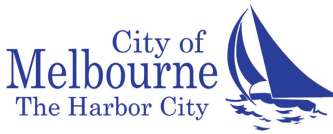




OVERVIEW

The City of Melbourne is a full service municipality serving as the business center of the South Brevard County urban area. Melbourne provides the needed infrastructure to support a superb quality of life for growing residential, business and technological communities. We honor the city's colorful history by bringing the past into the present through activities in three redevelopment areas. The contemporary City of Melbourne is the result of the 1969



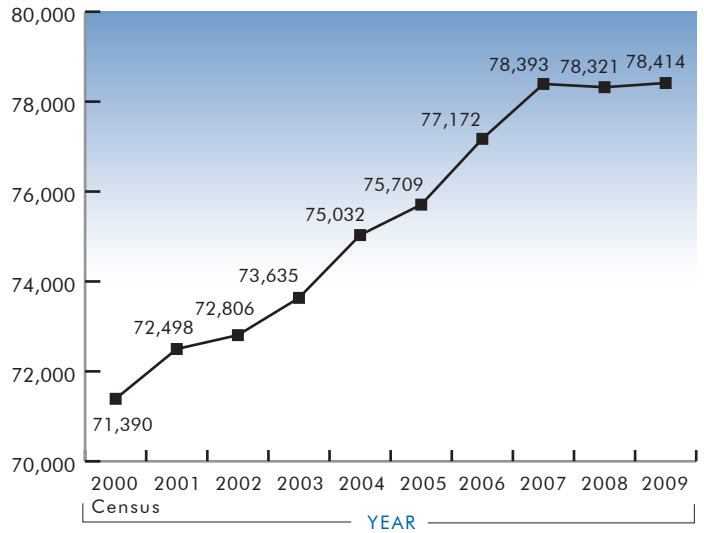
merger of the separate communities of Melbourne and Eau Gallie. Today, the City is close to 41 square miles in size, with about 75% of that land in use. The population is approximately 78,400 and continues to grow at a modest rate. In addition to providing services to residents and businesses, Melbourne provides drinking water to a regional area that includes several other municipalities. To accomplish its mission, the City employs approximately 1,000 people. The City of Melbourne operates a \$155 million annual budget.

KEY CONTACTS

Melbourne City Hall	Mayor:	(321) 608-7220
900 E. Strawbridge Avenue	City Manager:	(321) 608-7200
Melbourne, FL 32901	Economic Development:	(321) 608-7500
(321) 608-7000	Planning & Zoning:	(321) 608-7500
www.melbourneflorida.org	Building Permits:	(321) 608-7905
cityhall@melbourneflorida.org	Business Tax Receipts:	(321) 608-7038

POPULATION

POPULATION



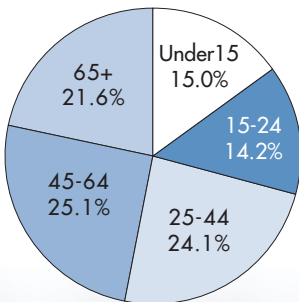
As of April 1st of each year
Source: Bureau of Economic and Business Research

DEMOGRAPHICS

(2010 Estimate)

