



# COMMUNITY DATA

FEBRUARY 2011

## WEST MELBOURNE

### OVERVIEW



The City of West Melbourne was incorporated in 1959. West Melbourne has grown significantly in population and stature since its early beginnings. Since 2000, the City has experienced the highest

population growth percentage of any municipality in Brevard County and now has an estimated 15,400 residents and encompasses 9.9 square miles.

Since its creation, West Melbourne has expanded municipal services by purchasing, expanding and improving a wastewater treatment, disposal, and reuse facility; establishing and expanding a well respected law enforcement program; developing and maintaining recreational facilities and now a community recreation center; and providing other essential services such as road repaving and sidewalk construction.

The City is now working on improving its existing stock of commercial and industrial corridors in cooperation with property owners, the Economic Development Commission, and Enterprise Florida. The City has established its own committee of business leaders, the Business Advisory Board, and uses this board to assist with redevelopment and economic incentive programs such as an upcoming tax abatement program.

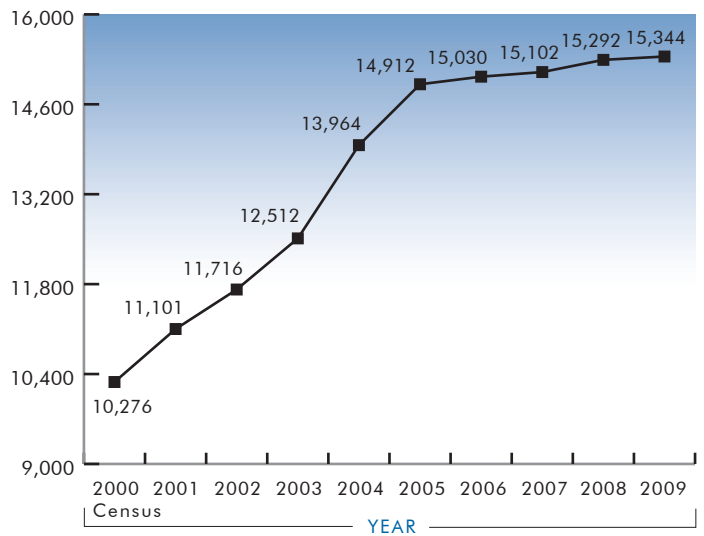
### KEY CONTACTS

City of West Melbourne  
West Melbourne City Hall  
2240 Minton Road  
West Melbourne, FL 32904  
(321) 727-7700  
www.westmelbourne.org  
info@westmelbourne.org

Mayor: (321) 727-7700 x401  
City Manager: (321) 727-7700 x102  
Planning & Zoning: (321) 727-7700 x804  
Building Permits: (321) 727-7700 x650  
Business Tax Receipts: (321) 727-7700 x650

### POPULATION

#### POPULATION



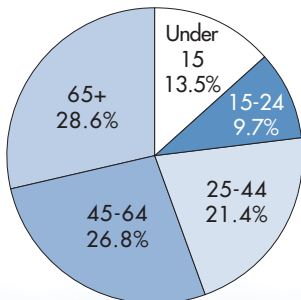
As of July 1st of each year  
Source: U.S. Census Bureau

### DEMOGRAPHICS

(2010 Estimate)

