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City of Sunrise

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Community Background Report
City of Sunrise

Boundaries
North: Commercial Boulevard, Oakland Park Boulevard near Florida's Turnpike
South: SW 14th Street, I-595, near Sunrise Boulevard
East: Between Florida's Turnpike and NW 60th Avenue
West: Sawgrass Expressway and the Everglades

Community Type: Municipality

Report Last Updated: May, 2011

History[1]
Located on the western edge of Broward County, the City of Sunrise Golf Village was incorporated in 1961 and changed its name to the City of Sunrise in 1971. When it was originally incorporated, the city had a population of 4,300 and was comprised of just 1.75 square miles. As the County's population began to expand west bound during the 1970s, the city experienced its first true growth and annexed the surrounding area to form to its current boundaries. Today the City of Sunrise is approximately 18 square miles - reaching as far as the Everglades- and has more than 90,000 residents. Sunrise is bordered by I-595, I-75 and the Sawgrass Expressway and is easily accessible via Florida's Turnpike.

Since the 1990s, the City of Sunrise greatly invested in building infrastructure to attract economic opportunities. Today, the City of Sunrise has approximately $325 million in capital improvements completed or underway; according to the city, these efforts represent the most significant public investment in a community being made by any municipality in Broward County.

The city's efforts have resulted in successfully establishing itself as a center for corporate headquarters. In addition, in 1998, the Bank Atlantic Center opened incorporating to the City a state of the art arena, the second largest in the nation and serves as the home of the NHL's Florida Panthers hockey team. Furthermore, the city is also home to an important tourist destination, the Sawgrass Mills Mall.

Community Dynamics

The City of Sunrise is a growing community and is projected to keep on this trajectory through 2014. It is not only home to local residents but also houses multi-national headquarters and local tourists' attractions that help protect Sunrise's growth spurt. For example, over the past five years, more than 140 corporations have moved to the City of Sunrise.[2] Thus, it safe to say, that the city has a strong pro-business approach and is committed to continuing its growth vis-a-vis economic development.

Among many of the City's vast assets is the $27-million, 80,000-square-foot Civic Center Complex that hosts many recreational activities. The City also attracts local residents from South Florida and tourists to its Sawgrass Mills Mall. Sunrise is also home to the Bank Atlantic Center and the only South Florida IKEA store. [3]

As previously mentioned, Sunrise has many corporate parks of which many are equipped with a high-end telecommunications network. As such, Broward County's first all-digital fiber optic switching facility is located in Sunrise, along with a city-owned satellite farm. An example of the city's corporate centers include: Sawgrass International Corporate Park, Sawgrass Technology Park, Sunrise Commerce Park, Broward Lakes Business Park, Prime Corporate Office Sites.[4]

An example of Sunrise's growth is that one of the nation's largest cable television providers, Comcast, has signed a $15 million, 10-year lease for a 63,850-square-foot office complex in Sunrise at Sawgrass International Concourse.[5]

The City of Sunrise focused development strategy has also led to extensive housing developments. Some of these projects include: Artesia, Metropica, Tao Condominium, Lake Shore Plaza, Lake Shore Plaza II, Residence Inn/Courtyard. [6]

The new housing developments, the city's infrastructure, and the jobs associated with the City of Sunrise is likely to be the reason it will continually attract new residents to its city. In November 2009, BusinessWeek magazine unveiled its annual list of "Best Places to Raise Your Kids" and for the second consecutive year Sunrise was selected one of Florida's top three cities for families.[7]

Interestingly, projections indicate that the new growth to Sunrise will most likely diversify the city's mostly White population. Projections through 2013 show a 22 percent increase in "Other Race" population category, a 19 percent increase in the Black population and a 12 percent in Hispanic population; a slight decrease in the White-non Hispanics population group is expected.

Demographic Highlights[8]

The population in the City of Sunrise has progressively grown since 2000 and it is projected to continue to grow through 2013.
The City of Sunrise's population in 2009 was 92,636, which represented 5 percent of the overall County's population.[9] Since 2000 and through 2009 the city has grown 7 percent in population size and it is projected to grow another 9 percent in the 2008-2013 year period. In 2009 population per square mile was 5,009 and in concurrence to population projections, density per square mile will increase to 5,235 in 2013.

City households have grown in correlation to the city's population and it's forecasted that overall households will continue to grow.
In 2009 there were 35,702 households in the City of Sunrise and the average household size was two- the same as the County and it is projected to remain the same through 2013. Household growth from 2000 through 2009 was 8 percent and it is forecasted to continue to increase slightly through 2013. Median household income in 2009 was $56,179 which was similar to the County's $56,291. In addition, in 2009 the City of Sunrise had 37,830 housing units, of which 94 percent were occupied units and only 25 percent were renter occupied.

The City's median age is slightly younger than the County.
In 2009, median age in the City of Sunrise was 36 slightly lower than County's 38 median age; and it is projected that it will slightly increase to 37 but will remain less than the County's median age of 39 in 2013.

