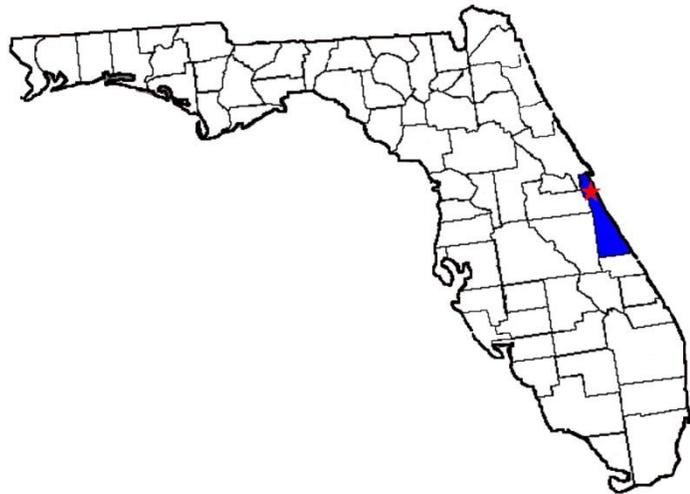


***Economic Market Conditions for the North Brevard  
County/Titusville, Florida***

*Prepared for:*

**Economic Development  
City of Titusville, Florida**



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## Population Demographics

Titusville, Florida, is located in northern Brevard County on the Indian River. It is situated west of Merritt Island and the Kennedy Space Center and south-southwest of the Canaveral National Seashore. Titusville is the county seat of Brevard County and is a principal city of the Palm Bay-Melbourne-Titusville Metropolitan Statistical Area (MSA). In 2010, Titusville's population was 43,761, and the population of the entire MSA was 543,376 (see Table 1).

Based on U.S. Census Bureau estimates, 6.7 percent of Titusville residents (8.7 percent in the Metropolitan Area) are foreign born, compared with 12.5 percent in the U.S. (see Table 2). Thirty-nine percent of the native born population in Titusville was born in Florida, compared to only 30 percent in the MSA. In the MSA, 90.5 percent of residents speak only English. Of the 9.5 percent which speak other languages, 5.2 percent speak Spanish.

City	2010 Population
Orlando	238,300
Palm Bay	103,190
West Palm Beach	99,919
Melbourne	76,068
Daytona Beach	61,005
Kissimmee	59,682
Titusville	43,761

*Source: U.S. Census Bureau*

Type	Titusville		Palm Bay-Melbourne-Titusville MSA	
	Estimate	Percent	Estimate	Percent
<b>Total Population</b>	43,917	---	542,687	---
Native	40,975	93.3%	495,505	91.3%
Born in the United States	39,899	90.9%	480,704	88.6%
State of residence	17,079	38.9%	166,166	30.6%
Different state	22,820	52.0%	314,538	58.0%
Born in Puerto Rico, U.S. Islands, or abroad to American parent(s)	1,076	2.5%	14,801	2.7%
Foreign Born	2,942	6.7%	47,182	8.7%

