



DESTINY™  
*America's First Eco-Sustainable City*

## ONE PLANET. ONE DESTINY.

Destiny is the first large-scale sustainable community in the United States, where the ecosystem is integrated into its infrastructure, creating working green space and preserving the overall quality of the environment.

The vision for the 41,300-acre “new city” is a self-contained, sustainable, networked community; centered around an urban core hub. Destiny is a series of inter-connected villages, where strategically placed Eco Industrial Preserves provide synergy within and between technology clusters; and where one company’s output is another’s input.

“Conserve, Recycle and Preserve” is the new paradigm and creating the building blocks of Destiny. These principles are integrated into every aspect of the infrastructure.

Sustainability also impacts the bottom line of Destiny’s resident companies and organizations. “One company’s waste, is another’s treasure” translates to real world cost savings.

Destiny provides an incubator for like-minded and forward thinking firms and new technology innovators desiring to shape their own future along with wellness and alternative health entities, leading researchers and universities creating an interactive knowledge oasis for all.

Destiny is more than a city. It is an environmentally sound, technologically advanced community designed for an enhanced quality of life. And, it provides all those who inhabit here the opportunity to shape the future, both locally and globally.



This is not a retro-fit.  
This is not just “thinking outside the box.”  
This is reinventing the wheel.  
This is where ideas will be born, nurtured and grown.  
This is your chance to shape the future.

# This is your Destiny.





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## INTERSECTION OF GREEN & GROWTH





## STIMULATING STATISTICS

Osceola County, and the areas surrounding Destiny, are considered by leading economists to be the fastest growing in the State. A young, highly-educated and vibrant population resides here.

More than **HALF A MILLION** college students live within a two-hour drive of Destiny.

The median age is **34.7 YEARS** and **52.5%** of the population is in the primary working age group.

Osceola County grew by more than **41.4%** between 2000 and 2006.

Nearly **500 MILLION VEHICLES** traverse the area of the Florida Turnpike and other major arteries bordering and crossing Destiny every year.

Females represent **50.2%** of the population with males at **49.8%**



Florida's current population of nearly **18 MILLION** is expected to increase to 23 million in the next 12 years and jump to 30 million by 2040.

Florida's clearly defined musculature forms the **7TH LARGEST MEGA-REGION** in North America and the 15th largest on the globe. This synergy of city regions generates more than **\$430 BILLION** in economic activity annually.

With an average of **325 SUNNY DAYS** per year and a median temperature of 72.3°F (22.4°C), Central Florida's weather is inviting and comfortable.



With **83.9 MILLION VISITORS** annually, Florida is one of the most popular destinations in the world.

The average stay in Central Florida is 5 days with **\$65.5 BILLION** spent annually.

At the heart of Central Florida, Orlando is often referred to as "**HOLLYWOOD EAST**" with its many entertainment industry resources and a considerable art and culture repertoire.

Port Canaveral is a short drive from Destiny, and is the **SECOND BUSIEST CRUISE PORT IN THE WORLD** and the only **QUADRA-MODAL PORT ON THE PLANET** (air, sea, land, rail and space). The port is home to major cruise lines, including: Carnival Cruise Lines, Disney Cruise Line, Royal Caribbean International, Sterling Casino Line and SunCruis Casinos. Port Canaveral is a regular port of call for Norwegian Cruises, Princess Cruises and many others.

A busy cargo port, Canaveral handles more than **5 MILLION TONS** per year.

The Orlando International Airport, the **4TH LARGEST** in the U.S. and 20th in the world, welcomes **34 MILLION PASSENGERS** per year and sees an average annual increase in arrivals of 8.4%.





## THE STATE OF SMART GROWTH

The State of Florida has been under enormous development demand pressure since the early 1960s. The fourth largest state in the Union, Florida adds 1,000 new citizens a day. While development has long been the backbone of Florida's economy, it also led to urban sprawl, a lack of potable water, and unsustainable coastline growth. In 2005, the Governor and Legislature reacted by passing Growth Management Legislation to develop wisely the last frontier left for growth: Florida's vast interior. The co-author of this landmark legislation is an integral part of Destiny's team. With an eye to the future, our State continues to excel in Green industry growth.

