RUSKIN COMMUNITY PROFILE

Hillsborough County City-County Planning Commission

Hillsborough County Florida

EST. 1834

RUSKIN COMMUNITY PROFILE

Prepared For:

Prepared By:

and

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EXECUTIVE SUMMARY

Strategic Planning Group, Inc. and Wade Trim were retained by Hillsborough County to prepare a Community Profile of Ruskin including three subareas: Downtown, College Avenue Corridor and SouthShore Corporate Park. Ruskin is an unincorporated Census Designated Place (CDP)[1] located in southern Hillsborough County bordering Tampa Bay and Little Manatee River to the west and south, Interstate I-75 to the east and 19th Avenue to the north. It is one of the fastest-growing communities in Hillsborough County and has recovered from the "Great Recession" of 2007/8. However, 91 percent of Ruskin residents work outside of Ruskin (while 80 percent of those working within Ruskin live outside the community). Ruskin has excellent transportation access with a major interchange on Interstate I-75. Amazon's location of a distribution center in South Shore Corporate Park (2005) has increased the area's visibility to the development community.

Ruskin's 2017 population (22,162) is growing at a faster rate than the County as a whole. Its racial composition is becoming increasingly mixed, which as of 2017, was estimated at approximately 68 percent white and 15 percent black. Its Hispanic population is also growing and now accounts for almost 40 percent of the community's population. Socioeconomically, the community's residents have a higher rate of poverty (19.8 percent) when compared to the County (15.7 percent). Parts of Ruskin are designated "Communities of Concern." A Community of Concern is an area that meets two or more of the following criteria: there is a high proportion of racial minorities, low-income groups, persons with disabilities, including persons with limited English proficiency.

The community's median household income ($52,082) is slightly less than the County, as shown below. Ruskin has a higher percentage of owner-occupied housing than the County (but ownership costs are slightly higher). Conversely, Ruskin has a smaller percentage of rental units (single and multifamily) than the County but slightly lower rental rates.

Table ES 1: Ruskin Socio-Economic Summary

Economics	Ruskin	County		Ruskin	County
Median Household Income	$52,081	$53,742	**Labor Force Participation**	66.2%	65.1%
Median Home Value	$166,500	$179,500	Civilian Employed	61.9%	64.6%
Median Monthly Owner Costs	$1,383	$1,097	Unemployment Rate	3.4%	4.4%
Median Monthly Renter Costs	$932	$1,040	Average Commute Time	29.2%	27.3%
Housing Burden (30+%)			**Educational Attainment (25-64 YRS)**		
Owner Occupied	70.0%	58.0%	High School Diploma or higher	81.1%	84.5%
Renter Occupied	30.0%	42.0%	Bachelors Degree or higher	17.4%	11.6%
Racial Composition			**Poverty Rate**		
White	68.4%	73.5%	Population below Poverty	19.8%	15.7%
Black	14.9%	18.4%	Households below Poverty	15.8%	11.5%
Hispanic	39.7%	27.4%			

Source: U.S. Census Bureau, American Community Survey (ACS) 2013-2017, Strategic Planning Group, Inc. 2019

The Ruskin area, bordered by Tampa Bay and Little Manatee River, has significant environmental assets as well as issues. A large percentage of the area is within a flood plain, and the community experiences drainage issues. Approximately 29 percent of the area's existing land use is either used or zoned for

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[1] A CDP is a concentration of population designated by the U.S. Census Bureau for statistical purposes and used by Hillsborough County City-County Planning Commission for planning purposes.

agriculture. The community's prior planning efforts (2003 and 2015) have recognized the need to protect the area's wetlands and wildlife habitats.

The survey of stakeholders identified the strengths of Ruskin as its location to I-75, access to Tampa and Little Manatee River, undeveloped acreage, and the Community College. Weaknesses identified were: transportation congestion, lack of transit, lack of community buildings/gathering places, limited shopping/retail or active recreation (both facilities and programs), drainage and need for more affordable housing.

BUSINESS ENVIRONMENT

The majority of businesses are currently located along US 41 and College Avenue and are impacted by traffic access and congestion as well as lack of regional visibility. Ruskin's office and retail markets are at the southern fringe of the Tampa/St. Petersburg region and, unlike Amazon's location whose regional market covers most of Southwest and Central Florida, is primarily oriented to the immediate community and therefore currently limited to its immediate southern market.

RUSKIN BUILDOUT ANALYSIS

Based on Ruskin's Future Land Use Plan, it could potentially accommodate a population of 141,981[2] and 119.7 million square feet of non-residential land uses (if demand existed). However, as discussed in the report, apart from warehouse/distribution and manufacturing, Ruskin's location at the southern fringe of the Tampa/St. Petersburg regional market is limited until more growth occurs within Manatee County north of Palmetto (thereby creating an expanded residential/office/retail regional market).

Table ES 2: Ruskin Future Land Use Buildout Analysis

Future Land Use Description	Parcel Count	Acres	Residential DU Max	Population (3.0 PPH)	Non-Residential Sq. Ft. Max
Agricultural/Rural 1/5 (.25 FAR)	32	830	166	498	9,038,700
Community Mixed Use 12 (.50 FAR)	70	180	2,160	6,480	3,928,500
Light Industrial (.50 FAR)	22	54	N/A	N/A	1,176,120
Light Industrial Planned (.50 FAR)	7	43	N/A	N/A	936,540
Natural Preservation	98	1,264	N/A	N/A	N/A
Office Commercial (.75 FAR)	186	234	4,680	14,040	7,644,780
Public/Quasi-Public	18	80	N/A	N/A	*
Residential 1 (.25 FAR)	267	1,143	1,143	3,429	12,447,270
Residential 2 (.25 FAR)	163	278	556	1,668	3,027,420
Residential 4 (.25 FAR)	4,331	3,144	12,576	37,728	34,238,160
Residential 6 (.25 FAR)	3,057	1,042	6,252	18,756	11,347,380
Residential 12 (.35 FAR)	926	628	7,536	22,608	13,677,840
Suburban Mixed Use 6 (.35 FAR)	2,080	2,044	12,258	36,774	22,248,270
Total	11,257	10,966	47,327	141,981	119,710,980
Footnote: * Intensities of public facilities shall be guided by the FAR					

SOUTHSHORE COMMERCIAL PARK BUILDOUT ANALYSIS

SouthShore Commercial Park is a large planned mixed-use Development of Regional Impact (DRI). As a DRI it has an established level of development entitlements which at buildout could accommodate 1,642

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[2] Hillsborough County City-County Planning Commission estimates Ruskin 2045 population at 43,943.

residential units or 4,900 residents, 3.7 million square feet (sq. ft.) of industrial space, 556,000 sq. ft. of office space and 315,000 sq. ft. of commercial space.

Table ES 3: SouthShore DRI Entitlement Buildout Analysis

Land Use	Total Amount Approved	Currently Developed	Remaining	Population Entitled (3.0 PPH)	Population Remaining
Industrial (GSF)	3,742,220	1,256,206	2,486,014	*	*
Office (GSF)	556,000	0	556,000	*	*
Commercial (GSF)	315,000	2,794	312,206	*	*
Residential/MF (units)	892	120	772	2,676	360
Residential/SF (units)	749	510	239	2,247	1,530
Hotel (rooms)	150	0	150	*	*
College (students)	2,800	500	2,300	N/A	N/A

Footnote: * SouthShore Commerce Park is a Development of Regional Impact and can change land uses using its development equivalent matrix.

COLLEGE AVENUE DISTRICT BUILDOUT ANALYSIS

Since the completion of Interstate 75 (I-75), and Amazon's Distribution Center location in Ruskin, College Avenue, with its I-75 interchange, has become the main entrance into Ruskin. Based on its Future Land Uses, the College Avenue District has the potential to accommodate 5,228 residential units (15,684 population) and roughly 9.5 million square feet of non-residential uses (mostly mixed-use).

Table ES 4: College Avenue District Future Land Use Buildout Analysis

Land Use	Acres	Residential DU Max	Population Entitled (3.0 PPH)	Non-Residential Sq. Ft. Max
Community Mixed Use 12 (.50 FAR)	46.02	552	1,656	1,001,880
Office Commercial 20 (.75 FAR)	1.75	20	60	32,670
Public/Quasi Public	15.28	N/A	N/A	*
Residential 12 (.35 FAR)	74.31	888	2,664	1,611,720
Residential 4 (.25 FAR)	0.49	0	0	0
Suburban Mixed Use (.35 FAR)	629.01	3,768	11,304	6,849,810
Total	766.86	5,228	15,684	9,496,080

Footnote: * Intensities of public facilities shall be guided by the FAR

DOWNTOWN OVERLAY DISTRICT

Based on the Downtown Overlay District Future Land Use designations, the District has the potential to develop 1,148 residential units (3,444 population) and 1.9 million square feet of non-residential square feet (sq. ft.). The overall design guidelines in the District appear to limit this buildout scenario.

Table ES 5: College Avenue District Future Land Use Buildout Analysis

Land Use	Acres	Residential DU Max	Population Entitled (3.0 PPH)	Non-Residential Sq. Ft. Max
Office Commercial 20 (.75 FAR)	49.97	980	2,940	1,600,830
Residential 12 (.35 FAR)	14.80	168	504	304,920
Total	64.77	1,148	3,444	1,905,750

BACKGROUND

CONTRACT

Strategic Planning Group, Inc. and its Subconsultant, Wade Trim were retained by the Hillsborough County City-County Planning Commission (Planning Commission) to prepare a Community Profile of the Ruskin submarket through 2023. The profile includes the adopted Ruskin Community Plan and a buildout analysis for three subareas: Ruskin Town Center, College Avenue Corridor (between US 41 and Interstate I-75) and SouthShore Corporate Park.

The Ruskin Community Plan was part of the County's Community and Special Area studies. These studies were intended to be extensions and refinements of the County's Comprehensive Plan. The studies discuss the special and unique characteristics of the areas under study, examine the issues and problems facing the areas, and provide strategies for solutions. They are meant to portray a vision for the future and may have an impact on zoning. Community and Special Area Studies are to be developed through an extensive citizen participation program.

There are three components of a community or special area study:

1. Comprehensive plan amendments to incorporate the appropriate sections of the study(s) into the adopted comprehensive plan and to make any necessary adjustments;

2. Land development regulations (LDRs) to address the special and unique development issues identified; and

3. A capital improvements program to identify future infrastructure issues.

This report is meant to update the previous Ruskin Plan by providing current data concerning the community's overall profile.

RUSKIN STUDY AREA

Ruskin is a historic community located in southern Hillsborough County bordering Tampa Bay, the Little Manatee River, and Ruskin Inlet. It has been defined as an unincorporated Census Designated Place (CDP)[3] in Hillsborough County, Florida by the U.S. Census Bureau.

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[3] A census designated place is concentrations of population identified by the U.S. Census Bureau for statistical purposes and has no legal status.

Figure 1: Ruskin, Florida Location

Source: CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=2684731
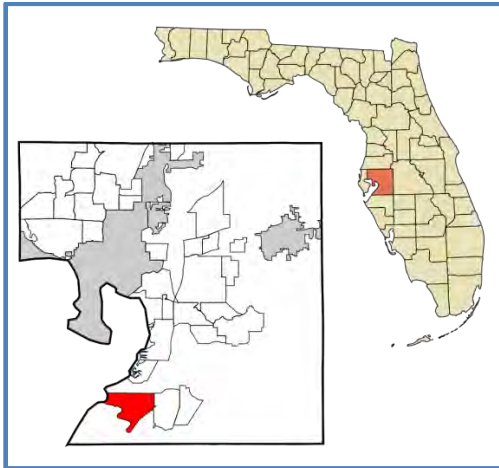
REGIONAL CONTEXT

Ruskin is a historic community lying roughly equal distance between Tampa/Brandon, Bradenton, and St. Petersburg. The boundaries of the community are defined by Tampa Bay, Little Manatee River, and I-75. Hillsborough County has only three municipalities (Tampa, Temple Terrace, and Plant City). Most of the unincorporated communities are classified as Census Designated Places (CDPs) by the U.S. Census Bureau.

Figure 2: Hillsborough County Census Designated Places
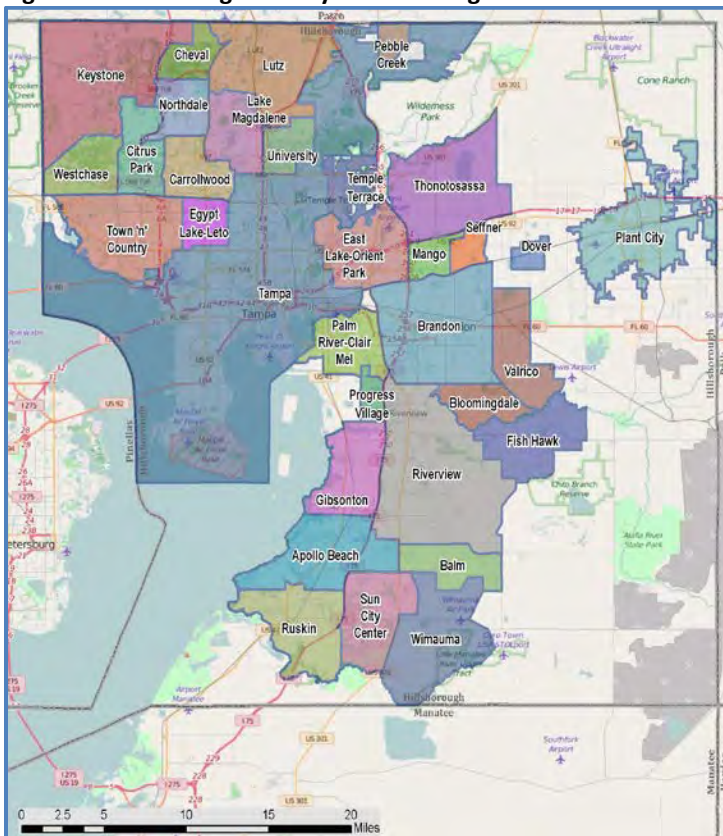
Figure 3: Ruskin Regional Area
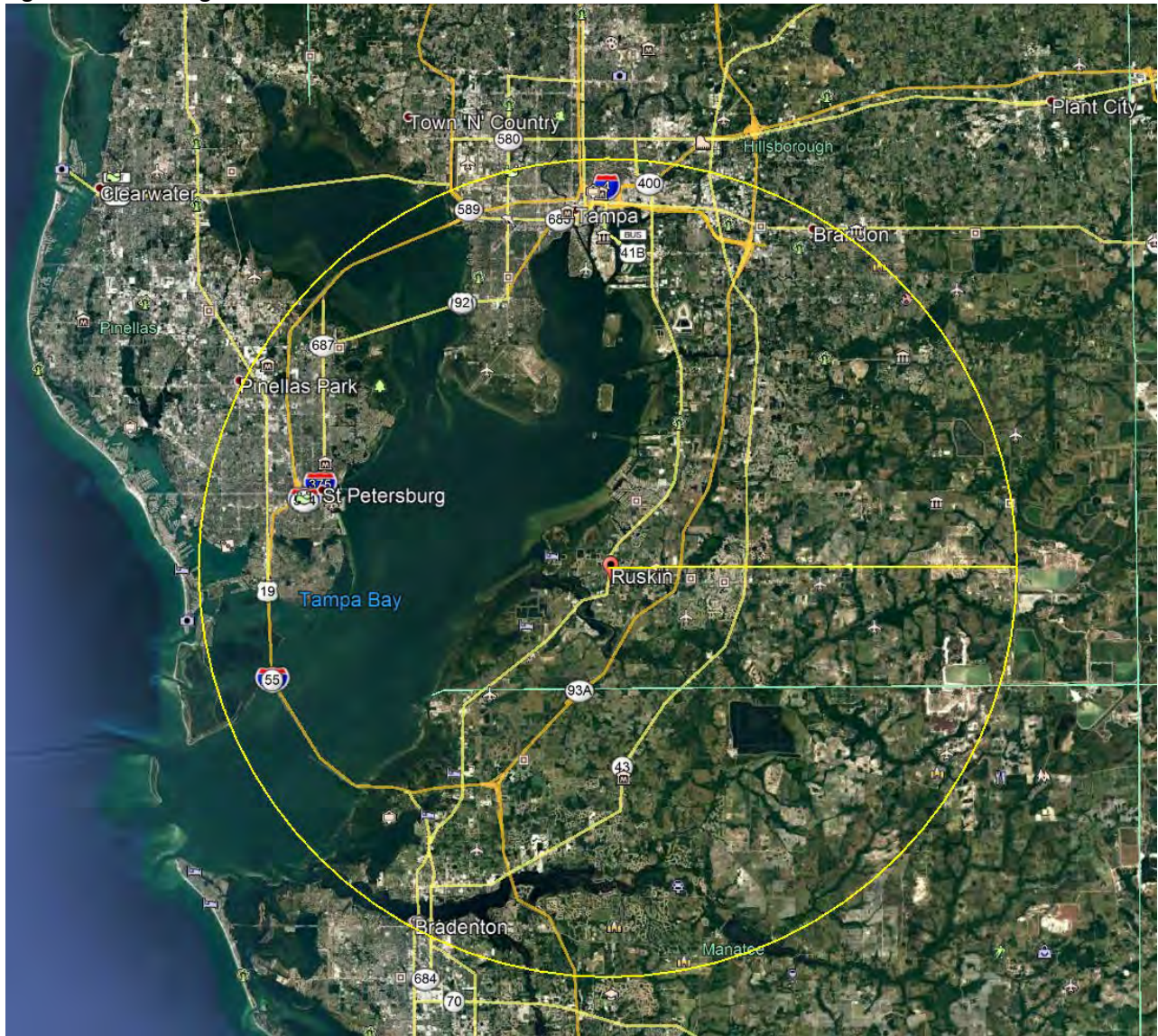
The graphic on the following page shows the boundaries of the Ruskin community.

Figure 4: Ruskin Community Boundary
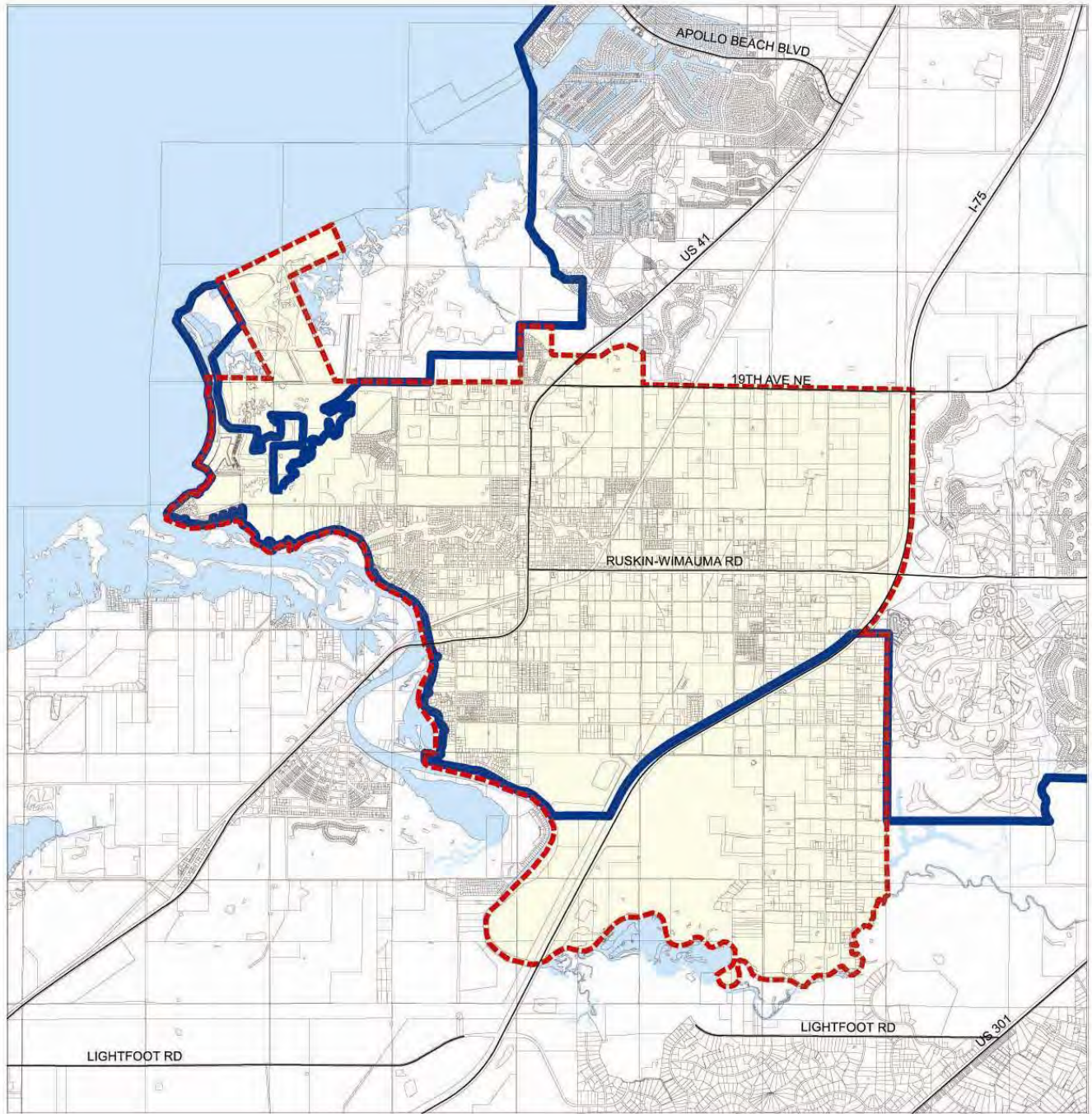
Note:
■■■ County Urban Service Boundary

■■■ Ruskin Community Boundary

A copy of the Ruskin Community Plan (Preferred Elements Map) is shown on the following page, which shows the Downtown area and College Corridor. SouthShore Corporate Park is located at the intersection of College Avenue and Interstate 75 (I-75).

Figure 5: 2005 Ruskin Community Plan, Preferred Elements Map

HISTORY

Ruskin, until recently, was largely an agricultural community[4] originally settled in 1907. Because of its historically remote location, access was provided by what became US 41 and a rail line. In 1925, it was reported[5] that Ruskin had a population of 200 and contained six hotels, four groceries, one garage, two restaurants, and a dry goods dealer. In the late 1980s, the completion of the Hillsborough County portion of I-75 significantly increased the accessibility to Southern Hillsborough County and the Ruskin Community. Businesses located on US 41[6] that had grown with the area's population were significantly impacted by the completion of I-75. College Avenue, because of its access to I-75, captured an increasing amount of businesses allowing Ruskin residents to shop the region as a whole. This has been a similar

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[4] Especially tomatoes. Most of the residents were truck farmers.

[5] Wikipedia.org

[6] Particularly Ruskin Town Center

occurrence to other small communities located adjacent to Interstates throughout Florida as well as nationally.

RUSKIN COMMUNITY PLAN

Ruskin lies within the adopted SouthShore Areawide Systems Plan (SSASP), originally adopted in September 2003, and updated on September 2015. SouthShore refers to the southern part of unincorporated Hillsborough County, generally south of the Alafia River. SouthShore is the fastest growing area in Hillsborough County, having experienced significant growth and development over the last ten years, and this high rate of growth and development is expected to continue. The SSASP was developed to establish a framework for discussing growth, development, and implementation by both public and private actions as resources become available. Four objectives are addressed in the SSASP: Transportation, Environmental, Cultural/Historical, and Economic Development.

Between 2003 and 2015 eight community plans were developed in the SouthShore area: Apollo Beach, Gibsonton, Ruskin, Riverview, Sun City Center, Wimauma Village, Balm, and Little Manatee South. Community and Special Area studies were adopted in the Future of Hillsborough Comprehensive Plan for Hillsborough County Florida. The Ruskin Community plan was adopted into the Livable Communities Element of the County's Comprehensive Plan in August 2005. The Comprehensive Plan discusses the special and unique characteristics of the areas, examines the issues and problems facing the areas, and provides strategies for solutions. The community plans in the Livable Communities Element are meant to portray a vision for the future and may have an impact on zoning. Each community plan is intended to provide specific recommendations on issues in a particular area of the county, e.g., they may specify certain locations for commercial development, and may define the form (or character) of commercial development, such as a Main Street, town center, strip or shopping center.

The Ruskin Community Plan consists of ten (10) goals and strategies that address the development of a town center, revitalization of the existing commercial corridors, the establishment of design guidelines for residential and non-residential development, the preservation of the area's environmental resources, the enhancement of recreational opportunities and parks, and the protection of the community's character. The Ruskin Town Center Plan was adopted in 2005, and Land Development Regulations[7] (LDRs) for the Ruskin Town Center (RTC) were adopted in November 2006.

The Ruskin Community Plan, which is one of the communities defined in the Hillsborough County Livable Communities Element (part of the Comprehensive Plan for unincorporated Hillsborough County), was adopted in 2008.

The plan identifies four distinct neighborhoods within Ruskin, each having a defined character that provides home-styles serving all Ruskin residents. Figure 6 shows the boundaries of the Ruskin Community and its subareas/neighborhoods used in this study.

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[7] Part 3.17.00 Ruskin Town Center Development Regulations

Figure 6: Ruskin Neighborhood Area Map
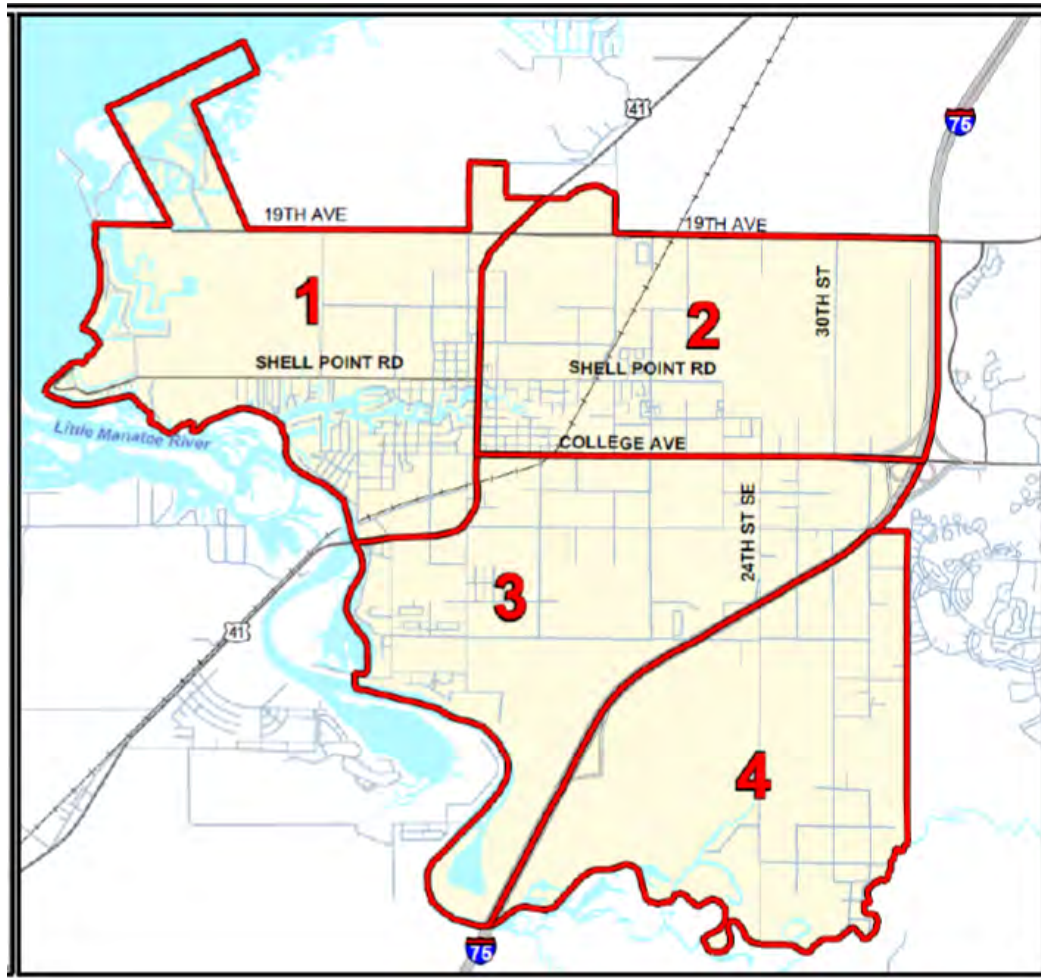
Note: The four subareas/neighborhoods were delineated for special consideration within the overall Ruskin Community Plan, dated October 2004.

The Town Center Plan and LDRs were adopted in 2005/06 prior to the "Great Recession" and prior to the location of the Amazon Distribution Center in SouthShore Corporate Park in 2015.

SURVEY: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)[8]

As part of the process to develop this Profile, SPG interviewed and sent out a Strength, Weakness, Threat, and Opportunity (SWOT) Survey to stakeholders. A full listing of responses is contained in the Appendix. Strengths and Weaknesses define the condition of Ruskin today while opportunities and threats look ten years out, defining what the community could be and what threats could negate those opportunities.

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[8] SWOT analysis provides a method for assessing a community's resources and capabilities (strengths and weaknesses) and external market future impacts (opportunities and threats), and is one of the most used tools in community and economic development planning.