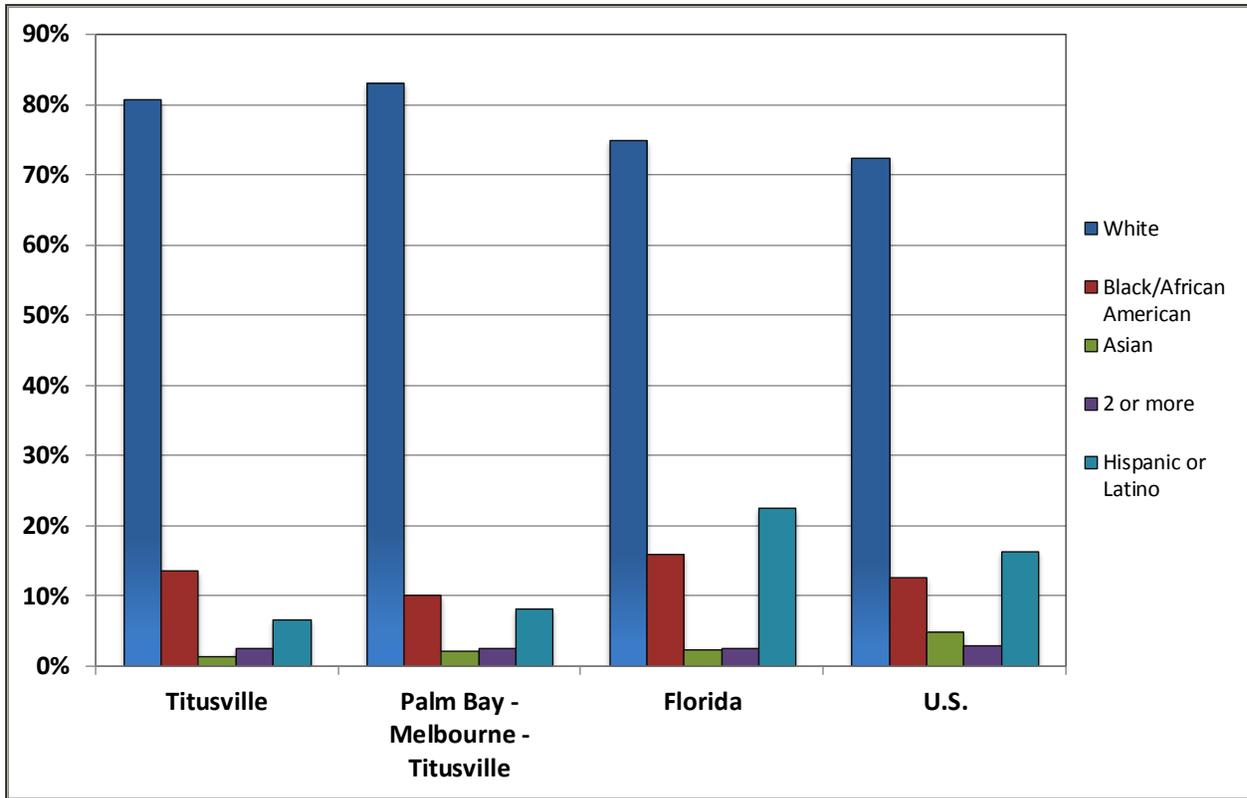
*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3- Year Estimates*

Racial composition in Titusville is slightly different than the nation. In Titusville, 97.5 percent of its residents are identified as being of one race, while 2.5 percent belong to two or more races (see Table 3). Of those identifying with one race 80.8 percent are white, 13.5 percent are black/African American, and 1.4 percent are Asian. The remaining races include American Indian/Alaska Native, Native Hawaiian/Other Pacific, or some other race (see Figure 1).

**Table 3. Racial Composition of Titusville Residents**

Type	Titusville		Palm Bay-Melbourne-Titusville MSA	
	Estimate	Percent	Estimate	Percent
<b>Total Population</b>	43,761	---	543,376	---
One Race	42,652	97.5%	529,006	97.4%
Two or more races	1,109	2.5%	14,370	2.6%
One race	42,652	97.5%	529,006	97.4%
White	35,375	80.8%	450,927	83.0%
Black or African American	5,909	13.5%	54,799	10.1%
American Indian and Alaska Native	206	0.5%	2,118	0.4%
Asian	608	1.4%	11,349	2.1%
Asian Indian	199	0.5%	2,911	0.5%
Chinese	104	0.2%	1,756	0.3%
Filipino	142	0.3%	2,531	0.5%
Japanese	27	0.1%	585	0.1%
Korean	18	0.0%	746	0.1%
Vietnamese	33	0.1%	1,403	0.3%
Other Asian	85	0.2%	1,417	0.3%
Native Hawaiian and Other Pacific Islander	41	0.1%	514	0.1%
Some other race	513	1.2%	9,299	1.7%
Two or more races	1,109	2.5%	14,370	2.6%
White and American Indian and Alaska Native	252	0.6%	2,377	0.4%
White and Asian	145	0.3%	3,031	0.6%
White and Black or African American	346	0.8%	4,132	0.8%
White and some other race	97	0.2%	1,524	0.3%
<b>Race alone or in combination with more other races</b>				
<b>Total Population</b>	43,761	---	543,376	---
White	36,338	83.0%	463,328	85.3%
Black or African American	6,448	14.7%	61,166	11.3%
American Indian and Alaska Native	578	1.3%	5,573	1.0%
Asian	824	1.9%	15,771	2.9%
Native Hawaiian and Other Pacific Islander	108	0.2%	1,303	0.2%
Some other race	675	1.5%	11,887	2.2%

Source: U.S. Census Bureau; 2010 Demographic Profile Data



**Figure 1. Titusville Population by Race and Ethnicity**

*Note: American Indian/Alaska Native; Native Hawaiian/Other Pacific Islander; and Some Other Race not shown. Source: U.S. Census Bureau; 2010 Demographic Profile Data*

The state of Florida has a considerable number of residents self-identifying as Hispanic or Latino, with state rates above the national averages. However, Titusville and the MSA have a relatively modest Hispanic population representing only 6.5 percent and 8.1 percent of total population, respectively. Of Titusville’s Hispanic population, most are Puerto Rican followed by those of Mexican and Cuban origins/ancestry (see Table 4).