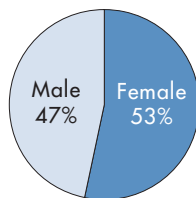
Source: Decision Data Resources

#### AGE DISTRIBUTION

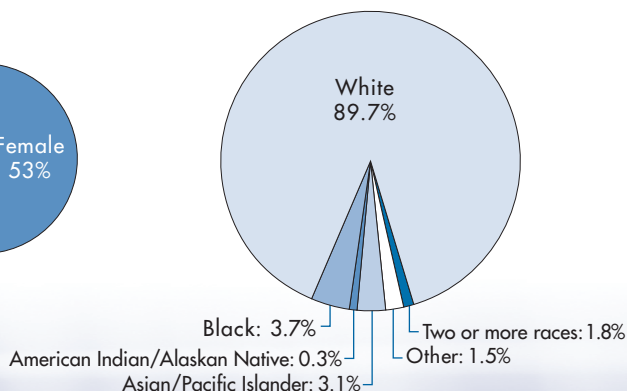


Median Age: 49.1 years

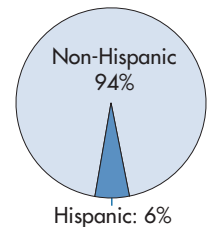
#### GENDER



#### RACIAL DISTRIBUTION



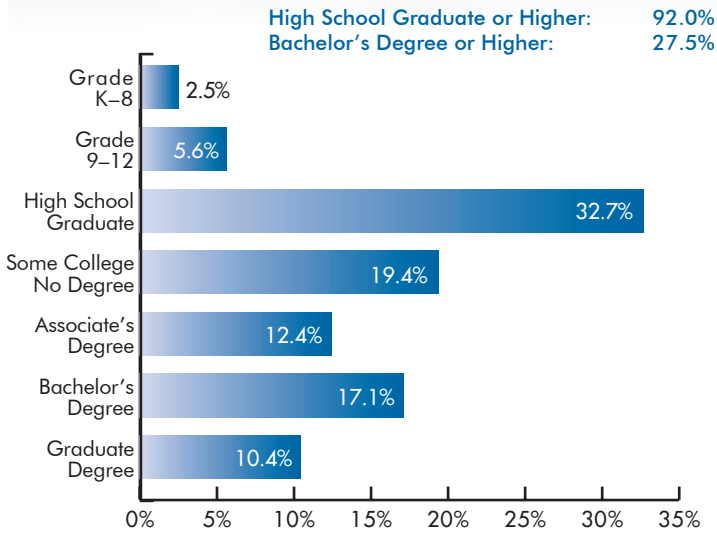
#### ETHNICITY\*



\*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

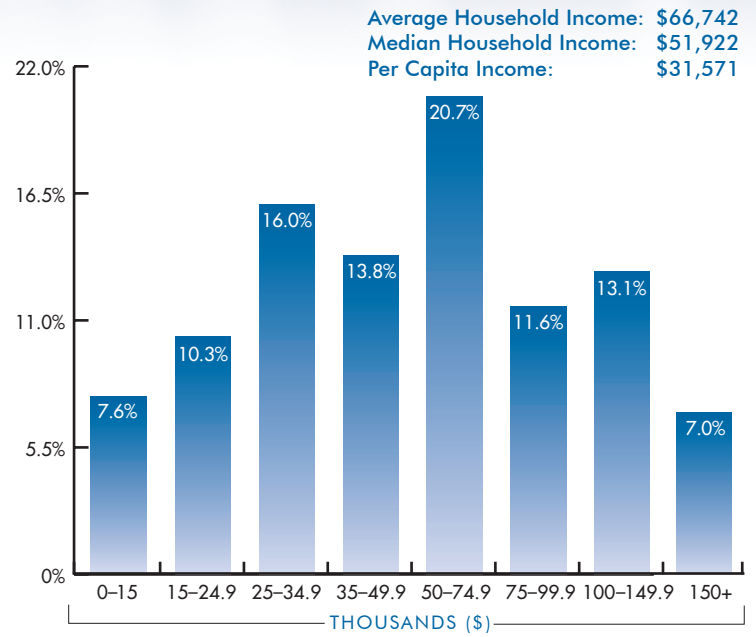
School	Telephone	Grades
<b>ELEMENTARY</b>		
Meadowlane Primary	(321) 723-6354	K-3
Meadowlane Intermediate	(321) 722-5539	4-6
West Melbourne Elementary	(321) 956-5040	K-6
<b>SECONDARY</b>		
Central Middle	(321) 722-4150	7-8
Melbourne High	(321) 952-5880	9-12
<b>CHARTER</b>		
Educational Horizons	(321) 729-0786	1-6
Imagine Schools at West Melbourne	(321) 768-6200	K-8

## 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

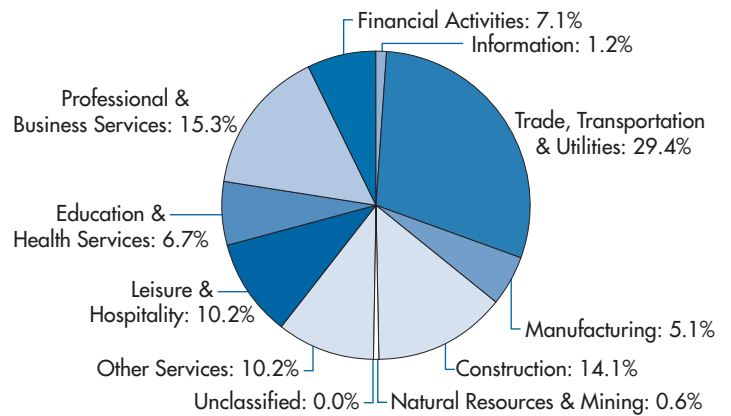
## Households by Income (2010 Estimate)



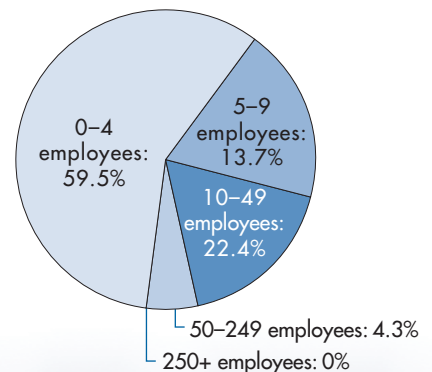
Source: Florida Agency for Workforce Innovation, unpublished data.

