



# **Fort Lauderdale Aquatic Complex (Fort Lauderdale, FL)**

## *Five-Year Operating Pro Forma*

**Date: January 2015**  
*Developed for: City of Fort Lauderdale*

***Note:** SFA has no responsibility to update this financial forecast for events and circumstances that occur after the date of these deliverables. The findings presented herein reflect analysis of primary and secondary sources of information. SFA utilized sources deemed to be reliable but cannot guarantee their accuracy. Moreover, estimates and analysis presented in this financial forecast are based on trends and assumptions, which usually result in differences between the projected results and actual results. Because events and circumstances frequently do not occur as expected, those differences may be material.*



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## Total Revenue & Expenses

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Aquatic & Fitness	\$692,255	\$761,481	\$879,510	\$923,485	\$1,018,143
Rentals	\$530,650	\$583,715	\$674,191	\$707,900	\$780,460
Banquet Hall	\$158,500	\$169,350	\$192,849	\$199,742	\$217,328
Food & Beverage and Retail	\$37,500	\$41,250	\$47,644	\$50,026	\$55,154
<b>Total Revenue</b>	<b>\$1,418,905</b>	<b>\$1,555,796</b>	<b>\$1,794,194</b>	<b>\$1,881,153</b>	<b>\$2,071,084</b>
Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Aquatic & Fitness	\$482,951	\$497,742	\$512,769	\$528,252	\$544,204
Rentals	\$275,013	\$294,067	\$324,113	\$337,758	\$362,819
Banquet Hall	\$32,275	\$33,243	\$34,241	\$35,268	\$36,326
Food & Beverage and Retail	\$29,100	\$29,973	\$30,872	\$31,798	\$32,752
<b>Total Cost of Goods Sold</b>	<b>\$819,338</b>	<b>\$855,026</b>	<b>\$901,994</b>	<b>\$933,076</b>	<b>\$976,101</b>
Facility Expenses	\$562,562	\$576,626	\$591,042	\$605,818	\$620,963
Facility Staff Labor Expenses	\$929,545	\$952,784	\$976,603	\$1,001,018	\$1,026,044
<b>Total Operating Expenses</b>	<b>\$1,492,107</b>	<b>\$1,529,410</b>	<b>\$1,567,645</b>	<b>\$1,606,836</b>	<b>\$1,647,007</b>
<b>Total Net Operating Income</b>	<b>(\$892,541)</b>	<b>(\$828,640)</b>	<b>(\$675,446)</b>	<b>(\$658,759)</b>	<b>(\$552,024)</b>
<b>Recapture Rate</b>	<b>0.61</b>	<b>0.65</b>	<b>0.73</b>	<b>0.74</b>	<b>0.79</b>
Capital Replacement Fund	\$93,900	\$93,900	\$93,900	\$93,900	\$93,900
<b>Cash Flow</b>	<b>(\$986,441)</b>	<b>(\$922,540)</b>	<b>(\$769,346)</b>	<b>(\$752,659)</b>	<b>(\$645,924)</b>

Annual Net Income Sensitivity Analysis					
Percent of Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
110%	(\$832,584)	(\$758,563)	(\$586,226)	(\$563,951)	(\$442,526)
90%	(\$952,497)	(\$898,717)	(\$764,666)	(\$753,566)	(\$661,522)
80%	(\$1,012,454)	(\$968,794)	(\$853,886)	(\$848,374)	(\$771,021)
70%	(\$1,072,410)	(\$1,038,871)	(\$943,105)	(\$943,182)	(\$880,519)
60%	(\$1,132,367)	(\$1,108,948)	(\$1,032,325)	(\$1,037,990)	(\$990,017)