**Table 4. Ethnicity of Titusville Residents**

Type	Titusville		Palm Bay-Melbourne-Titusville MSA	
	Estimate	Percent	Estimate	Percent
<b>Hispanic or Latino</b>				
<b>Total Population</b>	43,761	---	543,376	---
Hispanic or Latino (of any race)	2,825	6.5%	43,943	8.1
Mexican	482	1.1%	7,071	1.3
Puerto Rico	1,276	2.9%	17,630	3.2
Cuban	321	0.7%	4,880	0.9
Other Hispanic or Latino	746	1.7%	14,362	2.6
Not Hispanic or Latino	40,936	93.5%	499,433	91.9
<b>Hispanic or Latino and Race</b>				
<b>Total Population</b>	43,761	---	543,376	---
Hispanic or Latino	2,825	6.5	43,943	8.1
White alone	1,930	4.4	29,461	5.4
Black or African American alone	182	0.4	2,122	0.4
American Indian and Alaska Native alone	38	0.1	409	0.1
Asian alone	12	0.0	251	0.0
Native Hawaiian and Other Pacific Islander alone	4	0.0	129	0.0
Some other race alone	444	1.0	8,224	1.5
Two or more races	215	0.5	3,347	0.6
Not Hispanic or Latino	40,936	93.5	499,433	91.9
White alone	33,445	76.4	421,466	77.6
Black or African American alone	5,727	13.1	52,677	9.7
American Indian and Alaska Native alone	168	0.4	1,709	0.3
Asian alone	596	1.4	11,098	2.0
Native Hawaiian and Other Pacific Islander alone	37	0.1	385	0.1
Some other race alone	69	0.2	1,075	0.2
Two or more races	894	2.0	11,023	2.0

*Source: U.S. Census Bureau; 2010 Demographic Profile Data*

Almost 3,000 Titusville residents were foreign born, of which about half are naturalized U.S. citizens. About 70 percent entered the country before 2000, with 30 percent entering after 2000 (see Table 5).

**Table 5. Foreign-born Population of Titusville**

Type	Titusville		Palm Bay-Melbourne-Titusville MSA	
	Estimate	Percent	Estimate	Percent
Foreign Born Population	2,942	---	47,182	---
Naturalized U.S. citizen	1,509	51.4%	28,501	60.4%
Not a U.S. citizen	1,433	48.7%	18,681	39.6%
Entered 2000 or later	889	30.2%	10,974	23.3%
Entered before 2000	2,053	69.8%	36,208	76.7%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

Corresponding to Titusville’s growth, about 79 percent of Titusville’s population has resided in the same dwelling for more than one year. Of the 21 percent remaining, about 15 percent moved to Titusville from elsewhere in Brevard County. Of the 6 percent remaining, 4 percent moved from elsewhere in Florida and 2 percent moved from a different state in the nation. Less than 1 percent of Titusville’s population moved to the area from abroad (see Table 6).

**Table 6. Dwelling Places of Titusville Residents**

Type	Titusville		Palm Bay-Melbourne-Titusville MSA	
	Estimate	Percent	Estimate	Percent
Population 1 year and over	43,657	---	535,038	---
Same house	34,341	78.7%	455,420	85.1%
Different house in the U.S.	9,075	20.8%	77,520	14.5%
Same county	6,547	15.0%	49,509	9.3%
Different county	2,528	5.8%	28,011	5.2%
Same state	1,680	3.8%	12,567	2.3%
Different state	848	1.9%	15,444	2.9%
Abroad	241	0.6%	2,098	0.4%

*Source: U.S. Census Bureau; 2006-2010 American Community Survey 5- Year Estimates*

The U.S. Census Bureau provides a breakdown of Titusville’s population by age and sex. The median age of the population was 44 years in 2010; however, the largest age cohort was 45 to 49 years, which comprised 8 percent of the population. Although the median age of Palm Bay-Melbourne-Titusville MSA is similar to Titusville alone (45 years), considerable differences can be discerned (see Table 7). The largest age cohort in the MSA was 50 to 54 years accounting for 8.4 percent of the population; the second largest age cohort was 45 to 49 years at 8.3 percent. Combined, these two cohorts total almost 17 percent of the population, which implies that population in the older cohorts are more concentrated in the MSA than in Titusville alone. Table 7 provides more details of age and sex breakdown of the 2010 population profile of both areas.