### A CITY BASED ON THE PRINCIPLES FOR SMART GROWTH

*"An eco-sustainable city is a human settlement that enables its residents to live a good quality of life while using minimal natural resources."*



### FAST FACTS:

Florida's economic climate ranks No. 1  
*(Forbe's Magazine, Aug. 2008)*

Florida has the No. 1 Workforce in the nation  
*(CNBC's America's Top States for Business Report, July 2008)*

Florida ranks in the Top 5 for Labor and Growth  
*(Forbe's Magazine, July 2008)*

If Florida were its own country, it would have the 15th largest economy in the world.

The state's tax advantages are numerous. For instance, Florida ranks 5th in the "2008 State Business Tax Climate Index" ranking from the Tax Foundation.

In addition, Florida offers:

- No state personal income tax
- No sales tax on food and medicine
- No state-level ad valorem tax
- No inventory tax
- No ad valorem tax on goods-in-transit





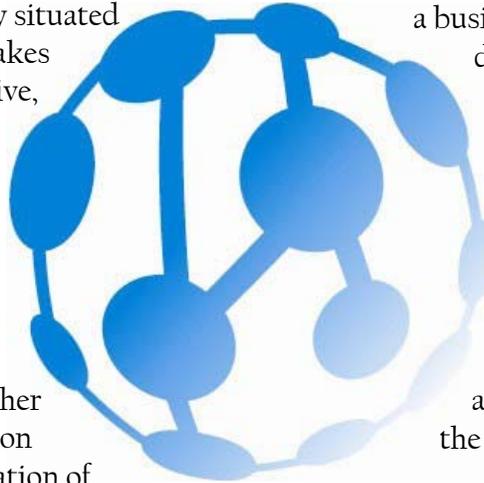
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## POWER OF PROXIMITY

Destiny will be built on the core principles of sustainability, both environmentally and economically. Cluster development benefits both the environment and the city's economy.

According to Michael E. Porter, Harvard University professor and head of the Institute for Strategy & Competitiveness, having interconnected companies, service providers, suppliers and other organizations associated with a particular industry situated geographically in close proximity makes the entire community more productive, competitive and leads to innovation.

The obvious advantage to industry clusters is the sharing of infrastructure, greener operations through reclamation of locally recycled materials, and fewer miles between supplier and consumer. Other advantages include ease in information sharing and technology transfer, location of institutional resources, increasing strength and growth within sectors. In an increasingly global economy, the competitive edge of having resources close at hand is vital.



In addition to our cluster design, providing a close proximity to each industry sector's counterparts, Destiny is in the center of a thriving area of economic development.

**Osceola County** boasts one of the fastest growing economies in the region. While the county is recognized globally as a tourist mecca, it is now viewed as an excellent corporate location with a business climate that fosters quality development. Most notable are the world headquarters of Tupperware Brands, Disney's World Wide Shared Services, Quaker Oats, Lowe's Mercury and BASS, a subsidiary of ESPN, Inc. Osceola County also hosts more than 6 million leisure, business and sporting event travelers each year and generates billions of dollars for the local economy.

Destiny is located near **Orlando's metropolitan area**. Orlando's economy is one of the fastest growing in the U.S. In the heart of Central Florida, this area ranks among the top 25 for economic strength and stability. With a diverse population, Metro Orlando's median age is 36, with 64 percent of the population under the age of 44 and with higher education levels than national averages, Destiny is poised to access a well prepared workforce.

Central Florida is attracting "21st century, knowledge-based industry" such as digital media, biotech, defense, modeling, simulation and training. These industries add \$13.4 billion and 65,000 jobs to the area.

*(Florida Trend Economic Year Book - 2008)*





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## ANCHOR PROJECTS

The T-Expo is the gateway to Destiny and will serve as a global showcase for the demonstration of innovative technologies and a proving ground for current and emerging clean technologies.