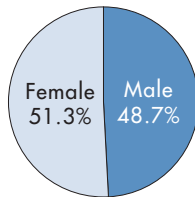
Source: Decision Data Resources

AGE DISTRIBUTION



Median Age: 42.3 years

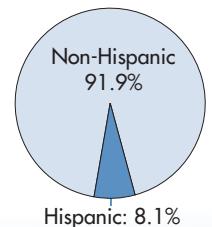
GENDER



RACIAL DISTRIBUTION



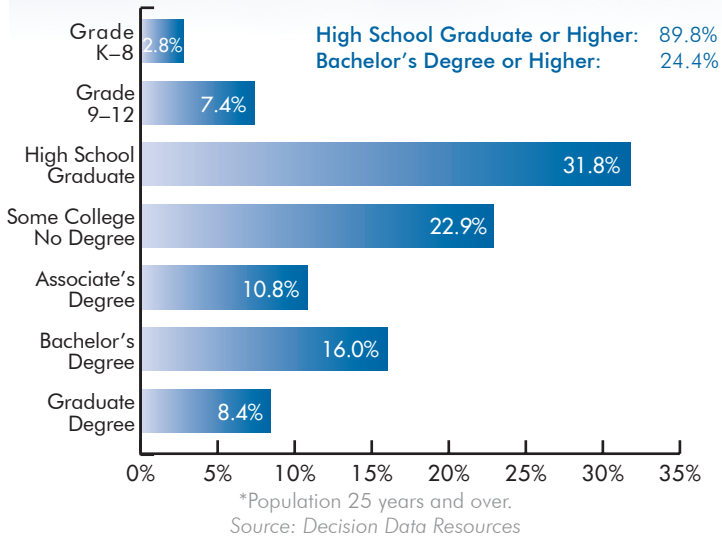
ETHNICITY*



*Hispanic is considered an ethnicity rather than a race.

EDUCATION

EDUCATIONAL ATTAINMENT* (2010 ESTIMATE)



PUBLIC SCHOOLS

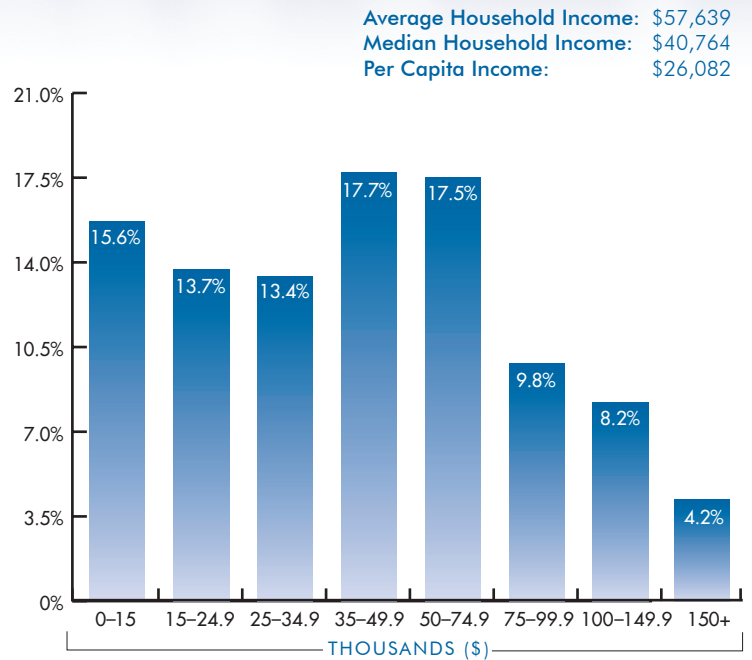
School	Telephone	Grades
ELEMENTARY		
Creel Elementary	(321) 259-3233	Pre K-6
Croton Elementary	(321) 259-3818	Pre K-6
Harbor City Elementary	(321) 254-5534	K-6
Longleaf Elementary	(321) 242-4700	K-6
Roy Allen Elementary	(321) 242-6450	K-6
Sabal Elementary	(321) 254-7261	K-6
Sherwood Elementary	(321) 254-6424	K-6
University Park Elementary	(321) 723-2566	Pre K-6
SECONDARY		
Johnson Middle	(321) 242-6430	7-8
Stone Middle	(321) 723-0741	7-8
West Shore Jr./Sr. High	(321) 242-4730	7-12
Eau Gallie High	(321) 242-6400	9-12
Melbourne High	(321) 952-5880	9-12
Palm Bay High	(321) 952-5900	9-12
Viera High	(321) 632-1770	9-12

COUNTYWIDE HIGHER EDUCATION RESOURCES

School	Location(s)	Telephone	Website
Barry University	West Melbourne Merritt Island	(321) 453-6253	barry.edu
Brevard Community College	Cocoa Melbourne Palm Bay Titusville	(321) 632-1111	brevardcc.edu
Columbia College	Patrick AFB	(321) 783-5506	ccis.edu/PAFB
Embry-Riddle Aeronautical University	Patrick AFB	(321) 783-5020	embryriddle.edu/ spacecoast
Everest University	Melbourne	(321) 253-2929	everest.edu/ campus/melbourne
Florida Institute of Technology	Melbourne	(321) 674-8000	fit.edu
Keiser University	Melbourne	(321) 409-4800	keiseruniversity. edu/melb.php
University of Central Florida, Southern Region	Cocoa Palm Bay	(321) 433-7821	regionalcampuses. ucf.edu
Webster University	Merritt Island Palm Bay Patrick AFB	(321) 449-4500	webster.edu/ spacecoast