The vast majority of the City's population was White followed by the Black population; projections indicate that this composition will remain the same through 2013 though it is interesting to note that the White population will have a slight decrease and the Black population will experience a slight increase.
In 2009, 67 percent of the City of Sunrise's population was White (50 percent is White non-Hispanic). Approximately, 22 percent of Sunrise residents considered themselves Hispanic, and 20 percent were Black. Projections through 2013 indicate that the White population will remain the majority, however they will experience a small decline to 62 percent of the total population while Blacks through 2013 will have a slight increase to 23 percent.

The majority of the City of Sunrise's population spoke English and were U.S. Citizens in 2009.
It is estimated that 70 percent of Sunrise's population were native citizens, 15 percent were foreign-born naturalized citizens and 14 percent were not US citizens. The majority (71 percent) of the city's population spoke English; while only 18 percent spoke Spanish.

Transportation Trends[10]

The tables below illustrate projected transportation trends in the City of Sunrise.

Percent of the employed population travel time to work, 2014

	City	County
Work at Home	3 %	4 %
Less than 15 minutes	17 %	16 %
15-29 Minutes	31 %	33 %
30-59 Minutes	41 %	38 %
60+ Minutes	8 %	8 %

Average household transportation costs

	City	County
2009	$8,705.54	$8,836.33
2014	$10,665.60	$10,880.30

Average household transportation costs in public transportation

	City	County
2009	$497.06	$555.02
2014	$638.81	$721.64

Forecasted percent of vehicles per household, 2014

	City	County
0 vehicles	8 %	7 %
1 vehicle	38 %	40 %
2 vehicles	40 %	40 %
3 vehicles	11 %	10 %
4+ vehicles	3 %	3 %

Forecasted percent employed individuals means of transportation to work, 2014

	City	County
Car, Truck, Van to Work	95 %	93 %
Public Transportation to Work	1 %	2 %
Other Transportation to Work	1 %	2 %
Work at Home	3 %	4 %

The information provided below briefly summarizes transportation trends, services, or projects in the City of Sunrise.

Mini-Bus Service
The Sunrise mini-buses operate on a regular schedule, picking up passengers in residential areas and transporting them to and from a variety of destinations - including shopping centers, libraries, the Senior Center and Sawgrass Mills. These buses are equipped with handicapped lifts and wheelchair stations. The fee is 25¢ each way. Please click the links below for route information, or call (954) 746-3677.

Mini-bus routes run Monday through Friday unless otherwise noted: Maps of the routes are available online: http://www.sunrisefl.gov/2seniorc_transportation.html

Medical Transportation
Sunrise seniors may qualify for the Center's medical transportation program. In order to meet eligibility criteria, individuals should be: Sunrise residents, 62 years of age or older, or physically handicapped, no longer able to drive, or to maintain a vehicle in their immediate household, have difficulty finding reliable, inexpensive transportation to medical appointments. For more information, call (954) 746-3670 or view guideline and registration packet: http://www.sunrisefl.gov/documents/MedTransportPkt_5-09.pdf

I-595 Corridor Improvements
On February 26, 2010, the Florida Department of Transportation (FDOT) and the I-595 Express, Inc. broke ground on the largest private/public improvement projects in the State of Florida: I-595 Corridor Improvement project. The limits of the project extend from the I-75/Sawgrass Expressway interchange to the I-595/I-95 interchange in central Broward County, Florida, for a total project length along I-595 of approximately 10.5 miles. The project consists of the reconstruction, addition of auxiliary lanes and resurfacing of the I-595 mainline (including associated improvements to adjacent cross-roads, frontage roads and ramps), and a new reversible express lanes system in the I-595 median. For more information please visit: http://www.i-595.com/

Special Events
The City of Sunrise regularly updates the calendar of events. For more detailed information regarding any of the city events, please call the City's Leisure Services Department at 954-747-4600 or visit:
http://www.sunrisefl.gov/specialeventsFestivals.html

Below is a sample of the reoccurring special events held in the City of Sunrise:

BMW Tennis Championship- Each Spring, the City of Sunrise hosts the BMW Tennis Championship. The Association of Tennis Professionals (ATP) is the organizer of the tennis tour. For more information please visit: http://www.sunrisetennis.com/

Cultural Festival - The City hosts its annual Cultural Festival each November in City Park (6700 Sunset Strip). The event features a variety of ethnic foods, unique retail vendors, children's activities and live entertainment. Admission is free. For more

information, please call (954) 747-4631

Earth Day Festival- Live entertainment, children's activities, a farmers' market, giveaways, handcrafted goods, festival foods and ethnic specialties, and resources for greener living. The Earth Day Festival is held at the Sawgrass Sanctuary, 237 North New River Circle. The festival is presented by the City of Sunrise Utilities Department. Vendor and sponsor opportunities: 954-747-4662 or visit www.sunrisefl.gov/earthday for more information.

Fourth of July Parade & Fireworks -Each year, the City of Sunrise and the BankAtlantic Center hosts a July 4th Parade and a large-scale July 4th evening celebration featuring fireworks, live music, children's activities and more.

Jingle Bell Jog- Each December 1,000+ participants participate in this 5K run and fitness walk through streets of Sawgrass International Corporate Park. All of the proceeds from the Jingle Bell Jog benefit the Wellness Center at Broward General Medical Center.

