

# GALLERIA FORT LAUDERDALE

FORT LAUDERDALE | FLORIDA





THE CORE OF SOUTH FLORIDA

FORT LAUDERDALE POPULATION  
**GROWING TWICE AS FAST**  
AS THE NATIONAL AVERAGE



## POPULATION GROWTH MEETS BOOMING REAL ESTATE MOMENTUM

South Florida consistently attracts new residents nationwide, with **55% relocating from New York City** and **22% from Los Angeles**.

Downtown Fort Lauderdale's **population is projected to grow nearly 26%** by 2030, fueled by young families and professionals seeking walkable, job-rich coastal living.

Over the past five years, Fort Lauderdale's **population has grown more than 6.5%, expanding at twice the national rate**.

Fort Lauderdale **ranks #2 in the U.S. for homebuilding prospects** and **#16 for real estate market potential**— outpacing markets like Miami, Austin, and Nashville.

Fort Lauderdale and Broward County attract **22M+ visitors each year** for leisure, business, and international travel, fueling a **32% surge in downtown overnight stays** in just the past two years.

Anchoring a region with nearly 200 corporate headquarters, Fort Lauderdale is home to AutoNation, a **Fortune 500 company boasting \$27B in annual revenue**.

Nationally recognized as the **#4 startup hub in the U.S**, Fort Lauderdale is emerging as a leading center for entrepreneurial growth in South Florida.



**📍 22M+**  
ANNUAL VISITORS BOASTING  
**\$100B** IN ECONOMIC IMPACT

**💰 \$43B**  
ANNUAL ECONOMIC OUTPUT FROM  
DOWNTOWN FORT LAUDERDALE

# TRADE AREA DEMOGRAPHICS

	<u>3-MILE</u>	<u>5-MILE</u>	<u>7-MILE</u>
Population	<b>105,092</b>	<b>227,716</b>	<b>420,793</b>
Daytime Population	<b>206,482</b>	<b>349,362</b>	<b>598,401</b>
Households	<b>53,622</b>	<b>100,412</b>	<b>176,276</b>
Avg. Age	<b>46</b>	<b>42</b>	<b>41</b>
College Degree+	<b>73%</b>	<b>64%</b>	<b>60%</b>
Avg Household Income	<b>\$151,438</b>	<b>\$129,736</b>	<b>\$112,973</b>
Household Income \$200K+	<b>17%</b>	<b>14%</b>	<b>11%</b>
Avg Discretionary Income	<b>\$77,820</b>	<b>\$67,911</b>	<b>\$59,677</b>
Discretionary Income \$150K+	<b>13%</b>	<b>10%</b>	<b>7%</b>
Avg Home Value	<b>\$980,118</b>	<b>\$830,725</b>	<b>\$705,414</b>

