



COMMUNITY DATA

FEBRUARY 2011

PALM BAY

OVERVIEW



Palm Bay ranked 11th 'Most Innovative City in America' and 18th 'Best Bang for the Buck' city in the nation according to 2010 Forbes.com, due to its rich heritage in high-tech research and development along with manufacturing which began thirty years ago. Palm Bay has a strong technology based infrastructure with existing companies and the opportunities in emerging technologies and renewable energy.

Brevard's largest city, incorporated in 1960, has approximately 101,000 residents in over 100 square miles. The city is perfectly located on Florida's east central coast, midway between Jacksonville and Miami. Melbourne and Orlando International Airports, Port Canaveral with foreign trade zones and the nation's premiere spaceport are all nearby.

US 1, a national scenic highway, winds along the banks of the Indian River Lagoon, a national estuary providing panoramic views and recreational opportunities for boating, fishing, birding, and eco-tours. In addition to the lagoon and its proximity to the Atlantic Ocean, Palm Bay is surrounded by over 160,000 acres of undeveloped conservation land.

High-tech and bio-tech prospects will assist the city's continued commitment to the expansion of its trained, skilled workforce in information technology and engineering, aerospace and defense, health sciences, renewable energies, emerging technologies, logistics, transportation and international trade.

Palm Bay's business-friendly environment and outstanding quality of life complement a reasonable cost of living and employment opportunities from entrepreneurial enterprises through a growing base of mid and large size companies. Excellent educational programs nearby allow for a "small town atmosphere" with big city amenities, making Palm Bay well suited for you, your family and your business.

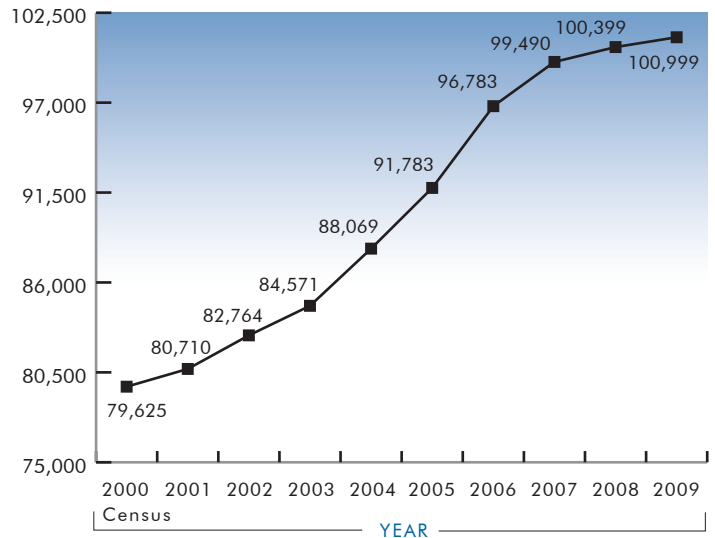
KEY CONTACTS

City of Palm Bay
120 Malabar Road, SE
Palm Bay, FL 32907
(321) 952-3400
www.palmbayflorida.org
palmbay@palmbayflorida.org

Mayor: (321) 952-3414
City Manager: (321) 952-3411
Economic & Business Development: (321) 952-3426
Growth Management: (321) 733-3042
Building Permits: (321) 953-8924
Business Tax Receipts: (321) 952-3419

POPULATION

POPULATION



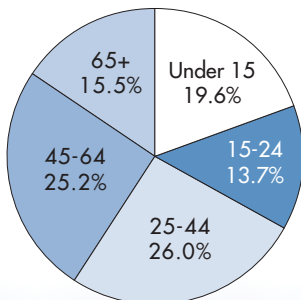
As of July 1st of each year
Source: U.S. Census Bureau

DEMOGRAPHICS

(2010 Estimate)

