8,881	6.1%	91
Watch World Cup Soccer on TV	5,983	4.1%	76
Watch Wrestling (WWE) on TV	5,296	3.6%	94
College Basketball Super Fan (10-10 on 10 Scale)	3,426	2.3%	84
College Football Super Fan (10-10 on 10 Scale)	8,802	6.0%	109
Golf Super Fan (10-10 on 10 Scale)	2,626	1.8%	113
High School Sports Super Fan (10-10 on 10 Scale)	2,776	1.9%	93
Intl Soccer Super Fan (10-10 on 10 Scale)	2,275	1.6%	68
MLB Super Fan (10-10 on 10 Scale)	5,942	4.1%	97
MLS Soccer Super Fan (10-10 on 10 Scale)	1,332	0.9%	78
NASCAR Super Fan (10-10 on 10 Scale)	2,751	1.9%	118
NBA Super Fan (10-10 on 10 Scale)	4,039	2.8%	71
NFL Super Fan (10-10 on 10 Scale)	12,995	8.9%	95
NHL Super Fan (10-10 on 10 Scale)	3,001	2.1%	92
Pro Wrestling Super Fan (10-10 on 10 Scale)	1,514	1.0%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

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Latitude: 27.48834
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	32,357	22.1%	132
Member of Church Board	4,169	2.8%	107
Member of Fraternal Order	4,493	3.1%	125
Member of Religious Club	3,759	2.6%	93
Member of Union	4,673	3.2%	69
Member of Veterans Club	5,626	3.8%	152
Participate in Indoor Gardening or Plant Care	21,556	14.7%	91
Attended Adult Education Course/12 Mo	13,240	9.0%	82
Visited Aquarium/12 Mo	7,409	5.1%	91
Went to Art Gallery/12 Mo	9,695	6.6%	92
Attended Auto Show/12 Mo	7,708	5.3%	117
Did Baking/12 Mo	44,877	30.7%	97
Barbecued/12 Mo	45,410	31.0%	98
Went to Bar or Night Club/12 Mo	20,124	13.8%	85
Went to Beach/12 Mo	36,327	24.8%	89
Played Billiards or Pool/12 Mo	4,993	3.4%	80
Played Bingo/12 Mo	5,536	3.8%	108
Did Birdwatching/12 Mo	12,395	8.5%	116
Played Board Game/12 Mo	27,701	18.9%	84
Read Book/12 Mo	55,451	37.9%	96
Participated in Book Club/12 Mo	5,236	3.6%	90
Went on Overnight Camping Trip/12 Mo	19,561	13.4%	99
Played Cards/12 Mo	24,760	16.9%	93
Played Chess/12 Mo	3,896	2.7%	67
Played Computer Game Offline (w/Software)/12 Mo	12,876	8.8%	101
Played Computer Game Online/12 Mo	24,335	16.6%	107
Cooked for Fun/12 Mo	35,762	24.4%	88
Did Crossword Puzzle/12 Mo	22,890	15.6%	118
Danced or Went Dancing/12 Mo	7,954	5.4%	84
Attended Dance Performance/12 Mo	3,712	2.5%	98
Dined Out/12 Mo	76,449	52.2%	100
Flew a Drone/12 Mo	3,062	2.1%	83
Attended State or County Fair/12 Mo	11,225	7.7%	106
Participated in Fantasy Sports League/12 Mo	5,742	3.9%	83
Did Furniture Refinishing/12 Mo	6,977	4.8%	101
Gambled at Casino/12 Mo	14,845	10.1%	95
Gambled in Las Vegas/12 Mo	3,354	2.3%	72
Participated in Genealogy/12 Mo	7,324	5.0%	99
Attended Horse Races/12 Mo	2,339	1.6%	100
Participated in Karaoke/12 Mo	3,595	2.5%	76
Bought Lottery Ticket/12 Mo	47,507	32.5%	103
Played Lottery 6+ Times/30 Days	17,047	11.6%	119
Bought Daily Drawing Lottery Ticket/12 Mo	4,038	2.8%	87
Bought Instant Game Lottery Ticket/12 Mo	27,452	18.8%	102
Bought Mega Millions Lottery Ticket/12 Mo	23,376	16.0%	98
Bought Powerball Lottery Ticket/12 Mo	25,655	17.5%	100
Attended Movie/6 Mo	48,326	33.0%	89
Attended Movie 1+ Times Wk/90 Days	984	0.7%	81
Attended Movie 2-3 Times Month/90 Days	1,550	1.1%	84
Attended Movie 1 Time Month/90 Days	3,020	2.1%	79
Attended Movie < 1 Time Month/90 Days	35,809	24.5%	90
Saw Action Genre Movie at Theater/6 Mo	13,261	9.1%	88
Saw Adventure Genre Movie at Theater/6 Mo	13,693	9.4%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	6,583	4.5%	92
Saw Biography Genre Movie at Theater/6 Mo	2,955	2.0%	82
Saw Comedy Genre Movie at Theater/6 Mo	12,142	8.3%	87
Saw Crime Genre Movie at Theater/6 Mo	7,022	4.8%	86
Saw Drama Genre Movie at Theater/6 Mo	11,459	7.8%	88
Saw Family Genre Movie at Theater/6 Mo	4,437	3.0%	103
Saw Fantasy Genre Movie at Theater/6 Mo	6,054	4.1%	84
Saw Horror Genre Movie at Theater/6 Mo	4,275	2.9%	80
Saw Romance Genre Movie at Theater/6 Mo	2,858	2.0%	87
Saw Science Fiction Genre Movie at Theater/6 Mo	5,495	3.8%	80
Saw Thriller Genre Movie at Theater/6 Mo	6,119	4.2%	84
Went to Museum/12 Mo	12,074	8.3%	78
Attended Classical Music/Opera Performance/12 Mo	3,911	2.7%	102
Attended Country Music Performance/12 Mo	5,457	3.7%	109
Attended Rock Music Performance/12 Mo	7,437	5.1%	87
Played Musical Instrument/12 Mo	10,250	7.0%	83
Did Painting/Drawing/Sculpting/12 Mo	13,683	9.3%	89
Did Photo Album or Scrapbooking/12 Mo	5,681	3.9%	87
Did Photography/12 Mo	14,507	9.9%	88
Did Sudoku Puzzle/12 Mo	13,875	9.5%	99
Participated in Tailgating/12 Mo	3,068	2.1%	79
Went to Live Theater/12 Mo	7,682	5.2%	77
Visited Theme Park/12 Mo	14,479	9.9%	85
Visited Theme Park 5+ Days/12 Mo	3,417	2.3%	93
Participated in Trivia Games/12 Mo	10,146	6.9%	90
Played (Console) Video or Electronic Game/12 Mo	14,095	9.6%	75
Played (Portable) Video or Electronic Game/12 Mo	7,548	5.2%	78
Visited Indoor Water Park/12 Mo	1,967	1.3%	78
Did Woodworking/12 Mo	10,831	7.4%	131
Went to Zoo/12 Mo	10,979	7.5%	71
Bought 1-2 DVDs/30 Days	4,765	3.3%	127
Bought 3+ DVDs/30 Days	3,964	2.7%	129
Rented 1 DVD (Movie or Other Video)/30 Days	2,979	2.0%	102
Rented 2 DVDs (Movie or Other Video)/30 Days	3,132	2.1%	134
Rented 3+ DVDs (Movie or Other Video)/30 Days	5,016	3.4%	125
Rented Action or Adventure Movie/30 Days	24,083	16.5%	98
Rented Classic Movie/30 Days	7,348	5.0%	116
Rented Comedy Movie/30 Days	17,724	12.1%	92
Rented Drama Movie/30 Days	16,658	11.4%	105
Rented Family or Children`s Movie/30 Days	7,617	5.2%	96
Rented Foreign Movie/30 Days	2,339	1.6%	81
Rented Horror Movie/30 Days	6,538	4.5%	92
Rented Musical Movie/30 Days	3,104	2.1%	99
Rented News or Documentary Movie/30 Days	5,943	4.1%	110
Rented Romance Movie/30 Days	7,311	5.0%	117
Rented Science Fiction Movie/30 Days	7,658	5.2%	97
Rented TV Show Movie/30 Days	8,945	6.1%	100
Rented Western Movie/30 Days	3,857	2.6%	142
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	15,797	10.8%	91
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	6,646	4.5%	114
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	9,959	6.8%	107

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

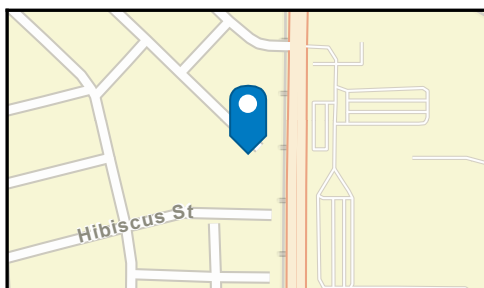
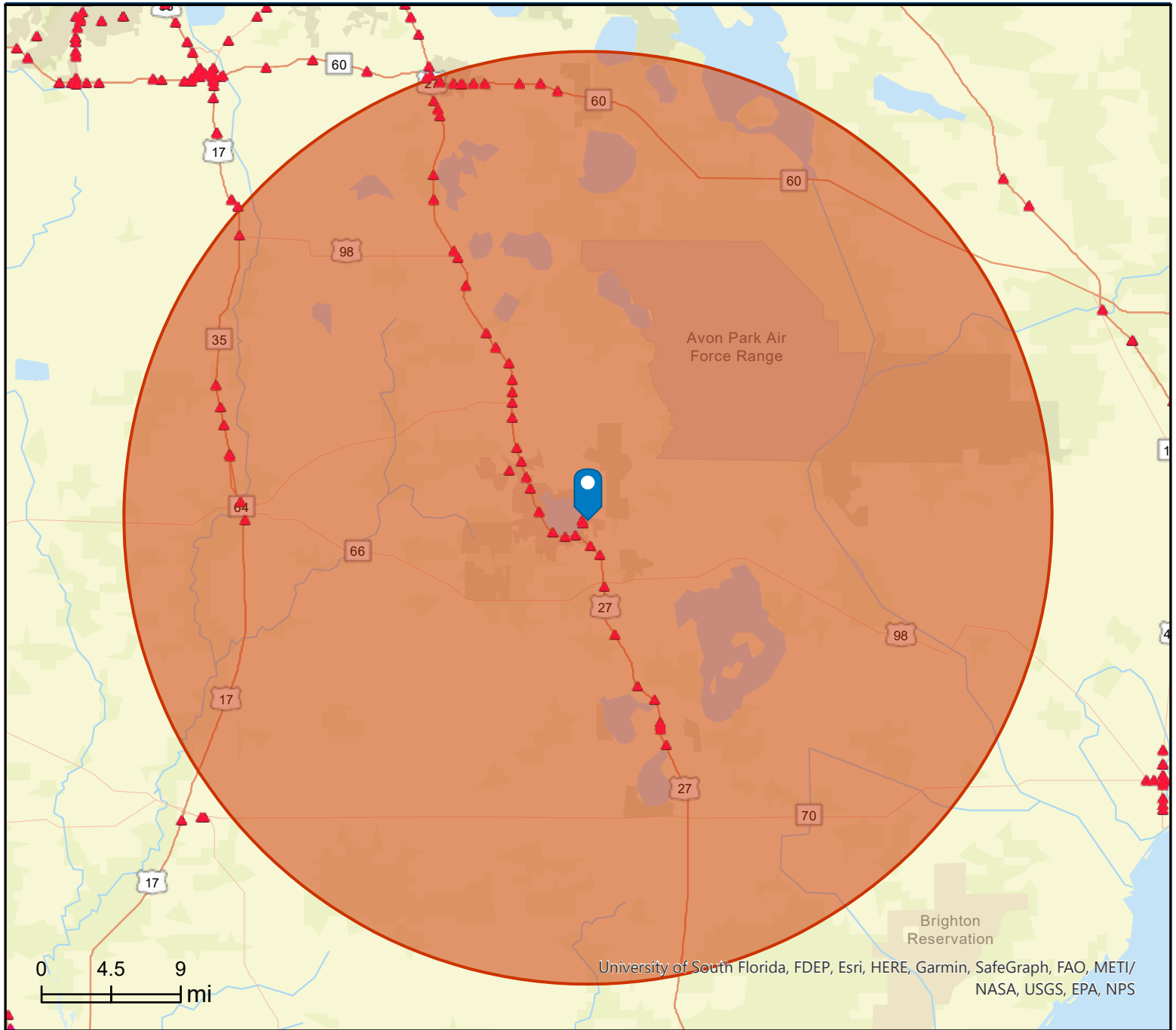
Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	51,632	35.3%	92
Spent \$1-49 on Toys or Games for Child/12 Mo	9,499	6.5%	91
Spent \$50-99 on Toys or Games for Child/12 Mo	4,352	3.0%	94
Spent \$100-199 on Toys or Games for Child/12 Mo	10,690	7.3%	95
Spent \$200-499 on Toys or Games for Child/12 Mo	15,759	10.8%	98
Spent \$500+ on Toys or Games for Child/12 Mo	7,875	5.4%	91
Bought Infant Toy/12 Mo	10,574	7.2%	101
Bought Pre-School Toy/12 Mo	10,090	6.9%	95
Bought Boy Action Figure for Child/12 Mo	9,807	6.7%	92
Bought Girl Action Figure for Child/12 Mo	4,543	3.1%	100
Bought Action Game for Child/12 Mo	3,792	2.6%	108
Bought Bicycle for Child/12 Mo	7,447	5.1%	89
Bought Board Game for Child/12 Mo	19,688	13.5%	90
Bought Builder Set for Child/12 Mo	7,454	5.1%	90
Bought Car for Child/12 Mo	10,326	7.1%	94
Bought Construction Toy for Child/12 Mo	10,143	6.9%	100
Bought Fashion Doll for Child/12 Mo	5,961	4.1%	90
Bought Large/Baby Doll for Child/12 Mo	9,873	6.7%	103
Bought Doll Accessories for Child/12 Mo	6,200	4.2%	109
Bought Doll Clothing for Child/12 Mo	5,303	3.6%	100
Bought Educational Toy for Child/12 Mo	18,734	12.8%	89
Bought Electronic Doll or Animal for Child/12 Mo	3,638	2.5%	97
Bought Electronic Game for Child/12 Mo	7,336	5.0%	89
Bought Mechanical Toy for Child/12 Mo	4,940	3.4%	86
Bought Model Kit or Set for Child/12 Mo	5,080	3.5%	94
Bought Plush Doll or Animal for Child/12 Mo	13,959	9.5%	95
Bought Sound Game for Child/12 Mo	1,746	1.2%	96
Bought Water Toy for Child/12 Mo	11,532	7.9%	96
Bought Word Game for Child/12 Mo	3,312	2.3%	99
Bought Digital Book/12 Mo	24,531	16.8%	89
Bought Hardcover Book/12 Mo	36,977	25.3%	93
Bought Paperback Book/12 Mo	44,923	30.7%	90
Bought 1-3 Books/12 Mo	31,265	21.4%	100
Bought 4-6 Books/12 Mo	13,751	9.4%	79
Bought 7+ Books/12 Mo	29,088	19.9%	95
Bought Fiction Book/12 Mo	44,143	30.2%	96
Bought Non-Fiction Book/12 Mo	37,821	25.8%	87
Bought Biography/12 Mo	12,172	8.3%	91
Bought Children`s Book/12 Mo	14,282	9.8%	93
Bought Cookbook/12 Mo	11,044	7.5%	108
Bought History Book/12 Mo	13,490	9.2%	89
Bought Mystery Book/12 Mo	20,936	14.3%	115
Bought Novel/12 Mo	22,885	15.6%	94
Bought Religious Book (Not Bible)/12 Mo	9,455	6.5%	105
Bought Romance Book/12 Mo	9,845	6.7%	112
Bought Science Fiction Book/12 Mo	8,076	5.5%	80
Bought Personal/Business Self-Help Book/12 Mo	9,002	6.2%	73
Bought Travel Book/12 Mo	2,991	2.0%	113
Purchased Greeting Card/6 Mo	79,553	54.4%	100
Bought Book from Barnes & Noble Store/12 Mo	12,758	8.7%	84
Bought Book from Oth Book Store/12 Mo	12,589	8.6%	89
Bought Book from Amazon Online/12 Mo	45,309	31.0%	87
Bought Book from Barnes & Noble Online/12 Mo	3,592	2.5%	95
Bought Book from iTunes/Apple Books/12 Mo	2,185	1.5%	92
Listened to Audiobook/6 Mo	9,390	6.4%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

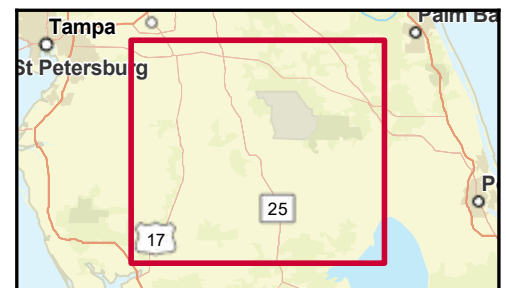
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Average Daily Traffic Volume

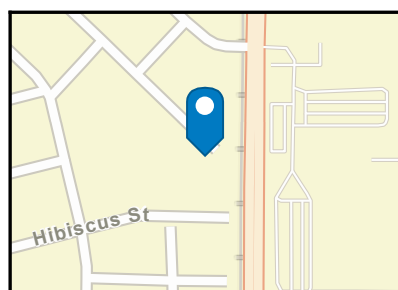
- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



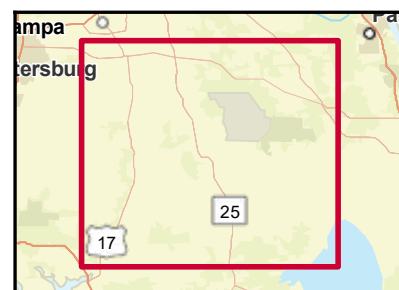
Source: ©2023 Kalibrate Technologies (Q2 2023).



Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424



L1: Affluent Estates	L8: Middle Ground
L2: Upscale Avenues	L9: Senior Styles
L3: Uptown Individuals	L10: Rustic Outposts
L4: Family Landscapes	L11: Midtown Singles
L5: GenXurban	L12: Hometown
L6: Cozy Country	L13: Next Wave
L7: Sprouting Explorers	L14: Scholars and Patriots



Page 1 of 2



Dominant Tapestry Map

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- | | |
|-----------------------------------------|-----------------------------------------|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hometown Heritage) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Workday Drive) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Economic BedRock) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Sincerity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (Diverse Convergence) |
| Segment 7A (Up and Coming Families) | Segment 13B (Family Extensions) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (Urban Edge Families) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Forging Opportunity) | Segment 13E (High Rise Renters) |
| Segment 7E (Farm to Table) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-60 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

2020 Residential Population:	2,117,664	2023 Total Sales	\$92,233,720,369
2023 Residential Population:	2,280,562	2023 Total Employees	615,099
2028 Residential Population:	2,423,722	Employee/Residential Population Ratio:	0.27:1
Annual Population Growth 2023 - 2028	1.23%	Total Number of Businesses:	65,342

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799919	Highlands County Fair Association Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	2	\$123,000
581208	Dough Boys Back Road Eatery Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	6	\$245,000
801126	M Braimah Saaka Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	4	\$1,422,000
801104	Highlands Medical Specialists-Cardiology and Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	N/A	N/A
801101	HCA Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	1	\$1,778,000
801101	HCA Highlands Medical Specialist Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	9	N/A
801101	HCA Florida Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
801101	Lawnwood Cardiology Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
833102	Highlands Regional Rehabilitation Sebring Pkwy Sebring, FL 33870	Branch	0.08 NE	5	N/A
801128	HCA Florida Highlands Medical Specialists- Sebring Pkwy Sebring, FL 33870	Independent	0.08 NE	6	\$1,778,000
801104	Peace River Center Sebring, FL	Branch	0.09 NE	6	\$231,000
806301	Peace River Center Sebring, FL 33870	Independent	0.09 NE	7	\$755,000
912103	Children's Advocacy Center Sebring Pkwy Sebring, FL 33870	Independent	0.10 NE	20	N/A
912103	Highlands County S Highlands Ave Sebring, FL 33870	Independent	0.11 NE	6	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-60 mile radii

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Latitude: 27.48834
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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
671901	Legacy Wealth Holdings LLC S Commerce Ave Sebring, FL 33870	Independent	0.13 N	2	\$979,000
733403	The Print Shop Inc S Commerce Ave Sebring, FL 33870	Independent	0.13 N	4	\$451,000
999977	Hovi & Box LLC S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
594137	Under Pressure Sports S Commerce Ave Sebring, FL 33870	Independent	0.16 N	1	\$148,000
799924	Dive 21 Inc S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
581208	Galati's Restaurant S Commerce Ave Sebring, FL 33870	Independent	0.16 NW	10	\$408,000
999977	Virtual Edge Technologies LLC S Commerce Ave Sebring, FL 33870	Independent	0.17 NW	N/A	N/A
573501	Musicland S Commerce Ave Sebring, FL 33870	Independent	0.17 N	2	\$510,000
821103	Sebring High School Kenilworth Blvd Sebring, FL 33870	Independent	0.17 SE	140	N/A
811103	The Paige Law Firm S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	3	\$359,000
999966	Divine Hope, Inc S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	N/A	N/A
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.20 S	N/A	N/A
509312	Reliable Sanitation Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.20 S	25	\$25,643,000
811103	Fletcher William B PA S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	3	\$359,000
811103	Sessums Law Group S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	5	\$598,000
552198	Bragg's Auto Sales Kenilworth Blvd Sebring, FL 33870	Independent	0.21 SW	1	\$630,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
809921	Cell Quest Wellness Inc Prosper Ave Sebring, FL 33870	Independent	0.22 SE	5	\$224,000
541103	J & S Foods Kenilworth Blvd Sebring, FL 33870	Independent	0.22 SW	3	\$800,000
811103	Ables & Craig, P.A. S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	3	N/A
912103	Highlands County Supervisor of Elections S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	10	N/A
593222	The Salvation Army Family Store Kenilworth Blvd Sebring, FL 33870	Branch	0.23 S	8	\$3,400,000
866110	Ebi Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SE	8	N/A
641112	Ridge Insurance Agency Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	4	\$478,000
641112	Florida Blue Kenilworth Blvd Sebring, FL 33870	Branch	0.24 SW	4	\$478,000
641112	Blue Cross & Blue Shield of Florida Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	2	\$239,000
912103	Highlands County Property Assor S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	5	N/A
738913	Highlands County Property S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	29	N/A
835101	Busy Kids Creative Learning Center Persimmon Ave Sebring, FL 33870	Independent	0.24 SW	25	\$673,000
912103	Highlands County Administrator S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
912103	Highlands County Budget Office S Commerce Ave Sebring, FL 33870	Independent	0.25 N	7	N/A
912103	Highlands County Special S Commerce Ave Sebring, FL 33870	Independent	0.25 N	2	N/A
912103	Highlands County Public Info S Commerce Ave Sebring, FL 33870	Independent	0.25 N	1	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912103	Highlands County Purchasing S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Clerk-Courts S Commerce Ave Sebring, FL 33870	Independent	0.25 N	86	N/A
912103	Highlands County Accountant Payables S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
922104	County of Highlands S Commerce Ave Sebring, FL 33870	Independent	0.25 N	34	N/A
921103	Clerk of the Circuit Court S Commerce Ave Sebring, FL 33870	Independent	0.25 N	80	N/A
962106	Highlands County FL Dept-Highway Safety- S Commerce Ave Sebring, FL 33870	Branch	0.25 N	7	N/A
962106	Highlands County Tax Collector S Commerce Ave Sebring, FL 33870	Independent	0.25 N	28	N/A
912103	Highlands County Criminal Division S Commerce Ave Sebring, FL 33870	Independent	0.25 N	12	N/A
912103	Highlands County Marriage LCNS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
602103	ATM S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A
912103	Highlands County Board S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
912103	Highlands County Tax Deeds S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Human RSRCS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	4	N/A
811103	County Attorney S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
999977	Revenue Recovery Solutions Inc S Commerce Ave Sebring, FL 33870	Independent	0.25 N	N/A	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
571236	D & N Cabinetry Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.25 SW	20	\$2,417,000
152144	E O Koch Construction LLC Swank Ave Sebring, FL 33870	Independent	0.26 SE	2	\$592,000
912103	Highlands County Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
472401	Tourist Development Council S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County E-911 Address S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Visitor S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County Building Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	10	N/A
912103	Highlands County Code Enforcement S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	5	N/A
912103	Highlands County Engineering S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	25	N/A
912103	Highlands County Utilities S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	3	N/A
912103	Highlands County Housing Office S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Planning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	7	N/A
912103	County of HGLDS-Tourism Development S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	8	N/A
733110	FedEx Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
078301	Crosson & Payne Tree & Land Service Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$169,000

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-60 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
078301	Crosson & Payne Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	1	\$85,000
729917	Art of Massage Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$26,000
753207	Halvorsen Auto Restyling Inc Persimmon Ave Sebring, FL 33870	Independent	0.26 SW	2	\$359,000
801104	Alicare Medical LLC Prosper Ave Sebring, FL 33870	Independent	0.26 SE	4	\$1,422,000
805198	St Camillus Post-Acute & Rehabilitation Center Kenilworth Blvd Sebring, FL 33870	Branch	0.27 SW	146	\$26,932,000
866127	Little Lambs Inc S Eucalyptus St Sebring, FL 33870	Independent	0.27 NW	2	N/A
912103	Highlands County Facility Management S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	23	N/A
799951	Highlands County Parks & Recreation S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	25	N/A
912103	Highlands County Sheriff's Office S Eucalyptus St Sebring, FL 33870	Independent	0.27 N	350	N/A
801104	First Choice Primary Care Poinsettia Ave Sebring, FL 33870	Independent	0.28 SW	9	\$1,422,000
871111	Polston Engineering Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	7	\$1,134,000
999977	Montana Jones Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	N/A	N/A
866107	First Christian Church Poinsettia Ave Sebring, FL 33870	Independent	0.28 W	3	N/A
162903	Costello Brothers Marine Construction Inc Production Dr Sebring, FL 33870	Independent	0.29 S	3	\$421,000
922202	Highlands County Public Defender S Fernleaf Ave Sebring, FL 33870	Branch	0.29 N	10	N/A
651303	Bayside Apartments Poinsettia Ave Sebring, FL 33870	Independent	0.29 W	3	\$425,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
481304	Det Coin Telephone Inc S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	5	\$1,576,000
802101	Sebring Family Dentistry S Eucalyptus St Sebring, FL 33870	Independent	0.29 NW	7	\$866,000
811103	Steve Kackley Attorney at Law PA S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$240,000
653108	MSMP Properties LLC S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$146,000
804922	Psychology & Paws LLC Oak Ave Sebring, FL 33870	Independent	0.29 NW	3	\$151,000
999977	I Have A Hope Inc Oak Ave Sebring, FL 33870	Independent	0.30 NW	N/A	N/A
821103	St Catherine Catholic School Kenilworth Blvd Sebring, FL 33870	Independent	0.30 SW	26	N/A
811103	Livingston & Livingston S Commerce Ave Sebring, FL 33870	Independent	0.31 NW	4	\$479,000
171105	Elite Plumbing Enterprises, LLC Production Dr Sebring, FL 33870	Independent	0.32 S	4	\$376,000
769962	In N Out Road Asst Inc Magnolia Ave Sebring, FL 33870	Independent	0.32 NW	1	\$106,000
912102	State Attorney S Eucalyptus St Sebring, FL 33870	Branch	0.32 NW	19	N/A
738907	Alison B Copley S Commerce Ave Sebring, FL 33870	Independent	0.32 NW	5	\$335,000
733603	M V Creation Design LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$113,000
599927	Frames & Images Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$306,000
811103	Swaine & Harris S Commerce Ave Sebring, FL 33870	Independent	0.33 NW	11	\$1,315,000
722121	Kaptured By Katara Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SE	2	\$58,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912102	Honorable Olin W Shinholser S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912102	Highlands County Circuit Judge S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
823106	Highlands County Law Library S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912103	Highlands County Pre Trial S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Civil Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Child Support S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Small Claims S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	5	N/A
912103	Highlands Juvenile Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Traffic Fines S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
921103	Highlands County Courthouse S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
799945	Dragons Lair Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SW	2	\$123,000
581208	Juicy Jerk Jamaican Cuisine Kenilworth Blvd Sebring, FL 33870	Independent	0.35 SE	6	\$245,000
866107	Saint Catherine Parish Hickory St Sebring, FL 33870	Independent	0.35 W	6	N/A
421401	Discount Mini Storage of Service Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	3	\$393,000
751303	U-Haul Neighborhood Dealer Lakeview Dr Sebring, FL 33870	Branch	0.36 SW	4	\$1,306,000
593208	Ekonomy Used Appliances Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	1	\$850,000

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508305	Living Water Services Inc Marlow Ave Sebring, FL 33870	Independent	0.36 SE	7	\$7,306,000
866107	Saint Catherine Spanish Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
866110	Catholic Womens Guild-Sebring Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
566101	Phoenix Molded Shoes Inserts A & Brace LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	3	\$400,000
999977	K S Legs N More LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	N/A	N/A
171105	Mr Rooter Plumbing Weigle Ave Sebring, FL 33870	Branch	0.37 E	6	\$563,000
912103	Highlands County Jail S Orange St Sebring, FL 33870	Independent	0.37 N	286	N/A
152115	Stewart Construction Kenilworth Blvd Sebring, FL 33870	Independent	0.38 W	1	\$296,000
866107	Southside Baptist Church S Commerce Ave Sebring, FL 33870	Independent	0.39 NW	1	N/A
171105	Fassler Plumbing Inc Weigle Ave Sebring, FL 33870	Independent	0.39 E	7	\$657,000
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.39 W	N/A	N/A
581208	Dimitris Family Restaurant Bar & Grill Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
581308	Touring Restaurant LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581301	Dimitris' 5 O'Clock Somewhere Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581208	Greek on the Street Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
653116	Boyd William K Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$73,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799101	CrossFit Sebring Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	1	\$40,000
533101	Dollar General Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	7	\$1,065,000
541105	Save-A-Lot Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	17	\$4,532,000
729917	Intuitive Massage Inc Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$26,000
571216	Sebring Furniture Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	3	\$363,000
609910	Western Union Agent Location Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	3	\$1,221,000
808201	Palms Home Care Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	9	\$797,000
599940	Angels on Consignment Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	1	\$153,000
811103	International Law Group PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	3	\$359,000
999977	Voss Blanco LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	N/A	N/A
801104	Peace River-Victim Service Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	6	\$116,000
832282	Healing Hope Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	5	\$116,000
999966	Florida Senior Living, LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	6	N/A
399302	AAA Mobile Signs LC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	N/A
808201	Art of Caring Homecare SVC Inc Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	10	N/A
832218	Volunteers of America of Florida Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	4	\$154,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
811103	Law Office of Patricia Lynch Franklin PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	\$240,000
871301	Germaine Surveying Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.40 SE	6	\$301,000
764109	Erwin Frank Upholstery Kenilworth Blvd Sebring, FL 33870	Independent	0.40 E	1	\$42,000
821103	Heartland Christian School Inc Persimmon Ave Sebring, FL 33870	Independent	0.40 S	20	N/A
821109	Highlands University Preparatory School Persimmon Ave Sebring, FL 33870	Independent	0.40 S	4	N/A
655302	Sebring City Pinecrest Cemetery S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	20	N/A
965104	Sebring Building Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	2	N/A
912104	Sebring, City S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
912112	Sebring City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	150	N/A
912112	City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
919904	Purchasing Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	1	N/A
953204	Planning & Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	3	N/A
953204	Sebring City Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	4	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.40 NW	N/A	N/A
869903	Heads Hearts-Hands-Heartland Penny Ave Sebring, FL 33870	Independent	0.40 SE	3	N/A
641112	On Site AG Service II Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	\$478,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
738999	Business Solution Service V C Group S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$134,000
754901	Artistic Towing & Recovery Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	1	\$102,000
521116	Just Screens LLC Weigle Ave Sebring, FL 33870	Independent	0.41 E	2	\$1,311,000
753201	Aries Auto Body & Restor Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$717,000
594141	Sic N Twisted Cycles Lakeview Dr Sebring, FL 33870	Independent	0.41 SW	2	\$296,000
912112	Sebring City Hall Sebring, FL 33870	Independent	0.41 NW	7	N/A
811103	The McNeal Law Firm PA S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$240,000
614114	Cooper Bails Bonds S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$949,000
614114	Reggie D Cooper Sr Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	N/A
873104	Mobile Lab Draws LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	N/A
874213	Heartland Citrus Marketing LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	3	\$347,000
509312	Antifreeze Recycling Services Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$3,078,000
614114	A-Sottile Bail Bonds S Orange St Sebring, FL 33870	Independent	0.42 NW	1	\$475,000
832218	Big Brothers Big Sisters N Fernleaf Ave Sebring, FL 33870	Branch	0.42 NW	3	\$116,000
801104	Sebring Medical Walk-in Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	3	\$1,067,000
801101	Fairmount Walk-in Medical Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	4	\$1,422,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
614108	Bail Bonds By Jack Cochran S Orange St Sebring, FL 33870	Independent	0.43 N	3	\$1,423,000
999977	FL-Forensic Lakeview Dr Sebring, FL 33870	Independent	0.44 W	N/A	N/A
832201	Common Sense Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.44 W	3	\$116,000
839916	Trinity Breast Pads N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	3	N/A
701107	Cozy Comfort Bed & Breakfast N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	1	\$435,000
864108	Sebring Bridge Club N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	5	N/A
811103	Avard Law Offices, PA Rose Ave Sebring, FL 33870	Branch	0.44 N	6	\$718,000
733801	Accurate Reporting Service Rose Ave Sebring, FL 33870	Independent	0.44 N	1	\$74,000
811103	Cloud Law Firm Rose Ave Sebring, FL 33870	Independent	0.44 N	3	\$479,000
811103	Burnetti, P.A. S Commerce Ave Sebring, FL 33870	Branch	0.44 NW	100	\$11,952,000
736303	AG Labor Service Inc N Fernleaf Ave Sebring, FL 33870	Independent	0.45 NW	6	\$697,000
508726	S & R Ventures Unlimited Inc Lakeview Dr Sebring, FL 33870	Independent	0.45 SW	4	\$2,707,000
839998	Florida Non-Profit Housing Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	13	N/A
653132	Highlands County Housing Authority Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	2	N/A
552102	Old English Motor Co Lakeview Dr Sebring, FL 33870	Independent	0.45 W	1	\$536,000
839998	Highland County V O A Living Center, Inc Queen Palm Ave Sebring, FL 33870	Independent	0.45 SE	1	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
422503	A A Storage Of Highlands County Spinks Rd Sebring, FL 33870	Independent	0.45 S	3	\$316,000
751303	U-Haul Neighborhood Dealer Spinks Rd Sebring, FL 33870	Branch	0.45 S	3	\$979,000
514703	T Simmons & Co Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$2,540,000
839998	Catch of the Day Inc Spinks Rd Sebring, FL 33870	Independent	0.45 S	4	N/A
872102	Professional Bookkeeping System Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$146,000
521101	Southwood Builders Supply Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	5	\$1,311,000
521101	Southwood Garage Doors-Screen Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	3	\$1,311,000
866107	Sebring Church of the Brethren S Pine St Sebring, FL 33870	Independent	0.46 NW	3	N/A
866107	Iglesia Hispana Asamblea De Dios S Pine St Sebring, FL 33870	Independent	0.46 NW	1	N/A
866107	Church Of The Nazarene S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	2	N/A
726103	Morris Funeral Chapel S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	4	\$388,000
866107	New Beginnings Church S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	5	N/A
866110	The Gideons International S Commerce Ave Sebring, FL 33870	Branch	0.46 NW	1	N/A
866107	Sebring Church of the Nazarene S Pine St Sebring, FL 33870	Independent	0.47 NW	6	N/A
864101	Elks Lodge 1529 Club Kenilworth Blvd Sebring, FL 33870	Branch	0.47 W	8	N/A
833104	Arc Ridge Area Queen Palm Ave Sebring, FL 33870	Branch	0.48 SE	5	N/A

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866107	First Presbyterian CHR-Sebring Poinsettia Ave Sebring, FL 33870	Independent	0.48 NW	5	N/A
723106	Palms Hair Salon S Pine St Sebring, FL 33870	Independent	0.48 NW	2	\$69,000
811103	Jennifer J Powell, PA S Pine St Sebring, FL 33870	Independent	0.49 NW	4	\$479,000
811103	The Law Firm of Elton J Gissendanner III S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$359,000
866107	Iglesia De Dios Refugio Eterno S Commerce Ave Sebring, FL 33870	Independent	0.49 NW	2	N/A
628205	J Biance Financial S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$862,000
731201	Hallmark Media Group Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$217,000
809907	Heartland Rural Health Network, Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	5	\$560,000
811103	Shirley Whitsitt Law Office S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$120,000
653118	All-Star Properties Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$73,000
651303	The Villa's of Sebring Spinks Ln Sebring, FL 33870	Independent	0.50 S	2	\$142,000
651303	Briarwood Apartments Spinks Ln Sebring, FL 33870	Independent	0.50 S	1	\$142,000
508305	Agri-Flow Lakeview Dr Sebring, FL 33870	Independent	0.51 W	4	\$4,175,000
514807	M E Stephens & Sons Fruit Company Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	5	\$5,578,000
999977	MBH Rentals LLC S Commerce Ave Sebring, FL 33870	Independent	0.51 NW	N/A	N/A
422503	Sebring Mini Warehouse Too Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$211,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-60 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
599931	Glass Bottle Outlet Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$306,000
821103	Fred Wild Elementary School Youth Care Ln Sebring, FL 33870	Independent	0.52 S	110	N/A
651303	Highlands Village II, Ltd Villa Rd Sebring, FL 33870	Independent	0.52 SW	3	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.52 NW	N/A	N/A
472402	Dac Travel SVC Lakeview Dr Sebring, FL 33870	Independent	0.52 W	1	N/A
555103	Bertram's Marine Repair Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.53 E	2	\$577,000
724101	House of David Barber Shop S Commerce Ave Sebring, FL 33870	Independent	0.53 NW	1	\$19,000
581212	Palms Court Catering S Pine St Sebring, FL 33870	Independent	0.54 NW	250	\$10,178,000
805101	The Palms of Sebring S Pine St Sebring, FL 33870	Independent	0.54 NW	5	\$560,000
811103	Michael L Keiber Law Offices S Commerce Ave Sebring, FL 33870	Independent	0.56 NW	4	\$479,000
866112	Temple Israel of Highlands County Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	1	N/A
864108	Sebring Doll Club Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	3	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Executive Summary

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-60 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

0 - 60 mile

Population

2010 Population	1,732,119
2020 Population	2,117,664
2023 Population	2,280,562
2028 Population	2,423,722
2010-2020 Annual Rate	2.03%
2020-2023 Annual Rate	2.31%
2023-2028 Annual Rate	1.23%
2023 Male Population	49.5%
2023 Female Population	50.5%
2023 Median Age	42.1

In the identified area, the current year population is 2,280,562. In 2020, the Census count in the area was 2,117,664. The rate of change since 2020 was 2.31% annually. The five-year projection for the population in the area is 2,423,722 representing a change of 1.23% annually from 2023 to 2028. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 42.1, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	59.0%
2023 Black Alone	11.6%
2023 American Indian/Alaska Native Alone	0.6%
2023 Asian Alone	2.3%
2023 Pacific Islander Alone	0.1%
2023 Other Race	11.0%
2023 Two or More Races	15.5%
2023 Hispanic Origin (Any Race)	30.7%

Persons of Hispanic origin represent 30.7% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 77.1 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	82
2010 Households	643,174
2020 Households	786,156
2023 Households	847,530
2028 Households	902,629
2010-2020 Annual Rate	2.03%
2020-2023 Annual Rate	2.34%
2023-2028 Annual Rate	1.27%
2023 Average Household Size	2.64

The household count in this area has changed from 786,156 in 2020 to 847,530 in the current year, a change of 2.34% annually. The five-year projection of households is 902,629, a change of 1.27% annually from the current year total. Average household size is currently 2.64, compared to 2.64 in the year 2020. The number of families in the current year is 601,785 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

August 27, 2023



Executive Summary

781 Magnolia Ave, Sebring, Florida, 33870
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0 - 60 mile

Mortgage Income

2023 Percent of Income for Mortgage 26.8%

Median Household Income

2023 Median Household Income \$61,195

2028 Median Household Income \$71,214

2023-2028 Annual Rate 3.08%

Average Household Income

2023 Average Household Income \$87,814

2028 Average Household Income \$102,129

2023-2028 Annual Rate 3.07%

Per Capita Income

2023 Per Capita Income \$32,684

2028 Per Capita Income \$38,081

2023-2028 Annual Rate 3.10%

GINI Index

2023 Gini Index 41.3

Households by Income

Current median household income is \$61,195 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$71,214 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$87,814 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$102,129 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$32,684 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$38,081 in five years, compared to \$47,525 for all U.S. households

Housing

2023 Housing Affordability Index 91

2010 Total Housing Units 806,167

2010 Owner Occupied Housing Units 470,536

2010 Renter Occupied Housing Units 172,614

2010 Vacant Housing Units 162,993

2020 Total Housing Units 917,219

2020 Vacant Housing Units 131,063

2023 Total Housing Units 980,920

2023 Owner Occupied Housing Units 628,890

2023 Renter Occupied Housing Units 218,640

2023 Vacant Housing Units 133,390

2028 Total Housing Units 1,037,156

2028 Owner Occupied Housing Units 677,556

2028 Renter Occupied Housing Units 225,074

2028 Vacant Housing Units 134,527

Socioeconomic Status Index

2023 Socioeconomic Status Index 46.6

Currently, 64.1% of the 980,920 housing units in the area are owner occupied; 22.3%, renter occupied; and 13.6% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 917,219 housing units in the area and 14.3% vacant housing units. The annual rate of change in housing units since 2020 is 2.09%. Median home value in the area is \$273,354, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.76% annually to \$283,915.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

August 27, 2023



Household Budget Expenditures

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary			2023	2028		
Population			2,280,562	2,423,722		
Households			847,530	902,629		
Average Household Size			2.64	2.64		
Families			601,785	640,492		
Median Age			42.1	42.5		
Median Household Income			\$61,195	\$71,214		
			Spending Potential	Average Amount		
			Index	Spent	Total	Percent
Total Expenditures			83	\$76,428.79	\$64,775,695,224	100.0%
Food			83	\$8,741.00	\$7,408,260,129	11.4%
Food at Home			83	\$5,670.83	\$4,806,200,242	7.4%
Food Away from Home			82	\$3,070.17	\$2,602,059,888	4.0%
Alcoholic Beverages			81	\$544.77	\$461,710,547	0.7%
Housing			82	\$25,172.87	\$21,334,764,948	32.9%
Shelter			81	\$20,191.60	\$17,112,982,823	26.4%
Utilities, Fuel and Public Services			86	\$4,981.28	\$4,221,782,125	6.5%
Household Operations			84	\$2,162.13	\$1,832,467,989	2.8%
Housekeeping Supplies			86	\$798.16	\$676,462,393	1.0%
Household Furnishings and Equipment			83	\$2,455.25	\$2,080,895,807	3.2%
Apparel and Services			80	\$1,769.64	\$1,499,825,804	2.3%
Transportation			85	\$8,714.29	\$7,385,622,243	11.4%
Travel			82	\$1,848.76	\$1,566,879,844	2.4%
Health Care			87	\$6,410.28	\$5,432,906,845	8.4%
Entertainment and Recreation			84	\$3,165.92	\$2,683,214,807	4.1%
Personal Care Products & Services			83	\$797.77	\$676,132,476	1.0%
Education			73	\$1,312.75	\$1,112,592,368	1.7%
Smoking Products			87	\$377.30	\$319,775,815	0.5%
Lotteries & Pari-mutuel Losses			78	\$40.36	\$34,207,328	0.1%
Legal Fees			85	\$178.29	\$151,102,061	0.2%
Funeral Expenses			92	\$109.91	\$93,155,826	0.1%
Safe Deposit Box Rentals			88	\$4.43	\$3,757,861	0.0%
Checking Account/Banking Service Charges			82	\$26.35	\$22,332,350	0.0%
Cemetery Lots/Vaults/Maintenance Fees			82	\$12.70	\$10,763,791	0.0%
Accounting Fees			81	\$93.72	\$79,433,753	0.1%
Miscellaneous Personal Services/Advertising/Fines			77	\$55.07	\$46,673,861	0.1%
Occupational Expenses			73	\$52.74	\$44,700,460	0.1%
Expenses for Other Properties			93	\$105.54	\$89,447,816	0.1%
Credit Card Membership Fees			77	\$8.95	\$7,582,447	0.0%
Shopping Club Membership Fees			84	\$50.44	\$42,752,616	0.1%
Support Payments/Cash Contributions/Gifts in Kind			87	\$2,715.31	\$2,301,308,714	3.6%
Life/Other Insurance			84	\$581.15	\$492,545,057	0.8%
Pensions and Social Security			80	\$7,768.77	\$6,584,266,102	10.2%

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

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

August 27, 2023



Recreation Expenditures

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		2,280,562	2,423,722
Households		847,530	902,629
Families		601,785	640,492
Median Age		42.1	42.5
Median Household Income		\$61,195	\$71,214
	Spending Potential Index	Average Amount Spent	Total
TV/Video/Audio	86	\$1,158.49	\$981,857,015
Cable & Satellite Television Services	87	\$747.74	\$633,734,982
Televisions & Video	84	\$297.63	\$252,254,520
Audio	82	\$110.67	\$93,796,705
Rental of TV/VCR/Radio/Sound Equipment	104	\$0.78	\$659,777
Repair of TV/Radio/Sound Equipment	82	\$1.66	\$1,411,031
Entertainment/Recreation Fees and Admissions	79	\$565.77	\$479,507,354
Tickets to Theatre/Operas/Concerts	80	\$43.46	\$36,830,361
Tickets to Movies	82	\$22.70	\$19,240,223
Tickets to Parks or Museums	84	\$23.49	\$19,910,519
Admission to Sporting Events, excl.Trips	75	\$44.02	\$37,304,726
Fees for Participant Sports, excl.Trips	86	\$102.57	\$86,930,943
Fees for Recreational Lessons	74	\$107.76	\$91,332,974
Membership Fees for Social/Recreation/Health Clubs	80	\$221.03	\$187,328,945
Dating Services	69	\$0.74	\$628,662
Toys/Games/Crafts/Hobbies	84	\$132.25	\$112,088,148
Toys/Games/Arts/Crafts/Tricycles	82	\$107.27	\$90,912,845
Playground Equipment	89	\$7.16	\$6,067,965
Play Arcade Pinball/Video Games	93	\$1.59	\$1,351,447
Online Gaming Services	82	\$7.59	\$6,432,455
Stamp & Coin Collecting	99	\$8.64	\$7,323,436
Recreational Vehicles and Fees	81	\$122.16	\$103,536,974
Docking and Landing Fees for Boats and Planes	82	\$12.51	\$10,602,958
Camp Fees	60	\$22.59	\$19,146,763
Payments on Boats/Trailers/Campers/RVs	93	\$62.67	\$53,113,848
Rental of Boats/Trailers/Campers/RVs	81	\$24.39	\$20,673,406
Sports, Recreation and Exercise Equipment	86	\$240.70	\$204,001,963
Exercise Equipment and Gear, Game Tables	86	\$83.70	\$70,938,677
Bicycles	82	\$46.63	\$39,521,078
Camping Equipment	83	\$16.46	\$13,948,719
Hunting and Fishing Equipment	90	\$61.18	\$51,850,044
Winter Sports Equipment	71	\$6.99	\$5,922,776
Water Sports Equipment	88	\$12.46	\$10,564,206
Other Sports Equipment	92	\$10.23	\$8,674,297
Rental/Repair of Sports/Recreation/Exercise Equipment	81	\$2.61	\$2,210,530
Photographic Equipment and Supplies	80	\$37.24	\$31,563,975
Film	70	\$0.30	\$256,549
Photo Processing	80	\$6.40	\$5,423,763
Photographic Equipment	78	\$13.23	\$11,211,884
Photographer Fees/Other Supplies & Equip Rental/Repair	81	\$17.31	\$14,671,779
Reading	83	\$104.83	\$88,849,173
Magazine/Newspaper Subscriptions	82	\$36.13	\$30,618,654
Magazine/Newspaper Single Copies	84	\$4.67	\$3,954,554
Books	82	\$34.85	\$29,538,509
Digital Book Readers	83	\$29.19	\$24,737,457

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Detail may not sum to totals due to rounding.

