



# COMMUNITY DATA

APRIL 2012

## 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 18,712 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 including an ad valorem tax abatement program.

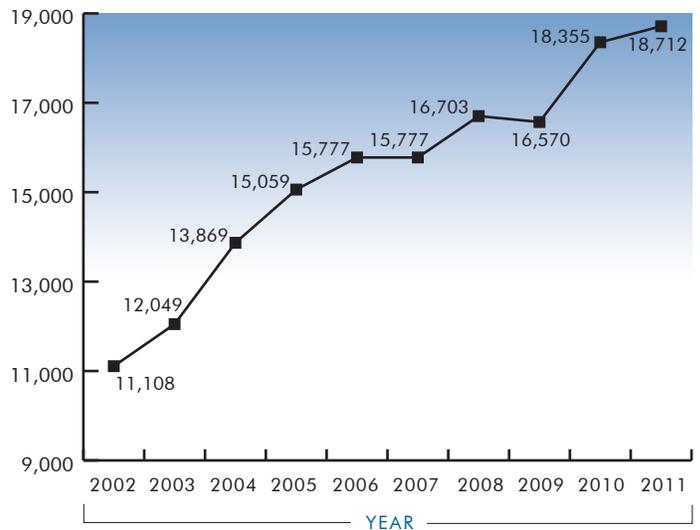
### KEY CONTACTS

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) 837-7774  
 City Manager: (321) 837-7771  
 Planning & Zoning: (321) 837-7778  
 Building Permits: (321) 837-7776  
 Business Tax Receipts: (321) 727-7700

### POPULATION

POPULATION



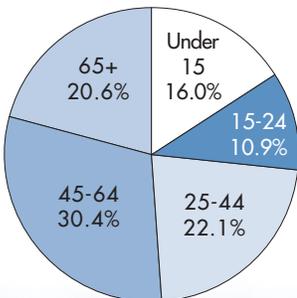
As of April 1st of each year  
 Source: BEBR

### DEMOGRAPHICS

(2011 Estimate)

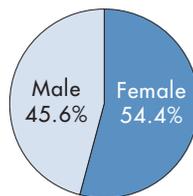
Source: Decision Data Resources

#### AGE DISTRIBUTION

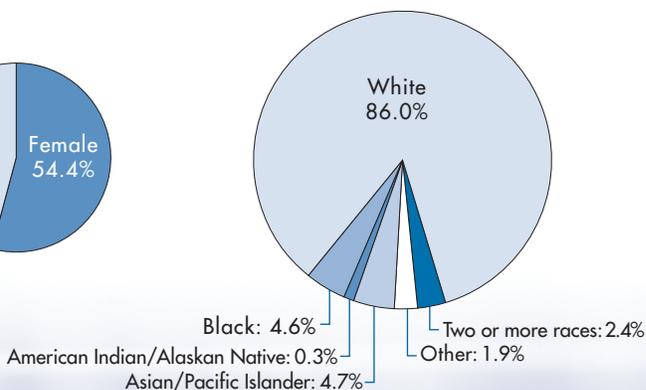


Median Age: 45.7 years

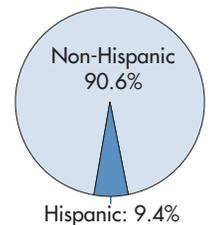
#### GENDER



#### RACIAL DISTRIBUTION



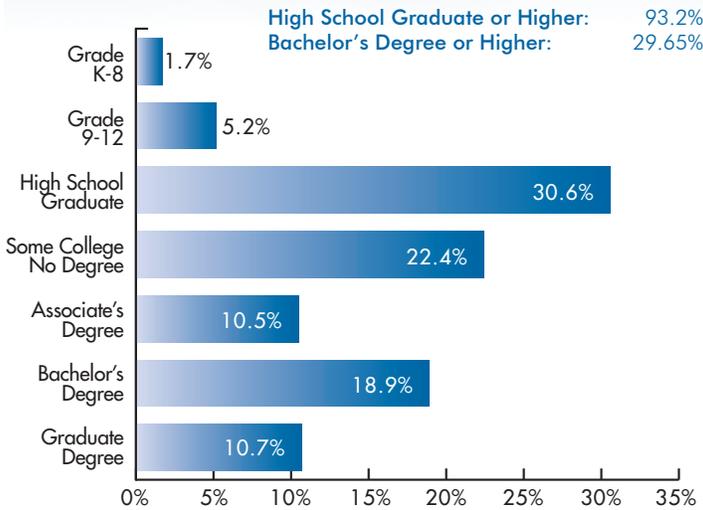
#### ETHNICITY\*



\*Hispanic is considered an ethnicity rather than a race.