Stakeholders were asked, "what is the best word to describe Ruskin today?". As shown below, Transitional was the leading response[9] (6 times) followed by Growth (3 times), No Identity (2), and Passion (2). The others were single responses, as shown in Figure 7.

Figure 7: "What is the Best Word to Describe Ruskin Today"

1. WHAT IS THE BEST WORD TO DESCRIBE RUSKIN TODAY?

RANKED

1. WHAT IS THE BEST WORD TO DESCRIBE RUSKIN TODAY?

6 Transitional
3 Growth
2 No identity
2 Passion
Water
Undervalued
Exclusive
Mixed Bag
Unrealized
Caring
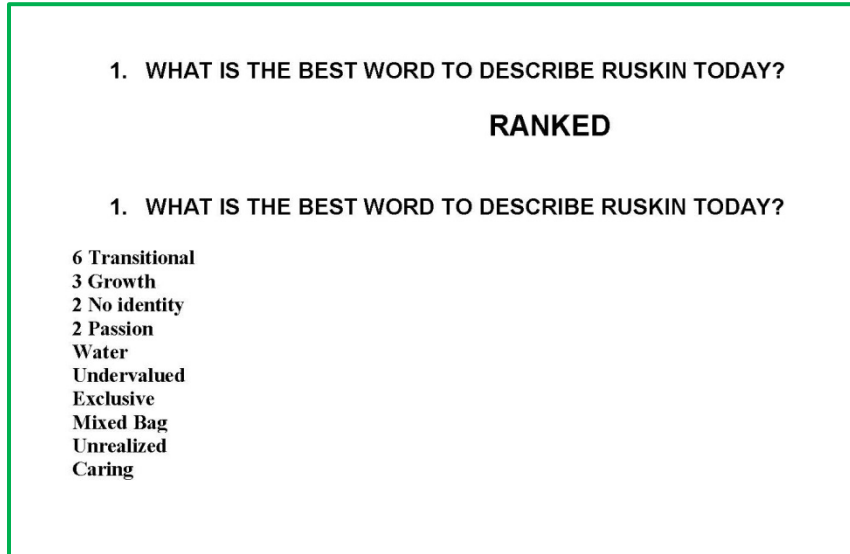
They were also asked which communities were Ruskin's prime competitors.

Figure 8: Which Communities Are Ruskin's Prime Competitors

9. WHICH COMMUNITIES ARE RUSKIN'S PRIME COMPETITORS AND WHY?

4 Apollo Beach
4 Riverview (almost build out)
4 Wimauma "metro" good market Crystal lagoon
3 Sun City
2 Bradenton
Southshore Bay
Not Apollo Beach different price point
Brandon
Tampa
Fishhawk and Lakewood Ranch
Mt. Dora
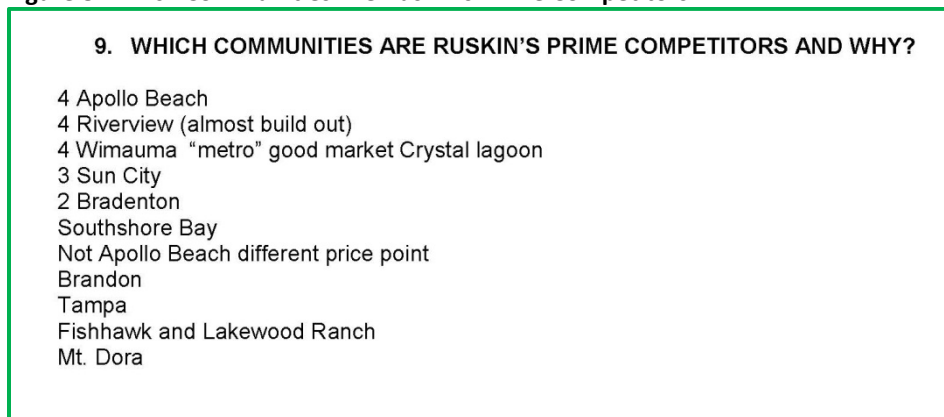
STRENGTHS

Stakeholders listed 61 individual Ruskin strengths, as shown in Figure 9 on the following page. There were five strengths that were mentioned more than once: Locational considerations (7 times), access to water (7 times), undeveloped acreage (6 times), the Hillsborough Community College (3 times) and the area's affordable housing (2 times).

WEAKNESSES

Stakeholders listed 62 weaknesses of the Ruskin area. Transportation was perceived to be the greatest weakness (9 times) followed by lack of employment or good-paying jobs (6 times), the town's need for aesthetic improvements i.e. blight etc. (5 times), lack of public transit (4 times), lack of gathering

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[9] The numbers indicate the number of times similar responses were made.

places/community center (4 times), lack of shopping areas (3 times), drainage (2 times) and lack of affordable housing (2 times).

Figure 9: SWOT Summary

STRENGTHS	WEAKNESSES
Location (coastal, adjacent to development, I-75, near county line) (7) Access to river and bay (7) Large parcels of undeveloped, affordable land (6) College (3) Availability of Affordable housing (2) • Additional 36 individual responses	Transportation (9) Employment/Jobs (6) Town needs facelift (5) No public transit (4) Lack of Community building/gathering places (4) Limited shopping, restaurants, areas for families to go for recreation any time of the day (3) Drainage (2) Lack of Affordable housing (2) • Additional 27 individual responses
Support of community arts and gathering/activity centers (5) Better transportation (4) Major growth opportunities (4) Purposeful planning (3) Better wireless and local internet services (2) Develop Eco tourism (2) Stepping up protection of environment (2) Workforce transition center at HCC with large community space (2) • Additional 22 individual responses	Uncontrolled growth (6) Lack of sufficient roads and other infrastructure (5) Education/schools (quality) (4) Lack of vision/planning (2) • Additional 26 individual responses
OPPORTUNITIES	THREATS

OPPORTUNITIES

There were 46 opportunities listed by the stakeholders. Support of more community arts and the need for activity centers ranked the highest, followed by better transport (needed), major growth opportunities, ability for good planning, opportunity for wireless/internet improvements, possible development of ecotourism, opportunities for more environmental protection, and possible development of a workforce transition center/community space at HCCC.

THREATS

Forty-three individual responses identified longer-term threats to the development of Ruskin. Uncontrolled growth was the largest perceived threat followed by lack of sufficient roads and other infrastructure, education/school quality, and lack of vision/planning.

The SWOT shows, that while the environment is still critical, especially its water-based assets, community meeting space, education, jobs and retail, and housing are increasingly important.

SOCIOECONOMIC SUMMARY

Ruskin has undergone significant growth since the completion of I-75. The U.S. Census Bureau's American Community Survey (ACS) projects Ruskin's 2017 population at 22,162 (the latest Census data). To estimate Ruskin's 2018 socioeconomic characteristics, SPG utilized proprietary data from ESRI (a national proprietary data and mapping company), which estimated the 2018 population at 26,032.

Figure 10: Ruskin Population Trends
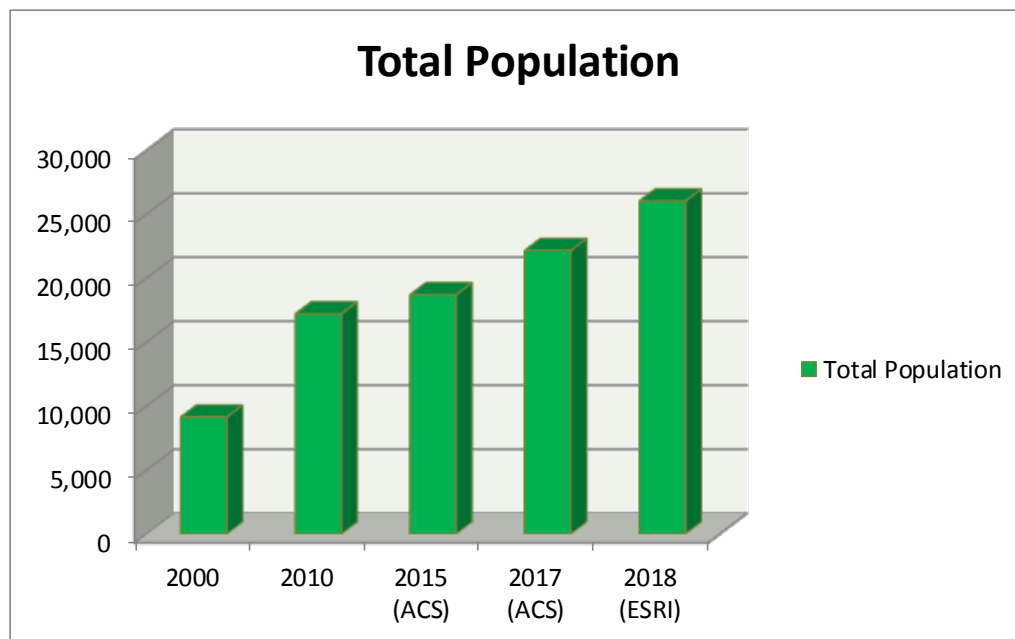
Source: U.S. Census Bureau, American Community Survey (ACS) 2013-2017; ESRI Business Analyst, 2018

DEMOGRAPHICS

Ruskin residents have a median age of 33 years, younger than the County's median age of 36. The percentage of children under the age of five (5) is significantly higher than the County as a whole, while the percentage of those aged 65 and older is significantly lower than the County.   The percentage of school-age children in Ruskin at 19.8 percent is also significantly higher than the County's 16 percent, while the percentage of working-age adults (16-64 years) is slightly less than the County.

Table 1. Population/Ethnicity

People (2018)	Ruskin	Hillsborough County	Race	Ruskin %	Hillsborough %
Population	26,032	1,421,685	White	67.3%	68.9%
Median Age	33.1%	36.1	Black	10.3%	17.0%
Under 5 YRS	10.5%	6.1%	Asian	1.7%	4.1%
School Age (5-17 YRS)	19.8%	16.1%	Other Race	18.1%	6.3%
Adults (16-64 YRS)	60.6%	63.1%	2 or More	2.7%	3.7%
65 + YRS	10.8%	14.7%	Hispanic (Any Race)	47.5%	22.8%

Note: Hispanic (Ethnicity) is not considered a Race as Hispanic can be white or black; therefore, the columns cannot be totaled.

Source: ESRI Business Analyst, 2018

The racial and ethnic makeup of Ruskin is changing from a predominately white to a racially mixed community that is estimated to be between 40-47 percent Hispanic/Latino, significantly higher than the 22.8 percent for the County as a whole.

Table 2: Ruskin Ethnicity Trends

Description	2000	2010	2015 (ACS)	2017 (ACS)	2018 (ESRI)	County 2018 (ESRI)
White Alone	7,533	12,340	12,798	14,687	17,519	x
%	82.42%	71.70%	68.44%	66.27%	67.30%	68.90%
Black or African Alone	88	1,570	2,098	2,982	2,675	x
	0.96%	9.12%	11.22%	13.46%	10.28%	17.00%
Other	1,520	3,298	3,804	4,493	5,838	x
Hispanic or Latino	3,166	7,377	7,513	8,799	12,371	x
%	34.64%	42.90%	40.18%	39.7%	47.5%	28.8%

Note: Hispanic (Ethnicity) is not considered a Race as Hispanic can be white or black; therefore, the columns cannot be totaled.

Source: U.S. Census Bureau, American Community Survey (ACS) 2013-2017; ESRI Business Analyst, 2018

AGE TRENDS

Ruskin is experiencing a slowing in the growth of the 30 - 49 age cohort, reflecting a prime-aged working population. It also reflects the fact that Ruskin is a bedroom community with an increase in children aged less than 18 years of age (31 percent compared to the County's 23 percent using ESRI estimates).

Table 3: Ruskin Age Trends

Description	2000	2010	2015 (ACS)	2017 (ACS)	County 2017 (ACS)	2018 (ESRI)	County 2018 (ESRI)
Under Age 5	8.73%	9.40%	10.72%	9.38%	6.40%	8.80%	6.10%
Ages 5-17	19.58%	20.70%	20.98%	19.80%	16.70%	21.99%	17.10%
Ages 18-21	5.12%	5.30%	4.52%	3.51%	5.30%	4.99%	5.40%
Ages 22-29	12.06%	12.00%	10.52%	10.54%	11.60%	11.55%	11.10%
Ages 30-39	13.05%	15.70%	16.19%	16.61%	14.30%	15.17%	13.90%
Ages 40-49	12.76%	12.40%	12.57%	13.67%	13.60%	13.07%	13.00%
Ages 50-64	15.23%	14.70%	14.82%	15.48%	12.50%	15.86%	18.70%
Ages 65 and over	13.47%	9.80%	9.67%	9.70%	13.50%	10.80%	14.70%
Median Age	42	31.6	34	32.2	36.8	33.1	37.1

Source: U.S. Census Bureau, American Community Survey (ACS) 2013-2017; ESRI Business Analyst, 2018

Ruskin's population density (population divided by acreage) is shown on the following page and is concentrated in new subdivisions.

Figure 10: Ruskin Population Density
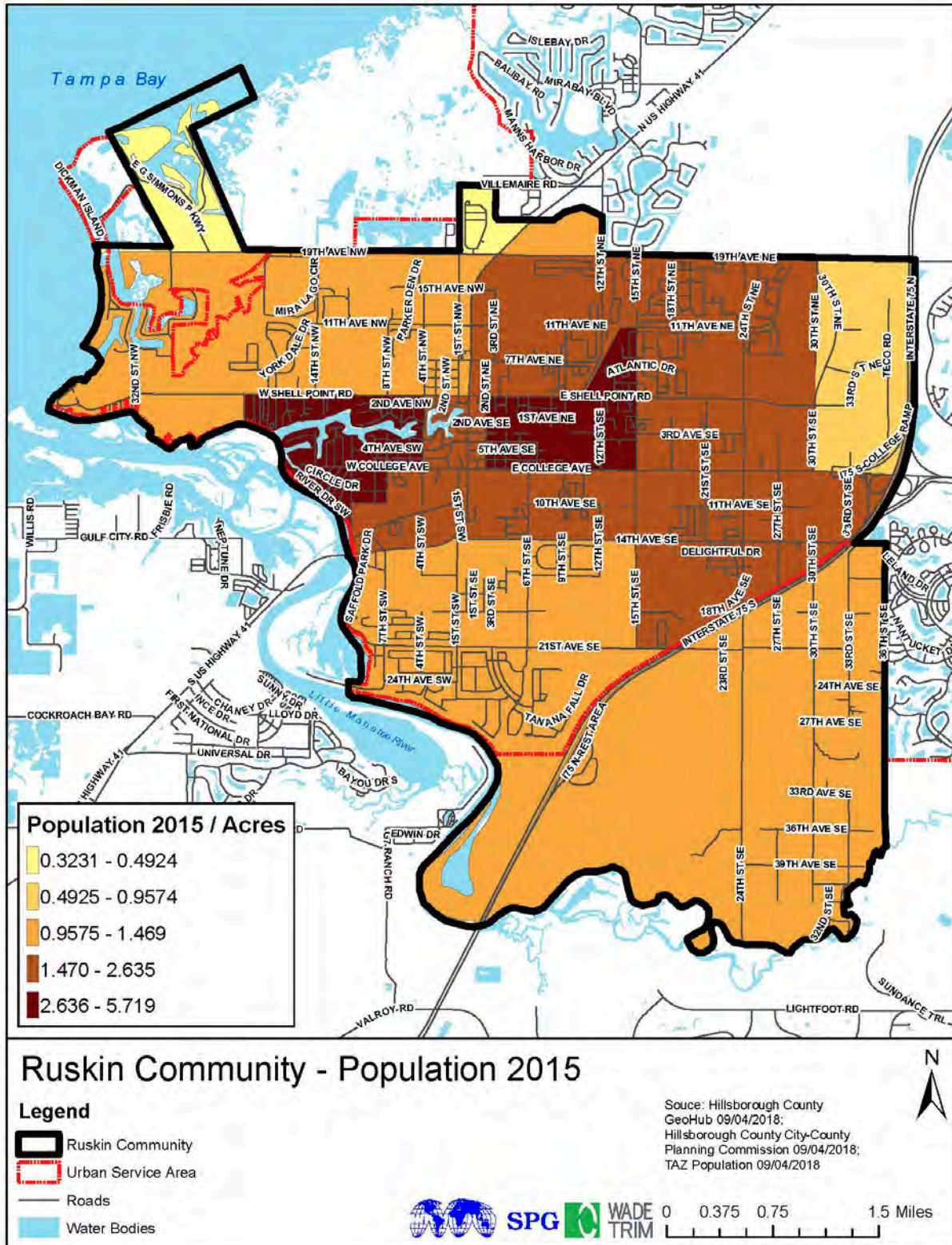
Ruskin Community - Population 2015

GENERAL POPULATION AND HOUSING TRENDS

The U.S. Census Bureau's American Community Survey (ACS) estimated, as of 2017, Ruskin had 6,828 households with an average of 3.24 persons per household (PPH), higher than the 2.59 PPH for the County. Family households were slightly higher, at 3.74 PPH. ESRI estimated that in 2018, Ruskin had 8,368 households with an average of 3.11 PPH while families averaged 3.55 PPH in 2018 compared to 3.16 PPH for the County.

Table 4: Population and Housing Trends

Description	2000	2010	2015 (ACS)	2017 (ACS)	2018 (ESRI)	County 2018 (ESRI)
Total Population	9,140	17,208	18,700	22,162	26,032	x
Total Households	3,174	5,656	5,706	6,828	8,368	x
Average Person per Household	2.60	3.00	2.78	3.24	3.11	2.59
Average Person per Family	3.11	3.44	3.34	3.74	3.55	3.16

Source: U.S. Census Bureau, American Community Survey (ACS) 2013-2017; ESRI Business Analyst, 2018

HOUSING

Ruskin, according to the 2017 ACS, had 8,323 housing units in 2017 while ESRI estimated that Ruskin had 9,694 units of which 13.7 percent were vacant. ESRI also estimates that approximately 67 percent are owner-occupied, and 14 percent are renter-occupied. It should be noted that most of the rentals are single-family homes.

Table 5: Ruskin Housing and Family Data, 2018

Housing & Family		Percent Breakdown of Family Type	
Housing Units	9,694		
Single Family Units	6,157	7.1% Single Parents	
Multi Units	636	25.9%	
Mobile/Other	1,530	38.1% Married with Children	
Vacancy	13.7%	28.9% Married w/o Children	
Owner Occupied	66.9%	Non Family	
Renter Occupied	19.4%		
		Total Households (HH):	8,368
		AVG HH Size:	3.1

Source: ESRI Business Analyst, 2019

Housing Trends

Most of Ruskin's growth has occurred since 2000, as shown on the following page. Most of the growth has been in single-family and vacant units (some of the vacant units are considered seasonal), especially when compared to the County. Ruskin also has a higher percentage of single-family and a significantly smaller percentage of multifamily homes when compared to the County. The Census data also shows the affordability of homes in Ruskin as compared to the County.

Table 6: Housing Trends

Description	2000	2010 (ACS)	2015 (ACS)	2017 (ACS)	2017 (ACS %)	County 2017 (ACS)
Total	3,765	6,167	6,944	8,323		
Single-Family	1,905	3,701	4,720	6,157	74.0%	69.5%
Multi-Family	348	755	661	636	7.6%	23.3%
Mobile Homes	1,499	1,658	1,563	1,493	17.9%	7.1%
Owner-Occupied	2,319	3,589	3,802	4,779	57.4%	52.0%
Renter-Occupied	855	1,599	1,903	2,050	24.6%	37.7%
Vacant Units	591	978	1,239	1,494	18.0%	10.3%
Median Housing Value	$76,100	$183,600	$156,900	$166,500	$166,500	$179,500

Note: the increase in mobile or manufactured housing value is believed to be the result of the development of newer mobile home parks with more locational amenities.
Source: U.S. Census Bureau, American Community Survey (ACS), 2013-2017, 2019

SPG analyzed local realtor data to gauge the overall Ruskin residential market. Realtor Multiple Listing data provides the most up-to-date residential data available.

Ruskin 2018 Multiple Listing Service (MLS) Residential Data

As shown in the following tables, recent sales activity is primarily single-family units (whether for owner-occupied or rental). Like the previous data has shown, current housing prices are still significantly lower in Ruskin than the County as a whole. During the first quarter of 2018, the median residential sales price in Ruskin was $207,000 for single-family homes compared to $239,900 for the County as a whole, $182,450 for townhouse/condos compared to $163,900 for the County, and $58,500 for mobile homes compared to $95,000. As of the 3rd quarter, 2018 sales prices for single-family homes were flat at $207,495 compared to $249,000 for the County, townhouse/condos had declined to $169,000 compared to $163,005, and manufactured homes had increased to $77,000 compared to $125,000 for the County.

Table 7: Ruskin 1st Quarter MLS Residential Data

Ruskin CDP MLS Data	Single Family	Townhouse Condo	Manufactured Homes
Closed Sales	123	6	4
Y/Y % Change	7.00%	-71.40%	-42.90%
Cash Sales	16	1	3
Median Price	$207,000	$182,450	$58,500
Y/Y % Change	6.20%	9.90%	-80.00%
Average Price	$216,427	$202,483	$69,750
Median Time to Contract	43 Days	78 Days	20 Days
New Listing	171	11	7
New Pending Sales	168	9	4
Months of Supply	2.8	2.7	3.6

Source: Florida Realtors, MLS service

Table 8: Ruskin 2nd Quarter MLS Residential Data

Ruskin CDP MLS Data	Second Quarter 2018		
	Single Family	Townhouse Condo	Manufactured Homes
Closed Sales	139	13	4
Y/Y % Change	-11.50%	-56.70%	-20.00%
Cash Sales	16	7	1
Median Price	$212,900	$200,000	$77,000
Y/Y % Change	6.50%	23.90%	11.20%
Average Price	$223,411	$199,915	$100,250
Median Time to Contract	48 Days	71 Days	48 Days
New Listing	197	20	5
New Pending Sales	170	18	3
Months of Supply	2.9	4.2	4.4

Source: Florida Realtors, MLS service

Table 9: Ruskin 3rd Quarter MLS Residential Data

Ruskin CDP MLS Data	Third Quarter 2018		
	Single Family	Townhouse Condo	Manufactured Homes
Closed Sales	164	15	4
Y/Y % Change	13.90%	66.70%	0.00%
Cash Sales	33	5	3
Median Price	$207,495	$169,000	$162,000
Y/Y % Change	1.20%	2.40%	116.00%
Average Price	$231,746	$192,560	$158,200
Median Time to Contract	36 Days	22 Days	23 Days
New Listing	179	17	10
New Pending Sales	156	16	8
Months of Supply	3.1	3.6	5.7

Source: Florida Realtors, MLS service

Household Income

As of 2017, the median household income of Ruskin residents was $52,218 based on ACS 2013-2017 data. It should be noted that the ACS is an average figure from its 2013-2017 survey, and based on SPG's experience in Florida, it tends to underestimate actual 2017 figures because of Florida's significant year by year rebound from the "Great Recession." Ruskin's median family income is significantly less (15 percent) than the County as a whole ($57,128 vs. $65,730), and the number of households below poverty is also significantly higher (72 percent) than the County (19.8 percent vs. 11.5 percent). The percentage of households with public assistance is lower than in the County.

Table 10: Household Income/Poverty Status

Description	2000	2010 (ACS)	2015 (ACS)	2017 (ACS)	County 2017 (ACS)
Median Household Income	$29,844	$47,571	$52,577	$52,218	$53,742
Median Family Income	$40,000	$52,292	na	$57,128	$65,730
Population below Poverty	16.63%	14.36%		19.80%	15.70%
Households below Poverty	15.66%	12.91%	15.32%	15.80%	11.50%
Households with Public Assistance Income	4.95%	0.67%	1.31%	2.20%	2.70%

Source: U.S. Census Bureau, American Community Survey (ACS), 2013-2017, 2019

Educational Attainment

As Ruskin has grown, its residents have tended to be more educated. As of 2017, 81 percent of its residents have a high school or higher educational attainment, lower than the County as a whole. It is interesting to note that the percentage of Ruskin residents with a bachelor's degree or higher is significantly higher than the County (17.4 percent vs. 11.6 percent). The higher level of bachelor's degrees is probably due to the number of newer residential subdivisions and developments associated with the area's water-related amenities.

Table 11: Ruskin Education Attainment

Description	2000	2010 (ACS)	2015 (ACS)	2017 (ACS)	County 2017 (ACS)
Less than High School	2,140	2,519	2,473	2,076	na
%	69.77%	29.93%	21.40%	17.98%	15.50%
High School or Higher	3,527	5,897	9,080	9,473	na
%	62.24%	70.07%	78.59%	81.10%	84.50%
Bachelor's Degree or Higher	423	1,372	1,920	2,010	na
%	7.46%	16.30%	16.62%	17.40%	11.60%

Source: U.S. Census Bureau, American Community Survey (ACS), 2013-2017, 2019

FUTURE POPULATION AND HOUSING TRENDS

Ruskin is projected to maintain its growth pattern, but with slight aging of its elderly population over the next five years.

Based on ESRI projections, Ruskin will gain 4,900 new residents and 1,485 new households by 2023, a growth of 983 residents and 297 new households per year. Ruskin's growth by the percentage of growth through 2023 is projected to be significantly higher than the County or State. Its population and household growth are twice that of the County. It is also projected to have faster growth in median household income compared to the County (3.87 percent vs. 2.23 percent).

Table 12: Ruskin Population Trends, 2010-2023

Summary	Census 2010	2018	2023
Population	17,208	26,032	30,946
Households	5,656	8,368	9,853
Families	4,145	6,087	7,160
Average Household Size	3.04	3.11	3.14
Owner Occupied Housing Units	3,951	6,489	7,845
Renter Occupied Housing Units	1,705	1,879	2,008
Median Age	32	33	33
	Ruskin	County	State
Trends: 2018-2023 Annual Rate			
Population	3.52%	1.72%	1.41%
Households	3.32%	1.63%	1.36%
Families	3.30%	1.56%	1.30%
Owner HHs	3.87%	2.23%	1.91%
Median Household Income	3.45%	2.53%	2.52%

Source: ESRI Business Analyst, 2018

The County's overall population projections estimated Ruskin's 2015 population at 20,509 which was higher than the Census (ACS) estimates of 18,700 for that year. The overall growth within Ruskin between 2015 and 2017 as measured by the Census suggests that the area is growing faster than the County's Traffic Analysis Zones (TAZ) projections.

Table 13: Ruskin Population Projections by Traffic Analysis Zones (TAZ)

TAZ	2015	2025	2030	2035	2040	2045
848	1,656	1,656	1,656	1,656	1,656	1,656
849	1,275	1,275	1,275	1,275	1,275	1,662
850	1,533	1,549	1,751	1,851	1,851	2,188
851	668	1,442	1,570	1,634	1,634	2,271
852	600	960	960	960	960	2,674
853	907	1,004	1,004	1,004	1,004	2,478
854	2,277	3,120	3,261	3,331	3,430	3,566
855	3,358	6,593	7,033	7,373	7,446	7,714
856	0	0	0	0	0	0
866	1,054	2,139	2,319	2,482	2,525	2,644
867	4,043	4,643	4,643	4,643	4,643	10,207
868	1,903	4,532	4,969	5,187	5,333	5,648
869	1,235	1,235	1,235	1,235	1,235	1,235
Total	20,509	30,148	31,674	32,631	32,991	43,943

Source: Hillsborough County City-County Planning Commission, 2019

ECONOMICS/EMPLOYMENT

SPG ran an analysis of the distribution of employment within Ruskin using a U.S. Census Bureau program called "OnTheMap." OnTheMap is an online mapping and reporting application located at onthemap.ces.census.gov that shows where people work and where workers live. OnTheMap was developed through a unique partnership between the U.S. Census Bureau and its Local Employment Dynamics (LED) partner States (which includes Florida). The 2015 database is the latest available.

As shown below, Ruskin is a bedroom community. Of Ruskin's 8,684 resident job holders only 770 live and work within Ruskin. As of 2015, 7,914 Ruskin residents left Ruskin to work elsewhere while 3,379 employees who work in Ruskin live outside the area.

