

## **Executive Overview**

The City of Palm Bay is the largest municipality in Brevard County and the second largest in central Florida behind Orlando, covering 88 square miles and including a population of 123,634 residents (Florida Power & Light data, November 2021). The City of Palm Bay is approximately 40 percent developed with 2,851 business establishments and an estimated 45,707 households. The City continues to experience positive economic growth with a surge of development interest in multi-family and commercial mixed-use development.

The City is proactively seeking to attract commercial development opportunities to increase amenities for residents and increase the tax base of the City. In FY 2021, 560 commercial building permits were issued, at a construction valuation of \$48.7 million dollars. In addition, the City is focused on creating employment opportunities for residents by promoting the City to major employers in high-skill and high-wage industries.

The City is eagerly working with private property owners, key stakeholders, and developers on opportunities for the creation of a downtown district centered around the Bayfront. The City and Bayfront CRA have been focused on encouraging redevelopment opportunities in the Bayfront, specifically centered around the waterfront. In August 2021, the City sold the Pelican Harbor marina site along Palm Bay's waterfront for \$1.7 million-dollars to Space Coast Marinas, LLC. The development is anticipated to generate \$10-12 million-dollar capital investment and create over 300 jobs. The project is slated to include a dry dock boat storage and service facility, a boat launch and wash area, boat club, ship store, tiki bar and outdoor entertainment venue, restaurant, and retail amenities including a valet service. The project will serve as an anchor for future development, bringing us a step closer to the City's vision for a Bayfront Village waterfront district.

With the beginning of FY 2021, the City kicked off its Comprehensive Plan update and visioning study and changes to the Land Development Code (LCD). This endeavor is being led by the Growth Management Department with assistance provided by the consulting firm, S&ME, Inc. The Comp Plan update and visioning study will create a blueprint to help guide the City's future development for the next 10 to 20 years. This effort will continue into FY 2022 and will include the input of residents, businesses and key stakeholders. The City's Public Works Department began Phase 2 of the City's G.O. Roads paving project, a voter-approved \$150 million comprehensive road paving bond program to address road condition issues throughout the City. Road and coordinated stormwater infrastructure improvements are currently underway and will move through a series of five (5) total phases stretching multiple years.

The City enters FY 2022 with a renewed focus on identifying citywide grant opportunities and grant writing, monitoring and compliance as well as coordinates with the City's state lobbyist, Sunrise Consulting Group, and new federal lobbyist, Alcalde & Fay, to identify legislative priorities and seek support from legislators for funding appropriation and legislative policy requests.

## **Demographics**

The following pages will reflect a demographics analysis of resident counts; median age, home value and household income; ethnicity; educational attainment; and business establishments by industry. Unless otherwise note, the data source is ESRI 2021.

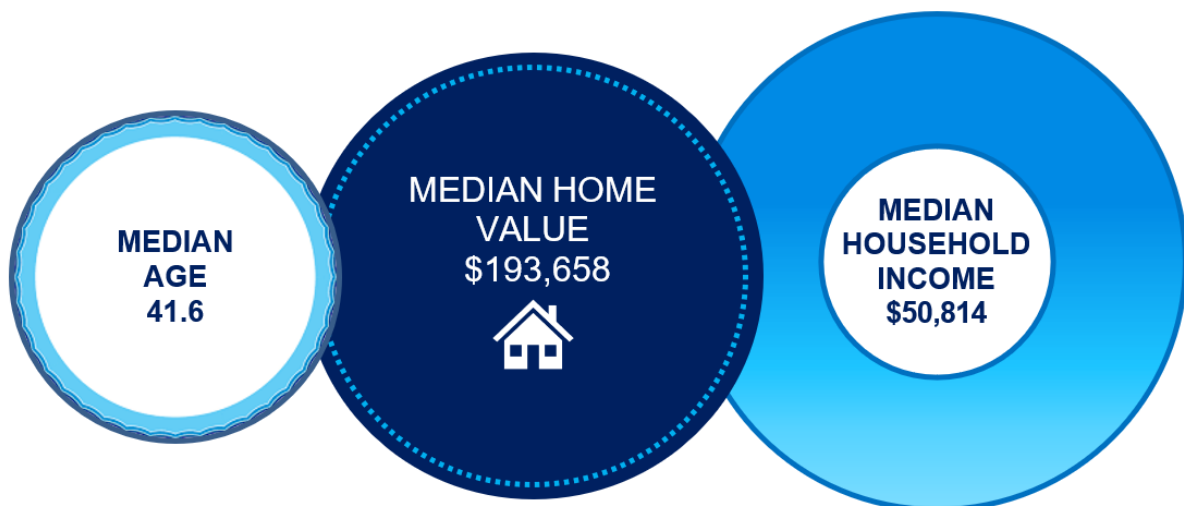
Per November 2021 data, sourced from the Florida Power & Light (FPL) Company, the City of Palm Bay has 123,634 residents. This reflects an increase of 5,066, or 4.3%, from the FY 2021 Approved Budget data totaling 118,568.