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

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		2,280,562	2,423,722
Population 18+		1,805,453	1,919,888
Households		847,530	902,629
Median Household Income		\$61,195	\$71,214
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	139,702	7.7%	93
Participated in Archery/12 Mo	43,779	2.4%	100
Participated in Backpacking/12 Mo	66,170	3.7%	103
Participated in Baseball/12 Mo	44,590	2.5%	96
Participated in Basketball/12 Mo	93,132	5.2%	90
Participated in Bicycling (Mountain)/12 Mo	58,945	3.3%	91
Participated in Bicycling (Road)/12 Mo	208,538	11.6%	96
Participated in Boating (Power)/12 Mo	91,895	5.1%	106
Participated in Bowling/12 Mo	121,408	6.7%	100
Participated in Canoeing or Kayaking/12 Mo	135,719	7.5%	100
Participated in Fishing (Fresh Water)/12 Mo	210,552	11.7%	111
Participated in Fishing (Salt Water)/12 Mo	70,650	3.9%	114
Participated in Football/12 Mo	43,522	2.4%	101
Participated in Frisbee/12 Mo	58,580	3.2%	94
Participated in Golf/12 Mo	146,213	8.1%	102
Participated in Hiking/12 Mo	305,022	16.9%	89
Participated in Horseback Riding/12 Mo	33,657	1.9%	97
Participated in Hunting w/Rifle/12 Mo	66,012	3.7%	108
Participated in Hunting w/Shotgun/12 Mo	46,756	2.6%	104
Participated in Ice Skating/12 Mo	33,982	1.9%	85
Participated in Jogging or Running/12 Mo	174,001	9.6%	85
Participated in Motorcycling/12 Mo	53,949	3.0%	113
Participated in Pilates/12 Mo	46,095	2.6%	91
Participated in Ping Pong/12 Mo	57,905	3.2%	93
Participated in Rock Climbing/12 Mo	26,269	1.5%	94
Participated in Roller Skating/12 Mo	29,203	1.6%	101
Participated in Skiing (Downhill)/12 Mo	38,769	2.1%	83
Participated in Soccer/12 Mo	51,792	2.9%	91
Participated in Softball/12 Mo	28,682	1.6%	98
Participated in Swimming/12 Mo	273,434	15.1%	101
Participated in Target Shooting/12 Mo	94,591	5.2%	105
Participated in Tennis/12 Mo	59,738	3.3%	87
Participated in Volleyball/12 Mo	39,852	2.2%	94
Participated in Walking for Exercise/12 Mo	600,469	33.3%	98
Participated in Weight Lifting/12 Mo	241,089	13.4%	95
Participated in Yoga/12 Mo	174,509	9.7%	88
Participated in Zumba/12 Mo	54,835	3.0%	98
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	124,228	6.9%	99
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	113,468	6.3%	100
Spent \$250+ on Sports/Recreation Equipment/12 Mo	182,583	10.1%	99
Attend College Basketball Game/12 Mo	19,414	1.1%	98
Attend College Football Game/12 Mo	36,514	2.0%	98
Attend High School Sports Events/12 Mo	51,971	2.9%	101
Attend MLB Regular Season Baseball Game/12 Mo	40,667	2.3%	85
Attend Sports Events	185,578	10.3%	91
Listen to Sports on Radio	144,737	8.0%	91
Watch Alpine Skiing or Ski Jumping on TV	48,999	2.7%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	78,710	4.4%	104
Watch Bicycle Racing on TV	37,239	2.1%	102
Watch Bowling on TV	41,112	2.3%	101
Watch Boxing on TV	112,410	6.2%	99
Watch College Basketball on TV	209,248	11.6%	96
Watch College Football on TV	485,137	26.9%	101
Watch Esports on TV	51,949	2.9%	90
Watch Figure Skating on TV	94,024	5.2%	102
Watch Fishing on TV	67,082	3.7%	115
Watch Gymnastics on TV	86,198	4.8%	99
Watch High School Sports on TV	76,617	4.2%	93
Watch Horse Racing (at Track or OTB) on TV	53,446	3.0%	106
Watch International Soccer on TV	95,931	5.3%	92
Watch LPGA Golf on TV	54,078	3.0%	102
Watch Marathon/Triathlon/Obstacle Race on TV	21,619	1.2%	95
Watch Men`s Tennis on TV	114,058	6.3%	93
Watch MLB Playoffs/World Series Baseball on TV	282,588	15.7%	97
Watch MLB Regular Season Baseball on TV	320,706	17.8%	96
Watch MLS Soccer on TV	81,428	4.5%	93
Watch Motorcycle Racing on TV	31,910	1.8%	109
Watch NASCAR Auto Racing on TV	160,028	8.9%	114
Watch NBA Playoffs or Finals Basketball on TV	232,887	12.9%	90
Watch NBA Regular Season Basketball on TV	223,826	12.4%	89
Watch NCAA Tournament Basketball on TV	175,997	9.7%	94
Watch NFL Playoffs or Super Bowl Football on TV	581,554	32.2%	98
Watch NFL Sun/Mon/Thu Night Football Games on TV	580,576	32.2%	99
Watch NFL Weekend Football Games on TV	540,142	29.9%	99
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	124,528	6.9%	96
Watch NHL Regular Season Ice Hockey on TV	126,967	7.0%	91
Watch Oth Mixed Martial Arts (MMA) on TV	54,617	3.0%	106
Watch PGA Golf on TV	240,274	13.3%	106
Watch Pro Beach Volleyball on TV	30,593	1.7%	92
Watch Pro Bull Riding on TV	50,563	2.8%	112
Watch Rodeo on TV	35,425	2.0%	112
Watch Sports on TV	1,101,039	61.0%	99
Watch Summer Extreme Sports on TV	36,630	2.0%	116
Watch Summer Olympics on TV	198,091	11.0%	98
Watch Track & Field on TV	56,347	3.1%	97
Watch U.S. Men's Soccer National Team on TV	61,851	3.4%	96
Watch U.S. Women's Soccer National Team on TV	57,775	3.2%	94
Watch Ultimate Fighting Championship (UFC) on TV	81,669	4.5%	103
Watch Winter Extreme Sports on TV	38,126	2.1%	110
Watch Winter Olympics on TV	138,164	7.7%	100
Watch WNBA Basketball on TV	45,119	2.5%	92
Watch Women's Tennis on TV	115,839	6.4%	96
Watch World Cup Soccer on TV	90,512	5.0%	93
Watch Wrestling (WWE) on TV	66,857	3.7%	96
College Basketball Super Fan (10-10 on 10 Scale)	47,877	2.7%	95
College Football Super Fan (10-10 on 10 Scale)	103,637	5.7%	104
Golf Super Fan (10-10 on 10 Scale)	31,444	1.7%	109
High School Sports Super Fan (10-10 on 10 Scale)	33,874	1.9%	92
Intl Soccer Super Fan (10-10 on 10 Scale)	34,810	1.9%	85
MLB Super Fan (10-10 on 10 Scale)	74,050	4.1%	98
MLS Soccer Super Fan (10-10 on 10 Scale)	19,369	1.1%	91
NASCAR Super Fan (10-10 on 10 Scale)	29,650	1.6%	104
NBA Super Fan (10-10 on 10 Scale)	60,700	3.4%	87
NFL Super Fan (10-10 on 10 Scale)	169,722	9.4%	101
NHL Super Fan (10-10 on 10 Scale)	35,830	2.0%	89
Pro Wrestling Super Fan (10-10 on 10 Scale)	19,456	1.1%	91

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	340,348	18.9%	112
Member of Church Board	50,896	2.8%	106
Member of Fraternal Order	45,913	2.5%	104
Member of Religious Club	48,253	2.7%	97
Member of Union	68,881	3.8%	82
Member of Veterans Club	54,798	3.0%	120
Participate in Indoor Gardening or Plant Care	279,372	15.5%	96
Attended Adult Education Course/12 Mo	183,680	10.2%	92
Visited Aquarium/12 Mo	101,052	5.6%	100
Went to Art Gallery/12 Mo	118,981	6.6%	92
Attended Auto Show/12 Mo	89,912	5.0%	110
Did Baking/12 Mo	551,579	30.6%	97
Barbecued/12 Mo	572,435	31.7%	100
Went to Bar or Night Club/12 Mo	278,082	15.4%	95
Went to Beach/12 Mo	471,685	26.1%	94
Played Billiards or Pool/12 Mo	71,944	4.0%	93
Played Bingo/12 Mo	67,123	3.7%	107
Did Birdwatching/12 Mo	136,597	7.6%	104
Played Board Game/12 Mo	383,792	21.3%	94
Read Book/12 Mo	693,325	38.4%	97
Participated in Book Club/12 Mo	65,998	3.7%	92
Went on Overnight Camping Trip/12 Mo	248,001	13.7%	102
Played Cards/12 Mo	317,982	17.6%	97
Played Chess/12 Mo	59,686	3.3%	83
Played Computer Game Offline (w/Software)/12 Mo	156,230	8.7%	99
Played Computer Game Online/12 Mo	281,829	15.6%	101
Cooked for Fun/12 Mo	471,024	26.1%	94
Did Crossword Puzzle/12 Mo	245,268	13.6%	102
Danced or Went Dancing/12 Mo	114,254	6.3%	98
Attended Dance Performance/12 Mo	45,412	2.5%	97
Dined Out/12 Mo	937,602	51.9%	99
Flew a Drone/12 Mo	42,088	2.3%	93
Attended State or County Fair/12 Mo	136,780	7.6%	105
Participated in Fantasy Sports League/12 Mo	79,168	4.4%	93
Did Furniture Refinishing/12 Mo	87,813	4.9%	103
Gambled at Casino/12 Mo	188,941	10.5%	98
Gambled in Las Vegas/12 Mo	53,793	3.0%	93
Participated in Genealogy/12 Mo	89,683	5.0%	99
Attended Horse Races/12 Mo	30,437	1.7%	105
Participated in Karaoke/12 Mo	55,574	3.1%	95
Bought Lottery Ticket/12 Mo	582,937	32.3%	102
Played Lottery 6+ Times/30 Days	193,683	10.7%	109
Bought Daily Drawing Lottery Ticket/12 Mo	53,072	2.9%	93
Bought Instant Game Lottery Ticket/12 Mo	337,123	18.7%	102
Bought Mega Millions Lottery Ticket/12 Mo	297,414	16.5%	101
Bought Powerball Lottery Ticket/12 Mo	325,778	18.0%	103
Attended Movie/6 Mo	644,860	35.7%	97
Attended Movie 1+ Times Wk/90 Days	14,488	0.8%	96
Attended Movie 2-3 Times Month/90 Days	22,079	1.2%	97
Attended Movie 1 Time Month/90 Days	42,199	2.3%	89
Attended Movie < 1 Time Month/90 Days	468,950	26.0%	95
Saw Action Genre Movie at Theater/6 Mo	182,010	10.1%	98
Saw Adventure Genre Movie at Theater/6 Mo	186,078	10.3%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	90,877	5.0%	103
Saw Biography Genre Movie at Theater/6 Mo	41,743	2.3%	94
Saw Comedy Genre Movie at Theater/6 Mo	170,394	9.4%	99
Saw Crime Genre Movie at Theater/6 Mo	96,492	5.3%	96
Saw Drama Genre Movie at Theater/6 Mo	157,133	8.7%	98
Saw Family Genre Movie at Theater/6 Mo	59,585	3.3%	112
Saw Fantasy Genre Movie at Theater/6 Mo	89,967	5.0%	101
Saw Horror Genre Movie at Theater/6 Mo	62,727	3.5%	95
Saw Romance Genre Movie at Theater/6 Mo	38,943	2.2%	96
Saw Science Fiction Genre Movie at Theater/6 Mo	79,999	4.4%	94
Saw Thriller Genre Movie at Theater/6 Mo	86,292	4.8%	96
Went to Museum/12 Mo	170,738	9.5%	89
Attended Classical Music/Opera Performance/12 Mo	47,068	2.6%	100
Attended Country Music Performance/12 Mo	64,376	3.6%	105
Attended Rock Music Performance/12 Mo	98,807	5.5%	94
Played Musical Instrument/12 Mo	140,619	7.8%	92
Did Painting/Drawing/Sculpting/12 Mo	183,132	10.1%	97
Did Photo Album or Scrapbooking/12 Mo	72,183	4.0%	90
Did Photography/12 Mo	193,981	10.7%	95
Did Sudoku Puzzle/12 Mo	167,933	9.3%	97
Participated in Tailgating/12 Mo	43,159	2.4%	90
Went to Live Theater/12 Mo	108,804	6.0%	88
Visited Theme Park/12 Mo	204,408	11.3%	97
Visited Theme Park 5+ Days/12 Mo	47,791	2.6%	105
Participated in Trivia Games/12 Mo	128,706	7.1%	93
Played (Console) Video or Electronic Game/12 Mo	210,370	11.7%	91
Played (Portable) Video or Electronic Game/12 Mo	108,979	6.0%	91
Visited Indoor Water Park/12 Mo	29,438	1.6%	94
Did Woodworking/12 Mo	110,156	6.1%	108
Went to Zoo/12 Mo	178,683	9.9%	94
Bought 1-2 DVDs/30 Days	50,872	2.8%	110
Bought 3+ DVDs/30 Days	42,126	2.3%	111
Rented 1 DVD (Movie or Other Video)/30 Days	37,548	2.1%	104
Rented 2 DVDs (Movie or Other Video)/30 Days	33,851	1.9%	118
Rented 3+ DVDs (Movie or Other Video)/30 Days	55,217	3.1%	111
Rented Action or Adventure Movie/30 Days	298,410	16.5%	99
Rented Classic Movie/30 Days	81,499	4.5%	104
Rented Comedy Movie/30 Days	224,032	12.4%	94
Rented Drama Movie/30 Days	195,862	10.8%	100
Rented Family or Children`s Movie/30 Days	96,867	5.4%	99
Rented Foreign Movie/30 Days	30,283	1.7%	85
Rented Horror Movie/30 Days	83,179	4.6%	95
Rented Musical Movie/30 Days	36,176	2.0%	93
Rented News or Documentary Movie/30 Days	65,931	3.7%	99
Rented Romance Movie/30 Days	80,670	4.5%	105
Rented Science Fiction Movie/30 Days	93,176	5.2%	95
Rented TV Show Movie/30 Days	103,870	5.8%	94
Rented Western Movie/30 Days	38,003	2.1%	113
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	199,323	11.0%	93
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	76,038	4.2%	105
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	126,158	7.0%	110

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 60 mile radius

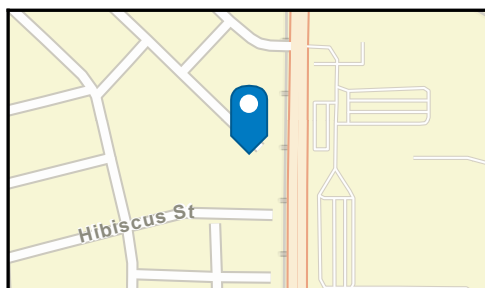
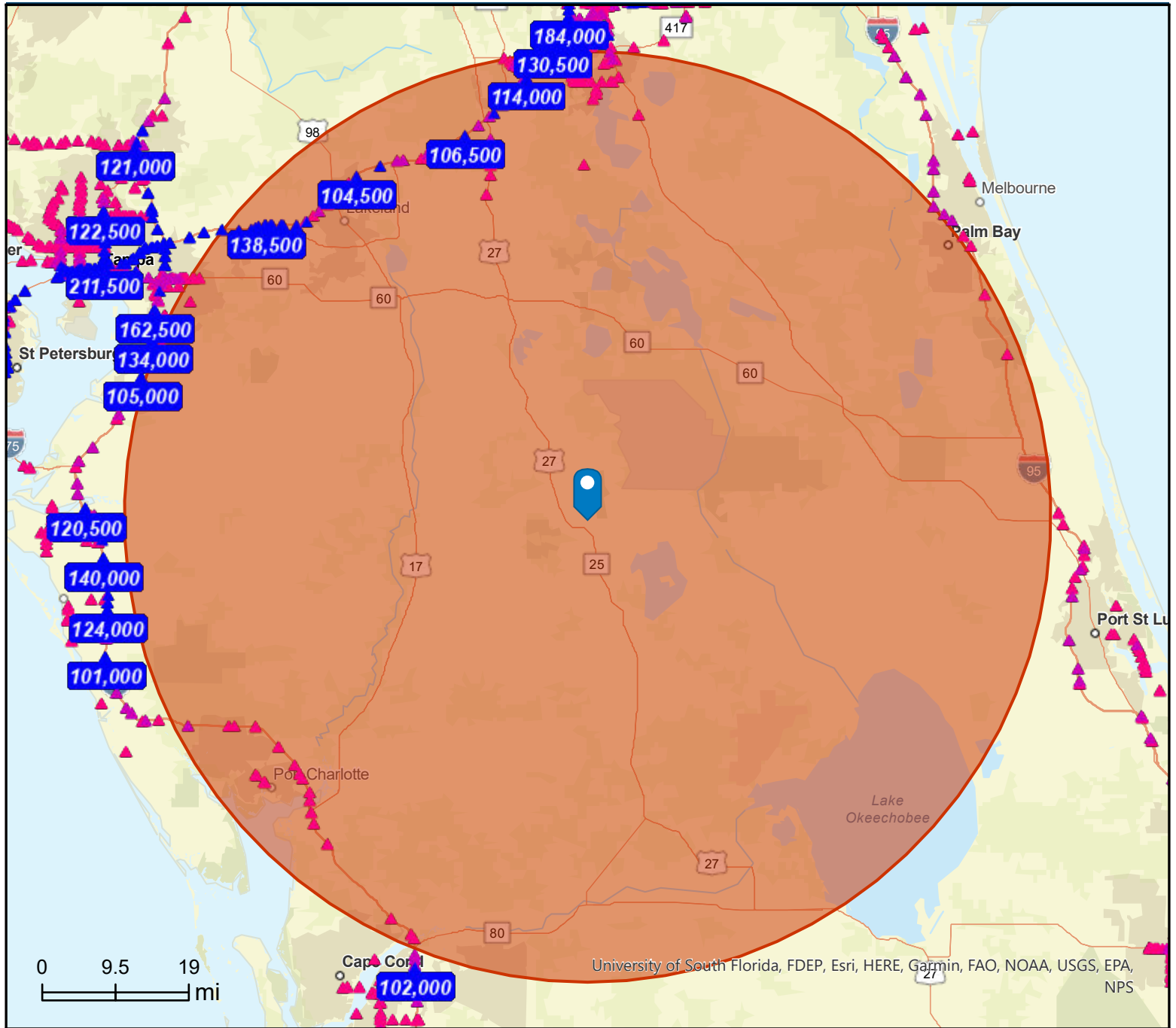
Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children's Toy or Game/12 Mo	678,879	37.6%	99
Spent \$1-49 on Toys or Games for Child/12 Mo	125,746	7.0%	97
Spent \$50-99 on Toys or Games for Child/12 Mo	55,648	3.1%	97
Spent \$100-199 on Toys or Games for Child/12 Mo	137,689	7.6%	99
Spent \$200-499 on Toys or Games for Child/12 Mo	202,667	11.2%	102
Spent \$500+ on Toys or Games for Child/12 Mo	104,810	5.8%	98
Bought Infant Toy/12 Mo	131,081	7.3%	101
Bought Pre-School Toy/12 Mo	130,890	7.2%	100
Bought Boy Action Figure for Child/12 Mo	135,710	7.5%	103
Bought Girl Action Figure for Child/12 Mo	54,515	3.0%	97
Bought Action Game for Child/12 Mo	47,059	2.6%	108
Bought Bicycle for Child/12 Mo	105,067	5.8%	102
Bought Board Game for Child/12 Mo	268,245	14.9%	99
Bought Builder Set for Child/12 Mo	101,715	5.6%	100
Bought Car for Child/12 Mo	136,201	7.5%	101
Bought Construction Toy for Child/12 Mo	129,574	7.2%	103
Bought Fashion Doll for Child/12 Mo	82,403	4.6%	101
Bought Large/Baby Doll for Child/12 Mo	124,368	6.9%	106
Bought Doll Accessories for Child/12 Mo	73,047	4.0%	104
Bought Doll Clothing for Child/12 Mo	66,251	3.7%	101
Bought Educational Toy for Child/12 Mo	257,894	14.3%	100
Bought Electronic Doll or Animal for Child/12 Mo	47,278	2.6%	102
Bought Electronic Game for Child/12 Mo	104,375	5.8%	102
Bought Mechanical Toy for Child/12 Mo	70,255	3.9%	100
Bought Model Kit or Set for Child/12 Mo	67,849	3.8%	102
Bought Plush Doll or Animal for Child/12 Mo	178,739	9.9%	98
Bought Sound Game for Child/12 Mo	23,290	1.3%	103
Bought Water Toy for Child/12 Mo	151,336	8.4%	102
Bought Word Game for Child/12 Mo	42,836	2.4%	104
Bought Digital Book/12 Mo	320,231	17.7%	94
Bought Hardcover Book/12 Mo	468,624	26.0%	96
Bought Paperback Book/12 Mo	581,509	32.2%	95
Bought 1-3 Books/12 Mo	388,986	21.5%	101
Bought 4-6 Books/12 Mo	192,359	10.7%	90
Bought 7+ Books/12 Mo	361,757	20.0%	96
Bought Fiction Book/12 Mo	549,960	30.5%	97
Bought Non-Fiction Book/12 Mo	503,756	27.9%	94
Bought Biography/12 Mo	159,378	8.8%	96
Bought Children's Book/12 Mo	183,005	10.1%	97
Bought Cookbook/12 Mo	124,093	6.9%	98
Bought History Book/12 Mo	176,125	9.8%	94
Bought Mystery Book/12 Mo	224,362	12.4%	100
Bought Novel/12 Mo	279,156	15.5%	93
Bought Religious Book (Not Bible)/12 Mo	114,086	6.3%	103
Bought Romance Book/12 Mo	113,160	6.3%	104
Bought Science Fiction Book/12 Mo	113,376	6.3%	91
Bought Personal/Business Self-Help Book/12 Mo	136,198	7.5%	90
Bought Travel Book/12 Mo	33,970	1.9%	104
Purchased Greeting Card/6 Mo	975,973	54.1%	100
Bought Book from Barnes & Noble Store/12 Mo	177,083	9.8%	94
Bought Book from Oth Book Store/12 Mo	162,981	9.0%	94
Bought Book from Amazon Online/12 Mo	599,954	33.2%	93
Bought Book from Barnes & Noble Online/12 Mo	43,800	2.4%	94
Bought Book from iTunes/Apples Books/12 Mo	27,613	1.5%	94
Listened to Audiobook/6 Mo	136,531	7.6%	91

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August 27, 2023



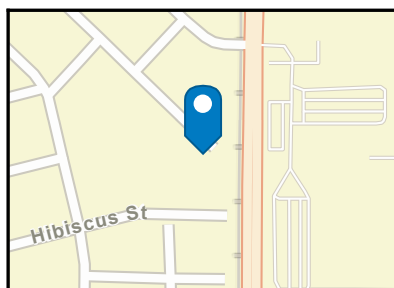
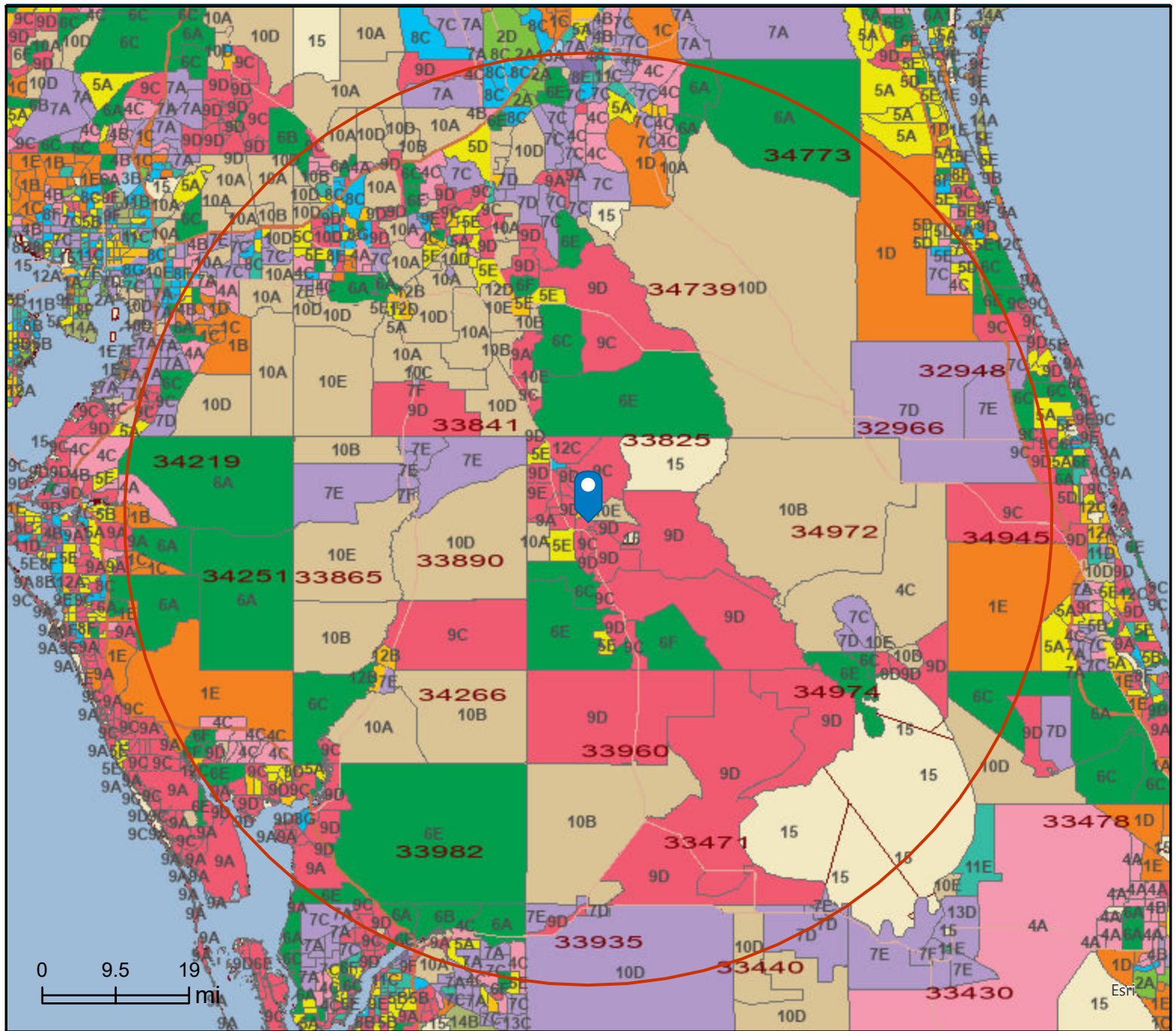
Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q2 2023).

August 27, 2023



Tapestry LifeMode

- | | |
|--------------------------------------------------------------------|-----------------------------------------------------------------|
| ■ L1: Affluent Estates | ■ L8: Middle Ground |
| ■ L2: Upscale Avenues | ■ L9: Senior Styles |
| ■ L3: Uptown Individuals | ■ L10: Rustic Outposts |
| ■ L4: Family Landscapes | ■ L11: Midtown Singles |
| ■ L5: GenXurban | ■ L12: Hometown |
| ■ L6: Cozy Country | ■ L13: Next Wave |
| ■ L7: Sprouting Explorers | ■ L14: Scholars and Patriots |



Source: Esri

August 27, 2023



Dominant Tapestry Map

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-60 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- | | |
|-----------------------------------------|-----------------------------------------|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hometown Heritage) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Workday Drive) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Economic BedRock) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Sincerity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (Diverse Convergence) |
| Segment 7A (Up and Coming Families) | Segment 13B (Family Extensions) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (Urban Edge Families) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Forging Opportunity) | Segment 13E (High Rise Renters) |
| Segment 7E (Farm to Table) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

2020 Residential Population:	13,619,849	2023 Total Sales	\$92,233,720,369
2023 Residential Population:	14,231,312	2023 Total Employees	5,806,480
2028 Residential Population:	14,725,727	Employee/Residential Population Ratio:	0.41:1
Annual Population Growth 2023 - 2028	0.69%	Total Number of Businesses:	642,808

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799919	Highlands County Fair Association Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	2	\$123,000
581208	Dough Boys Back Road Eatery Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	6	\$245,000
801126	M Braimah Saaka Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	4	\$1,422,000
801104	Highlands Medical Specialists-Cardiology and Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	N/A	N/A
801101	HCA Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	1	\$1,778,000
801101	HCA Highlands Medical Specialist Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	9	N/A
801101	HCA Florida Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
801101	Lawnwood Cardiology Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
833102	Highlands Regional Rehabilitation Sebring Pkwy Sebring, FL 33870	Branch	0.08 NE	5	N/A
801128	HCA Florida Highlands Medical Specialists- Sebring Pkwy Sebring, FL 33870	Independent	0.08 NE	6	\$1,778,000
801104	Peace River Center Sebring, FL	Branch	0.09 NE	6	\$231,000
806301	Peace River Center Sebring, FL 33870	Independent	0.09 NE	7	\$755,000
912103	Children's Advocacy Center Sebring Pkwy Sebring, FL 33870	Independent	0.10 NE	20	N/A
912103	Highlands County S Highlands Ave Sebring, FL 33870	Independent	0.11 NE	6	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
671901	Legacy Wealth Holdings LLC S Commerce Ave Sebring, FL 33870	Independent	0.13 N	2	\$979,000
733403	The Print Shop Inc S Commerce Ave Sebring, FL 33870	Independent	0.13 N	4	\$451,000
999977	Hovi & Box LLC S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
594137	Under Pressure Sports S Commerce Ave Sebring, FL 33870	Independent	0.16 N	1	\$148,000
799924	Dive 21 Inc S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
581208	Galati's Restaurant S Commerce Ave Sebring, FL 33870	Independent	0.16 NW	10	\$408,000
999977	Virtual Edge Technologies LLC S Commerce Ave Sebring, FL 33870	Independent	0.17 NW	N/A	N/A
573501	Musicland S Commerce Ave Sebring, FL 33870	Independent	0.17 N	2	\$510,000
821103	Sebring High School Kenilworth Blvd Sebring, FL 33870	Independent	0.17 SE	140	N/A
811103	The Paige Law Firm S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	3	\$359,000
999966	Divine Hope, Inc S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	N/A	N/A
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.20 S	N/A	N/A
509312	Reliable Sanitation Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.20 S	25	\$25,643,000
811103	Fletcher William B PA S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	3	\$359,000
811103	Sessums Law Group S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	5	\$598,000
552198	Bragg's Auto Sales Kenilworth Blvd Sebring, FL 33870	Independent	0.21 SW	1	\$630,000

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Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

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Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
809921	Cell Quest Wellness Inc Prosper Ave Sebring, FL 33870	Independent	0.22 SE	5	\$224,000
541103	J & S Foods Kenilworth Blvd Sebring, FL 33870	Independent	0.22 SW	3	\$800,000
811103	Ables & Craig, P.A. S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	3	N/A
912103	Highlands County Supervisor of Elections S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	10	N/A
593222	The Salvation Army Family Store Kenilworth Blvd Sebring, FL 33870	Branch	0.23 S	8	\$3,400,000
866110	Ebi Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SE	8	N/A
641112	Ridge Insurance Agency Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	4	\$478,000
641112	Florida Blue Kenilworth Blvd Sebring, FL 33870	Branch	0.24 SW	4	\$478,000
641112	Blue Cross & Blue Shield of Florida Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	2	\$239,000
912103	Highlands County Property Assor S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	5	N/A
738913	Highlands County Property S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	29	N/A
835101	Busy Kids Creative Learning Center Persimmon Ave Sebring, FL 33870	Independent	0.24 SW	25	\$673,000
912103	Highlands County Administrator S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
912103	Highlands County Budget Office S Commerce Ave Sebring, FL 33870	Independent	0.25 N	7	N/A
912103	Highlands County Special S Commerce Ave Sebring, FL 33870	Independent	0.25 N	2	N/A
912103	Highlands County Public Info S Commerce Ave Sebring, FL 33870	Independent	0.25 N	1	N/A

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912103	Highlands County Purchasing S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Clerk-Courts S Commerce Ave Sebring, FL 33870	Independent	0.25 N	86	N/A
912103	Highlands County Accountant Payables S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
922104	County of Highlands S Commerce Ave Sebring, FL 33870	Independent	0.25 N	34	N/A
921103	Clerk of the Circuit Court S Commerce Ave Sebring, FL 33870	Independent	0.25 N	80	N/A
962106	Highlands County FL Dept-Highway Safety- S Commerce Ave Sebring, FL 33870	Branch	0.25 N	7	N/A
962106	Highlands County Tax Collector S Commerce Ave Sebring, FL 33870	Independent	0.25 N	28	N/A
912103	Highlands County Criminal Division S Commerce Ave Sebring, FL 33870	Independent	0.25 N	12	N/A
912103	Highlands County Marriage LCNS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
602103	ATM S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A
912103	Highlands County Board S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
912103	Highlands County Tax Deeds S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Human RSRCS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	4	N/A
811103	County Attorney S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
999977	Revenue Recovery Solutions Inc S Commerce Ave Sebring, FL 33870	Independent	0.25 N	N/A	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
571236	D & N Cabinetry Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.25 SW	20	\$2,417,000
152144	E O Koch Construction LLC Swank Ave Sebring, FL 33870	Independent	0.26 SE	2	\$592,000
912103	Highlands County Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
472401	Tourist Development Council S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County E-911 Address S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Visitor S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County Building Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	10	N/A
912103	Highlands County Code Enforcement S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	5	N/A
912103	Highlands County Engineering S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	25	N/A
912103	Highlands County Utilities S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	3	N/A
912103	Highlands County Housing Office S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Planning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	7	N/A
912103	County of HGLDS-Tourism Development S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	8	N/A
733110	FedEx Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
078301	Crosson & Payne Tree & Land Service Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$169,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
078301	Crosson & Payne Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	1	\$85,000
729917	Art of Massage Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$26,000
753207	Halvorsen Auto Restyling Inc Persimmon Ave Sebring, FL 33870	Independent	0.26 SW	2	\$359,000
801104	Alicare Medical LLC Prosper Ave Sebring, FL 33870	Independent	0.26 SE	4	\$1,422,000
805198	St Camillus Post-Acute & Rehabilitation Center Kenilworth Blvd Sebring, FL 33870	Branch	0.27 SW	146	\$26,932,000
866127	Little Lambs Inc S Eucalyptus St Sebring, FL 33870	Independent	0.27 NW	2	N/A
912103	Highlands County Facility Management S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	23	N/A
799951	Highlands County Parks & Recreation S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	25	N/A
912103	Highlands County Sheriff's Office S Eucalyptus St Sebring, FL 33870	Independent	0.27 N	350	N/A
801104	First Choice Primary Care Poinsettia Ave Sebring, FL 33870	Independent	0.28 SW	9	\$1,422,000
871111	Polston Engineering Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	7	\$1,134,000
999977	Montana Jones Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	N/A	N/A
866107	First Christian Church Poinsettia Ave Sebring, FL 33870	Independent	0.28 W	3	N/A
162903	Costello Brothers Marine Construction Inc Production Dr Sebring, FL 33870	Independent	0.29 S	3	\$421,000
922202	Highlands County Public Defender S Fernleaf Ave Sebring, FL 33870	Branch	0.29 N	10	N/A
651303	Bayside Apartments Poinsettia Ave Sebring, FL 33870	Independent	0.29 W	3	\$425,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
481304	Det Coin Telephone Inc S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	5	\$1,576,000
802101	Sebring Family Dentistry S Eucalyptus St Sebring, FL 33870	Independent	0.29 NW	7	\$866,000
811103	Steve Kackley Attorney at Law PA S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$240,000
653108	MSMP Properties LLC S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$146,000
804922	Psychology & Paws LLC Oak Ave Sebring, FL 33870	Independent	0.29 NW	3	\$151,000
999977	I Have A Hope Inc Oak Ave Sebring, FL 33870	Independent	0.30 NW	N/A	N/A
821103	St Catherine Catholic School Kenilworth Blvd Sebring, FL 33870	Independent	0.30 SW	26	N/A
811103	Livingston & Livingston S Commerce Ave Sebring, FL 33870	Independent	0.31 NW	4	\$479,000
171105	Elite Plumbing Enterprises, LLC Production Dr Sebring, FL 33870	Independent	0.32 S	4	\$376,000
769962	In N Out Road Asst Inc Magnolia Ave Sebring, FL 33870	Independent	0.32 NW	1	\$106,000
912102	State Attorney S Eucalyptus St Sebring, FL 33870	Branch	0.32 NW	19	N/A
738907	Alison B Copley S Commerce Ave Sebring, FL 33870	Independent	0.32 NW	5	\$335,000
733603	M V Creation Design LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$113,000
599927	Frames & Images Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$306,000
811103	Swaine & Harris S Commerce Ave Sebring, FL 33870	Independent	0.33 NW	11	\$1,315,000
722121	Kaptured By Katara Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SE	2	\$58,000