Figure 11: Distribution of Ruskin Employment.
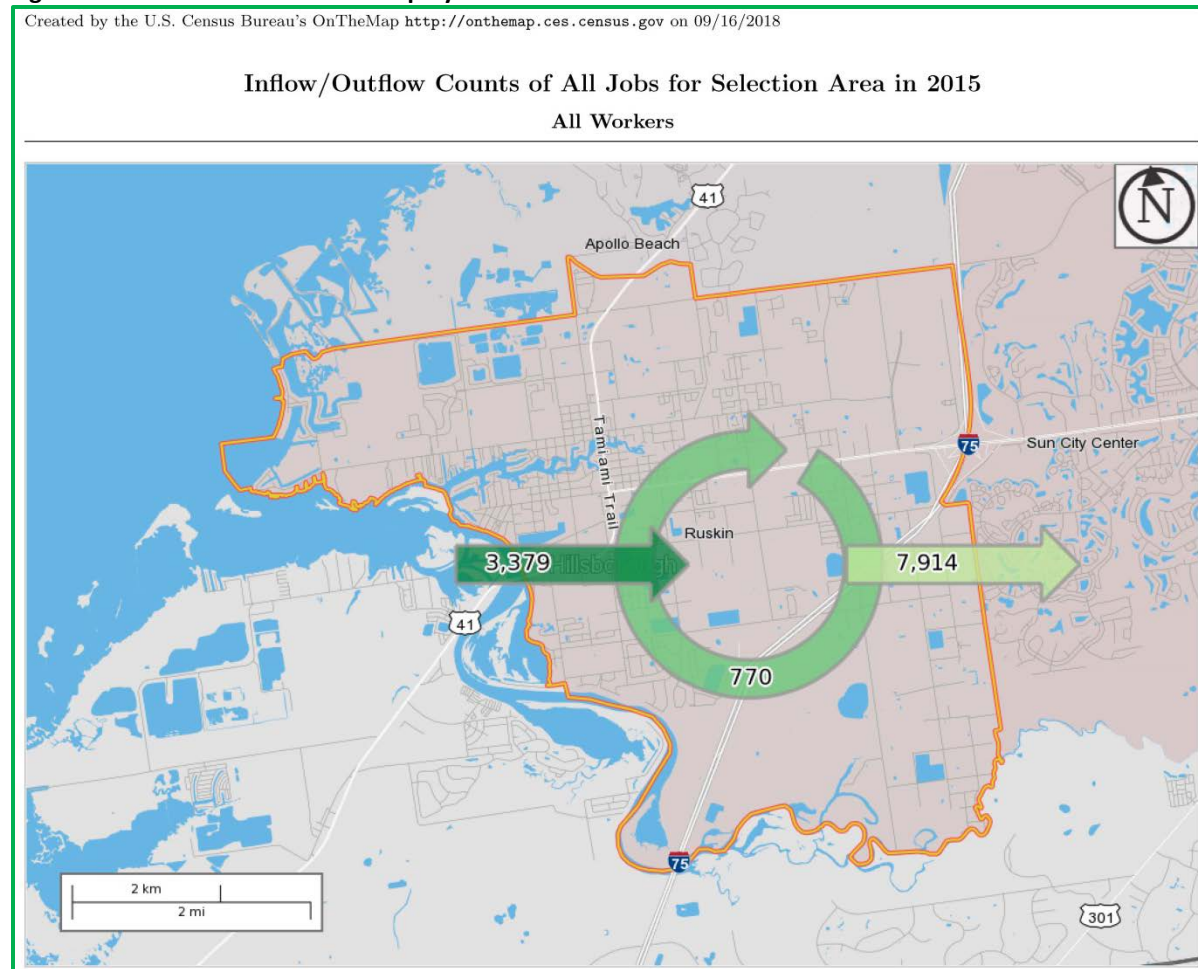
Source: U.S. Census Bureau, OnTheMap, 2019

The 2015 data does not show the impact of the Amazon Distribution Center, which is now the largest single employer with 1,500 employees.

It is interesting to note that 60 percent of the workers that reside in Ruskin work elsewhere in Hillsborough County while almost 11 percent work in Pinellas County and eight percent work in Manatee County.

Table 14: Where Ruskin Resident Workers Are Employed

Jobs Counts by Counties Where Workers are Employed - All Jobs	2015	
	Count	Share
All Counties	8,684	100.0%
Hillsborough County, FL	5,253	60.5%
Pinellas County, FL	924	10.6%
Manatee County, FL	697	8.0%
Polk County, FL	293	3.4%
Orange County, FL	255	2.9%
Sarasota County, FL	161	1.9%
Pasco County, FL	146	1.7%
Broward County, FL	106	1.2%
Miami-Dade County, FL	98	1.1%
Palm Beach County, FL	81	0.9%
All Other Locations	670	7.7%

Source: U.S. Census Bureau, OnTheMap, 2019

In 2015, the agriculture/fishing sector was the largest economic sector with 1,730 employees, most of which come from outside of Ruskin. The following table describes the type of employees that are coming into Ruskin for employment. Note, agricultural workers represent the largest number of incoming employees.

Table 15: Ruskin Employment by NAICS Sector

NAICS Industry Sector	2015	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	1,730	41.7%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	40	1.0%
Construction	338	8.1%
Manufacturing	354	8.5%
Wholesale Trade	76	1.8%
Retail Trade	247	6.0%
Transportation and Warehousing	18	0.4%
Information	11	0.3%
Finance and Insurance	66	1.6%
Real Estate and Rental and Leasing	52	1.3%
Professional, Scientific, and Technical Services	159	3.8%
Management of Companies and Enterprises	0	0.0%
Administration & Support, Waste Management and Remediation	174	4.2%
Educational Services	1	0.0%
Health Care and Social Assistance	274	6.6%
Arts, Entertainment, and Recreation	7	0.2%
Accommodation and Food Services	447	10.8%
Other Services (excluding Public Administration)	155	3.7%
Public Administration	0	0.0%

Source: U.S. Census Bureau, OnTheMap, 2019

The following graphics show where Ruskin draws its labor pool (dots and blue areas show major concentrations of where workers live). A majority of its workers come from the northeast, including Brandon and Riverview.

Figure 12: Ruskin Labor Pool
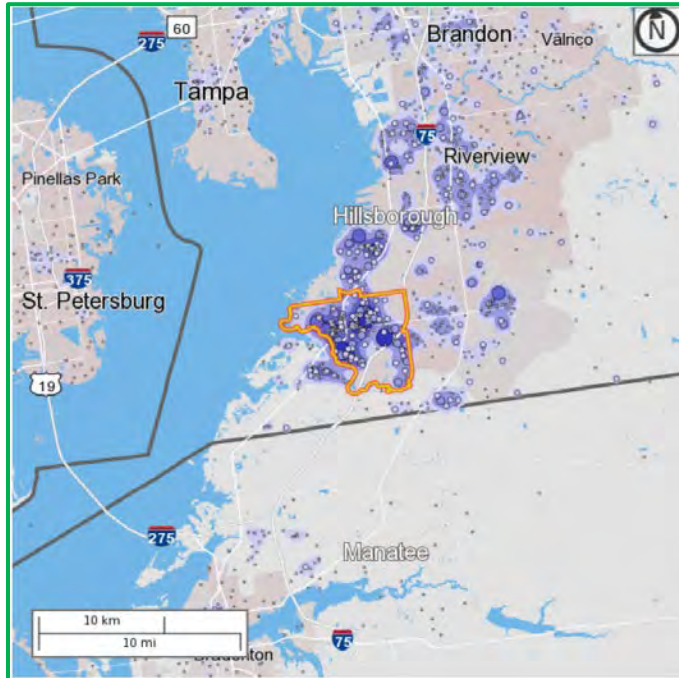
Source: U.S. Census Bureau, OnTheMap, 2019

Approximately 40 percent of the employees who work in Ruskin travel less than 10 miles while approximately 27 percent travel over 25 miles to work within Ruskin. Most outside workers are coming from the Northeast (Brandon to Polk County), as shown below.

Figure 13: Ruskin Employment Distance

Jobs by Distance - Work Census Block to Home Census Block		
	2015	
	Count	Share
Total All Jobs	4,149	100.0%
Less than 10 miles	1,668	40.2%
10 to 24 miles	1,369	33.0%
25 to 50 miles	360	8.7%
Greater than 50 miles	752	18.1%
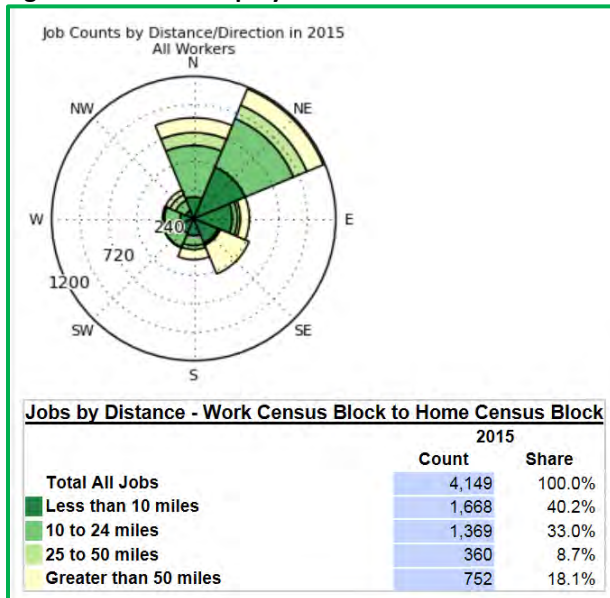
Source: U.S. Census Bureau, OnTheMap, 2019

Comparing the travel patterns between 2010 and 2015, there has been a slight increase in those traveling less than 10 miles to Ruskin, while those traveling greater than 50 miles have stayed the same.

Table 16: Employee Comparative Travel Patterns

	2015		2010	
	Count	**Share**	**Count**	**Share**
Total All Jobs	4,149	100.0%	2,851	100.0%
Less than 10 miles	1,668	40.2%	1,097	38.5%
10 to 24 miles	1,369	33.0%	873	30.6%
25 to 50 miles	360	8.7%	366	12.8%
Greater than 50 miles	752	18.1%	515	18.1%

Source: U.S. Census Bureau, OnTheMap, 2019

EMPLOYMENT 2018

Ruskin had 468 businesses employing 9,850 employees in 2018, according to ESRI. Based on its estimated resident population of 26,032, it had an employee/residential ratio (per 100 residents) of 38. The top three businesses were: Other Services (except Public Administration), Retail Trade, and Construction.

Table 17: Employment by NAICS Code

	Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	8	1.7%	40	0.4%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	53	11.3%	349	3.5%
Manufacturing	10	2.1%	204	2.1%
Wholesale Trade	17	3.6%	2,629	26.7%
Retail Trade	67	14.3%	715	7.3%
Transportation & Warehousing	13	2.8%	47	0.5%
Information	9	1.9%	52	0.5%
Finance & Insurance	16	3.4%	3,718	37.7%
Real Estate, Rental & Leasing	33	7.1%	130	1.3%
Professional, Scientific & Tech Services	30	6.4%	119	1.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	17	3.6%	214	2.2%
Educational Services	6	1.3%	322	3.3%
Health Care & Social Assistance	26	5.6%	426	4.3%
Arts, Entertainment & Recreation	9	1.9%	46	0.5%
Accommodation & Food Services	39	8.3%	361	3.7%
Other Services (except Public Administration)	78	16.7%	352	3.6%
Public Administration	12	2.6%	127	1.3%
Unclassified Establishments	25	5.3%	0	0.0%
Total	468	100.0%	9,850	100.0%

Source: ESRI Business Analyst, 2018

The following table is a more detailed breakdown of Ruskin Business and Employment by NAICS Codes.

Table 18: Detailed Business and Employment Data, 2018

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	8	1.7%	40	0.4%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	53	11.3%	349	3.5%
Manufacturing	10	2.1%	204	2.1%
Wholesale Trade	17	3.6%	2,629	26.7%
Retail Trade	67	14.3%	715	7.3%
Motor Vehicle & Parts Dealers	9	1.9%	43	0.4%
Furniture & Home Furnishings Stores	5	1.1%	23	0.2%
Electronics & Appliance Stores	3	0.6%	17	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.7%	64	0.6%
Food & Beverage Stores	13	2.8%	434	4.4%
Health & Personal Care Stores	3	0.6%	14	0.1%
Gasoline Stations	2	0.4%	6	0.1%
Clothing & Clothing Accessories Stores	2	0.4%	12	0.1%
Sport Goods, Hobby, Book, & Music Stores	4	0.9%	8	0.1%
General Merchandise Stores	4	0.9%	44	0.4%
Miscellaneous Store Retailers	13	2.8%	49	0.5%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	13	2.8%	47	0.5%
Information	9	1.9%	52	0.5%
Finance & Insurance	16	3.4%	3,718	37.7%
Central Bank/Credit Intermediation & Related Activities	9	1.9%	63	0.6%
Securities, Commodity Contracts & Other Financial	1	0.2%	3,632	36.9%
Insurance Carriers & Related Activities; Funds, Trusts &	6	1.3%	23	0.2%
Real Estate, Rental & Leasing	33	7.1%	130	1.3%
Professional, Scientific & Tech Services	30	6.4%	119	1.2%
Legal Services	4	0.9%	15	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	17	3.6%	214	2.2%
Educational Services	6	1.3%	322	3.3%
Health Care & Social Assistance	26	5.6%	426	4.3%
Arts, Entertainment & Recreation	9	1.9%	46	0.5%
Accommodation & Food Services	39	8.3%	361	3.7%
Accommodation	9	1.9%	96	1.0%
Food Services & Drinking Places	31	6.6%	265	2.7%
Other Services (except Public Administration)	78	16.7%	352	3.6%
Automotive Repair & Maintenance	17	3.6%	67	0.7%
Public Administration	12	2.6%	127	1.3%
Unclassified Establishments	25	5.3%	0	0.0%
Total	468	100.0%	9,850	100.0%

Source: ESRI Business Analyst, 2018

INDUSTRIAL

Ruskin has a large industrial base for its population, the largest being the Amazon Distribution Center. The following graphic shows the location of Ruskin's industrial buildings. As with Amazon, most of the industrial uses are linked with warehousing and are spread throughout Ruskin. It is important to note that on a square footage basis, warehousing employs fewer workers than the other industrial uses.

As shown in the legend below, the black figures show the location of industrial buildings, while the color around them shows the type of use. Apart from Amazon, the industrial buildings are classified as B or C properties, meaning they are older and do not meet the latest features.

Figure 14: Existing Industrial Buildings
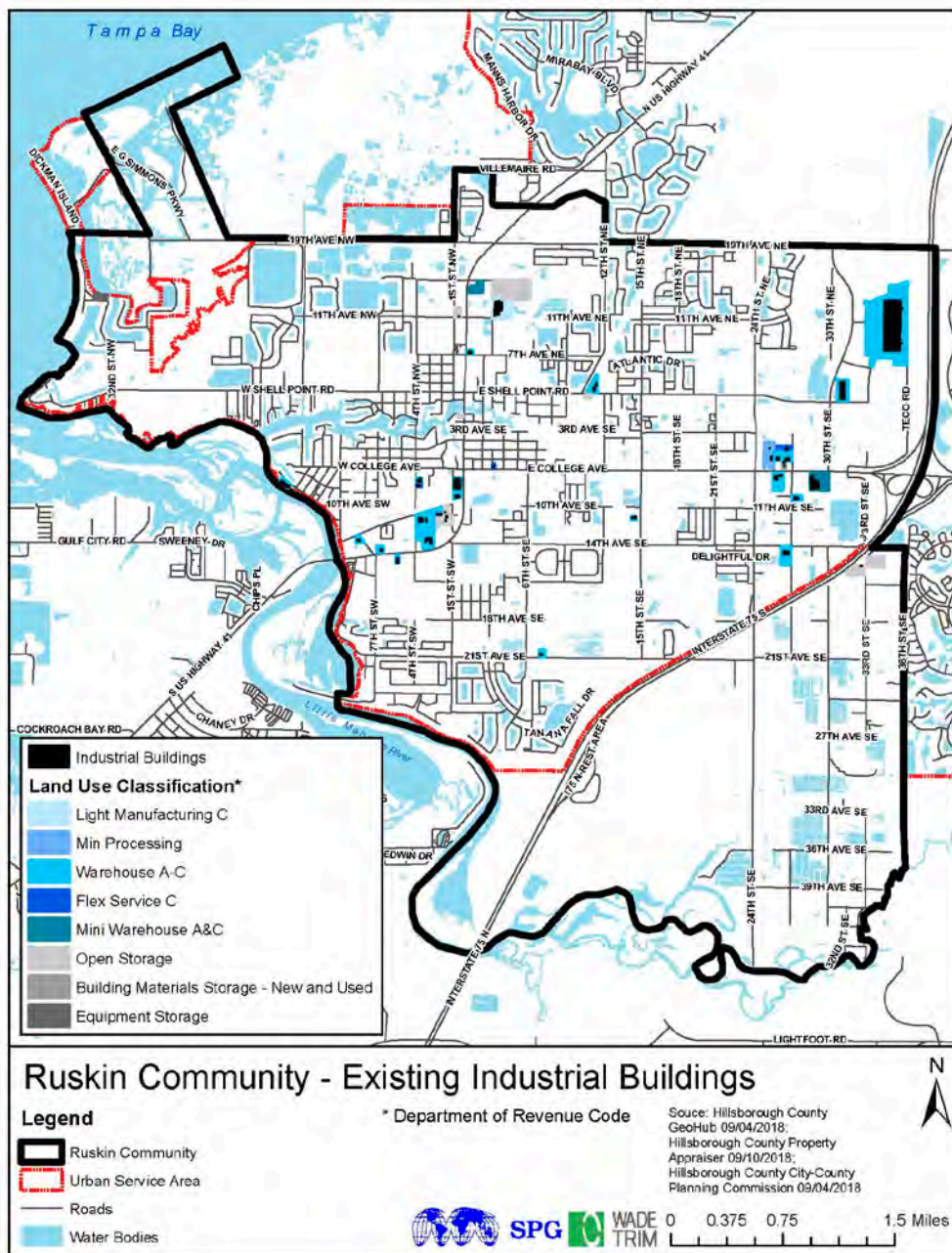
Ruskin has 1.34 million square feet of industrial space, of which 1.32 million is occupied (98.3 percent), and 23,000 square feet is vacant space. Most of this space is devoted to Amazon. Ruskin added the Amazon Distribution Center (1.02 million sq. ft.) in 2014. Since 2014, when Amazon located its distribution center, Ruskin has not added any additional space but has absorbed 40,700 square feet since the 2nd Quarter of 2017. The SouthShore Commerce Park entitlements are sufficient to handle any growth within the Industrial sector, especially manufacturing facilities.

Table 19: Industrial Absorption Trends

Quarter	Inventory Bldgs	Inventory SF	Vacant SF Direct	Vacant % Direct	Total Available SF Direct	Occupancy SF	Occupancy %	Deliveries SF	All Service Type Rent Direct
QTD	20	1,339,355	23,000	1.7	53,250	1,316,355	98.3	0	$4.68
2018 Q2	20	1,339,355	23,000	1.7	53,250	1,316,355	98.3	0	$4.68
2018 Q1	20	1,339,355	38,000	2.8	68,250	1,301,355	97.2	0	$4.58
2017 Q4	20	1,339,355	47,300	3.5	47,700	1,292,055	96.5	0	$4.58
2017 Q3	20	1,339,355	48,130	3.6	43,930	1,291,225	96.4	0	$4.57
2017 Q2	20	1,339,355	63,700	4.8	63,700	1,275,655	95.2	0	$4.58
2017 Q1	20	1,339,355	50,000	3.7	61,400	1,289,355	96.3	0	$5.77
2016 Q4	20	1,339,355	49,100	3.7	64,600	1,290,255	96.3	0	$5.50
2016 Q3	20	1,339,355	42,900	3.2	9,800	1,296,455	96.8	0	$5.48
2016 Q2	20	1,339,355	46,700	3.5	55,300	1,292,655	96.5	0	$4.03
2016 Q1	20	1,339,355	49,100	3.7	55,600	1,290,255	96.3	0	$5.49
2015 Q4	20	1,339,355	56,200	4.2	60,400	1,283,155	95.8	0	$3.94
2015 Q3	20	1,339,355	61,800	4.6	66,000	1,277,555	95.4	0	$4.23
2015 Q2	20	1,339,355	61,600	4.6	61,700	1,277,755	95.4	0	$4.24
2015 Q1	20	1,339,355	62,400	4.7	62,600	1,276,955	95.3	0	$4.23
2014 Q4	20	1,339,355	49,200	3.7	61,600	1,290,155	96.3	0	$4.43
2014 Q3	20	1,339,355	43,600	3.3	56,000	1,295,755	96.7	1,017,693	$3.50
2014 Q2	19	321,662	56,000	17.4	56,200	265,662	82.6	0	$3.12
2014 Q1	19	321,662	56,700	17.6	57,000	264,962	82.4	0	$3.12
2013 Q4	19	321,662	59,600	18.5	53,900	262,062	81.5	0	$3.34

Source: CoreLogic, 2018

According to Planning Commission data, there are 1.93 million square feet of proposed industrial developments planned for SouthShore Commerce Park, but only 30,200 square feet are under construction.

Just south of Ruskin, in Manatee County, Benderson Development is constructing a 2.5 million square foot International Trade Port which should be considered a competitor to SouthShore Commerce Park.

OFFICE

According to CoreLogic, Ruskin has 24 office buildings with a total of 111,949 square feet of space. Most of Ruskin's existing offices are one-story Class C properties.[10]

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[10] Buildings are classified as A thru C, with A properties being the newest buildings with full range of features. C properties are usually older buildings that do not have current features/amenities.

Since the 4th quarter of 2013, Ruskin has experienced negative absorption of 1,028 square feet of office space or no net new office space demand. Ruskin's existing population and the area's transportation network has not kept pace with the U.S. 301 corridor which has captured a significant share of this region's office and retail uses. From an office and retail perspective, Ruskin is located at the southern fringe of the Tampa/St. Petersburg region which impacts its ability to capture regional demand.

The following table shows the negative absorption in red (meaning that Ruskin lost occupied office space). Except for SouthShore Commerce Park, and to a certain extent College Avenue, Ruskin is not positioned to attract much additional office space. Office space needs visibility and good access.

The existing office space is roughly equally divided by B and C space. Ruskin currently has no Class A office space. It should be noted that SouthShore Commerce Park is entitled to add Class A office space when the market develops.

Table 20: Ruskin Office Absorption

Quarter	Inventory Bldgs	Inventory SF	Vacant SF Direct	Vacant Available % Direct	Occupancy SF	Occupancy %	Net Absorption SF Total	Gross Absorption SF Direct	Under Construction SF	Office Gross Rent Direct
QTD	24	111,949	5,172	4.6	106,777	95.4	0	0	0	$20.74
2018 Q2	24	111,949	5,172	4.6	106,777	95.4	1,400	1,400	0	$20.74
2018 Q1	24	111,949	6,572	5.7	105,377	94.1	-100	100	0	$20.74
2017 Q4	24	111,949	6,472	5.8	105,477	94.2	-500	1,200	0	$17.67
2017 Q3	24	111,949	5,972	5.2	105,977	94.7	-3,772	0	0	$19.73
2017 Q2	24	111,949	2,200	2	109,749	98	3,600	3,600	0	$16.94
2017 Q1	24	111,949	5,800	5.2	106,149	94.8	-700	0	0	$17.49
2016 Q4	24	111,949	5,100	4.6	106,849	95.4	-3,000	0	0	$12.22
2016 Q3	24	111,949	2,100	1.9	109,849	98.1	-900	100	0	$13.71
2016 Q2	24	111,949	1,200	1	110,749	98.9	1,400	1,400	0	$13.33
2016 Q1	24	111,949	2,600	2.3	109,349	97.7	-1,100	0	0	$14.36
2015 Q4	24	111,949	1,500	1.3	110,449	98.7	-200	0	0	$13.63
2015 Q3	24	111,949	1,300	1.2	110,649	98.8	500	500	0	$13.36
2015 Q2	24	111,949	3,800	1.5	108,149	96.6	-200	1,800	0	$13.80
2015 Q1	24	111,949	3,600	2	108,349	96.8	-400	0	0	$15.08
2014 Q4	24	111,949	3,200	2.6	108,749	97.1	0	0	0	$15.34
2014 Q3	24	111,949	3,200	2.5	108,749	97.1	0	0	0	$14.97
2014 Q2	24	111,949	4,352	2.4	107,597	96.1	1,648	2,800	0	$15.58
2014 Q1	24	111,949	6,000	4.7	105,949	94.6	200	200	0	$15.72
2013 Q4	24	111,949	6,200	4.7	105,749	94.5	1,200	1,200	0	$15.26

Note: red indicates a loss or reduction in building space
Source: CoreLogic, 2018

The location of existing office space is shown in the following graphic. Most of the existing offices are located along U.S. 41 and College Avenue and cater to the immediate local demand. The graphic also highlights (in red) the location of older single-story office space (Class C as shown in the graphic's legend) indicating they are oriented toward local versus regional demand. Transportation improvements are needed to support future growth, especially in downtown Ruskin.

Figure 15: Ruskin Office Locations

Ruskin Community - Existing Office Buildings
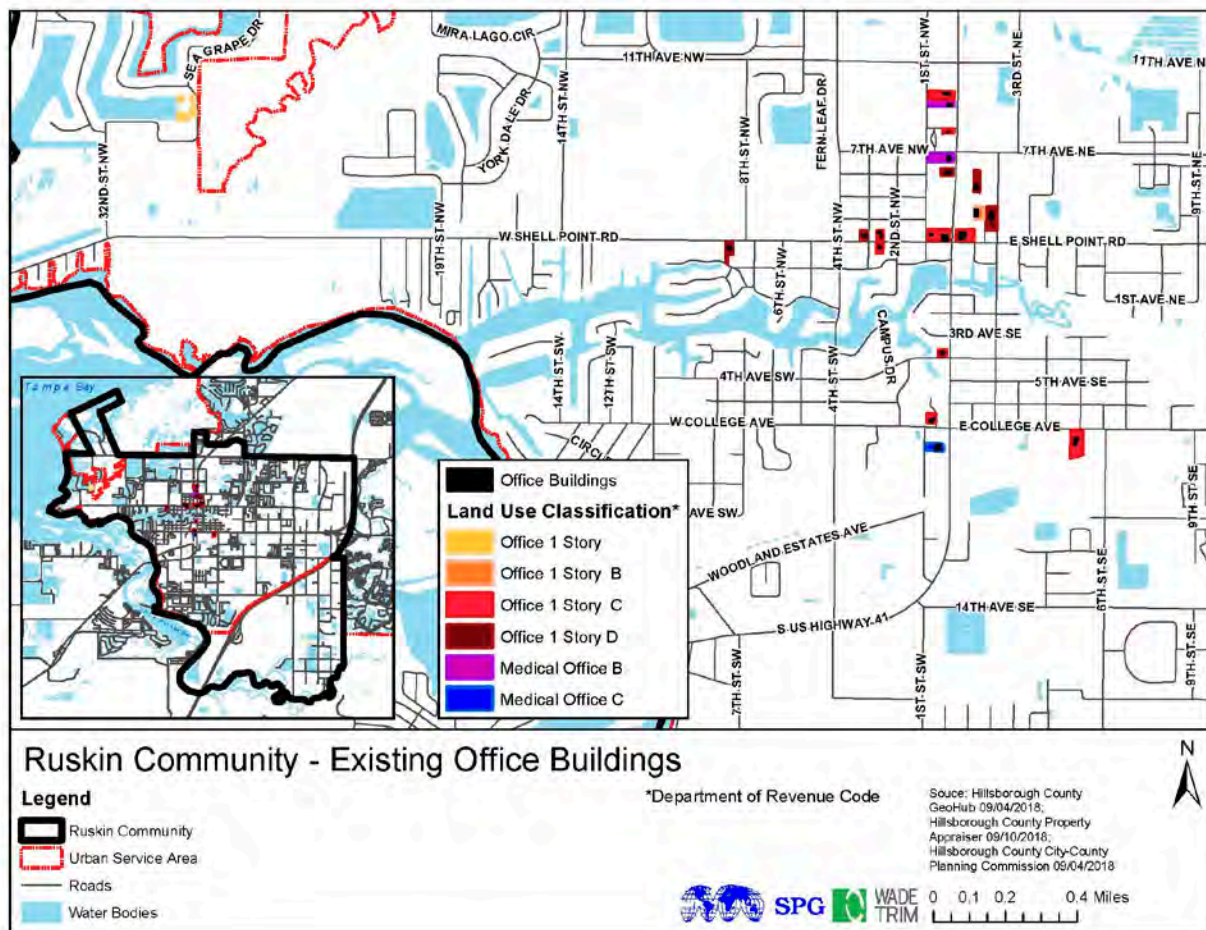
RETAIL

Ruskin had 68 retail stores and 30 food and drink establishments in 2017 based on ESRI data. Its retail trade and food/drink demand equaled $249.3 million of which $117.6 million was spent locally. Based on its demand and supply numbers, Ruskin has a retail trade GAP[11] of $131.8 million and food and drink GAP of $11.6 million. A positive retail GAP means there is an opportunity for future growth in retail stores. Most of Ruskin's demand is met in Sun City Center, to the east, and Apollo Beach to the north.

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[11] GAP refers to an analysis of the difference between retail supply and demand or its gap.

Table 21: Ruskin Retail Demand and Supply, 2017

2017 Industry Summary		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$249,353,019	$117,564,722	$131,788,297	35.9	98
Total Retail Trade	44-45	$225,250,494	$105,110,331	$120,140,163	36.4	68
Total Food & Drink	722	$24,102,525	$12,454,390	$11,648,135	31.9	30

Source: ESRI Business Analyst, 2019

Retail Trade is defined under the North American Industry Classification System (NAICS) as code 44-45. NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Food & Drink Establishments are defined by NAICS code 722:

Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services, and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places.

The following table shows Ruskin's retail gap at the three-digit NAICS level. At the three-digit level, only food and beverage stores show a negative gap meaning that existing stores are selling (supply) more than Ruskin's demand. This implies that area stores are selling goods to employees that reside outside of Ruskin.