## 123,634 Residents

Florida Power & Light (FPL) data, November 2021

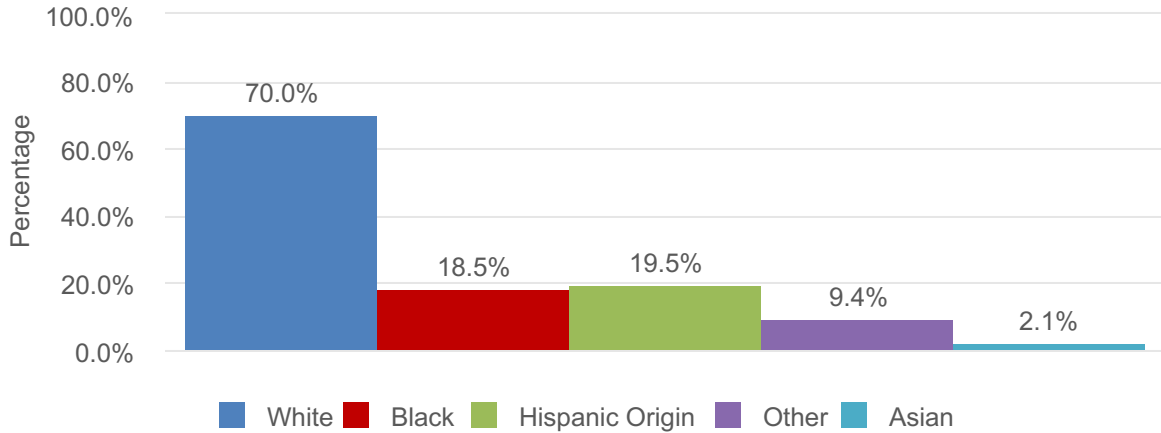
The median age within the City of Palm Bay remains consistent at 41.6 years. The median home values reflect an increase of \$28,556, or 17.3%, from the FY 2021 Approved Budget data totaling \$165,102, while the median household income reflects a decrease of \$1,520, or (2.9%), from the \$52,334 reported in the previous Fiscal Year.



Please refer to the following two pages for details on the City of Palm Bay's ethnicity, educational attainment, and business establishments.