## Aquatics & Fitness Program Revenue & Expenses

Revenue	Unit Type	Notes	Price Per Unit					Total Units Per Year					No. Sellable Sessions					
			Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5		Year 1	Year 2	Year 3	Year 4	Year 5
Swim Lessons																		
Infant-Level II	Session		\$90	\$90	\$99	\$99	\$104	1,200	1,320	1,386	1,455	1,528	1	\$108,000	\$118,800	\$137,214	\$144,075	\$158,842
Level III & Adult	Session		\$100	\$100	\$110	\$110	\$116	400	440	462	485	509	1	\$40,000	\$44,000	\$50,820	\$53,361	\$58,831
Private Lessons	Session		\$200	\$200	\$220	\$220	\$231	70	77	81	85	89	1	\$14,000	\$15,400	\$17,787	\$18,676	\$20,591
Semi-Private Lessons	Class		\$70	\$70	\$77	\$77	\$81	70	77	81	85	89	1	\$4,900	\$5,390	\$6,225	\$6,537	\$7,207
Age Group Swim Team	Month		\$98	\$98	\$108	\$108	\$113	160	176	185	194	204	12	\$188,160	\$206,976	\$239,057	\$251,010	\$276,739
Masters Swim Team	Month		\$75	\$75	\$83	\$83	\$87	173	190	200	210	220	12	\$155,700	\$171,270	\$197,817	\$207,708	\$228,998
Summer Camps	Session		\$150	\$150	\$165	\$165	\$173	35	39	40	42	45	10	\$52,500	\$57,750	\$66,701	\$70,036	\$77,215
Water Fitness																		
Hydro Flex Aerobics	Class	\$/Session	\$5	\$5	\$6	\$6	\$6	1,500	1,650	1,733	1,819	1,910	1	\$7,500	\$8,250	\$9,529	\$10,005	\$11,031
Hyrdo Flex Pass	Pass	10 class pass	\$35	\$35	\$39	\$39	\$40	115	127	133	139	146	1	\$4,025	\$4,428	\$5,114	\$5,369	\$5,920
Sunday Shark Club Pass	Pass	10 visit Pass	\$35	\$35	\$39	\$39	\$40	90	99	104	109	115	1	\$3,150	\$3,465	\$4,002	\$4,202	\$4,633
Admissions																		
Daily Admission (Lap Swim/Diving, Fitness)	Visit		\$5	\$5	\$6	\$6	\$6	11,000	12,100	12,705	13,340	14,007	1	\$55,000	\$60,500	\$69,878	\$73,371	\$80,892
7-Day Admission Pass (Lap Swim/Diving, Fitness)	Pass	7 days	\$19	\$19	\$21	\$21	\$22	650	715	751	788	828	1	\$12,350	\$13,585	\$15,691	\$16,475	\$18,164
30-Day Admission Pass (Lap Swim/Diving, Fitness)	Pass	30 days	\$63	\$63	\$69	\$69	\$73	490	539	566	594	624	1	\$30,870	\$33,957	\$39,220	\$41,181	\$45,402
Health and Safety																		
Lifeguard Training	Course	3 classes	\$250	\$250	\$275	\$275	\$289	30	33	35	36	38	1	\$7,500	\$8,250	\$9,529	\$10,005	\$11,031
Water Safety Instructor	Course	1-2 classes	\$300	\$300	\$330	\$330	\$347	12	13	14	15	15	1	\$3,600	\$3,960	\$4,574	\$4,802	\$5,295
Lifeguarding Instructor	Course	1 class	\$350	\$350	\$385	\$385	\$404	10	11	12	12	13	1	\$3,500	\$3,850	\$4,447	\$4,669	\$5,148
Lifeguarding/CPR Challenge	Course	2 classes	\$75	\$75	\$83	\$83	\$87	20	22	23	24	25	1	\$1,500	\$1,650	\$1,906	\$2,001	\$2,206
Non-capacity growth rate				1.00	1.10	1.00	1.05		1.10	1.05	1.05	1.05						
Capacity growth rate				1.10	1.10	1.10	1.10		1.00	1.00	1.00	1.00						
Area Revenue														\$692,255	\$761,481	\$879,510	\$923,485	\$1,018,143
Expense		Mgmt Assump.												Year 1	Year 2	Year 3	Year 4	Year 5
Program Supplies		4% of year 1 gross revenue; 3% annual increase												\$27,690	\$28,521	\$29,377	\$30,258	\$31,166
H&S Class Materials		\$60 per participant for course record fee and manuals												\$4,320	\$4,752	\$4,990	\$5,239	\$5,501
ARC LTS Facility Fee		1500 cards; ; 3% annual increase												\$975	\$1,004	\$1,034	\$1,065	\$1,097
Marketing		5% of year 1 gross revenue; 3% annual increase												\$34,613	\$35,651	\$36,721	\$37,822	\$38,957
Part-Time Staff		60% of year 1 lessons, admissions, fitness, and saftey gross revenue; 3% annual increase												\$415,353	\$427,814	\$440,648	\$453,867	\$467,483
Area Expense														\$482,951	\$497,742	\$512,769	\$528,252	\$544,204



