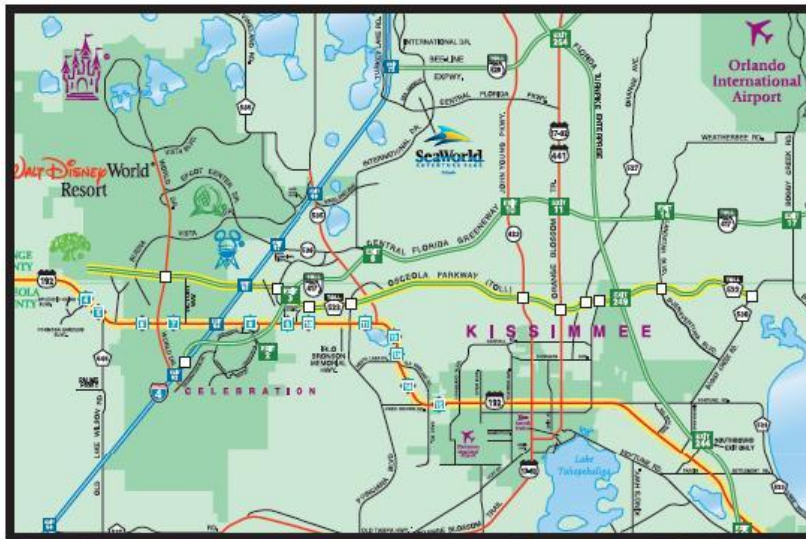




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KISSIMMEE, FLORIDA:

Kissimmee is the county seat of Osceola County, Florida and is well located for access by its 260,000+ residents. Kissimmee is a vibrant, family-oriented community, rich in history, heritage, and with a bright future.

Within a half mile walk from Downtown Kissimmee is a residential area of historic homes, our "Courthouse Square" (County Administration Offices and Courthouse) which looks more like an ivy league University campus than a group of government offices, the City of Kissimmee's City Hall, and the 235 bed Osceola Regional Medical Center hospital that is surrounded by a number of office buildings for physicians, attorneys and other supporting businesses for governments and the medical community. All this sits at the tip of beautiful Lake Tohopekaliga with a lakefront park and marina that is right downtown. The Park and Marina host hundreds of visitors each week-end.

It's no wonder that Kissimmee is the temporary home to 6.2 million visitors each year. Kissimmee's semi-tropical climate makes it just as inviting today as it was 125 years ago when Osceola County was established. Our local residents encompass a broad range of the socio-economic scale with varied educational and employment backgrounds making it a wonderful place to live.

5 Mile Radius of Historic Downtown Kissimmee

- Population: 60,424
- Median Age: 33.5
- Median Household Income: \$45,745
- 21.9% have incomes greater than \$50K
- 10.9% have incomes greater than \$75K
- 8.4% have incomes greater than \$100K
- 54.5% of residents are white collar workers

Existing Traffic Information

- Average 24 hour Trip Count: 33,541 trips
- Current Peak Hour Trip Count: 2,813 trips



Lake Tohopekaliga is nationally famous for its incredible recreational, tournament, and game fishing; including trophy bass, delicious catfish, and a variety of other species. There are approximately 300 fishing tournaments held annually. Lake Tohopekaliga is often the site of professional B.A.S.S. tournaments, the most recent of which was the 2007 B.A.S.S. Sunshine Showdown Pro fishing tournament with the top catch bring in a prize total in excess of \$100,000.

The economic impact of visitors to Kissimmee, both directly and indirectly, is over \$2.7 billion dollars annually. In addition to fishermen, these tourists include a variety of domestic and international travelers including theme park visitors, eco-tourists, and “snow-birds” who stay for several months and become part of the community.

DOWNTOWN BUSINESS AREA:

Downtown Kissimmee and its immediate surroundings host a diverse daytime worker population. This area supports over 1,100 businesses that employ thousands of people.

Some of the major drivers of the downtown economy are:

Osceola County Government: Because Kissimmee is the Osceola County seat and with a population of 260,000+ residents, the services offered at Courthouse Square bring county residents and jurists to the downtown on a daily basis. There are more than 1,000 employees who work for the county, its ancillary services and the court system there. Downtown Kissimmee is also home to the main branch of the Osceola County Library which has almost 1,000 visitors daily.



Kissimmee City Government: Over 250 employees work in downtown Kissimmee’s municipal facilities, such as City Hall, Kissimmee Police and Fire Departments, and the Civic Center which is also located in the heart of the downtown.



Kissimmee Civic Center: Hundreds of people visit the Civic Center every day to use the many amenities offered. These include a fitness center, banquet rooms, and the many events including professional boxing, sports tournaments, festivals, receptions, large meetings, and conferences.