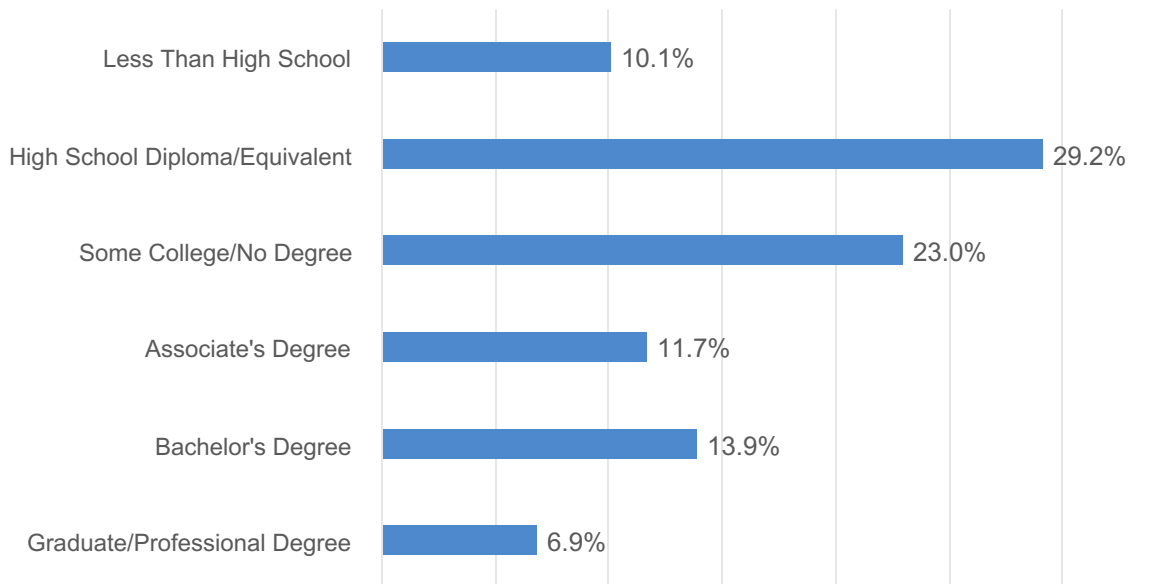
## Ethnicity

The ethnicity spread has remained consistent from the previous Fiscal Year. Percentages exceed 100.0% resulting from participants selecting more than one option.

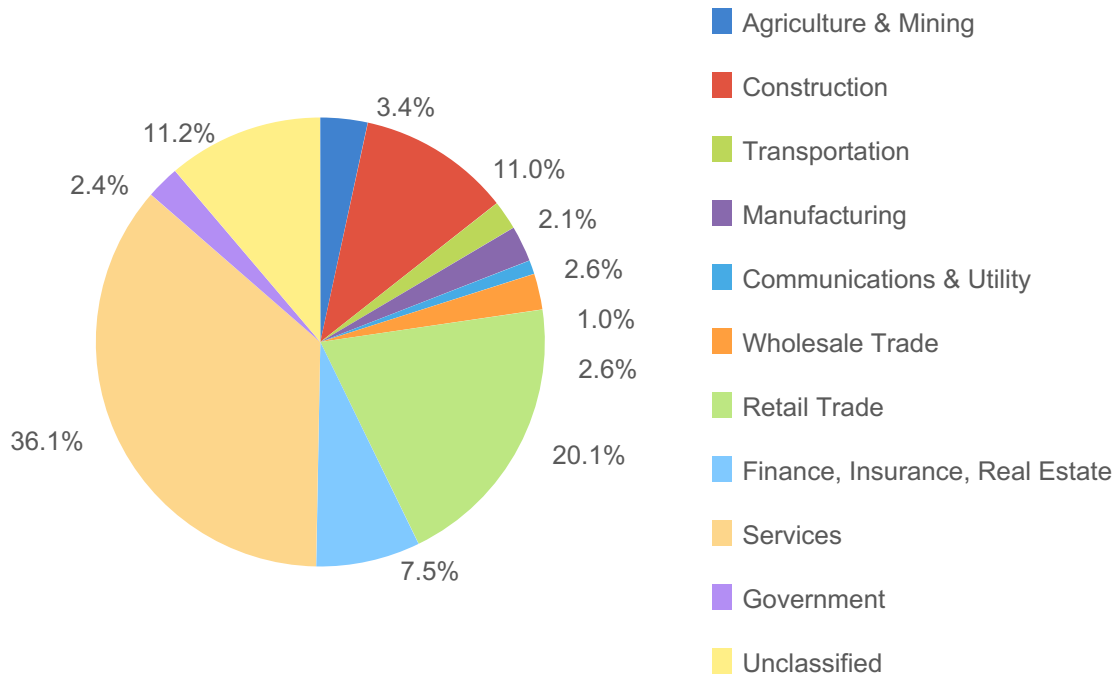


## Educational Attainment

An educational attainment of an Associate Degree or Higher accounts for 31.7% of the residential population. A total of 34.6% of residents attain a High School Diploma, or equivalent.