**Table 7. Population Distribution by Age and Sex**

Type	Titusville		Palm Bay-Melbourne-Titusville MSA	
	Estimate	Percent	Estimate	Percent
<b>Total Population</b>	<b>43,761</b>	---	<b>543,376</b>	---
Male	21,057	48.1%	266,242	49.0%
Female	22,704	51.9%	277,134	51.0%
Under 5 years	2,479	5.7%	26,809	4.9%
5 to 9 years	2,374	5.4%	28,563	5.3%
10 to 14 years	2,444	5.6%	31,269	5.8%
15 to 19 years	2,751	6.3%	34,491	6.3%
20 to 24 years	2,462	5.6%	29,335	5.4%
25 to 29 years	2,528	5.8%	28,624	5.3%
30 to 34 years	2,333	5.3%	26,171	4.8%
35 to 39 years	2,290	5.2%	28,521	5.2%
40 to 44 years	2,623	6.0%	33,627	6.2%
45 to 49 years	3,490	8.0%	44,882	8.3%
50 to 54 years	3,354	7.7%	45,720	8.4%
55 to 59 years	2,970	6.8%	38,668	7.1%
60 to 64 years	2,684	6.1%	35,984	6.6%
65 to 69 years	2,329	5.3%	31,238	5.7%
70 to 74 years	2,177	5.0%	26,448	4.9%
75 to 79 years	1,910	4.4%	22,238	4.1%
80 to 84 years	1,398	3.2%	16,687	3.1%
85 years and over	1,165	2.7%	14,101	2.6%
Median age (years)	44.3	( X )	45.5	( X )
16 years and over	35,928	82.1%	449,963	82.8%
18 years and over	34,770	79.5%	435,690	80.2%
21 years and over	33,186	75.8%	415,888	76.5%
62 years and over	10,632	24.3%	132,238	24.3%
65 years and over	8,979	20.5%	110,712	20.4%
<b>18 years &amp; over</b>	<b>34,770</b>	---	<b>435,690</b>	---
Male	16,477	47.4%	210,955	48.4%
Female	18,293	52.6%	224,735	51.6%
<b>65 years &amp; over</b>	<b>8,979</b>	---	<b>110,712</b>	---
Male	3,846	42.8%	49,908	45.1%
Female	5,133	57.2%	60,804	54.9%

(X) = not applicable or not available.  
Source: U.S. Census Bureau; 2010 Demographic Profile Data

## Households

According to the U.S. Census Bureau, in 2010 there were more than 19,000 households in Titusville with an average size of 2.28 people, which is below the national average of 2.6 persons per household (see Table 8). Households composed of families represent 61.7 percent of households in Titusville. About 42 percent of Titusville households are husband-wife families, of which 12.9 percent have children younger than 18 years of age. In Titusville, 14.5 percent of

households are female households with no husband present; almost 8 percent of these households have children younger than 18 years of age.

**Table 8. Titusville Households by Type**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Total households</b>	<b>19,017</b>	<b>---</b>	<b>229,692</b>	<b>---</b>
Family households (families)	11,741	61.7%	148,392	64.6%
With own children under 18 years	4,387	23.1%	53,288	23.2%
Husband-wife family	8,039	42.3%	110,885	48.3%
With own children under 18 years	2,451	12.9%	34,379	15.0%
Male householder, no wife present	951	5.0%	10,407	4.5%
With own children under 18 years	458	2.4%	4,933	2.1%
Female householder, no husband present	2,751	14.5%	27,100	11.8%
With own children under 18 years	1,478	7.8%	13,976	6.1%
Nonfamily households	7,276	38.3%	81,300	35.4%
Householder living alone	6,024	31.7%	65,327	28.4%
Male	2,663	14.0%	29,518	12.9%
65 years and over	834	4.4%	9,192	4.0%
Female	3,361	17.7%	35,809	15.6%
65 years and over	1,879	9.9%	19,587	8.5%
Households with individuals under 18 years	5,065	26.6%	60,570	26.4%
Households with individuals 65 years and over	6,483	34.1%	78,628	34.2%
Average household size	2.28	( X )	2.33	( X )
Average family size	2.84	( X )	2.84	( X )
<i>(X) = not applicable or not available</i>				
<i>Source: U.S. Census Bureau; 2010 Demographic Profile Data</i>				

Almost 69 percent of the Titusville population in households includes the householder and child. Spouses and other relatives account for 18.4 percent and 5.7 percent respectively (see Table 9).