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912102	Honorable Olin W Shinholser S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912102	Highlands County Circuit Judge S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
823106	Highlands County Law Library S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912103	Highlands County Pre Trial S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Civil Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Child Support S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Small Claims S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	5	N/A
912103	Highlands Juvenile Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Traffic Fines S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
921103	Highlands County Courthouse S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
799945	Dragons Lair Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SW	2	\$123,000
581208	Juicy Jerk Jamaican Cuisine Kenilworth Blvd Sebring, FL 33870	Independent	0.35 SE	6	\$245,000
866107	Saint Catherine Parish Hickory St Sebring, FL 33870	Independent	0.35 W	6	N/A
421401	Discount Mini Storage of Service Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	3	\$393,000
751303	U-Haul Neighborhood Dealer Lakeview Dr Sebring, FL 33870	Branch	0.36 SW	4	\$1,306,000
593208	Ekonomy Used Appliances Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	1	\$850,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
508305	Living Water Services Inc Marlow Ave Sebring, FL 33870	Independent	0.36 SE	7	\$7,306,000
866107	Saint Catherine Spanish Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
866110	Catholic Womens Guild-Sebring Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
566101	Phoenix Molded Shoes Inserts A & Brace LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	3	\$400,000
999977	K S Legs N More LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	N/A	N/A
171105	Mr Rooter Plumbing Weigle Ave Sebring, FL 33870	Branch	0.37 E	6	\$563,000
912103	Highlands County Jail S Orange St Sebring, FL 33870	Independent	0.37 N	286	N/A
152115	Stewart Construction Kenilworth Blvd Sebring, FL 33870	Independent	0.38 W	1	\$296,000
866107	Southside Baptist Church S Commerce Ave Sebring, FL 33870	Independent	0.39 NW	1	N/A
171105	Fassler Plumbing Inc Weigle Ave Sebring, FL 33870	Independent	0.39 E	7	\$657,000
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.39 W	N/A	N/A
581208	Dimitris Family Restaurant Bar & Grill Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
581308	Touring Restaurant LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581301	Dimitris' 5 O'Clock Somewhere Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581208	Greek on the Street Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
653116	Boyd William K Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$73,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799101	CrossFit Sebring Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	1	\$40,000
533101	Dollar General Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	7	\$1,065,000
541105	Save-A-Lot Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	17	\$4,532,000
729917	Intuitive Massage Inc Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$26,000
571216	Sebring Furniture Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	3	\$363,000
609910	Western Union Agent Location Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	3	\$1,221,000
808201	Palms Home Care Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	9	\$797,000
599940	Angels on Consignment Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	1	\$153,000
811103	International Law Group PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	3	\$359,000
999977	Voss Blanco LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	N/A	N/A
801104	Peace River-Victim Service Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	6	\$116,000
832282	Healing Hope Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	5	\$116,000
999966	Florida Senior Living, LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	6	N/A
399302	AAA Mobile Signs LC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	N/A
808201	Art of Caring Homecare SVC Inc Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	10	N/A
832218	Volunteers of America of Florida Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	4	\$154,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
811103	Law Office of Patricia Lynch Franklin PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	\$240,000
871301	Germaine Surveying Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.40 SE	6	\$301,000
764109	Erwin Frank Upholstery Kenilworth Blvd Sebring, FL 33870	Independent	0.40 E	1	\$42,000
821103	Heartland Christian School Inc Persimmon Ave Sebring, FL 33870	Independent	0.40 S	20	N/A
821109	Highlands University Preparatory School Persimmon Ave Sebring, FL 33870	Independent	0.40 S	4	N/A
655302	Sebring City Pinecrest Cemetery S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	20	N/A
965104	Sebring Building Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	2	N/A
912104	Sebring, City S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
912112	Sebring City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	150	N/A
912112	City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
919904	Purchasing Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	1	N/A
953204	Planning & Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	3	N/A
953204	Sebring City Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	4	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.40 NW	N/A	N/A
869903	Heads Hearts-Hands-Heartland Penny Ave Sebring, FL 33870	Independent	0.40 SE	3	N/A
641112	On Site AG Service II Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	\$478,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
738999	Business Solution Service V C Group S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$134,000
754901	Artistic Towing & Recovery Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	1	\$102,000
521116	Just Screens LLC Weigle Ave Sebring, FL 33870	Independent	0.41 E	2	\$1,311,000
753201	Aries Auto Body & Restor Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$717,000
594141	Sic N Twisted Cycles Lakeview Dr Sebring, FL 33870	Independent	0.41 SW	2	\$296,000
912112	Sebring City Hall Sebring, FL 33870	Independent	0.41 NW	7	N/A
811103	The McNeal Law Firm PA S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$240,000
614114	Cooper Bails Bonds S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$949,000
614114	Reggie D Cooper Sr Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	N/A
873104	Mobile Lab Draws LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	N/A
874213	Heartland Citrus Marketing LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	3	\$347,000
509312	Antifreeze Recycling Services Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$3,078,000
614114	A-Sottile Bail Bonds S Orange St Sebring, FL 33870	Independent	0.42 NW	1	\$475,000
832218	Big Brothers Big Sisters N Fernleaf Ave Sebring, FL 33870	Branch	0.42 NW	3	\$116,000
801104	Sebring Medical Walk-in Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	3	\$1,067,000
801101	Fairmount Walk-in Medical Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	4	\$1,422,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
614108	Bail Bonds By Jack Cochran S Orange St Sebring, FL 33870	Independent	0.43 N	3	\$1,423,000
999977	FL-Forensic Lakeview Dr Sebring, FL 33870	Independent	0.44 W	N/A	N/A
832201	Common Sense Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.44 W	3	\$116,000
839916	Trinity Breast Pads N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	3	N/A
701107	Cozy Comfort Bed & Breakfast N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	1	\$435,000
864108	Sebring Bridge Club N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	5	N/A
811103	Avard Law Offices, PA Rose Ave Sebring, FL 33870	Branch	0.44 N	6	\$718,000
733801	Accurate Reporting Service Rose Ave Sebring, FL 33870	Independent	0.44 N	1	\$74,000
811103	Cloud Law Firm Rose Ave Sebring, FL 33870	Independent	0.44 N	3	\$479,000
811103	Burnetti, P.A. S Commerce Ave Sebring, FL 33870	Branch	0.44 NW	100	\$11,952,000
736303	AG Labor Service Inc N Fernleaf Ave Sebring, FL 33870	Independent	0.45 NW	6	\$697,000
508726	S & R Ventures Unlimited Inc Lakeview Dr Sebring, FL 33870	Independent	0.45 SW	4	\$2,707,000
839998	Florida Non-Profit Housing Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	13	N/A
653132	Highlands County Housing Authority Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	2	N/A
552102	Old English Motor Co Lakeview Dr Sebring, FL 33870	Independent	0.45 W	1	\$536,000
839998	Highland County V O A Living Center, Inc Queen Palm Ave Sebring, FL 33870	Independent	0.45 SE	1	N/A

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422503	A A Storage Of Highlands County Spinks Rd Sebring, FL 33870	Independent	0.45 S	3	\$316,000
751303	U-Haul Neighborhood Dealer Spinks Rd Sebring, FL 33870	Branch	0.45 S	3	\$979,000
514703	T Simmons & Co Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$2,540,000
839998	Catch of the Day Inc Spinks Rd Sebring, FL 33870	Independent	0.45 S	4	N/A
872102	Professional Bookkeeping System Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$146,000
521101	Southwood Builders Supply Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	5	\$1,311,000
521101	Southwood Garage Doors-Screen Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	3	\$1,311,000
866107	Sebring Church of the Brethren S Pine St Sebring, FL 33870	Independent	0.46 NW	3	N/A
866107	Iglesia Hispana Asamblea De Dios S Pine St Sebring, FL 33870	Independent	0.46 NW	1	N/A
866107	Church Of The Nazarene S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	2	N/A
726103	Morris Funeral Chapel S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	4	\$388,000
866107	New Beginnings Church S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	5	N/A
866110	The Gideons International S Commerce Ave Sebring, FL 33870	Branch	0.46 NW	1	N/A
866107	Sebring Church of the Nazarene S Pine St Sebring, FL 33870	Independent	0.47 NW	6	N/A
864101	Elks Lodge 1529 Club Kenilworth Blvd Sebring, FL 33870	Branch	0.47 W	8	N/A
833104	Arc Ridge Area Queen Palm Ave Sebring, FL 33870	Branch	0.48 SE	5	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
866107	First Presbyterian CHR-Sebring Poinsettia Ave Sebring, FL 33870	Independent	0.48 NW	5	N/A
723106	Palms Hair Salon S Pine St Sebring, FL 33870	Independent	0.48 NW	2	\$69,000
811103	Jennifer J Powell, PA S Pine St Sebring, FL 33870	Independent	0.49 NW	4	\$479,000
811103	The Law Firm of Elton J Gissendanner III S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$359,000
866107	Iglesia De Dios Refugio Eterno S Commerce Ave Sebring, FL 33870	Independent	0.49 NW	2	N/A
628205	J Biance Financial S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$862,000
731201	Hallmark Media Group Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$217,000
809907	Heartland Rural Health Network, Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	5	\$560,000
811103	Shirley Whitsitt Law Office S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$120,000
653118	All-Star Properties Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$73,000
651303	The Villa's of Sebring Spinks Ln Sebring, FL 33870	Independent	0.50 S	2	\$142,000
651303	Briarwood Apartments Spinks Ln Sebring, FL 33870	Independent	0.50 S	1	\$142,000
508305	Agri-Flow Lakeview Dr Sebring, FL 33870	Independent	0.51 W	4	\$4,175,000
514807	M E Stephens & Sons Fruit Company Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	5	\$5,578,000
999977	MBH Rentals LLC S Commerce Ave Sebring, FL 33870	Independent	0.51 NW	N/A	N/A
422503	Sebring Mini Warehouse Too Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$211,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
599931	Glass Bottle Outlet Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$306,000
821103	Fred Wild Elementary School Youth Care Ln Sebring, FL 33870	Independent	0.52 S	110	N/A
651303	Highlands Village II, Ltd Villa Rd Sebring, FL 33870	Independent	0.52 SW	3	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.52 NW	N/A	N/A
472402	Dac Travel SVC Lakeview Dr Sebring, FL 33870	Independent	0.52 W	1	N/A
555103	Bertram's Marine Repair Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.53 E	2	\$577,000
724101	House of David Barber Shop S Commerce Ave Sebring, FL 33870	Independent	0.53 NW	1	\$19,000
581212	Palms Court Catering S Pine St Sebring, FL 33870	Independent	0.54 NW	250	\$10,178,000
805101	The Palms of Sebring S Pine St Sebring, FL 33870	Independent	0.54 NW	5	\$560,000
811103	Michael L Keiber Law Offices S Commerce Ave Sebring, FL 33870	Independent	0.56 NW	4	\$479,000
866112	Temple Israel of Highlands County Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	1	N/A
864108	Sebring Doll Club Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	3	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Executive Summary

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

0 - 120 mile

Population

2010 Population	11,664,675
2020 Population	13,619,849
2023 Population	14,231,312
2028 Population	14,725,727
2010-2020 Annual Rate	1.56%
2020-2023 Annual Rate	1.36%
2023-2028 Annual Rate	0.69%
2023 Male Population	48.9%
2023 Female Population	51.1%
2023 Median Age	44.5

In the identified area, the current year population is 14,231,312. In 2020, the Census count in the area was 13,619,849. The rate of change since 2020 was 1.36% annually. The five-year projection for the population in the area is 14,725,727 representing a change of 0.69% annually from 2023 to 2028. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 44.5, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	60.8%
2023 Black Alone	13.4%
2023 American Indian/Alaska Native Alone	0.5%
2023 Asian Alone	3.3%
2023 Pacific Islander Alone	0.1%
2023 Other Race	7.9%
2023 Two or More Races	14.1%
2023 Hispanic Origin (Any Race)	23.7%

Persons of Hispanic origin represent 23.7% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 73.5 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	99
2010 Households	4,725,839
2020 Households	5,494,238
2023 Households	5,759,584
2028 Households	5,986,926
2010-2020 Annual Rate	1.52%
2020-2023 Annual Rate	1.46%
2023-2028 Annual Rate	0.78%
2023 Average Household Size	2.43

The household count in this area has changed from 5,494,238 in 2020 to 5,759,584 in the current year, a change of 1.46% annually. The five-year projection of households is 5,986,926, a change of 0.78% annually from the current year total. Average household size is currently 2.43, compared to 2.43 in the year 2020. The number of families in the current year is 3,688,971 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

August 27, 2023



Executive Summary

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

0 - 120 mile

Mortgage Income

2023 Percent of Income for Mortgage	29.8%
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Median Household Income

2023 Median Household Income	\$66,202
2028 Median Household Income	\$77,640
2023-2028 Annual Rate	3.24%

Average Household Income

2023 Average Household Income	\$98,468
2028 Average Household Income	\$113,875
2023-2028 Annual Rate	2.95%

Per Capita Income

2023 Per Capita Income	\$39,931
2028 Per Capita Income	\$46,375
2023-2028 Annual Rate	3.04%

GINI Index

2023 Gini Index	41.9
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Households by Income

Current median household income is \$66,202 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$77,640 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$98,468 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$113,875 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$39,931 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$46,375 in five years, compared to \$47,525 for all U.S. households

Housing

2023 Housing Affordability Index	82
2010 Total Housing Units	5,793,568
2010 Owner Occupied Housing Units	3,303,898
2010 Renter Occupied Housing Units	1,421,944
2010 Vacant Housing Units	1,067,729
2020 Total Housing Units	6,383,030
2020 Vacant Housing Units	888,792
2023 Total Housing Units	6,637,486
2023 Owner Occupied Housing Units	4,012,146
2023 Renter Occupied Housing Units	1,747,438
2023 Vacant Housing Units	877,902
2028 Total Housing Units	6,876,823
2028 Owner Occupied Housing Units	4,209,949
2028 Renter Occupied Housing Units	1,776,978
2028 Vacant Housing Units	889,897

Socioeconomic Status Index

2023 Socioeconomic Status Index	49.0
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Currently, 60.4% of the 6,637,486 housing units in the area are owner occupied; 26.3%, renter occupied; and 13.2% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 6,383,030 housing units in the area and 13.9% vacant housing units. The annual rate of change in housing units since 2020 is 1.21%. Median home value in the area is \$328,418, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.89% annually to \$343,305.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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

August 27, 2023



Household Budget Expenditures

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary			2023	2028
Population			14,231,312	14,725,727
Households			5,759,584	5,986,926
Average Household Size			2.43	2.42
Families			3,688,971	3,828,701
Median Age			44.5	44.9
Median Household Income			\$66,202	\$77,640
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	93	\$85,403.69	\$491,889,736,045	100.0%
Food	93	\$9,757.34	\$56,198,240,411	11.4%
Food at Home	93	\$6,316.61	\$36,381,033,059	7.4%
Food Away from Home	92	\$3,440.74	\$19,817,207,353	4.0%
Alcoholic Beverages	92	\$622.31	\$3,584,219,892	0.7%
Housing	93	\$28,354.83	\$163,312,046,676	33.2%
Shelter	92	\$22,893.47	\$131,856,855,393	26.8%
Utilities, Fuel and Public Services	94	\$5,461.37	\$31,455,191,284	6.4%
Household Operations	93	\$2,400.90	\$13,828,168,421	2.8%
Housekeeping Supplies	95	\$884.77	\$5,095,922,517	1.0%
Household Furnishings and Equipment	93	\$2,746.40	\$15,818,123,217	3.2%
Apparel and Services	91	\$1,997.33	\$11,503,816,427	2.3%
Transportation	94	\$9,558.14	\$55,050,884,812	11.2%
Travel	92	\$2,075.28	\$11,952,757,918	2.4%
Health Care	96	\$7,053.68	\$40,626,247,894	8.3%
Entertainment and Recreation	93	\$3,513.79	\$20,237,941,255	4.1%
Personal Care Products & Services	95	\$904.58	\$5,210,013,522	1.1%
Education	86	\$1,537.08	\$8,852,963,020	1.8%
Smoking Products	93	\$403.74	\$2,325,350,299	0.5%
Lotteries & Pari-mutuel Losses	90	\$46.64	\$268,601,029	0.1%
Legal Fees	97	\$202.37	\$1,165,576,186	0.2%
Funeral Expenses	101	\$120.68	\$695,040,395	0.1%
Safe Deposit Box Rentals	96	\$4.82	\$27,737,601	0.0%
Checking Account/Banking Service Charges	91	\$29.39	\$169,275,382	0.0%
Cemetery Lots/Vaults/Maintenance Fees	95	\$14.81	\$85,305,340	0.0%
Accounting Fees	92	\$106.78	\$615,025,355	0.1%
Miscellaneous Personal Services/Advertising/Fines	89	\$63.30	\$364,572,812	0.1%
Occupational Expenses	84	\$60.82	\$350,299,554	0.1%
Expenses for Other Properties	95	\$107.66	\$620,075,527	0.1%
Credit Card Membership Fees	89	\$10.28	\$59,190,576	0.0%
Shopping Club Membership Fees	95	\$57.11	\$328,958,040	0.1%
Support Payments/Cash Contributions/Gifts in Kind	97	\$3,033.81	\$17,473,481,266	3.6%
Life/Other Insurance	92	\$639.06	\$3,680,691,501	0.7%
Pensions and Social Security	89	\$8,705.94	\$50,142,576,035	10.2%

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

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

August 27, 2023



Recreation Expenditures

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		14,231,312	14,725,727
Households		5,759,584	5,986,926
Families		3,688,971	3,828,701
Median Age		44.5	44.9
Median Household Income		\$66,202	\$77,640
	Spending Potential Index	Average Amount Spent	Total
TV/Video/Audio	95	\$1,281.90	\$7,383,239,313
Cable & Satellite Television Services	95	\$820.04	\$4,723,103,556
Televisions & Video	94	\$334.26	\$1,925,202,671
Audio	92	\$125.01	\$720,028,305
Rental of TV/VCR/Radio/Sound Equipment	115	\$0.86	\$4,930,080
Repair of TV/Radio/Sound Equipment	85	\$1.73	\$9,974,701
Entertainment/Recreation Fees and Admissions	91	\$647.14	\$3,727,274,997
Tickets to Theatre/Operas/Concerts	92	\$50.24	\$289,334,146
Tickets to Movies	94	\$25.98	\$149,618,439
Tickets to Parks or Museums	93	\$25.94	\$149,389,308
Admission to Sporting Events, excl.Trips	86	\$50.45	\$290,591,048
Fees for Participant Sports, excl.Trips	98	\$117.15	\$674,764,002
Fees for Recreational Lessons	85	\$123.48	\$711,181,932
Membership Fees for Social/Recreation/Health Clubs	91	\$253.01	\$1,457,206,240
Dating Services	84	\$0.90	\$5,189,881
Toys/Games/Crafts/Hobbies	93	\$147.19	\$847,747,716
Toys/Games/Arts/Crafts/Tricycles	92	\$119.77	\$689,810,826
Playground Equipment	89	\$7.17	\$41,290,651
Play Arcade Pinball/Video Games	92	\$1.58	\$9,090,251
Online Gaming Services	94	\$8.79	\$50,625,023
Stamp & Coin Collecting	113	\$9.88	\$56,930,964
Recreational Vehicles and Fees	88	\$131.69	\$758,472,017
Docking and Landing Fees for Boats and Planes	91	\$13.79	\$79,406,439
Camp Fees	71	\$26.53	\$152,798,106
Payments on Boats/Trailers/Campers/RVs	95	\$64.25	\$370,047,618
Rental of Boats/Trailers/Campers/RVs	90	\$27.12	\$156,219,854
Sports, Recreation and Exercise Equipment	95	\$266.54	\$1,535,133,142
Exercise Equipment and Gear, Game Tables	98	\$95.32	\$548,987,457
Bicycles	92	\$52.08	\$299,960,037
Camping Equipment	93	\$18.32	\$105,520,635
Hunting and Fishing Equipment	96	\$65.25	\$375,790,027
Winter Sports Equipment	83	\$8.20	\$47,201,722
Water Sports Equipment	95	\$13.54	\$77,978,009
Other Sports Equipment	94	\$10.47	\$60,295,148
Rental/Repair of Sports/Recreation/Exercise Equipment	89	\$2.87	\$16,504,803
Photographic Equipment and Supplies	91	\$42.39	\$244,135,621
Film	81	\$0.35	\$2,025,212
Photo Processing	91	\$7.32	\$42,183,727
Photographic Equipment	92	\$15.64	\$90,090,232
Photographer Fees/Other Supplies & Equip Rental/Repair	90	\$19.07	\$109,836,450
Reading	95	\$120.01	\$691,213,625
Magazine/Newspaper Subscriptions	95	\$41.80	\$240,722,982
Magazine/Newspaper Single Copies	95	\$5.30	\$30,554,369
Books	94	\$39.82	\$229,350,564
Digital Book Readers	95	\$33.09	\$190,585,710

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

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

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		14,231,312	14,725,727
Population 18+		11,580,664	12,002,793
Households		5,759,584	5,986,926
Median Household Income		\$66,202	\$77,640
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	934,019	8.1%	97
Participated in Archery/12 Mo	269,863	2.3%	96
Participated in Backpacking/12 Mo	421,639	3.6%	102
Participated in Baseball/12 Mo	275,591	2.4%	92
Participated in Basketball/12 Mo	593,459	5.1%	89
Participated in Bicycling (Mountain)/12 Mo	398,819	3.4%	96
Participated in Bicycling (Road)/12 Mo	1,407,642	12.2%	101
Participated in Boating (Power)/12 Mo	578,967	5.0%	104
Participated in Bowling/12 Mo	763,568	6.6%	98
Participated in Canoeing or Kayaking/12 Mo	844,203	7.3%	97
Participated in Fishing (Fresh Water)/12 Mo	1,211,910	10.5%	100
Participated in Fishing (Salt Water)/12 Mo	431,532	3.7%	108
Participated in Football/12 Mo	269,468	2.3%	98
Participated in Frisbee/12 Mo	367,786	3.2%	92
Participated in Golf/12 Mo	996,995	8.6%	109
Participated in Hiking/12 Mo	2,030,205	17.5%	93
Participated in Horseback Riding/12 Mo	208,547	1.8%	94
Participated in Hunting w/Rifle/12 Mo	363,394	3.1%	93
Participated in Hunting w/Shotgun/12 Mo	269,767	2.3%	94
Participated in Ice Skating/12 Mo	228,669	2.0%	89
Participated in Jogging or Running/12 Mo	1,155,844	10.0%	88
Participated in Motorcycling/12 Mo	313,120	2.7%	102
Participated in Pilates/12 Mo	303,960	2.6%	94
Participated in Ping Pong/12 Mo	372,555	3.2%	93
Participated in Rock Climbing/12 Mo	168,565	1.5%	94
Participated in Roller Skating/12 Mo	182,378	1.6%	99
Participated in Skiing (Downhill)/12 Mo	272,504	2.4%	91
Participated in Soccer/12 Mo	328,223	2.8%	90
Participated in Softball/12 Mo	177,385	1.5%	94
Participated in Swimming/12 Mo	1,775,483	15.3%	102
Participated in Target Shooting/12 Mo	548,727	4.7%	95
Participated in Tennis/12 Mo	403,181	3.5%	91
Participated in Volleyball/12 Mo	254,571	2.2%	93
Participated in Walking for Exercise/12 Mo	4,006,682	34.6%	102
Participated in Weight Lifting/12 Mo	1,575,403	13.6%	96
Participated in Yoga/12 Mo	1,186,203	10.2%	94
Participated in Zumba/12 Mo	348,884	3.0%	97
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	789,776	6.8%	98
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	716,253	6.2%	98
Spent \$250+ on Sports/Recreation Equipment/12 Mo	1,143,245	9.9%	97
Attend College Basketball Game/12 Mo	131,410	1.1%	103
Attend College Football Game/12 Mo	238,585	2.1%	100
Attend High School Sports Events/12 Mo	319,770	2.8%	97
Attend MLB Regular Season Baseball Game/12 Mo	277,923	2.4%	90
Attend Sports Events	1,219,580	10.5%	93
Listen to Sports on Radio	953,460	8.2%	94
Watch Alpine Skiing or Ski Jumping on TV	335,612	2.9%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	491,789	4.2%	101
Watch Bicycle Racing on TV	235,694	2.0%	101
Watch Bowling on TV	263,459	2.3%	101
Watch Boxing on TV	697,864	6.0%	96
Watch College Basketball on TV	1,391,831	12.0%	100
Watch College Football on TV	3,160,773	27.3%	103
Watch Esports on TV	330,033	2.8%	89
Watch Figure Skating on TV	632,047	5.5%	107
Watch Fishing on TV	402,609	3.5%	108
Watch Gymnastics on TV	567,587	4.9%	102
Watch High School Sports on TV	483,874	4.2%	92
Watch Horse Racing (at Track or OTB) on TV	353,439	3.1%	109
Watch International Soccer on TV	615,913	5.3%	92
Watch PGA Golf on TV	387,488	3.3%	114
Watch Marathon/Triathlon/Obstacle Race on TV	142,676	1.2%	97
Watch Men`s Tennis on TV	810,202	7.0%	103
Watch MLB Playoffs/World Series Baseball on TV	1,880,112	16.2%	101
Watch MLB Regular Season Baseball on TV	2,120,219	18.3%	99
Watch MLS Soccer on TV	529,589	4.6%	94
Watch Motorcycle Racing on TV	193,538	1.7%	103
Watch NASCAR Auto Racing on TV	984,296	8.5%	109
Watch NBA Playoffs or Finals Basketball on TV	1,565,983	13.5%	94
Watch NBA Regular Season Basketball on TV	1,498,738	12.9%	93
Watch NCAA Tournament Basketball on TV	1,191,378	10.3%	99
Watch NFL Playoffs or Super Bowl Football on TV	3,837,851	33.1%	101
Watch NFL Sun/Mon/Thu Night Football Games on TV	3,813,053	32.9%	102
Watch NFL Weekend Football Games on TV	3,542,476	30.6%	101
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	843,708	7.3%	101
Watch NHL Regular Season Ice Hockey on TV	875,908	7.6%	98
Watch Oth Mixed Martial Arts (MMA) on TV	343,158	3.0%	104
Watch PGA Golf on TV	1,661,927	14.4%	114
Watch Pro Beach Volleyball on TV	199,055	1.7%	94
Watch Pro Bull Riding on TV	292,340	2.5%	101
Watch Rodeo on TV	199,953	1.7%	98
Watch Sports on TV	7,143,461	61.7%	100
Watch Summer Extreme Sports on TV	216,207	1.9%	107
Watch Summer Olympics on TV	1,321,985	11.4%	102
Watch Track & Field on TV	394,442	3.4%	106
Watch U.S. Men's Soccer National Team on TV	410,144	3.5%	99
Watch U.S. Women's Soccer National Team on TV	400,015	3.5%	101
Watch Ultimate Fighting Championship (UFC) on TV	503,329	4.3%	99
Watch Winter Extreme Sports on TV	235,239	2.0%	106
Watch Winter Olympics on TV	925,035	8.0%	104
Watch WNBA Basketball on TV	305,101	2.6%	97
Watch Women's Tennis on TV	803,442	6.9%	104
Watch World Cup Soccer on TV	574,716	5.0%	92
Watch Wrestling (WWE) on TV	415,943	3.6%	93
College Basketball Super Fan (10-10 on 10 Scale)	314,324	2.7%	97
College Football Super Fan (10-10 on 10 Scale)	654,469	5.7%	102
Golf Super Fan (10-10 on 10 Scale)	216,173	1.9%	117
High School Sports Super Fan (10-10 on 10 Scale)	208,677	1.8%	88
Intl Soccer Super Fan (10-10 on 10 Scale)	219,989	1.9%	83
MLB Super Fan (10-10 on 10 Scale)	468,191	4.0%	97
MLS Soccer Super Fan (10-10 on 10 Scale)	116,965	1.0%	86
NASCAR Super Fan (10-10 on 10 Scale)	187,536	1.6%	102
NBA Super Fan (10-10 on 10 Scale)	409,525	3.5%	91
NFL Super Fan (10-10 on 10 Scale)	1,077,699	9.3%	100
NHL Super Fan (10-10 on 10 Scale)	237,082	2.0%	92
Pro Wrestling Super Fan (10-10 on 10 Scale)	118,371	1.0%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	2,344,972	20.2%	121
Member of Church Board	308,081	2.7%	100
Member of Fraternal Order	305,714	2.6%	107
Member of Religious Club	318,277	2.7%	100
Member of Union	465,340	4.0%	87
Member of Veterans Club	346,543	3.0%	118
Participate in Indoor Gardening or Plant Care	1,829,267	15.8%	98
Attended Adult Education Course/12 Mo	1,232,022	10.6%	96
Visited Aquarium/12 Mo	606,699	5.2%	94
Went to Art Gallery/12 Mo	828,251	7.2%	100
Attended Auto Show/12 Mo	548,565	4.7%	105
Did Baking/12 Mo	3,593,658	31.0%	98
Barbecued/12 Mo	3,642,235	31.5%	99
Went to Bar or Night Club/12 Mo	1,852,465	16.0%	99
Went to Beach/12 Mo	3,133,366	27.1%	97
Played Billiards or Pool/12 Mo	460,217	4.0%	93
Played Bingo/12 Mo	422,622	3.6%	105
Did Birdwatching/12 Mo	869,882	7.5%	103
Played Board Game/12 Mo	2,507,873	21.7%	96
Read Book/12 Mo	4,660,761	40.2%	102
Participated in Book Club/12 Mo	462,340	4.0%	100
Went on Overnight Camping Trip/12 Mo	1,526,628	13.2%	98
Played Cards/12 Mo	2,094,563	18.1%	99
Played Chess/12 Mo	403,706	3.5%	88
Played Computer Game Offline (w/Software)/12 Mo	1,014,330	8.8%	100
Played Computer Game Online/12 Mo	1,876,803	16.2%	105
Cooked for Fun/12 Mo	3,107,908	26.8%	97
Did Crossword Puzzle/12 Mo	1,662,298	14.4%	108
Danced or Went Dancing/12 Mo	745,891	6.4%	100
Attended Dance Performance/12 Mo	298,507	2.6%	99
Dined Out/12 Mo	6,083,138	52.5%	101
Flew a Drone/12 Mo	274,521	2.4%	94
Attended State or County Fair/12 Mo	824,093	7.1%	99
Participated in Fantasy Sports League/12 Mo	514,999	4.4%	95
Did Furniture Refinishing/12 Mo	554,203	4.8%	101
Gambled at Casino/12 Mo	1,237,186	10.7%	100
Gambled in Las Vegas/12 Mo	361,117	3.1%	97
Participated in Genealogy/12 Mo	604,507	5.2%	104
Attended Horse Races/12 Mo	195,689	1.7%	105
Participated in Karaoke/12 Mo	361,373	3.1%	96
Bought Lottery Ticket/12 Mo	3,712,817	32.1%	102
Played Lottery 6+ Times/30 Days	1,199,028	10.4%	105
Bought Daily Drawing Lottery Ticket/12 Mo	357,378	3.1%	98
Bought Instant Game Lottery Ticket/12 Mo	2,128,195	18.4%	100
Bought Mega Millions Lottery Ticket/12 Mo	1,922,735	16.6%	102
Bought Powerball Lottery Ticket/12 Mo	2,088,943	18.0%	103
Attended Movie/6 Mo	4,210,907	36.4%	98
Attended Movie 1+ Times Wk/90 Days	91,239	0.8%	95
Attended Movie 2-3 Times Month/90 Days	138,820	1.2%	96
Attended Movie 1 Time Month/90 Days	277,462	2.4%	91
Attended Movie < 1 Time Month/90 Days	3,110,877	26.9%	98
Saw Action Genre Movie at Theater/6 Mo	1,154,550	10.0%	97
Saw Adventure Genre Movie at Theater/6 Mo	1,164,384	10.1%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	549,733	4.7%	97
Saw Biography Genre Movie at Theater/6 Mo	292,315	2.5%	103
Saw Comedy Genre Movie at Theater/6 Mo	1,077,356	9.3%	98
Saw Crime Genre Movie at Theater/6 Mo	628,470	5.4%	98
Saw Drama Genre Movie at Theater/6 Mo	1,007,663	8.7%	98
Saw Family Genre Movie at Theater/6 Mo	346,453	3.0%	102
Saw Fantasy Genre Movie at Theater/6 Mo	563,898	4.9%	99
Saw Horror Genre Movie at Theater/6 Mo	393,804	3.4%	93
Saw Romance Genre Movie at Theater/6 Mo	263,022	2.3%	102
Saw Science Fiction Genre Movie at Theater/6 Mo	515,704	4.5%	94
Saw Thriller Genre Movie at Theater/6 Mo	545,206	4.7%	95
Went to Museum/12 Mo	1,167,002	10.1%	95
Attended Classical Music/Opera Performance/12 Mo	323,174	2.8%	107
Attended Country Music Performance/12 Mo	403,854	3.5%	102
Attended Rock Music Performance/12 Mo	655,229	5.7%	97
Played Musical Instrument/12 Mo	932,158	8.0%	95
Did Painting/Drawing/Sculpting/12 Mo	1,163,140	10.0%	96
Did Photo Album or Scrapbooking/12 Mo	480,801	4.2%	93
Did Photography/12 Mo	1,251,656	10.8%	95
Did Sudoku Puzzle/12 Mo	1,137,205	9.8%	102
Participated in Tailgating/12 Mo	289,529	2.5%	95
Went to Live Theater/12 Mo	765,269	6.6%	97
Visited Theme Park/12 Mo	1,277,627	11.0%	95
Visited Theme Park 5+ Days/12 Mo	293,230	2.5%	101
Participated in Trivia Games/12 Mo	868,159	7.5%	98
Played (Console) Video or Electronic Game/12 Mo	1,330,818	11.5%	90
Played (Portable) Video or Electronic Game/12 Mo	688,918	5.9%	90
Visited Indoor Water Park/12 Mo	181,592	1.6%	91
Did Woodworking/12 Mo	666,461	5.8%	102
Went to Zoo/12 Mo	1,144,619	9.9%	93
Bought 1-2 DVDs/30 Days	304,712	2.6%	103
Bought 3+ DVDs/30 Days	250,508	2.2%	103
Rented 1 DVD (Movie or Other Video)/30 Days	233,672	2.0%	101
Rented 2 DVDs (Movie or Other Video)/30 Days	202,020	1.7%	109
Rented 3+ DVDs (Movie or Other Video)/30 Days	338,603	2.9%	106
Rented Action or Adventure Movie/30 Days	1,923,641	16.6%	99
Rented Classic Movie/30 Days	526,666	4.5%	105
Rented Comedy Movie/30 Days	1,476,243	12.7%	97
Rented Drama Movie/30 Days	1,305,321	11.3%	104
Rented Family or Children`s Movie/30 Days	576,227	5.0%	92
Rented Foreign Movie/30 Days	211,187	1.8%	93
Rented Horror Movie/30 Days	512,050	4.4%	91
Rented Musical Movie/30 Days	245,829	2.1%	99
Rented News or Documentary Movie/30 Days	442,114	3.8%	104
Rented Romance Movie/30 Days	497,982	4.3%	101
Rented Science Fiction Movie/30 Days	607,341	5.2%	97
Rented TV Show Movie/30 Days	680,931	5.9%	96
Rented Western Movie/30 Days	241,344	2.1%	112
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	1,311,059	11.3%	96
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	501,142	4.3%	108
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	745,717	6.4%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 120 mile radius

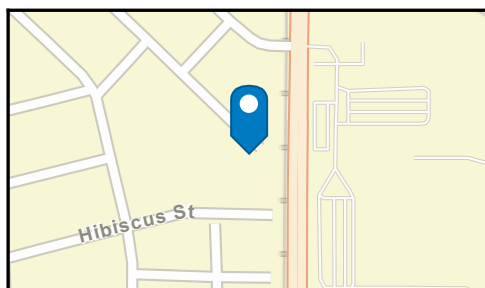
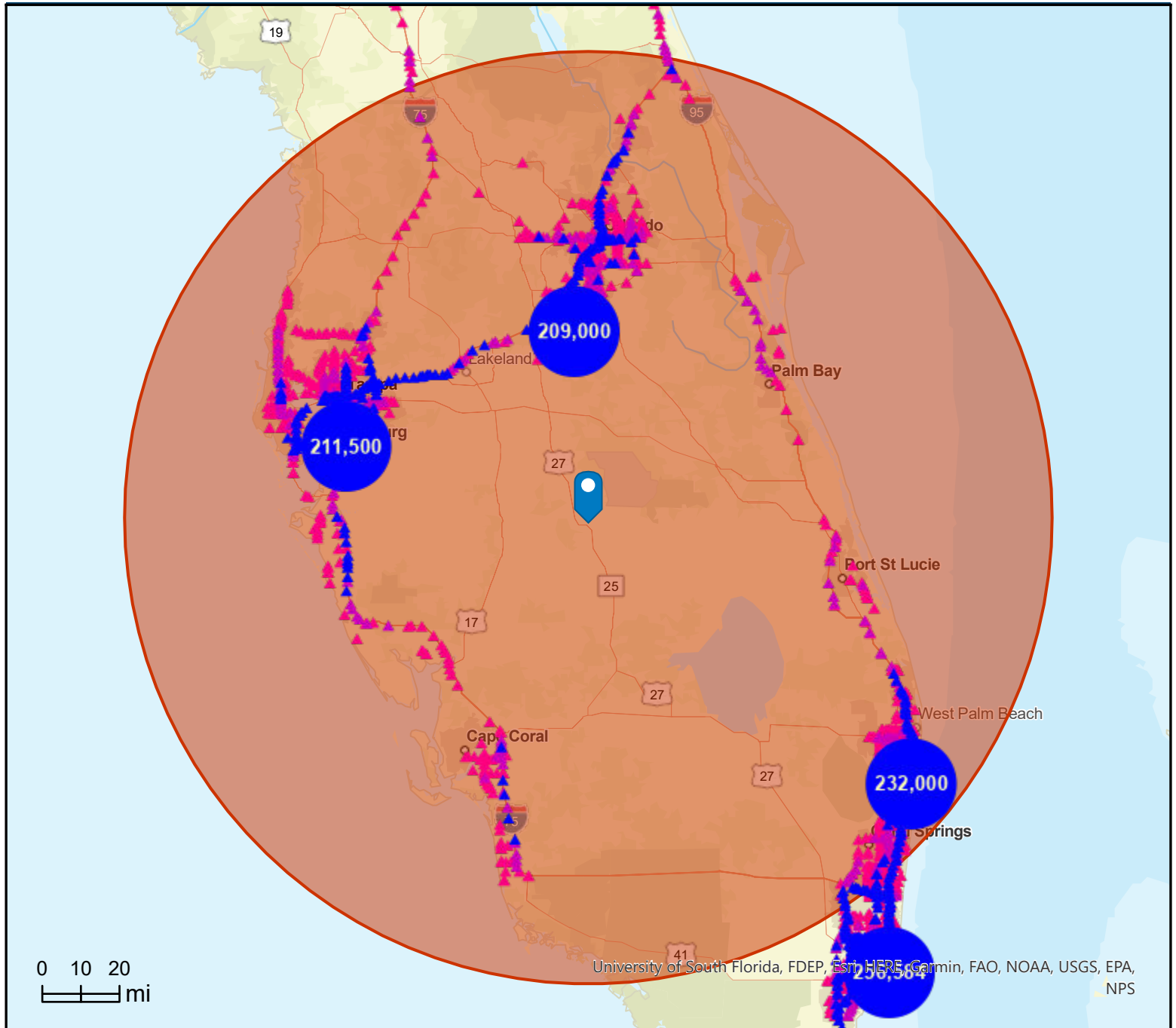
Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children's Toy or Game/12 Mo	4,257,728	36.8%	96
Spent \$1-49 on Toys or Games for Child/12 Mo	797,491	6.9%	96
Spent \$50-99 on Toys or Games for Child/12 Mo	361,302	3.1%	98
Spent \$100-199 on Toys or Games for Child/12 Mo	865,636	7.5%	97
Spent \$200-499 on Toys or Games for Child/12 Mo	1,273,303	11.0%	100
Spent \$500+ on Toys or Games for Child/12 Mo	633,307	5.5%	93
Bought Infant Toy/12 Mo	806,216	7.0%	97
Bought Pre-School Toy/12 Mo	815,892	7.0%	97
Bought Boy Action Figure for Child/12 Mo	818,662	7.1%	97
Bought Girl Action Figure for Child/12 Mo	338,093	2.9%	94
Bought Action Game for Child/12 Mo	276,046	2.4%	99
Bought Bicycle for Child/12 Mo	643,966	5.6%	97
Bought Board Game for Child/12 Mo	1,659,755	14.3%	96
Bought Builder Set for Child/12 Mo	636,288	5.5%	97
Bought Car for Child/12 Mo	829,626	7.2%	96
Bought Construction Toy for Child/12 Mo	800,761	6.9%	99
Bought Fashion Doll for Child/12 Mo	505,640	4.4%	96
Bought Large/Baby Doll for Child/12 Mo	739,439	6.4%	98
Bought Doll Accessories for Child/12 Mo	447,208	3.9%	99
Bought Doll Clothing for Child/12 Mo	406,978	3.5%	97
Bought Educational Toy for Child/12 Mo	1,600,213	13.8%	96
Bought Electronic Doll or Animal for Child/12 Mo	287,587	2.5%	97
Bought Electronic Game for Child/12 Mo	618,480	5.3%	95
Bought Mechanical Toy for Child/12 Mo	428,141	3.7%	95
Bought Model Kit or Set for Child/12 Mo	419,128	3.6%	98
Bought Plush Doll or Animal for Child/12 Mo	1,109,758	9.6%	95
Bought Sound Game for Child/12 Mo	140,167	1.2%	97
Bought Water Toy for Child/12 Mo	911,116	7.9%	96
Bought Word Game for Child/12 Mo	269,857	2.3%	102
Bought Digital Book/12 Mo	2,139,260	18.5%	98
Bought Hardcover Book/12 Mo	3,089,970	26.7%	99
Bought Paperback Book/12 Mo	3,815,632	32.9%	97
Bought 1-3 Books/12 Mo	2,503,684	21.6%	101
Bought 4-6 Books/12 Mo	1,285,059	11.1%	93
Bought 7+ Books/12 Mo	2,397,145	20.7%	99
Bought Fiction Book/12 Mo	3,640,790	31.4%	100
Bought Non-Fiction Book/12 Mo	3,371,214	29.1%	98
Bought Biography/12 Mo	1,084,324	9.4%	102
Bought Children's Book/12 Mo	1,160,877	10.0%	96
Bought Cookbook/12 Mo	812,635	7.0%	100
Bought History Book/12 Mo	1,171,355	10.1%	97
Bought Mystery Book/12 Mo	1,487,707	12.8%	104
Bought Novel/12 Mo	1,905,283	16.5%	99
Bought Religious Book (Not Bible)/12 Mo	709,906	6.1%	100
Bought Romance Book/12 Mo	718,182	6.2%	103
Bought Science Fiction Book/12 Mo	731,458	6.3%	92
Bought Personal/Business Self-Help Book/12 Mo	909,236	7.9%	94
Bought Travel Book/12 Mo	235,886	2.0%	113
Purchased Greeting Card/6 Mo	6,388,833	55.2%	102
Bought Book from Barnes & Noble Store/12 Mo	1,184,488	10.2%	98
Bought Book from Oth Book Store/12 Mo	1,083,418	9.4%	97
Bought Book from Amazon Online/12 Mo	4,004,311	34.6%	97
Bought Book from Barnes & Noble Online/12 Mo	301,994	2.6%	101
Bought Book from iTunes/Apples Books/12 Mo	188,105	1.6%	100
Listened to Audiobook/6 Mo	903,899	7.8%	94