## Business Establishments by Industry



## Development Projects

### Projects Under Construction

**Shoppes at Aqua** - Northshore Development, LLC has begun construction on Phase 2, consisting of 6.1 acres slated for five-commercial outparcels and will include approximately 50,000 square feet of retail and restaurant space situated along Robert J. Conlan Boulevard NE. The project is estimated to be completed in June 2023.

**Crown Square** – Crown Square has begun construction on the development of a 20-acre mixed-use development that will consist of 252 apartments and approximately 38,953 square feet of retail/restaurant space located at 970 Malabar Road SE. The project will include multiple restaurants, retail, and a grocery store. The project is estimated to be completed in 2022.

**Medfast Urgent Care Clinic** – Construction of a 1,710 square foot building located at 114 Deauville Avenue SE began in FY 2021. The clinic will offer patients urgent medical treatment for many of the same conditions as Emergency Rooms in a much faster environment. Construction is estimated to be completed in 2022.

In January 2021, the City began construction on a \$24.5 million dollar **South Regional Water Reclamation Facility** which will increase the City's existing wastewater treatment capacity and reduce dependence on the City's North Regional treatment plant. The facility is anticipated to be completed in 2022.

## Project Announcements

**Health First Wellness Village** – In November 2019, Health First announced its plans for three new locations for the new “Wellness Village” concept, to include a location in the City of Palm Bay. The Wellness Village – Palm Bay will be located at the intersection of Malabar and Minton Roads and will feature state-of-the-art design and advanced technological amenities, an ambulatory/short stay center, outpatient and provider services, retail food space, fitness services and walking trails, and meeting space for community events.

**Emerald Lakes** – With the opening of the new exit (mile marker 166) at St. Johns Heritage Parkway, development is taking root in southern Palm Bay with the much-anticipated Emerald Lakes, an expansive 1500-acre mixed-use planned community which will feature a crystal lagoon, Village Center with retail, office, multifamily residences, and an entertainment district with numerous restaurants and bars. The project will boast 2.8 million square feet of commercial space, bring an estimated 6,000 jobs to the area, and offer more than 3,760 residences. The development will be built with sustainability in mind and green building innovations.

In FY 2021, **Midwest Dental** completed construction of a 20,000 square feet medical/dental office building at 1490 Treeland Boulevard. Midwest Dental will create 30 new jobs at an average wage of \$46,000 over a three-year period and will bring approximately \$5,100,000 in capital investment.

The City received a \$300,000 funding appropriation for stormwater system improvements from the Florida Legislature as part of the 2021-2022 session. The funding will be used as a 50% cost-share to install two nutrient separating stormwater baffle boxes. The baffle boxes assist in the removal of sediment, debris, litter, and harmful contaminants including nitrogen and phosphorous from stormwater runoff. The City's new baffle boxes will be placed strategically in locations that flow toward Turkey Creek to improve water quality in the waterway and protect the Indian River Lagoon.

## Educational Institutions

The City residents enjoy a wide variety of educational services and amenities. The **Brevard County School Board** operates eleven elementary schools, one middle school, and two high schools in the City. Additionally, Palm Bay families have another six charter/private schools from which to choose, providing families with multiple options to meet the educational needs of their children.