Multi-Modal Transportation Choices:



Amtrak: Located in the heart of the downtown is the Amtrak Train Station which serves over 250 passengers in Kissimmee on weekdays (4 trains per day) and over 40,000 annually.

Greyhound: With 20 arrivals, the Greyhound Station, conveniently located next to the Amtrak Station, serves over 34,000 passengers annually.

Lynx: Lynx public transportation currently has 7 bus stops in the downtown area providing easy access to those who prefer to travel on public transportation. By approximately 2011, Lynx is planning to complete a central transit hub in the downtown which will increase the downtown ridership to over 1,800 per day and provide connectivity to the Commuter Rail system stop that is planned to be incorporated into the Amtrak station in 2014.

Osceola Regional Medical Center: Located within an easy 8 minute walk of the downtown, this 235 bed facility has a reputation for being patient friendly and blends state-of-the-art technology with comfort and convenience for patients and visitors.



In addition to the family and friends of patients, the 1,400+ employees and 206 Physicians who work at the hospital – and the hundreds more who work at the physician’s offices surrounding the hospital – often go to the Kissimmee downtown area for access to services, shopping, and dining – and relaxing at the lakefront during their lunch.

RECENT & COMING DOWNTOWN DEVELOPMENTS:

Residential: In the heart of the historic downtown is Park View. This 31 unit, one-of-a-kind condo offers its residents not only luxurious living and a spectacular view of Lake Tohopekaliga, but also the convenience of living in the center of Historic Downtown Kissimmee.



New and renovated historic homes are under (re)construction throughout the downtown, sometimes using grants offered by the Community Redevelopment Agency. These residential properties include a good mix of moderate to upper income properties which create a constant flow of pedestrian traffic in the downtown.

Commercial: With a solid economic base to build on, Kissimmee is seeing a dramatic increase in quality commercial space for offices, retail, restaurants and other services.



The recently renovated 1920’s Toho Square Plaza includes four commercial condo units fronting Broadway and the soon to be renovated residential spaces on the second floor. Also on the horizon is the renovation of a 15,000 square foot commercial building which fronts Broadway and will be subdivided into custom designed and built commercial & retail spaces.

Just down the street is Hanson, Walter & Associates, Inc who is currently in the plan review process for a five-story Class A professional office building. This expansion of approximately 35,000 square feet will be located behind their existing building and will overlook both the beautiful Kissimmee lakefront and the Broadway commercial district.



Right in the center of downtown is the brand new City Centre development which boasts three stories of office, retail and restaurant space totaling 112,500 square feet. Among the businesses joining City Centre are Nature’s Table, 3 Sister Speak Easy, Chef Johns Dockside Inn, Circa 59 Cigars, The Cake Design Studio, doctor’s offices and FPA Clinical research. FPA alone will create 25 new jobs with an average salary of \$57,196.

Shopping & Dining: With so many improvements and enhancements to the downtown in place and with more coming, restaurants are expanding or relocating to the area. Over 33,500 vehicles pass through downtown Kissimmee daily (and there are no through trucks allowed) so there is no lack of visibility.



Currently the Kissimmee downtown area boasts 20 restaurants, an art gallery, photographers, and a number of retailers selling clothing, music, art, antiques, video games, furniture, plus lawyers, doctors, accountants, architects, printers, beauty & barber shops with more businesses arriving every month.

Publicly Funded Improvements: Downtown Kissimmee has seen a dramatic revitalization over the past 5 years due in part to assistance provided by the Community Redevelopment Agency. From October 1, 2007 to present, the CRA has approved 34 grants totaling \$127,701.86 with a combined private/public investment of \$735,207.62.



The downtown is enjoying millions of additional dollars of improvements in infrastructure – with approved and funded plans covering the next five years. Four of the side streets that connect Broadway with the Lakefront are already completed or under re-construction. These brick lined and fully landscaped streets have antique streetlights and

wide sidewalks – all creating a very pedestrian (and shopper) friendly atmosphere.

A new way-finding sign system is in the final design phase and will include decorative signs directing people to important locations such as the lakefront, parking, City Hall, County Courthouse, Library, etc.

Kissimmee Lakefront Park: The City will break ground in early 2009 on the 28 million dollar lakefront redevelopment plan which will increase the amount of green-space in the park as well as include proposed enhancements such as a restaurant, bait shop, public boat slips, expanded marina, expanded playgrounds, water features, stages, pavilions, art, walking and bike paths, and plenty of shade.



For more information please visit: www.kissimmeemainstreet.com