Table 22: Retail GAP Analysis (3 Digit NAICS), 2017

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$49,069,200	$7,560,302	$41,508,898	73.3	8
Furniture & Home Furnishings Stores	442	$8,261,831	$6,405,335	$1,856,496	12.7	6
Electronics & Appliance Stores	443	$6,488,771	$306,100	$6,182,671	91.0	1
Food & Beverage Stores	445	$39,136,829	$55,911,883	-$16,775,054	-17.6	11
Health & Personal Care Stores	446	$14,429,911	$2,219,406	$12,210,505	73.3	2
Gasoline Stations	447	$23,928,193	$5,737,035	$18,191,158	61.3	2
Clothing & Clothing Accessories Stores	448	$11,243,465	$2,626,728	$8,616,737	62.1	4
Sporting Goods, Hobby, Book & Music	451	$5,523,663	$1,432,190	$4,091,473	58.8	5
General Merchandise Stores	452	$36,953,246	$7,501,283	$29,451,963	66.3	4
Miscellaneous Store Retailers	453	$9,019,373	$4,750,436	$4,268,937	31.0	13
Nonstore Retailers	454	$5,505,252	$0	$5,505,252	100.0	0
Food Services & Drinking Places	722	$24,102,525	$12,454,390	$11,648,135	31.9	30

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf
Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

Industries in the Food and Beverage Stores subsector (NAICS 441-454) usually involve retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by a regulatory authority.

Ruskin had 30 food and drink stores (NAICS 722) and within NAICS 441-454 the community had 13 miscellaneous stores (florists, office supply, gift shops, and used merchandise), 11 food and beverage stores, 8 motor vehicle and repair shops, and a small number of other retail establishments shown in table 22 above.

As shown on the following page, all but Food and Beverage Stores potentially show an opportunity for growth, however, that demand is currently being met within the retail sector in Sun City Center and Apollo Beach.

Figure 16: Retail Leakage by Subsector
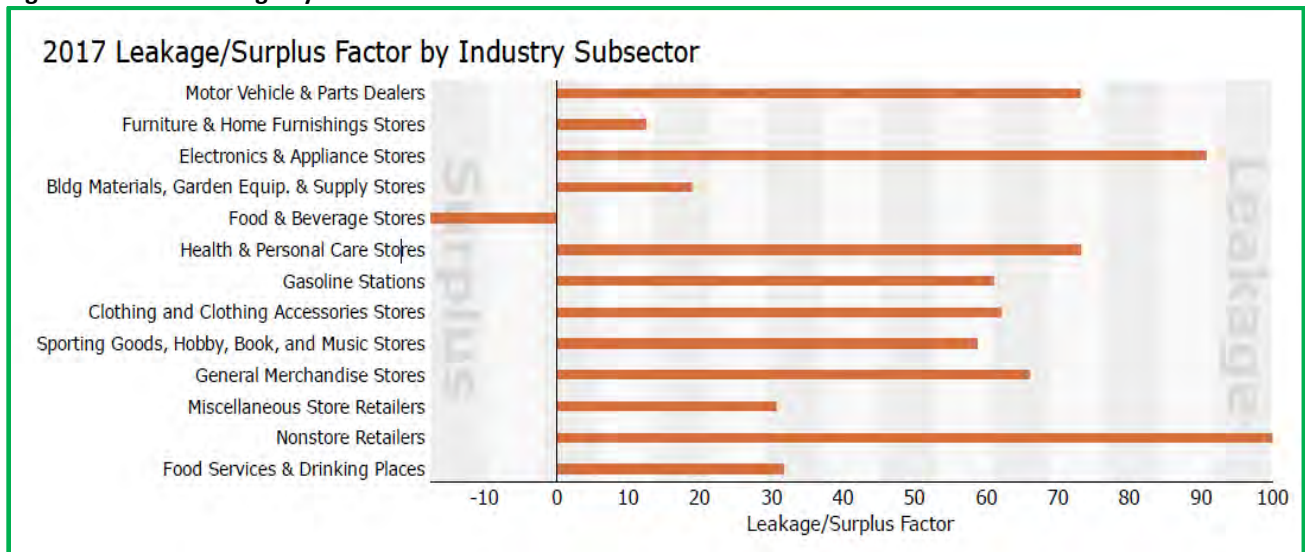
Source: ESRI Business Analyst, 2018

Figure 17: Retail Leakage (GAP) by Industry Group
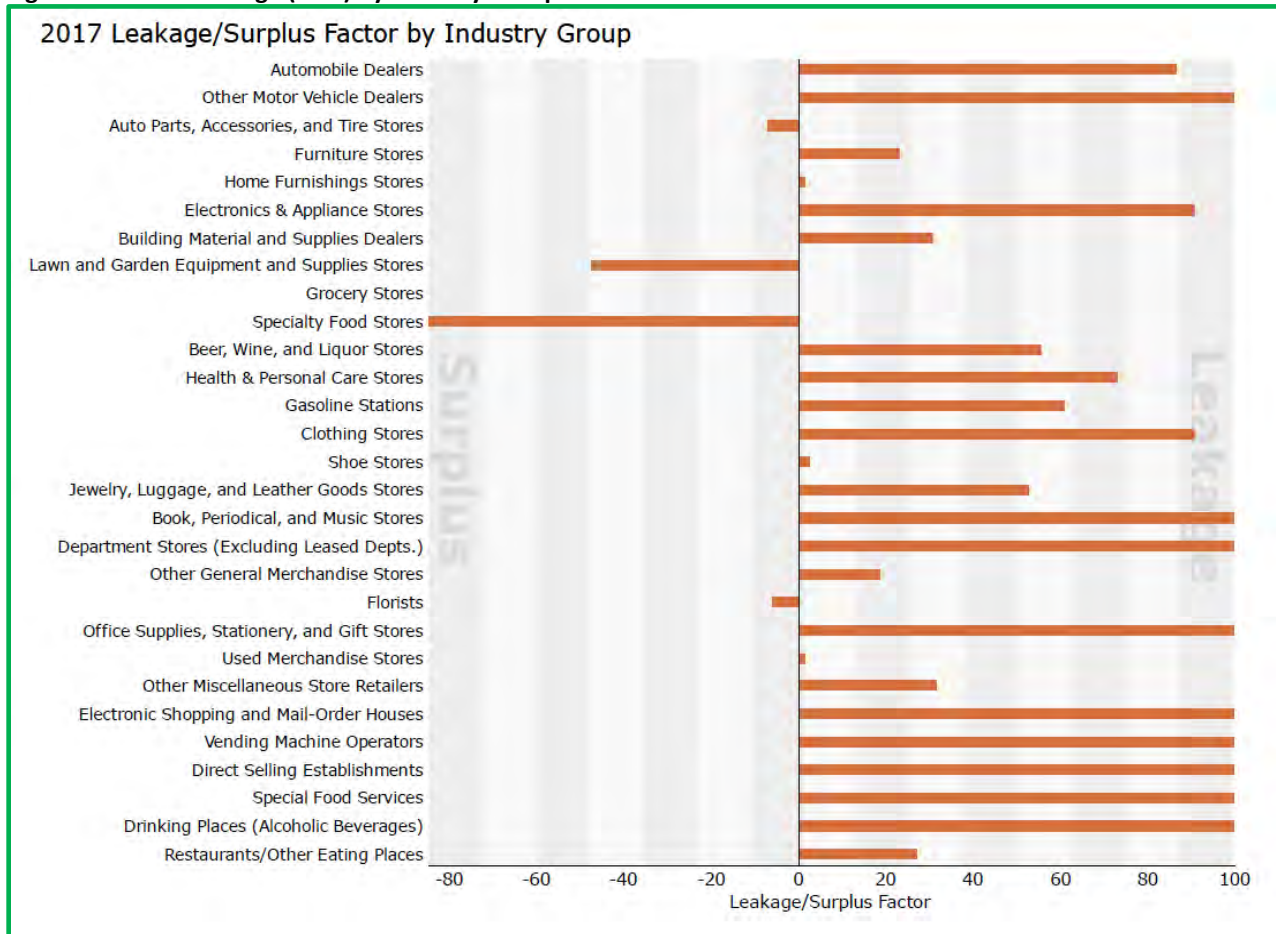
Source: ESRI Business Analyst, 2018

UNEMPLOYMENT/AREAS OF CONCERN

Unemployment data for Ruskin is dated and does not reflect the current employment trends for Florida or Hillsborough County. Historical data shows Ruskin is a bedroom community in which 91 percent[12] of its residents work outside of the Community.

Figure 18: Ruskin Unemployment by Area

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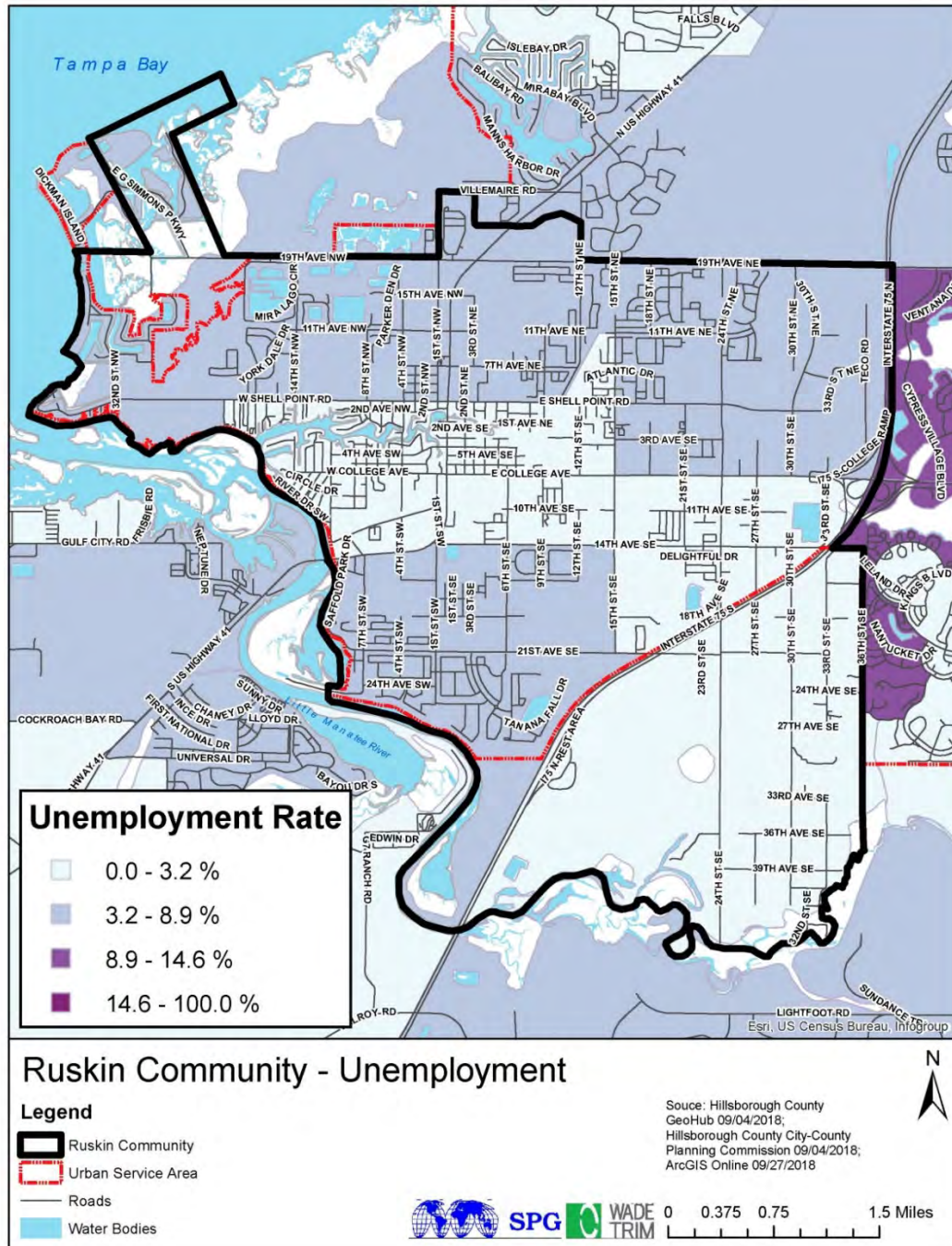
[12] Based on U.S. Census Bureau's "OnTheMap" 2015 data previously presented

The Hillsborough County City-County Planning Commission has delineated communities of concern reflecting employment and social issues. The next figure delineates those areas within Ruskin. A Community of Concern is a census block group that has a high proportion of two or more protected classes, such as racial minorities, low-income groups, persons with disabilities, and those with limited English proficiencies.

The graphic shows that a large part of Ruskin is considered a Community of Concern.

Figure 19: Communities of Concern
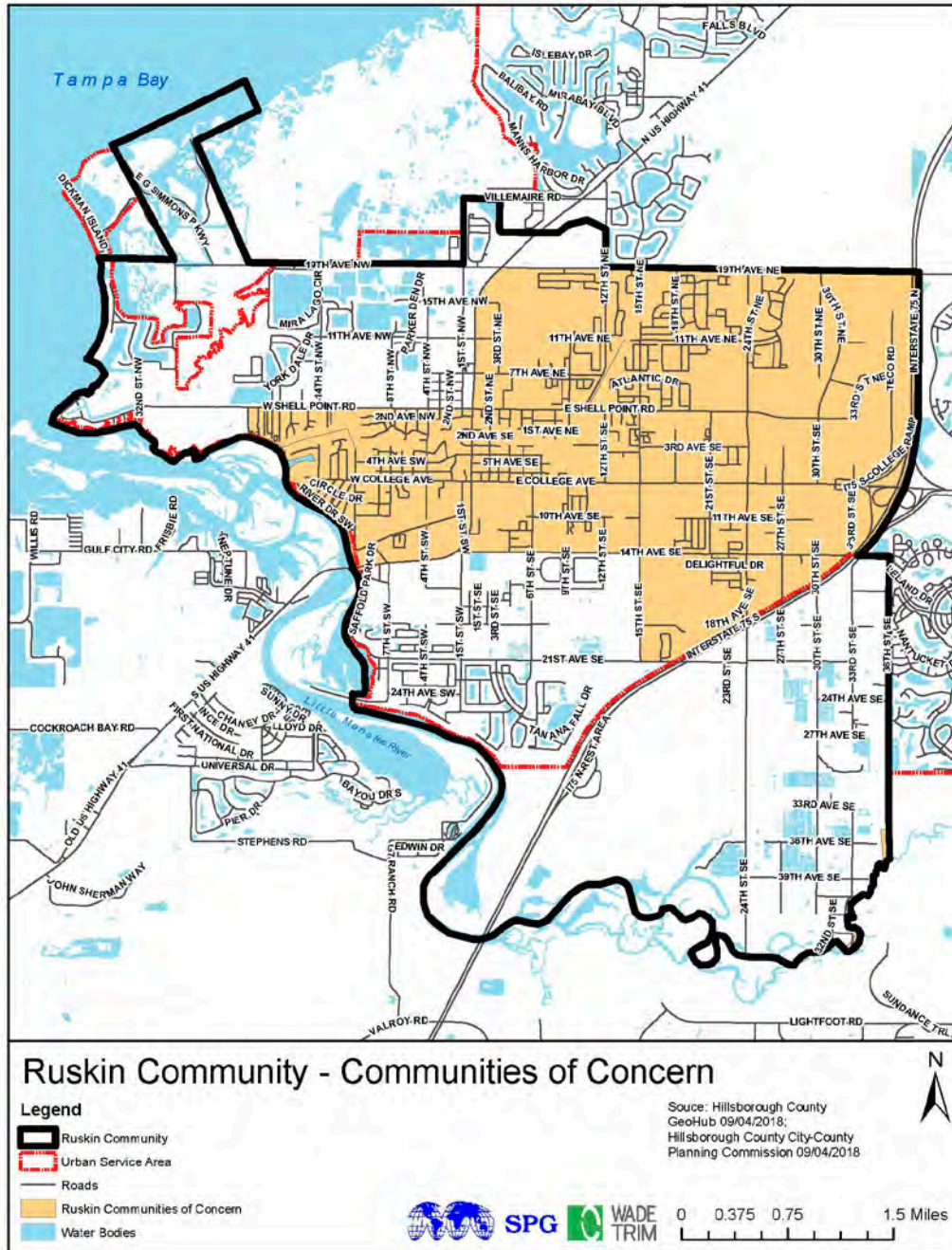
ENVIRONMENT

Ruskin has significant environmental assets, as commented in the SWOT analysis and the Ruskin Community Plan.

Because the Community is bordered by both Tampa Bay and the Little Manatee River, a large percentage of its land falls within the Coastal High Hazard Area and is subject to flooding.

Figure 20: Ruskin Coastal High Hazard Area
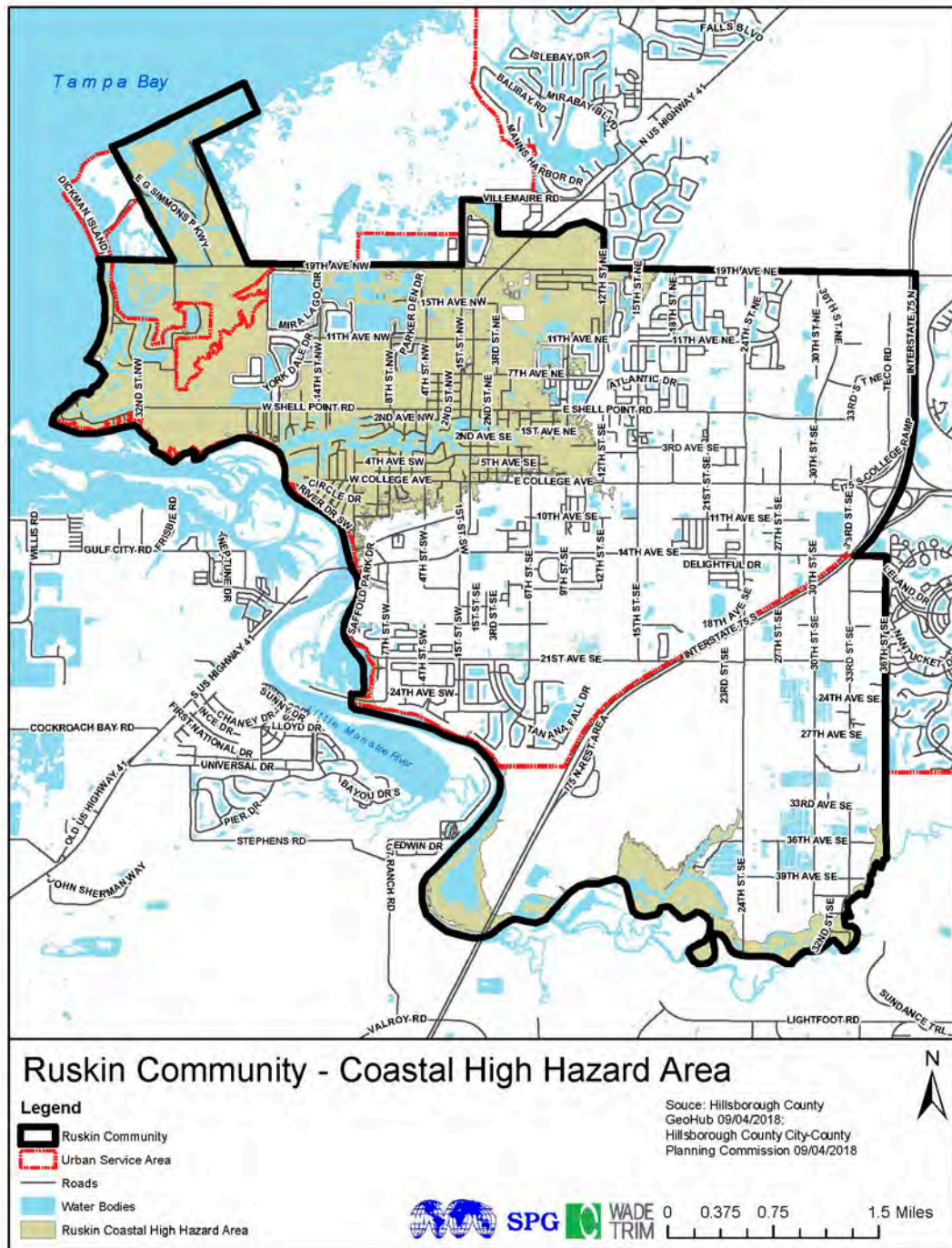
The Ruskin community is largely located within the Flood Zones shown below.

Figure 21: Ruskin Flood Zones

Ruskin Community - Flood Zones
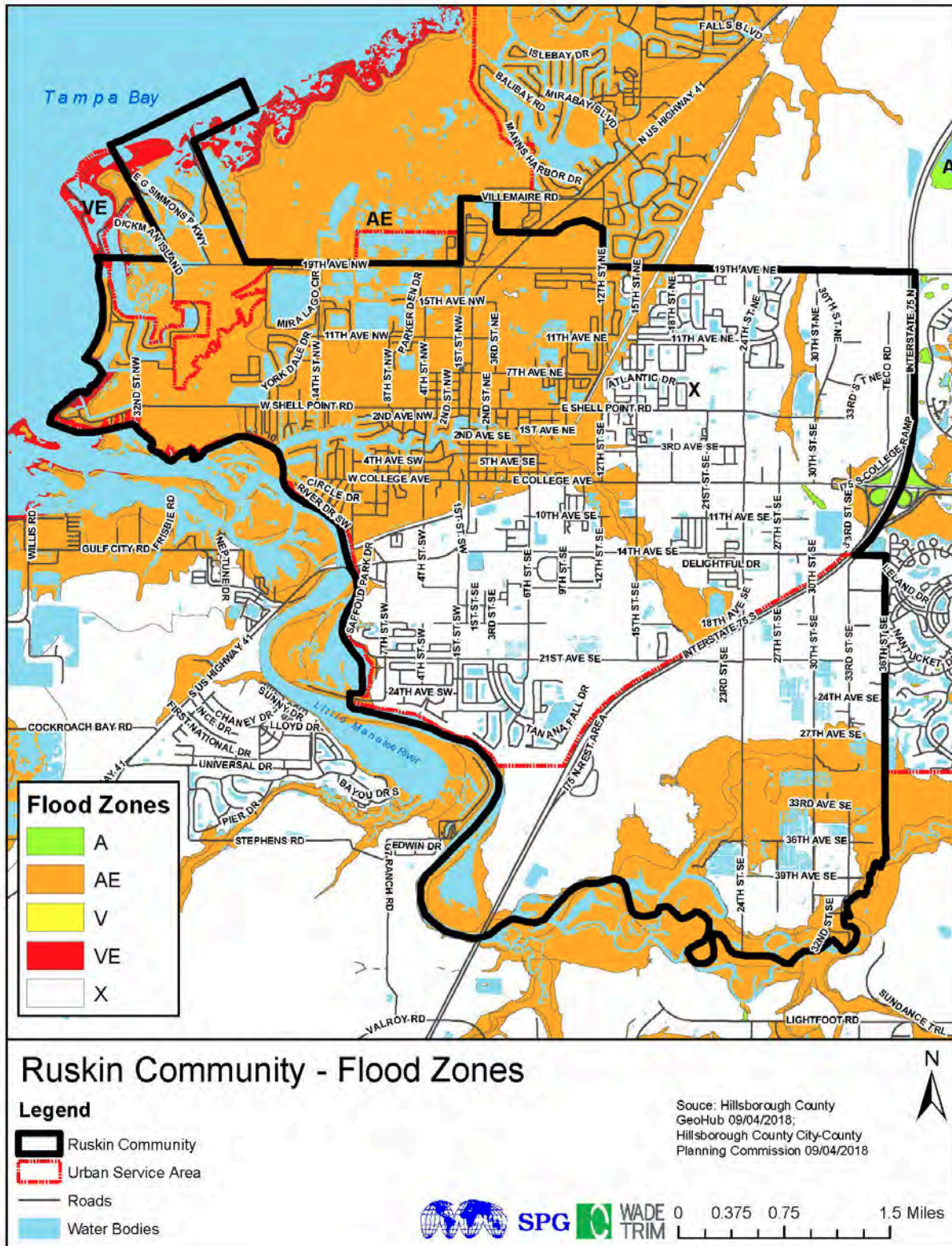
The following graphic shows the various wetlands found in Ruskin. It is interesting to note that a significant portion of the designated wetlands is catchment area for subdivisions.

Figure 22: Ruskin Wetlands
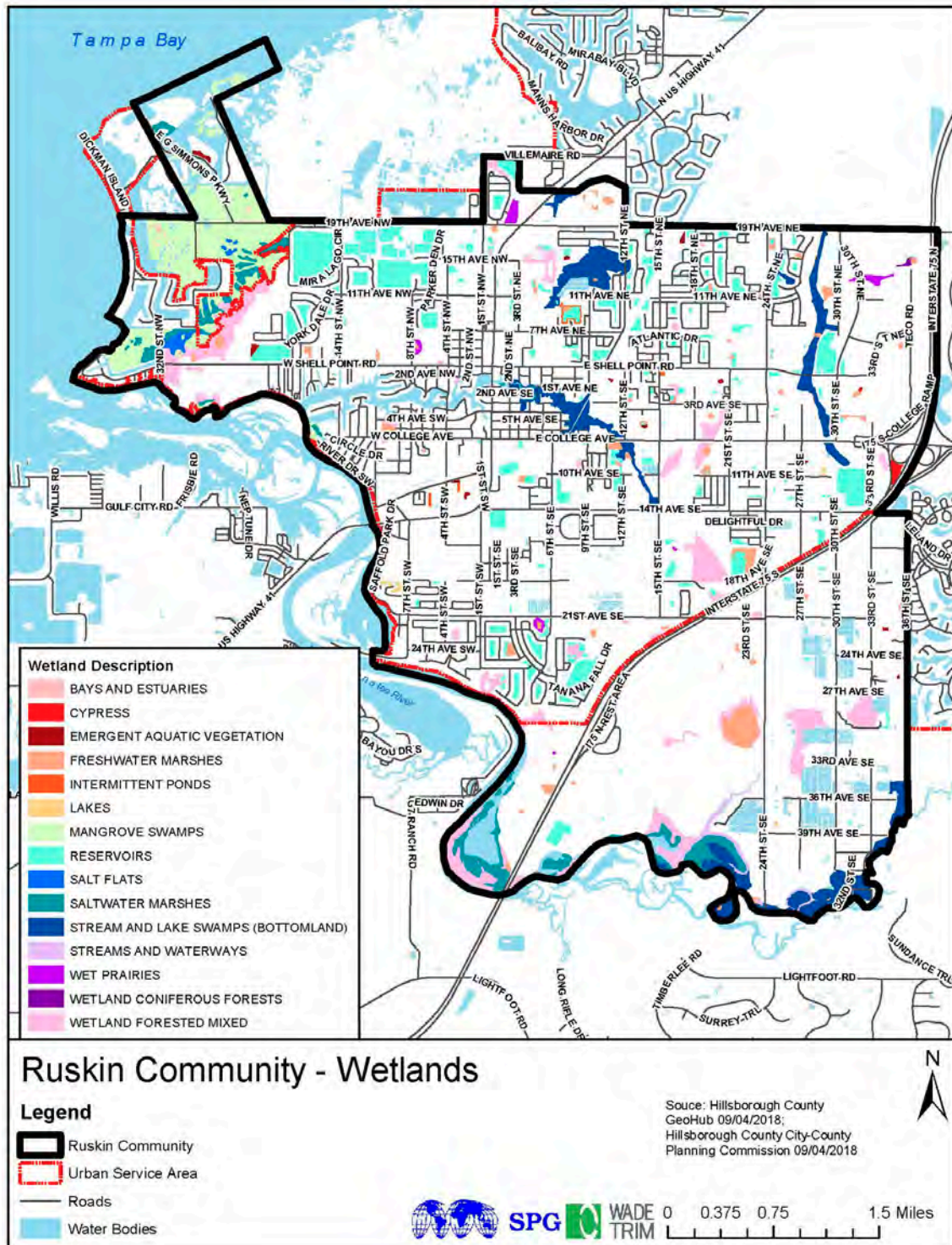
Ruskin has significant wildlife habitats that are mostly found along Tampa Bay and rivers and streams. As shown below, the largest habitats are located on the western and southern community borders.