**Eastern Florida State College** (formerly Brevard Community College) operates a branch campus in the City that also includes programs from the University of Central Florida, Webster, and Barry Universities. Eastern Florida State College (EFSC) currently offers a four-year degree in General Business and Health Care Management with eight more bachelor's Degrees. Those include Public Safety Management, Sales and Marketing, Advanced Allied Health, Biomedical Sciences, Information Technology Software Development, Information Technologies Program Development and Project Management, Information Technologies Networking Services and Nursing (in conjunction with University of Central Florida). EFSC continues to offer over 100 associates degrees, certificates and fast-track training programs with more planned.

Additionally, **Florida Institute of Technology**, recognized as one of the top 200 Universities in the world - honored in the Times Higher Education (THE) World University Rankings 2013-14, is located two miles from the City's northern border and is expanding their operations in Palm Bay.

## Economic Development Programs & Initiatives

### Marketing & Attraction

The City of Palm Bay works in coordination with multiple economic development resource partners, to include Florida Department of Economic Opportunity, Economic Development Commission of Florida's Space Coast, private site selectors, real estate brokers, and Greater Palm Bay Chamber of Commerce to promote the City to new and expanding businesses. City staff combine economic development practices to include utilization of technical assistance, site selection assistance, networking and resource partner connections as well as economic incentive programs when justified. City staff also proactively promotes the City to attract more commercial retail and restaurants focusing on key commercial corridors prime for development as well as new multi-family housing development for young professionals working in our high-tech, engineering, aerospace, and defense contracting industries. In FY 2021, the City contracted with a commercial real estate broker, One Sotheby's and a residential real estate broker, Ellingson Properties, to actively market and sell City and CRA-owned surplus real estate to leverage favorable residential and commercial development projects.

The City's Communications Division works diligently to put forth the most current and up-to-date public information regarding news, programs and initiatives of the City. Staff works in coordination with media partners and leverages media relations for positive and productive earned media, produces press releases, interviews, data sheets, project announcements, editorials, and the release of supporting collateral. The City of Palm Bay offers extensive public information through various print and electronic media sources such as the City's monthly Hometown News feature, Business View Magazine, Brevard Business News, and Florida Trend. Staff also maintains, manages, and monitors social media pages for several departments across four different social platforms. Communications efforts have been enhanced, particularly on social media, by the recent incorporation of targeted video production projects to highlight important City projects, events, and initiatives. Additionally, the City delivers emergency notifications to residents and has partnered with the Brevard County Public Information Network to provide enhanced messaging and interagency collaboration during critical events.

### Retention & Expansion

The City works with its state and local economic development partners to support and retain existing businesses and industries by identifying red flags and challenges early on as it relates to sustaining business operations or impediments to growth and expansion, to include workforce needs, financing, physical expansion of building construction and/or machinery and equipment. The City utilizes its partner resources and technical assistance, and in some instances leverages incentive programs, to ensure a stable local economy and the retention of jobs.

## Housing & Community Development Programs & Initiatives

The City of Palm Bay receives funding from the State and Federal government with the goals of providing affordable housing solutions in the City, expanding economic opportunities for low- and moderate-income residents, supporting the work of local aid agencies, and improving existing housing conditions.

The City is an entitlement community, receiving an annual allocation of Community Development Block Grant (CDBG) funds through the U.S. Department of Housing & Urban Development for affordable housing projects, economic development, public infrastructure improvements, public service agency support, demolition of privately owned and blighted structures, and other community impact projects.

The City completed an extensive remodeling at the Greater Palm Bay Senior Center. The Center's renovations included flooring updates, the installation of hurricane-rated windows and doors, bathroom upgrades, and lighting improvements in the parking lot, among other various projects throughout the facility. The improvements were all done in compliance with ADA guidelines, ensuring that the facility is safe and accessible to all members of our community. The Senior Center remodel represents a commitment to collaboration, having been funded in part by a Community Development Block Grant allocation of \$429,907.

Additionally, the City receives State Housing Initiatives Partnership (SHIP) grant funds for programs such as Owner-Occupied Single-Family Housing Rehabilitation, Emergency Repairs, Down Payment Assistance, , and Utility Hook-Up Assistance to City water and sewer for income-eligible residents.