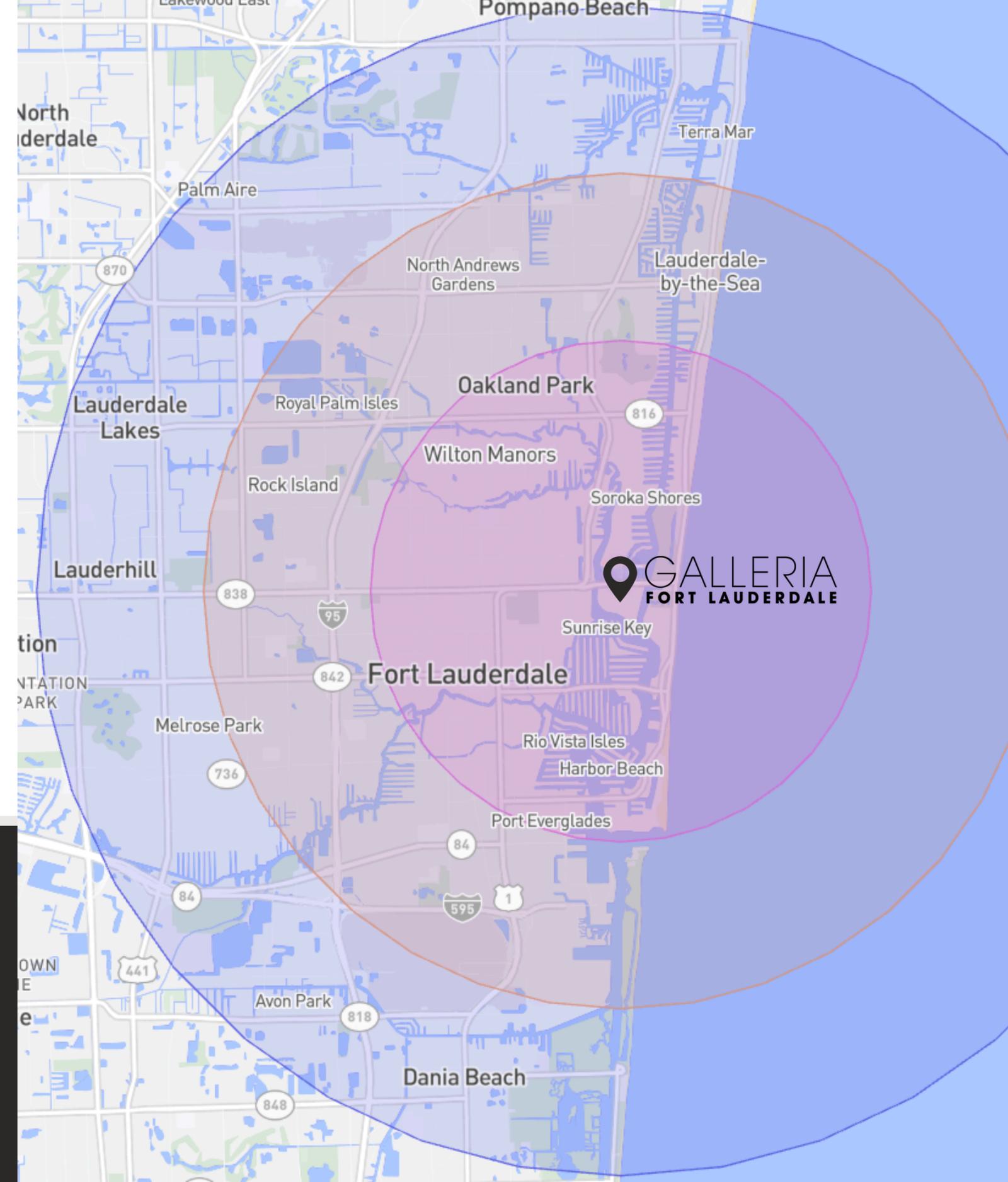
## TOP PSYCHOGRAPHIC SEGMENTS

### SUNSET BOOMERS **37%**

Well-off boomers near or at retirement age living in picturesque locations.

### YOUNG PROFESSIONALS **21%**

Well-educated young professionals starting their careers in white-collar or technical jobs,



PROPOSED  
AERIAL VIEW

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PROPOSED  
AERIAL VIEW

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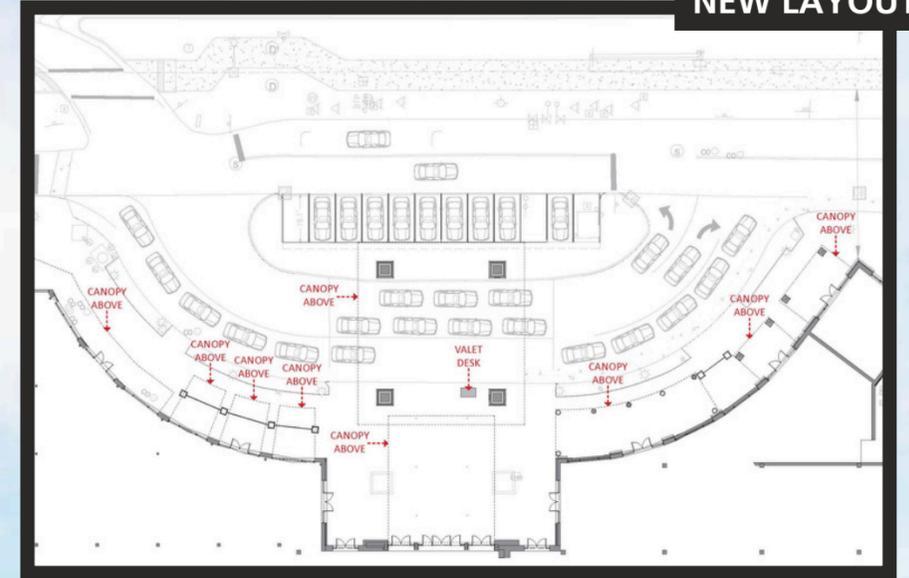


PROPOSED  
WEST ENTRANCE



PROPOSED  
PORTE COCHERE

NEW LAYOUT



PROPOSED  
EAST CORNER

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