LAKE NONA
A Master Plan of Wellbeing
Spring 2017
Ken DiScipio
TAVISTOCK GROUP & LAKE NONA
The Lake Nona Mission Statement

To create the ideal place that inspires human potential through innovative collaboration.

INNOVATION × COLLABORATION × WELLNESS
**WHAT IS A SMART CITY?**

Smart Cities are commonly defined by:

- Application of wide range of electronic and digital technologies
- The embedding of these technologies in government systems
- The use of Information and communication technology in the environments
- Internet of things technology

However:

“The concept is not static, there is no absolute definition of a smart city, no end point, but rather a process, or series of steps, by which cities become more 'liveable' and resilient and, hence, able to respond quicker to new challenges.”

*Department for Business, Innovation and Skills, UK 2013*
Lake Nona is a Smart City

US. Home of Veteran’s Affairs SimLearn Center, their national simulation training center

Partnered with White House for U.S. Ignite project to focus on possibilities of gigabit network

Network of towers providing robust cellular coverage & operates a campus wide

FIRST

Gigabit city in Florida & 1st Cisco designated Smart + Connected City

DISTRIBUTED ANTENNA SYSTEM (DAS)

ROBUST FIBER NETWORK across 17-sq-mi community

1GB

CISCO

Lake Nona’s definition of SMART extends far beyond our robust technology infrastructure...
FOR LAKE NONA, SMART ALSO MEANS...

- Designing healthy homes that enhance wellbeing
- Creating a sustainable environment that preserves 40% of the land
- Partnering with GE to build homes with a 20% reduction in energy emissions and water consumption
- Designing an elementary school with a YMCA to create a first-of-its-kind model
- Clustering businesses to create moments of intersection that spark breakthrough ideas
- Launching a nonprofit to explore programs and initiatives to inspire healthy, sustainable communities of the future
- Home to a landmark health and wellness longitudinal study to better understand how communities can improve our health
LAKE NONA RESIDENTS DEMOGRAPHICS

- Annual census survey sent to residents within Lake Nona
- 36.88% of residents reported a HH Income of $200,000+
- Top-10, best-selling master planned community in the US (RCLCO 2015)

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<tr>
<th></th>
<th>10-Minute Drive Time</th>
<th>20-Minute Drive Time</th>
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<tbody>
<tr>
<td>Population 2020 Projection</td>
<td>146,638</td>
<td>759,096</td>
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<tr>
<td>Population 2015 Estimate</td>
<td>121,033</td>
<td>854,288</td>
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<tr>
<td>Growth 2015 - 2020</td>
<td>21.58%</td>
<td>12.63%</td>
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<tr>
<td>2015 Average Age</td>
<td>35.7</td>
<td>36.4</td>
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<tr>
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<tbody>
<tr>
<td>COMMERCIAL</td>
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<tr>
<td>Commercial/Office/Retail (SF)</td>
<td>10,644,276</td>
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<tr>
<td>Hotel (By Room) Total</td>
<td>3250</td>
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<td></td>
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<tr>
<td>RESIDENTIAL</td>
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<tr>
<td>Total</td>
<td>11,424</td>
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DELOs
WELLNESS REAL ESTATE

- **AIR** – promote clean air, reduce/minimize sources of indoor air pollution
- **WATER** – safe and clean water – implement proper filtration and regular testing
- **NOURISHMENT** – availability of fresh, wholesome foods, limiting unhealthy ingredients
- **FITNESS** - integration of physical activity into everyday life, providing the opportunities and support for an active lifestyle and discouraging sedentary behaviors
- **LIGHT** – minimize disruption to the body’s circadian system
- **COMFORT** - create a distraction-free, productive and comfortable indoor environments
- **MIND** - optimize cognitive and emotional health through design, technology and treatment strategies
- **INNOVATION** - encourage innovation by allowing projects to submit ideas for new features under WELL concepts
THE WELLBEING COMMUNITY

PERSONAL ENGAGEMENT

MIND-BODY CONNECTION
PHYSICAL ACTIVITY
SOCIAL CONNECTION
SLEEP

FINANCIAL WELLNESS
NUTRITION
GENETICS
STRESS/TOXICITY
YOUTH-MINDED

COMMUNITY ECOSYSTEM

WORK
HEALTH DELIVERY
EDUCATION
CULTURE
SPHERE

COMMUNITY ECOSYSTEM

HOME
TRAFFIC
PROPERTY VALUE
SECURITY
ENTERTAINMENT
INNOVATIVE COLLABORATION
POWER OF PARTNERSHIPS
THANK YOU

LAKE NONA®
lakenona.com