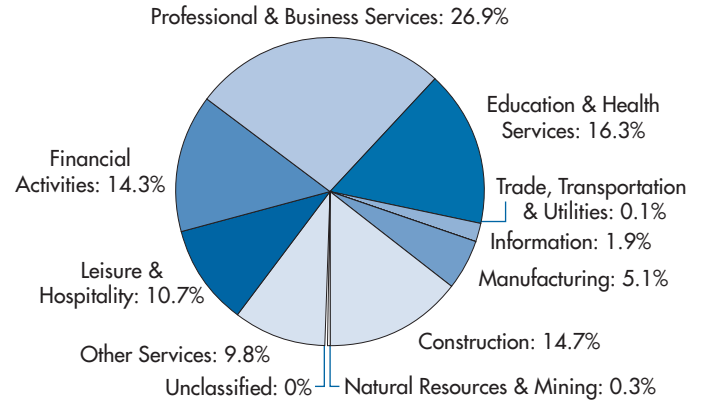
INCOME

Households by Income (2010 Estimate)

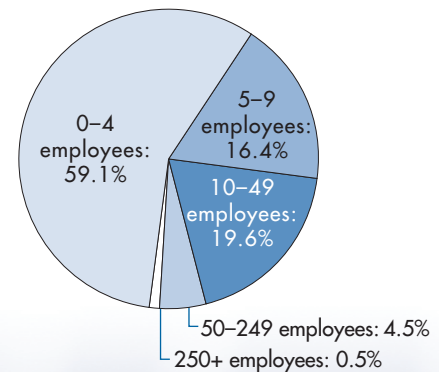


INDUSTRY

ESTABLISHMENTS BY SECTOR - PRIVATE OWNERSHIP (2010)



ESTABLISHMENTS BY SIZE - PRIVATE OWNERSHIP (2010)

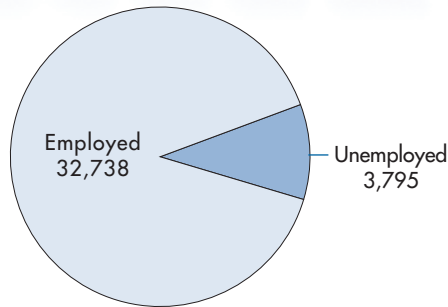


Source: Internal EDC Calculations

LABOR FORCE & EMPLOYMENT

(2010 Annual Averages)

Labor Force: 36,533



Unemployment Rate: 10.39%

Source: Florida Agency for Workforce Innovation, unpublished data

LIST OF MAJOR EMPLOYERS IN BREVARD

- The Boeing Company
- DRS Technologies Inc.
- Florida Institute of Technology
- Harris Corporation
- Health First
- Health Management Associates, Inc.
- Lockheed Martin
- Northrop Grumman Corporation
- Raytheon Company
- Rockwell Collins
- United Space Alliance

GOVERNMENT & TAXES

Government Structure	Council/City Manager
Personal Income Tax	NONE
Personal Property (2010 city millage rate)	5.9223*
Personal Property (2010 total millage rate)	19.9629*
State Corporate Income Tax	5.5%
State Sales Tax	6.0%

*Source: Brevard County Property Appraiser

HOUSING

2010 BREVARD MEDIAN SALES PRICE
\$105,300

Source: Space Coast Association of Realtors

RESIDENTIAL BUILDING PERMITS ISSUED

Year	Single Family	Multi Family	Total Units
2000	396	32	748
2001	396	0	396
2002	346	32	653
2003	320	0	320
2004	371	44	877
2005	575	52	1,218
2006	315	14	512
2007	205	4	320
2008	257	2	263
2009	128	0	128

Source: U.S. Census Bureau

UTILITIES

Electricity	Florida Power & Light Co.	(321) 723-7795
Natural Gas	Florida City Gas	(800) 993-7546
Telephone	AT&T	(888) 757-6500
	Bright House	(321) 254-3300
Water	City of Melbourne	(321) 608-7100

POINTS OF INTEREST

- Brevard Art Museum
- Henegar Center for the Arts
- King Center for the Performing Arts
- Florida Tech Botanical Gardens
- Historic Downtown Melbourne
- Historic Old Eau Gallie Riverfront Area
- Melbourne Greyhound Park
- Melbourne Square Mall
- 9 miles of waterfront