## Rentals and Events Revenue & Expenses

		Price Per Unit					Total Units Per Year					No. Sellable					
Revenue	Unit Type	Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5	Sessions	Year 1	Year 2	Year 3	Year 4	Year 5
Swimming																	
Single Pool (Short, Long, or Both)	Event Day	\$1,500	\$1,500	\$1,650	\$1,650	\$1,733	10	11	12	12	13	1	\$15,000	\$16,500	\$19,058	\$20,010	\$22,061
Dive Well	Event Day	\$1,500	\$1,500	\$1,650	\$1,650	\$1,733	22	24	25	27	28	1	\$33,000	\$36,300	\$41,927	\$44,023	\$48,535
Entire Facility	Event Day	\$5,000	\$5,000	\$5,500	\$5,500	\$5,775	20	22	23	24	25	1	\$100,000	\$110,000	\$127,050	\$133,403	\$147,076
Specialty Rentals																	
Diving Team		\$125	\$125	\$138	\$138	\$144	147	162	170	178	187	12	\$220,500	\$242,550	\$280,145	\$294,153	\$324,303
Water Polo		\$8,400	\$8,400	\$9,240	\$9,240	\$9,702	1	1	1	1	1	1	\$8,400	\$9,240	\$10,672	\$11,206	\$12,354
Winter Training		\$1,500	\$1,500	\$1,650	\$1,650	\$1,733	40	44	46	49	51	1	\$60,000	\$66,000	\$76,230	\$80,042	\$88,246
Visiting Team Training		\$1,000	\$1,000	\$1,100	\$1,100	\$1,155	60	66	69	73	76	1	\$60,000	\$66,000	\$76,230	\$80,042	\$88,246
Sponsorship		\$25,000	\$25,000	\$27,500	\$27,500	\$28,875	1	1	1	1	1	1	\$25,000	\$27,500	\$31,763	\$33,351	\$36,769
Pool Parties	Party	\$175	\$175	\$193	\$193	\$202	50	55	58	61	64	1	\$8,750	\$9,625	\$11,117	\$11,673	\$12,869
Non-capacity growth			1.00	1.10	1.00	1.05		1.10	1.05	1.05	1.05						
Capacity growth rate			1.10	1.10	1.10	1.10		1.00	1.00	1.00	1.00						
Area Revenue													\$530,650	\$583,715	\$674,191	\$707,900	\$780,460
Expense	Mgmt Assump.												Year 1	Year 2	Year 3	Year 4	Year 5
Part-Time Staff	20% of year 1 gross rentals, not including visiting team rentals; 3% annual increase												\$94,130	\$96,954	\$99,863	\$102,858	\$105,944
Marketing	5% of year 1 gross rentals; 3% annual increase												\$26,533	\$27,328	\$28,148	\$28,993	\$29,863
Diving Vendor Contract	70% of gross revenues												\$154,350	\$169,785	\$196,102	\$205,907	\$227,012
Area Expense													\$275,013	\$294,067	\$324,113	\$337,758	\$362,819