# EDUCATION

## EDUCATIONAL ATTAINMENT\* (2011 ESTIMATE)



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

## PUBLIC SCHOOLS

School	Telephone	Grades
<b>ELEMENTARY</b>		
Meadowlane Elementary	(321) 723-6354	K-3
Meadowlane Intermediate	(321) 722-5539	4-6
West Melbourne Elementary School of Science*	(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

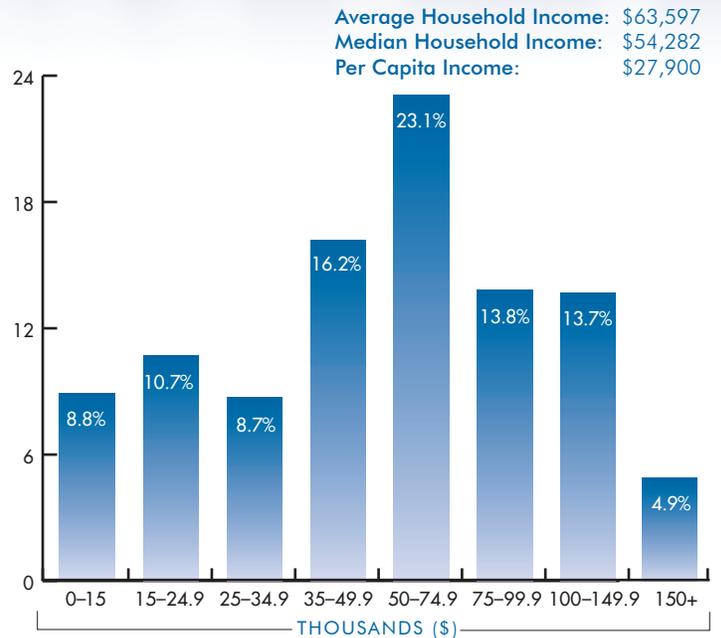
\* Ranked #1 elementary school in 2012 in Florida by the Florida Department of Education

## 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
Warner Southern College	Melbourne	(321) 722-1187	
Webster University	Merritt Island Palm Bay Patrick AFB	(321) 449-4500	webster.edu/ spacecoast

# INCOME

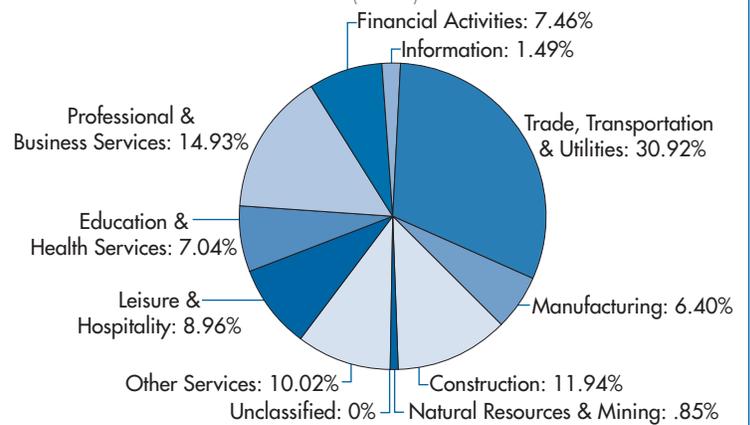
## Households by Income (2011 Estimate)



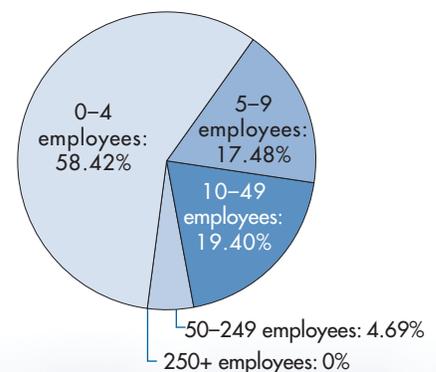
Source: Florida Agency for Workforce Innovation, unpublished data.