**Table 9. Relationships of Household Populations in Titusville**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Total Population</b>	<b>43,917</b>	<b>---</b>	<b>542,687</b>	<b>---</b>
Population in households	43,288	98.9%	535,641	98.6%
Householder	19,017	43.5%	229,692	42.3%
Spouse	8,039	18.4%	110,885	20.4%
Child	11,064	25.3%	133,480	24.6%
Other relatives	2,503	5.7%	29,323	5.4%
Nonrelatives	2,665	6.1%	32,261	5.9%
Unmarried partner	1,345	3.1%	15,849	2.9%
<i>Source: U.S. Census Bureau; 2010 Demographic Profile Data</i>				

The U.S. Census Bureau also compiles information on the marital status of Titusville residents. About 31 percent of males and 21 percent of females over 15 years old have never been married (see Table 10). Almost half of both male and female populations reported to be married, while 13.1 percent of males and 15.2 percent of females reported to be divorced. Almost 13 percent of the female population in Titusville reported to be widowed, but widowed males account only for 3.6 percent.

**Table 10. Marital Status of the Population of Titusville**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Males 15 years and over</b>	<b>17,859</b>	<b>---</b>	<b>221,162</b>	<b>---</b>
Never married	5,603	31.4%	63,504	28.7%
Now married, except separated	8,850	49.6%	118,000	53.4%
Separated	417	2.3%	3,200	1.4%
Widowed	648	3.6%	8,574	3.9%
Divorced	2,341	13.1%	27,884	12.6%
<b>Females 15 years and over</b>	<b>18,769</b>	<b>---</b>	<b>234,306</b>	<b>---</b>
Never married	3,979	21.2%	48,043	20.5%
Now married, except separated	8,907	47.5%	118,575	50.6%
Separated	631	3.4%	5,538	2.4%
Widowed	2,390	12.7%	27,046	11.5%
Divorced	2,862	15.2%	35,104	15.0%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3- Year Estimates*

More than 600 hundred grandparents in Titusville live with their grandchildren under the age of 18 years (see Table 11). Of these grandparents, almost 48 percent are responsible for their grandchildren. Out of those grandparents that are responsible for their grandchildren, 65.1 percent are married, and 53.7 percent are female.

**Table 11. Grandparents Living with Grandchildren in Titusville**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Number of grandparents living with own grandchildren under 18 years</b>	<b>622</b>	<b>---</b>	<b>9,532</b>	<b>---</b>
Responsible for grandchildren	298	47.9%	3,971	41.7%
Years responsible for grandchildren				
Less than 1 year	84	13.5%	1,360	14.3%
1 or 2 years	0	0.0%	1,170	12.3%
3 or 4 years	58	9.3%	647	6.8%
5 or more years	156	25.1%	794	8.3%
<b>Number of grandparents responsible for own grandchildren under 18 years</b>	<b>298</b>	<b>---</b>	<b>3,971</b>	<b>---</b>
Who are female	160	53.7%	2,389	60.2%
Who are married	194	65.1%	2,852	71.8%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3- Year Estimates*

Among Titusville’s civilian population age 18 years or older, 19.4 percent are veterans (see Table 12). About 18 percent of the total civilian non-institutionalized population report to have some kind of disability. More than 36 percent of Titusville residents 65 years or over have some kind of disability.

