



GRAND BAY PLAZA

19100 S. Tamiami Trail | Fort Myers, FL

- PUBLIX
- PUBLIX LIQUOR STORE
- SHERWIN WILLIAMS
- COAST DENTAL
- SEOUL VIBEZ INSTANT NOODLE BAR



A Growing Market

Fort Myers is one of Florida's fastest-growing regions, offering a favorable business climate, strong tourism, and a high quality of life. The market benefits from robust residential development, affluent demographics, and year-round consumer demand driven by both permanent residents and seasonal visitors.



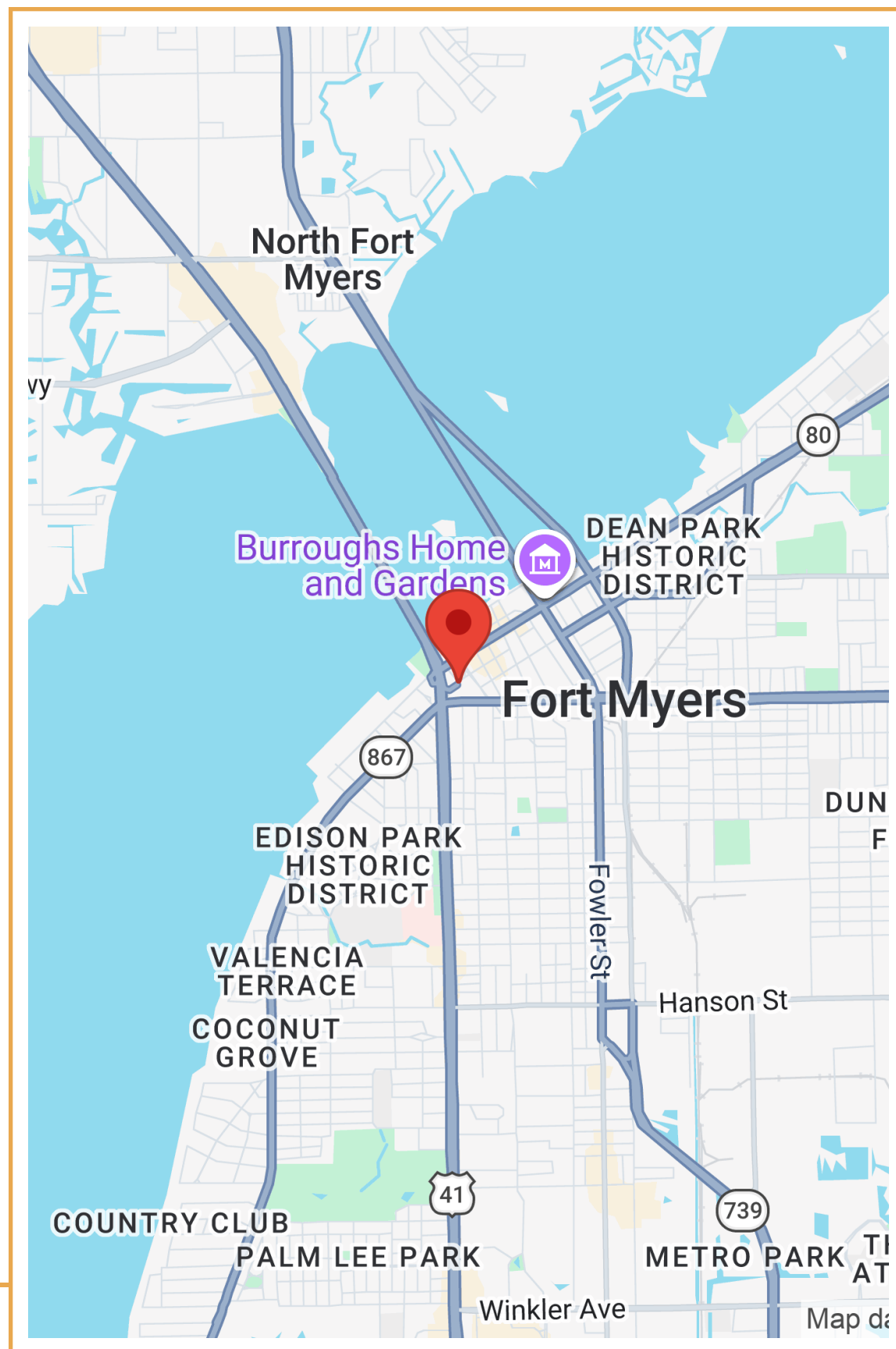
Location and Traffic

The center offers strong visibility, traffic counts exceeding 50,000 vehicles per day, and a complimentary mix of national and regional tenants, including Publix, Subway, Sherwin-Williams, UPS Store, and Coastal Dental.



Trade Area

The property serves a dense, affluent trade area supported by rapid population growth and ongoing residential development throughout South Fort Myers and Estero. Fort Myers has grown more than 15% since 2020, with Lee County's population now exceeding 875,000 residents—driving sustained demand for grocery-anchored retail and service-oriented businesses.



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DENSE, AFFLUENT
TRADE AREA



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2025 Estimates

	Trade Area	3 Miles	5 Miles
POPULATION	531,620	47,600	87,800
DAYTIME POPULATION	210,250	6,810	27,300
AVERAGE INCOME	130,200	122,900	142,500

Source: 2026 Advan Research (7/1/26)

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About Wilder

Wilder is a Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of our customers, retailers, and investors.

From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, Wilder, in its 40-year history, has developed, managed, and leased over 20 million square feet of retail properties throughout the United States and Puerto Rico.

The company continues to have a diverse portfolio of properties throughout the East Coast.



For More Information



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