2019 marks the first time since the roaring 1920’s Lakeland has had this many construction projects built at the same time. Yes, believe it or not there were multiple cranes downtown, and not the kind that come to Lake Morton in the wintertime. There were also a lot of firsts for downtown including:

- **PARKING GARAGE:** Construction of Lakeland’s first 824-space public/private parking garage. Also, the first non-private garage built downtown in 34 years

- **HERITAGE PLAZA SOUTH:** First speculative office building built in downtown in over 40 years

- **CATAPULT:** Construction of Lakeland’s first multi-purpose entrepreneur center with not only office and coworking but a commercial kitchen and maker space

- **THE JOINERY:** Renovation of an existing facility that will house Lakeland’s first food hall concept downtown

- **THE YARD ON MASS:** Lakeland’s first food truck park concept downtown

- **SPRINGHILL SUITES:** First hotel property built in downtown Lakeland in 20 years

If 2019 was the year of construction, 2020 will be the year of experience. In 2020, you will actually be able to find a parking place downtown, test out your new food concept in Catapult’s state of the art commercial kitchen or create a prototype in Catapult’s 9,000 square foot maker space.

For those of you that are tired of making the drive to Armature Works…STOP…stay right here in Lakeland and enjoy a cold beverage and choose from more than a dozen new food concepts coming to The Yard on Mass & The Joinery. We are just getting started as we focus on making the City of Lakeland & CRA’s new Catalyst plan a reality for downtown Lakeland.
LEDC unveiled a new logo and website in 2019. We had the privilege of working with LEDC member JD Arbuckle, Smart Inbound Marketing and Catapult members Jon Sierra, Sierra Creative & Jamie Clemens, Loud Life Productions on these ventures. We are excited about the new look and high quality, cutting edge website that will better position us to recruit companies to Lakeland.
MEETINGS

This year we continued with our new meeting format. Moving into 2020 we will resume our original meeting style with monthly meetings at our new Catapult space. To recap, this year’s meetings included:

SPEAKER SERIES:
- Orlando Mayor: Buddy Dyer
- Downtown Development: The Joinery, 1961, Yard on Mass
- New Projects: Amazon Cargo, DIGARC, Rooms To Go and FusionZone

TOURS & RECEPTIONS:
- SEU’s Welcome & Admin Center
- The Yard on Mass
- The Joinery

STAKEHOLDER MEETINGS:
- Opportunity Zones

ROUNDTABLE LUNCHES:
- Real Estate: Jonathan Tratt, Tratt Properties
- Women in Business: Karen Turner, Lockheed Martin; Stephanie Madden, City of Lakeland Commissioner; and Danielle Drummond, Lakeland Regional Health
- Real Estate: John Crossman, Crossman & Co.

ANNUAL MEETING:
- End of year meeting at the Polk Theatre, hosted by MIDFLORIDA
LEDC UPDATE

MEMBER ECONOMIC IMPACT REPORT

LEDC staff conducted a member impact report, collecting data from all 135 LEDC member companies. Ninety-one of LEDC’s current members remained constant over the 7-year period. Below are the most recent 2019 figures:

<table>
<thead>
<tr>
<th>Economic Impact</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Jobs in the Community</td>
<td>43,000</td>
</tr>
<tr>
<td>Appraised Value of Real Property</td>
<td>$1.92 Billion</td>
</tr>
<tr>
<td>Annual Ad Valorem Taxes Paid</td>
<td>$30 Million</td>
</tr>
<tr>
<td>Assessed Value of Tangible Personal Property</td>
<td>$1.38 Billion</td>
</tr>
<tr>
<td>Annual Tangible Taxes Paid</td>
<td>$19 Million</td>
</tr>
<tr>
<td>Annual Lakeland Electric Payments</td>
<td>$44 Million</td>
</tr>
<tr>
<td>Annual City of Lakeland Water Fees Paid</td>
<td>$1.5 Million</td>
</tr>
<tr>
<td>Annual Payroll</td>
<td>$1.77 Billion</td>
</tr>
</tbody>
</table>

LEDC MEMBERS REPRESENT MORE THAN 1/3 OF THE CITY OF LAKELAND'S TAX REVENUE
DIGARC

DIGARC, a local tech company, opened the doors to their new 25,000 SF office this past summer. They have approximately 116 employees and their expansion resulted in 33 new jobs. They work with 800+ higher education institutions engaging students through the power of connected, integrated curriculum.

Summit Consulting

Summit Consulting, a major employer in Lakeland, announced that they will be relocating their 500+ employees to downtown Lakeland. Their new 135,000 SF office will be located on Lake Mirror and will result in a $50M capital investment. Construction begins in 2020.
Amazon Prime Air
Amazon is currently building a new 283,000 SF cargo facility which is located at Lakeland Linder International Airport. This is Amazon's 3rd owned & operated Prime Air facility. They are creating 1,000+ new jobs and investing $100M in capital investment. Amazon will be open and operating in July 2020.

Rooms To Go
Rooms To Go owns and operates 2.3M SF of distribution space in Lakeland. They are currently in the process of expanding their Lakeland operations by an additional 400,000 SF. The project will be completed in 2020 and will result in $20M of capital investment.