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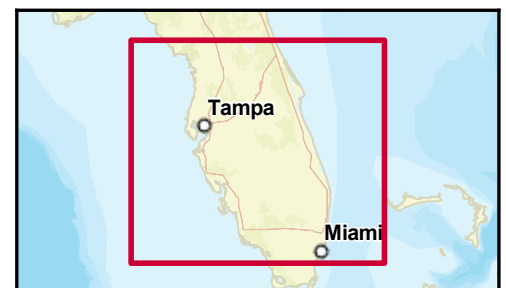
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023

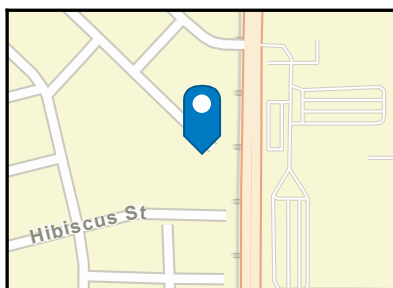
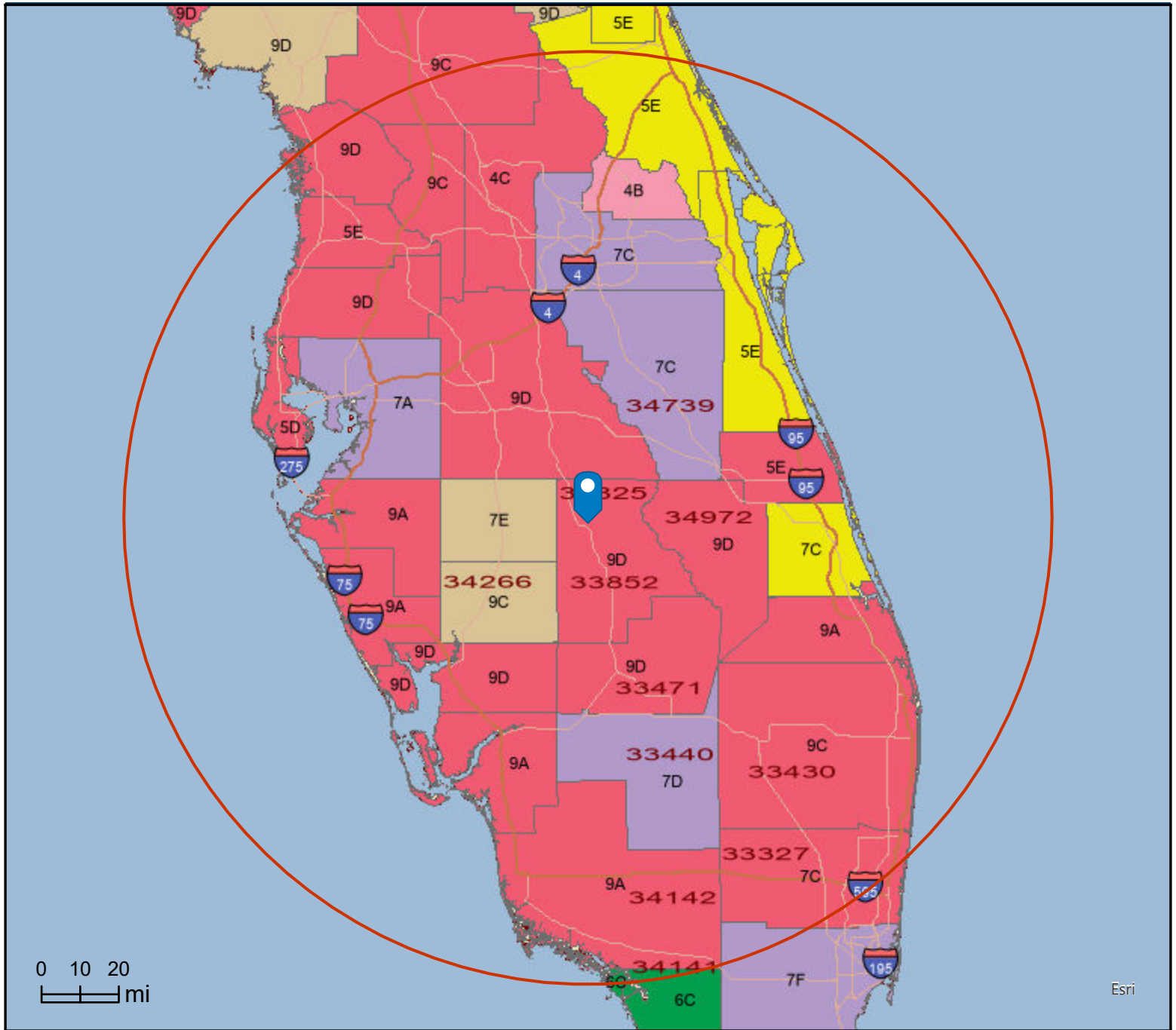


Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day

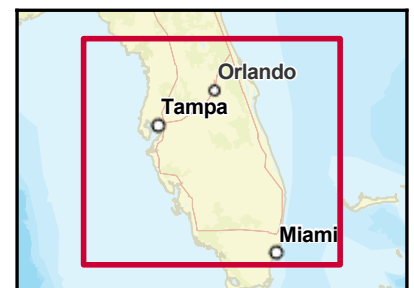


Source: ©2023 Kalibrate Technologies (Q2 2023).



Tapestry LifeMode

- | | |
|-----------------------------------------------------------------|-----------------------------------------------------------------|
| ■ L1: Affluent Estates | ■ L8: Middle Ground |
| ■ L2: Upscale Avenues | ■ L9: Senior Styles |
| ■ L3: Uptown Individuals | ■ L10: Rustic Outposts |
| ■ L4: Family Landscapes | ■ L11: Midtown Singles |
| ■ L5: GenXurban | ■ L12: Hometown |
| ■ L6: Cozy Country | ■ L13: Next Wave |
| ■ L7: Sprouting Explorers | ■ L14: Scholars and Patriots |



Source: Esri

August 27, 2023



Dominant Tapestry Map

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- | | |
|-----------------------------------------|-----------------------------------------|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hometown Heritage) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Workday Drive) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Economic BedRock) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Sincerity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (Diverse Convergence) |
| Segment 7A (Up and Coming Families) | Segment 13B (Family Extensions) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (Urban Edge Families) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Forging Opportunity) | Segment 13E (High Rise Renters) |
| Segment 7E (Farm to Table) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30, 30-60, 60-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

2020 Residential Population:	13,619,849	2023 Total Sales	\$92,233,720,369
2023 Residential Population:	14,231,312	2023 Total Employees	5,806,480
2028 Residential Population:	14,725,727	Employee/Residential Population Ratio:	0.41:1
Annual Population Growth 2023 - 2028	0.69%	Total Number of Businesses:	642,808

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799919	Highlands County Fair Association Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	2	\$123,000
581208	Dough Boys Back Road Eatery Magnolia Ave Sebring, FL 33870	Independent	0.00 NE	6	\$245,000
801126	M Braimah Saaka Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	4	\$1,422,000
801104	Highlands Medical Specialists-Cardiology and Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	N/A	N/A
801101	HCA Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	1	\$1,778,000
801101	HCA Highlands Medical Specialist Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	9	N/A
801101	HCA Florida Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
801101	Lawnwood Cardiology Sebring Pkwy Sebring, FL 33870	Independent	0.07 NE	3	N/A
833102	Highlands Regional Rehabilitation Sebring Pkwy Sebring, FL 33870	Branch	0.08 NE	5	N/A
801128	HCA Florida Highlands Medical Specialists- Sebring Pkwy Sebring, FL 33870	Independent	0.08 NE	6	\$1,778,000
801104	Peace River Center Sebring, FL	Branch	0.09 NE	6	\$231,000
806301	Peace River Center Sebring, FL 33870	Independent	0.09 NE	7	\$755,000
912103	Children's Advocacy Center Sebring Pkwy Sebring, FL 33870	Independent	0.10 NE	20	N/A
912103	Highlands County S Highlands Ave Sebring, FL 33870	Independent	0.11 NE	6	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30, 30-60, 60-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
671901	Legacy Wealth Holdings LLC S Commerce Ave Sebring, FL 33870	Independent	0.13 N	2	\$979,000
733403	The Print Shop Inc S Commerce Ave Sebring, FL 33870	Independent	0.13 N	4	\$451,000
999977	Hovi & Box LLC S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
594137	Under Pressure Sports S Commerce Ave Sebring, FL 33870	Independent	0.16 N	1	\$148,000
799924	Dive 21 Inc S Commerce Ave Sebring, FL 33870	Independent	0.16 N	N/A	N/A
581208	Galati's Restaurant S Commerce Ave Sebring, FL 33870	Independent	0.16 NW	10	\$408,000
999977	Virtual Edge Technologies LLC S Commerce Ave Sebring, FL 33870	Independent	0.17 NW	N/A	N/A
573501	Musicland S Commerce Ave Sebring, FL 33870	Independent	0.17 N	2	\$510,000
821103	Sebring High School Kenilworth Blvd Sebring, FL 33870	Independent	0.17 SE	140	N/A
811103	The Paige Law Firm S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	3	\$359,000
999966	Divine Hope, Inc S Commerce Ave Sebring, FL 33870	Independent	0.18 NW	N/A	N/A
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.20 S	N/A	N/A
509312	Reliable Sanitation Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.20 S	25	\$25,643,000
811103	Fletcher William B PA S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	3	\$359,000
811103	Sessums Law Group S Commerce Ave Sebring, FL 33870	Independent	0.21 NW	5	\$598,000
552198	Bragg's Auto Sales Kenilworth Blvd Sebring, FL 33870	Independent	0.21 SW	1	\$630,000

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30, 30-60, 60-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
809921	Cell Quest Wellness Inc Prosper Ave Sebring, FL 33870	Independent	0.22 SE	5	\$224,000
541103	J & S Foods Kenilworth Blvd Sebring, FL 33870	Independent	0.22 SW	3	\$800,000
811103	Ables & Craig, P.A. S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	3	N/A
912103	Highlands County Supervisor of Elections S Commerce Ave Sebring, FL 33870	Independent	0.22 NW	10	N/A
593222	The Salvation Army Family Store Kenilworth Blvd Sebring, FL 33870	Branch	0.23 S	8	\$3,400,000
866110	Ebi Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SE	8	N/A
641112	Ridge Insurance Agency Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	4	\$478,000
641112	Florida Blue Kenilworth Blvd Sebring, FL 33870	Branch	0.24 SW	4	\$478,000
641112	Blue Cross & Blue Shield of Florida Kenilworth Blvd Sebring, FL 33870	Independent	0.24 SW	2	\$239,000
912103	Highlands County Property Assor S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	5	N/A
738913	Highlands County Property S Commerce Ave Sebring, FL 33870	Independent	0.24 NW	29	N/A
835101	Busy Kids Creative Learning Center Persimmon Ave Sebring, FL 33870	Independent	0.24 SW	25	\$673,000
912103	Highlands County Administrator S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
912103	Highlands County Budget Office S Commerce Ave Sebring, FL 33870	Independent	0.25 N	7	N/A
912103	Highlands County Special S Commerce Ave Sebring, FL 33870	Independent	0.25 N	2	N/A
912103	Highlands County Public Info S Commerce Ave Sebring, FL 33870	Independent	0.25 N	1	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912103	Highlands County Purchasing S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Clerk-Courts S Commerce Ave Sebring, FL 33870	Independent	0.25 N	86	N/A
912103	Highlands County Accountant Payables S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
922104	County of Highlands S Commerce Ave Sebring, FL 33870	Independent	0.25 N	34	N/A
921103	Clerk of the Circuit Court S Commerce Ave Sebring, FL 33870	Independent	0.25 N	80	N/A
962106	Highlands County FL Dept-Highway Safety- S Commerce Ave Sebring, FL 33870	Branch	0.25 N	7	N/A
962106	Highlands County Tax Collector S Commerce Ave Sebring, FL 33870	Independent	0.25 N	28	N/A
912103	Highlands County Criminal Division S Commerce Ave Sebring, FL 33870	Independent	0.25 N	12	N/A
912103	Highlands County Marriage LCNS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
602103	ATM S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A
912103	Highlands County Board S Commerce Ave Sebring, FL 33870	Independent	0.25 N	6	N/A
912103	Highlands County Tax Deeds S Commerce Ave Sebring, FL 33870	Independent	0.25 N	3	N/A
912103	Highlands County Human RSRCS S Commerce Ave Sebring, FL 33870	Independent	0.25 N	4	N/A
811103	County Attorney S Commerce Ave Sebring, FL 33870	Independent	0.25 N	5	N/A
999977	Revenue Recovery Solutions Inc S Commerce Ave Sebring, FL 33870	Independent	0.25 N	N/A	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.25 N	N/A	N/A

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571236	D & N Cabinetry Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.25 SW	20	\$2,417,000
152144	E O Koch Construction LLC Swank Ave Sebring, FL 33870	Independent	0.26 SE	2	\$592,000
912103	Highlands County Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
472401	Tourist Development Council S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County E-911 Address S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Visitor S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	2	N/A
912103	Highlands County Building Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	10	N/A
912103	Highlands County Code Enforcement S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	5	N/A
912103	Highlands County Engineering S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	25	N/A
912103	Highlands County Utilities S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	3	N/A
912103	Highlands County Housing Office S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	4	N/A
912103	Highlands County Planning Department S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	7	N/A
912103	County of HGLDS-Tourism Development S Commerce Ave Sebring, FL 33870	Independent	0.26 NW	8	N/A
733110	FedEx Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.26 NW	N/A	N/A
078301	Crosson & Payne Tree & Land Service Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$169,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
078301	Crosson & Payne Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	1	\$85,000
729917	Art of Massage Kenilworth Blvd Sebring, FL 33870	Independent	0.26 SW	2	\$26,000
753207	Halvorsen Auto Restyling Inc Persimmon Ave Sebring, FL 33870	Independent	0.26 SW	2	\$359,000
801104	Alicare Medical LLC Prosper Ave Sebring, FL 33870	Independent	0.26 SE	4	\$1,422,000
805198	St Camillus Post-Acute & Rehabilitation Center Kenilworth Blvd Sebring, FL 33870	Branch	0.27 SW	146	\$26,932,000
866127	Little Lambs Inc S Eucalyptus St Sebring, FL 33870	Independent	0.27 NW	2	N/A
912103	Highlands County Facility Management S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	23	N/A
799951	Highlands County Parks & Recreation S Fernleaf Ave Sebring, FL 33870	Independent	0.27 N	25	N/A
912103	Highlands County Sheriff's Office S Eucalyptus St Sebring, FL 33870	Independent	0.27 N	350	N/A
801104	First Choice Primary Care Poinsettia Ave Sebring, FL 33870	Independent	0.28 SW	9	\$1,422,000
871111	Polston Engineering Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	7	\$1,134,000
999977	Montana Jones Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.28 SW	N/A	N/A
866107	First Christian Church Poinsettia Ave Sebring, FL 33870	Independent	0.28 W	3	N/A
162903	Costello Brothers Marine Construction Inc Production Dr Sebring, FL 33870	Independent	0.29 S	3	\$421,000
922202	Highlands County Public Defender S Fernleaf Ave Sebring, FL 33870	Branch	0.29 N	10	N/A
651303	Bayside Apartments Poinsettia Ave Sebring, FL 33870	Independent	0.29 W	3	\$425,000

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481304	Det Coin Telephone Inc S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	5	\$1,576,000
802101	Sebring Family Dentistry S Eucalyptus St Sebring, FL 33870	Independent	0.29 NW	7	\$866,000
811103	Steve Kackley Attorney at Law PA S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$240,000
653108	MSMP Properties LLC S Commerce Ave Sebring, FL 33870	Independent	0.29 NW	2	\$146,000
804922	Psychology & Paws LLC Oak Ave Sebring, FL 33870	Independent	0.29 NW	3	\$151,000
999977	I Have A Hope Inc Oak Ave Sebring, FL 33870	Independent	0.30 NW	N/A	N/A
821103	St Catherine Catholic School Kenilworth Blvd Sebring, FL 33870	Independent	0.30 SW	26	N/A
811103	Livingston & Livingston S Commerce Ave Sebring, FL 33870	Independent	0.31 NW	4	\$479,000
171105	Elite Plumbing Enterprises, LLC Production Dr Sebring, FL 33870	Independent	0.32 S	4	\$376,000
769962	In N Out Road Asst Inc Magnolia Ave Sebring, FL 33870	Independent	0.32 NW	1	\$106,000
912102	State Attorney S Eucalyptus St Sebring, FL 33870	Branch	0.32 NW	19	N/A
738907	Alison B Copley S Commerce Ave Sebring, FL 33870	Independent	0.32 NW	5	\$335,000
733603	M V Creation Design LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$113,000
599927	Frames & Images Kenilworth Blvd Sebring, FL 33870	Independent	0.33 SW	2	\$306,000
811103	Swaine & Harris S Commerce Ave Sebring, FL 33870	Independent	0.33 NW	11	\$1,315,000
722121	Kaptured By Katara Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SE	2	\$58,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912102	Honorable Olin W Shinholser S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912102	Highlands County Circuit Judge S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
823106	Highlands County Law Library S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	1	N/A
912103	Highlands County Pre Trial S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Civil Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Child Support S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
912103	Highlands County Small Claims S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	5	N/A
912103	Highlands Juvenile Division S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	6	N/A
912103	Highlands County Traffic Fines S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	4	N/A
921103	Highlands County Courthouse S Commerce Ave Sebring, FL 33870	Independent	0.34 NW	2	N/A
799945	Dragons Lair Kenilworth Blvd Sebring, FL 33870	Independent	0.34 SW	2	\$123,000
581208	Juicy Jerk Jamaican Cuisine Kenilworth Blvd Sebring, FL 33870	Independent	0.35 SE	6	\$245,000
866107	Saint Catherine Parish Hickory St Sebring, FL 33870	Independent	0.35 W	6	N/A
421401	Discount Mini Storage of Service Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	3	\$393,000
751303	U-Haul Neighborhood Dealer Lakeview Dr Sebring, FL 33870	Branch	0.36 SW	4	\$1,306,000
593208	Ekonomy Used Appliances Lakeview Dr Sebring, FL 33870	Independent	0.36 SW	1	\$850,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
508305	Living Water Services Inc Marlow Ave Sebring, FL 33870	Independent	0.36 SE	7	\$7,306,000
866107	Saint Catherine Spanish Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
866110	Catholic Womens Guild-Sebring Bay St Sebring, FL 33870	Independent	0.37 W	2	N/A
566101	Phoenix Molded Shoes Inserts A & Brace LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	3	\$400,000
999977	K S Legs N More LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.37 SE	N/A	N/A
171105	Mr Rooter Plumbing Weigle Ave Sebring, FL 33870	Branch	0.37 E	6	\$563,000
912103	Highlands County Jail S Orange St Sebring, FL 33870	Independent	0.37 N	286	N/A
152115	Stewart Construction Kenilworth Blvd Sebring, FL 33870	Independent	0.38 W	1	\$296,000
866107	Southside Baptist Church S Commerce Ave Sebring, FL 33870	Independent	0.39 NW	1	N/A
171105	Fassler Plumbing Inc Weigle Ave Sebring, FL 33870	Independent	0.39 E	7	\$657,000
602103	ATM Kenilworth Blvd Sebring, FL 33870	Kiosk	0.39 W	N/A	N/A
581208	Dimitris Family Restaurant Bar & Grill Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
581308	Touring Restaurant LLC Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581301	Dimitris' 5 O'Clock Somewhere Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	3	\$143,000
581208	Greek on the Street Kenilworth Blvd Sebring, FL 33870	Independent	0.39 W	5	\$204,000
653116	Boyd William K Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$73,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799101	CrossFit Sebring Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	1	\$40,000
533101	Dollar General Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	7	\$1,065,000
541105	Save-A-Lot Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	17	\$4,532,000
729917	Intuitive Massage Inc Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	1	\$26,000
571216	Sebring Furniture Lakeview Dr Sebring, FL 33870	Independent	0.39 SW	3	\$363,000
609910	Western Union Agent Location Lakeview Dr Sebring, FL 33870	Branch	0.39 SW	3	\$1,221,000
808201	Palms Home Care Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	9	\$797,000
599940	Angels on Consignment Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	1	\$153,000
811103	International Law Group PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	3	\$359,000
999977	Voss Blanco LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	N/A	N/A
801104	Peace River-Victim Service Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	6	\$116,000
832282	Healing Hope Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	5	\$116,000
999966	Florida Senior Living, LLC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	6	N/A
399302	AAA Mobile Signs LC Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	N/A
808201	Art of Caring Homecare SVC Inc Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	10	N/A
832218	Volunteers of America of Florida Lakeview Dr Sebring, FL 33870	Branch	0.40 SW	4	\$154,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
811103	Law Office of Patricia Lynch Franklin PA Lakeview Dr Sebring, FL 33870	Independent	0.40 SW	2	\$240,000
871301	Germaine Surveying Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.40 SE	6	\$301,000
764109	Erwin Frank Upholstery Kenilworth Blvd Sebring, FL 33870	Independent	0.40 E	1	\$42,000
821103	Heartland Christian School Inc Persimmon Ave Sebring, FL 33870	Independent	0.40 S	20	N/A
821109	Highlands University Preparatory School Persimmon Ave Sebring, FL 33870	Independent	0.40 S	4	N/A
655302	Sebring City Pinecrest Cemetery S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	20	N/A
965104	Sebring Building Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	2	N/A
912104	Sebring, City S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
912112	Sebring City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	150	N/A
912112	City Hall S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	25	N/A
919904	Purchasing Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	1	N/A
953204	Planning & Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	3	N/A
953204	Sebring City Zoning Department S Commerce Ave Sebring, FL 33870	Independent	0.40 NW	4	N/A
733110	USPS Blue Collection Box S Commerce Ave Sebring, FL 33870	Kiosk	0.40 NW	N/A	N/A
869903	Heads Hearts-Hands-Heartland Penny Ave Sebring, FL 33870	Independent	0.40 SE	3	N/A
641112	On Site AG Service II Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	\$478,000

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738999	Business Solution Service V C Group S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$134,000
754901	Artistic Towing & Recovery Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	1	\$102,000
521116	Just Screens LLC Weigle Ave Sebring, FL 33870	Independent	0.41 E	2	\$1,311,000
753201	Aries Auto Body & Restor Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$717,000
594141	Sic N Twisted Cycles Lakeview Dr Sebring, FL 33870	Independent	0.41 SW	2	\$296,000
912112	Sebring City Hall Sebring, FL 33870	Independent	0.41 NW	7	N/A
811103	The McNeal Law Firm PA S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$240,000
614114	Cooper Bails Bonds S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	\$949,000
614114	Reggie D Cooper Sr Inc S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	2	N/A
873104	Mobile Lab Draws LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	4	N/A
874213	Heartland Citrus Marketing LLC S Commerce Ave Sebring, FL 33870	Independent	0.41 NW	3	\$347,000
509312	Antifreeze Recycling Services Inc Weigle Ave Sebring, FL 33870	Independent	0.41 E	3	\$3,078,000
614114	A-Sottile Bail Bonds S Orange St Sebring, FL 33870	Independent	0.42 NW	1	\$475,000
832218	Big Brothers Big Sisters N Fernleaf Ave Sebring, FL 33870	Branch	0.42 NW	3	\$116,000
801104	Sebring Medical Walk-in Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	3	\$1,067,000
801101	Fairmount Walk-in Medical Clinic S Commerce Ave Sebring, FL 33870	Independent	0.42 NW	4	\$1,422,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30, 30-60, 60-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
614108	Bail Bonds By Jack Cochran S Orange St Sebring, FL 33870	Independent	0.43 N	3	\$1,423,000
999977	FL-Forensic Lakeview Dr Sebring, FL 33870	Independent	0.44 W	N/A	N/A
832201	Common Sense Counseling LLC Lakeview Dr Sebring, FL 33870	Independent	0.44 W	3	\$116,000
839916	Trinity Breast Pads N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	3	N/A
701107	Cozy Comfort Bed & Breakfast N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	1	\$435,000
864108	Sebring Bridge Club N Fernleaf Ave Sebring, FL 33870	Independent	0.44 NW	5	N/A
811103	Avard Law Offices, PA Rose Ave Sebring, FL 33870	Branch	0.44 N	6	\$718,000
733801	Accurate Reporting Service Rose Ave Sebring, FL 33870	Independent	0.44 N	1	\$74,000
811103	Cloud Law Firm Rose Ave Sebring, FL 33870	Independent	0.44 N	3	\$479,000
811103	Burnetti, P.A. S Commerce Ave Sebring, FL 33870	Branch	0.44 NW	100	\$11,952,000
736303	AG Labor Service Inc N Fernleaf Ave Sebring, FL 33870	Independent	0.45 NW	6	\$697,000
508726	S & R Ventures Unlimited Inc Lakeview Dr Sebring, FL 33870	Independent	0.45 SW	4	\$2,707,000
839998	Florida Non-Profit Housing Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	13	N/A
653132	Highlands County Housing Authority Kenilworth Blvd Sebring, FL 33870	Independent	0.45 E	2	N/A
552102	Old English Motor Co Lakeview Dr Sebring, FL 33870	Independent	0.45 W	1	\$536,000
839998	Highland County V O A Living Center, Inc Queen Palm Ave Sebring, FL 33870	Independent	0.45 SE	1	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30, 30-60, 60-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
422503	A A Storage Of Highlands County Spinks Rd Sebring, FL 33870	Independent	0.45 S	3	\$316,000
751303	U-Haul Neighborhood Dealer Spinks Rd Sebring, FL 33870	Branch	0.45 S	3	\$979,000
514703	T Simmons & Co Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$2,540,000
839998	Catch of the Day Inc Spinks Rd Sebring, FL 33870	Independent	0.45 S	4	N/A
872102	Professional Bookkeeping System Spinks Rd Sebring, FL 33870	Independent	0.45 S	2	\$146,000
521101	Southwood Builders Supply Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	5	\$1,311,000
521101	Southwood Garage Doors-Screen Kenilworth Blvd Sebring, FL 33870	Independent	0.46 E	3	\$1,311,000
866107	Sebring Church of the Brethren S Pine St Sebring, FL 33870	Independent	0.46 NW	3	N/A
866107	Iglesia Hispana Asamblea De Dios S Pine St Sebring, FL 33870	Independent	0.46 NW	1	N/A
866107	Church Of The Nazarene S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	2	N/A
726103	Morris Funeral Chapel S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	4	\$388,000
866107	New Beginnings Church S Commerce Ave Sebring, FL 33870	Independent	0.46 NW	5	N/A
866110	The Gideons International S Commerce Ave Sebring, FL 33870	Branch	0.46 NW	1	N/A
866107	Sebring Church of the Nazarene S Pine St Sebring, FL 33870	Independent	0.47 NW	6	N/A
864101	Elks Lodge 1529 Club Kenilworth Blvd Sebring, FL 33870	Branch	0.47 W	8	N/A
833104	Arc Ridge Area Queen Palm Ave Sebring, FL 33870	Branch	0.48 SE	5	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30, 30-60, 60-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
866107	First Presbyterian CHR-Sebring Poinsettia Ave Sebring, FL 33870	Independent	0.48 NW	5	N/A
723106	Palms Hair Salon S Pine St Sebring, FL 33870	Independent	0.48 NW	2	\$69,000
811103	Jennifer J Powell, PA S Pine St Sebring, FL 33870	Independent	0.49 NW	4	\$479,000
811103	The Law Firm of Elton J Gissendanner III S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$359,000
866107	Iglesia De Dios Refugio Eterno S Commerce Ave Sebring, FL 33870	Independent	0.49 NW	2	N/A
628205	J Biance Financial S Pine St Sebring, FL 33870	Independent	0.49 NW	3	\$862,000
731201	Hallmark Media Group Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$217,000
809907	Heartland Rural Health Network, Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	5	\$560,000
811103	Shirley Whitsitt Law Office S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$120,000
653118	All-Star Properties Inc S Pine St Sebring, FL 33870	Independent	0.50 NW	1	\$73,000
651303	The Villa's of Sebring Spinks Ln Sebring, FL 33870	Independent	0.50 S	2	\$142,000
651303	Briarwood Apartments Spinks Ln Sebring, FL 33870	Independent	0.50 S	1	\$142,000
508305	Agri-Flow Lakeview Dr Sebring, FL 33870	Independent	0.51 W	4	\$4,175,000
514807	M E Stephens & Sons Fruit Company Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	5	\$5,578,000
999977	MBH Rentals LLC S Commerce Ave Sebring, FL 33870	Independent	0.51 NW	N/A	N/A
422503	Sebring Mini Warehouse Too Inc Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$211,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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August 27, 2023



Business Locator

781 Magnolia Ave, Sebring, Florida, 33870
Ring bands: 0-30, 30-60, 60-120 mile radii

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
599931	Glass Bottle Outlet Lakeview Dr Sebring, FL 33870	Independent	0.51 SW	2	\$306,000
821103	Fred Wild Elementary School Youth Care Ln Sebring, FL 33870	Independent	0.52 S	110	N/A
651303	Highlands Village II, Ltd Villa Rd Sebring, FL 33870	Independent	0.52 SW	3	N/A
733110	UPS Drop Box S Commerce Ave Sebring, FL 33870	Kiosk	0.52 NW	N/A	N/A
472402	Dac Travel SVC Lakeview Dr Sebring, FL 33870	Independent	0.52 W	1	N/A
555103	Bertram's Marine Repair Inc Kenilworth Blvd Sebring, FL 33870	Independent	0.53 E	2	\$577,000
724101	House of David Barber Shop S Commerce Ave Sebring, FL 33870	Independent	0.53 NW	1	\$19,000
581212	Palms Court Catering S Pine St Sebring, FL 33870	Independent	0.54 NW	250	\$10,178,000
805101	The Palms of Sebring S Pine St Sebring, FL 33870	Independent	0.54 NW	5	\$560,000
811103	Michael L Keiber Law Offices S Commerce Ave Sebring, FL 33870	Independent	0.56 NW	4	\$479,000
866112	Temple Israel of Highlands County Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	1	N/A
864108	Sebring Doll Club Temple Israel Dr Sebring, FL 33870	Independent	0.56 SW	3	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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August 27, 2023

COMMUNITY SUMMARY

133.07
Area: 1.19 square miles

2,614	-0.52%	2.40	67.2	36.4	\$54,685	\$208,333	\$57,525	24.8%	60.0%	15.2%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



14.2%
Services

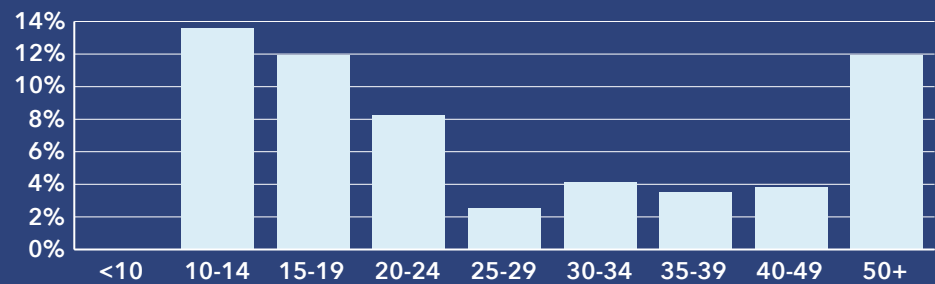


16.9%
Blue Collar

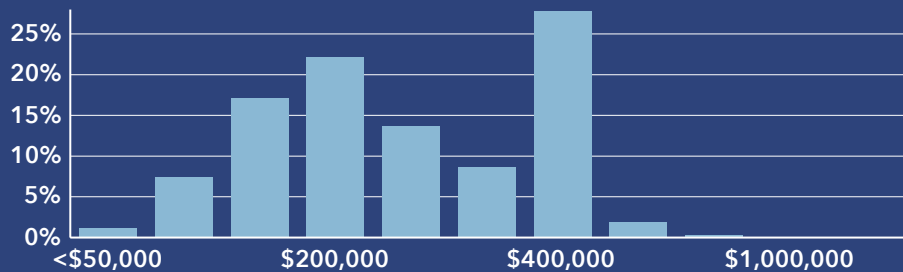


68.9%
White Collar

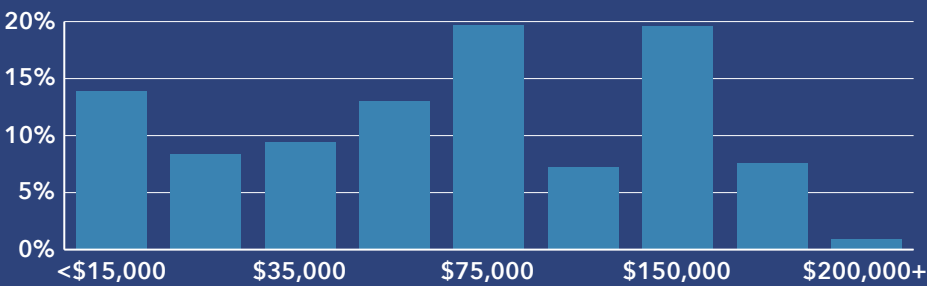
Mortgage as Percent of Salary



Home Value



Household Income

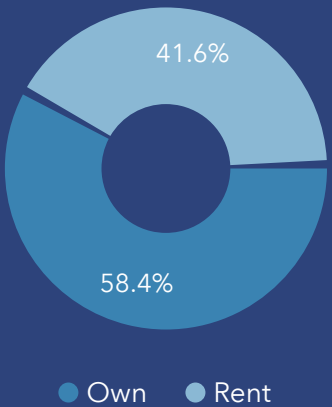


Age Profile: 5 Year Increments

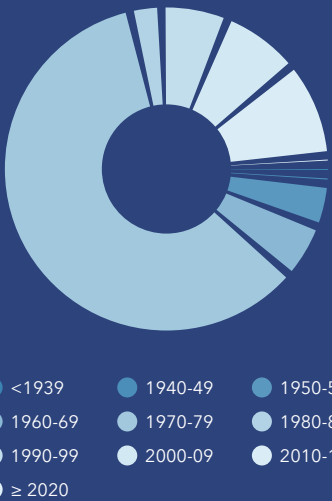


Dots show comparison to Jackson County

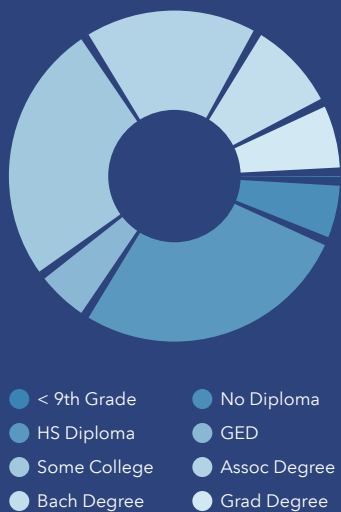
Home Ownership



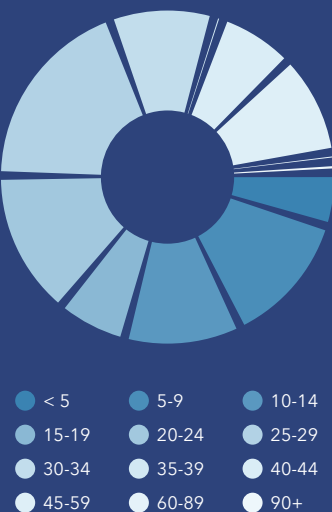
Housing: Year Built



Educational Attainment



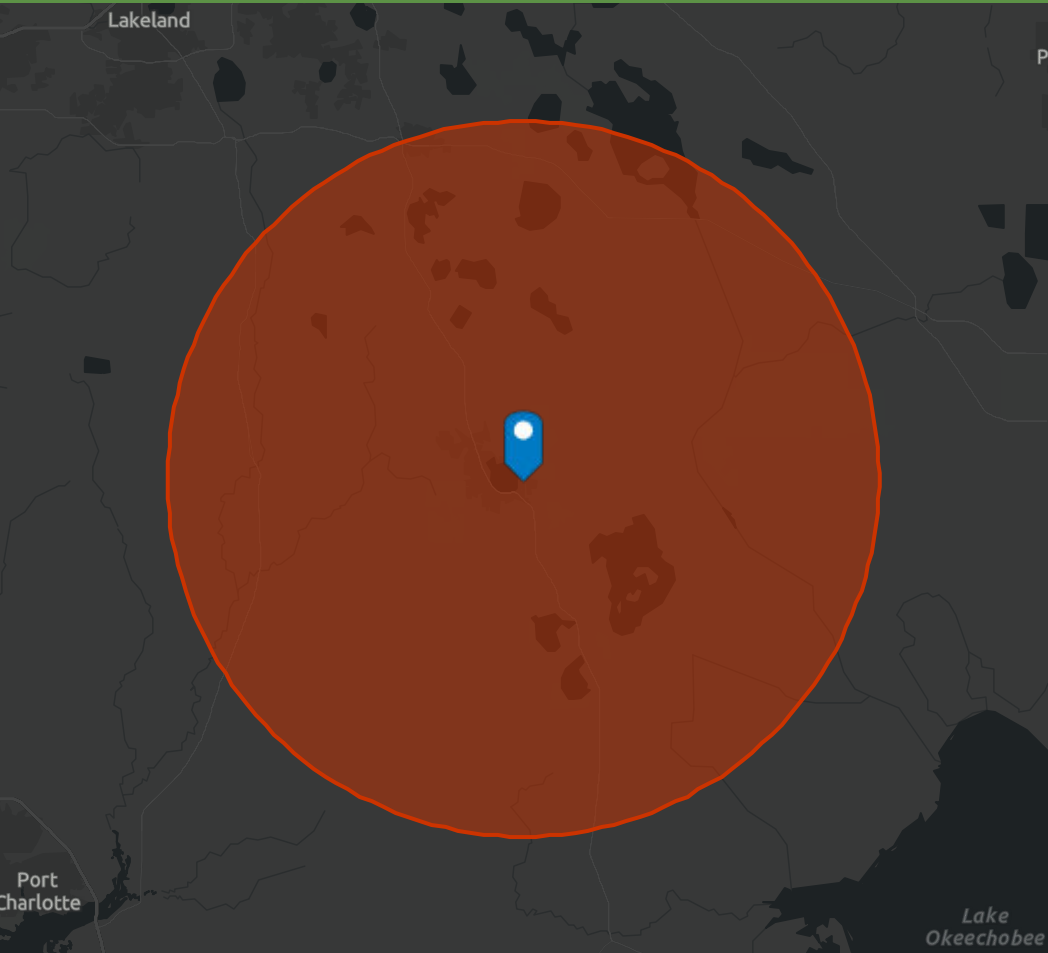
Commute Time: Minutes



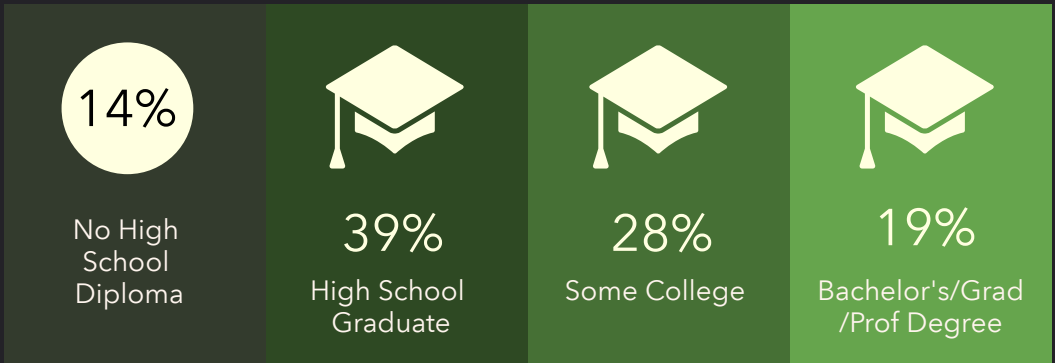
DEMOGRAPHIC PROFILE

781 Magnolia Ave, Sebring, Florida, 33870

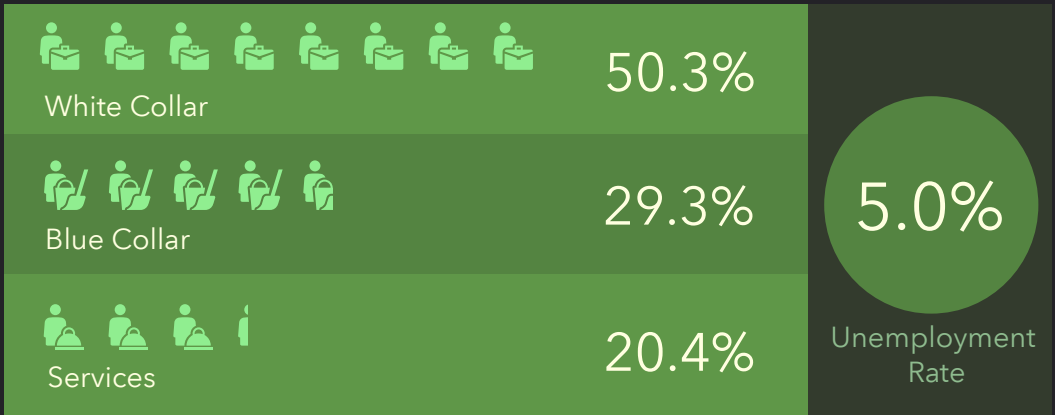
Ring band of 0 - 30 miles



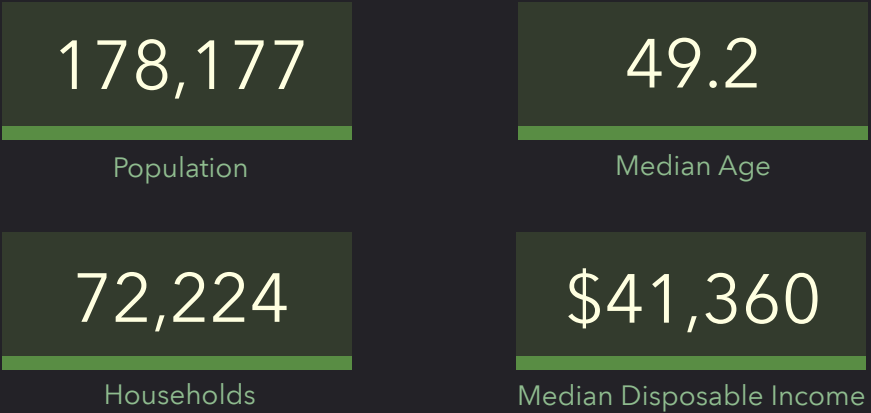
EDUCATION



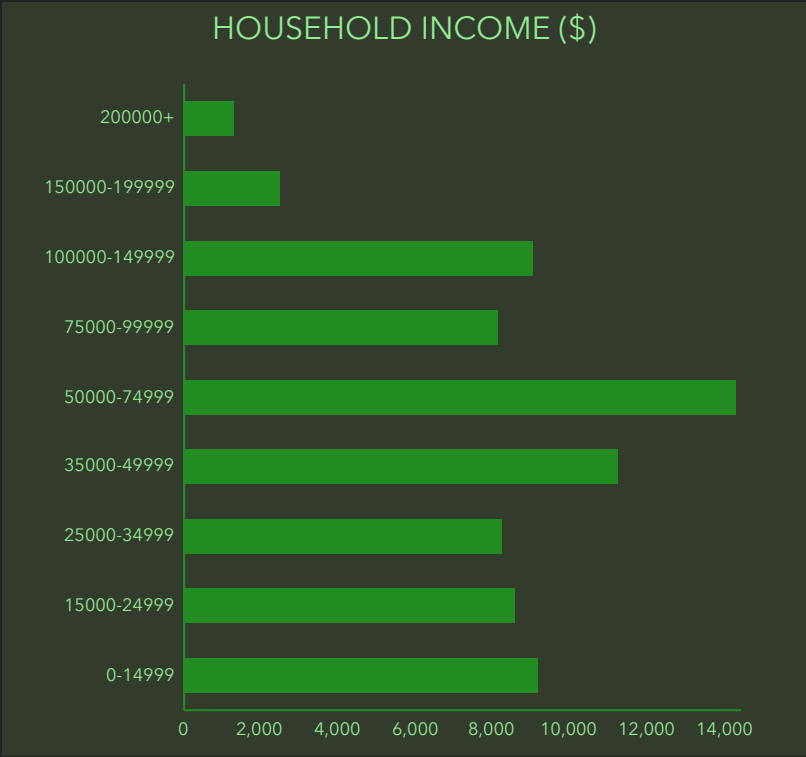
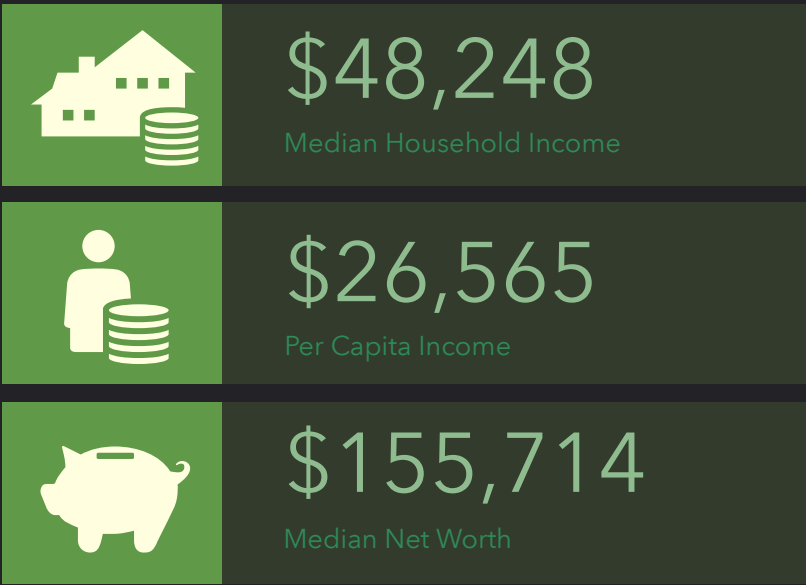
EMPLOYMENT