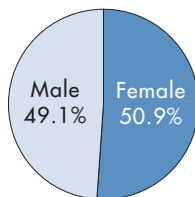
Source: Decision Data Resources

AGE DISTRIBUTION

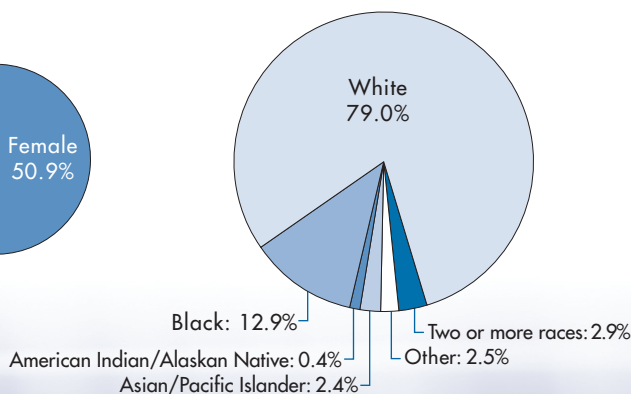


Median Age: 37.8 years

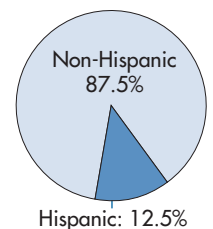
GENDER



RACIAL DISTRIBUTION



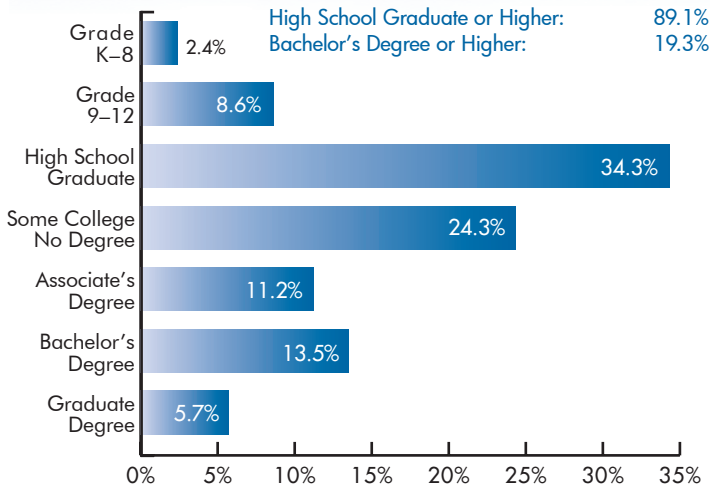
ETHNICITY*



*Hispanic is considered an ethnicity rather than a race.

EDUCATION

EDUCATIONAL ATTAINMENT* (2010 ESTIMATE)



*Population 25 years and over. Source: Decision Data Resources

PUBLIC SCHOOLS

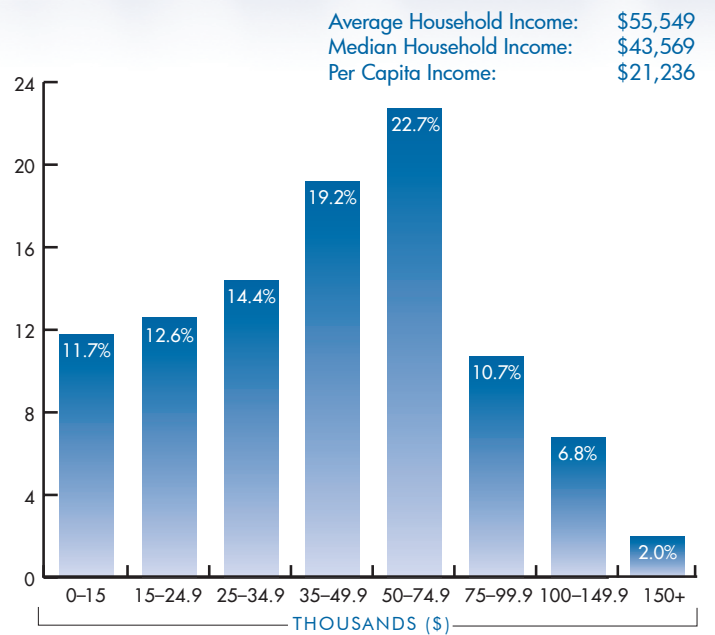
School	Telephone	Grades
ELEMENTARY		
Columbia Elementary	(321) 676-1319	K-6
Discovery Elementary	(321) 951-4920	K-6
Jupiter Elementary	(321) 952-5990	Pre K-6
Lockmar Elementary	(321) 676-3730	K-6
McAuliffe Elementary	(321) 768-0465	K-6
Palm Bay Elementary	(321) 723-1055	Pre K-6
Port Malabar Elementary	(321) 725-0070	K-6
Riviera Elementary	(321) 676-4237	Pre K-6
Sunrise Elementary	(321) 674-6145	K-6
Turner Elementary	(321) 676-5700	Pre K-6
Westside Elementary	(321) 956-5050	K-6
SECONDARY		
Southwest Middle	(321) 952-5800	7-8
Bayside High	(321) 956-5000	9-12
Heritage High	(321) 722-4178	9-10
Palm Bay High	(321) 952-5900	9-12
CHARTER		
Odyssey Charter	(321) 733-0442	Pre K-12
Palm Bay Academy Charter	(321) 984-2710	K-8
Palm Bay Community Charter	(321) 409-4500	K-8
Royal Palm Charter	(321) 723-0650	K-6