Additional Activity

CONN’S FURNITURE
Distribution - 413,000 SF
50 jobs. $12M capex

WALMART
Distribution - 360,000 SF
50 jobs. $13M capex

TA CHEN
Distribution - 157,500 SF
20 jobs. $3.5M capex

HD SUPPLY
Distribution - 160,000 SF
20 jobs $3M capex

PLAYCORE
Manufacturing - 96,200 SF
10 jobs. $2.5M capex

KEYS TO THE WORLD
Aviation - 60,000 SF
25 jobs. $10M capex

MOLEKULE
Manufacturing - 25,000 SF
15 jobs. $2M capex

CAVALIER DISTRIBUTING
Distribution - 20,000 SF
15 jobs. $3M capex

FUSIONZONE
Office - 8,000 SF
20 jobs. $500,000 capex

COMPASS BLENDING
Manufacturing - 10,000 SF
44 jobs. $600,000 capex

AUTO OWNERS INSURANCE
Office - 7,414 SF
$5M capex
LEDC’s High Skill/High Wage team identified a number of priorities for 2019 following their City Visit to Greenville, SC. Below is a list of those priorities and potential community solutions:

<table>
<thead>
<tr>
<th>HOW MIGHT LAKELAND...?</th>
<th>COMMUNITY SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build more parking garages to recruit employers to downtown Lakeland?</td>
<td>824 space, Heritage Parking Garage</td>
</tr>
<tr>
<td>Build a central park?</td>
<td>$100 Million, 180-Acre Bonnet Springs Park opening late 2021</td>
</tr>
<tr>
<td>Create a key feature or anchor project for our city?</td>
<td>Highline 2020 as part of Summit Project</td>
</tr>
<tr>
<td>Come together around a shared plan?</td>
<td>Catalyst Sites</td>
</tr>
<tr>
<td>Create spectacularly wide pedestrian &amp; café corridors in downtown &amp; Dixieland?</td>
<td>Dixieland Road Diet, Summer 2020</td>
</tr>
<tr>
<td>Create a connected trail system with &quot;way stations?&quot;</td>
<td>2019 New York Avenue Cycle Track</td>
</tr>
<tr>
<td>Build diversity and inclusion bridges in our community?</td>
<td>Catapult’s CO.STARTERS is coming to NW Lakeland in 2020</td>
</tr>
<tr>
<td>Recruit developers that are willing to take risks with local entrepreneurs and recognize those that do?</td>
<td>2019 Lakeland Entrepreneur Champion recipient Cory Petcoff</td>
</tr>
<tr>
<td>Become a city that wants to get behind people who want to do something?</td>
<td>2019 Publix Greenwise including local vendors: Bump Galletta, Fred Koeheer, Brew Hub, Swan Brewing, Patriot Coffee, Concord Coffee, Seventeen20</td>
</tr>
</tbody>
</table>
HSHW UPDATE
CATAPULT UPDATE

Catapult continued adding to its selection of programs. Three new programs were implemented this year:

1 MILLION CUPS

1 Million Cups is a Kauffman Foundation program operating in 180 communities. This program is designed to break down barriers that stand in the way of starting and growing a business. Every Wednesday at 9 am, two entrepreneurs present followed by a supportive Q&A session with the audience. The Lakeland chapter launched in August with an average weekly attendance of 25+. Catapult partnered with the Chamber of Commerce, Florida Southern College, SCORE, Toastmasters, and Boring Business Systems to bring 1 Million Cups to Lakeland.

STARTUP GRIND X

After attending Startup Grind’s Global Conference, Catapult launched Lakeland’s Startup Grind X chapter. Startup Grind is the largest independent startup community, actively educating, inspiring and connecting more that 2,000,000 entrepreneurs in 600 chapters in 125 countries. The first two events included fireside chats with Tim Cox, Director of Creative Services at Publix and Catapult member, Jon Sierra of Sierra Creative and Jon & Sarah Bucklew of The Joinery. Future bi-monthly events will feature a similar format with the goal of convening entrepreneurs together to educate and inspire them.

TECHSTARS STARTUP WEEKEND

Techstars Startup Weekend is a 3-day event in which entrepreneurs pitch ideas for a startup, form teams around those ideas, and build that idea into a business. Lakeland’s first Techstars Startup Weekend event consisted of 45+ attendees, including students from both Florida Polytechnic University and Florida Southern College.
CATAPULT UPDATE

CATAPULT 3.0

Catapult’s 3.0 is nearing the end of construction with a planned opening of January 2020. This new space will be equipped with a 24,000 sf coworking and private office space, 5,000 sf commercial kitchen, and a 9,000 sf maker space.

LAKELAND ENTREPRENEUR AWARDS

This year Catapult hosted its first annual "Lakeland Entrepreneur Awards" in January at Haus 820. This event celebrated the success of Lakeland entrepreneurs and included keynote speaker, Guy Kawasaki. The celebration will continue in January 2020, as Catapult hosts the second annual awards event. The keynote speaker will be Troy Carter, a tech venture capitalist, founder of Atom Factory, known for launching the careers of Lady Gaga, John Legend and Megan Trainor. Thank you to our presenting sponsor, Saddle Creek Logistics and our speaker sponsor, AgAmerica.
SUMMER LEADERSHIP PROGRAM

This summer marked the completion of the 15th and 16th classes of our Summer Leadership Program with 67 participants from 35 companies. This brings our 16-class total to 696 participants from 105+ companies. The average age of the participants continues to be 25. GEICO was the program sponsor with a $15,000 gift.

LALTODAY

LALTodays one-year anniversary in August with 17,000 + subscribers | 11,000 + followers on Instagram | 13,000 + followers on Facebook.

Refresher: LALTodays part of the Greenville, SC based 6AM City. 6AM City was built to engage local communities by creating new ways to consume, participate, and share local content. Through a conversational tone, editorial filter, and participatory approach, 6AM City aims to build communities driven by conversation, designed for maximum engagement. Make sure you and your employees have subscribed!
This year Lakeland has experienced significant investment and growth in downtown Lakeland through the following projects. All of these developments will be completed and opened by 2Q 2020:

- Catapult 3.0
- Heritage Parking Garage & Office
- Lake Mirror Executive Office
- The Joinery
- The Yard on Mass
- SpringHill Suites at RP Funding