KEY FACTS



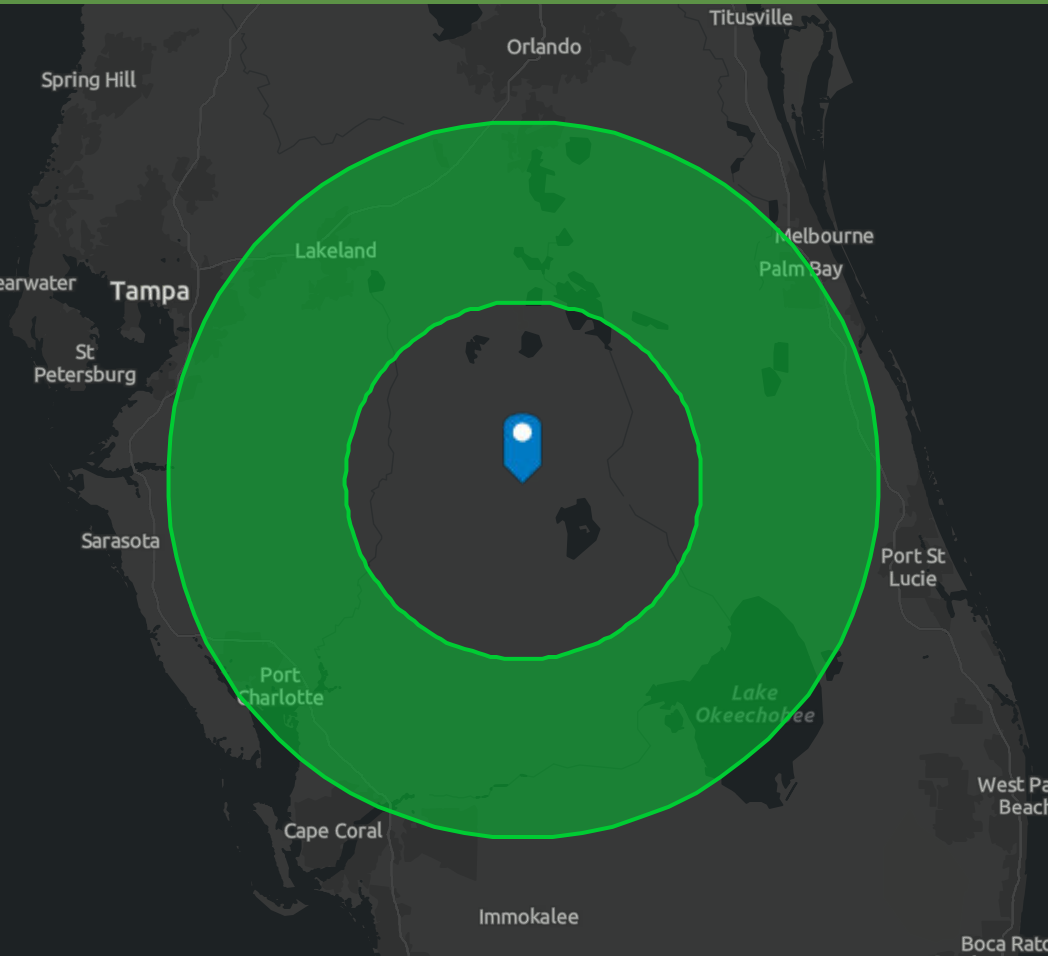
INCOME



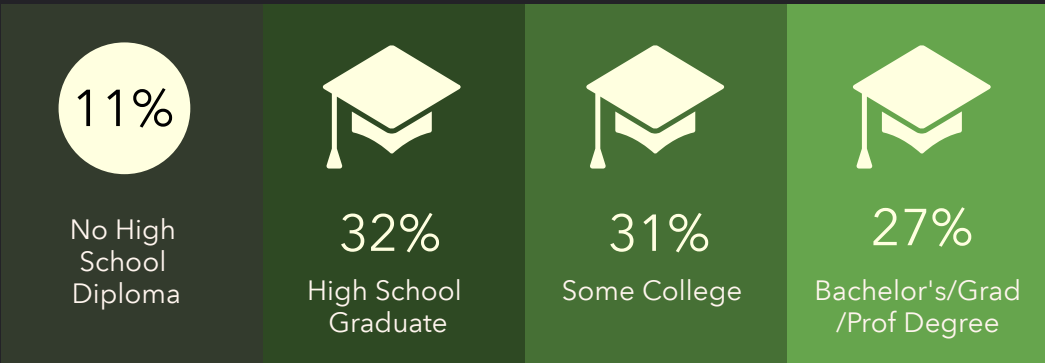
DEMOGRAPHIC PROFILE

781 Magnolia Ave, Sebring, Florida, 33870

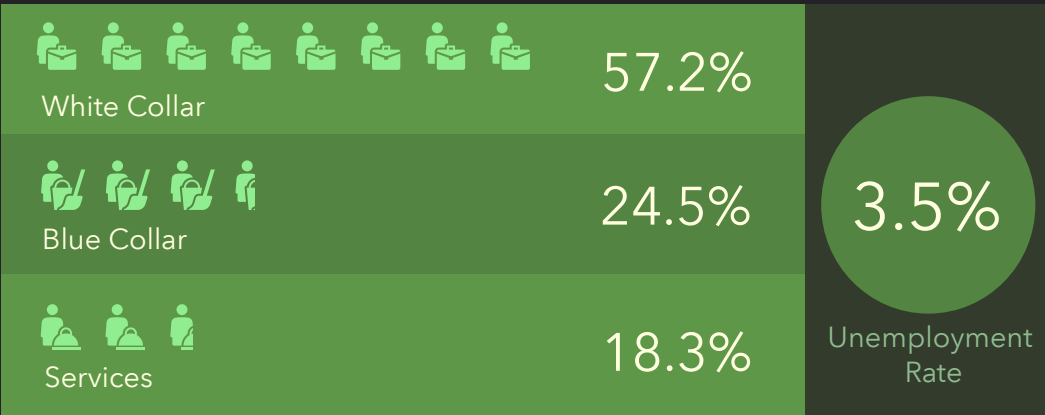
Ring band of 30 - 60 miles



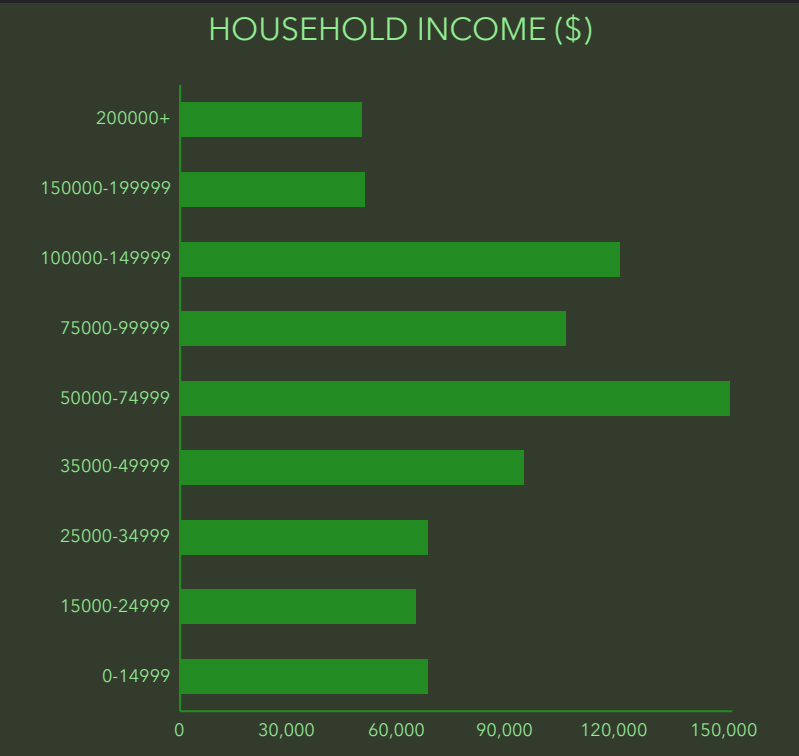
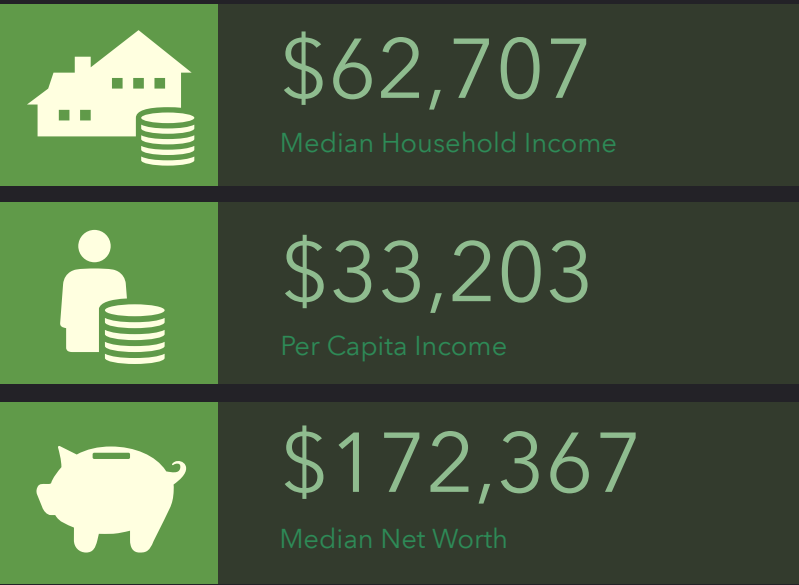
EDUCATION



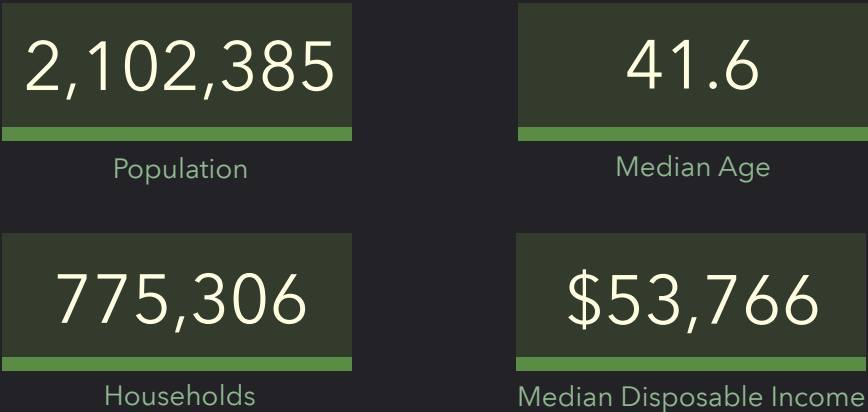
EMPLOYMENT



INCOME



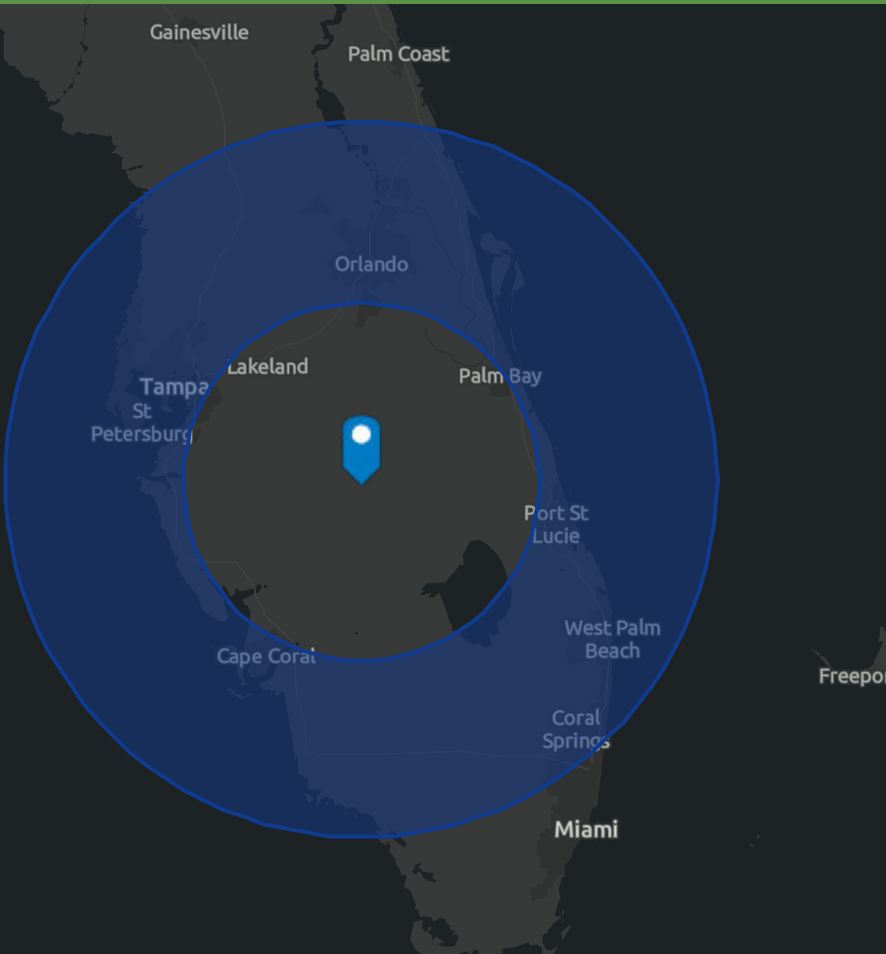
KEY FACTS



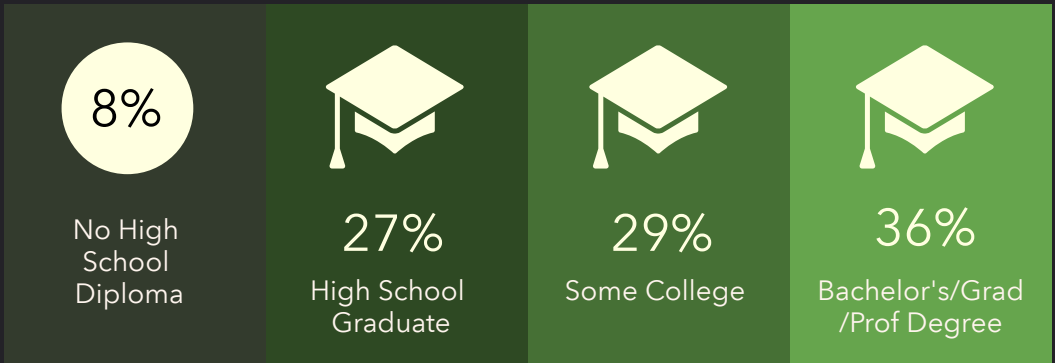
DEMOGRAPHIC PROFILE

781 Magnolia Ave, Sebring, Florida, 33870

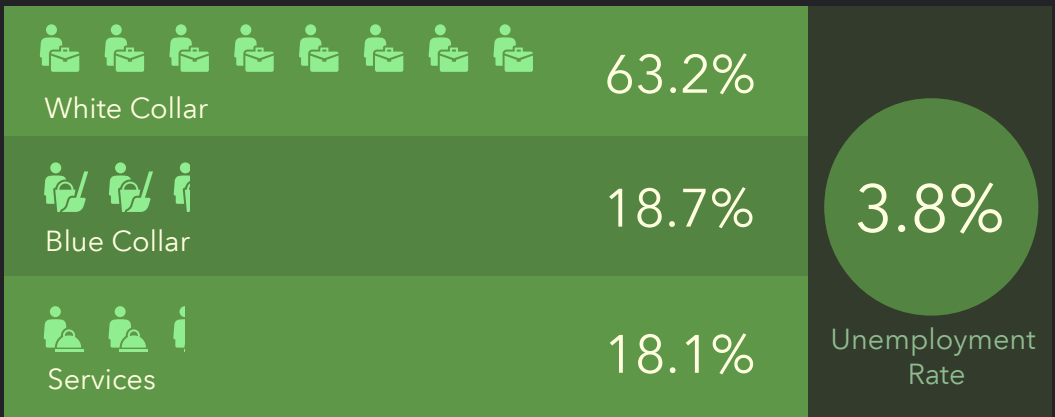
Ring band of 60 - 120 miles



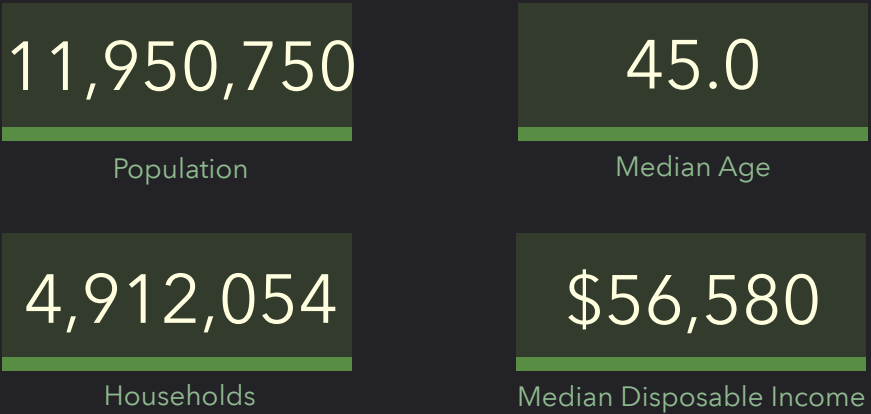
EDUCATION



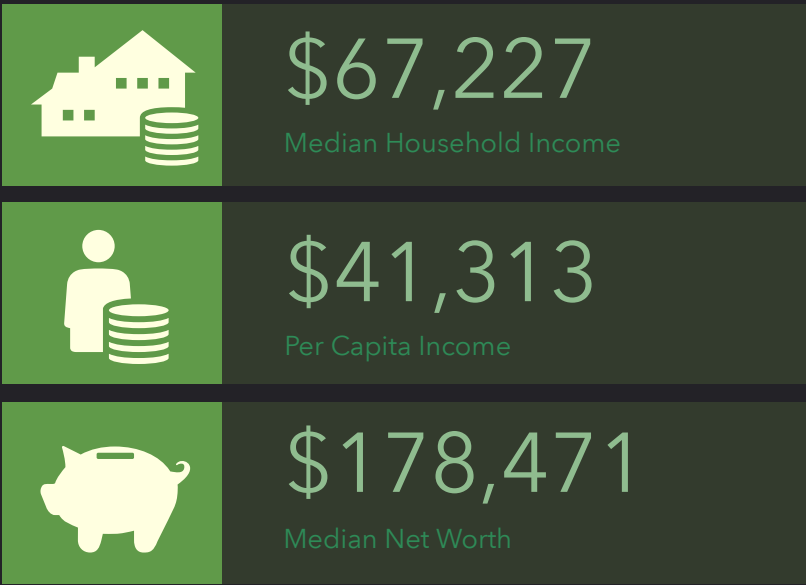
EMPLOYMENT



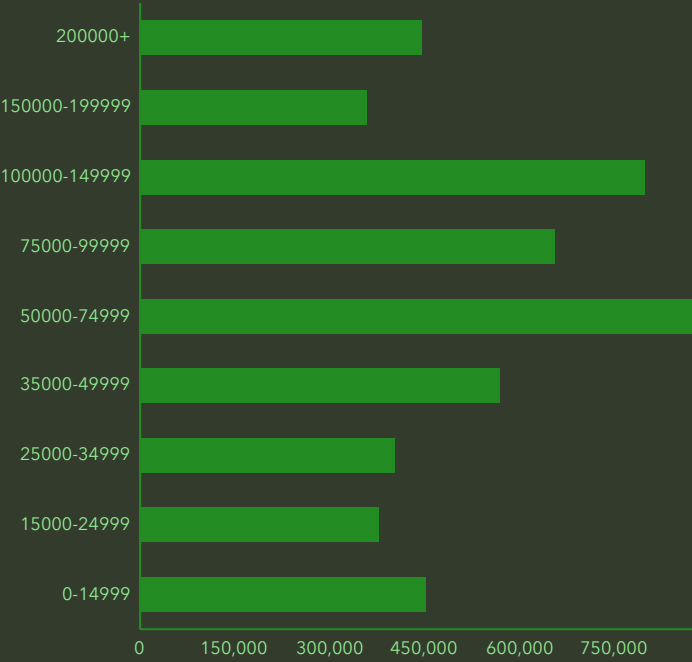
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Disposable Income Profile

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

	Census 2010	2023	2028	2023-2028 Change	2023-2028 Annual Rate
Population	174,046	178,177	179,613	1,436	0.16%
Median Age	45.6	49.2	49.9	0.7	0.28%
Households	67,727	72,224	73,285	1,061	0.29%
Average Household Size	2.45	2.36	2.35	-0.01	-0.08%

2023 Households by Disposable Income			Number	Percent
Total			72,224	100.0%
<\$15,000			10,206	14.1%
\$15,000-\$24,999			9,757	13.5%
\$25,000-\$34,999			9,747	13.5%
\$35,000-\$49,999			12,515	17.3%
\$50,000-\$74,999			14,384	19.9%
\$75,000-\$99,999			6,473	9.0%
\$100,000-\$149,999			7,298	10.1%
\$150,000-\$199,999			1,073	1.5%
\$200,000+			771	1.1%
Median Disposable Income			\$41,360	
Average Disposable Income			\$54,006	

2023 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,671	7,388	7,886	8,643	12,395	16,711	17,530
<\$15,000	365	995	977	908	1,933	2,581	2,447
\$15,000-\$24,999	331	921	605	692	1,541	2,117	3,548
\$25,000-\$34,999	221	989	785	871	1,385	2,405	3,092
\$35,000-\$49,999	287	1,256	1,178	1,376	1,992	3,096	3,331
\$50,000-\$74,999	313	1,747	1,898	1,871	2,367	3,342	2,846
\$75,000-\$99,999	73	653	879	1,235	1,279	1,325	1,028
\$100,000-\$149,999	79	732	1,285	1,277	1,463	1,437	1,026
\$150,000-\$199,999	0	42	153	250	271	237	120
\$200,000+	1	53	127	162	165	171	92
Median Disposable Income	\$30,576	\$43,180	\$53,514	\$54,454	\$43,932	\$39,783	\$33,616
Average Disposable Income	\$38,868	\$52,841	\$64,996	\$67,396	\$57,374	\$51,858	\$44,060

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

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

August 27, 2023



Disposable Income Profile

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 30 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

	Census 2010	2023	2028	2023-2028 Change	2023-2028 Annual Rate
Population	1,558,073	2,102,385	2,244,109	141,724	1.31%
Median Age	39.7	41.6	42.0	0.4	0.19%
Households	575,447	775,306	829,344	54,038	1.36%
Average Household Size	2.66	2.67	2.67	0.00	0.00%

2023 Households by Disposable Income			Number	Percent
Total			775,305	100.0%
<\$15,000			76,534	9.9%
\$15,000-\$24,999			75,572	9.7%
\$25,000-\$34,999			82,219	10.6%
\$35,000-\$49,999			117,161	15.1%
\$50,000-\$74,999			166,245	21.4%
\$75,000-\$99,999			85,216	11.0%
\$100,000-\$149,999			111,286	14.4%
\$150,000-\$199,999			32,605	4.2%
\$200,000+			28,467	3.7%
Median Disposable Income			\$53,766	
Average Disposable Income			\$70,923	

2023 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	20,896	104,819	121,217	123,930	141,308	145,705	117,430
<\$15,000	3,585	8,873	9,326	8,135	14,398	16,903	15,313
\$15,000-\$24,999	3,436	9,226	6,068	6,467	12,422	15,343	22,611
\$25,000-\$34,999	2,483	11,736	8,906	8,758	12,077	18,230	20,029
\$35,000-\$49,999	3,634	17,574	15,506	15,722	19,271	24,803	20,651
\$50,000-\$74,999	4,853	27,474	28,712	25,731	28,045	32,064	19,366
\$75,000-\$99,999	1,420	11,296	14,581	19,775	17,609	13,019	7,516
\$100,000-\$149,999	1,308	13,805	26,138	24,244	22,518	15,378	7,896
\$150,000-\$199,999	68	2,342	6,535	8,206	8,056	5,239	2,159
\$200,000+	108	2,494	5,445	6,891	6,914	4,727	1,889
Median Disposable Income	\$37,925	\$52,920	\$65,833	\$71,142	\$58,697	\$48,038	\$35,379
Average Disposable Income	\$45,972	\$65,516	\$82,999	\$87,714	\$77,494	\$64,619	\$49,916

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

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

August 27, 2023



Disposable Income Profile

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 60 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

	Census 2010	2023	2028	2023-2028 Change	2023-2028 Annual Rate
Population	9,932,556	11,950,750	12,302,005	351,255	0.58%
Median Age	42.6	45.0	45.4	0.4	0.18%
Households	4,082,665	4,912,054	5,084,297	172,243	0.69%
Average Household Size	2.39	2.39	2.38	-0.01	-0.08%

2023 Households by Disposable Income			Number	Percent
Total			4,912,014	100.0%
<\$15,000			497,388	10.1%
\$15,000-\$24,999			440,004	9.0%
\$25,000-\$34,999			484,939	9.9%
\$35,000-\$49,999			686,774	14.0%
\$50,000-\$74,999			985,597	20.1%
\$75,000-\$99,999			546,579	11.1%
\$100,000-\$149,999			749,496	15.3%
\$150,000-\$199,999			268,783	5.5%
\$200,000+			252,453	5.1%
Median Disposable Income			\$56,580	
Average Disposable Income			\$77,290	

2023 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	153,522	620,436	704,476	738,881	898,394	951,161	845,143
<\$15,000	28,867	54,901	55,846	49,366	91,604	111,169	105,635
\$15,000-\$24,999	23,323	49,446	32,831	33,255	68,707	89,962	142,480
\$25,000-\$34,999	18,493	65,283	51,483	48,225	69,745	105,430	126,279
\$35,000-\$49,999	26,322	94,171	86,097	84,415	109,212	143,572	142,986
\$50,000-\$74,999	33,214	153,125	155,834	137,083	160,684	197,498	148,160
\$75,000-\$99,999	10,782	72,718	81,154	115,257	112,463	92,484	61,722
\$100,000-\$149,999	10,511	92,415	153,301	150,458	154,079	118,575	70,158
\$150,000-\$199,999	759	18,635	47,329	62,702	67,410	46,782	25,167
\$200,000+	1,253	19,742	40,602	58,120	64,491	45,689	22,556
Median Disposable Income	\$37,579	\$55,302	\$68,472	\$77,808	\$64,975	\$52,154	\$38,928
Average Disposable Income	\$46,845	\$70,159	\$87,589	\$96,682	\$86,825	\$72,885	\$57,340

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

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

August 27, 2023



Key Facts

781 Magnolia Ave, Sebring, Florida, 33870
Ring band of 0 - 30 miles

KEY FACTS

178,177

Population



2.4

Average Household Size

49.2

Median Age

\$48,248

Median Household Income

EDUCATION

14%

No High School Diploma



39%

High School Graduate



28%

Some College



19%

Bachelor's/Grad/Pr of Degree

BUSINESS



5,646

Total Businesses



50,975

Total Employees

EMPLOYMENT



50.3%

White Collar



29.3%

Blue Collar



20.4%

Services



5.0%

Unemployment Rate

INCOME



\$48,248

Median Household Income



\$26,565

Per Capita Income



\$155,714

Median Net Worth

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (19.7%)

The smallest group: \$200,000+ (1.8%)

Indicator ▲	Value	Diff		
<\$15,000	12.7%	+0.9%		
\$15,000 - \$24,999	11.8%	+0.2%		
\$25,000 - \$34,999	11.4%	+0.4%		
\$35,000 - \$49,999	15.5%	-0.2%		
\$50,000 - \$74,999	19.7%	-0.5%		
\$75,000 - \$99,999	11.2%	-0.2%		
\$100,000 - \$149,999	12.5%	-0.8%		
\$150,000 - \$199,999	3.4%	-0.2%		
\$200,000+	1.8%	+0.4%		

Bars show deviation from 12055 (Highlands County)

Key Facts

781 Magnolia Ave, Sebring, Florida, 33870
Ring band of 30 - 60 miles

KEY FACTS

2,102,385

Population



Average Household Size

41.6

Median Age

\$62,707

Median Household Income

EDUCATION

11%

No High School Diploma



32%

High School Graduate



31%

Some College



27%

Bachelor's/Grad/Pr of Degree

BUSINESS



56,683

Total Businesses



562,629

Total Employees

EMPLOYMENT



57.2%

White Collar



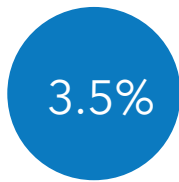
24.5%

Blue Collar



18.3%

Services



3.5%

Unemployment Rate

INCOME



\$62,707

Median Household Income



\$33,203

Per Capita Income



\$172,367

Median Net Worth

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (19.5%)

The smallest group: \$150,000 - \$199,999 (6.5%)

Indicator ▲	Value	Diff	
<\$15,000	8.8%	-3.0%	
\$15,000 - \$24,999	8.4%	-3.2%	
\$25,000 - \$34,999	8.8%	-2.2%	
\$35,000 - \$49,999	12.2%	-3.5%	
\$50,000 - \$74,999	19.5%	-0.7%	
\$75,000 - \$99,999	13.7%	+2.3%	
\$100,000 - \$149,999	15.6%	+2.3%	
\$150,000 - \$199,999	6.5%	+2.9%	
\$200,000+	6.5%	+5.1%	

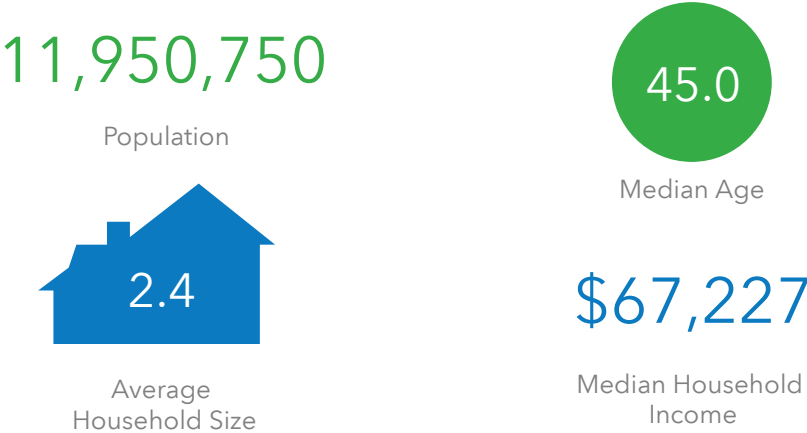
Bars show deviation from 12055 (Highlands County)



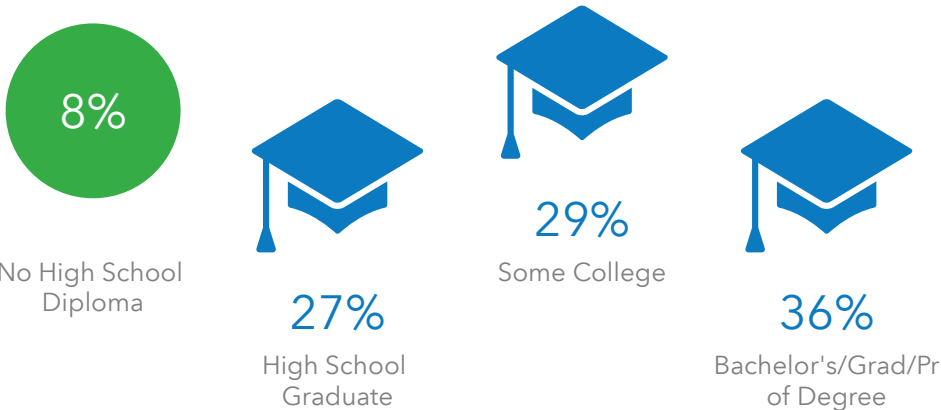
Key Facts

781 Magnolia Ave, Sebring, Florida, 33870
Ring band of 60 - 120 miles

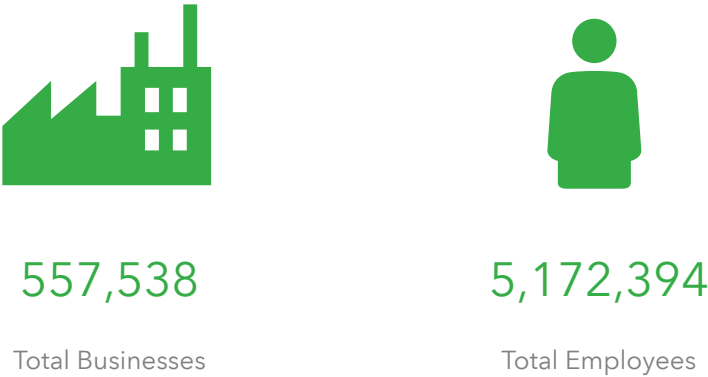
KEY FACTS



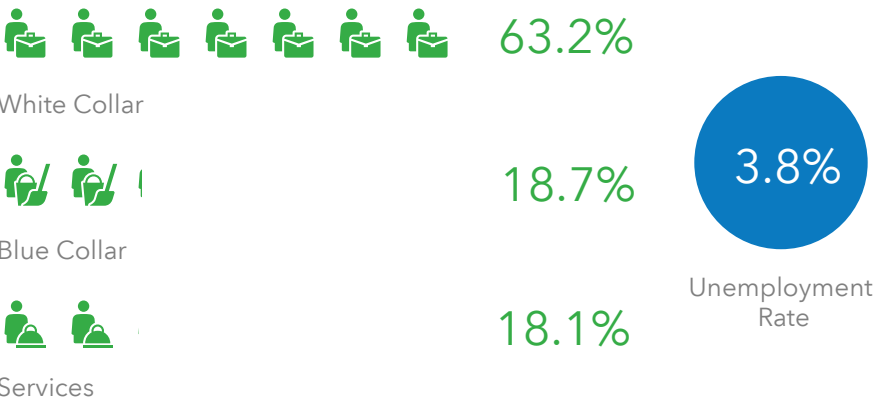
EDUCATION



BUSINESS



EMPLOYMENT



INCOME



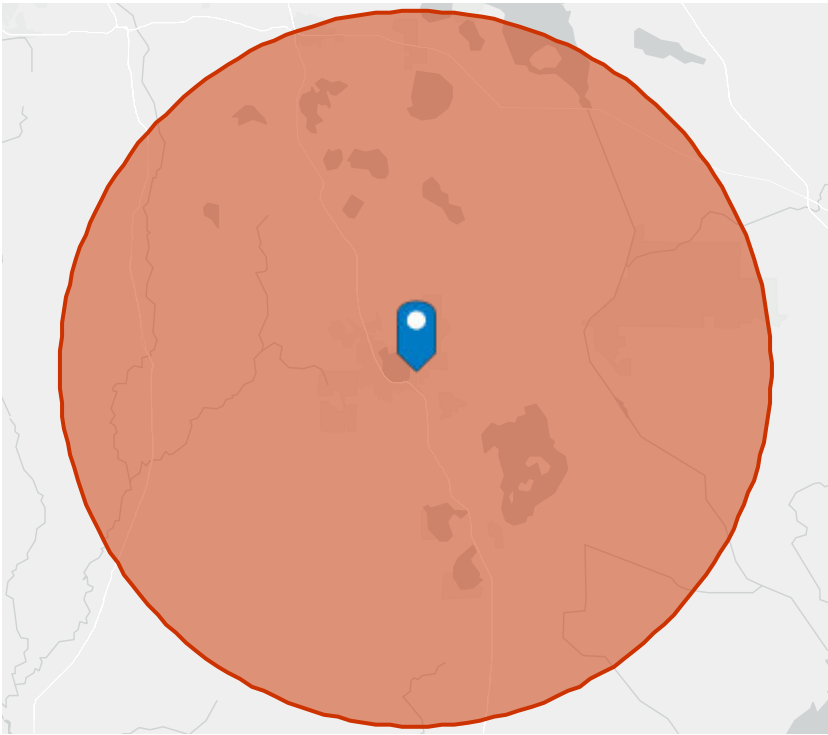
2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (17.7%)

The smallest group: \$150,000 - \$199,999 (7.3%)

Indicator ▲	Value	Diff	
<\$15,000	9.2%	-2.6%	
\$15,000 - \$24,999	7.6%	-4.0%	
\$25,000 - \$34,999	8.2%	-2.8%	
\$35,000 - \$49,999	11.5%	-4.2%	
\$50,000 - \$74,999	17.7%	-2.5%	
\$75,000 - \$99,999	13.3%	+1.9%	
\$100,000 - \$149,999	16.2%	+2.9%	
\$150,000 - \$199,999	7.3%	+3.7%	
\$200,000+	9.0%	+7.6%	

