



# Gravy Analytics and Lake Nona: Using Location Analytics for Smarter Community Planning

COMMERCIAL REAL ESTATE CASE STUDY

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# Overview: Building a Smart City from the Ground Up. Planning the Right Mix of Community Amenities for Residents & Visitors

## THE CLIENT

Located in Orlando, Fla., Lake Nona is one of the fastest-growing master-planned communities in America. Known for thoughtfully designed neighborhoods, top-rated education facilities, business and research clusters, retail and entertainment centers, and diverse workspaces, this smart city encompasses more than 17 square miles and serves as home to tens of thousands of residents, students, and onsite workers. Located within the most visited city in the U.S. and contiguous to Orlando International Airport, there are approximately 2.6 million people within a 30-mile radius of Lake Nona.

## TARGET MARKET

Lake Nona's residents are educated, health-conscious, technology-savvy, and community-oriented. The median age of its residents is 36, with a median household annual income of more than \$150K USD.

# Lake Nona and Gravy Analytics Team Up For Enhanced Community Insights

Lake Nona was already using demographic data to inform its strategic planning, site development, and marketing activities. In addition, Lake Nona regularly solicited feedback from its residents through annual surveys, for information about the population living within the Lake Nona community.

While both sources provided valuable information about Lake Nona residents, neither method gave Lake Nona much-needed information about its many daily visitors. These visitors might work or attend school within the community, or patronize the many shopping, dining, and entertainment options available within the community's 2 million square foot town center, the centerpiece of the Lake Nona experience.

## THE SOLUTION

Gravy provided Lake Nona with Insights reports and accompanying analysis during Q1 2020 and Q2 2020. To do so, Lake Nona and Gravy Analytics geo-fenced the entirety of the 17 square mile Lake Nona community and the Lake Nona Town Center. Mobile device data observed in these areas were then analyzed to better understand where visitors to the community--and the town center specifically--were coming from, how long they were staying, and what they were doing during their visit.

## AT A GLANCE, THE STUDY REVEALED:



Visitors were coming from as far away as **Atlanta, Chicago, Denver, and Silicon Valley.**



Visitors and residents were **often traveling outside of the community for daily essentials, like gas.**



While surveys showed that Lake Nona residents are very health-conscious, **both residents and visitors were likely to dine at fast food restaurants on occasion.**

Not all of the data was surprising. In many cases, Gravy's data validated and quantified what Lake Nona developers were already seeing on the ground. In particular, Gravy's data helped to measure the impact of COVID-19 on local restaurants, on consumer activity in the town center, and on travel patterns to-and-from the community in general.

## RESULTS ON THE ROADMAP

The resulting data and analysis helped Lake Nona to:



**Improve competitive standing against rapidly growing markets also vying to bring Fortune 500 employers to their communities.**

One of Lake Nona's biggest assets is its proximity to the Orlando International Airport, but because great swaths of land remain to the north and east of the community, this sometimes puts Lake Nona at a disadvantage with commercial real estate planners who use traditional planning methods, like counting rooftops. Using Gravy's data, Lake Nona was able to prove its true population density and harvest new interests from some of the country's largest retailers.



**Prioritize land sales and commercial leasing outreach to maximize community amenities and available use of space.**

Knowing that many of its residents left the community to purchase daily essentials like gas, helped Lake Nona prioritize its sales outreach and sign leases with national gas and convenience chains.





**Inform B2C residential marketing priorities and enhance community positioning as a desirable place to live.**

By understanding the interests, activities, and provenance of both its residents and visitors, Lake Nona was able to refine its messaging and better target its marketing dollars based on geographic footprint.



Photo courtesy of Lake Nona

## BETTER PLANNING WITH GRAVY SERVICES

With Gravy Analytics, Lake Nona was able to better inform its long-term strategic plan, ensuring that the community continues to include businesses and amenities compelling to its target markets as it grows. Gravy's data and complementary analysis also helped to validate many of Lake Nona's existing plans that were built on demographic or survey data-- data that can sometimes be misleading when used alone.

## ABOUT GRAVY AND LOCATION DATA

Gravy Analytics is a leading provider of location intelligence for businesses in industries including commercial real estate, retail and restaurant, financial services and insurance, automotive, and connected TV and digital-out-of-home.

Gravy's location data platform, AdmitOne™, processes and interprets billions of pseudonymous location signals from millions of opted-in mobile devices every day. The resulting insights reveal consumer movement patterns, including consumer visits to millions of commercial places of interest, for thousands of leading brands. This information can then be used to discern travel patterns, brand loyalty, and consumer behavior classifications. The result? Improved understanding of the interests and habits of your target audiences, allowing your business to market to them more effectively and to increase sales.



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