Figure 23: Significant Wildlife Habitat

Ruskin Community - Significant Wildlife Habitat
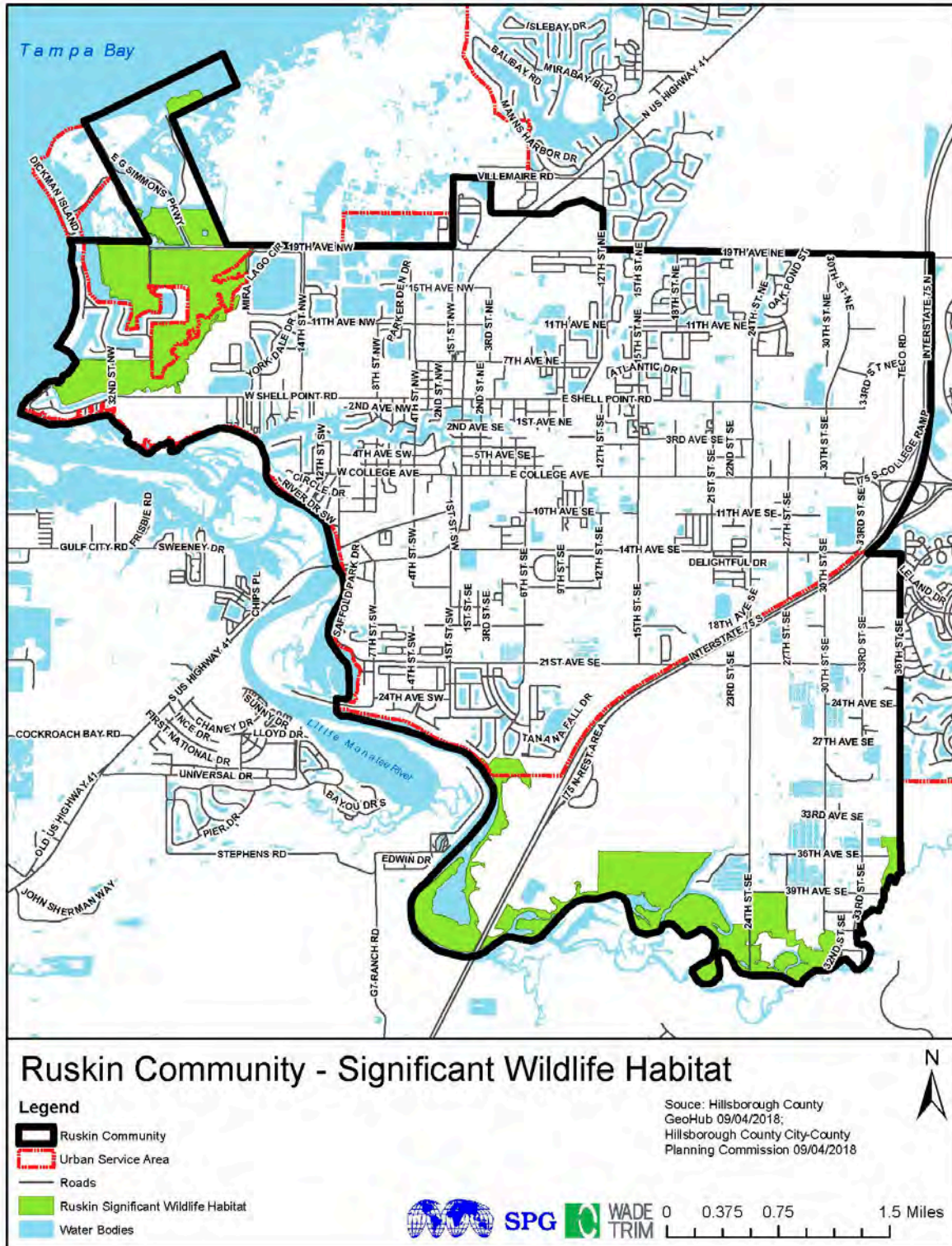
EXISTING LAND USE

The existing land uses in Ruskin largely follow the environmental conditions previously discussed.

The bright blues areas which are Public/Quasi Public/Institutional uses reflect Ruskin's significant wildlife habitats, while the lime green areas reflect agricultural areas, the prime area being southeast of I-75 which lies outside the Urban Service Area. Much of the agricultural lands on the west side of I-75 are being held for future development.

Figure 24: Ruskin Existing Land Use
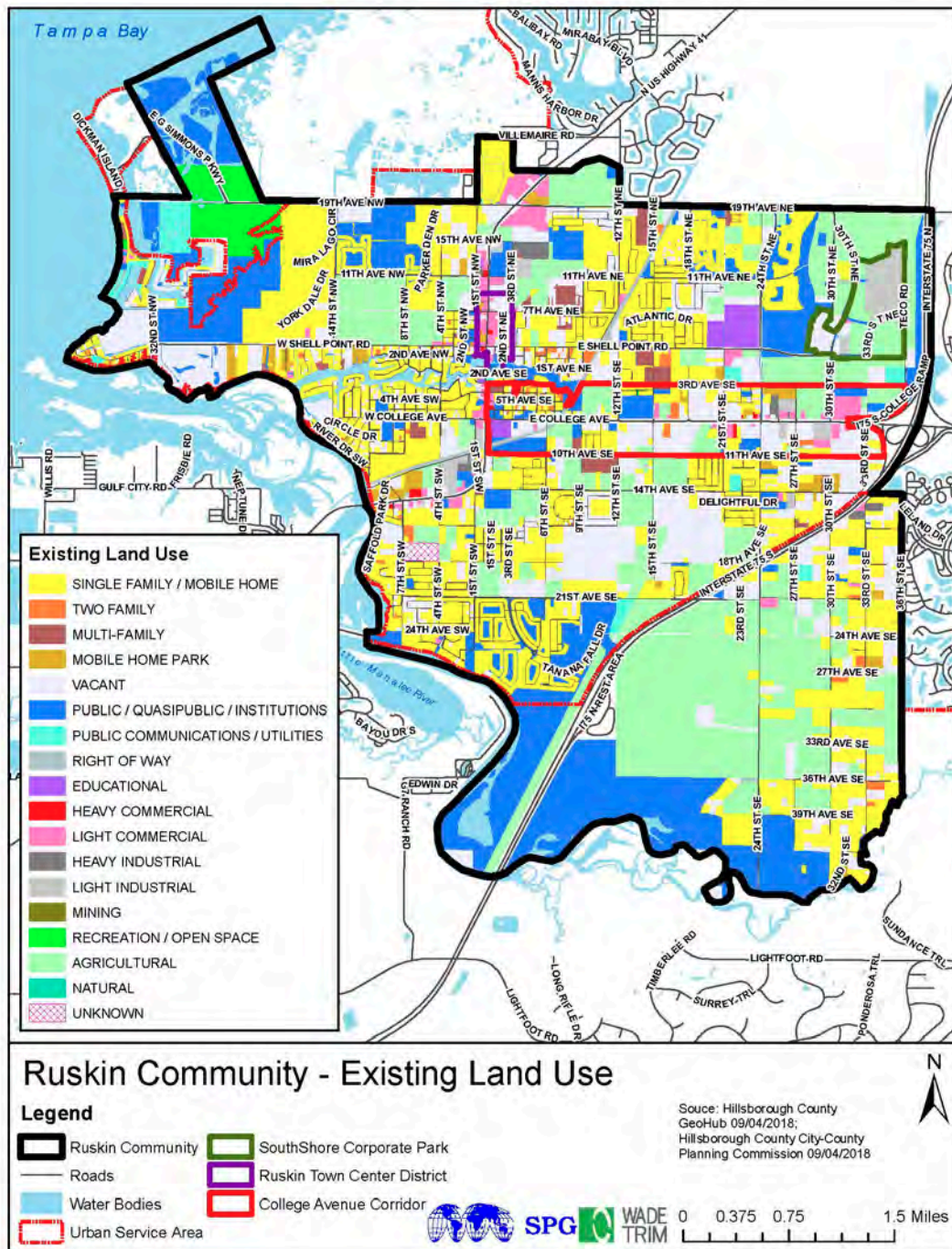
The largest single land use is Agriculture (zoned and not zoned) which represents 28.6 percent of Ruskin's acreage followed by residential which at 23.5 percent (vacant non-residential accounts for another 6.09 percent) and public/semipublic uses which contain 17.4 percent. Industrial lands account for 191 acres (1.79 percent), office/retail uses account for 404 acres (3.1 percent) with vacant non-residential uses accounting for another 187 acres (1.43 percent). Total office/retail and industrial lands account for a total of 6.3 percent of Ruskin's acreage.

Table 18: Ruskin Land Use by Acreage

Land Use Type	Acres	%
Acreage Not Zoned For Agriculture	981	7.52%
Agricultural	2,749	21.06%
Centrally Assessed	0	0.00%
Industrial	191	1.46%
Institutional	234	1.79%
Mining	0	0.00%
Other	16	0.12%
Public/Semi Public	2,276	17.44%
Recreation	201	1.54%
Residential	3,069	23.52%
Retail/Office	404	3.10%
Row	20	0.15%
Vacant Residential	795	6.09%
Vacant Non-Residential	187	1.43%
Water	0	0.00%
Parcels with No Value	179	1.37%

Source: Hillsborough County City-County Planning Commission; Wade Trim; 2019

ZONING

As discussed above, the southeast part of Ruskin falls outside the Urban Service Boundary, which limits its ability to develop. Ruskin's zoning map reflects the recent growth in Ruskin, which has predominately occurred in planned developments.

Figure 25: Ruskin Zoning
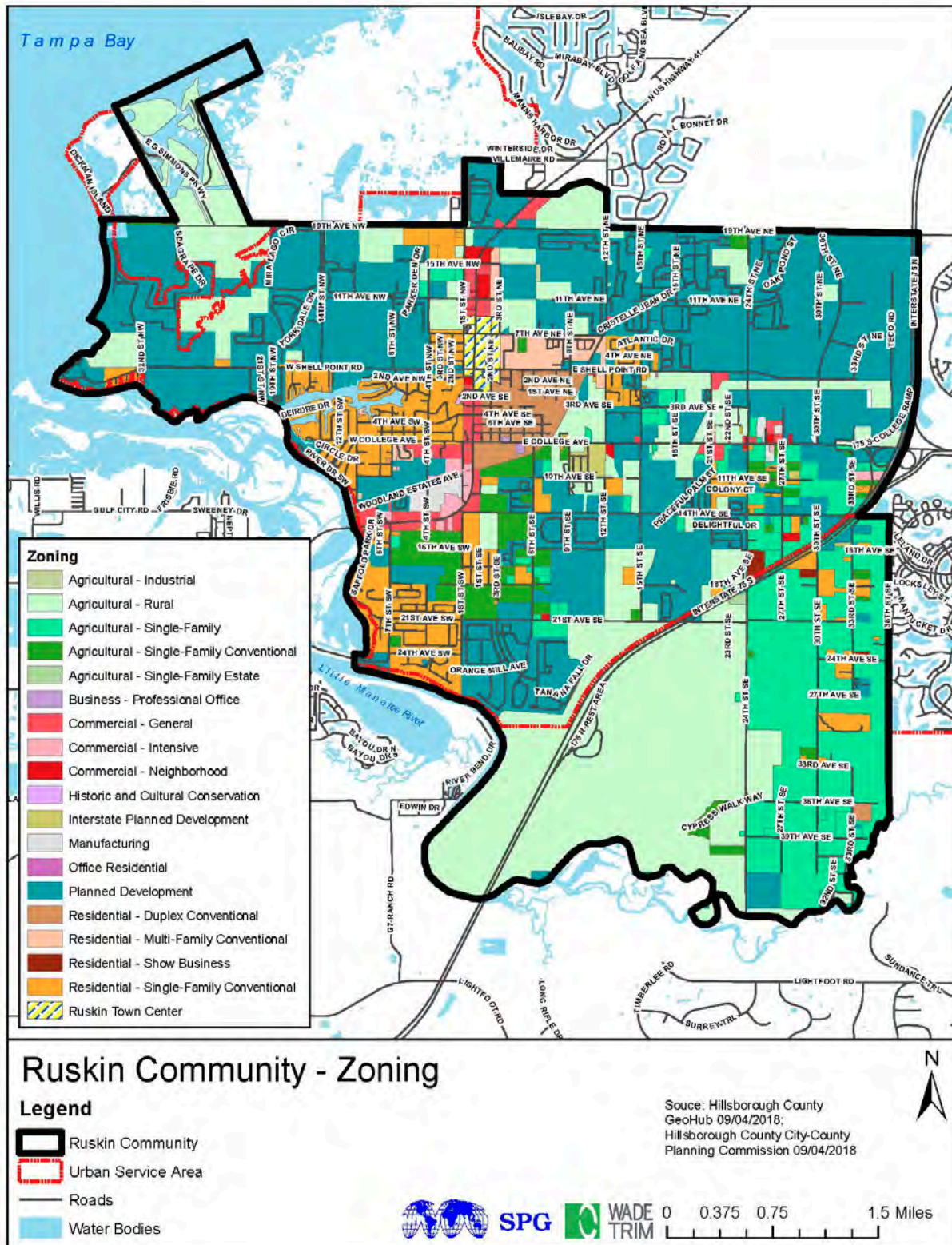
RUSKIN COMMUNITY INFRASTRUCTURE

As discussed in the SWOT analysis, connectivity is an issue within Ruskin and reflects the recent growth of the Community. The large numbers of recent planned developments have not been connected nor have direct access to HART stops, as shown. Bike lanes are very limited, and only two trails exist with the eastern trail somewhat removed from the community.

Figure 26: Ruskin Existing Connectivity
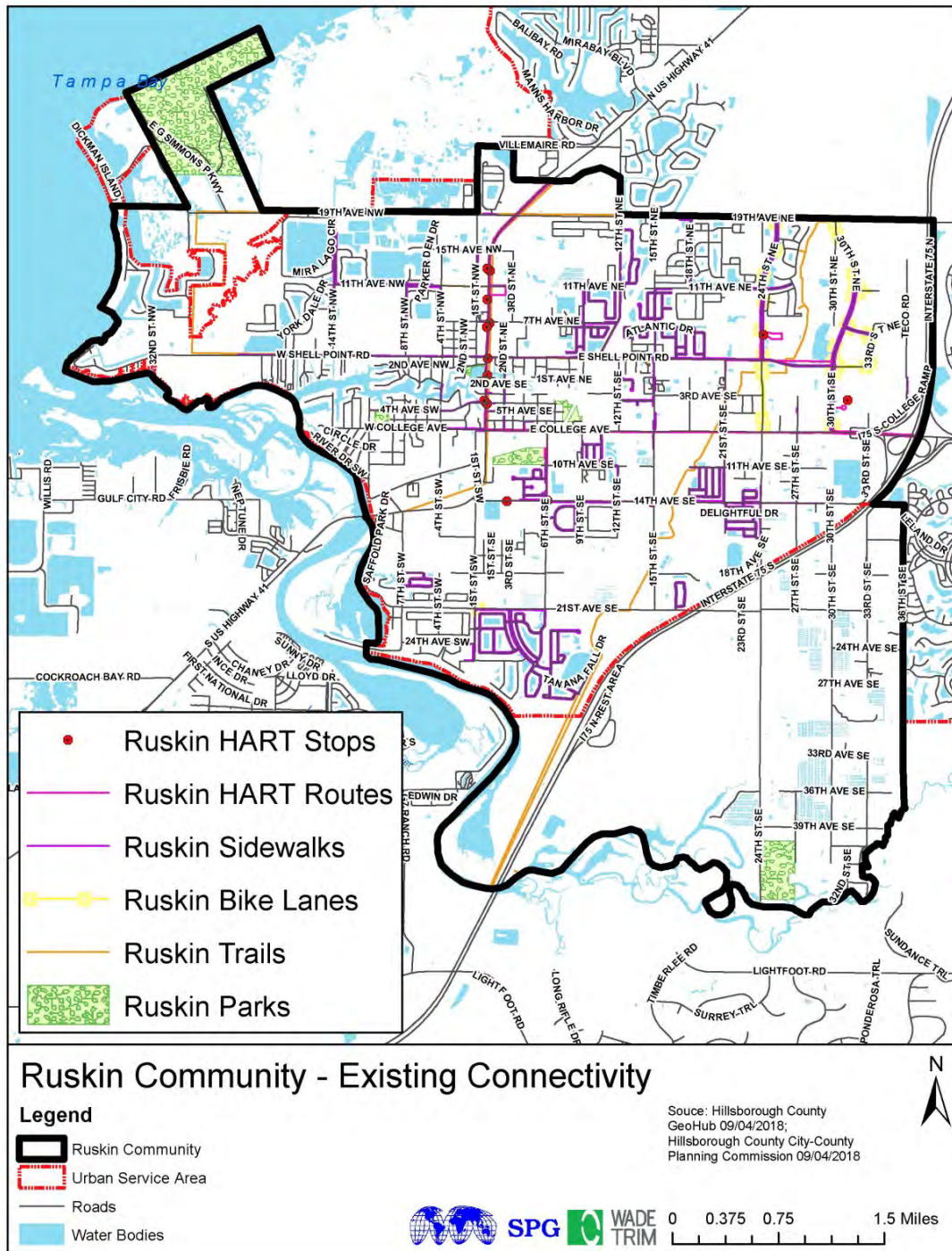
Ruskin's existing transit routes are delineated on the following graphic. HART transit stops are limited, as are Express routes.

Figure 27: Ruskin Existing Transit Routes
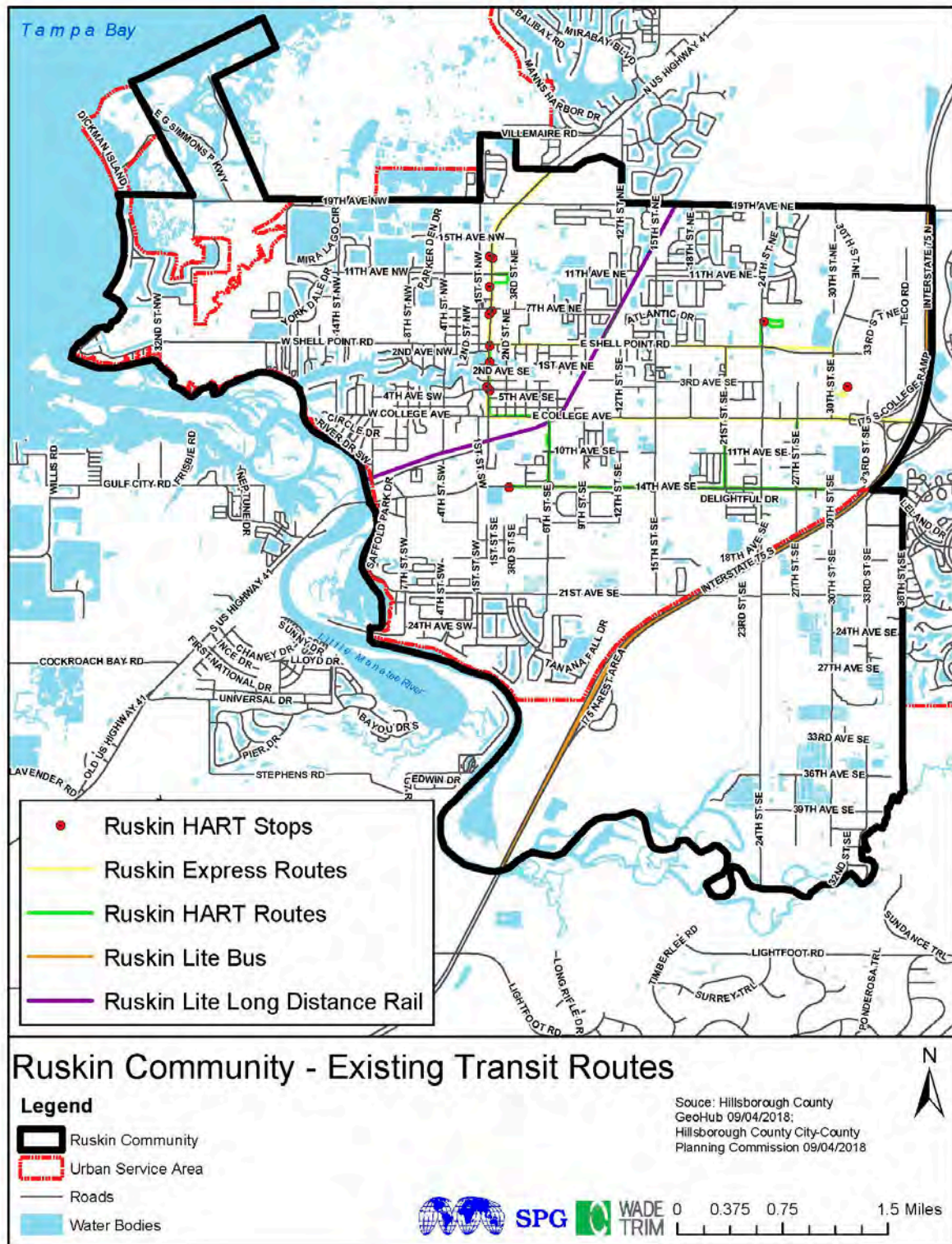
FUTURE TRANSPORTATION AND CONNECTIVITY IMPROVEMENTS

The following graphic shows both existing and proposed connectivity improvements. As can be seen, trails and side paths are limited today, and too few are planned for in the future.

Figure 28: Existing and Future Connectivity
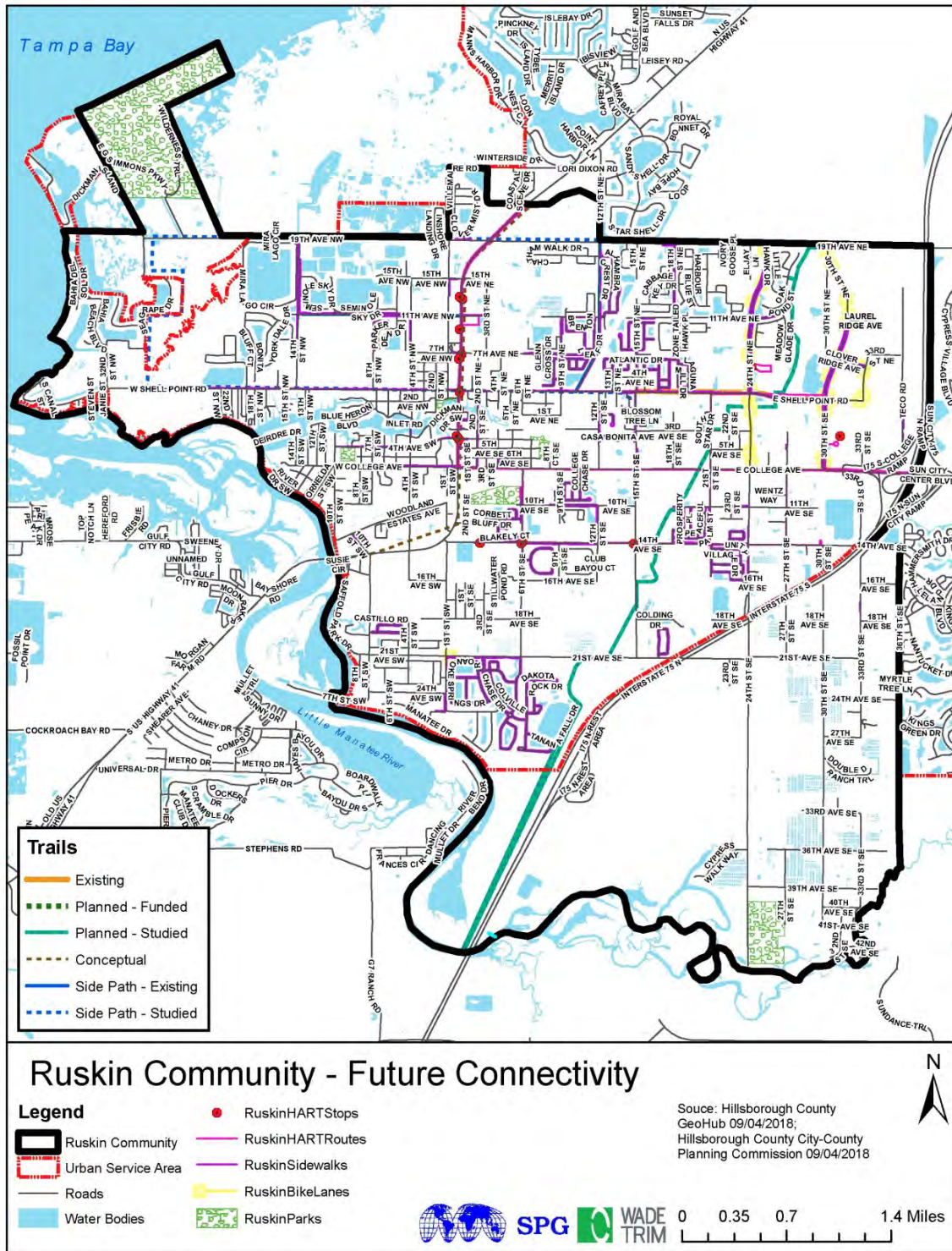
RUSKIN COMMUNITY FACILITIES/SERVICES

PARKS

Ruskin has several parks, the largest of which is the EG Simmons regional park, as shown below.

Figure 29: Ruskin Area Parks
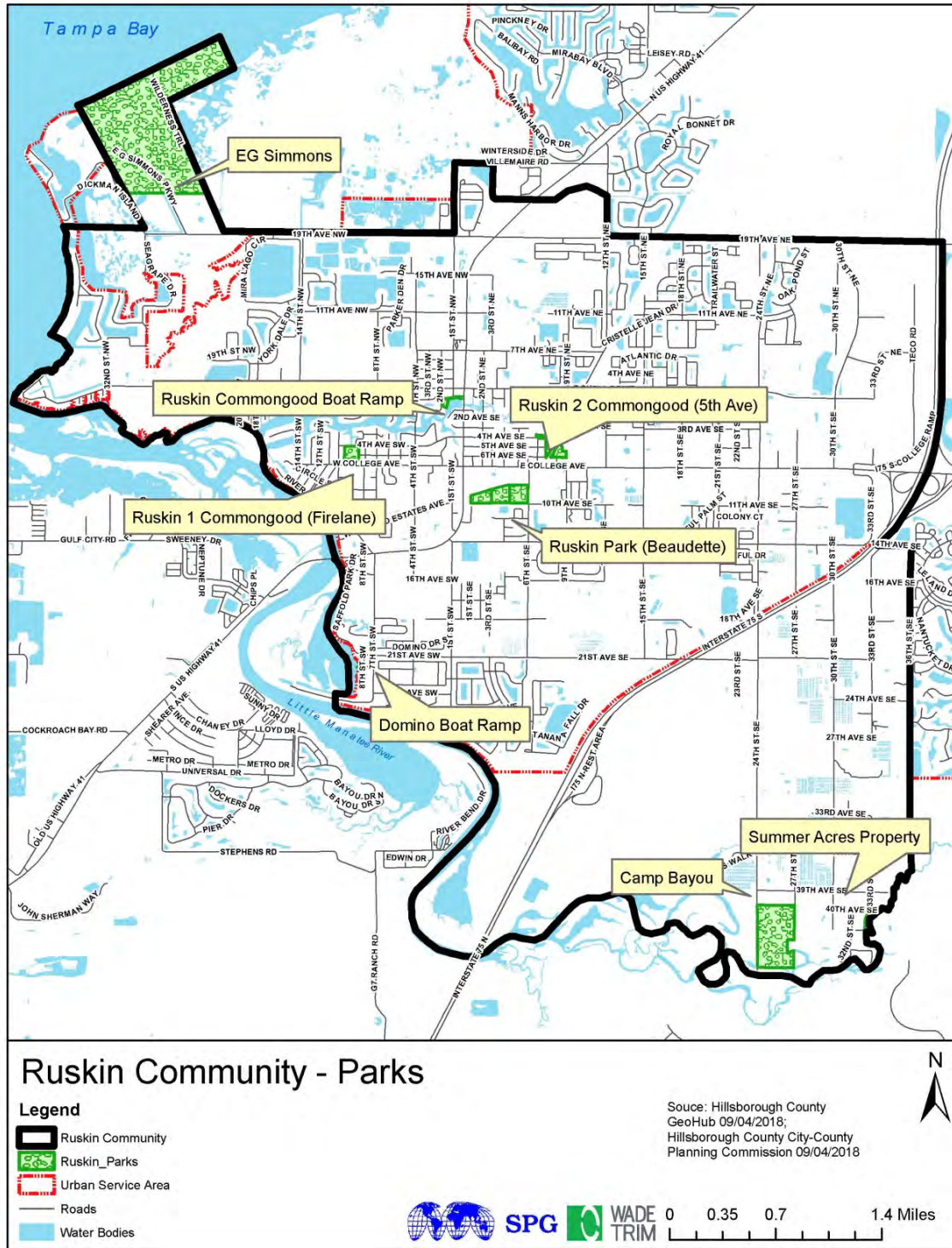
RUSKIN SCHOOLS

The following graphic shows the schools serving Ruskin. Three of the schools are new, including Thompson Elementary, Lennard High School, and Hillsborough Community College South Campus. School grades are an important factor in growing residential areas as well as overall economic development. As shown in the following table, Ruskin schools, while improving, are still at best average. As of 2018, the schools' grades were C's with one D.