Bars show deviation from 12055 (Highlands County)

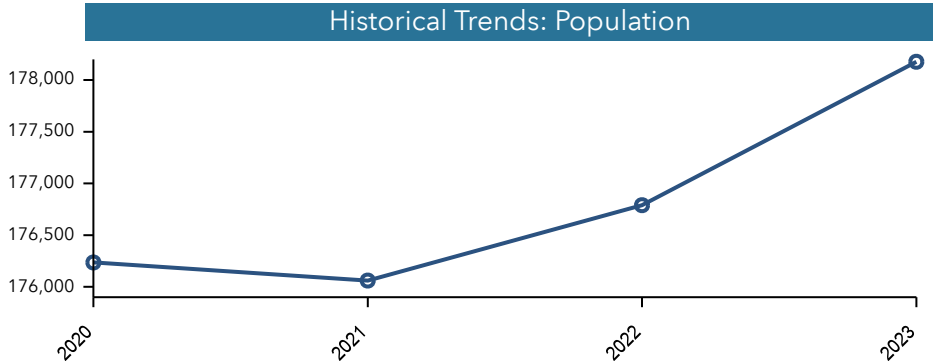


POPULATION TRENDS AND KEY INDICATORS

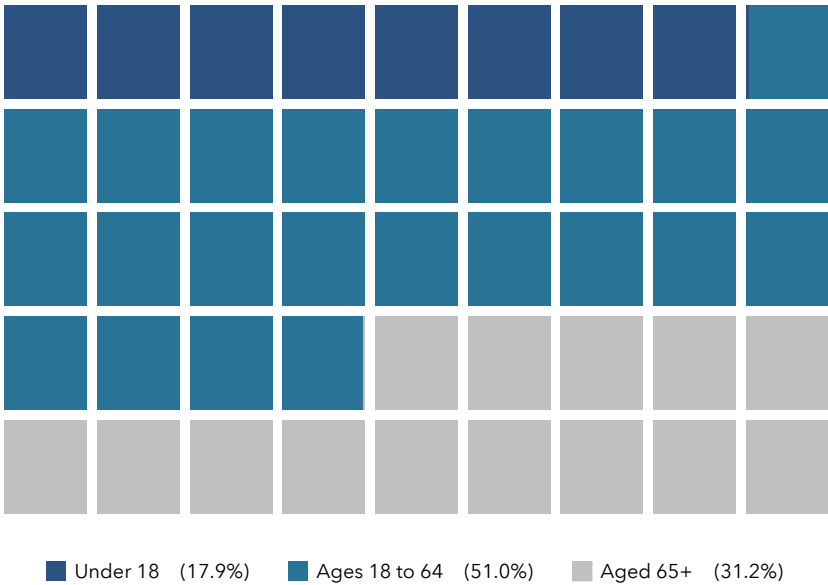
781 Magnolia Ave, Sebring, Florida, 33870
Ring band of 0 - 30 miles

178,177	72,224	2.36	49.2	\$48,248	\$182,630	56	108	69
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

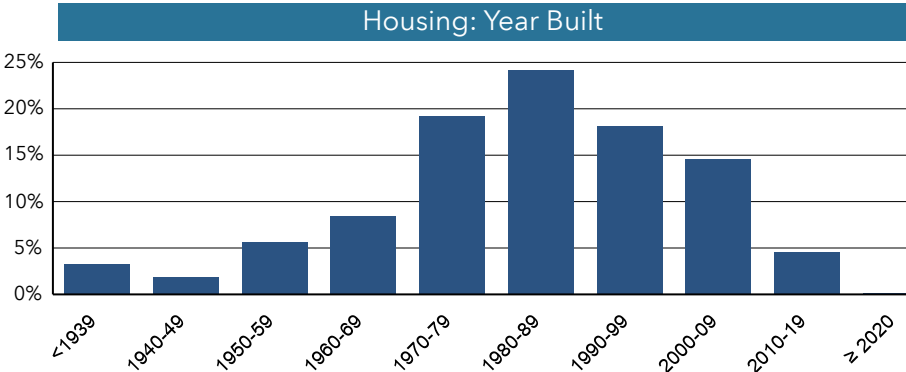
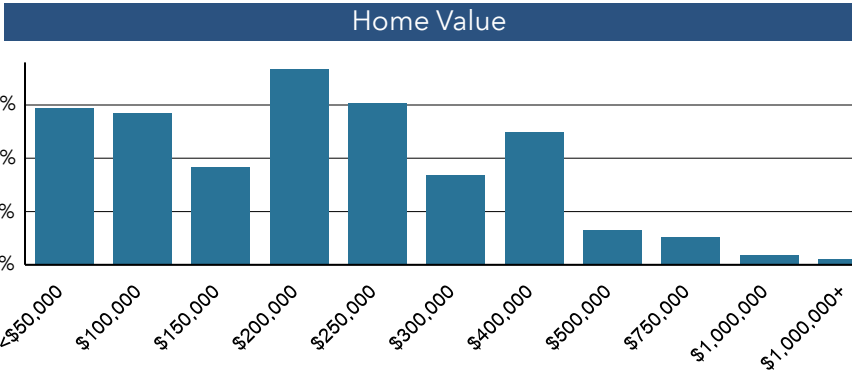
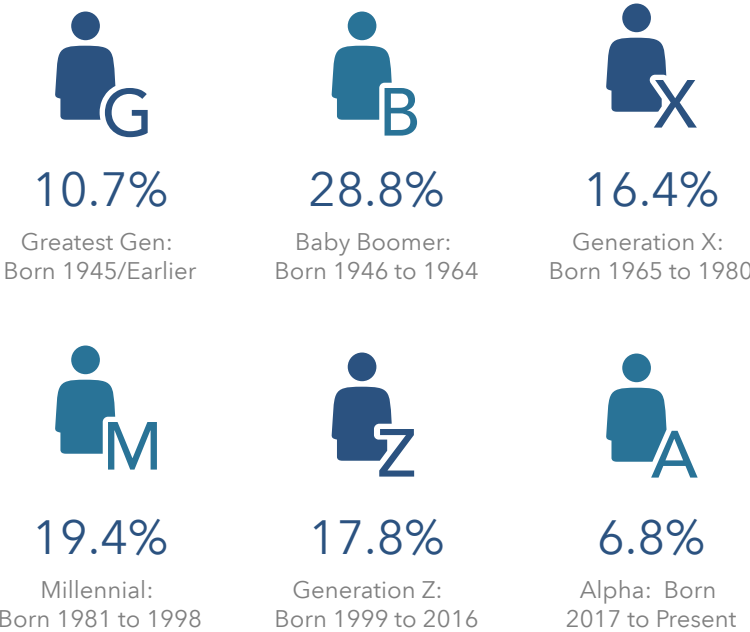
MORTGAGE INDICATORS

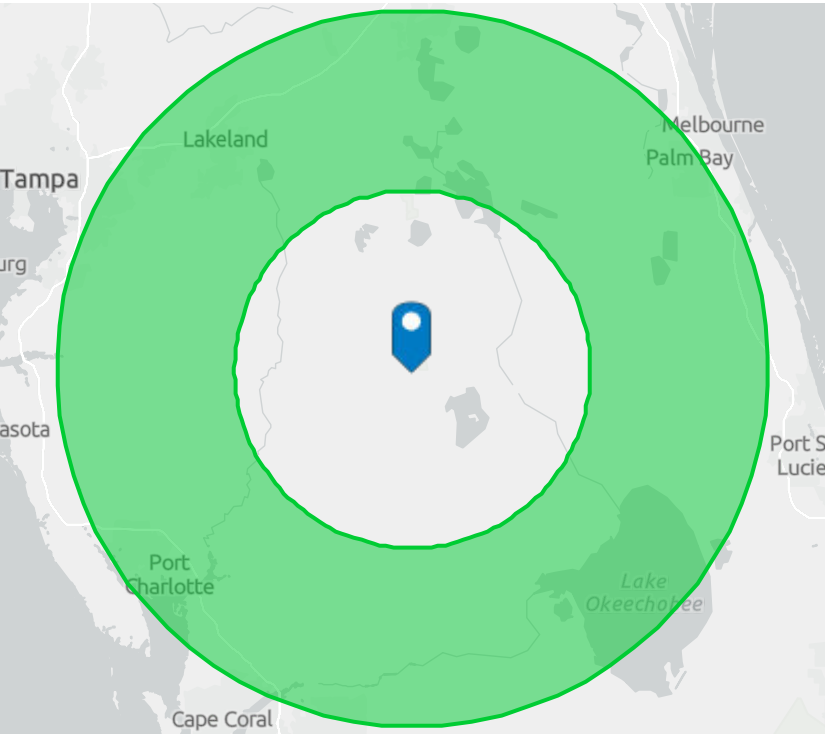


POPULATION BY AGE



POPULATION BY GENERATION



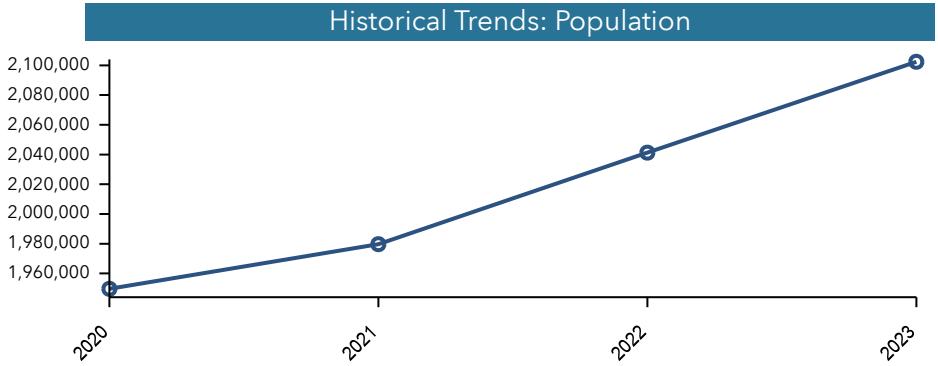


POPULATION TRENDS AND KEY INDICATORS

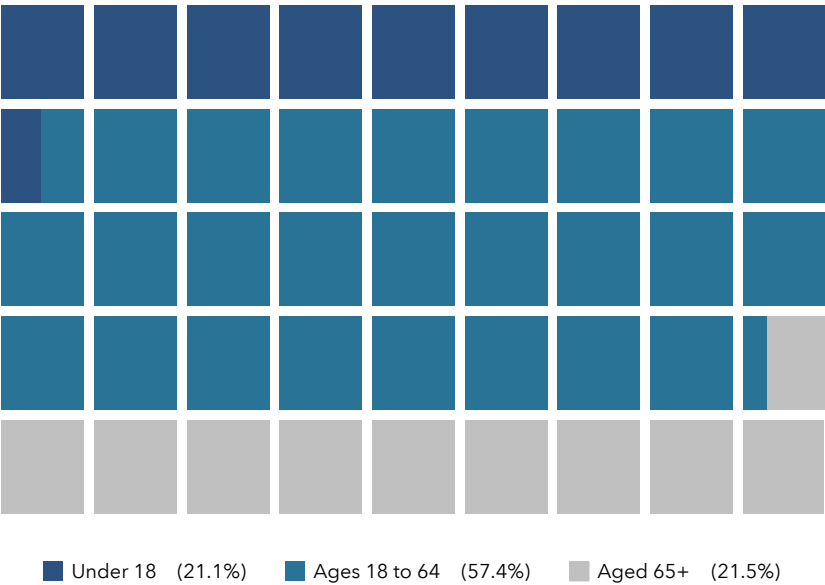
781 Magnolia Ave, Sebring, Florida, 33870
Ring band of 30 - 60 miles

2,102,385	775,306	2.67	41.6	\$62,707	\$281,340	85	90	78
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

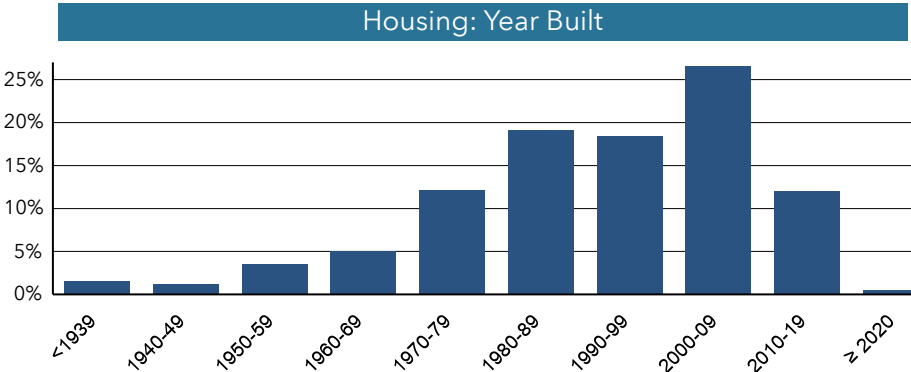
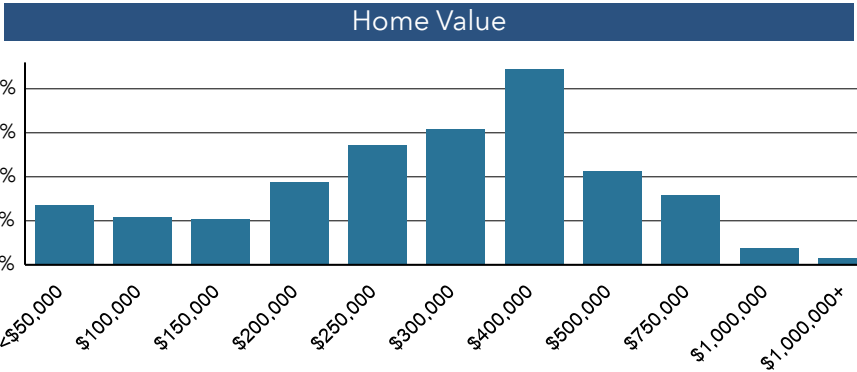
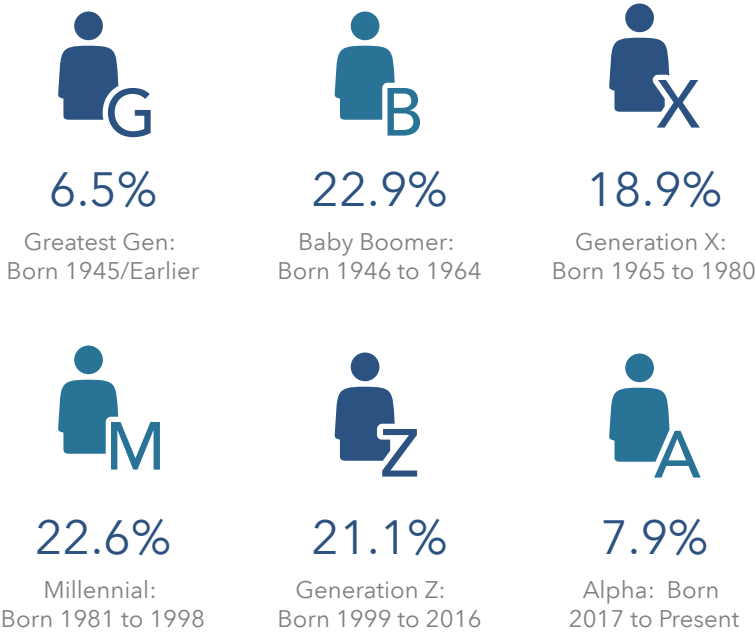
MORTGAGE INDICATORS

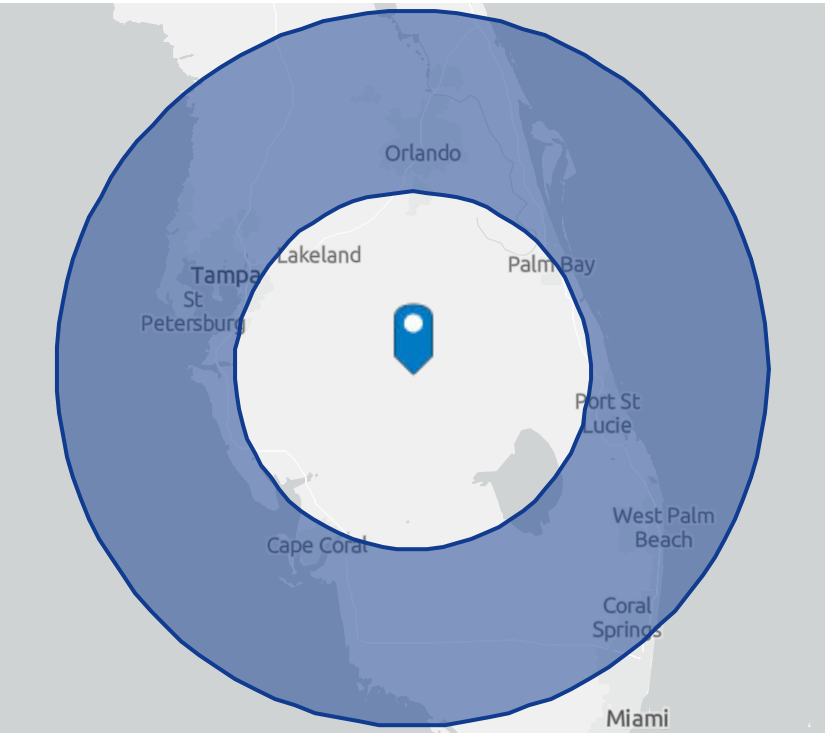


POPULATION BY AGE



POPULATION BY GENERATION



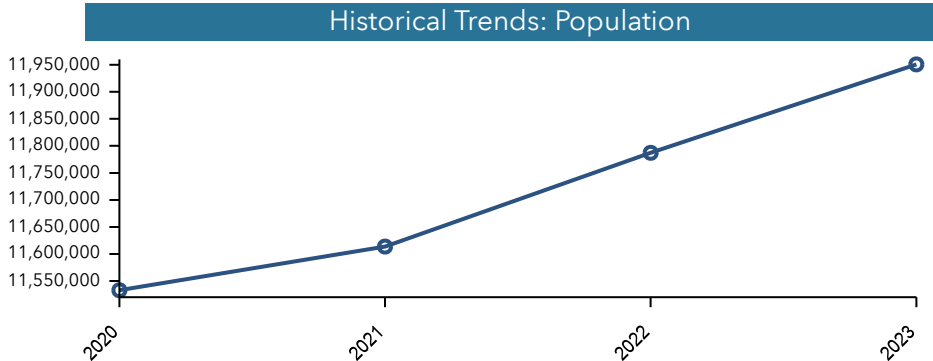


POPULATION TRENDS AND KEY INDICATORS

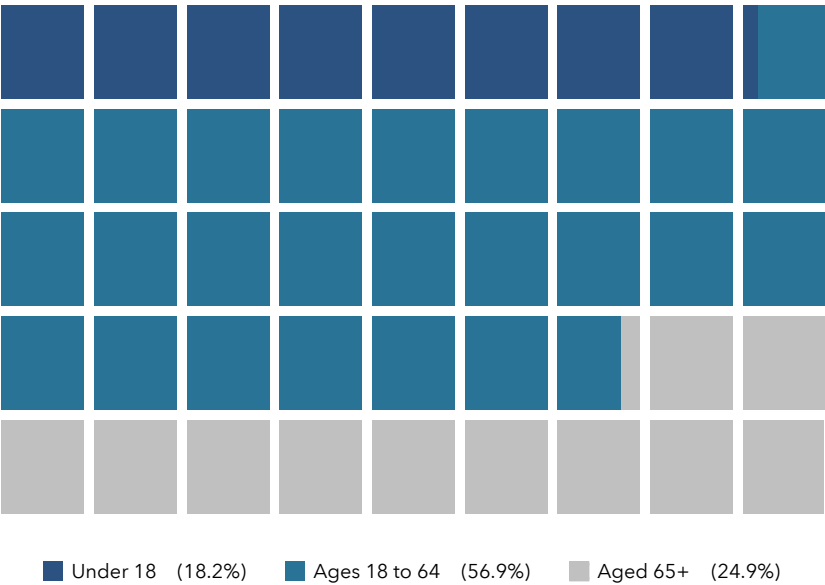
781 Magnolia Ave, Sebring, Florida, 33870
Ring band of 60 - 120 miles

11,950,750	4,912,054	2.39	45.0	\$67,227	\$339,450	102	81	73
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

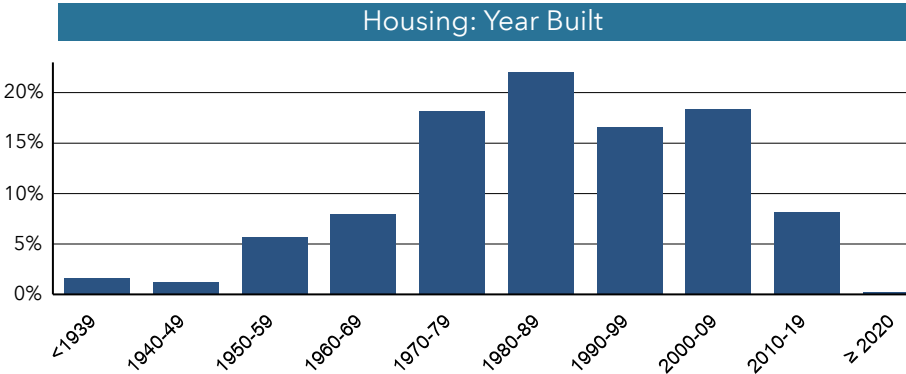
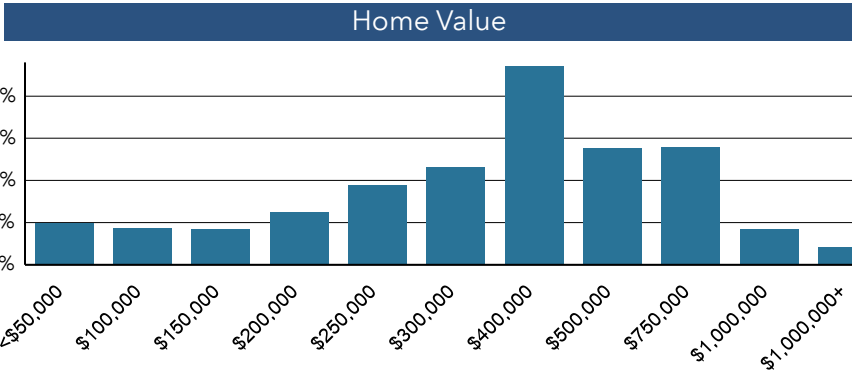
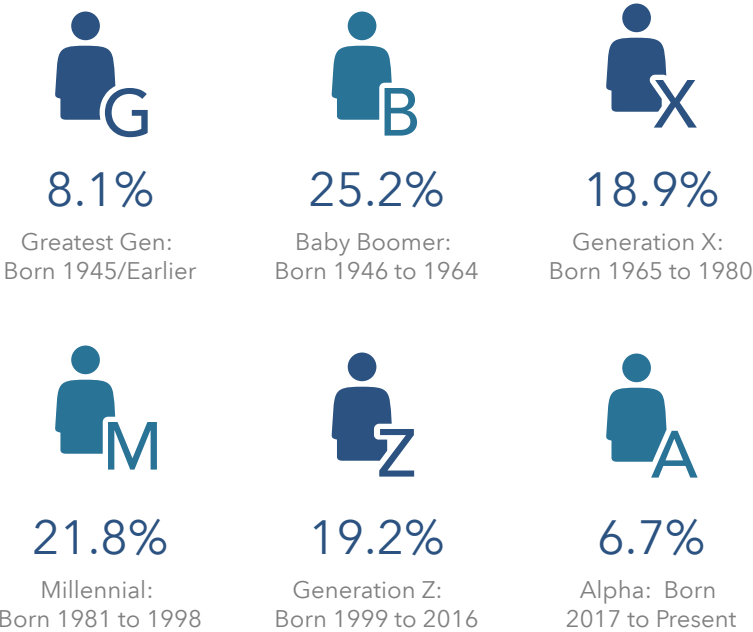
MORTGAGE INDICATORS

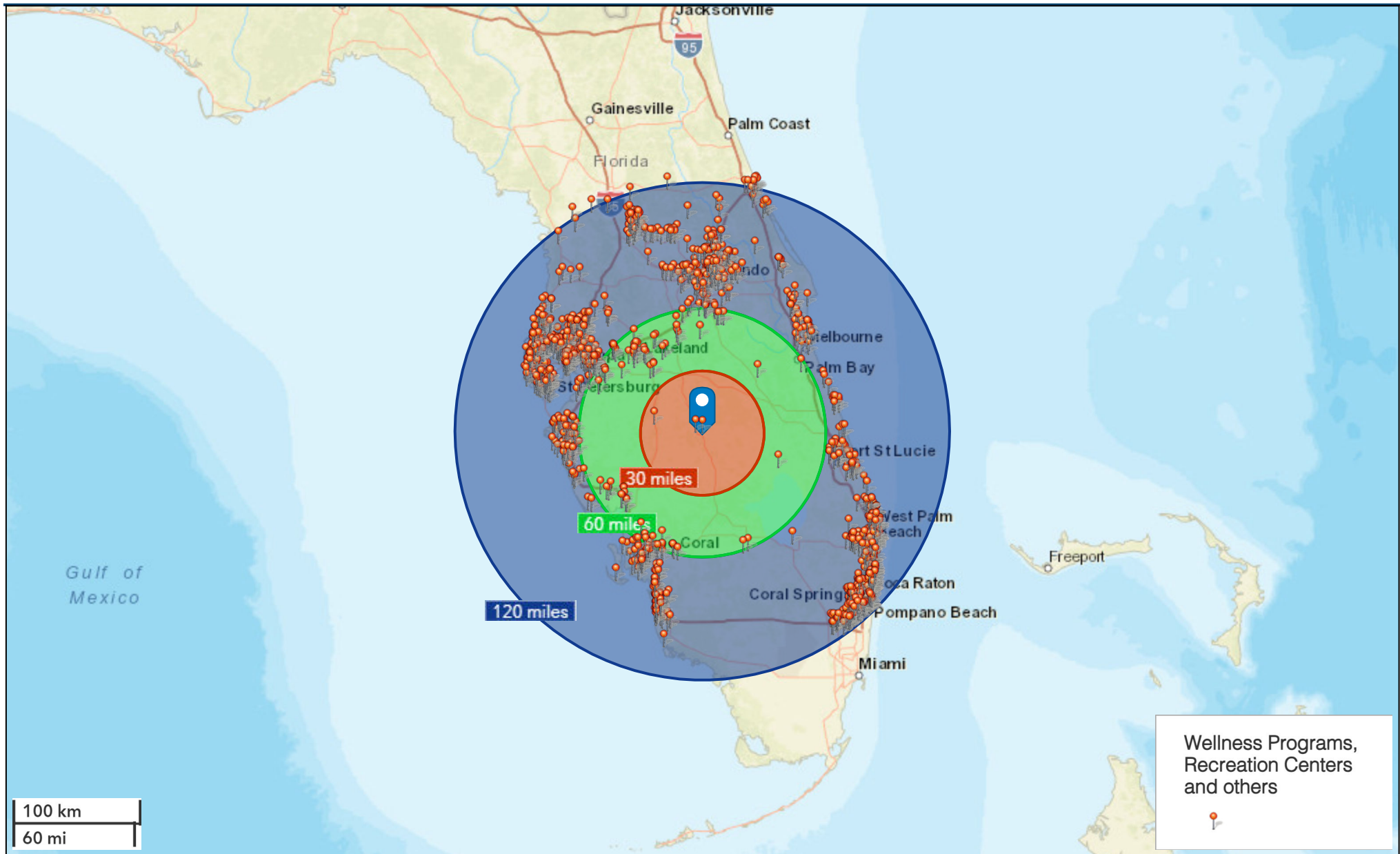


POPULATION BY AGE



POPULATION BY GENERATION







Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		178,177	179,613
Population 18+		146,343	147,479
Households		72,224	73,285
Median Household Income		\$48,248	\$54,206
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	10,071	6.9%	83
Participated in Archery/12 Mo	3,270	2.2%	92
Participated in Backpacking/12 Mo	4,718	3.2%	91
Participated in Baseball/12 Mo	3,064	2.1%	81
Participated in Basketball/12 Mo	5,598	3.8%	67
Participated in Bicycling (Mountain)/12 Mo	4,223	2.9%	80
Participated in Bicycling (Road)/12 Mo	17,153	11.7%	97
Participated in Boating (Power)/12 Mo	8,378	5.7%	119
Participated in Bowling/12 Mo	9,488	6.5%	97
Participated in Canoeing or Kayaking/12 Mo	11,136	7.6%	101
Participated in Fishing (Fresh Water)/12 Mo	19,497	13.3%	127
Participated in Fishing (Salt Water)/12 Mo	6,423	4.4%	127
Participated in Football/12 Mo	3,246	2.2%	93
Participated in Frisbee/12 Mo	4,448	3.0%	88
Participated in Golf/12 Mo	12,006	8.2%	104
Participated in Hiking/12 Mo	22,566	15.4%	82
Participated in Horseback Riding/12 Mo	2,712	1.9%	96
Participated in Hunting w/Rifle/12 Mo	6,541	4.5%	132
Participated in Hunting w/Shotgun/12 Mo	4,613	3.2%	127
Participated in Ice Skating/12 Mo	2,082	1.4%	64
Participated in Jogging or Running/12 Mo	10,430	7.1%	63
Participated in Motorcycling/12 Mo	4,690	3.2%	121
Participated in Pilates/12 Mo	3,370	2.3%	82
Participated in Ping Pong/12 Mo	3,750	2.6%	74
Participated in Rock Climbing/12 Mo	1,650	1.1%	73
Participated in Roller Skating/12 Mo	1,689	1.2%	72
Participated in Skiing (Downhill)/12 Mo	2,781	1.9%	74
Participated in Soccer/12 Mo	3,094	2.1%	67
Participated in Softball/12 Mo	2,280	1.6%	96
Participated in Swimming/12 Mo	22,400	15.3%	102
Participated in Target Shooting/12 Mo	8,047	5.5%	110
Participated in Tennis/12 Mo	3,968	2.7%	71
Participated in Volleyball/12 Mo	2,637	1.8%	77
Participated in Walking for Exercise/12 Mo	48,582	33.2%	98
Participated in Weight Lifting/12 Mo	17,615	12.0%	85
Participated in Yoga/12 Mo	11,605	7.9%	73
Participated in Zumba/12 Mo	3,425	2.3%	76
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	10,034	6.9%	98
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	9,022	6.2%	98
Spent \$250+ on Sports/Recreation Equipment/12 Mo	14,150	9.7%	95
Attend College Basketball Game/12 Mo	1,397	1.0%	87
Attend College Football Game/12 Mo	2,809	1.9%	93
Attend High School Sports Events/12 Mo	4,398	3.0%	105
Attend MLB Regular Season Baseball Game/12 Mo	2,891	2.0%	74
Attend Sports Events	13,009	8.9%	79
Listen to Sports on Radio	11,280	7.7%	88
Watch Alpine Skiing or Ski Jumping on TV	3,756	2.6%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	6,799	4.6%	110
Watch Bicycle Racing on TV	2,570	1.8%	87
Watch Bowling on TV	3,285	2.2%	100
Watch Boxing on TV	8,248	5.6%	90
Watch College Basketball on TV	16,053	11.0%	91
Watch College Football on TV	39,143	26.7%	101
Watch Esports on TV	3,715	2.5%	80
Watch Figure Skating on TV	7,577	5.2%	101
Watch Fishing on TV	6,243	4.3%	132
Watch Gymnastics on TV	6,631	4.5%	94
Watch High School Sports on TV	5,862	4.0%	88
Watch Horse Racing (at Track or OTB) on TV	5,189	3.5%	127
Watch International Soccer on TV	5,768	3.9%	68
Watch LPGA Golf on TV	4,812	3.3%	112
Watch Marathon/Triathlon/Obstacle Race on TV	1,663	1.1%	90
Watch Men`s Tennis on TV	8,655	5.9%	87
Watch MLB Playoffs/World Series Baseball on TV	21,659	14.8%	92
Watch MLB Regular Season Baseball on TV	25,032	17.1%	92
Watch MLS Soccer on TV	5,315	3.6%	75
Watch Motorcycle Racing on TV	2,675	1.8%	113
Watch NASCAR Auto Racing on TV	15,618	10.7%	137
Watch NBA Playoffs or Finals Basketball on TV	15,077	10.3%	72
Watch NBA Regular Season Basketball on TV	14,628	10.0%	72
Watch NCAA Tournament Basketball on TV	13,087	8.9%	86
Watch NFL Playoffs or Super Bowl Football on TV	45,651	31.2%	95
Watch NFL Sun/Mon/Thu Night Football Games on TV	45,676	31.2%	96
Watch NFL Weekend Football Games on TV	42,279	28.9%	95
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	9,867	6.7%	94
Watch NHL Regular Season Ice Hockey on TV	9,809	6.7%	87
Watch Oth Mixed Martial Arts (MMA) on TV	4,010	2.7%	96
Watch PGA Golf on TV	21,612	14.8%	118
Watch Pro Beach Volleyball on TV	2,227	1.5%	83
Watch Pro Bull Riding on TV	4,816	3.3%	131
Watch Rodeo on TV	3,383	2.3%	131
Watch Sports on TV	88,911	60.8%	99
Watch Summer Extreme Sports on TV	3,123	2.1%	122
Watch Summer Olympics on TV	15,834	10.8%	97
Watch Track & Field on TV	4,187	2.9%	89
Watch U.S. Men's Soccer National Team on TV	4,090	2.8%	78
Watch U.S. Women's Soccer National Team on TV	4,178	2.9%	84
Watch Ultimate Fighting Championship (UFC) on TV	6,181	4.2%	96
Watch Winter Extreme Sports on TV	3,227	2.2%	115
Watch Winter Olympics on TV	11,514	7.9%	102
Watch WNBA Basketball on TV	3,384	2.3%	85
Watch Women's Tennis on TV	8,881	6.1%	91
Watch World Cup Soccer on TV	5,983	4.1%	76
Watch Wrestling (WWE) on TV	5,296	3.6%	94
College Basketball Super Fan (10-10 on 10 Scale)	3,426	2.3%	84
College Football Super Fan (10-10 on 10 Scale)	8,802	6.0%	109
Golf Super Fan (10-10 on 10 Scale)	2,626	1.8%	113
High School Sports Super Fan (10-10 on 10 Scale)	2,776	1.9%	93
Intl Soccer Super Fan (10-10 on 10 Scale)	2,275	1.6%	68
MLB Super Fan (10-10 on 10 Scale)	5,942	4.1%	97
MLS Soccer Super Fan (10-10 on 10 Scale)	1,332	0.9%	78
NASCAR Super Fan (10-10 on 10 Scale)	2,751	1.9%	118
NBA Super Fan (10-10 on 10 Scale)	4,039	2.8%	71
NFL Super Fan (10-10 on 10 Scale)	12,995	8.9%	95
NHL Super Fan (10-10 on 10 Scale)	3,001	2.1%	92
Pro Wrestling Super Fan (10-10 on 10 Scale)	1,514	1.0%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	32,357	22.1%	132
Member of Church Board	4,169	2.8%	107
Member of Fraternal Order	4,493	3.1%	125
Member of Religious Club	3,759	2.6%	93
Member of Union	4,673	3.2%	69
Member of Veterans Club	5,626	3.8%	152
Participate in Indoor Gardening or Plant Care	21,556	14.7%	91
Attended Adult Education Course/12 Mo	13,240	9.0%	82
Visited Aquarium/12 Mo	7,409	5.1%	91
Went to Art Gallery/12 Mo	9,695	6.6%	92
Attended Auto Show/12 Mo	7,708	5.3%	117
Did Baking/12 Mo	44,877	30.7%	97
Barbecued/12 Mo	45,410	31.0%	98
Went to Bar or Night Club/12 Mo	20,124	13.8%	85
Went to Beach/12 Mo	36,327	24.8%	89
Played Billiards or Pool/12 Mo	4,993	3.4%	80
Played Bingo/12 Mo	5,536	3.8%	108
Did Birdwatching/12 Mo	12,395	8.5%	116
Played Board Game/12 Mo	27,701	18.9%	84
Read Book/12 Mo	55,451	37.9%	96
Participated in Book Club/12 Mo	5,236	3.6%	90
Went on Overnight Camping Trip/12 Mo	19,561	13.4%	99
Played Cards/12 Mo	24,760	16.9%	93
Played Chess/12 Mo	3,896	2.7%	67
Played Computer Game Offline (w/Software)/12 Mo	12,876	8.8%	101
Played Computer Game Online/12 Mo	24,335	16.6%	107
Cooked for Fun/12 Mo	35,762	24.4%	88
Did Crossword Puzzle/12 Mo	22,890	15.6%	118
Danced or Went Dancing/12 Mo	7,954	5.4%	84
Attended Dance Performance/12 Mo	3,712	2.5%	98
Dined Out/12 Mo	76,449	52.2%	100
Flew a Drone/12 Mo	3,062	2.1%	83
Attended State or County Fair/12 Mo	11,225	7.7%	106
Participated in Fantasy Sports League/12 Mo	5,742	3.9%	83
Did Furniture Refinishing/12 Mo	6,977	4.8%	101
Gambled at Casino/12 Mo	14,845	10.1%	95
Gambled in Las Vegas/12 Mo	3,354	2.3%	72
Participated in Genealogy/12 Mo	7,324	5.0%	99
Attended Horse Races/12 Mo	2,339	1.6%	100
Participated in Karaoke/12 Mo	3,595	2.5%	76
Bought Lottery Ticket/12 Mo	47,507	32.5%	103
Played Lottery 6+ Times/30 Days	17,047	11.6%	119
Bought Daily Drawing Lottery Ticket/12 Mo	4,038	2.8%	87
Bought Instant Game Lottery Ticket/12 Mo	27,452	18.8%	102
Bought Mega Millions Lottery Ticket/12 Mo	23,376	16.0%	98
Bought Powerball Lottery Ticket/12 Mo	25,655	17.5%	100
Attended Movie/6 Mo	48,326	33.0%	89
Attended Movie 1+ Times Wk/90 Days	984	0.7%	81
Attended Movie 2-3 Times Month/90 Days	1,550	1.1%	84
Attended Movie 1 Time Month/90 Days	3,020	2.1%	79
Attended Movie < 1 Time Month/90 Days	35,809	24.5%	90
Saw Action Genre Movie at Theater/6 Mo	13,261	9.1%	88
Saw Adventure Genre Movie at Theater/6 Mo	13,693	9.4%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 0 - 30 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	6,583	4.5%	92
Saw Biography Genre Movie at Theater/6 Mo	2,955	2.0%	82
Saw Comedy Genre Movie at Theater/6 Mo	12,142	8.3%	87
Saw Crime Genre Movie at Theater/6 Mo	7,022	4.8%	86
Saw Drama Genre Movie at Theater/6 Mo	11,459	7.8%	88
Saw Family Genre Movie at Theater/6 Mo	4,437	3.0%	103
Saw Fantasy Genre Movie at Theater/6 Mo	6,054	4.1%	84
Saw Horror Genre Movie at Theater/6 Mo	4,275	2.9%	80
Saw Romance Genre Movie at Theater/6 Mo	2,858	2.0%	87
Saw Science Fiction Genre Movie at Theater/6 Mo	5,495	3.8%	80
Saw Thriller Genre Movie at Theater/6 Mo	6,119	4.2%	84
Went to Museum/12 Mo	12,074	8.3%	78
Attended Classical Music/Opera Performance/12 Mo	3,911	2.7%	102
Attended Country Music Performance/12 Mo	5,457	3.7%	109
Attended Rock Music Performance/12 Mo	7,437	5.1%	87
Played Musical Instrument/12 Mo	10,250	7.0%	83
Did Painting/Drawing/Sculpting/12 Mo	13,683	9.3%	89
Did Photo Album or Scrapbooking/12 Mo	5,681	3.9%	87
Did Photography/12 Mo	14,507	9.9%	88
Did Sudoku Puzzle/12 Mo	13,875	9.5%	99
Participated in Tailgating/12 Mo	3,068	2.1%	79
Went to Live Theater/12 Mo	7,682	5.2%	77
Visited Theme Park/12 Mo	14,479	9.9%	85
Visited Theme Park 5+ Days/12 Mo	3,417	2.3%	93
Participated in Trivia Games/12 Mo	10,146	6.9%	90
Played (Console) Video or Electronic Game/12 Mo	14,095	9.6%	75
Played (Portable) Video or Electronic Game/12 Mo	7,548	5.2%	78
Visited Indoor Water Park/12 Mo	1,967	1.3%	78
Did Woodworking/12 Mo	10,831	7.4%	131
Went to Zoo/12 Mo	10,979	7.5%	71
Bought 1-2 DVDs/30 Days	4,765	3.3%	127
Bought 3+ DVDs/30 Days	3,964	2.7%	129
Rented 1 DVD (Movie or Other Video)/30 Days	2,979	2.0%	102
Rented 2 DVDs (Movie or Other Video)/30 Days	3,132	2.1%	134
Rented 3+ DVDs (Movie or Other Video)/30 Days	5,016	3.4%	125
Rented Action or Adventure Movie/30 Days	24,083	16.5%	98
Rented Classic Movie/30 Days	7,348	5.0%	116
Rented Comedy Movie/30 Days	17,724	12.1%	92
Rented Drama Movie/30 Days	16,658	11.4%	105
Rented Family or Children`s Movie/30 Days	7,617	5.2%	96
Rented Foreign Movie/30 Days	2,339	1.6%	81
Rented Horror Movie/30 Days	6,538	4.5%	92
Rented Musical Movie/30 Days	3,104	2.1%	99
Rented News or Documentary Movie/30 Days	5,943	4.1%	110
Rented Romance Movie/30 Days	7,311	5.0%	117
Rented Science Fiction Movie/30 Days	7,658	5.2%	97
Rented TV Show Movie/30 Days	8,945	6.1%	100
Rented Western Movie/30 Days	3,857	2.6%	142
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	15,797	10.8%	91
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	6,646	4.5%	114
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	9,959	6.8%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children's Toy or Game/12 Mo	51,632	35.3%	92
Spent \$1-49 on Toys or Games for Child/12 Mo	9,499	6.5%	91
Spent \$50-99 on Toys or Games for Child/12 Mo	4,352	3.0%	94
Spent \$100-199 on Toys or Games for Child/12 Mo	10,690	7.3%	95
Spent \$200-499 on Toys or Games for Child/12 Mo	15,759	10.8%	98
Spent \$500+ on Toys or Games for Child/12 Mo	7,875	5.4%	91
Bought Infant Toy/12 Mo	10,574	7.2%	101
Bought Pre-School Toy/12 Mo	10,090	6.9%	95
Bought Boy Action Figure for Child/12 Mo	9,807	6.7%	92
Bought Girl Action Figure for Child/12 Mo	4,543	3.1%	100
Bought Action Game for Child/12 Mo	3,792	2.6%	108
Bought Bicycle for Child/12 Mo	7,447	5.1%	89
Bought Board Game for Child/12 Mo	19,688	13.5%	90
Bought Builder Set for Child/12 Mo	7,454	5.1%	90
Bought Car for Child/12 Mo	10,326	7.1%	94
Bought Construction Toy for Child/12 Mo	10,143	6.9%	100
Bought Fashion Doll for Child/12 Mo	5,961	4.1%	90
Bought Large/Baby Doll for Child/12 Mo	9,873	6.7%	103
Bought Doll Accessories for Child/12 Mo	6,200	4.2%	109
Bought Doll Clothing for Child/12 Mo	5,303	3.6%	100
Bought Educational Toy for Child/12 Mo	18,734	12.8%	89
Bought Electronic Doll or Animal for Child/12 Mo	3,638	2.5%	97
Bought Electronic Game for Child/12 Mo	7,336	5.0%	89
Bought Mechanical Toy for Child/12 Mo	4,940	3.4%	86
Bought Model Kit or Set for Child/12 Mo	5,080	3.5%	94
Bought Plush Doll or Animal for Child/12 Mo	13,959	9.5%	95
Bought Sound Game for Child/12 Mo	1,746	1.2%	96
Bought Water Toy for Child/12 Mo	11,532	7.9%	96
Bought Word Game for Child/12 Mo	3,312	2.3%	99
Bought Digital Book/12 Mo	24,531	16.8%	89
Bought Hardcover Book/12 Mo	36,977	25.3%	93
Bought Paperback Book/12 Mo	44,923	30.7%	90
Bought 1-3 Books/12 Mo	31,265	21.4%	100
Bought 4-6 Books/12 Mo	13,751	9.4%	79
Bought 7+ Books/12 Mo	29,088	19.9%	95
Bought Fiction Book/12 Mo	44,143	30.2%	96
Bought Non-Fiction Book/12 Mo	37,821	25.8%	87
Bought Biography/12 Mo	12,172	8.3%	91
Bought Children's Book/12 Mo	14,282	9.8%	93
Bought Cookbook/12 Mo	11,044	7.5%	108
Bought History Book/12 Mo	13,490	9.2%	89
Bought Mystery Book/12 Mo	20,936	14.3%	115
Bought Novel/12 Mo	22,885	15.6%	94
Bought Religious Book (Not Bible)/12 Mo	9,455	6.5%	105
Bought Romance Book/12 Mo	9,845	6.7%	112
Bought Science Fiction Book/12 Mo	8,076	5.5%	80
Bought Personal/Business Self-Help Book/12 Mo	9,002	6.2%	73
Bought Travel Book/12 Mo	2,991	2.0%	113
Purchased Greeting Card/6 Mo	79,553	54.4%	100
Bought Book from Barnes & Noble Store/12 Mo	12,758	8.7%	84
Bought Book from Oth Book Store/12 Mo	12,589	8.6%	89
Bought Book from Amazon Online/12 Mo	45,309	31.0%	87
Bought Book from Barnes & Noble Online/12 Mo	3,592	2.5%	95
Bought Book from iTunes/Apple Books/12 Mo	2,185	1.5%	92
Listened to Audiobook/6 Mo	9,390	6.4%	77