RECENT/PLANNED ACTIVITY

(as of January 2011)

- [DRS facility expansion](#) on Babcock Street, 140,000 square foot addition completed in 2010.
- [Embraer executive jet assembly and sales facility](#), representing \$43 million in new investment, is under construction
- [Florida Institute of Technology and Melbourne International Airport](#) commenced development of a 78 acre FIT Research Park
- [Sonata at Melbourne](#) 170,000 sf residential assisted living facility represents \$25 million in new investment is under construction
- [The NASA Boulevard and Ellis Road realignment](#) represents over \$10 million in transportation investments, near completion
- [The Crane Creek Promenade and Pedestrian Bridge project](#) represents \$1 million in recreation and park improvements in Downtown Melbourne.

TRANSPORTATION

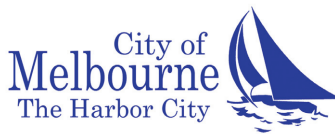
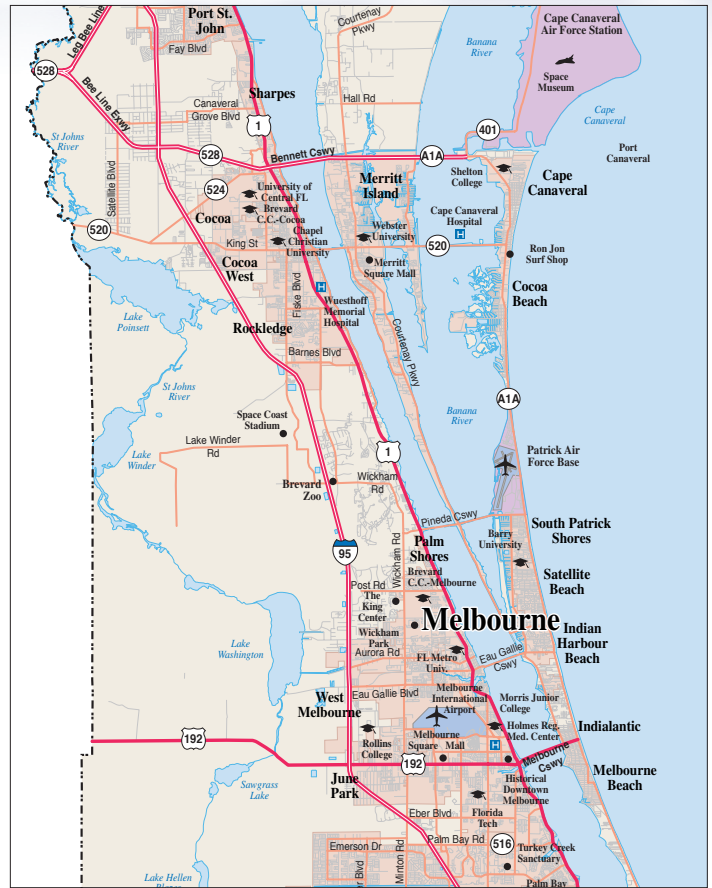
Melbourne is located on Central Florida's East Coast in Brevard County. Truly quadramodal, the area benefits from the extensive transportation network that has sprung up around NASA's Kennedy Space Center.

Connecting the city to the rest of Florida and beyond is a modern, uncongested system of road and rail connections. Interstate 95, US 1, US 192 and the Florida East Coast Railway are all excellent methods for land transportation in the immediate area.

Commercial air transportation is provided by Melbourne International Airport – home also to a 1,200 acre industrial park. General aviation facilities are available at Space Coast Regional Airport, located just five minutes from Kennedy Space Center.

On the Atlantic Ocean sits Port Canaveral, a major deepwater port serving cargo, tanker and cruise markets. Port Canaveral has shown tremendous growth of late, registering 3.5 million short tons of cargo and 2.8 million total cruise passengers in FY 2010.

Port Canaveral, Melbourne International Airport and Space Coast Regional Airport all lie within Foreign Trade Zone 136, enabling qualified businesses to defer or eliminate U.S. Customs' duties on imported goods.



Melbourne City Hall
900 E. Strawbridge Avenue
Melbourne, FL 32901