# INDUSTRY

## ESTABLISHMENTS BY SECTOR – PRIVATE OWNERSHIP (2011)



## ESTABLISHMENTS BY SIZE – PRIVATE OWNERSHIP (2011)



Source: Internal EDC Calculations

## LABOR FORCE & EMPLOYMENT

(2011 Annual Averages)



Unemployment Rate: 12.66%

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

2011 MEDIAN SALES PRICE  
\$140,000

Source: Space Coast Association of Realtors

### RESIDENTIAL BUILDING PERMITS ISSUED

Year	Single Family	Multi Family	Total Units
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
2010	182	4	186
2011	169	6	175

Source: U.S. Census Bureau

## GOVERNMENT & TAXES

Government Structure	Council/Mayor
Personal Income Tax	NONE
Personal Property (2011 city millage rate)	2.2975*
Personal Property (2011 total millage rate)	18.2211*
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 & Sewer	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 2012)

- [Panera Bread](#) at Hammock Landing Now Open
- [USSI Business](#) Expansion on Ellis Road
- [EMS Manufacturing](#) Expansion on Progress Circle
- [Buena Vida School for the Blind](#)
- [Cheddar's Restaurant](#) on New Haven Avenue
- [Chipotle Restaurant](#) in Shoppes of West Melbourne
- [LA Fitness](#) on Palm Bay Road
- [Gander Mountain](#) at Hammock Landing

# TRANSPORTATION

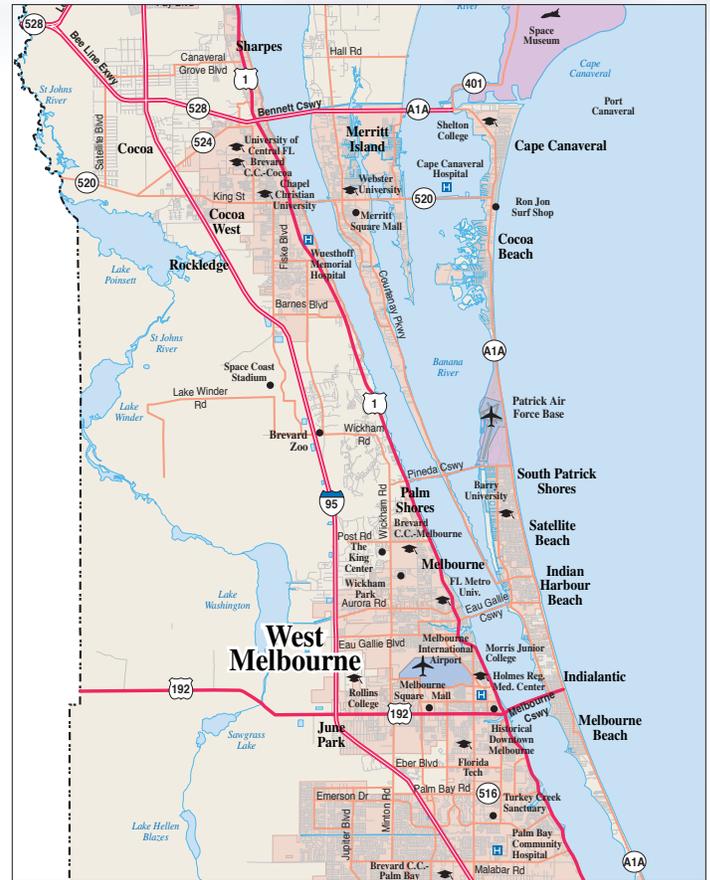
West Melbourne is located on Central Florida's East Coast in Brevard County. Truly quadramodal, the area benefits from the extensive transportation network that has sprung up around NASA's Kennedy Space Center.

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 4.5 million short tons of cargo and 3.1 million total cruise passengers in FY 2011.

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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