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Sports and Leisure Market Potential

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Demographic Summary		2023	2028
Population		2,102,385	2,244,109
Population 18+		1,659,110	1,772,410
Households		775,306	829,344
Median Household Income		\$62,707	\$73,296
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	129,632	7.8%	94
Participated in Archery/12 Mo	40,509	2.4%	100
Participated in Backpacking/12 Mo	61,452	3.7%	104
Participated in Baseball/12 Mo	41,526	2.5%	97
Participated in Basketball/12 Mo	87,534	5.3%	92
Participated in Bicycling (Mountain)/12 Mo	54,722	3.3%	92
Participated in Bicycling (Road)/12 Mo	191,385	11.5%	96
Participated in Boating (Power)/12 Mo	83,517	5.0%	105
Participated in Bowling/12 Mo	111,921	6.7%	101
Participated in Canoeing or Kayaking/12 Mo	124,583	7.5%	100
Participated in Fishing (Fresh Water)/12 Mo	191,055	11.5%	110
Participated in Fishing (Salt Water)/12 Mo	64,226	3.9%	112
Participated in Football/12 Mo	40,277	2.4%	102
Participated in Frisbee/12 Mo	54,132	3.3%	95
Participated in Golf/12 Mo	134,207	8.1%	102
Participated in Hiking/12 Mo	282,456	17.0%	90
Participated in Horseback Riding/12 Mo	30,945	1.9%	97
Participated in Hunting w/Rifle/12 Mo	59,471	3.6%	106
Participated in Hunting w/Shotgun/12 Mo	42,143	2.5%	102
Participated in Ice Skating/12 Mo	31,900	1.9%	86
Participated in Jogging or Running/12 Mo	163,571	9.9%	87
Participated in Motorcycling/12 Mo	49,258	3.0%	113
Participated in Pilates/12 Mo	42,724	2.6%	92
Participated in Ping Pong/12 Mo	54,155	3.3%	95
Participated in Rock Climbing/12 Mo	24,619	1.5%	96
Participated in Roller Skating/12 Mo	27,514	1.7%	104
Participated in Skiing (Downhill)/12 Mo	35,988	2.2%	84
Participated in Soccer/12 Mo	48,698	2.9%	93
Participated in Softball/12 Mo	26,402	1.6%	98
Participated in Swimming/12 Mo	251,035	15.1%	101
Participated in Target Shooting/12 Mo	86,544	5.2%	105
Participated in Tennis/12 Mo	55,770	3.4%	88
Participated in Volleyball/12 Mo	37,215	2.2%	95
Participated in Walking for Exercise/12 Mo	551,888	33.3%	98
Participated in Weight Lifting/12 Mo	223,475	13.5%	95
Participated in Yoga/12 Mo	162,904	9.8%	90
Participated in Zumba/12 Mo	51,410	3.1%	100
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	114,194	6.9%	99
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	104,446	6.3%	100
Spent \$250+ on Sports/Recreation Equipment/12 Mo	168,433	10.2%	99
Attend College Basketball Game/12 Mo	18,017	1.1%	99
Attend College Football Game/12 Mo	33,704	2.0%	98
Attend High School Sports Events/12 Mo	47,573	2.9%	100
Attend MLB Regular Season Baseball Game/12 Mo	37,776	2.3%	86
Attend Sports Events	172,569	10.4%	92
Listen to Sports on Radio	133,458	8.0%	92
Watch Alpine Skiing or Ski Jumping on TV	45,244	2.7%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	71,911	4.3%	103
Watch Bicycle Racing on TV	34,669	2.1%	103
Watch Bowling on TV	37,826	2.3%	101
Watch Boxing on TV	104,163	6.3%	100
Watch College Basketball on TV	193,195	11.6%	96
Watch College Football on TV	445,995	26.9%	101
Watch Esports on TV	48,234	2.9%	91
Watch Figure Skating on TV	86,448	5.2%	102
Watch Fishing on TV	60,839	3.7%	114
Watch Gymnastics on TV	79,567	4.8%	100
Watch High School Sports on TV	70,755	4.3%	94
Watch Horse Racing (at Track or OTB) on TV	48,257	2.9%	104
Watch International Soccer on TV	90,164	5.4%	94
Watch LPGA Golf on TV	49,266	3.0%	101
Watch Marathon/Triathlon/Obstacle Race on TV	19,957	1.2%	95
Watch Men`s Tennis on TV	105,403	6.4%	93
Watch MLB Playoffs/World Series Baseball on TV	260,929	15.7%	98
Watch MLB Regular Season Baseball on TV	295,675	17.8%	96
Watch MLS Soccer on TV	76,113	4.6%	94
Watch Motorcycle Racing on TV	29,236	1.8%	109
Watch NASCAR Auto Racing on TV	144,409	8.7%	112
Watch NBA Playoffs or Finals Basketball on TV	217,811	13.1%	91
Watch NBA Regular Season Basketball on TV	209,197	12.6%	91
Watch NCAA Tournament Basketball on TV	162,911	9.8%	95
Watch NFL Playoffs or Super Bowl Football on TV	535,903	32.3%	99
Watch NFL Sun/Mon/Thu Night Football Games on TV	534,900	32.2%	100
Watch NFL Weekend Football Games on TV	497,863	30.0%	99
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	114,661	6.9%	96
Watch NHL Regular Season Ice Hockey on TV	117,158	7.1%	91
Watch Oth Mixed Martial Arts (MMA) on TV	50,607	3.1%	107
Watch PGA Golf on TV	218,662	13.2%	105
Watch Pro Beach Volleyball on TV	28,366	1.7%	93
Watch Pro Bull Riding on TV	45,747	2.8%	110
Watch Rodeo on TV	32,042	1.9%	110
Watch Sports on TV	1,012,129	61.0%	99
Watch Summer Extreme Sports on TV	33,507	2.0%	115
Watch Summer Olympics on TV	182,257	11.0%	98
Watch Track & Field on TV	52,160	3.1%	98
Watch U.S. Men's Soccer National Team on TV	57,761	3.5%	98
Watch U.S. Women's Soccer National Team on TV	53,597	3.2%	95
Watch Ultimate Fighting Championship (UFC) on TV	75,488	4.5%	103
Watch Winter Extreme Sports on TV	34,899	2.1%	110
Watch Winter Olympics on TV	126,650	7.6%	99
Watch WNBA Basketball on TV	41,736	2.5%	93
Watch Women's Tennis on TV	106,957	6.4%	97
Watch World Cup Soccer on TV	84,529	5.1%	95
Watch Wrestling (WWE) on TV	61,561	3.7%	96
College Basketball Super Fan (10-10 on 10 Scale)	44,451	2.7%	96
College Football Super Fan (10-10 on 10 Scale)	94,835	5.7%	103
Golf Super Fan (10-10 on 10 Scale)	28,818	1.7%	109
High School Sports Super Fan (10-10 on 10 Scale)	31,098	1.9%	91
Intl Soccer Super Fan (10-10 on 10 Scale)	32,535	2.0%	86
MLB Super Fan (10-10 on 10 Scale)	68,108	4.1%	98
MLS Soccer Super Fan (10-10 on 10 Scale)	18,038	1.1%	93
NASCAR Super Fan (10-10 on 10 Scale)	26,899	1.6%	102
NBA Super Fan (10-10 on 10 Scale)	56,662	3.4%	88
NFL Super Fan (10-10 on 10 Scale)	156,727	9.4%	101
NHL Super Fan (10-10 on 10 Scale)	32,829	2.0%	89
Pro Wrestling Super Fan (10-10 on 10 Scale)	17,942	1.1%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	307,991	18.6%	111
Member of Church Board	46,727	2.8%	106
Member of Fraternal Order	41,420	2.5%	102
Member of Religious Club	44,493	2.7%	97
Member of Union	64,208	3.9%	83
Member of Veterans Club	49,173	3.0%	117
Participate in Indoor Gardening or Plant Care	257,817	15.5%	96
Attended Adult Education Course/12 Mo	170,441	10.3%	93
Visited Aquarium/12 Mo	93,644	5.6%	101
Went to Art Gallery/12 Mo	109,286	6.6%	92
Attended Auto Show/12 Mo	82,205	5.0%	110
Did Baking/12 Mo	506,702	30.5%	97
Barbecued/12 Mo	527,025	31.8%	100
Went to Bar or Night Club/12 Mo	257,958	15.5%	96
Went to Beach/12 Mo	435,358	26.2%	94
Played Billiards or Pool/12 Mo	66,951	4.0%	94
Played Bingo/12 Mo	61,588	3.7%	106
Did Birdwatching/12 Mo	124,202	7.5%	102
Played Board Game/12 Mo	356,092	21.5%	95
Read Book/12 Mo	637,874	38.4%	98
Participated in Book Club/12 Mo	60,762	3.7%	92
Went on Overnight Camping Trip/12 Mo	228,441	13.8%	102
Played Cards/12 Mo	293,222	17.7%	97
Played Chess/12 Mo	55,790	3.4%	85
Played Computer Game Offline (w/Software)/12 Mo	143,353	8.6%	99
Played Computer Game Online/12 Mo	257,494	15.5%	100
Cooked for Fun/12 Mo	435,262	26.2%	95
Did Crossword Puzzle/12 Mo	222,378	13.4%	101
Danced or Went Dancing/12 Mo	106,300	6.4%	99
Attended Dance Performance/12 Mo	41,700	2.5%	97
Dined Out/12 Mo	861,153	51.9%	99
Flew a Drone/12 Mo	39,027	2.4%	93
Attended State or County Fair/12 Mo	125,555	7.6%	105
Participated in Fantasy Sports League/12 Mo	73,426	4.4%	94
Did Furniture Refinishing/12 Mo	80,836	4.9%	103
Gambled at Casino/12 Mo	174,096	10.5%	98
Gambled in Las Vegas/12 Mo	50,439	3.0%	95
Participated in Genealogy/12 Mo	82,358	5.0%	99
Attended Horse Races/12 Mo	28,098	1.7%	106
Participated in Karaoke/12 Mo	51,979	3.1%	97
Bought Lottery Ticket/12 Mo	535,431	32.3%	102
Played Lottery 6+ Times/30 Days	176,635	10.6%	108
Bought Daily Drawing Lottery Ticket/12 Mo	49,034	3.0%	94
Bought Instant Game Lottery Ticket/12 Mo	309,671	18.7%	102
Bought Mega Millions Lottery Ticket/12 Mo	274,038	16.5%	101
Bought Powerball Lottery Ticket/12 Mo	300,123	18.1%	103
Attended Movie/6 Mo	596,534	36.0%	97
Attended Movie 1+ Times Wk/90 Days	13,504	0.8%	98
Attended Movie 2-3 Times Month/90 Days	20,529	1.2%	99
Attended Movie 1 Time Month/90 Days	39,179	2.4%	90
Attended Movie < 1 Time Month/90 Days	433,141	26.1%	96
Saw Action Genre Movie at Theater/6 Mo	168,748	10.2%	99
Saw Adventure Genre Movie at Theater/6 Mo	172,385	10.4%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	84,294	5.1%	104
Saw Biography Genre Movie at Theater/6 Mo	38,788	2.3%	95
Saw Comedy Genre Movie at Theater/6 Mo	158,253	9.5%	100
Saw Crime Genre Movie at Theater/6 Mo	89,470	5.4%	97
Saw Drama Genre Movie at Theater/6 Mo	145,674	8.8%	99
Saw Family Genre Movie at Theater/6 Mo	55,147	3.3%	113
Saw Fantasy Genre Movie at Theater/6 Mo	83,913	5.1%	102
Saw Horror Genre Movie at Theater/6 Mo	58,453	3.5%	96
Saw Romance Genre Movie at Theater/6 Mo	36,085	2.2%	97
Saw Science Fiction Genre Movie at Theater/6 Mo	74,504	4.5%	95
Saw Thriller Genre Movie at Theater/6 Mo	80,173	4.8%	97
Went to Museum/12 Mo	158,664	9.6%	90
Attended Classical Music/Opera Performance/12 Mo	43,157	2.6%	100
Attended Country Music Performance/12 Mo	58,919	3.6%	104
Attended Rock Music Performance/12 Mo	91,370	5.5%	94
Played Musical Instrument/12 Mo	130,370	7.9%	93
Did Painting/Drawing/Sculpting/12 Mo	169,449	10.2%	97
Did Photo Album or Scrapbooking/12 Mo	66,502	4.0%	90
Did Photography/12 Mo	179,474	10.8%	96
Did Sudoku Puzzle/12 Mo	154,058	9.3%	97
Participated in Tailgating/12 Mo	40,091	2.4%	91
Went to Live Theater/12 Mo	101,123	6.1%	89
Visited Theme Park/12 Mo	189,929	11.4%	98
Visited Theme Park 5+ Days/12 Mo	44,374	2.7%	106
Participated in Trivia Games/12 Mo	118,560	7.1%	93
Played (Console) Video or Electronic Game/12 Mo	196,275	11.8%	92
Played (Portable) Video or Electronic Game/12 Mo	101,431	6.1%	92
Visited Indoor Water Park/12 Mo	27,471	1.7%	96
Did Woodworking/12 Mo	99,325	6.0%	106
Went to Zoo/12 Mo	167,705	10.1%	96
Bought 1-2 DVDs/30 Days	46,107	2.8%	109
Bought 3+ DVDs/30 Days	38,162	2.3%	110
Rented 1 DVD (Movie or Other Video)/30 Days	34,569	2.1%	105
Rented 2 DVDs (Movie or Other Video)/30 Days	30,719	1.9%	116
Rented 3+ DVDs (Movie or Other Video)/30 Days	50,202	3.0%	110
Rented Action or Adventure Movie/30 Days	274,328	16.5%	99
Rented Classic Movie/30 Days	74,151	4.5%	103
Rented Comedy Movie/30 Days	206,309	12.4%	95
Rented Drama Movie/30 Days	179,203	10.8%	100
Rented Family or Children`s Movie/30 Days	89,250	5.4%	99
Rented Foreign Movie/30 Days	27,944	1.7%	86
Rented Horror Movie/30 Days	76,641	4.6%	96
Rented Musical Movie/30 Days	33,072	2.0%	93
Rented News or Documentary Movie/30 Days	59,988	3.6%	98
Rented Romance Movie/30 Days	73,359	4.4%	104
Rented Science Fiction Movie/30 Days	85,518	5.2%	95
Rented TV Show Movie/30 Days	94,925	5.7%	93
Rented Western Movie/30 Days	34,146	2.1%	111
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	183,526	11.1%	94
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	69,392	4.2%	105
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	116,199	7.0%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 30 - 60 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children's Toy or Game/12 Mo	627,248	37.8%	99
Spent \$1-49 on Toys or Games for Child/12 Mo	116,247	7.0%	98
Spent \$50-99 on Toys or Games for Child/12 Mo	51,295	3.1%	97
Spent \$100-199 on Toys or Games for Child/12 Mo	126,999	7.7%	99
Spent \$200-499 on Toys or Games for Child/12 Mo	186,907	11.3%	103
Spent \$500+ on Toys or Games for Child/12 Mo	96,934	5.8%	99
Bought Infant Toy/12 Mo	120,507	7.3%	101
Bought Pre-School Toy/12 Mo	120,799	7.3%	101
Bought Boy Action Figure for Child/12 Mo	125,903	7.6%	104
Bought Girl Action Figure for Child/12 Mo	49,971	3.0%	97
Bought Action Game for Child/12 Mo	43,268	2.6%	108
Bought Bicycle for Child/12 Mo	97,620	5.9%	103
Bought Board Game for Child/12 Mo	248,557	15.0%	100
Bought Builder Set for Child/12 Mo	94,261	5.7%	101
Bought Car for Child/12 Mo	125,875	7.6%	101
Bought Construction Toy for Child/12 Mo	119,431	7.2%	103
Bought Fashion Doll for Child/12 Mo	76,442	4.6%	102
Bought Large/Baby Doll for Child/12 Mo	114,494	6.9%	106
Bought Doll Accessories for Child/12 Mo	66,847	4.0%	104
Bought Doll Clothing for Child/12 Mo	60,947	3.7%	101
Bought Educational Toy for Child/12 Mo	239,161	14.4%	100
Bought Electronic Doll or Animal for Child/12 Mo	43,640	2.6%	103
Bought Electronic Game for Child/12 Mo	97,039	5.8%	104
Bought Mechanical Toy for Child/12 Mo	65,314	3.9%	101
Bought Model Kit or Set for Child/12 Mo	62,770	3.8%	103
Bought Plush Doll or Animal for Child/12 Mo	164,780	9.9%	99
Bought Sound Game for Child/12 Mo	21,544	1.3%	104
Bought Water Toy for Child/12 Mo	139,804	8.4%	103
Bought Word Game for Child/12 Mo	39,525	2.4%	105
Bought Digital Book/12 Mo	295,700	17.8%	94
Bought Hardcover Book/12 Mo	431,647	26.0%	96
Bought Paperback Book/12 Mo	536,586	32.3%	95
Bought 1-3 Books/12 Mo	357,721	21.6%	101
Bought 4-6 Books/12 Mo	178,608	10.8%	91
Bought 7+ Books/12 Mo	332,669	20.1%	96
Bought Fiction Book/12 Mo	505,817	30.5%	97
Bought Non-Fiction Book/12 Mo	465,935	28.1%	95
Bought Biography/12 Mo	147,206	8.9%	97
Bought Children's Book/12 Mo	168,724	10.2%	97
Bought Cookbook/12 Mo	113,049	6.8%	97
Bought History Book/12 Mo	162,635	9.8%	94
Bought Mystery Book/12 Mo	203,426	12.3%	99
Bought Novel/12 Mo	256,271	15.4%	93
Bought Religious Book (Not Bible)/12 Mo	104,631	6.3%	102
Bought Romance Book/12 Mo	103,315	6.2%	104
Bought Science Fiction Book/12 Mo	105,300	6.3%	92
Bought Personal/Business Self-Help Book/12 Mo	127,196	7.7%	91
Bought Travel Book/12 Mo	30,979	1.9%	103
Purchased Greeting Card/6 Mo	896,420	54.0%	100
Bought Book from Barnes & Noble Store/12 Mo	164,326	9.9%	95
Bought Book from Oth Book Store/12 Mo	150,392	9.1%	94
Bought Book from Amazon Online/12 Mo	554,646	33.4%	94
Bought Book from Barnes & Noble Online/12 Mo	40,208	2.4%	94
Bought Book from iTunes/Apples Books/12 Mo	25,429	1.5%	94
Listened to Audiobook/6 Mo	127,141	7.7%	93

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 60 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Demographic Summary		2023	2028
Population		11,950,750	12,302,005
Population 18+		9,775,211	10,082,905
Households		4,912,054	5,084,297
Median Household Income		\$67,227	\$78,700
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	794,317	8.1%	97
Participated in Archery/12 Mo	226,084	2.3%	95
Participated in Backpacking/12 Mo	355,469	3.6%	102
Participated in Baseball/12 Mo	231,001	2.4%	92
Participated in Basketball/12 Mo	500,327	5.1%	89
Participated in Bicycling (Mountain)/12 Mo	339,874	3.5%	97
Participated in Bicycling (Road)/12 Mo	1,199,104	12.3%	102
Participated in Boating (Power)/12 Mo	487,072	5.0%	104
Participated in Bowling/12 Mo	642,160	6.6%	98
Participated in Canoeing or Kayaking/12 Mo	708,484	7.2%	97
Participated in Fishing (Fresh Water)/12 Mo	1,001,357	10.2%	97
Participated in Fishing (Salt Water)/12 Mo	360,883	3.7%	107
Participated in Football/12 Mo	225,946	2.3%	97
Participated in Frisbee/12 Mo	309,206	3.2%	92
Participated in Golf/12 Mo	850,783	8.7%	110
Participated in Hiking/12 Mo	1,725,183	17.6%	93
Participated in Horseback Riding/12 Mo	174,890	1.8%	93
Participated in Hunting w/Rifle/12 Mo	297,382	3.0%	90
Participated in Hunting w/Shotgun/12 Mo	223,011	2.3%	92
Participated in Ice Skating/12 Mo	194,687	2.0%	90
Participated in Jogging or Running/12 Mo	981,843	10.0%	89
Participated in Motorcycling/12 Mo	259,171	2.7%	101
Participated in Pilates/12 Mo	257,865	2.6%	94
Participated in Ping Pong/12 Mo	314,651	3.2%	93
Participated in Rock Climbing/12 Mo	142,297	1.5%	94
Participated in Roller Skating/12 Mo	153,175	1.6%	98
Participated in Skiing (Downhill)/12 Mo	233,735	2.4%	93
Participated in Soccer/12 Mo	276,431	2.8%	90
Participated in Softball/12 Mo	148,702	1.5%	93
Participated in Swimming/12 Mo	1,502,049	15.4%	102
Participated in Target Shooting/12 Mo	454,136	4.6%	93
Participated in Tennis/12 Mo	343,444	3.5%	92
Participated in Volleyball/12 Mo	214,719	2.2%	93
Participated in Walking for Exercise/12 Mo	3,406,214	34.8%	103
Participated in Weight Lifting/12 Mo	1,334,314	13.6%	97
Participated in Yoga/12 Mo	1,011,694	10.3%	95
Participated in Zumba/12 Mo	294,049	3.0%	97
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	665,547	6.8%	97
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	602,785	6.2%	98
Spent \$250+ on Sports/Recreation Equipment/12 Mo	960,663	9.8%	96
Attend College Basketball Game/12 Mo	111,996	1.1%	104
Attend College Football Game/12 Mo	202,071	2.1%	100
Attend High School Sports Events/12 Mo	267,800	2.7%	96
Attend MLB Regular Season Baseball Game/12 Mo	237,256	2.4%	92
Attend Sports Events	1,034,002	10.6%	94
Listen to Sports on Radio	808,723	8.3%	94
Watch Alpine Skiing or Ski Jumping on TV	286,613	2.9%	99

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 60 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	413,079	4.2%	100
Watch Bicycle Racing on TV	198,455	2.0%	100
Watch Bowling on TV	222,347	2.3%	101
Watch Boxing on TV	585,454	6.0%	96
Watch College Basketball on TV	1,182,583	12.1%	100
Watch College Football on TV	2,675,636	27.4%	103
Watch Esports on TV	278,084	2.8%	89
Watch Figure Skating on TV	538,023	5.5%	108
Watch Fishing on TV	335,527	3.4%	106
Watch Gymnastics on TV	481,389	4.9%	102
Watch High School Sports on TV	407,257	4.2%	92
Watch Horse Racing (at Track or OTB) on TV	299,993	3.1%	110
Watch International Soccer on TV	519,982	5.3%	92
Watch LPGA Golf on TV	333,410	3.4%	116
Watch Marathon/Triathlon/Obstacle Race on TV	121,057	1.2%	98
Watch Men`s Tennis on TV	696,144	7.1%	104
Watch MLB Playoffs/World Series Baseball on TV	1,597,524	16.3%	102
Watch MLB Regular Season Baseball on TV	1,799,512	18.4%	99
Watch MLS Soccer on TV	448,161	4.6%	94
Watch Motorcycle Racing on TV	161,628	1.7%	102
Watch NASCAR Auto Racing on TV	824,268	8.4%	108
Watch NBA Playoffs or Finals Basketball on TV	1,333,096	13.6%	95
Watch NBA Regular Season Basketball on TV	1,274,912	13.0%	94
Watch NCAA Tournament Basketball on TV	1,015,381	10.4%	100
Watch NFL Playoffs or Super Bowl Football on TV	3,256,297	33.3%	102
Watch NFL Sun/Mon/Thu Night Football Games on TV	3,232,477	33.1%	102
Watch NFL Weekend Football Games on TV	3,002,334	30.7%	102
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	719,180	7.4%	102
Watch NHL Regular Season Ice Hockey on TV	748,941	7.7%	99
Watch Oth Mixed Martial Arts (MMA) on TV	288,541	3.0%	103
Watch PGA Golf on TV	1,421,653	14.5%	116
Watch Pro Beach Volleyball on TV	168,462	1.7%	94
Watch Pro Bull Riding on TV	241,777	2.5%	98
Watch Rodeo on TV	164,528	1.7%	96
Watch Sports on TV	6,042,422	61.8%	101
Watch Summer Extreme Sports on TV	179,578	1.8%	105
Watch Summer Olympics on TV	1,123,894	11.5%	103
Watch Track & Field on TV	338,095	3.5%	107
Watch U.S. Men's Soccer National Team on TV	348,293	3.6%	100
Watch U.S. Women's Soccer National Team on TV	342,240	3.5%	103
Watch Ultimate Fighting Championship (UFC) on TV	421,659	4.3%	98
Watch Winter Extreme Sports on TV	197,112	2.0%	105
Watch Winter Olympics on TV	786,870	8.0%	105
Watch WNBA Basketball on TV	259,982	2.7%	98
Watch Women's Tennis on TV	687,603	7.0%	106
Watch World Cup Soccer on TV	484,204	5.0%	92
Watch Wrestling (WWE) on TV	349,086	3.6%	92
College Basketball Super Fan (10-10 on 10 Scale)	266,447	2.7%	98
College Football Super Fan (10-10 on 10 Scale)	550,833	5.6%	102
Golf Super Fan (10-10 on 10 Scale)	184,729	1.9%	119
High School Sports Super Fan (10-10 on 10 Scale)	174,802	1.8%	87
Intl Soccer Super Fan (10-10 on 10 Scale)	185,179	1.9%	83
MLB Super Fan (10-10 on 10 Scale)	394,141	4.0%	97
MLS Soccer Super Fan (10-10 on 10 Scale)	97,596	1.0%	85
NASCAR Super Fan (10-10 on 10 Scale)	157,886	1.6%	102
NBA Super Fan (10-10 on 10 Scale)	348,825	3.6%	92
NFL Super Fan (10-10 on 10 Scale)	907,977	9.3%	100
NHL Super Fan (10-10 on 10 Scale)	201,252	2.1%	93
Pro Wrestling Super Fan (10-10 on 10 Scale)	98,915	1.0%	85

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 60 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	2,004,625	20.5%	122
Member of Church Board	257,185	2.6%	99
Member of Fraternal Order	259,801	2.7%	108
Member of Religious Club	270,024	2.8%	100
Member of Union	396,459	4.1%	87
Member of Veterans Club	291,745	3.0%	118
Participate in Indoor Gardening or Plant Care	1,549,895	15.9%	98
Attended Adult Education Course/12 Mo	1,048,342	10.7%	97
Visited Aquarium/12 Mo	505,647	5.2%	93
Went to Art Gallery/12 Mo	709,270	7.3%	101
Attended Auto Show/12 Mo	458,653	4.7%	104
Did Baking/12 Mo	3,042,080	31.1%	99
Barbecued/12 Mo	3,069,800	31.4%	99
Went to Bar or Night Club/12 Mo	1,574,383	16.1%	99
Went to Beach/12 Mo	2,661,681	27.2%	98
Played Billiards or Pool/12 Mo	388,272	4.0%	93
Played Bingo/12 Mo	355,499	3.6%	104
Did Birdwatching/12 Mo	733,286	7.5%	103
Played Board Game/12 Mo	2,124,081	21.7%	96
Read Book/12 Mo	3,967,437	40.6%	103
Participated in Book Club/12 Mo	396,342	4.1%	102
Went on Overnight Camping Trip/12 Mo	1,278,627	13.1%	97
Played Cards/12 Mo	1,776,582	18.2%	100
Played Chess/12 Mo	344,020	3.5%	89
Played Computer Game Offline (w/Software)/12 Mo	858,100	8.8%	100
Played Computer Game Online/12 Mo	1,594,974	16.3%	105
Cooked for Fun/12 Mo	2,636,884	27.0%	97
Did Crossword Puzzle/12 Mo	1,417,030	14.5%	109
Danced or Went Dancing/12 Mo	631,637	6.5%	100
Attended Dance Performance/12 Mo	253,096	2.6%	100
Dined Out/12 Mo	5,145,537	52.6%	101
Flew a Drone/12 Mo	232,433	2.4%	94
Attended State or County Fair/12 Mo	687,313	7.0%	97
Participated in Fantasy Sports League/12 Mo	435,831	4.5%	95
Did Furniture Refinishing/12 Mo	466,390	4.8%	101
Gambled at Casino/12 Mo	1,048,245	10.7%	100
Gambled in Las Vegas/12 Mo	307,324	3.1%	98
Participated in Genealogy/12 Mo	514,824	5.3%	105
Attended Horse Races/12 Mo	165,252	1.7%	105
Participated in Karaoke/12 Mo	305,799	3.1%	97
Bought Lottery Ticket/12 Mo	3,129,880	32.0%	101
Played Lottery 6+ Times/30 Days	1,005,346	10.3%	105
Bought Daily Drawing Lottery Ticket/12 Mo	304,306	3.1%	99
Bought Instant Game Lottery Ticket/12 Mo	1,791,072	18.3%	100
Bought Mega Millions Lottery Ticket/12 Mo	1,625,321	16.6%	102
Bought Powerball Lottery Ticket/12 Mo	1,763,165	18.0%	103
Attended Movie/6 Mo	3,566,048	36.5%	99
Attended Movie 1+ Times Wk/90 Days	76,751	0.8%	94
Attended Movie 2-3 Times Month/90 Days	116,740	1.2%	95
Attended Movie 1 Time Month/90 Days	235,264	2.4%	92
Attended Movie < 1 Time Month/90 Days	2,641,928	27.0%	99
Saw Action Genre Movie at Theater/6 Mo	972,540	9.9%	96
Saw Adventure Genre Movie at Theater/6 Mo	978,306	10.0%	97

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 60 - 120 mile radius

Prepared by Esri
Latitude: 27.48834
Longitude: -81.43424

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	458,856	4.7%	96
Saw Biography Genre Movie at Theater/6 Mo	250,572	2.6%	105
Saw Comedy Genre Movie at Theater/6 Mo	906,962	9.3%	98
Saw Crime Genre Movie at Theater/6 Mo	531,978	5.4%	98
Saw Drama Genre Movie at Theater/6 Mo	850,530	8.7%	98
Saw Family Genre Movie at Theater/6 Mo	286,868	2.9%	100
Saw Fantasy Genre Movie at Theater/6 Mo	473,931	4.8%	98
Saw Horror Genre Movie at Theater/6 Mo	331,077	3.4%	93
Saw Romance Genre Movie at Theater/6 Mo	224,079	2.3%	103
Saw Science Fiction Genre Movie at Theater/6 Mo	435,705	4.5%	94
Saw Thriller Genre Movie at Theater/6 Mo	458,914	4.7%	95
Went to Museum/12 Mo	996,264	10.2%	96
Attended Classical Music/Opera Performance/12 Mo	276,107	2.8%	108
Attended Country Music Performance/12 Mo	339,477	3.5%	102
Attended Rock Music Performance/12 Mo	556,422	5.7%	97
Played Musical Instrument/12 Mo	791,539	8.1%	96
Did Painting/Drawing/Sculpting/12 Mo	980,008	10.0%	96
Did Photo Album or Scrapbooking/12 Mo	408,618	4.2%	94
Did Photography/12 Mo	1,057,675	10.8%	96
Did Sudoku Puzzle/12 Mo	969,272	9.9%	103
Participated in Tailgating/12 Mo	246,370	2.5%	95
Went to Live Theater/12 Mo	656,465	6.7%	98
Visited Theme Park/12 Mo	1,073,219	11.0%	94
Visited Theme Park 5+ Days/12 Mo	245,438	2.5%	100
Participated in Trivia Games/12 Mo	739,454	7.6%	99
Played (Console) Video or Electronic Game/12 Mo	1,120,448	11.5%	89
Played (Portable) Video or Electronic Game/12 Mo	579,939	5.9%	89
Visited Indoor Water Park/12 Mo	152,154	1.6%	90
Did Woodworking/12 Mo	556,305	5.7%	100
Went to Zoo/12 Mo	965,936	9.9%	93
Bought 1-2 DVDs/30 Days	253,840	2.6%	102
Bought 3+ DVDs/30 Days	208,383	2.1%	102
Rented 1 DVD (Movie or Other Video)/30 Days	196,123	2.0%	101
Rented 2 DVDs (Movie or Other Video)/30 Days	168,169	1.7%	108
Rented 3+ DVDs (Movie or Other Video)/30 Days	283,386	2.9%	106
Rented Action or Adventure Movie/30 Days	1,625,230	16.6%	99
Rented Classic Movie/30 Days	445,166	4.6%	105
Rented Comedy Movie/30 Days	1,252,211	12.8%	97
Rented Drama Movie/30 Days	1,109,459	11.3%	105
Rented Family or Children`s Movie/30 Days	479,359	4.9%	91
Rented Foreign Movie/30 Days	180,904	1.9%	94
Rented Horror Movie/30 Days	428,871	4.4%	91
Rented Musical Movie/30 Days	209,653	2.1%	100
Rented News or Documentary Movie/30 Days	376,184	3.8%	105
Rented Romance Movie/30 Days	417,311	4.3%	100
Rented Science Fiction Movie/30 Days	514,165	5.3%	97
Rented TV Show Movie/30 Days	577,061	5.9%	96
Rented Western Movie/30 Days	203,341	2.1%	112
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	1,111,736	11.4%	96
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	425,105	4.3%	109
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	619,559	6.3%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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August 27, 2023



Sports and Leisure Market Potential

781 Magnolia Ave, Sebring, Florida, 33870
Ring band: 60 - 120 mile radius

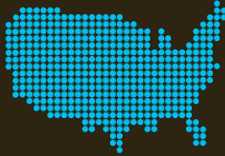
Prepared by Esri
Latitude: 27.48834
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children's Toy or Game/12 Mo	3,578,848	36.6%	96
Spent \$1-49 on Toys or Games for Child/12 Mo	671,745	6.9%	96
Spent \$50-99 on Toys or Games for Child/12 Mo	305,654	3.1%	98
Spent \$100-199 on Toys or Games for Child/12 Mo	727,947	7.4%	97
Spent \$200-499 on Toys or Games for Child/12 Mo	1,070,637	11.0%	100
Spent \$500+ on Toys or Games for Child/12 Mo	528,498	5.4%	92
Bought Infant Toy/12 Mo	675,135	6.9%	96
Bought Pre-School Toy/12 Mo	685,002	7.0%	97
Bought Boy Action Figure for Child/12 Mo	682,953	7.0%	95
Bought Girl Action Figure for Child/12 Mo	283,578	2.9%	94
Bought Action Game for Child/12 Mo	228,987	2.3%	97
Bought Bicycle for Child/12 Mo	538,899	5.5%	96
Bought Board Game for Child/12 Mo	1,391,510	14.2%	95
Bought Builder Set for Child/12 Mo	534,572	5.5%	97
Bought Car for Child/12 Mo	693,426	7.1%	95
Bought Construction Toy for Child/12 Mo	671,188	6.9%	99
Bought Fashion Doll for Child/12 Mo	423,237	4.3%	96
Bought Large/Baby Doll for Child/12 Mo	615,071	6.3%	97
Bought Doll Accessories for Child/12 Mo	374,161	3.8%	98
Bought Doll Clothing for Child/12 Mo	340,727	3.5%	96
Bought Educational Toy for Child/12 Mo	1,342,318	13.7%	96
Bought Electronic Doll or Animal for Child/12 Mo	240,310	2.5%	96
Bought Electronic Game for Child/12 Mo	514,105	5.3%	93
Bought Mechanical Toy for Child/12 Mo	357,887	3.7%	94
Bought Model Kit or Set for Child/12 Mo	351,279	3.6%	97
Bought Plush Doll or Animal for Child/12 Mo	931,019	9.5%	95
Bought Sound Game for Child/12 Mo	116,877	1.2%	96
Bought Water Toy for Child/12 Mo	759,780	7.8%	95
Bought Word Game for Child/12 Mo	227,021	2.3%	102
Bought Digital Book/12 Mo	1,819,029	18.6%	99
Bought Hardcover Book/12 Mo	2,621,347	26.8%	99
Bought Paperback Book/12 Mo	3,234,123	33.1%	97
Bought 1-3 Books/12 Mo	2,114,698	21.6%	101
Bought 4-6 Books/12 Mo	1,092,700	11.2%	94
Bought 7+ Books/12 Mo	2,035,388	20.8%	99
Bought Fiction Book/12 Mo	3,090,830	31.6%	100
Bought Non-Fiction Book/12 Mo	2,867,459	29.3%	99
Bought Biography/12 Mo	924,947	9.5%	103
Bought Children's Book/12 Mo	977,872	10.0%	96
Bought Cookbook/12 Mo	688,541	7.0%	101
Bought History Book/12 Mo	995,230	10.2%	98
Bought Mystery Book/12 Mo	1,263,345	12.9%	104
Bought Novel/12 Mo	1,626,127	16.6%	100
Bought Religious Book (Not Bible)/12 Mo	595,820	6.1%	99
Bought Romance Book/12 Mo	605,022	6.2%	103
Bought Science Fiction Book/12 Mo	618,082	6.3%	92
Bought Personal/Business Self-Help Book/12 Mo	773,038	7.9%	94
Bought Travel Book/12 Mo	201,917	2.1%	114
Purchased Greeting Card/6 Mo	5,412,861	55.4%	102
Bought Book from Barnes & Noble Store/12 Mo	1,007,405	10.3%	99
Bought Book from Oth Book Store/12 Mo	920,437	9.4%	98
Bought Book from Amazon Online/12 Mo	3,404,357	34.8%	98
Bought Book from Barnes & Noble Online/12 Mo	258,194	2.6%	102
Bought Book from iTunes/Apple Books/12 Mo	160,491	1.6%	101
Listened to Audiobook/6 Mo	767,368	7.9%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