**Table 12. Veteran and Disability Status of Titusville Residents**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>VETERAN STATUS</b>				
<b>Civilian population 18 years and over</b>	<b>35,361</b>	<b>---</b>	<b>432,281</b>	<b>---</b>
Civilian veterans	6,848	19.4%	73,771	17.1%
<b>DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION</b>				
<b>Total Civilian Noninstitutionalized Population</b>	<b>43,457</b>	<b>---</b>	<b>535,025</b>	<b>---</b>
With a disability	7,912	18.2%	77,937	14.6%
<b>Under 18 years</b>	<b>8,556</b>	<b>---</b>	<b>108,009</b>	<b>---</b>
With a disability	388	4.5%	5,011	4.6%
<b>18 to 64 years</b>	<b>26,236</b>	<b>---</b>	<b>319,827</b>	<b>---</b>
With a disability	4,347	16.6%	35,824	11.2%
<b>65 years and over</b>	<b>8,665</b>	<b>---</b>	<b>107,189</b>	<b>---</b>
With a disability	3,177	36.7%	37,102	34.6%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3- Year Estimates*

## Education

The U.S. Census Bureau also tracks educational attainment of the population. Of Titusville residents who are 25 years of age and older, 87.7 percent have at least a high school diploma, and 17 percent hold a bachelor's degree or higher (See Table 13). For persons who are 3 years of age and older, 9,442 people are enrolled in school. Of the individuals enrolled in school, 44.9 percent are enrolled in elementary school, 21.3 percent are enrolled in high school, and 23.4 percent are enrolled in college or graduate school (See Table 14).

**Table 13. Educational Attainment of Titusville Residents 25 Years and Over**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Population 25 years and over</b>	<b>31,727</b>	<b>---</b>	<b>391,137</b>	<b>---</b>
Less than 9th grade	952	3.0%	9,447	2.4%
9th to 12th grade, no diploma	2,945	9.3%	26,794	6.9%
High school graduate (includes equivalency)	10,492	33.1%	120,143	30.7%
Some college, no degree	8,261	26.0%	94,945	24.3%
Associate's degree	3,669	11.6%	40,338	10.3%
Bachelor's degree	3,835	12.1%	62,117	15.9%
Graduate or professional degree	1,573	5.0%	37,353	9.5%
Percent high school graduate or higher	(X)	87.7%	(X)	90.7%
Percent bachelor's degree or higher	(X)	17.0%	(X)	25.4%

(X) = not applicable or not available.  
Source: U.S. Census Bureau; 2008-2010 American Community Survey 3- Year Estimates

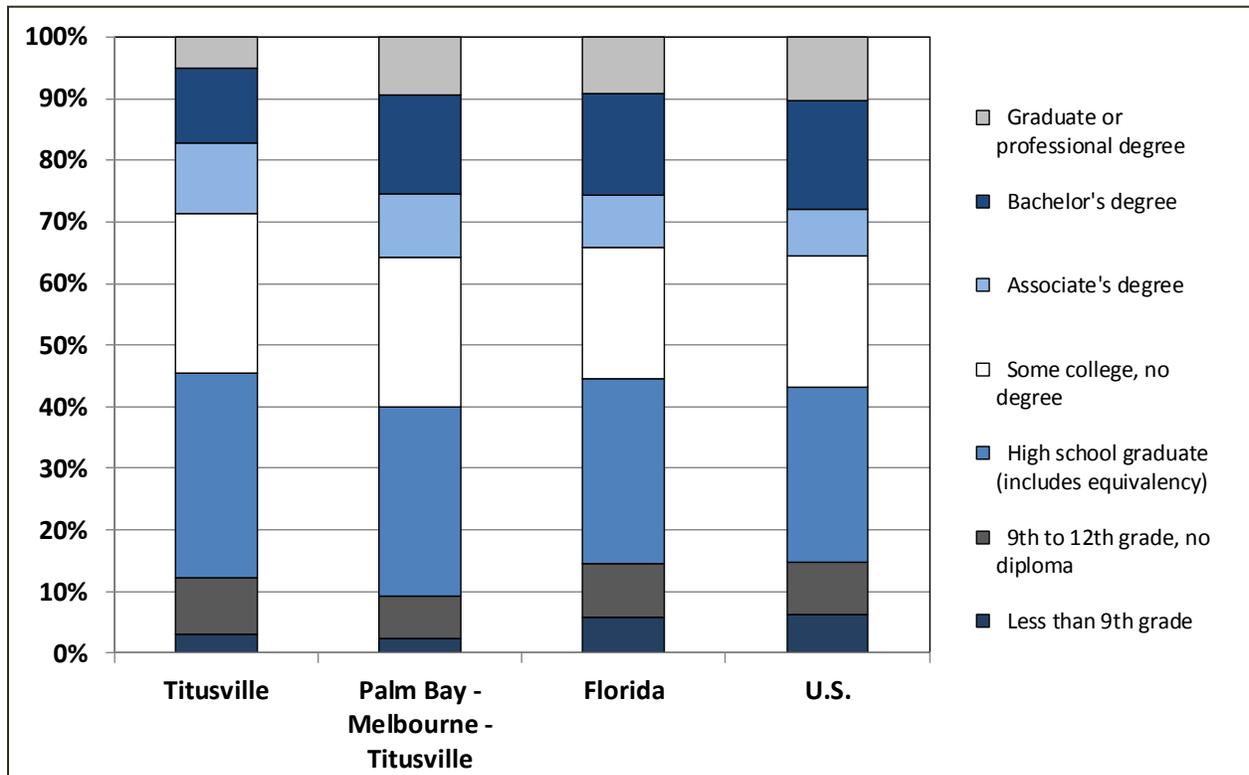
**Table 14. School Enrollment for Titusville Residents 3 Years and Over**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Population 3 years and over</b>	<b>9,442</b>	<b>---</b>	<b>122,965</b>	<b>---</b>
Nursery school, preschool	613	6.5%	7,076	5.8%
Kindergarten	364	3.9%	6,424	5.2%
Elementary school (grades 1-8)	4,243	44.9%	48,724	39.6%
High school (grades 9-12)	2,011	21.3%	26,097	21.2%
College or graduate school	2,211	23.4%	34,644	28.2%