### Banquet Hall Revenue & Expenses (3,482 Sq. Ft.)

Revenue	Unit Type	Price Per Unit					Total Units Per Year					No. Sellable Sessions	Total Revenue Per Year				
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5		Year 1	Year 2	Year 3	Year 4	Year 5
Hall Rental																	
Extended Event Rental	Variable	\$50,000	\$50,000	\$55,000	\$55,000	\$57,750	1	1	1	1	1	1	\$50,000	\$50,000	\$55,000	\$55,000	\$57,750
Weekday Rental	Event	\$850	\$850	\$935	\$935	\$982	30	33	35	36	38	1	\$25,500	\$28,050	\$32,398	\$34,018	\$37,504
Weekend/Evening Rental	Hour	\$375	\$375	\$413	\$413	\$433	160	176	185	194	204	1	\$60,000	\$66,000	\$76,230	\$80,042	\$88,246
Add-Ons																	
Decorating/Cleanup Time	Hour	\$150	\$150	\$165	\$165	\$173	70	77	81	85	89	1	\$10,500	\$11,550	\$13,340	\$14,007	\$15,443
Kitchen	Event	\$250	\$250	\$275	\$275	\$289	50	55	58	61	64	1	\$12,500	\$13,750	\$15,881	\$16,675	\$18,385
	Non-capacity growth rate		1.00	1.10	1.00	1.05		1.10	1.05	1.05	1.05						
	Capacity growth rate		1.10	1.10	1.10	1.10		1.00	1.00	1.00	1.00						
Area Revenue													\$158,500	\$169,350	\$192,849	\$199,742	\$217,328
Expense	Mgmt Assump.												Year 1	Year 2	Year 3	Year 4	Year 5
Part-Time Staff	15% of year 1 rentals gross revenue, 3% Annual Increase												\$23,775	\$24,488	\$25,223	\$25,980	\$26,759
Custodial Supplies	3% annual increase												\$5,000	\$5,150	\$5,305	\$5,464	\$5,628
Cleaning Contracts	3% annual increase												\$3,500	\$3,605	\$3,713	\$3,825	\$3,939
Area Expense													\$32,275	\$33,243	\$34,241	\$35,268	\$36,326



## Food & Beverage and Retail Revenue & Expenses

Revenue	Unit Type	Price Per Unit					Total Units Per Year					Total Revenue Per Year						
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5		
Food & Beverage																		
Special Events	Gross	\$25,000	\$25,000	\$27,500	\$27,500	\$28,875	1	1	1	1	1	\$25,000	\$27,500	\$31,763	\$33,351	\$36,769		
Café	Gross	\$2,000	\$2,000	\$2,200	\$2,200	\$2,310	1	1	1	1	1	\$2,000	\$2,200	\$2,541	\$2,668	\$2,942		
Retail																		
Retail	Gross	\$8,000	\$8,000	\$8,800	\$8,800	\$9,240	1	1	1	1	1	\$8,000	\$8,800	\$10,164	\$10,672	\$11,766		
ATM Fees	Gross	\$2,500	\$2,500	\$2,750	\$2,750	\$2,888	1	1	1	1	1	\$2,500	\$2,750	\$3,176	\$3,335	\$3,677		
Non-capacity growth			1.00	1.10	1.00	1.05						1.10	1.05	1.05	1.05			
Capacity growth rate			1.10	1.10	1.10	1.10						1.00	1.00	1.00	1.00			
Area Revenue												\$37,500	\$41,250	\$47,644	\$50,026	\$55,154		
Expense	Mgmt Assump.											Year 1	Year 2	Year 3	Year 4	Year 5		
Food & Beverage Inventory	30% of year 1 gross revenue; 3% annual increase											\$16,200	\$16,686	\$17,187	\$17,702	\$18,233		
Retail Inventory	60% of year 1 gross revenue; 3% annual increase											\$4,800	\$4,944	\$5,092	\$5,245	\$5,402		
Part-Time Staff	30% of year 1 food & beverage gross revenue; 3% annual increase											\$8,100	\$8,343	\$8,593	\$8,851	\$9,117		
Area Expense												\$29,100	\$29,973	\$30,872	\$31,798	\$32,752		



## Facility Expenses

Expense	Mgmt. Assump.	Year 1	Year 2	Year 3	Year 4	Year 5
Commodities						
Operating Supplies		\$28,200	\$28,905	\$29,628	\$30,368	\$31,128
Chemicals		\$92,150	\$94,454	\$96,815	\$99,235	\$101,716
General Marketing		\$15,000	\$15,375	\$15,759	\$16,153	\$16,557
<b>Total Commodities Expense</b>		<b>\$135,350</b>	<b>\$138,734</b>	<b>\$142,202</b>	<b>\$145,757</b>	<b>\$149,401</b>
Contractual Services						
Insurance		Not Included	Not Included	Not Included	Not Included	Not Included
Repair and Maintenance		\$47,000	\$48,175	\$49,379	\$50,614	\$51,879
<b>Total Contractual Service Expense</b>		<b>\$47,000</b>	<b>\$48,175</b>	<b>\$49,379</b>	<b>\$50,614</b>	<b>\$51,879</b>
Utilities						
Electricity	\$0.095/kwh	\$237,080	\$243,007	\$249,082	\$255,309	\$261,692
Gas		\$45,000	\$46,125	\$47,278	\$48,460	\$49,672
Data		\$1,600	\$1,640	\$1,681	\$1,723	\$1,766
Trash Service		Not Included	Not Included	Not Included	Not Included	Not Included
Water & Sewer		\$96,532	\$98,945	\$101,419	\$103,954	\$106,553
<b>Total Utilities Expense</b>		<b>\$380,212</b>	<b>\$389,717</b>	<b>\$399,460</b>	<b>\$409,447</b>	<b>\$419,683</b>
<b>Total Facility Expense</b>		<b>\$562,562</b>	<b>\$576,626</b>	<b>\$591,042</b>	<b>\$605,818</b>	<b>\$620,963</b>