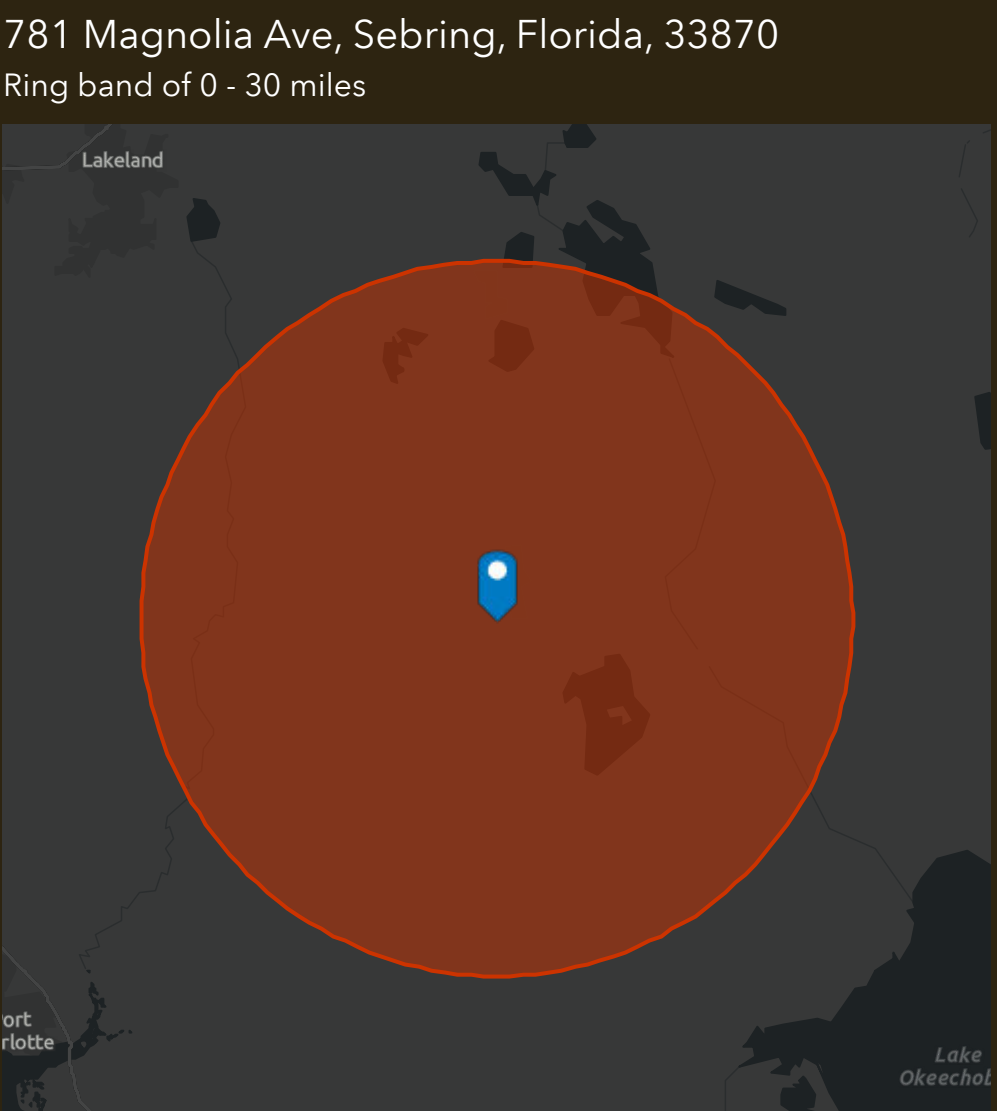
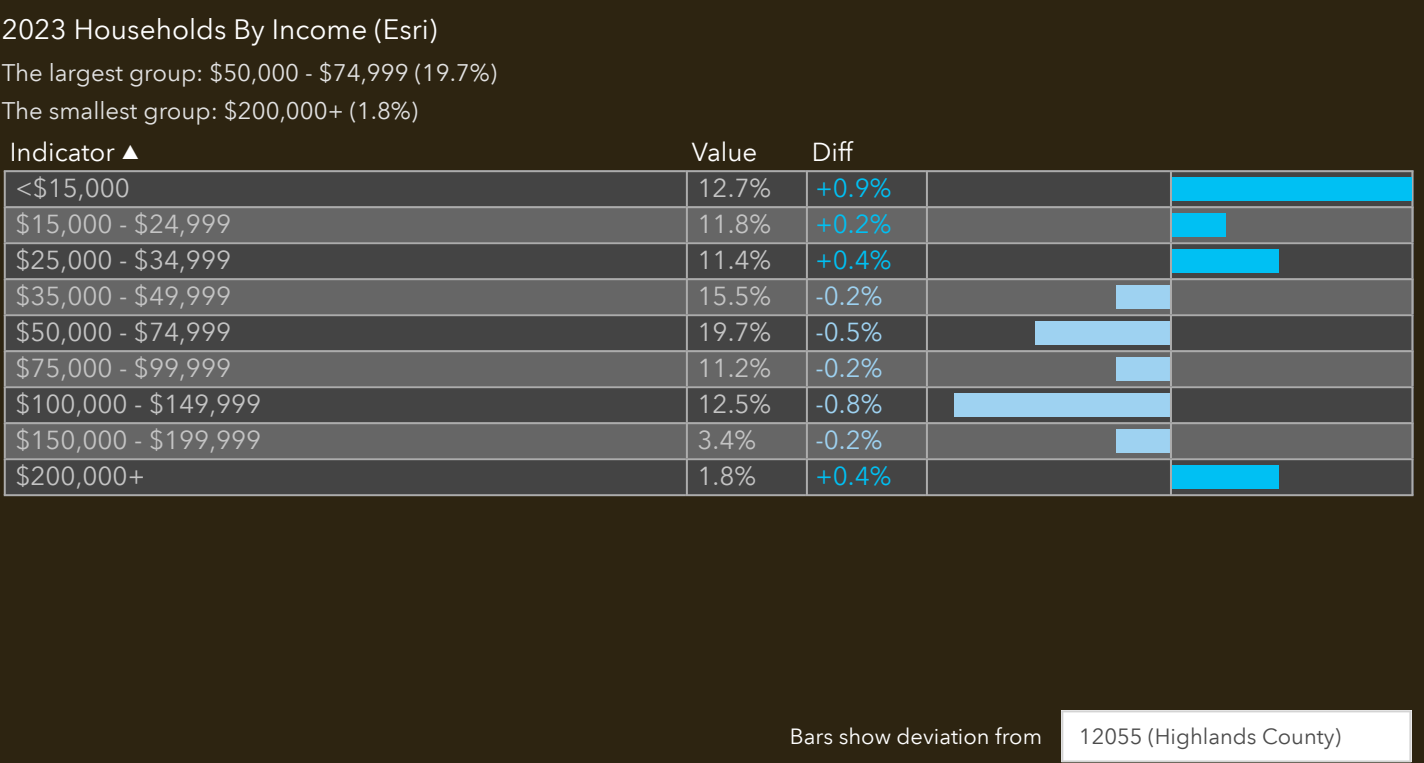
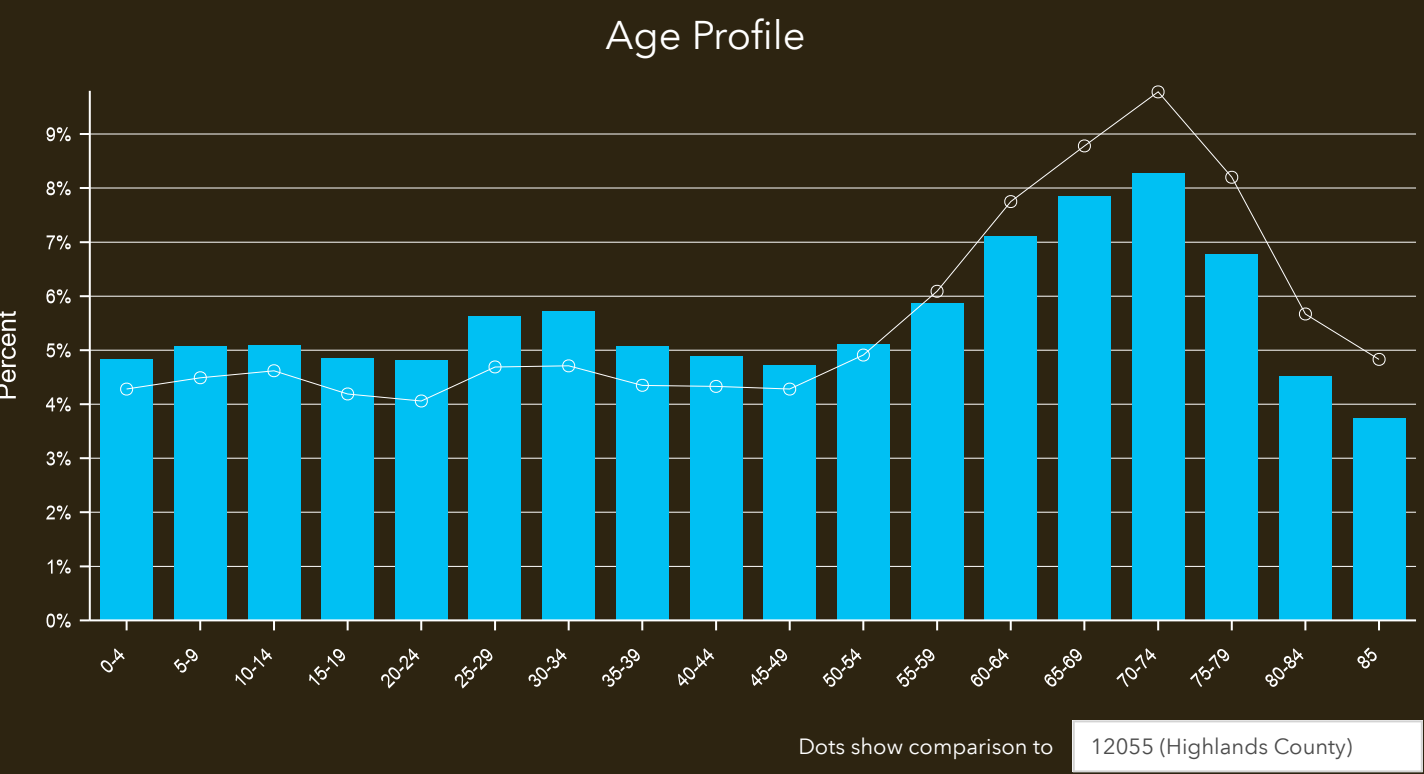
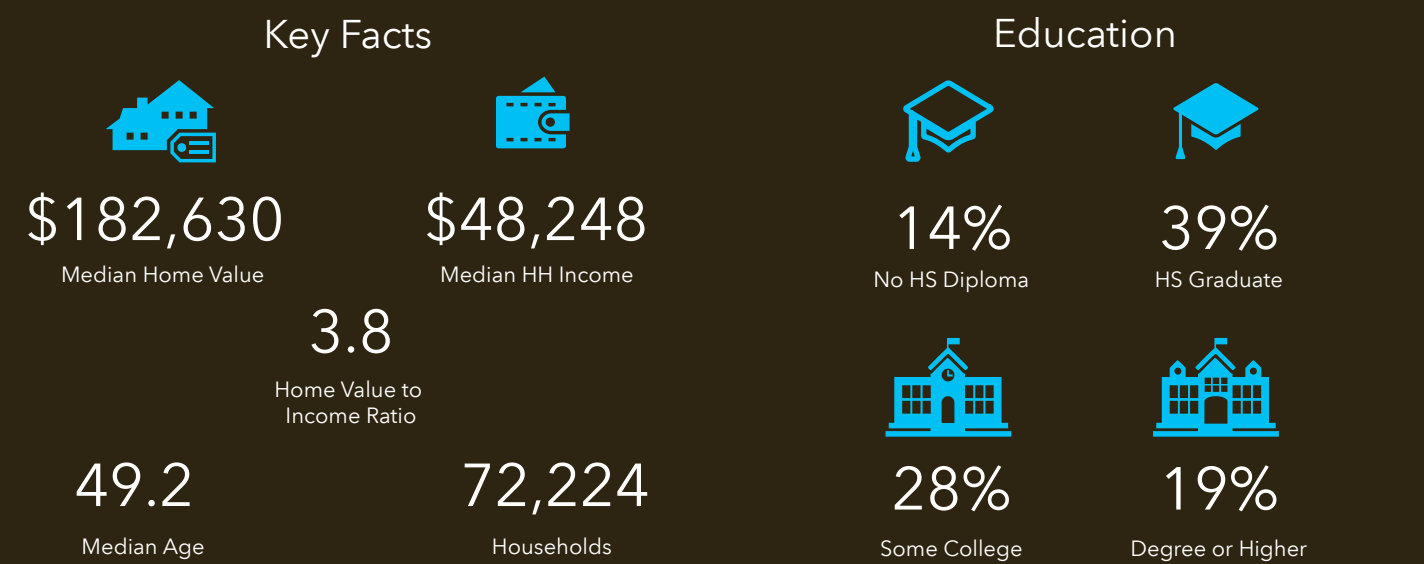
August 27, 2023






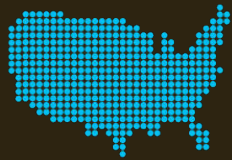
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	0	0.00%	10.00%	0
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	0	0.00%	7.63%	0
GenXurban (L5)	6,353	8.80%	11.26%	78
Cozy Country Living (L6)	6,800	9.42%	12.06%	78
Sprouting Explorers (L7)	4,837	6.70%	7.20%	93
Middle Ground (L8)	3,051	4.22%	10.79%	39
Senior Styles (L9)	33,451	46.32%	5.80%	799
Rustic Outposts (L10)	13,677	18.94%	8.30%	228
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	4,055	5.61%	6.01%	93
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0



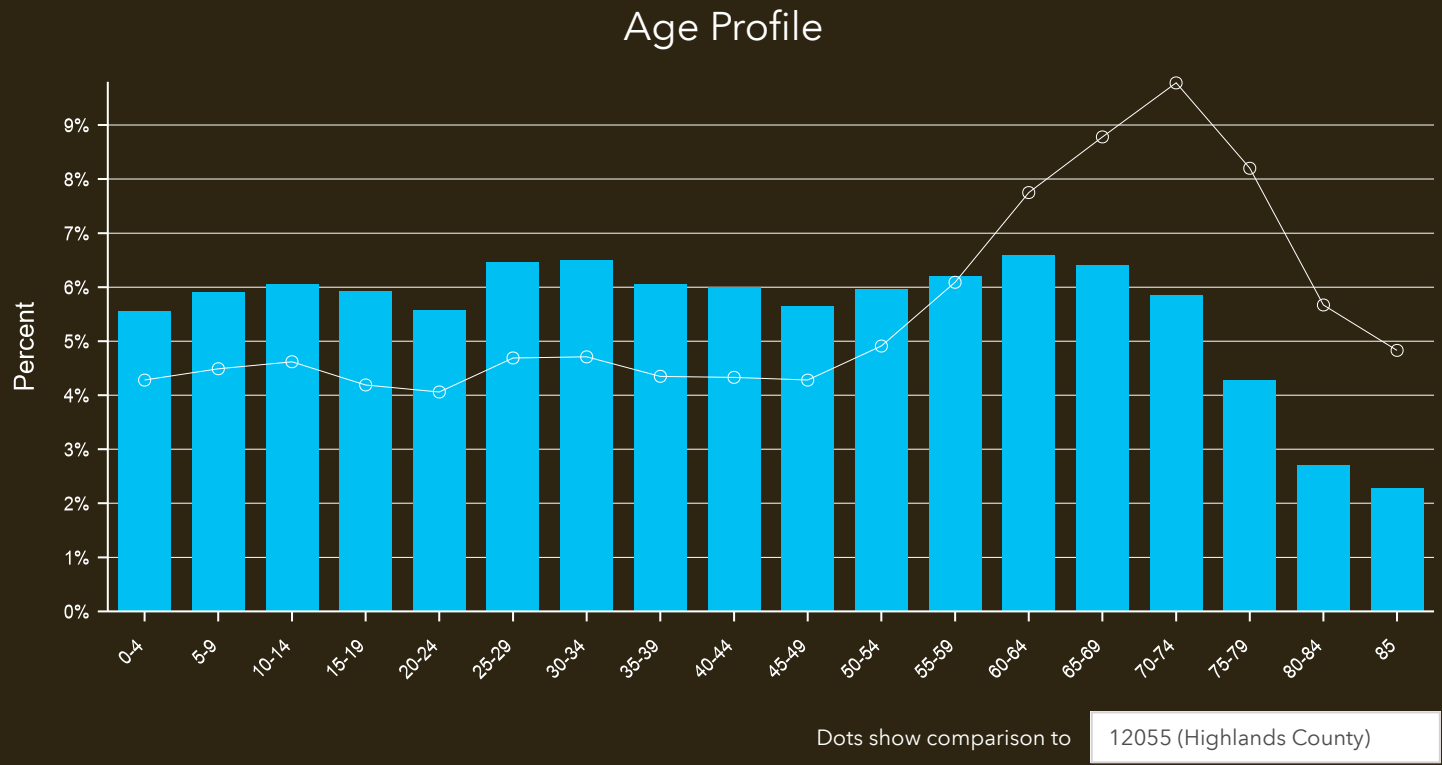
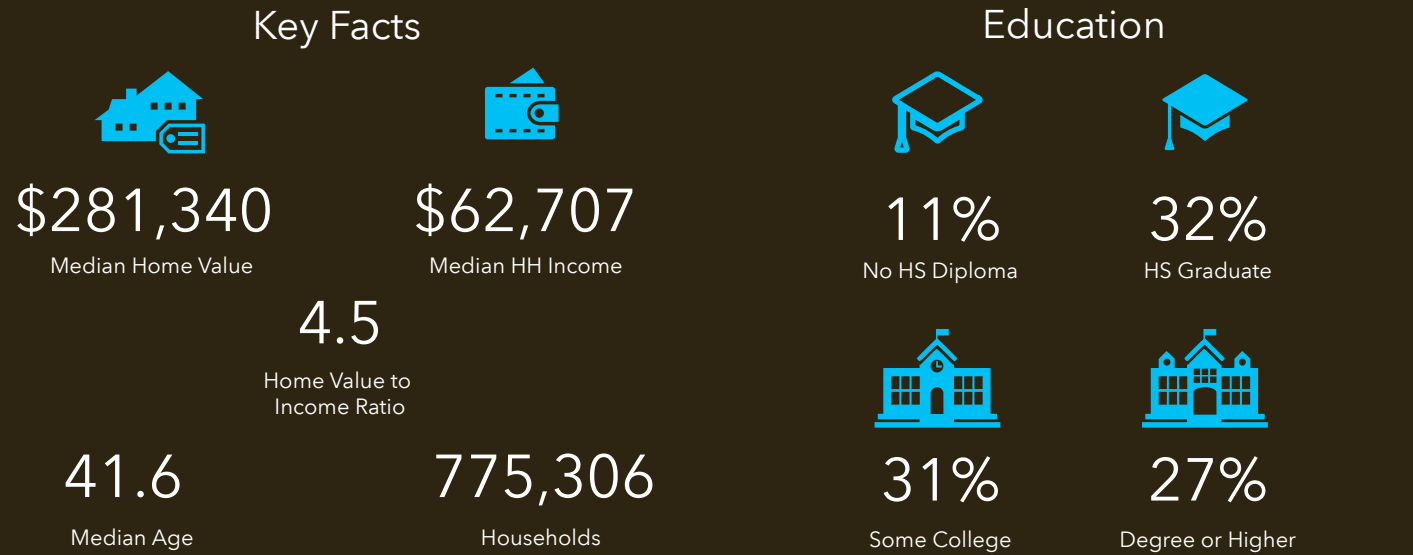
Tapestry Segments		
	Senior Escapes 19,155 households	26.5% of Households
	The Elders 8,929 households	12.4% of Households
	Midlife Constants 6,353 households	8.8% of Households



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	32,050	4.13%	10.00%	41
Upscale Avenues (L2)	5,879	0.76%	5.55%	14
Uptown Individuals (L3)	1,370	0.18%	3.58%	5
Family Landscapes (L4)	97,310	12.55%	7.63%	164
GenXurban (L5)	77,043	9.94%	11.26%	88
Cozy Country Living (L6)	79,375	10.24%	12.06%	85
Sprouting Explorers (L7)	132,175	17.05%	7.20%	237
Middle Ground (L8)	48,651	6.28%	10.79%	58
Senior Styles (L9)	139,279	17.96%	5.80%	310
Rustic Outposts (L10)	91,322	11.78%	8.30%	142
Midtown Singles (L11)	25,802	3.33%	6.16%	54
Hometown (L12)	34,664	4.47%	6.01%	74
Next Wave (L13)	10,352	1.34%	3.78%	35
Scholars and Patriots (L14)	0	0.00%	1.61%	0

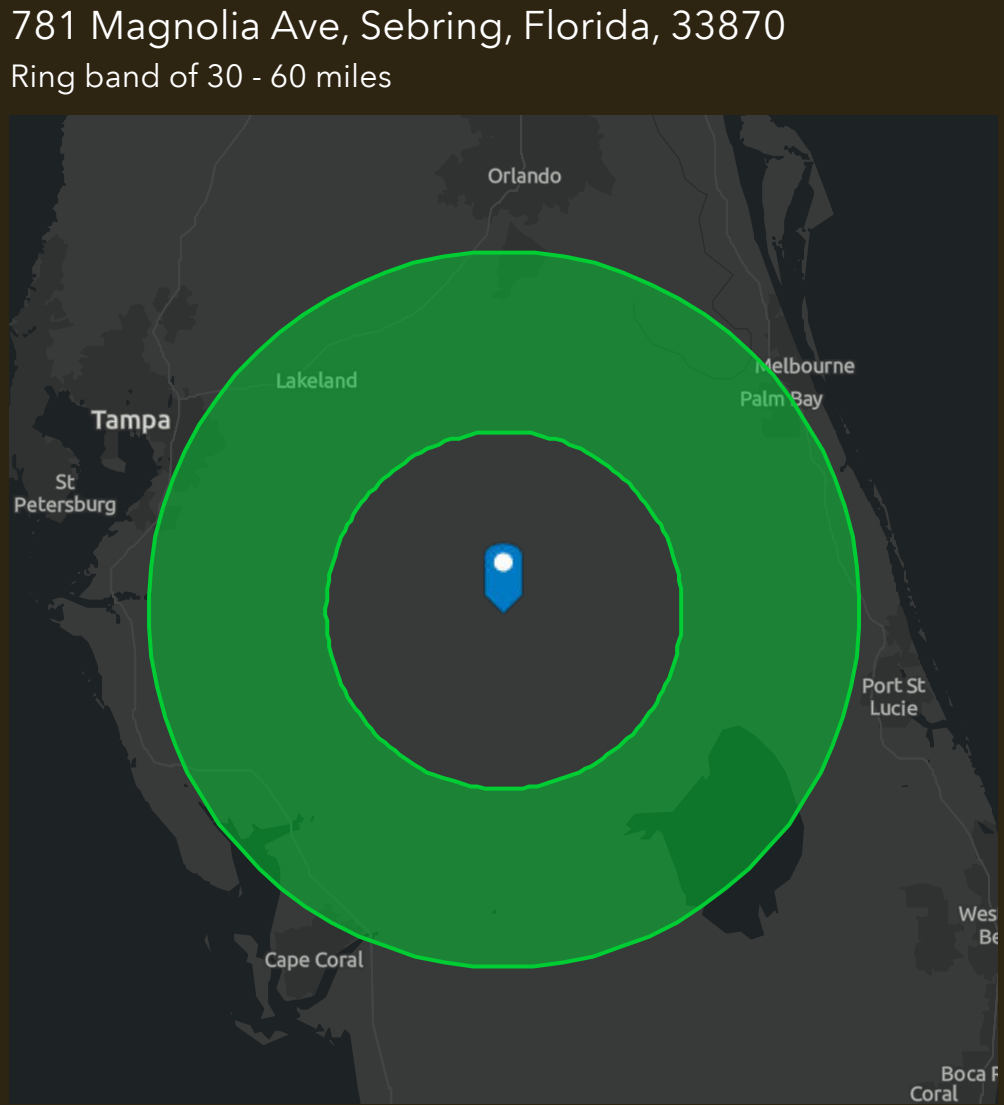


2023 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (19.5%)

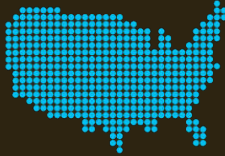
The smallest group: \$150,000 - \$199,999 (6.5%)

Indicator ▲	Value	Diff
<\$15,000	8.8%	-3.0%
\$15,000 - \$24,999	8.4%	-3.2%
\$25,000 - \$34,999	8.8%	-2.2%
\$35,000 - \$49,999	12.2%	-3.5%
\$50,000 - \$74,999	19.5%	-0.7%
\$75,000 - \$99,999	13.7%	+2.3%
\$100,000 - \$149,999	15.6%	+2.3%
\$150,000 - \$199,999	6.5%	+2.9%
\$200,000+	6.5%	+5.1%



Tapestry Segments

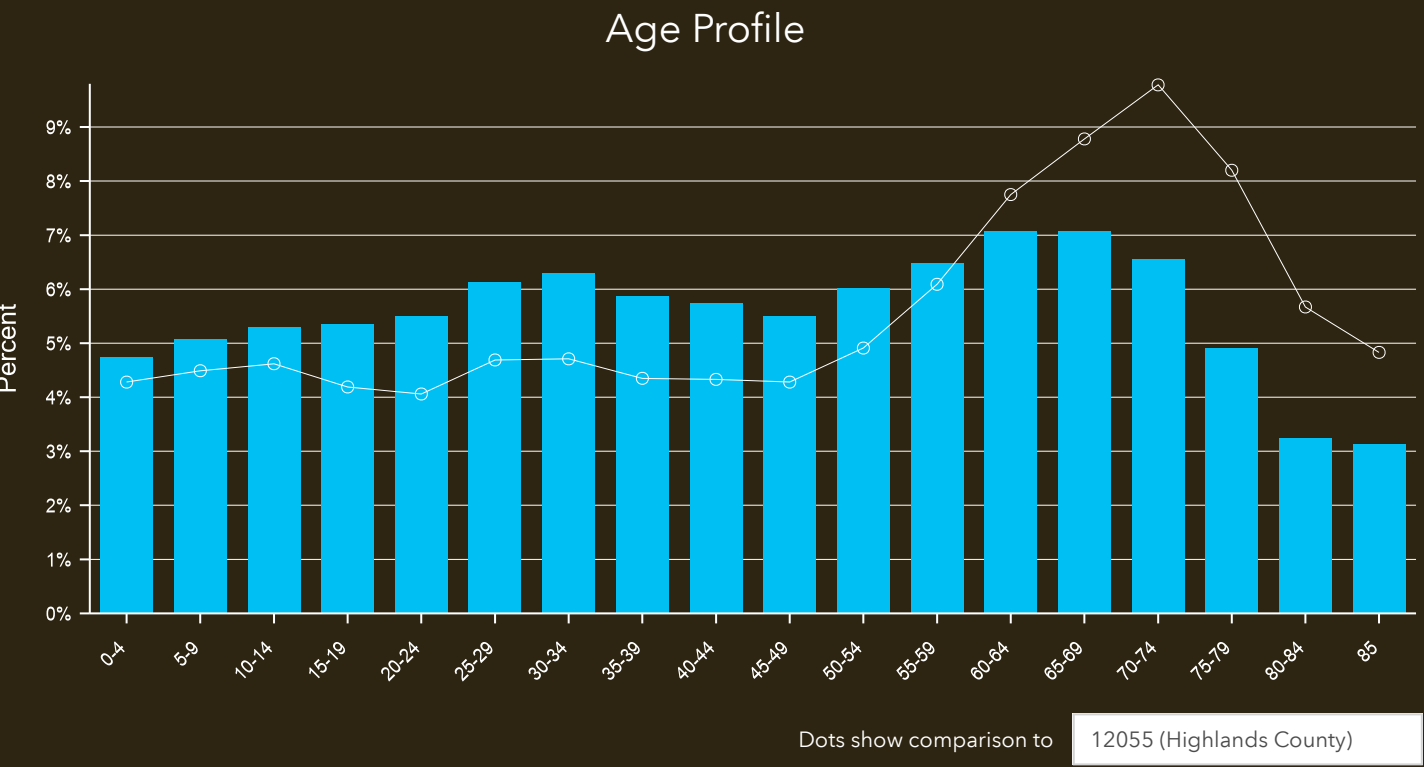
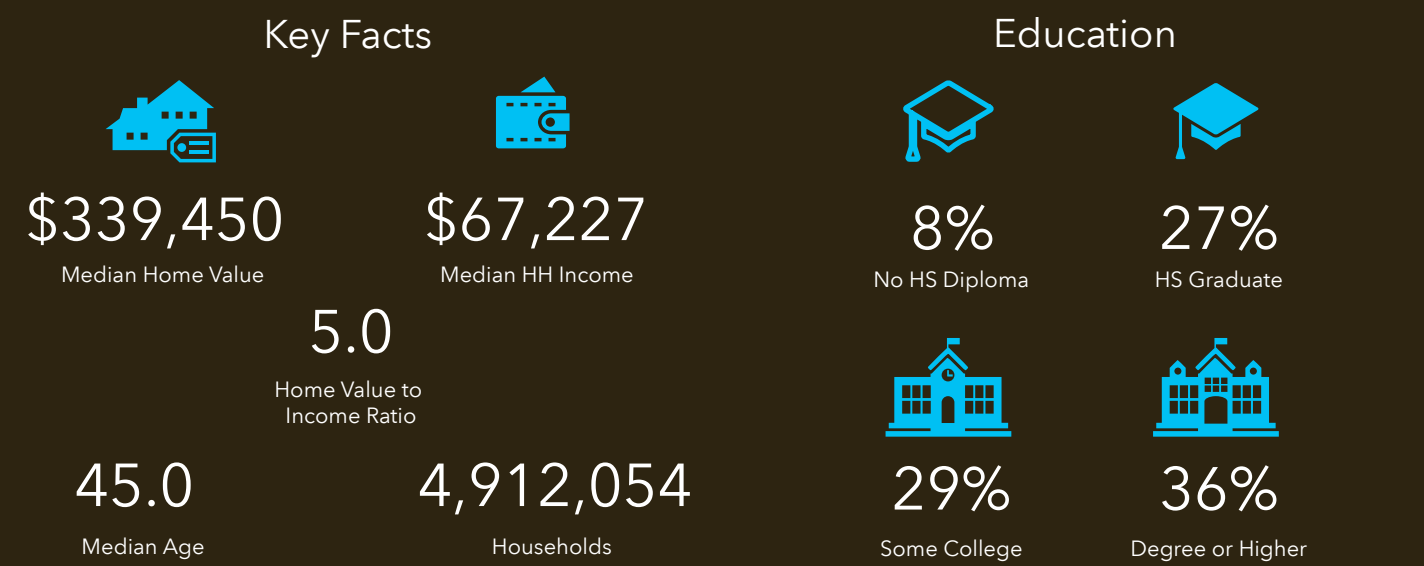
7C	Urban Edge Families 71,035 households	9.2% of Households	▼
4C	Middleburg 68,661 households	8.9% of Households	▼
9D	Senior Escapes 60,877 households	7.9% of Households	▼



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
learn more...	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	336,811	6.86%	10.00%	69
Upscale Avenues (L2)	78,479	1.60%	5.55%	29
Uptown Individuals (L3)	48,536	0.99%	3.58%	26
Family Landscapes (L4)	419,711	8.54%	7.63%	112
GenXurban (L5)	631,092	12.85%	11.26%	114
Cozy Country Living (L6)	281,589	5.73%	12.06%	48
Sprouting Explorers (L7)	484,208	9.86%	7.20%	137
Middle Ground (L8)	460,699	9.38%	10.79%	87
Senior Styles (L9)	1,292,603	26.31%	5.80%	454
Rustic Outposts (L10)	145,512	2.96%	8.30%	36
Midtown Singles (L11)	403,679	8.22%	6.16%	133
Hometown (L12)	241,483	4.92%	6.01%	82
Next Wave (L13)	57,851	1.18%	3.78%	31
Scholars and Patriots (L14)	29,744	0.61%	1.61%	38



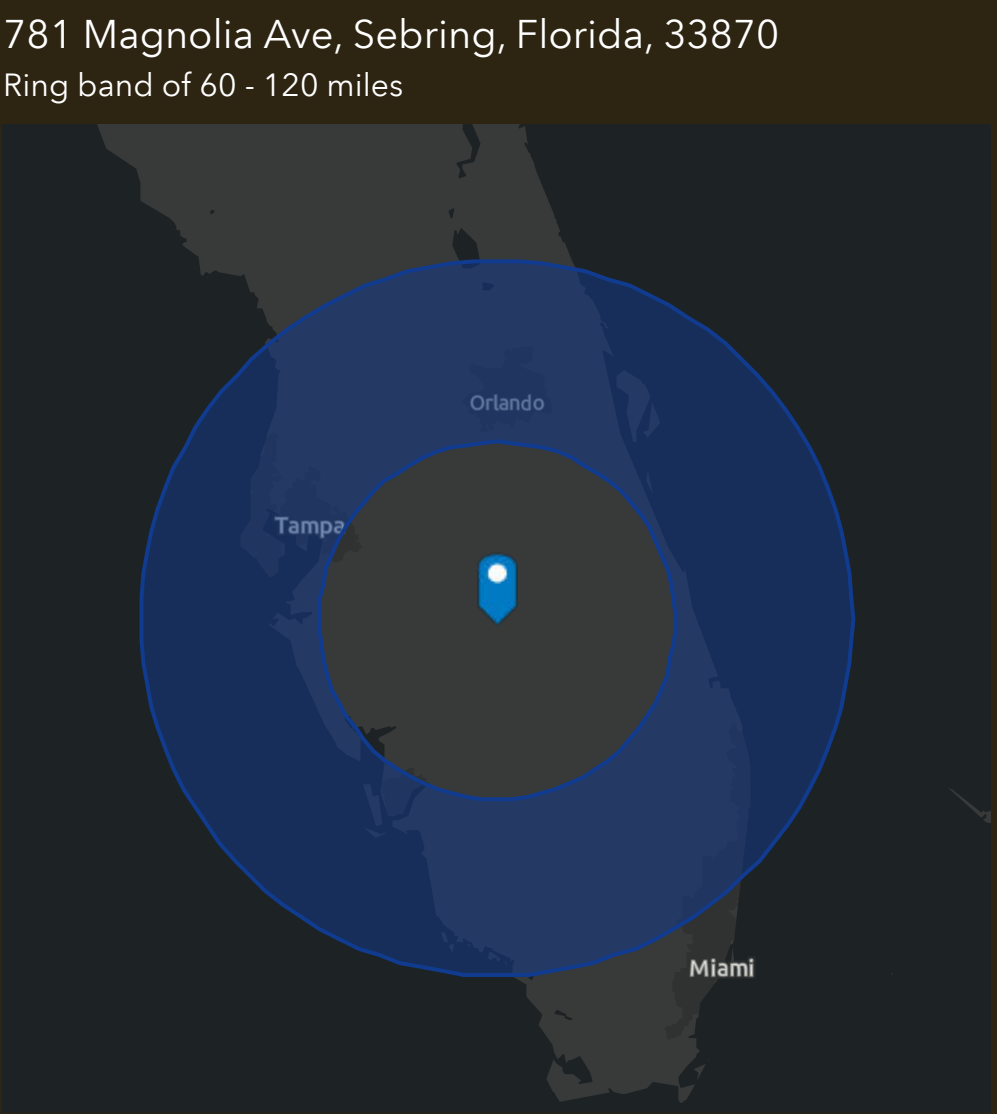
2023 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (17.7%)




The smallest group: \$150,000 - \$199,999 (7.3%)

Indicator ▲	Value	Diff	
<\$15,000	9.2%	-2.6%	
\$15,000 - \$24,999	7.6%	-4.0%	
\$25,000 - \$34,999	8.2%	-2.8%	
\$35,000 - \$49,999	11.5%	-4.2%	
\$50,000 - \$74,999	17.7%	-2.5%	
\$75,000 - \$99,999	13.3%	+1.9%	
\$100,000 - \$149,999	16.2%	+2.9%	
\$150,000 - \$199,999	7.3%	+3.7%	
\$200,000+	9.0%	+7.6%	

Bars show deviation from 12055 (Highlands County)



Tapestry Segments

 <p>9C</p>	<p>The Elders</p> <p>403,517 households</p>	<p>8.2%</p> <p>of Households</p>	▼
 <p>9A</p>	<p>Silver and Gold</p> <p>304,985 households</p>	<p>6.2%</p> <p>of Households</p>	▼
 <p>9D</p>	<p>Senior Escapes</p> <p>282,053 households</p>	<p>5.7%</p> <p>of Households</p>	▼

TARGET MARKET SUMMARY

781 Magnolia Ave, Sebring, Florida, 33870

Ring band of 0 - 30 miles

KEY FACTS

178,177
Population

49.2
Median Age

2.4
Average Household Size

\$48,248
Median Household Income



This infographic contains data provided by Esri, Esri-U.S. BLS, Esri-MRI-Simmons. The vintage of the data is 2023, 2028.

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AGE PYRAMID



The largest group:

2023 Females Age 70-74

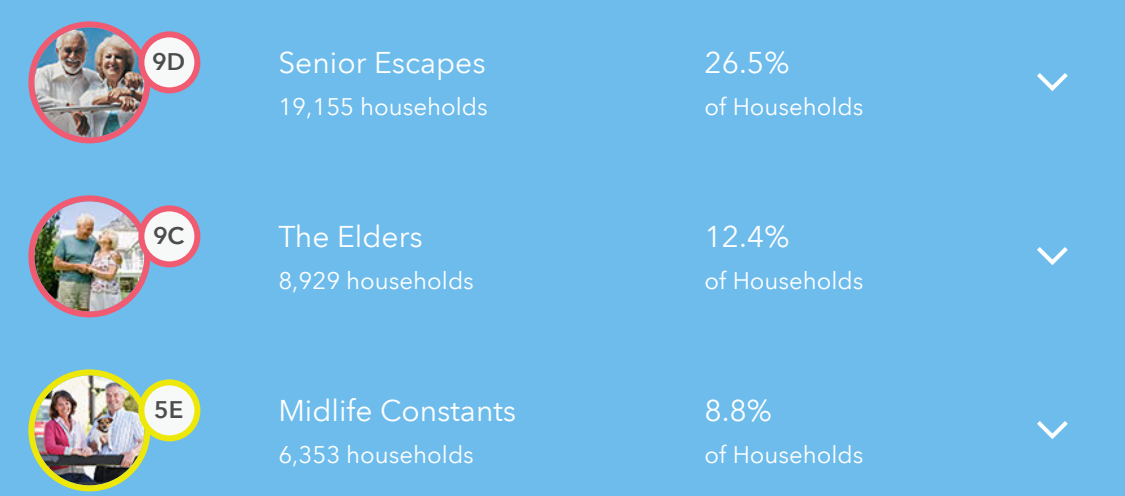
The smallest group:

2023 Males Age 85+

ANNUAL LIFESTYLE SPENDING



Tapestry segments



TARGET MARKET SUMMARY

781 Magnolia Ave, Sebring, Florida, 33870

Ring band of 30 - 60 miles

KEY FACTS

2,102,385
Population

41.6
Median Age

2.7
Average Household Size

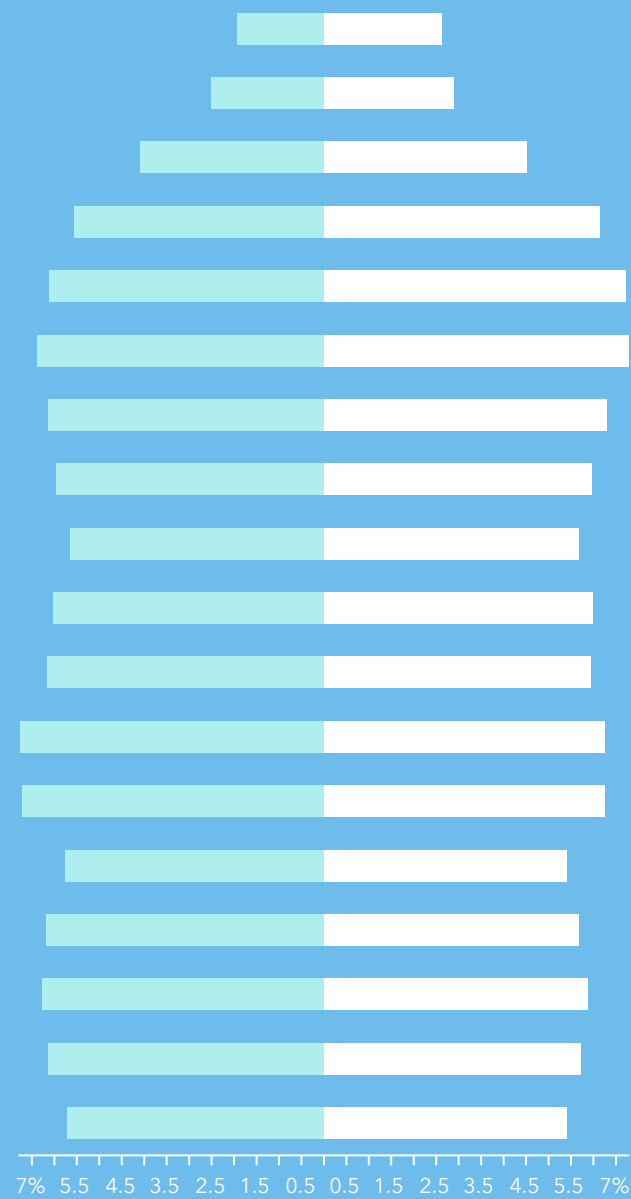
\$62,707
Median Household Income



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AGE PYRAMID



The largest group:
2023 Females Age 60-64

The smallest group:
2023 Males Age 85+

ANNUAL LIFESTYLE SPENDING

\$1,895
Travel

\$45
Theatre/Operas/Concerts

\$48
Movies/Museums/ Parks

\$46
Sports Events

\$8
Online Games

\$114
Audio

Tapestry segments

7C

Urban Edge Families
71,035 households

9.2%
of Households

4C

Middleburg
68,661 households

8.9%
of Households

9D

Senior Escapes
60,877 households

7.9%
of Households

TARGET MARKET SUMMARY

781 Magnolia Ave, Sebring, Florida, 33870

Ring band of 60 - 120 miles

KEY FACTS

11,950,750

Population

45.0

Median Age

2.4

Average Household Size

\$67,227

Median Household Income



This infographic contains data provided by Esri, Esri-U.S. BLS, Esri-MRI-Simmons. The vintage of the data is 2023, 2028.

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AGE PYRAMID



The largest group:
2023 Females Age 65-69

The smallest group:
2023 Males Age 85+

ANNUAL LIFESTYLE SPENDING



\$2,114

Travel



\$51

Theatre/Operas/Concerts



\$53

Movies/Museums/ Parks



\$52

Sports Events



\$9

Online Games



\$128

Audio

Tapestry segments



9C

The Elders

403,517 households

8.2%

of Households



9A

Silver and Gold

304,985 households

6.2%

of Households



9D

Senior Escapes

282,053 households

5.7%

of Households