The 35-acre preserve, while small in size, is big in opportunity. As an exposition area and tourist attraction, Destiny's T-Expo center provides an opportunity for tech development companies to demonstrate and market their innovations to the world, while surrounded by green retail, hospitality, and entertainment. This microcosm of Destiny, will demonstrate a new way of life; a sustainable, low impact, model.



**Destiny's Energy Farm** is the first of its kind in the State of Florida. Sweet sorghum is already being grown with future plots set aside for other types of biomass. The farm is also a learning center where new farming techniques and practices can be developed to produce energy crops for alternative fuels and food grown locally for Destiny's inhabitants.

**The Energy Independence Research Park** will utilize biomass from the agriculture activities at Destiny, along with other alternative fuels and waste to create clean energy.



A 1,700-acre park within Destiny, will be the world's largest **R&D center for alternative fuels**, and transportation-focused applied robotics. Included in this cluster are commercial, industrial, residential and tourism-based activities; centered around the love of motorsports and high-speed racing.

A High Performance Marine Complex will include aquaculture, testing and support, along with the world's first wet/wind tunnel designed, built and managed by a renowned international engineering firm, assures Destiny will become a global Mecca for both automobile enthusiasts and the technological innovators of reliable, fossil-fuel free transportation.



Destiny will be home to a **NextGen Airport**, located in the city's first phase. The concept of a NextGen facility extends beyond being the first "Green" aviation center; Destiny will be the pilot program for operations in the next century. Current radar-based air traffic systems are obsolete in the GPS-based navigation world of the 21st century. Proving this more efficient, safer mode of operation will put Destiny in the forefront of aviation.





## A COMMITMENT TO CHANGE THE WORLD

Destiny is a paradigm shift, with an opportunity to shape the future. Our vision was shaped by many, but led by one.

This vision was inspired by the need to save one of the last substantial, contiguous parcels of land in Florida. This land was doomed to fall victim to suburban sprawl. Destiny's founders and partners saw the opportunity to forever preserve much of Florida's natural splendor here, while allowing Destiny's inhabitants the opportunity to be a guiding

light for other communities.

While concrete jungles, traffic snarls, poor air quality and lack of greenspace plague growing cities around the globe, Destiny will avoid these pitfalls by design. By gathering the best and brightest and utilizing scalable new technology from its inception, Destiny is positioned to become the "Silicon Valley" of "Green." From its inception, Destiny has attracted heavy hitters in the area of power generation, R&D, healthcare and high-tech.

### *Our Vision...*

*"Our goal is to create a self-contained 'green' community that will ensure an environmental social, economic sustainability and to provide a healthy and human environment for those that will call Destiny home for generations."*

**Anthony V. Pugliese III**, Founder and Managing Partner of Destiny and President and Founder of The Pugliese Company; Anthony possesses an innate ability to identify trends and focus proactively on providing solutions.

Anthony's pioneering vision for Destiny, will change the way cities are developed and how they grow. This ground-breaking foresight will no doubt provide a template for other communities around the world and have a far-reaching effect on how we live, work, and play.

Developing an environmentally sound, technologically advanced community designed for an enhanced quality of life, with a keen focus on longevity are principles at the heart of our plan for Destiny.

**Fred DeLuca**, Partner of Destiny, is best known as the "man behind the sandwich" as the founder of Subway® Restaurants. He launched his career at the age of 17 when he opened a sandwich shop to earn money for college tuition. Some 30,000 stores later, Fred remains actively involved in the business and has launched some 95 corporations. Fred is well versed in managing growth. As a well respected business leader and author, Forbes listed this quiet but highly successful leader in its "Forbes 400."

**Randy Johnson**, Chief Operating Officer of Destiny, is well equipped for the challenge of building the most ecologically advanced city in the hemisphere. He co-authored the landmark "Growth Management Act of 2005" and served as the Chairman of the Growth Management Committee in the Florida House. After a career as a Naval Officer and Carrier Pilot, Randy led a number of corporate relocations, including the largest ever in the State of Florida, creating an instant profile for the state in the bio-tech industry.