## Facility Staff Labor Expenses

Mgmt. Assump		Year 1	Year 2	Year 3	Year 4	Year 5
Full Time Facility Staff Salaries						
Aquatic Center Manager	1 Staff	\$75,000	\$76,875	\$78,797	\$80,767	\$82,786
Aquatics/Safety Coordinators	1 Staff	\$75,899	\$77,796	\$79,741	\$81,735	\$83,778
Assistant Manager	1 Staff	\$49,421	\$50,657	\$51,923	\$53,221	\$54,552
Recreation Programmer II	2 Staff	\$117,416	\$120,351	\$123,360	\$126,444	\$129,605
Recreation Programmer I	2 Staff	\$78,040	\$79,991	\$81,991	\$84,041	\$86,142
Pool Mechanics	2 Staff	\$109,532	\$112,270	\$115,077	\$117,954	\$120,903
Pool Lifeguard II	2 Staff	\$93,186	\$95,516	\$97,904	\$100,351	\$102,860
Municipal Maintenance Worker	1 Staff	\$29,577	\$30,316	\$31,074	\$31,851	\$32,647
<b>Total Full Time Facility Staff Salaries</b>		<b>\$628,071</b>	<b>\$643,773</b>	<b>\$659,867</b>	<b>\$676,364</b>	<b>\$693,273</b>
Overhead, Benefits, and Training						
Employee Overhead and Benefits	48% Full Time Salaries	\$301,474	\$309,011	\$316,736	\$324,655	\$332,771
<b>Total Overhead, Benefits, and Training</b>		<b>\$301,474</b>	<b>\$309,011</b>	<b>\$316,736</b>	<b>\$324,655</b>	<b>\$332,771</b>
<b>Total Facility Staff Labor Expenses</b>		<b>\$929,545</b>	<b>\$952,784</b>	<b>\$976,603</b>	<b>\$1,001,018</b>	<b>\$1,026,044</b>



## Economic Impact Analysis

Total Annual Attendance by Event Type					
Event Type	Year 1	Year 2	Year 3	Year 4	Year 5
Single Pool Rental	5,170	5,687	5,971	6,270	6,583
Diving Rental	11,242	12,366	12,985	13,634	14,315
Full Facility Rental	53,020	58,322	61,238	64,300	67,515
Winter Training	12,000	13,200	13,860	14,553	15,281
Visiting Team Training	18,000	19,800	20,790	21,830	22,921
<b>Total Attendance</b>	<b>99,432</b>	<b>109,375</b>	<b>114,844</b>	<b>120,586</b>	<b>126,615</b>

Total Annual Attendance by Distance from FLAC					
Visitor Distance from FLAC	Year 1	Year 2	Year 3	Year 4	Year 5
Attendance Less than 25 miles away	12,775	14,053	14,756	15,493	16,268
Attendance 25-60 miles away	16,386	18,025	18,926	19,872	20,866
Attendance greater than 60 miles away	70,271	77,298	81,162	85,221	89,482
<b>Total attendance</b>	<b>99,432</b>	<b>109,375</b>	<b>114,844</b>	<b>120,586</b>	<b>126,615</b>

Visitor Spending by Category		
Category	\$	%
Lodging	\$ 50.00	40%
Restaurant Food and Beverage	\$ 28.75	23%
Grocery Store	\$ 8.75	7%
Entertainment/ Attractions/ Events	\$ 12.50	10%
Retail	\$ 10.00	8%
Miscellaneous	\$ 15.00	12%
<b>Total</b>	<b>\$ 125.00</b>	<b>100%</b>