Table 19: Ruskin School Grades, 2015-2018

School	Grades			
	2018	2017	2016	2015
Ruskin Elementary	C	D	C	F
Thompson Elementary	D	D	D	F
Beth Shields Middle	C	D	D	D
Lennard High School	C	C	C	C

Source: Florida Department of Education, 2019

Figure 30: Ruskin School Locations
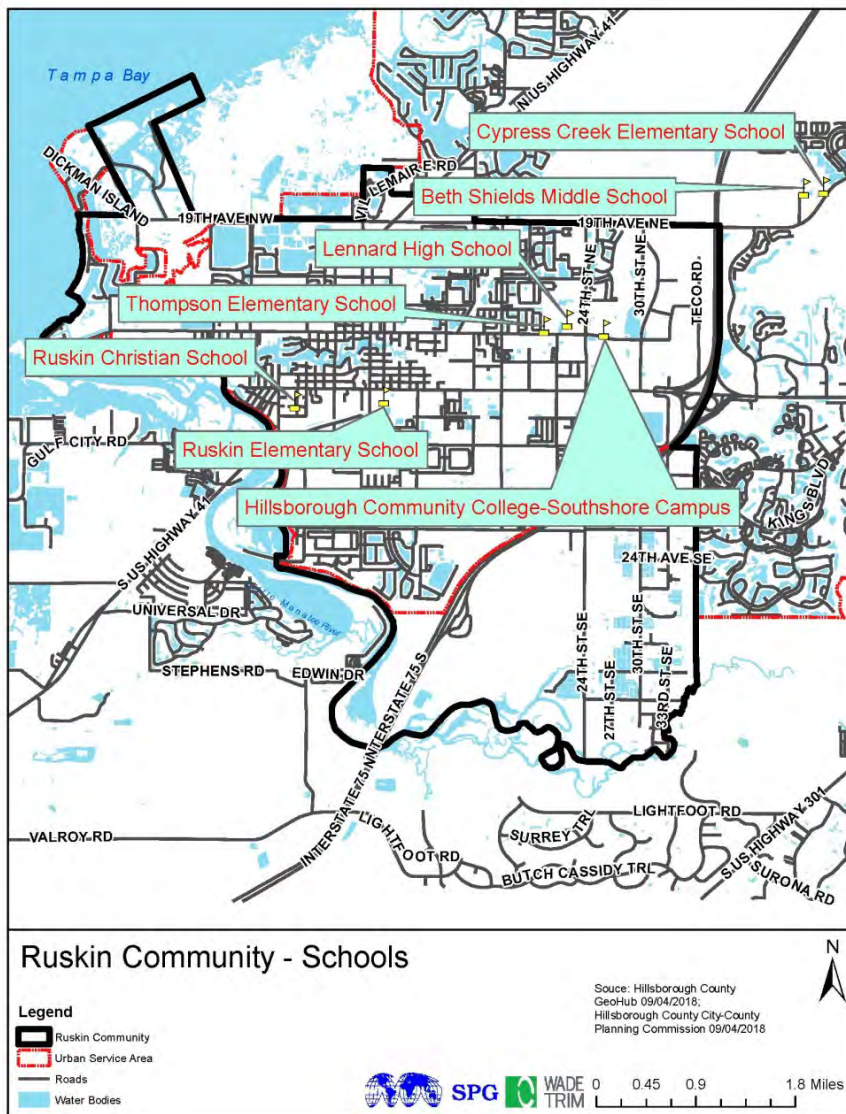
HOSPITALS

Ruskin is served by two local hospitals. The regional hospital is in Brandon.

Figure 31: Hospitals Serving Ruskin
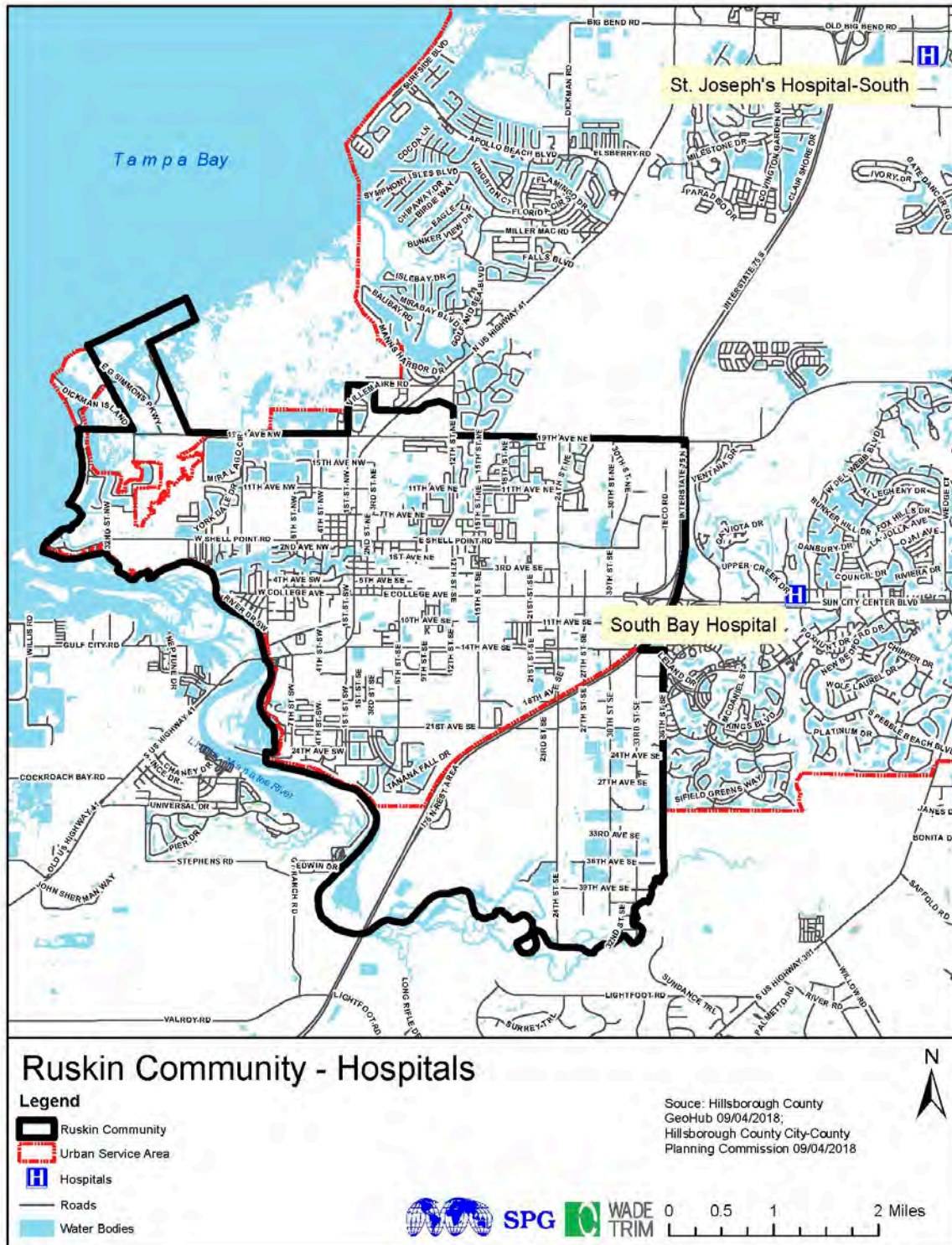
RUSKIN CAPITAL IMPROVEMENTS

Ruskin has over $115 million in capital improvements in construction or planning. The biggest expenditure is for expansion of the wastewater treatment plant. Other capital improvements are for potable water improvements, drainage improvements, and improvements to the Ruskin Commongoods boat ramp. The most recent data shows that the Ruskin area has 19 capital improvement projects (shown on the following map), of which 17 are identified within the Ruskin Community Planning Area, one as Countywide, and one within the Apollo Beach Community Planning Area.

Figure 32: Ruskin Area Capital Improvements (CIP)
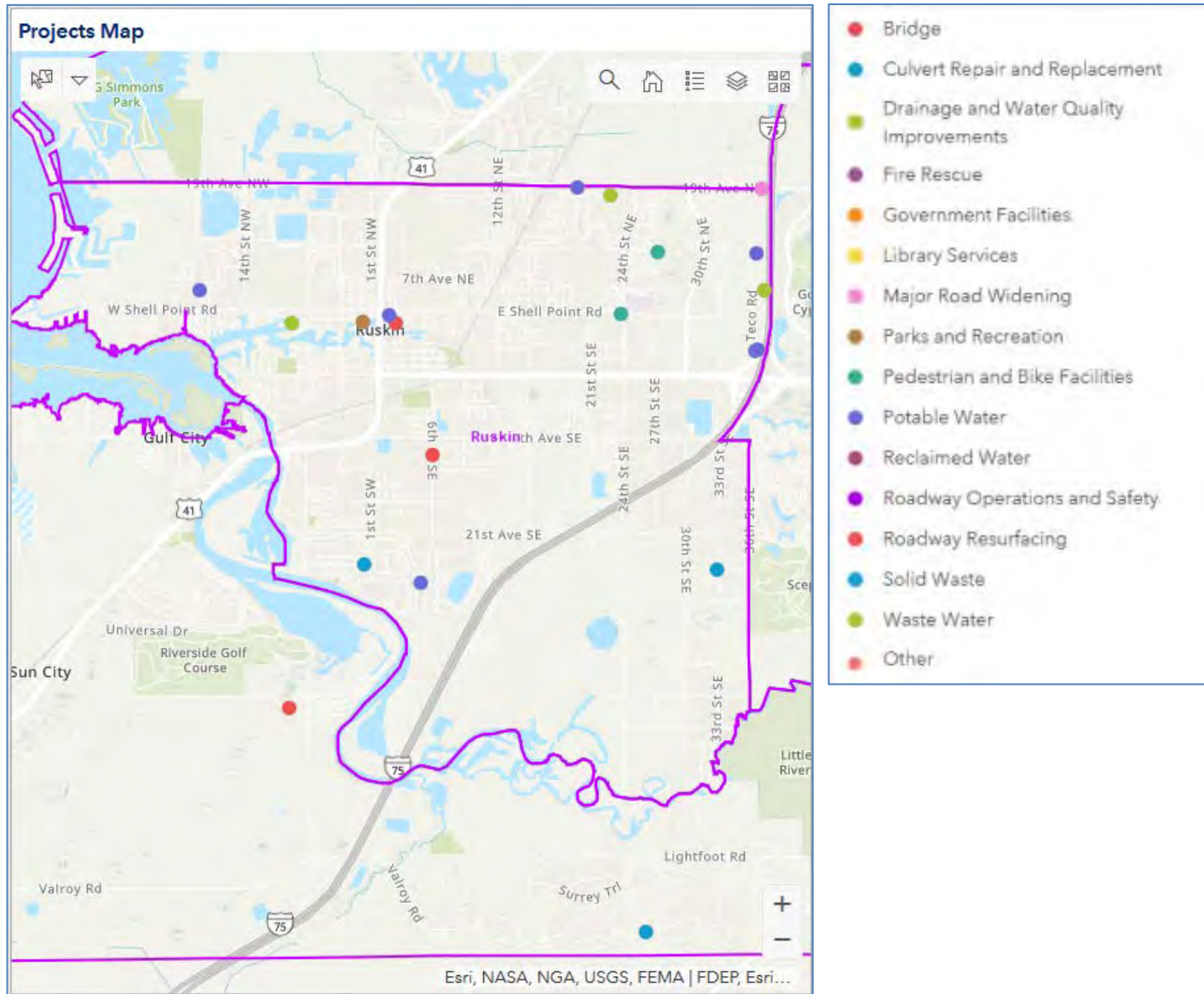
Source: Hillsborough County City-County Planning Commission, 2019

The following is a list of the CIP projects identified on the previous page:

1. **Project: 105 24th Ave SW Culvert Replacement (CIP #: 46142120)**
   Project Type: Culvert Repair and Replacement
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Construction
2. **Project: 19th Avenue NE Road Widening - US 41 to US 301 (PDandE Only) (CIP #: 69640000)**
   Project Type: Major Road Widening
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Planning
3. **Project: 19th Avenue Wastewater Forcemain (CIP #: 10243000)**
   Project Type: Waste Water
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Construction
4. **Project: 19th Avenue Water Transmission Main (I-75 to US 41) (CIP #: 31982000)**
   Project Type: Potable Water
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Construction
5. **Project: 24th Ave SE and 33rd St SE Culvert Renewal and Replacement (CIP #: 46142159)**
   Project Type: Culvert Repair and Replacement
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Closeout
6. **Project: 2nd St. NE & Shell Pt. Rd. ACP & Valve Replacement (CIP #: 3197716003)**
   Project Type: Potable Water
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Design
7. **Project: 6th Street SE Resurfacing Project (CIP #: 69631056)**
   Project Type: Roadway Resurfacing
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Construction
8. **Project: Bridge #104329 Stephens Road Repair (CIP #: 62120170)**
   Project Type: Bridge
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Planning
9. **Project: Bridge No. 104317 - 2nd Street SE over Ruskin Inlet Replacement (CIP #: 69633000)**
   Project Type: Bridge
   Project Fact Sheet (Printable): Link
   Community Area: Ruskin
   Current Project Phase: Construction
10. **Project: Countywide Potable Water Quality Monitoring (CIP #: 31987000)**
    Project Type: Potable Water
    Project Fact Sheet (Printable): Link
    Community Area: Countywide
    Current Project Phase: Construction
11. **Project: EG Simmons/ECO Tourism (CIP #: 83247000)**
    Project Type: Parks and Recreation
    Project Fact Sheet (Printable): Link
    Community Area: Apollo Beach
    Current Project Phase: Closeout
12. **Project: Ruskin Commongoods Boat Ramp (CIP #: 83268000)**
    Project Type: Parks and Recreation
    Project Fact Sheet (Printable): Link

Community Area: Ruskin
Current Project Phase: Procurement

13. **Project: SC Water Repump Station WTM to 19th Avenue (CIP #: 31969000)**
Project Type: Potable Water
Project Fact Sheet (Printable): <u>Link</u>
Community Area: Ruskin
Current Project Phase: Construction

14. **Project: South Coast Greenways Trail Connection Phase 1A (Shell Point Rd. to 19th Ave.) (CIP #: 69659001)**
Project Type: Pedestrian and Bike Facilities
Project Fact Sheet (Printable): <u>Link</u>
Community Area: Ruskin
Current Project Phase: Design

15. **Project: South Coast Greenways Trail Phase 1B (Ruskin) (CIP #: 69659002)**
Project Type: Pedestrian and Bike Facilities
Project Fact Sheet (Printable): <u>Link</u>
Community Area: Ruskin
Current Project Phase: Design

16. **Project: South County Potable Water Repump Station Expansion (CIP #: 32001000)**
Project Type: Potable Water
Project Fact Sheet (Printable): <u>Link</u>
Community Area: Ruskin
Current Project Phase: Planning

17. **Project: South County Repump Station Chemical Addition and Yard Piping (CIP #: 31999000)**
Project Type: Potable Water
Project Fact Sheet (Printable): <u>Link</u>
Community Area: Ruskin
Current Project Phase: Construction

18. **Project: South County WWTP Expansion Project (CIP #: 10143000)**
Project Type: Waste Water
Project Fact Sheet (Printable): <u>Link</u>
Community Area: Ruskin
Current Project Phase: Construction

19. **Project: White Heron Blvd SMI Drainage Improvements (CIP #: 46139091)**
Project Type: Drainage and Water Quality Improvements
Project Fact Sheet (Printable): <u>Link</u>
Community Area: Ruskin
Current Project Phase: Design

More details on the CIP are provided on the following page:

Table 20: Ruskin Capital Improvements

Project	Project Type	Project Description	Planning Stage	Date	Construction	Budget	Funding Source
South County WWTP Expansion Project	Waste Water	Expand the existing South County Regional Advanced Wastewater Treatment Plant from 4.5 million gallons per day (MGD) to 10 MGD. The design of the expansion should consider new technologies including membrane biological reactor (MBR) treatment processes	Procurement/ PreConst	10/2/2019	8/4/2014	$102,181,670	PUD
South Hillsborough Aquifer Recharge Expansion (SHARE)	Reclaimed Water	This project is for the investigation, design, and construction of additional reclaimed water recharge wells, transmission mains, and interconnects in the South-Central service area. This is for expansion of the South Hillsborough Aquifer Recharge Proje	Design	4/15/2018	4/22/2019	$8,490,959	PUD
Countywide Potable Water Quality Monitoring	Potable Water	Replace the old potable water monitoring equipment with new monitoring and communication equipment. The old equipment has reached the end of its useful life and is not reliable.	Construction	11/5/2018	4/3/2017	$1,909,280	PUD
Countywide Potable Water Quality Monitoring	Potable Water	Replace the old potable water monitoring equipment with new monitoring and communication equipment. The old equipment has reached the end of its useful life and is not reliable.	Construction	11/5/2018	4/3/2017	$1,909,280	PUD
South County Repump Station Chemical Addition and Yard Piping	Potable Water	This project consists of the addition of chemical feed systems and yard piping to the South County Potable Water Repump Station. This project is needed to increase chloramine residual in the southern portion of the service area.	Procurement/ PreConst	4/12/2019	10/15/2018	$189,017	PUD
5th Ave NW W & 2nd St NW CRRP	Culvert Repair and Replacement	Replace CD with equal RCP/ERCP as scoped.	Construction	8/9/2018	2018	$25,000	PWD
South Shore Service Center Chiller Replacement (R3M)	Government Facilities	Replacement of the HVAC system that have reached their useful life expectancy.	Closeout	6/20/2018	1/7/2018	$300,000	REFS
Ruskin Commongoods Boat Ramp	Parks	Enhance and improve the existing boat ramp with associated amenities as necessary.	Procurement	12/31/2018	3/30/2018	$550,000	REFS
24th Ave SE & 33rd St SE	Culvert Repair and Replacement	Replace CD with equal RCP/ERCP as scoped.	Planning	9/6/2018	2018	$90,000	PWD

Source: Hillsborough County City-County Planning Commission, 2019

RUSKIN 2060 POPULATION DENSITY

The following graphic shows Ruskin's projected 2060 population density as calculated by the number of residents per acre.

Figure 33: Ruskin 2060 Population Density
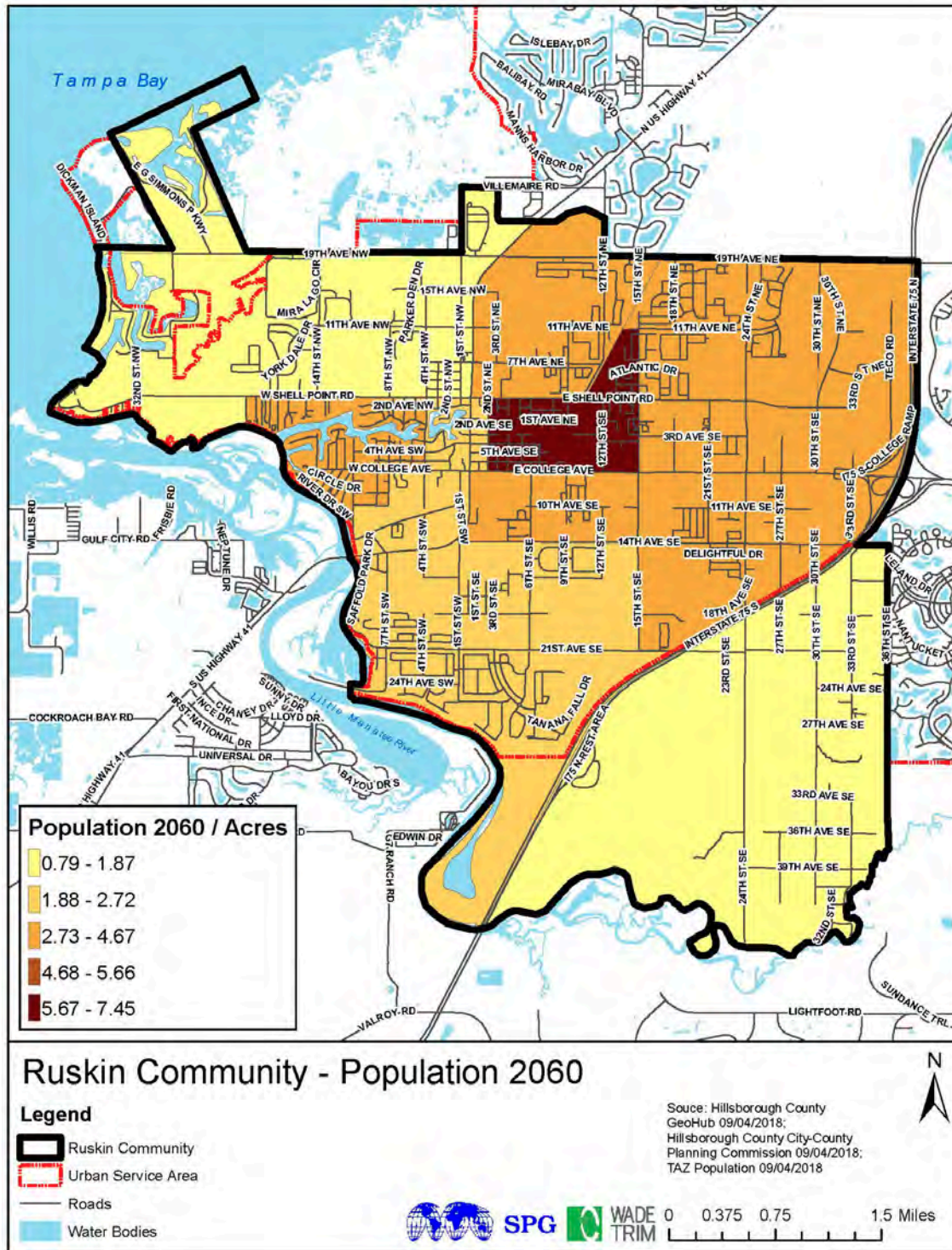
BUILDOUT ANALYSIS

FUTURE LAND USE/BUILDOUT ANALYSIS

Based on the approved Future Land Use Map, Ruskin has a potential buildout of 142,000 residents based on 3.0 persons per household (PPH) and 120 million square feet of non-residential space (future buildout should be a mix of residential and non-residential maximum buildout calculations).   It should be noted that these calculations are based on maximum allowable densities, which are not realistic for this area.

Table 21: Future Land Use Buildout Analysis

Future Land Use Description	Parcel Count	Acres	Residential DU Max	Population (3.0 PPH)	Non-Residential Sq. Ft. Max
Agricultural/Rural 1/5 (.25 FAR)	32	830	166	498	9,038,700
Community Mixed Use 12 (.50 FAR)	70	180	2,160	6,480	3,928,500
Light Industrial (.50 FAR)	22	54	N/A	N/A	1,176,120
Light Industrial Planned (.50 FAR)	7	43	N/A	N/A	936,540
Natural Preservation	98	1,264	N/A	N/A	N/A
Office Commercial (.75 FAR)	186	234	4,680	14,040	7,644,780
Public/Quasi-Public	18	80	N/A	N/A	*
Residential 1 (.25 FAR)	267	1,143	1,143	3,429	12,447,270
Residential 2 (.25 FAR)	163	278	556	1,668	3,027,420
Residential 4 (.25 FAR)	4,331	3,144	12,576	37,728	34,238,160
Residential 6 (.25 FAR)	3,057	1,042	6,252	18,756	11,347,380
Residential 12 (.35 FAR)	926	628	7,536	22,608	13,677,840
Suburban Mixed Use 6 (.35 FAR)	2,080	2,044	12,258	36,774	22,248,270
Total	11,257	10,966	47,327	141,981	119,710,980

Footnote: * Intensities of public facilities shall be guided by the FAR

Source: Hillsborough County City-County Planning Commission; Wade Trim; 2019

The following graphic shows Ruskin's Future Land Use Map.

Figure 34: Ruskin Future Land Use Map (Buildout)

Future Land Use

- AGRICULTURAL/RURAL-1/5 (.25 FAR)
- RESIDENTIAL-1 (.25 FAR)
- RESIDENTIAL-2 (.25 FAR)
- RESIDENTIAL-4 (.25 FAR)
- RESIDENTIAL-6 (.25 FAR)
- RESIDENTIAL-12 (.35 FAR)
- SUBURBAN MIXED USE-6 (.35 FAR)
- COMMUNITY MIXED USE-12 (.50 FAR)
- OFFICE COMMERCIAL-20 (.75 FAR)
- LIGHT INDUSTRIAL PLANNED (.50 FAR)
- LIGHT INDUSTRIAL (.50 FAR)
- PUBLIC/QUASI-PUBLIC
- NATURAL PRESERVATION

Future Land Use Description	Parcel Count	Acres	Residential DU Max	Non-Residential SqFt Max
AGRICULTURAL/RURAL-1/5 (.25 FAR)	32	830.23	166	9,038,700
COMMUNITY MIXED USE-12 (.50 FAR)	70	180.33	2,160	3,928,500
LIGHT INDUSTRIAL (.50 FAR)	22	54.39	N/A	1,176,120
LIGHT INDUSTRIAL PLANNED (.50 FAR)	7	43.22	N/A	936,540
NATURAL PRESERVATION	98	1263.76	N/A	N/A
OFFICE COMMERCIAL-20 (.75 FAR)	186	234.14	4,680	7,644,780
PUBLIC/QUASI-PUBLIC	18	79.85	N/A	*
RESIDENTIAL-1 (.25 FAR)	267	1143.09	1,143	12,447,270
RESIDENTIAL-12 (.35 FAR)	926	628.37	7,536	13,677,840
RESIDENTIAL-2 (.25 FAR)	163	278.48	556	3,027,420
RESIDENTIAL-4 (.25 FAR)	4331	3144.27	12,576	34,238,160
RESIDENTIAL-6 (.25 FAR)	3057	1042.26	6,252	11,347,390
SUBURBAN MIXED USE-6 (.35 FAR)	2080	2043.59	12,258	22,248,270

*Public facilities and uses are located throughout the County. Intensities of future public uses shall be guided by the floor area ratios of surrounding plan categories, including those of adjacent jurisdictions, to ensure compatibility with surrounding

Ruskin Community - Future Land Use Buildout

Legend

- Ruskin Community
- Urban Service Area
- Roads
- Water Bodies

Souce: Hillsborough County
GeoHub 09/04/2018;
Hillsborough County City-County
Planning Commission 09/04/2018

N

SPG WADE TRIM   0   0.45   0.9   1.8 Miles

SOUTHSHORE CORPORATE PARK BUILDOUT ANALYSIS

SouthShore Corporate Park is a Development of Regional Impact, and as part of its Development Agreement, it can switch land uses based on an equivalency matrix. This was most recently done on August 29, 2018. The following table is based on the entitlement changes made in August 2018.

Table 22: SouthShore Corporate Park

Land Use	Total Amount Approved	Currently Developed	Remaining	Population Entitled (3.0 PPH)	Population Remaining
Industrial (GSF)	3,742,220	1,256,206	2,486,014	*	*
Office (GSF)	556,000	0	556,000	*	*
Commercial (GSF)	315,000	2,794	312,206	*	*
Residential/MF (units)	892	120	772	2,676	360
Residential/SF (units)	749	510	239	2,247	1,530
Hotel (rooms)	150	0	150	*	*
College (students)	2,800	500	2,300	N/A	N/A

Footnote: * SouthShore Commerce Park is a Development of Regional Impact and can change land uses using its development equivalent matr

Source: Hillsborough County City-County Planning Commission; Wade Trim; 2019

The following figure shows the SouthShore Corporate Park Buildout Analysis.

Figure 35: SouthShore Corporate Park Buildout
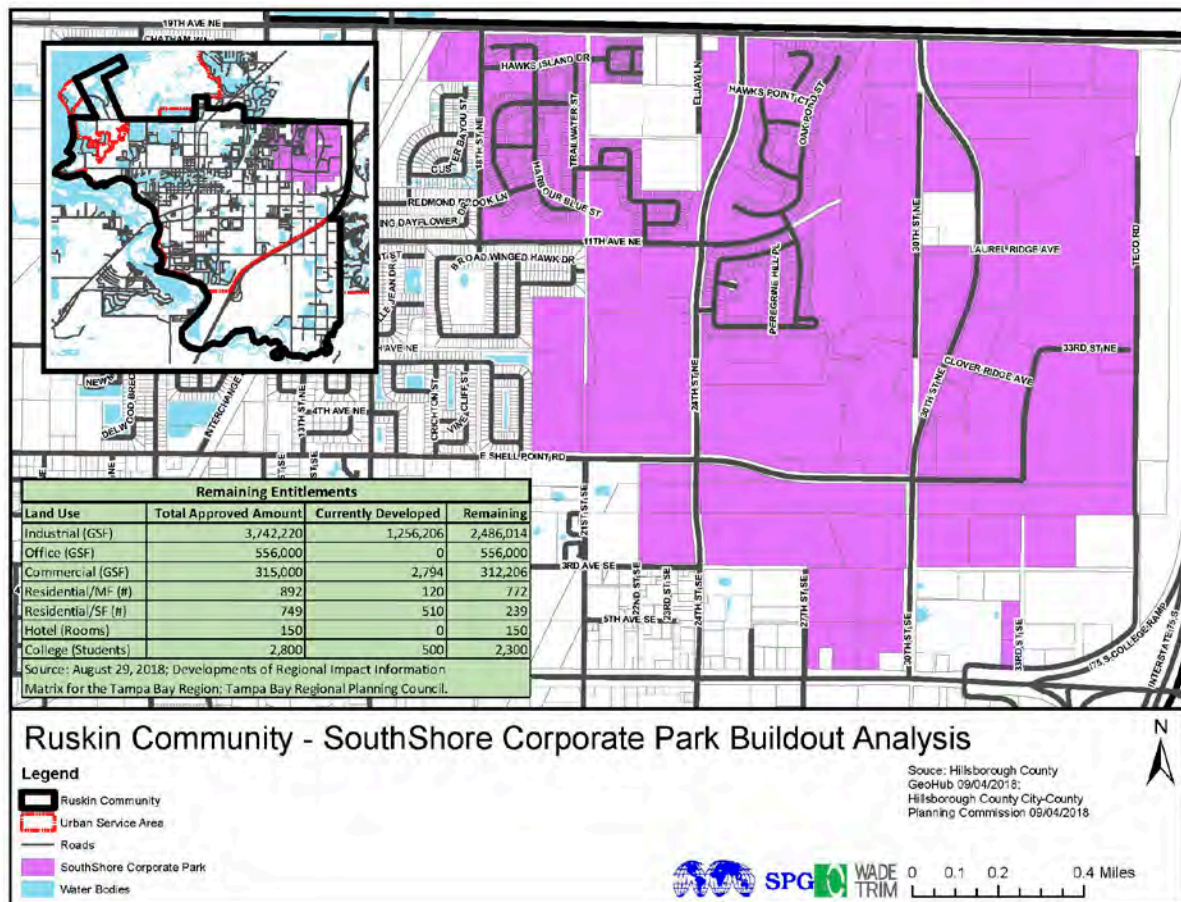
COLLEGE AVENUE CORRIDOR BUILDOUT ANALYSIS

The College Avenue corridor contains approximately 767 acres. Based on its Future Land Uses, the corridor at maximum development (density) could accommodate 5,228 dwelling units (housing 15,684 residents and 9.5 million square feet of non-residential square feet of space. Given the large number of separate parcels, that level of development is not feasible, especially non-residential square feet.