The City also receives HUD HOME Investment Partnerships Program grant allocations through the Brevard County HOME Consortium to implement local housing strategies to increase affordable housing opportunities in Palm Bay.

## City Government

The City of Palm Bay was incorporated in 1960 and has a Council-City Manager form of government. The legislative branch of the City is comprised of a Mayor, Deputy Mayor, and three Council members, elected at large on a non-partisan basis. Council members, elected in November, serve four-year terms, with a term limit of three consecutive terms. Following are the current City Council members listed with their respective term expiration year (as of October 1, 2021):

William Capote, Mayor (2020)

Kenny Johnson, Deputy Mayor (2022)

Brian Anderson, Council Member (2020)

Harry Santiago Jr., Council Member (2020)

Unfilled/Vacant, Council Member (2022)

The City Council is governed by the City Charter, state and local laws and regulations and is responsible for providing policy direction. The Council hires the three Charter Officers: City Clerk, City Attorney, and the City Manager.

Suzanne Sherman, City Manager

Terese Jones, City Clerk

Patricia Smith, City Attorney

The City Manager serves as the chief administrative officer of all activities related to the operations of the City. Palm Bay is a full-service municipal government that includes the following departments/offices:

Joan Junkala-Brown, Deputy City Manager

Nelson Moya, Police Chief

Leslie Hoog, Fire Chief

Nancy Bunt, Community & Economic Development Director/Bayfront Community Redevelopment Administrator

Charleena Cox, Human Resources Director

Chris Little, Utilities Director

Juliet Misconi, Chief Procurement Officer

Greg Minor, Parks & Facilities Director

Patrick Murphy, Acting Growth Management Director

Mehul Parekh, Public Works Director

Valentino Perez, Building Official



Fred Poppe, Recreation Director

Brian Robinson, Information Technology Director

Larry Wojciechowski, Finance Director

The City is also served by several citizen advisory boards whose members are appointed by the City Council. Boards and Committees play an essential role in city government. Each board and committee is established to secure the participation of Palm Bay residents to promote good government and the effective and efficient delivery of services. In this way, citizens provide necessary input to aid the City Council in making decisions responsive to the needs of the city.

Bayfront Community Redevelopment Agency

Building & Construction Advisory Board

Business Improvement District

Citizens Budget Advisory Board

Code Enforcement Board

Community Development Advisory Board

Library Advisory Board

Planning and Zoning Board

Recreation Advisory Board

Sustainability Advisory Board

Utilities Advisory Board

Local Road Advisory Board

Youth Advisory Board

For more information regarding the City of Palm Bay, please visit our website at [www.palmbayflorida.org](http://www.palmbayflorida.org).

## Principal Employers in the City of Palm Bay

Schedule 13 from FY 2020 Certified Annual Financial Report

September 30, 2020

Employer	2020			2011		
	Number of Employees	Rank	% of Total Employment	Number of Employees	Rank	% Total Employment
3LHarris Corporation	3,450	1	6.60%	5,613	1	12.23%
Brevard County School Board	1,443	2	2.76%	1,486	2	3.24%
City of Palm Bay	816	3	1.56%	804	3	1.75%
Palm Bay Hospital	610	4	1.17%	575	5	1.25%
Publix (3 of 3 locations reported)	524	5	1.00%	390	8	0.85%
Wal-Mart	400	6	0.77%	400	7	0.87%
Renasas (Formerly Intersil)	370	7	0.71%	556	6	1.21%
Eastern Florida State College	221	8	0.42%	237	9	0.52%
Winn Dixie (2 locations)	200	9	0.38%	200	10	0.44%
Home Depot	150	10	0.29%			0.00%
MC Assembly	0		0.00%	678	4	1.48%
Totals	8,184		15.66%	10,931		23.84%

Sources:

US Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics  
 City of Palm Bay Growth Management Department  
 City of Palm Bay Budget Division

## FY 2022 CITY OF PALM BAY ORGANIZATIONAL STRUCTURE