Annual Visitor Spending (Year 1)				
Spending Category	<25 Miles	25-59 Miles	>60 miles	Total
Lodging	\$ -	\$ -	\$ 3,513,528	\$ 3,513,528
Restaurant Food and Beverage	\$ -	\$ 471,096	\$ 2,020,279	\$ 2,491,375
Grocery Store	\$ -	\$ -	\$ 614,867	\$ 614,867
Entertainment/ Attractions/ Events	\$ -	\$ -	\$ 878,382	\$ 878,382
Retail	\$ -	\$ -	\$ 702,706	\$ 702,706
Miscellaneous	\$ -	\$ 245,789	\$ 1,054,058	\$ 1,299,848
<b>Total</b>				<b>\$ 9,500,705</b>

Total Annual Economic Impact					
Spending Category	Year 1	Year 2	Year 3	Year 4	Year 5
Lodging	\$ 3,513,528	\$ 3,864,881	\$ 4,058,125	\$ 4,261,031	\$ 4,474,083
Restaurant Food and Beverage	\$ 2,491,375	\$ 2,740,512	\$ 2,877,538	\$ 3,021,415	\$ 3,172,485
Grocery Store	\$ 614,867	\$ 676,354	\$ 710,172	\$ 745,680	\$ 782,964
Entertainment/ Attractions/ Events	\$ 878,382	\$ 966,220	\$ 1,014,531	\$ 1,065,258	\$ 1,118,521
Retail	\$ 702,706	\$ 772,976	\$ 811,625	\$ 852,206	\$ 894,817
Miscellaneous	\$ 1,299,848	\$ 1,429,832	\$ 1,501,324	\$ 1,576,390	\$ 1,655,210
<b>Total</b>	<b>\$ 9,500,705</b>	<b>\$ 10,450,776</b>	<b>\$ 10,973,315</b>	<b>\$ 11,521,980</b>	<b>\$ 12,098,079</b>

# Appendix



## Population Data

MARKET AREA POPULATION BY DISTANCE										
Drive Time	Population						Average Annual Change			
	2010		2014		2019		2010-2014		2015-2019	
	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent	Number (000's)	Percent
5 Minutes	11.1	0.2%	11.8	0.3%	11.9	0.3%	0.2	1.9%	0.0	0.3%
5-10 Minutes	57.3	1.3%	60.7	1.3%	62.8	1.3%	1.2	2.0%	0.4	0.7%
10-15 Minutes	110.8	2.5%	117.7	2.6%	119.1	2.5%	2.3	2.0%	0.3	0.2%
Subtotal	179.2	4.0%	190.2	4.2%	193.9	4.1%	3.7	2.0%	0.7	0.4%
15-30 Minutes	1,035.2	23.1%	1,098.6	24.1%	1,125.2	23.7%	21.1	2.0%	5.3	0.5%
30-60 Minutes	3,274.6	72.9%	3,274.6	71.8%	3,435.5	72.3%	0.0	0.0%	32.2	1.0%
Subtotal	4,309.8	96.0%	4,373.2	95.8%	4,560.7	95.9%	21.1	0.5%	37.5	0.8%
Total (0-60 Minutes)	4,489.0	100.0%	4,563.4	100.0%	4,754.5	100.0%	24.8	0.5%	38.2	0.8%
Ft. Lauderdale	165.8		175.8		178.8		3.4	2.0%	0.6	0.3%
Source: Experian										