Sunrise at Sunset Concert Series- January through May, a free outdoor concert series showcases local musical acts. Concerts begin at 7:00 p.m. at the Sunrise Civic Center Amphitheatre, 10610 West Oakland Park Boulevard. For more information, visit www.sunrisefl.gov or call 747-4600.

Woodstock Arts & Crafts Festival- This popular City-sponsored event was founded in 1980, and draws approximately 15,000 visitors - and 200 vendors – each December. In addition to handmade crafts, Woodstock features international foods, roving entertainment, and children's rides and games. For details, please visit the website at www.woodstockartfest.com.

Business Landscape

The city's major employers are: AT&T, Northern Telecom, Foundation Healthcare, Sawgrass Mills, United Healthcare, HBO Latin America, Andrx, Kemper, SunTrust, Pediatrix, Grant Thornton, Western Union, General Dynamics, University of Florida, Prudential Florida/WCI [11]

In the past five years, 15,000 new jobs have been created in Sunrise- more than in any other Broward municipality.[12] The industries that most employ city residents are: Educational, Health and Social Services (20 percent), Retail Trade (13 percent), and Professional, Scientific, Management, Administrative (12 percent). Despite the large number of jobs created, the City of Sunrise also has experienced the effects of the downturn in the economy; in 2009 there was 14 percent unemployment rate.[13]

The following list various business-related initiatives or recent developments that help to describe the City of Sunrise's business landscape.

Tech Cluster
Despite the bleak national economic landscape, a tech cluster is emerging in Sunrise.[14] Apparently, knowledge-based jobs in wireless technology are a growing trend in the city. Examples of growing companies in this field include: General Dynamics C4 Systems, Research in Motion and Foxcomm International Holdings.[15] The companies, all located at the Sawgrass International Corporate Park, are still showing signs of growth and may collectively exceed the number of jobs shed by Motorola when they laid off of 300 employees in Plantation.[16]

Large Businesses and Headquarters
Below is a list of a few of the City's business and headquarters located within Sunrise[17]:
- Vista Health Plans
- AT&T - Regional HQ
- United Healthcare
- Pediatrix – HQ
- Research in Motion
- General Dynamics
- Broadspire – HQ
- Interim Services
- FoxConn
- Andrx
- BHA Engineering – HQ
- HG Holdings – HQ
- MDR Fitness – HQ
- S&B Industry – HQ
- Grant Thornton - Regional HQ
- Western Union - South America HQ
- Norwegian Cruise Line (NCL)
- Marsh Insurance - Regional HQ
- First American Real Estate Solutions – HQ
- NY Life, Pet Supermarket – HQ
- Sunshine State Health Plan – HQ
- International Bullion Brokers – HQ
- Bolton Medical - U.S. HQ
- Synergistix – HQ
- HBO - Latin American HQ
- GL Homes – HQ
- Prudential Florida Realty – HQ
- Federal Mogal - South American HQ
- Martin Professional - U.S. HQ
- E. & J. Gallo Winery - South American HQ
- Chubb Insurance - Latin American HQ.

Related Links

City of Sunrise
http://www.sunrisefl.gov/

The Greater Sunrise Chamber of Commerce
http://www.sunrisechamber.org/

City of Sunrise Comprehensive Plan
http://www.sunrisefl.gov/documents/ComprehensivePlan_11-09.pdf

City of Sunrise Enhancement Projects (Capital Improvements)
http://www.sunrisefl.gov/ComDev_EnhancementProjects.html

I-595 Corridor Improvements
http://www.i-595.com/default.aspx

Sources

[1] City of Sunrise, www.sunrisefl.gov

[2] Ibid.

[3] Ibid.

[4] City of Sunrise, Business Parks and Facilities, http://www.sunrisefl.gov/6Businessp&f.html

[5] South Florida Business Journal, "Tech Cluster in Sunrise is growing." 2009
http://southflorida.bizjournals.com/southflorida/stories/2009/05/18/story3.html?surround=etf&b=124261
9200^1828509

[6] City of Sunrise, Economic Development, Project Spotlight,
http://www.sunrisefl.gov/6ProjectSpotlight.html

[7] City of Sunrise, http://www.sunrisefl.gov/whatsnew_past.html

[8] All information cited in this section is from Simply Maps unless otherwise indicated. Note, there may
slight round-off errors.

[9] According to the 2009 US Census Bureau's Population estimate, the City of Sunrise's population was
89,722.

[10] All information cited in this section is from Simply Maps unless otherwise indicated. Note, there may
slight round-off errors.

[11] Broward Alliance, "City of Sunrise"
http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_Sunrise

[12] City of Sunrise, Economic Development, http://www.sunrisefl.gov/6EconomicDevelopment.html

[13] Simply Maps

[14] South Florida Business Journal, "Tech Cluster in Sunrise is growing." 2009
http://southflorida.bizjournals.com/southflorida/stories/2009/05/18/story3.html?surround=etf&b=124261
9200^1828509

[15] Ibid.

[16] Ibid.

[17] City of Sunrise "Your Corporate Neighbors", http://www.sunrisefl.gov/6CorporateNeigh.html