COUNTYWIDE HIGHER EDUCATION RESOURCES

School	Location(s)	Telephone	Website
Barry University	West Melbourne, Merritt Island	(321) 453-6253	barry.edu
Brevard Community College	Palm Bay, Melbourne, Titusville, Cocoa	(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	Palm Bay, Cocoa	(321) 433-7821	regionalcampuses.ucf.edu
Webster University	Palm Bay, Merritt Island, Patrick AFB	(321) 449-4500	webster.edu/spacecoast

INCOME

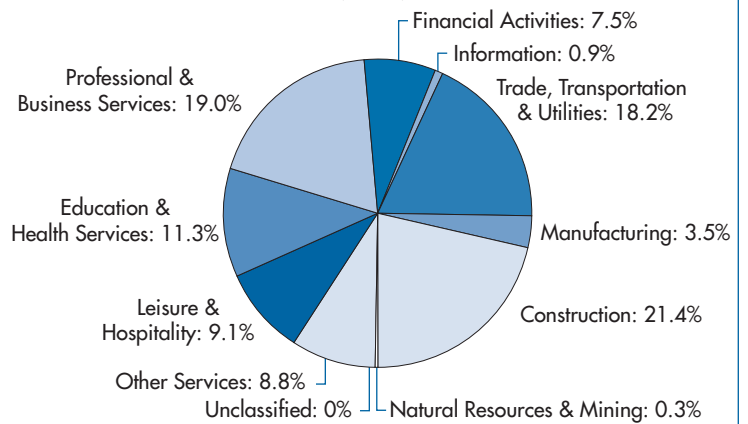
Households by Income (2010 Estimate)



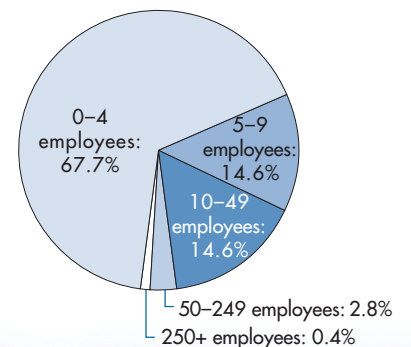
Source: Florida Agency for Workforce Innovation, unpublished data.

INDUSTRY

ESTABLISHMENTS BY SECTOR – PRIVATE OWNERSHIP (2010)



ESTABLISHMENTS BY SIZE – PRIVATE OWNERSHIP (2010)

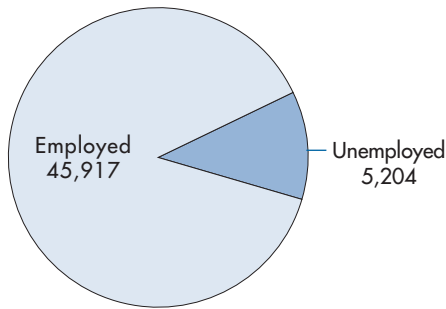


Source: Internal EDC Calculations

LABOR FORCE & EMPLOYMENT

(2010 Annual Averages)

Labor Force: 51,121



Unemployment Rate: 10.18%

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

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	530	0	530
2001	789	31	1,025
2002	966	7	1,136
2003	1,496	0	1,496
2004	2,233	0	2,233
2005	3,349	0	3,349
2006	1,764	2	1,771
2007	739	0	739
2008	392	11	534
2009	131	5	203

Source: U.S. Census Bureau

GOVERNMENT & TAXES

Government Structure	Council/Manager
Personal Income Tax	NONE
Personal Property (2010 city millage rate)	7.5000*
Personal Property (2010 total millage rate)	21.5406*
State Corporate Income Tax	5.5%
State Sales Tax	6.0%