Source: U.S. Census Bureau; 2008-2010 American Community Survey 3- Year Estimates

Education patterns in Titusville differ from education patterns in the rest of Florida and the U.S. On one hand, Titusville has more residents possessing a high school diploma; however, significantly fewer Titusville residents hold a bachelor's or graduate degree than in the state and nation (see Figure 2). This places Titusville in a good position to offer a well-educated workforce to technology manufacturing activities. The lower percentage of residents with advanced degrees of all types may present a challenge for attracting higher-end design and R&D

activities. However, the Space Coast Economic Development commission notes that Brevard County has the largest number of engineers, per capita, in the State of Florida.



**Figure 2. Educational Attainment of Titusville, Palm Bay-Melbourne-Titusville MSA, Florida, and the U.S.**

Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

## Employment

According to the 3-Year Estimates (2008-2010) of the American Community Survey conducted by the U.S. Census Bureau, 58.7 percent of the Titusville population 16 years old and over were in the labor force; of these, 0.4 percent are considered part of the armed forces (see Table 15). More than half of the labor force (50.7%) is female. Titusville is a community of working households. More than 70 percent of households with children less than 17 years old have both parents in labor force. It is estimated that, on average from 2008 to 2010, 10.1 percent of the labor force in Titusville were unemployed, though that number subsequently increased to about 13 percent due to cut-backs at NASA (see Economic Profile section).

**Table 15. 2008-2010 Employment Status of Titusville Population**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Population 16 years and over</b>	<b>36,195</b>	<b>---</b>	<b>448,979</b>	<b>---</b>
In labor force	20,032	55.3%	263,697	58.7%
Civilian labor force	20,032	55.3%	261,936	58.3%
Employed	18,002	49.7%	233,798	52.1%
Unemployed	2,030	5.6%	28,138	6.3%
Armed Forces	0	0.0%	1,761	0.4%
Not in labor force	16,163	44.7%	185,282	41.3%
<b>Civilian labor force</b>	<b>20,032</b>	<b>---</b>	<b>261,936</b>	<b>---</b>
Percent Unemployed	(X)	10.1%	(X)	10.7%
<b>Females 16 years and over</b>	<b>18,521</b>	<b>---</b>	<b>230,611</b>	<b>---</b>
In labor force	9,398	50.7%	124,222	53.9%
Civilian labor force	9,398	50.7%	123,882	53.7%
Employed	8,576	46.3%	110,388	47.9%
<b>Own children under 6 years</b>	<b>2,552</b>	<b>---</b>	<b>31,702</b>	<b>---</b>
All parents in family in labor force	1,857	72.8%	19,485	61.5%
<b>Own children 6 to 17 years</b>	<b>5,564</b>	<b>---</b>	<b>71,639</b>	<b>---</b>
All parents in family in labor force	3,921	70.5%	51,657	72.1%

(X) = not applicable or not available.  
Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

## Occupations, Industries, and Classes of Workers

The 3-Year Estimates (2008-2010) of the American Community Survey, conducted by the U.S. Census Bureau, indicate that the civilian employed population 16 years old and over in Titusville numbered 18,000 (see Table 16). Of these, 32.5 percent were employed in management, professional, science, and arts occupations, while 25.2 percent worked in sales and office occupations. The top industries of employment in Titusville were educational services, health care, and social assistance (19.2%); retail trade (13.9%); and manufacturing (12.3%) (see Table 17). The majority (78.8%) of Titusville's workforce is employed as private wage and salaried workers (see Table 18). Workers in government and self-employed in own not incorporated businesses account for 16.7 percent and 4.4 percent, respectively.