Table 23: College Avenue Buildout Analysis

Land Use	Acres	Residential DU Max	Population Entitled (3.0 PPH)	Non-Residential Sq.Ft. Max
Community Mixed Use 12 (.50 FAR)	46.02	552	1,656	1,001,880
Office Commercial 20 (.75 FAR)	1.75	20	60	32,670
Public/Quasi Public	15.28	N/A	N/A	*
Residential 12 (.35 FAR)	74.31	888	2,664	1,611,720
Residential 4 (.25 FAR)	0.49	0	0	0
Suburban Mixed Use (.35 FAR)	629.01	3,768	11,304	6,849,810
Total	766.86	5,228	15,684	9,496,080
Footnote: * Intensities of public facilities shall be guided by the FAR				

Source: Hillsborough County City-County Planning Commission; Wade Trim; 2019

The following figure delineates the College Avenue Corridor and the buildout analysis.

Figure 36: College Avenue Corridor Buildout Analysis
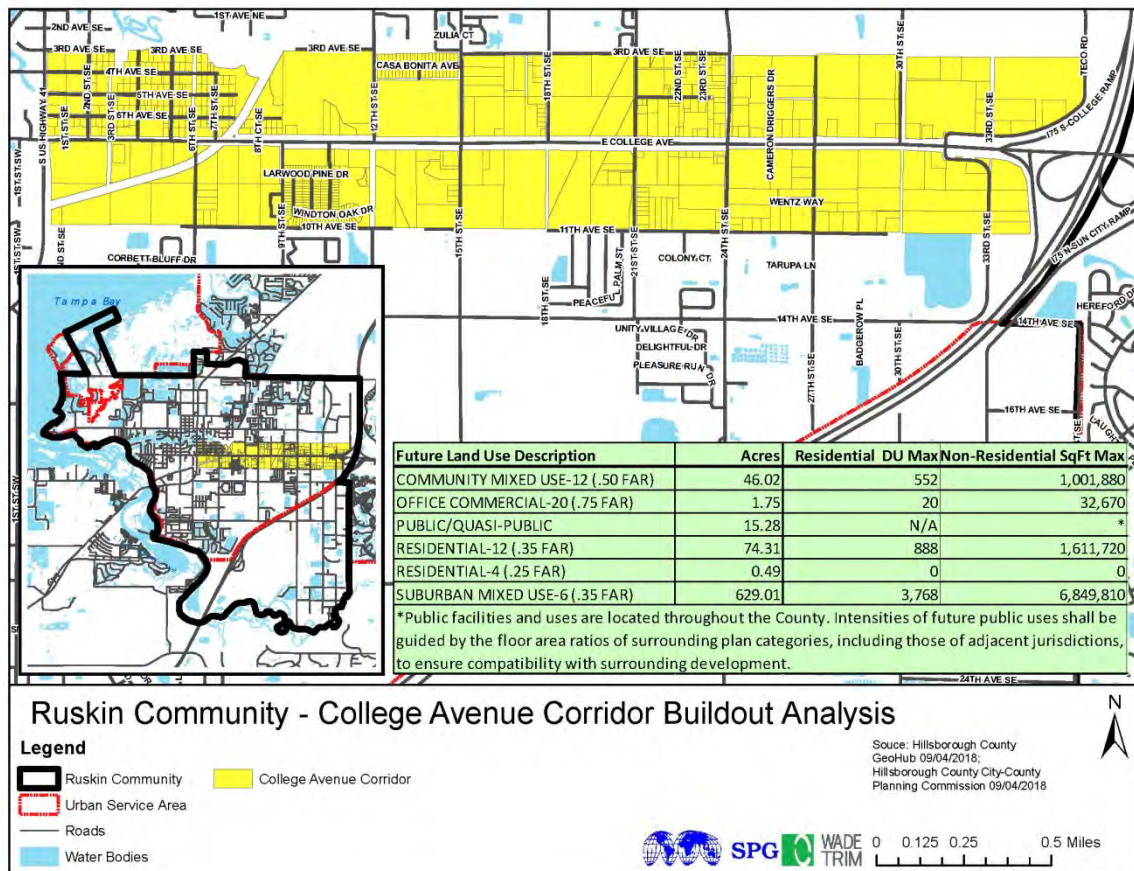
RUSKIN TOWN CENTER DISTRICT

The Town Center District contains approximately 67 acres but is divided into a large number of individual land parcels. The District's Future Land Uses (buildout) allow for a maximum of 1,148 dwelling units (potential housing of 3,444 residents and 1.9 million square feet of non-residential space) based on its Overlay District.

Table 24: Ruskin Town Center District Buildout

Land Use	Acres	Residential DU Max	Population Entitled (3.0 PPH)	Non-Residential Sq. Ft. Max
Office Commercial 20 (.75 FAR)	49.97	980	2,940	1,600,830
Residential 12 (.35 FAR)	14.80	168	504	304,920
Total	64.77	1,148	3,444	1,905,750

Source: Hillsborough County City-County Planning Commission; Wade Trim; 2019

The District's parcels depths and overall sizes are not conducive to allow for the achievement of this density of development, assuming that level of demand could be achieved. As mentioned, transportation improvements are needed if the District is to achieve regional visibility and accessibility.

The graphic on the following page shows the Ruskin Town Center District buildout.

Figure 37: Ruskin Town Center District Buildout

Future Land Use Description	Acres	Residential DU Max	Non-Residential SqFt Max
OFFICE COMMERCIAL-20 (.75 FAR)	49.97	980	1,600,830
RESIDENTIAL-12 (.35 FAR)	14.80	168	304,920
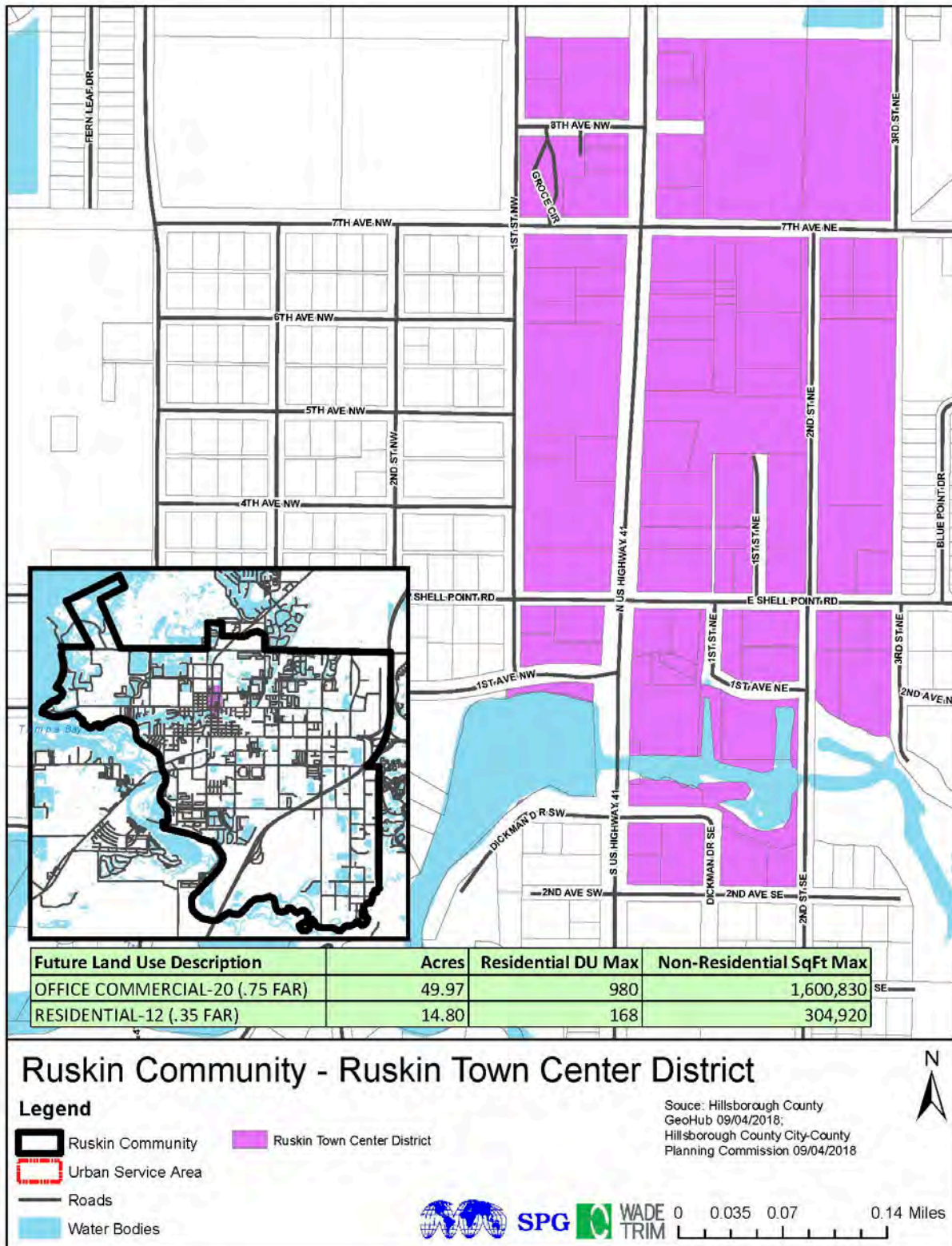
Ruskin Community - Ruskin Town Center District

Legend

- Ruskin Community
- Urban Service Area
- Roads
- Water Bodies
- Ruskin Town Center District

Souce: Hillsborough County
GeoHub 09/04/2018;
Hillsborough County City-County
Planning Commission 09/04/2018

SPG   WADE TRIM

0   0.035   0.07   0.14 Miles

APPENDIX

SWOT DETAILED DATA

**RUSKIN
COMMUNITY/ECONOMIC DEVELOPMENT PROFILE**

2. WHAT ARE RUSKIN'S STRONGEST COMMUNITY REDEVELOPMENT OR ECONOMIC DEVELOPMENT ASSETS?

(THESE DO NOT NEED TO BE PRIORITIZED)

7 Location (coastal, adjacent to development, I-75, near county line)
7 Access to river and bay
6 Large parcels of undeveloped, affordable land
3 College
2 Affordable housing
Old Run Down/Private redevelopment on "41"
Bahia Resort
Tourism (Fishing)
History/culture
Form/layout
Areas still have an old Florida character and nature
Public Park on coast
Natural Environment
Unique (and largely unknown/recognized history
Arts initiatives
Diverse residents (expertise and interest in contributing
Increased growth in southern end of county
Amazon Distribution Center (now Ruskin recognized)
Labor force, available multi ethnic, hard working
Lennard High School
Low taxes
Emerging Health care system
Untapped eco-tourism opportunities
Ideal location for a new cruise ship terminal
South County Career Center
Cultural diversity in growing population
Possible ferry
Better representation on BOCC
Increased public awareness of environmental concerns
Firehouse Cultural Center
Unoccupied building that exist waiting refurbishing
Rapid population growth, influx of out-of-towners
Residents' sense of community
Nostalgic buildings in need of renovation
Still in Hillsborough County
Downtown rezoned for current trends in redevelopment
Viable and pedestrian friendly downtown center
Growing "critical mass" to support new businesses
Creek and Boat ramp in the heart of town

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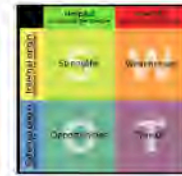
RUSKIN
COMMUNITY/ECONOMIC DEVELOPMENT PROFILE

3. **WHAT ARE RUSKIN'S BIGGEST COMMUNITY REDEVELOPMENT OR ECONOMIC DEVELOPMENT LIABILITIES?**

(THESE DO NOT NEED TO BE PRIORITIZED)

9 Transportation
6 Employment/Jobs
5 Town needs facelift
4 No transit
4 Lack of Community building/gathering places
3 Limited shopping, restaurants, areas for families to go for recreation any time of the day
2 Drainage
2 Affordable housing
Too many confederate flags (hostile environment)
Too many older residences: no change
Schools that operate with singular purposes (limited to children and time) and not available for expanded services to parents, arts etc. Resources are limited and building should have multiple uses.
Lots of mobile homes (scattered)
Nimbyism
Subdivisions are creating a major obstruction to quality of life. Development pattern is killing the beauty of the area and creating congestion in major and back roads.
Non walkable community
Chopping up of neighborhoods
Chain businesses rather than unique businesses
Poor protection of environment
Segregated communities
Need better urban planning
Lack of quality childcare
Lack of small business incubator
Bedroom community
Residents who are unemployable due to citizen status
Homeless population
Security: Substance abuse, lighting in in older neighborhoods
Ignoring community development plan
Sprawling, uncontrolled growth
Lack of big picture for development: just a lot of new homes
No small town feel
Lack of connecting sidewalks
The old Kmart Bld.
Need strong collaborative leadership
Loss of core of downtown by fire in early 90s
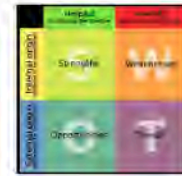
**RUSKIN
COMMUNITY/ECONOMIC DEVELOPMENT PROFILE**

4. **WHAT ARE SOME OF THE OPPORTUNITIES (5-10 YEARS OUT) THAT COULD HELP RUSKIN WITH ITS REDEVELOPMENT POTENTIAL?**

(THESE DO NOT NEED TO BE PRIORITIZED)

5 Support of community arts and gathering/activity centers
4 Better transportation
3 Major growth opportunities
3 Purposeful planning
2 Better wireless and local internet services
2 Develop Eco tourism
2 Stepping up protection of environment
2 Workforce transition cent at HCC with large community space
New families promoting positive advocacy
Ruskin Community Plan. Meant to be guideline not law
Ferry Service
Low Impact development: water issue
Smart City technology,
Well/Leed WELL refers to health quality
Mixed use opportunities
Development of a well done, walkable downtown
Control of development,
Build and develop around unique assets of area
Coordinated development like Seaside
Better local bus and bicycle routes
Infrastructure
New businesses
Develop natural parks
Limit chain merchants
Encourage small businesses
River and bay access can be highly desirable but visitors and residents need more (where to park, shop, entertainment??)
Create more walkable spaces for gathering
Vibrant Downtown
Enhancement of present assets

RUSKIN
COMMUNITY/ECONOMIC DEVELOPMENT PROFILE
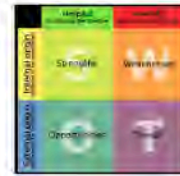
5. WHAT ARE THE GREATEST THREATS (5-10 YEARS OUT) TO RUSKIN IN
    ACHIEVING ITS COMMUNITY DEVELOPMENT REDEVELOPMENT POTENTIAL?

(THESE DO NOT NEED TO BE PRIORITIZED)

6 Uncontrolled growth
5 Lack of sufficient roads and other infrastructure
4 Education/schools (quality)
2 Lack of vision/planning
No change
Overly district
Shopping Centers i.e. Target
General Economy
Continued privatization of community planning
Climate change given proximity to area water (flooding)
Disappearance of pristine environment
Exhaustion of local volunteers due to repetitive initiatives but no final action
Lack of equitable investment in community building in South County
Lack of development of central areas
Initiatives like Amazon impact infrastructure but have not invested in the community or created
opportunities for actual residents
Failure to work together
Failure to create economic opportunities/lifestyle amenities for youth
Failure to invest and emphasize education and workforce training
Poor technology and communication infrastructure
Little or no support to grow small business
Youth crime
Abandoned buildings/homes
Lack of attention to environment concerns
Too many chain restaurants
Cookie cutter development

**RUSKIN
COMMUNITY/ECONOMIC DEVELOPMENT PROFILE**
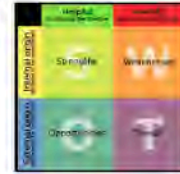
6. **WHAT TYPES OF COMMUNITY SERVICES/FACILITIES WOULD YOU LIKE TO SEE ADDED TO RUSKIN?**

(THESE DO NOT NEED TO BE PRIORITIZED)

4 Community Center
4 Public transportation
3 Youth activities and non-school initiatives
2 Affordable Housing
2 Community and Workforce Training Center at HCC
2 Cultural centers (museum, theater etc.)
2 Limited services for elderly
Mixed Use (Hyde Park)
New Hospital
Publix
Business Incubator
Ferry
Recreation and entertainment
Retail and restaurants (locally owned)
Infrastructure support for downtown
Support for walkable/bike pathways
Environmental protection
Expanded health care of lower income residents
Strengthen Firehouse Cultural Center
Econ Fair type Festival
Urban Planning Office with zoning
Coordinated transportation/road improvement efforts
Urban Development Officer tasks with attracting business to Ruskin
Ruskin post office needs more people
More law enforcement after dark
Control of loiterers, vagrants in Commongood Park and HWY 41
Bike/walking path
Community gardens
Walkable community taking advantage of waterfront/inlet
Reliable transportation system
Greenways
Better support for Ruskin schools
Community divided by major roads without access

**RUSKIN
COMMUNITY/ECONOMIC DEVELOPMENT PROFILE**
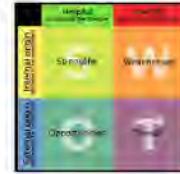
7. **WHAT TYPES OF BUSINESSES/ JOBS WOULD YOU LIKE TO SEE ADDED TO RUSKIN?**

(THESE DO NOT NEED TO BE PRIORITIZED)

9 Retail Stores (Target/Grocery store on 674 or south 41
6 Art, antiques, craft shops
4 Dining and entertainment
2 Banks
2 Entertainment
2 Sports Complex
Anything on 641 could be in Ruskin
Travel to Little Harbor
Need office development
Technology and Business (need infrastructure to support)
Medium & high skilled labor jobs and careers (need career paths)
Non chain restaurants
Book store
Swimming pool
Recreation support; waters ports
Gym and wellness center that is affordable
Unique food shops; locally produced products
More retail shops
Large anchor stores/restaurants
Building a mall in Bib Bend Area???
Eco tourism (tiny hotels, cabins, nature/boat tours
Electric vehicle manufacturing
Cruise Port Ruskin
Solar, wind power storage battery manufacturing
Ruskin By the Sea Beach Community, Hotels and Board walk similar to Seaside
Physicians
Small businesses, restaurants
Farmers market
Technical college for all trades (like building small homes)
Organic farming
Resurrection of "The Coffee Cup"?

RUSKIN
COMMUNITY/ECONOMIC DEVELOPMENT PROFILE
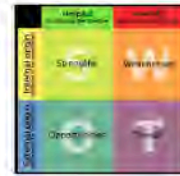
8. WHAT ARE THE MOST IMPORTANT SERVICES, FACILITIES OR

   INFRASTRUCTURE THAT IS NEEDED TO IMPROVE THE QUALITY OF LIFE IN

   RUSKIN?

(THESE DO NOT NEED TO BE PRIORITIZED)

9 Transportation/Roads
4 Public transit
4 Town center
3 More recreation and entertainment facilities that take advantage of area's natural amenities i.e. bay, public parks, etc.
2 Drainage
Publix
Larger Fire Station
Check water/sewer
Pedestrian/bike corridors
Schools
Diverse transportation; rail, ferry etc.
Locally owned retail and restaurants
Schools and other types of public facilities becoming real centers for community
Industries committed to living wage
Diversity of industries offering skilled and unskilled workers
Sprawl control and development of infrastructure
Environmental protection
Pool/expanded recreation opportunities
Better internet and wireless service
Immigration efforts for undocumented
Workforce Transition Center and Community Center at HCC
Sports complex
New Building for Firehouse Cultural Center
Old/vacant commercial/home structures
Collecting and maintaining all-inclusive history of Ruskin
Pedestrian/bike trails
More attractive and mix of type of housing
Community gardens
Event Center
Physicians
Outdoor venue for Community fair and festivals

ESRI DATA

Demographic and Income Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

Summary	Census 2010	2018	2023
Population	17,208	26,032	30,946
Households	5,656	8,368	9,853
Families	4,145	6,087	7,160
Average Household Size	3.04	3.11	3.14
Owner Occupied Housing Units	3,951	6,489	7,845
Renter Occupied Housing Units	1,705	1,879	2,008
Median Age	32.0	33.1	33.1
Trends: 2018 - 2023 Annual Rate	**Area**	**State**	**National**
Population	3.52%	1.41%	0.83%
Households	3.32%	1.36%	0.79%
Families	3.30%	1.30%	0.71%
Owner HHs	3.87%	1.91%	1.16%
Median Household Income	3.45%	2.52%	2.50%

	2018		2023	
Households by Income	Number	Percent	Number	Percent
<$15,000	894	10.7%	816	8.3%
$15,000 - $24,999	1,031	12.3%	975	9.9%
$25,000 - $34,999	1,056	12.6%	1,088	11.0%
$35,000 - $49,999	1,029	12.3%	1,106	11.2%
$50,000 - $74,999	1,448	17.3%	1,679	17.0%
$75,000 - $99,999	1,133	13.5%	1,471	14.9%
$100,000 - $149,999	1,201	14.4%	1,784	18.1%
$150,000 - $199,999	402	4.8%	635	6.4%
$200,000+	173	2.1%	300	3.0%
Median Household Income	$52,081		$61,715	
Average Household Income	$67,316		$80,863	
Per Capita Income	$21,767		$25,892	

	Census 2010		2018		2023	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,616	9.4%	2,280	8.8%	2,725	8.8%
5 - 9	1,502	8.7%	2,175	8.4%	2,615	8.5%
10 - 14	1,355	7.9%	1,982	7.6%	2,445	7.9%
15 - 19	1,194	6.9%	1,662	6.4%	2,033	6.6%
20 - 24	1,017	5.9%	1,585	6.1%	1,675	5.4%
25 - 34	2,763	16.1%	4,111	15.8%	5,026	16.2%
35 - 44	2,452	14.2%	3,788	14.6%	4,654	15.0%
45 - 54	2,056	11.9%	3,015	11.6%	3,385	10.9%
55 - 64	1,581	9.2%	2,622	10.1%	2,924	9.4%
65 - 74	1,015	5.9%	1,774	6.8%	2,121	6.9%
75 - 84	506	2.9%	799	3.1%	1,066	3.4%
85+	151	0.9%	240	0.9%	277	0.9%

	Census 2010		2018		2023	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	12,336	71.7%	17,519	67.3%	20,297	65.6%
Black Alone	1,576	9.2%	2,675	10.3%	3,229	10.4%
American Indian Alone	55	0.3%	85	0.3%	100	0.3%
Asian Alone	240	1.4%	444	1.7%	594	1.9%
Pacific Islander Alone	10	0.1%	17	0.1%	23	0.1%
Some Other Race Alone	2,611	15.2%	4,602	17.7%	5,809	18.8%
Two or More Races	380	2.2%	690	2.7%	894	2.9%
Hispanic Origin (Any Race)	7,129	41.4%	12,371	47.5%	15,943	51.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

September 13, 2018

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Demographic and Income Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

Trends 2018-2023

Legend: Area, State, USA

Population by Age

Legend: 2018, 2023

2018 Household Income

- $25K - $34K: 12.6%
- $15K - $24K: 12.3%
- $35K - $49K: 12.3%
- <$15K: 10.7%
- $200K+: 2.1%
- $150K - $199K: 4.8%
- $100K - $149K: 14.4%
- $75K - $99K: 13.5%
- $50K - $74K: 17.3%
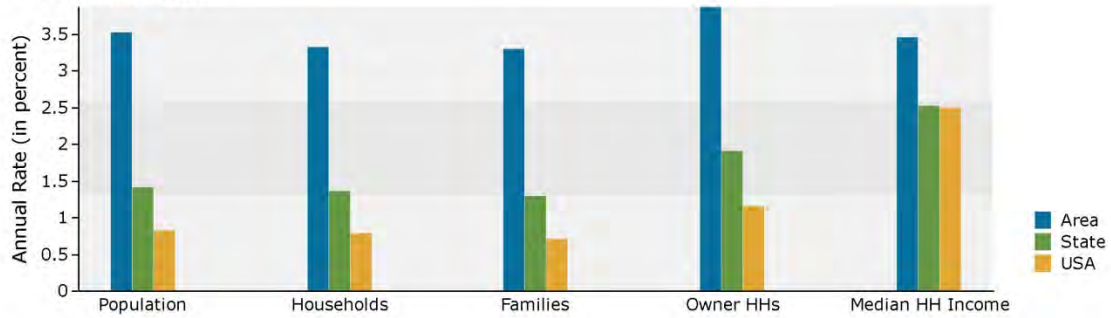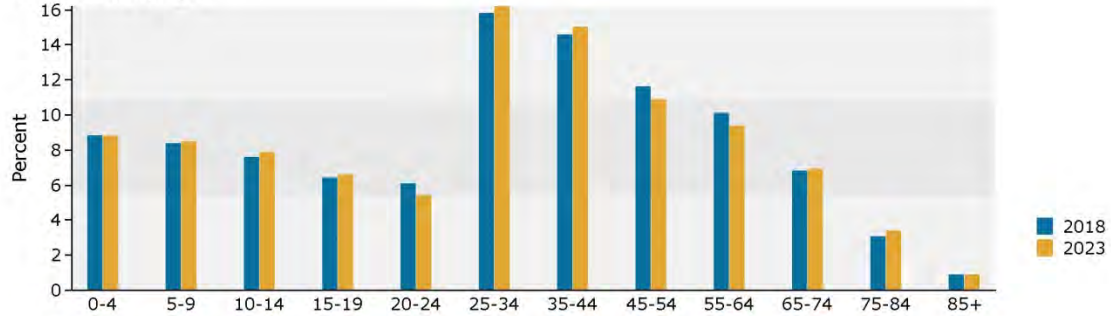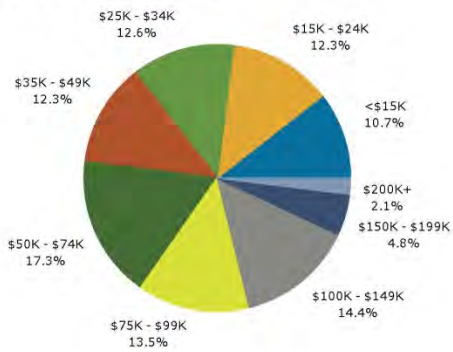
2018 Population by Race
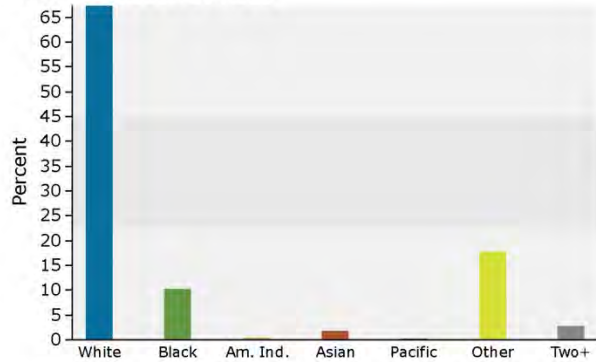
2018 Percent Hispanic Origin: 47.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

September 13, 2018

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Page 2 of 2

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Community Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