*Source: Brevard County Property Appraiser

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 Palm Bay	(321) 952-3410

POINTS OF INTEREST

- A.J. Goode Park
- Bayfront Community Redevelopment District
- 29 city parks and recreation facilities
- Brevard Community College – Palm Bay Campus
- Castaway Point Park
- The Lagoon House
- Lake Lawton/ T.M. Goodwin Waterfowl Management Area
- Pelican Harbor Marina
- The Majors Golf Course at Bayside Lakes
- Turkey Creek Sanctuary and Margaret Homes Nature Center – over 100 acres of Natural Florida along the Turkey Creek

RECENT/PLANNED ACTIVITY

(as of January 2011)

- **City Hall Annex** ribbon cutting January 11th to start construction and be completed in the fall of 2011
- **The Florida Institute of Technology (Florida Tech)** purchased the River's Edge Charter Academy property at 4400 Dixie Highway with plans to use the property for research projects involving marine science, its' ROTC Program and professional development conferences
- **Emerald City Land** use approval by the State of Florida – the 1,600 acre mixed use sustainable green community, is in progress, to be integrated into the proposed third I-95 Interchange
- **City completed the Sustainable City 'Master Plan'** in March 2010
- **New home of University of Central Florida's High Tech Research Center** donated by Intersil Corporation
- **Contract awarded** in December, 2010 for access, lighting and stormwater improvements at Castaway Point Park.
- **US-1 Streetscaping Beautification Project**, incorporating the first phase of a sidewalk along portions of the Indian River Lagoon National Scenic Byway, the landscaping of selected medians and pedestrian lighting.
- **Landscaping** of the newly constructed six lane Palm Bay Road from I-95 to Robert J. Conlan Boulevard.

TRANSPORTATION

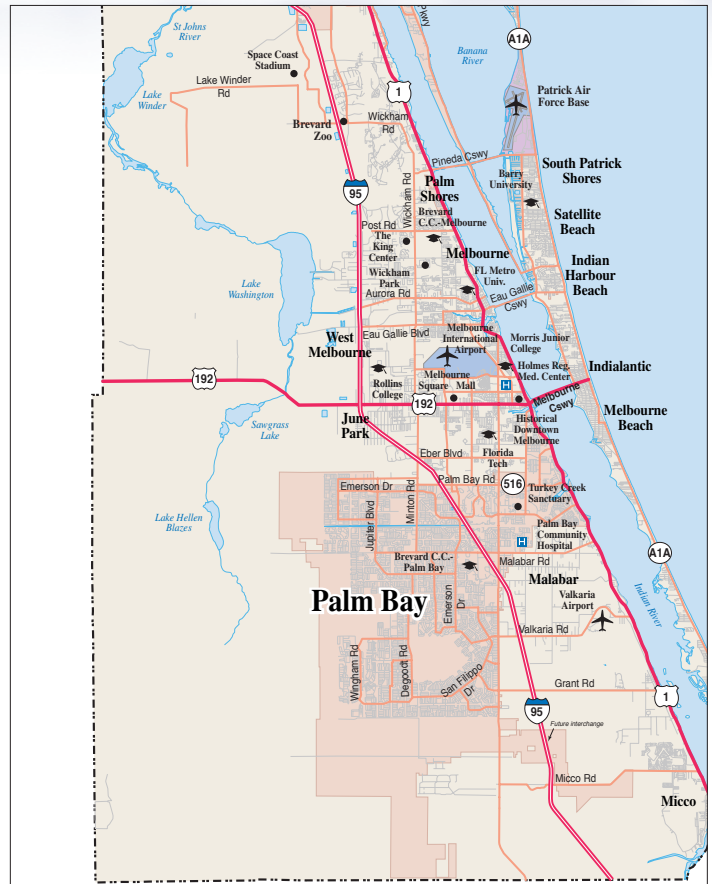
Palm Bay is located on Central Florida's East Coast in Brevard County. Truly quadramodal, the area benefits from the extensive transportation network that has developed around NASA's Kennedy Space Center.

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. A new interchange at I-95 between Grant Road and Micco Road is planned for the future.

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.



City of Palm Bay
120 Malabar Road, SE
Palm Bay, FL 32907