# INDUSTRY

## ESTABLISHMENTS BY SECTOR – PRIVATE OWNERSHIP (2010)



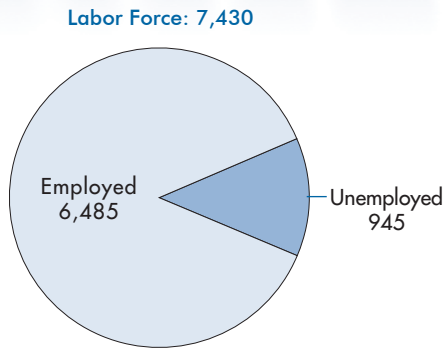
## ESTABLISHMENTS BY SIZE – PRIVATE OWNERSHIP (2010)



Source: Internal EDC Calculations

## LABOR FORCE & EMPLOYMENT

(2010 Annual Averages)



Unemployment Rate: 12.72%

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 MEDIAN SALES PRICE  
\$144,300

Source: Space Coast Association of Realtors

### RESIDENTIAL BUILDING PERMITS ISSUED

Year	Single Family	Multi Family	Total Units
2000	149	17	449
2001	347	3	353
2002	492	0	492
2003	780	0	780
2004	626	2	634
2005	261	5	279
2006	142	0	142
2007	174	0	174
2008	83	0	83
2009	135	0	135

Source: U.S. Census Bureau

## GOVERNMENT & TAXES

Government Structure	Council/Mayor
Personal Income Tax	NONE
Personal Property (2010 city millage rate)	2.2975*
Personal Property (2010 total millage rate)	17.0403*
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 West Melbourne	(321) 727-7700

## POINTS OF INTEREST

- Hammock Landing Shopping Center
- Melbourne Square Mall
- Erna Nixon Park (54 acres)
- Max K. Rodes Park (134 acres, completion anticipated early 2011)

## RECENT/PLANNED ACTIVITY

(as of January 2011)

- Publix Remodel on New Haven Avenue Complete
- RaceTrac at Coastal Commerce Now Open
- Panera Bread at Hammock Landing Now Open
- Burger King at Hammock Landing Now Open
- Ross at Hammock Landing Under Construction (adjacent to Target)
- Kendall Automotive on New Haven Avenue Remodel Complete
- Mobil Gas Station at Hammock Landing Now Open
- Chuck E Cheese's at Coastal Commerce Under Construction (adjacent to Rooms To Go)

# TRANSPORTATION

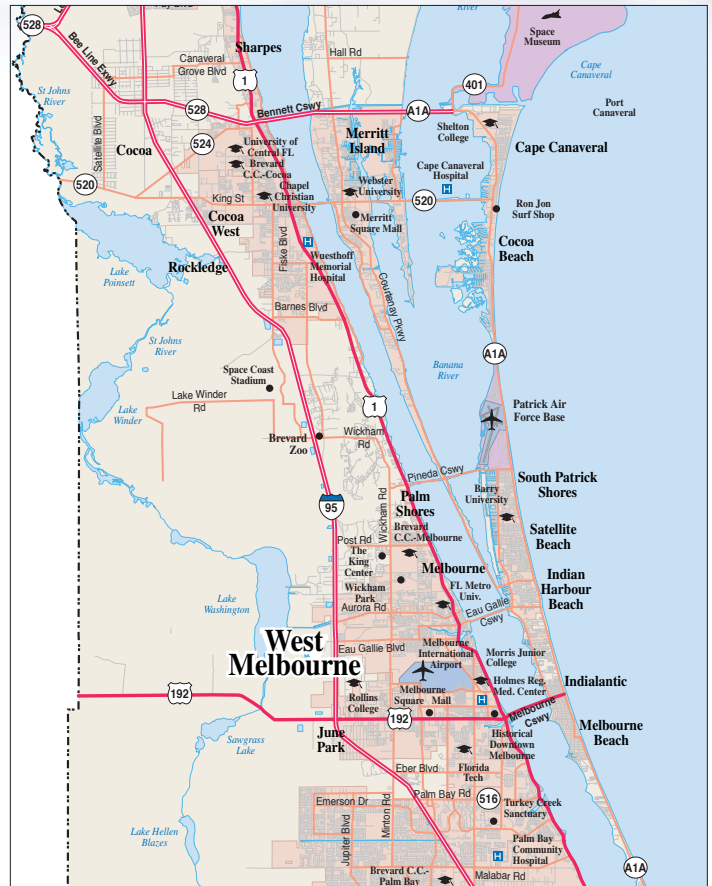
West Melbourne is located on Central Florida's East Coast in Brevard County. Truly quadramodal, the area benefits from the extensive transportation network that has sprung up around NASA's Kennedy Space Center.

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.



**West Melbourne**  
FLORIDA

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