## Age Data

AGE DISTRIBUTION													
Age Groups	5 Minutes		5-10 Minutes		10-15 Minutes		15-30 Minutes		30-60 Minutes		Ft. Lauderdale		U.S. Age Population
	#	%	#	%	#	%	#	%	#	%	#	%	
Age 0-4	255	2.2%	2,497	4.1%	6,746	5.7%	67,324	6.1%	178,287	5.4%	9,081	5.2%	6.5%
Age 5-9	242	2.1%	2,037	3.4%	6,222	5.3%	63,135	5.7%	179,184	5.5%	8,139	4.6%	
Age 10-14	286	2.4%	1,867	3.1%	5,951	5.1%	63,463	5.8%	188,551	5.8%	7,742	4.4%	
Age 15-19	297	2.5%	1,896	3.1%	5,909	5.0%	64,458	5.9%	199,652	6.1%	7,827	4.5%	
Subtotal	1,080	9.2%	8,297	13.7%	24,828	21.1%	258,380	23.5%	745,674	22.8%	32,789	18.6%	
Age 20-24	391	3.3%	3,572	5.9%	7,229	6.1%	72,539	6.6%	213,700	6.5%	10,668	6.1%	
Age 25-29	617	5.2%	5,477	9.0%	8,305	7.1%	78,172	7.1%	211,448	6.5%	13,671	7.8%	
Age 30-34	615	5.2%	5,406	8.9%	7,880	6.7%	75,967	6.9%	205,735	6.3%	13,117	7.5%	
Age 35-39	571	4.9%	4,473	7.4%	7,381	6.3%	72,368	6.6%	217,781	6.7%	11,498	6.5%	
Age 40-44	738	6.3%	4,764	7.8%	8,281	7.0%	76,659	7.0%	236,955	7.2%	12,582	7.2%	
Age 45-49	918	7.8%	5,169	8.5%	9,679	8.2%	81,361	7.4%	252,545	7.7%	14,126	8.0%	
Age 50-54	1,058	9.0%	5,242	8.6%	9,994	8.5%	82,085	7.5%	231,857	7.1%	14,578	8.3%	
Age 55-59	1,121	9.5%	4,743	7.8%	8,936	7.6%	73,315	6.7%	202,739	6.2%	13,541	7.7%	
Age 60-64	1,202	10.2%	4,138	6.8%	7,494	6.4%	62,666	5.7%	178,375	5.4%	11,608	6.6%	
Age 65-69	1,095	9.3%	3,148	5.2%	5,675	4.8%	49,419	4.5%	152,511	4.7%	9,013	5.1%	
Age 70-74	796	6.8%	2,232	3.7%	4,245	3.6%	36,932	3.4%	128,920	3.9%	6,562	3.7%	
Age 75-79	566	4.8%	1,522	2.5%	3,101	2.6%	28,305	2.6%	106,671	3.3%	4,660	2.7%	
Age 80-84	522	4.4%	1,229	2.0%	2,307	2.0%	23,225	2.1%	92,784	2.8%	3,669	2.1%	
Age 85+	472	4.0%	1,320	2.2%	2,364	2.0%	27,180	2.5%	96,940	3.0%	3,760	2.1%	
TOTAL:	11,762	100.0%	60,732	100.0%	117,699	100.0%	1,098,573	100.0%	3,274,635	100.0%	175,842	100.0%	
Median Age	54.5		43.3		42.0		39.4		40.9		42.5		
Source: Experian													



## Income Data

MARKET AREA INCOME				
Radius	Per Capita Incomes		Median Household Incomes	
	Dollars	Index	Dollars	Index
0-5 Minutes	\$70,000	2.65	\$68,433	1.30
5-10 Minutes	\$42,643	1.61	\$49,088	0.93
10-15 Minutes	\$27,247	1.03	\$41,211	0.78
15-30 Minutes	\$25,114	0.95	\$43,556	0.83
30-60 Minutes	\$27,290	1.03	\$45,487	0.86
Ft. Lauderdale	\$35,112	1.33	\$46,809	0.89
<b>Total U.S.</b>	\$26,464	1.00	\$52,599	1.00
Source: Experian				



## Weather Data

Month	Temperatures			Precipitation	Precipitation
	Average	High	Low	Inches	Days
January	67.0	75.0	58.0	2.5	5.4
February	69.0	77.0	60.0	1.8	4.6
March	71.0	80.0	63.0	5.5	5.9
April	75.0	83.0	67.0	3.1	6.9
May	79.0	86.0	71.0	4.8	7.4
June	82.0	89.0	75.0	8.2	9.9
July	83.0	91.0	76.0	6.3	8.7
August	84.0	91.0	76.0	6.8	9.4
September	82.0	89.0	75.0	8.3	12.2
October	79.0	85.0	72.0	5.5	12.5
November	74.0	81.0	66.0	3.5	5.7
December	69.0	77.0	62.0	2.2	5.7
Source: Weatherbase					