Population Summary	
2000 Total Population	9,319
2010 Total Population	17,208
2018 Total Population	26,032
2018 Group Quarters	13
2023 Total Population	30,946
2018-2023 Annual Rate	3.52%
2018 Total Daytime Population	27,415
Workers	13,365
Residents	14,050
Household Summary	
2000 Households	3,286
2000 Average Household Size	2.82
2010 Households	5,656
2010 Average Household Size	3.04
2018 Households	8,368
2018 Average Household Size	3.11
2023 Households	9,853
2023 Average Household Size	3.14
2018-2023 Annual Rate	3.32%
2010 Families	4,145
2010 Average Family Size	3.48
2018 Families	6,087
2018 Average Family Size	3.55
2023 Families	7,160
2023 Average Family Size	3.58
2018-2023 Annual Rate	3.30%
Housing Unit Summary	
2000 Housing Units	3,960
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	17.0%
2010 Housing Units	6,888
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	17.9%
2018 Housing Units	9,694
Owner Occupied Housing Units	66.9%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	13.7%
2023 Housing Units	11,323
Owner Occupied Housing Units	69.3%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	13.0%
Median Household Income	
2018	$52,081
2023	$61,715
Median Home Value	
2018	$179,308
2023	$220,949
Per Capita Income	
2018	$21,767
2023	$25,892
Median Age	
2010	32.0
2018	33.1
2023	33.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

esri   **Community Profile**

Ruskin   Prepared by Esri
Area: 20.39 square miles

2018 Households by Income	
Household Income Base	8,368
<$15,000	10.7%
$15,000 - $24,999	12.3%
$25,000 - $34,999	12.6%
$35,000 - $49,999	12.3%
$50,000 - $74,999	17.3%
$75,000 - $99,999	13.5%
$100,000 - $149,999	14.4%
$150,000 - $199,999	4.8%
$200,000+	2.1%
Average Household Income	$67,316
2023 Households by Income	
Household Income Base	9,853
<$15,000	8.3%
$15,000 - $24,999	9.9%
$25,000 - $34,999	11.0%
$35,000 - $49,999	11.2%
$50,000 - $74,999	17.0%
$75,000 - $99,999	14.9%
$100,000 - $149,999	18.1%
$150,000 - $199,999	6.4%
$200,000+	3.0%
Average Household Income	$80,863
2018 Owner Occupied Housing Units by Value	
Total	6,489
<$50,000	5.7%
$50,000 - $99,999	14.4%
$100,000 - $149,999	17.4%
$150,000 - $199,999	21.4%
$200,000 - $249,999	14.6%
$250,000 - $299,999	8.1%
$300,000 - $399,999	8.3%
$400,000 - $499,999	4.8%
$500,000 - $749,999	2.4%
$750,000 - $999,999	1.4%
$1,000,000 - $1,499,999	1.2%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.4%
Average Home Value	$228,006
2023 Owner Occupied Housing Units by Value	
Total	7,845
<$50,000	3.0%
$50,000 - $99,999	7.7%
$100,000 - $149,999	11.6%
$150,000 - $199,999	20.4%
$200,000 - $249,999	17.5%
$250,000 - $299,999	10.8%
$300,000 - $399,999	12.6%
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$500,000 - $749,999	3.8%
$750,000 - $999,999	2.5%
$1,000,000 - $1,499,999	2.2%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.9%
Average Home Value	$295,038

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

esri Community Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

2010 Population by Age	
Total	17,208
0 - 4	9.4%
5 - 9	8.7%
10 - 14	7.9%
15 - 24	12.8%
25 - 34	16.1%
35 - 44	14.2%
45 - 54	11.9%
55 - 64	9.2%
65 - 74	5.9%
75 - 84	2.9%
85 +	0.9%
18 +	69.8%
2018 Population by Age	
Total	26,033
0 - 4	8.8%
5 - 9	8.4%
10 - 14	7.6%
15 - 24	12.5%
25 - 34	15.8%
35 - 44	14.6%
45 - 54	11.6%
55 - 64	10.1%
65 - 74	6.8%
75 - 84	3.1%
85 +	0.9%
18 +	71.3%
2023 Population by Age	
Total	30,946
0 - 4	8.8%
5 - 9	8.5%
10 - 14	7.9%
15 - 24	12.0%
25 - 34	16.2%
35 - 44	15.0%
45 - 54	10.9%
55 - 64	9.4%
65 - 74	6.9%
75 - 84	3.4%
85 +	0.9%
18 +	70.7%
2010 Population by Sex	
Males	8,643
Females	8,565
2018 Population by Sex	
Males	13,010
Females	13,022
2023 Population by Sex	
Males	15,468
Females	15,478

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	17,208
White Alone	71.7%
Black Alone	9.2%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	15.2%
Two or More Races	2.2%
Hispanic Origin	41.4%
Diversity Index	73.1
2018 Population by Race/Ethnicity	
Total	26,032
White Alone	67.3%
Black Alone	10.3%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	17.7%
Two or More Races	2.7%
Hispanic Origin	47.5%
Diversity Index	76.8
2023 Population by Race/Ethnicity	
Total	30,946
White Alone	65.6%
Black Alone	10.4%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	18.8%
Two or More Races	2.9%
Hispanic Origin	51.5%
Diversity Index	77.9
2010 Population by Relationship and Household Type	
Total	17,208
In Households	99.9%
In Family Households	88.0%
Householder	24.4%
Spouse	17.3%
Child	35.5%
Other relative	6.7%
Nonrelative	4.1%
In Nonfamily Households	11.9%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

esri Community Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

2018 Population 25+ by Educational Attainment	
Total	16,349
Less than 9th Grade	10.2%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	23.6%
GED/Alternative Credential	5.3%
Some College, No Degree	22.8%
Associate Degree	9.9%
Bachelor's Degree	11.8%
Graduate/Professional Degree	5.6%
2018 Population 15+ by Marital Status	
Total	19,596
Never Married	32.8%
Married	50.4%
Widowed	3.4%
Divorced	13.4%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.6%
Civilian Unemployed (Unemployment Rate)	2.4%
2018 Employed Population 16+ by Industry	
Total	12,109
Agriculture/Mining	6.9%
Construction	12.2%
Manufacturing	3.9%
Wholesale Trade	3.9%
Retail Trade	11.4%
Transportation/Utilities	3.7%
Information	1.9%
Finance/Insurance/Real Estate	9.2%
Services	43.4%
Public Administration	3.3%
2018 Employed Population 16+ by Occupation	
Total	12,108
White Collar	56.1%
Management/Business/Financial	14.2%
Professional	18.2%
Sales	9.4%
Administrative Support	14.3%
Services	15.0%
Blue Collar	28.9%
Farming/Forestry/Fishing	6.5%
Construction/Extraction	8.5%
Installation/Maintenance/Repair	5.9%
Production	3.1%
Transportation/Material Moving	4.8%
2010 Population By Urban/ Rural Status	
Total Population	17,208
Population Inside Urbanized Area	97.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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esri | Community Profile

Ruskin
Area: 20.39 square miles

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Top 3 Tapestry Segments		
	1.	Up and Coming Families
	2.	Middleburg (4C)
	3.	Down the Road (10D)

2018 Consumer Spending	
Apparel & Services: Total $	$15,199,778
Average Spent	$1,816.42
Spending Potential Index	83
Education: Total $	$8,747,798
Average Spent	$1,045.39
Spending Potential Index	72
Entertainment/Recreation: Total $	$21,785,675
Average Spent	$2,603.45
Spending Potential Index	81
Food at Home: Total $	$34,351,235
Average Spent	$4,105.07
Spending Potential Index	82
Food Away from Home: Total $	$24,648,585
Average Spent	$2,945.58
Spending Potential Index	84
Health Care: Total $	$38,520,200
Average Spent	$4,603.27
Spending Potential Index	80
HH Furnishings & Equipment: Total $	$14,625,237
Average Spent	$1,747.76
Spending Potential Index	84
Personal Care Products & Services: Total $	$5,776,869
Average Spent	$690.35
Spending Potential Index	83
Shelter: Total $	$112,099,311
Average Spent	$13,396.19
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total $	$16,061,479
Average Spent	$1,919.39
Spending Potential Index	77
Travel: Total $	$14,447,732
Average Spent	$1,726.55
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total $	$7,477,610
Average Spent	$893.60
Spending Potential Index	83

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

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Business Summary

Ruskin
Area: 20.39 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:	468
Total Employees:	9,850
Total Residential Population:	26,032
Employee/Residential Population Ratio (per 100 Residents)	38

by SIC Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture & Mining	23	4.9%	223	2.3%
Construction	50	10.7%	337	3.4%
Manufacturing	10	2.1%	207	2.1%
Transportation	18	3.8%	61	0.6%
Communication	6	1.3%	36	0.4%
Utility	0	0.0%	0	0.0%
Wholesale Trade	17	3.6%	2,629	26.7%
Retail Trade Summary	100	21.4%	990	10.1%
Home Improvement	8	1.7%	64	0.6%
General Merchandise Stores	4	0.9%	44	0.4%
Food Stores	13	2.8%	436	4.4%
Auto Dealers, Gas Stations, Auto Aftermarket	11	2.4%	49	0.5%
Apparel & Accessory Stores	1	0.2%	10	0.1%
Furniture & Home Furnishings	7	1.5%	34	0.3%
Eating & Drinking Places	31	6.6%	265	2.7%
Miscellaneous Retail	26	5.6%	88	0.9%
Finance, Insurance, Real Estate Summary	41	8.8%	3,843	39.0%
Banks, Savings & Lending Institutions	7	1.5%	57	0.6%
Securities Brokers	1	0.2%	3,632	36.9%
Insurance Carriers & Agents	6	1.3%	23	0.2%
Real Estate, Holding, Other Investment Offices	27	5.8%	130	1.3%
Services Summary	166	35.5%	1,398	14.2%
Hotels & Lodging	9	1.9%	96	1.0%
Automotive Services	22	4.7%	83	0.8%
Motion Pictures & Amusements	11	2.4%	46	0.5%
Health Services	12	2.6%	301	3.1%
Legal Services	3	0.6%	10	0.1%
Education Institutions & Libraries	6	1.3%	326	3.3%
Other Services	102	21.8%	535	5.4%
Government	12	2.6%	127	1.3%
Unclassified Establishments	25	5.3%	0	0.0%
Totals	468	100.0%	9,850	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

September 13, 2018

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Business Summary

Ruskin
Area: 20.39 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	8	1.7%	40	0.4%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	53	11.3%	349	3.5%
Manufacturing	10	2.1%	204	2.1%
Wholesale Trade	17	3.6%	2,629	26.7%
Retail Trade	67	14.3%	715	7.3%
Motor Vehicle & Parts Dealers	9	1.9%	43	0.4%
Furniture & Home Furnishings Stores	5	1.1%	23	0.2%
Electronics & Appliance Stores	3	0.6%	17	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.7%	64	0.6%
Food & Beverage Stores	13	2.8%	434	4.4%
Health & Personal Care Stores	3	0.6%	14	0.1%
Gasoline Stations	2	0.4%	6	0.1%
Clothing & Clothing Accessories Stores	2	0.4%	12	0.1%
Sport Goods, Hobby, Book, & Music Stores	4	0.9%	8	0.1%
General Merchandise Stores	4	0.9%	44	0.4%
Miscellaneous Store Retailers	13	2.8%	49	0.5%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	13	2.8%	47	0.5%
Information	9	1.9%	52	0.5%
Finance & Insurance	16	3.4%	3,718	37.7%
Central Bank/Credit Intermediation & Related Activities	9	1.9%	63	0.6%
Securities, Commodity Contracts & Other Financial	1	0.2%	3,632	36.9%
Insurance Carriers & Related Activities; Funds, Trusts &	6	1.3%	23	0.2%
Real Estate, Rental & Leasing	33	7.1%	130	1.3%
Professional, Scientific & Tech Services	30	6.4%	119	1.2%
Legal Services	4	0.9%	15	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	17	3.6%	214	2.2%
Educational Services	6	1.3%	322	3.3%
Health Care & Social Assistance	26	5.6%	426	4.3%
Arts, Entertainment & Recreation	9	1.9%	46	0.5%
Accommodation & Food Services	39	8.3%	361	3.7%
Accommodation	9	1.9%	96	1.0%
Food Services & Drinking Places	31	6.6%	265	2.7%
Other Services (except Public Administration)	78	16.7%	352	3.6%
Automotive Repair & Maintenance	17	3.6%	67	0.7%
Public Administration	12	2.6%	127	1.3%
Unclassified Establishments	25	5.3%	0	0.0%
Total	468	100.0%	9,850	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

September 13, 2018

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Market Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

Population Summary	
2000 Total Population	9,319
2010 Total Population	17,208
2018 Total Population	26,032
2018 Group Quarters	13
2023 Total Population	30,946
2018-2023 Annual Rate	3.52%
2018 Total Daytime Population	27,415
Workers	13,365
Residents	14,050

Household Summary	
2000 Households	3,286
2000 Average Household Size	2.82
2010 Households	5,656
2010 Average Household Size	3.04
2018 Households	8,368
2018 Average Household Size	3.11
2023 Households	9,853
2023 Average Household Size	3.14
2018-2023 Annual Rate	3.32%
2010 Families	4,145
2010 Average Family Size	3.48
2018 Families	6,087
2018 Average Family Size	3.55
2023 Families	7,160
2023 Average Family Size	3.58
2018-2023 Annual Rate	3.30%

Housing Unit Summary	
2000 Housing Units	3,960
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	17.0%
2010 Housing Units	6,888
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	17.9%
2018 Housing Units	9,694
Owner Occupied Housing Units	66.9%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	13.7%
2023 Housing Units	11,323
Owner Occupied Housing Units	69.3%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	13.0%

Median Household Income	
2018	$52,081
2023	$61,715

Median Home Value	
2018	$179,308
2023	$220,949

Per Capita Income	
2018	$21,767
2023	$25,892

Median Age	
2010	32.0
2018	33.1
2023	33.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

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Market Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

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Average Household Income	$67,316
2023 Households by Income	
Household Income Base	9,853
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$15,000 - $24,999	9.9%
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$500,000 - $749,999	2.4%
$750,000 - $999,999	1.4%
$1,000,000 - $1,499,999	1.2%
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$750,000 - $999,999	2.5%
$1,000,000 - $1,499,999	2.2%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.9%
Average Home Value	$295,038

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

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Market Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

2010 Population by Age	
Total	17,208
0 - 4	9.4%
5 - 9	8.7%
10 - 14	7.9%
15 - 24	12.8%
25 - 34	16.1%
35 - 44	14.2%
45 - 54	11.9%
55 - 64	9.2%
65 - 74	5.9%
75 - 84	2.9%
85 +	0.9%
18 +	69.8%
2018 Population by Age	
Total	26,033
0 - 4	8.8%
5 - 9	8.4%
10 - 14	7.6%
15 - 24	12.5%
25 - 34	15.8%
35 - 44	14.6%
45 - 54	11.6%
55 - 64	10.1%
65 - 74	6.8%
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2023 Population by Age	
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Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

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Market Profile

Ruskin
Area: 20.39 square miles

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2010 Population by Race/Ethnicity	
Total	17,208
White Alone	71.7%
Black Alone	9.2%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	15.2%
Two or More Races	2.2%
Hispanic Origin	41.4%
Diversity Index	73.1
2018 Population by Race/Ethnicity	
Total	26,032
White Alone	67.3%
Black Alone	10.3%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	17.7%
Two or More Races	2.7%
Hispanic Origin	47.5%
Diversity Index	76.8
2023 Population by Race/Ethnicity	
Total	30,946
White Alone	65.6%
Black Alone	10.4%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	18.8%
Two or More Races	2.9%
Hispanic Origin	51.5%
Diversity Index	77.9
2010 Population by Relationship and Household Type	
Total	17,208
In Households	99.9%
In Family Households	88.0%
Householder	24.4%
Spouse	17.3%
Child	35.5%
Other relative	6.7%
Nonrelative	4.1%
In Nonfamily Households	11.9%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 13, 2018

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Market Profile

Ruskin
Area: 20.39 square miles

Prepared by Esri

2018 Population 25+ by Educational Attainment	
Total	16,349
Less than 9th Grade	10.2%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	23.6%
GED/Alternative Credential	5.3%
Some College, No Degree	22.8%
Associate Degree	9.9%
Bachelor's Degree	11.8%
Graduate/Professional Degree	5.6%
2018 Population 15+ by Marital Status	
Total	19,596
Never Married	32.8%
Married	50.4%
Widowed	3.4%
Divorced	13.4%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.6%
Civilian Unemployed (Unemployment Rate)	2.4%
2018 Employed Population 16+ by Industry	
Total	12,109
Agriculture/Mining	6.9%
Construction	12.2%
Manufacturing	3.9%
Wholesale Trade	3.9%
Retail Trade	11.4%
Transportation/Utilities	3.7%
Information	1.9%
Finance/Insurance/Real Estate	9.2%
Services	43.4%
Public Administration	3.3%
2018 Employed Population 16+ by Occupation	
Total	12,108
White Collar	56.1%
Management/Business/Financial	14.2%
Professional	18.2%
Sales	9.4%
Administrative Support	14.3%
Services	15.0%
Blue Collar	28.9%
Farming/Forestry/Fishing	6.5%
Construction/Extraction	8.5%
Installation/Maintenance/Repair	5.9%
Production	3.1%
Transportation/Material Moving	4.8%
2010 Population By Urban/ Rural Status	
Total Population	17,208
Population Inside Urbanized Area	97.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	5,656
Households with 1 Person	20.1%
Households with 2+ People	79.9%
Family Households	73.3%
Husband-wife Families	51.9%
With Related Children	27.1%
Other Family (No Spouse Present)	21.4%
Other Family with Male Householder	7.2%
With Related Children	4.9%
Other Family with Female Householder	14.2%
With Related Children	10.7%
Nonfamily Households	6.6%
All Households with Children	43.7%
Multigenerational Households	7.5%
Unmarried Partner Households	9.8%
Male-female	8.9%
Same-sex	1.0%
2010 Households by Size	
Total	5,656
1 Person Household	20.1%
2 Person Household	30.3%
3 Person Household	15.7%
4 Person Household	15.1%
5 Person Household	9.1%
6 Person Household	5.1%
7 + Person Household	4.5%
2010 Households by Tenure and Mortgage Status	
Total	5,656
Owner Occupied	69.9%
Owned with a Mortgage/Loan	51.1%
Owned Free and Clear	18.7%
Renter Occupied	30.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,888
Housing Units Inside Urbanized Area	97.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1.		Up and Coming Families
2.		Middleburg (4C)
3.		Down the Road (10D)

2018 Consumer Spending

Apparel & Services: Total $	$15,199,778
Average Spent	$1,816.42
Spending Potential Index	83
Education: Total $	$8,747,798
Average Spent	$1,045.39
Spending Potential Index	72
Entertainment/Recreation: Total $	$21,785,675
Average Spent	$2,603.45
Spending Potential Index	81
Food at Home: Total $	$34,351,235
Average Spent	$4,105.07
Spending Potential Index	82
Food Away from Home: Total $	$24,648,585
Average Spent	$2,945.58
Spending Potential Index	84
Health Care: Total $	$38,520,200
Average Spent	$4,603.27
Spending Potential Index	80
HH Furnishings & Equipment: Total $	$14,625,237
Average Spent	$1,747.76
Spending Potential Index	84
Personal Care Products & Services: Total $	$5,776,869
Average Spent	$690.35
Spending Potential Index	83
Shelter: Total $	$112,099,311
Average Spent	$13,396.19
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total $	$16,061,479
Average Spent	$1,919.39
Spending Potential Index	77
Travel: Total $	$14,447,732
Average Spent	$1,726.55
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total $	$7,477,610
Average Spent	$893.60
Spending Potential Index	83

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Demographic Summary	2018	2023
Population	26,032	30,946
Population 18+	18,573	21,892
Households	8,368	9,853
Median Household Income	$52,081	$61,715

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	9,033	48.6%	103
Bought any women's clothing in last 12 months	8,028	43.2%	100
Bought clothing for child <13 years in last 6 months	6,369	34.3%	128
Bought any shoes in last 12 months	9,846	53.0%	99
Bought costume jewelry in last 12 months	3,136	16.9%	93
Bought any fine jewelry in last 12 months	3,327	17.9%	100
Bought a watch in last 12 months	2,893	15.6%	99
Automobiles (Households)			
HH owns/leases any vehicle	7,523	89.9%	105
HH bought/leased new vehicle last 12 mo	902	10.8%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,636	89.6%	105
Bought/changed motor oil in last 12 months	9,811	52.8%	111
Had tune-up in last 12 months	4,951	26.7%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,355	71.9%	103
Drank regular cola in last 6 months	8,835	47.6%	107
Drank beer/ale in last 6 months	7,366	39.7%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,806	9.7%	83
Own digital SLR camera/camcorder	1,306	7.0%	90
Printed digital photos in last 12 months	4,508	24.3%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,716	36.2%	100
Have a smartphone	15,589	83.9%	105
Have a smartphone: Android phone (any brand)	8,991	48.4%	125
Have a smartphone: Apple iPhone	6,168	33.2%	87
Number of cell phones in household: 1	1,934	23.1%	75
Number of cell phones in household: 2	3,201	38.3%	99
Number of cell phones in household: 3+	3,029	36.2%	131
HH has cell phone only (no landline telephone)	5,163	61.7%	117
Computers (Households)			
HH owns a computer	6,268	74.9%	101
HH owns desktop computer	3,250	38.8%	101
HH owns laptop/notebook	4,793	57.3%	101
HH owns any Apple/Mac brand computer	1,225	14.6%	83
HH owns any PC/non-Apple brand computer	5,473	65.4%	104
HH purchased most recent computer in a store	3,123	37.3%	101
HH purchased most recent computer online	969	11.6%	86
Spent <$500 on most recent home computer	1,281	15.3%	101
Spent $500-$999 on most recent home computer	1,512	18.1%	103
Spent $1,000-$1,499 on most recent home computer	686	8.2%	86
Spent $1,500-$1,999 on most recent home computer	301	3.6%	78
Spent $2,000+ on most recent home computer	324	3.9%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	11,873	63.9%	102
Bought brewed coffee at convenience store in last 30 days	2,372	12.8%	94
Bought cigarettes at convenience store in last 30 days	2,314	12.5%	114
Bought gas at convenience store in last 30 days	7,607	41.0%	111
Spent at convenience store in last 30 days: <$20	1,068	5.8%	80
Spent at convenience store in last 30 days: $20-$39	1,705	9.2%	96
Spent at convenience store in last 30 days: $40-$50	1,447	7.8%	94
Spent at convenience store in last 30 days: $51-$99	1,061	5.7%	102
Spent at convenience store in last 30 days: $100+	4,766	25.7%	116
Entertainment (Adults)			
Attended a movie in last 6 months	11,415	61.5%	103
Went to live theater in last 12 months	1,582	8.5%	73
Went to a bar/night club in last 12 months	2,670	14.4%	82
Dined out in last 12 months	9,091	48.9%	96
Gambled at a casino in last 12 months	2,316	12.5%	96
Visited a theme park in last 12 months	3,787	20.4%	108
Viewed movie (video-on-demand) in last 30 days	3,061	16.5%	91
Viewed TV show (video-on-demand) in last 30 days	2,124	11.4%	82
Watched any pay-per-view TV in last 12 months	1,993	10.7%	98
Downloaded a movie over the Internet in last 30 days	1,808	9.7%	107
Downloaded any individual song in last 6 months	3,910	21.1%	104
Watched a movie online in the last 30 days	4,553	24.5%	102
Watched a TV program online in last 30 days	3,399	18.3%	102
Played a video/electronic game (console) in last 12 months	1,676	9.0%	99
Played a video/electronic game (portable) in last 12 months	925	5.0%	96
Financial (Adults)			
Have home mortgage (1st)	6,390	34.4%	109
Used ATM/cash machine in last 12 months	10,119	54.5%	102
Own any stock	889	4.8%	66
Own U.S. savings bond	646	3.5%	72
Own shares in mutual fund (stock)	806	4.3%	63
Own shares in mutual fund (bonds)	661	3.6%	75
Have interest checking account	4,782	25.7%	87
Have non-interest checking account	5,369	28.9%	98
Have savings account	10,561	56.9%	98
Have 401K retirement savings plan	2,947	15.9%	102
Own/used any credit/debit card in last 12 months	14,538	78.3%	98
Avg monthly credit card expenditures: <$111	2,475	13.3%	111
Avg monthly credit card expenditures: $111-$225	1,364	7.3%	102
Avg monthly credit card expenditures: $226-$450	1,094	5.9%	87
Avg monthly credit card expenditures: $451-$700	967	5.2%	84
Avg monthly credit card expenditures: $701-$1,000	904	4.9%	84
Avg monthly credit card expenditures: $1,001+	1,436	7.7%	71
Did banking online in last 12 months	7,433	40.0%	102
Did banking on mobile device in last 12 months	4,842	26.1%	111
Paid bills online in last 12 months	9,616	51.8%	105

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,106	73.0%	106
Used bread in last 6 months	7,894	94.3%	101
Used chicken (fresh or frozen) in last 6 months	5,952	71.1%	103
Used turkey (fresh or frozen) in last 6 months	1,215	14.5%	95
Used fish/seafood (fresh or frozen) in last 6 months	4,628	55.3%	101
Used fresh fruit/vegetables in last 6 months	7,328	87.6%	101
Used fresh milk in last 6 months	7,384	88.2%	103
Used organic food in last 6 months	1,814	21.7%	92
Health (Adults)			
Exercise at home 2+ times per week	5,211	28.1%	100
Exercise at club 2+ times per week	2,398	12.9%	90
Visited a doctor in last 12 months	13,621	73.3%	95
Used vitamin/dietary supplement in last 6 months	9,447	50.9%	94
Home (Households)			
Any home improvement in last 12 months	2,576	30.8%	110
Used housekeeper/maid/professional HH cleaning service in last 12	1,047	12.5%	90
Purchased low ticket HH furnishings in last 12 months	1,433	17.1%	102
Purchased big ticket HH furnishings in last 12 months	1,896	22.7%	103
Bought any small kitchen appliance in last 12 months	1,892	22.6%	101
Bought any large kitchen appliance in last 12 months	1,273	15.2%	108
Insurance (Adults/Households)			
Currently carry life insurance	8,339	44.9%	101
Carry medical/hospital/accident insurance	13,210	71.1%	95
Carry homeowner insurance	8,658	46.6%	99
Carry renter's insurance	1,477	8.0%	92
Have auto insurance: 1 vehicle in household covered	2,375	28.4%	93
Have auto insurance: 2 vehicles in household covered	2,874	34.3%	119
Have auto insurance: 3+ vehicles in household covered	1,930	23.1%	101
Pets (Households)			
Household owns any pet	4,963	59.3%	109
Household owns any cat	1,792	21.4%	93
Household owns any dog	4,119	49.2%	118
Psychographics (Adults)			
Buying American is important to me	7,726	41.6%	103
Usually buy items on credit rather than wait	2,390	12.9%	98
Usually buy based on quality - not price	3,315	17.8%	92
Price is usually more important than brand name	5,496	29.6%	106
Usually use coupons for brands I buy often	3,178	17.1%	95
Am interested in how to help the environment	3,339	18.0%	99
Usually pay more for environ safe product	2,584	13.9%	98
Usually value green products over convenience	2,336	12.6%	111
Likely to buy a brand that supports a charity	6,569	35.4%	102
Reading (Adults)			
Bought digital book in last 12 months	2,158	11.6%	87
Bought hardcover book in last 12 months	3,237	17.4%	88
Bought paperback book in last 12 month	4,991	26.9%	93
Read any daily newspaper (paper version)	2,501	13.5%	65
Read any digital newspaper in last 30 days	6,280	33.8%	90
Read any magazine (paper/electronic version) in last 6 months	16,619	89.5%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,297	77.0%	102
Went to family restaurant/steak house: 4+ times a month	5,474	29.5%	110
Went to fast food/drive-in restaurant in last 6 months	17,068	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	8,309	44.7%	113
Fast food/drive-in last 6 months: eat in	6,807	36.6%	100
Fast food/drive-in last 6 months: home delivery	1,773	9.5%	114
Fast food/drive-in last 6 months: take-out/drive-thru	10,041	54.1%	114
Fast food/drive-in last 6 months: take-out/walk-in	3,852	20.7%	98
Television & Electronics (Adults/Households)			
Own any tablet	8,748	47.1%	103
Own any e-reader	1,285	6.9%	93
Own e-reader/tablet: iPad	4,563	24.6%	92
HH has Internet connectable TV	2,458	29.4%	114
Own any portable MP3 player	3,913	21.1%	98
HH owns 1 TV	1,415	16.9%	81
HH owns 2 TVs	2,283	27.3%	101
HH owns 3 TVs	1,807	21.6%	103
HH owns 4+ TVs	1,801	21.5%	121
HH subscribes to cable TV	3,255	38.9%	87
HH subscribes to fiber optic	471	5.6%	71
HH owns portable GPS navigation device	1,927	23.0%	93
HH purchased video game system in last 12 mos	820	9.8%	115
HH owns any Internet video device for TV	1,914	22.9%	112
Travel (Adults)			
Domestic travel in last 12 months	8,992	48.4%	93
Took 3+ domestic non-business trips in last 12 months	1,795	9.7%	81
Spent on domestic vacations in last 12 months: <$1,000	1,888	10.2%	94
Spent on domestic vacations in last 12 months: $1,000-$1,499	986	5.3%	89
Spent on domestic vacations in last 12 months: $1,500-$1,999	779	4.2%	106
Spent on domestic vacations in last 12 months: $2,000-$2,999	611	3.3%	86
Spent on domestic vacations in last 12 months: $3,000+	970	5.2%	83
Domestic travel in the 12 months: used general travel website	1,018	5.5%	79
Foreign travel in last 3 years	4,192	22.6%	85
Took 3+ foreign trips by plane in last 3 years	608	3.3%	68
Spent on foreign vacations in last 12 months: <$1,000	878	4.7%	101
Spent on foreign vacations in last 12 months: $1,000-$2,999	637	3.4%	91
Spent on foreign vacations in last 12 months: $3,000+	687	3.7%	63
Foreign travel in last 3 years: used general travel website	888	4.8%	79
Nights spent in hotel/motel in last 12 months: any	7,707	41.5%	95
Took cruise of more than one day in last 3 years	1,402	7.5%	88
Member of any frequent flyer program	2,537	13.7%	78
Member of any hotel rewards program	2,558	13.8%	82

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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