**Table 16. 2008-2010 Occupational Data for Titusville**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Civilian employed population 16 years and over</b>	<b>18,002</b>	<b>---</b>	<b>233,798</b>	<b>---</b>
Management, business, science, and arts occupations	5,843	32.5%	86,453	37.0%
Service occupations	3,561	19.8%	43,946	18.8%
Sales and office occupations	4,537	25.2%	58,249	24.9%
Natural resources, construction, and maintenance occupations	1,916	10.6%	21,462	9.2%
Production, transportation, and material moving occupations	2,145	11.9%	23,688	10.1%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

**Table 17. 2008-2010 Industries of Employment for Titusville**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Civilian employed population 16 years and over</b>	<b>18,002</b>	<b>---</b>	<b>233,798</b>	<b>---</b>
Agriculture, forestry, fishing, hunting, and mining	175	1.0%	1,018	0.4%
Construction	1,721	9.6%	16,613	7.1%
Manufacturing	2,223	12.3%	28,217	12.1%
Wholesale trade	259	1.4%	3,992	1.7%
Retail trade	2,506	13.9%	30,880	13.2%
Transportation, warehousing, and utilities	889	4.9%	9,296	4.0%
Information	274	1.5%	3,981	1.7%
Finance and insurance, real estate, rental and leasing	815	4.5%	11,926	5.1%
Professional, scientific, management, administrative, and waste management services	1,733	9.6%	30,534	13.1%
Educational services, health care and social assistance	3,460	19.2%	49,224	21.1%
Arts, entertainment, recreation, accommodation and food services	1,444	8.0%	22,145	9.5%
Other services, except public administration	1,035	5.7%	11,844	5.1%
Public administration	1,468	8.2%	14,128	6.0%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

**Table 18. 2008-2010 Class of Workers for Titusville**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Civilian employed population 16 years and over</b>	<b>18,002</b>	<b>---</b>	<b>233,798</b>	<b>---</b>
Private wage and salary workers	14,194	78.8%	186,732	79.9%
Government workers	3,009	16.7%	34,335	14.7%
Self-employed in own not incorporated business workers	799	4.4%	12,420	5.3%
Unpaid family workers	0	0.0%	311	0.1%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

## Journey to Work

Among workers 16 years of age and older, commuting behavior in Titusville is dominated by single occupancy vehicles at 83.1 percent (see Table 19). Carpooled commuters account for 10 percent, while public transportation represents only 0.2 percent. It is estimated that about 3 percent of employees work from home. Titusville residents commute an average of 25 minutes to their jobs, which is in-line with the national average of 25.3 minutes.

**Table 19. Commuting Behavior of Titusville Residents**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Workers 16 years and over</b>	<b>17,679</b>	<b>---</b>	<b>230,955</b>	<b>---</b>
Car, truck, or van – drove alone	14,683	83.1%	191,360	82.9%
Car, truck, or van – carpooled	1,771	10.0%	20,122	8.7%
Public transportation (excluding taxicab)	34	0.2%	865	0.4%
Walked	109	0.6%	2,537	1.1%
Other means	483	2.7%	5,693	2.5%
Worked at home	599	3.4%	10,378	4.5%
Mean travel time to work (minutes)	25.0	(X)	23.8	(X)

*(X) = not applicable or not available.*  
*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

## Income

According to the 3-Year Estimates (2008-2010) of the American Community Survey conducted by the U.S. Census Bureau, Titusville's median household income was \$42,871, considerably below both the state and national levels of \$46,077 and \$51,222, respectively (see Table 20). About 38 percent of Titusville households received Social Security transfer payments, and 8.4 percent received Food Stamps/SNAP benefits in the previous 12 months. Details on Titusville household income and benefits, family income, and nonfamily household income are displayed in Tables 20, 21, and 22, respectively.

**Table 20. Titusville Household Income and Benefits (2010 inflation-adjusted dollars)**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Total households</b>	<b>17,732</b>	<b>---</b>	<b>220,050</b>	<b>---</b>
Less than \$10,000	1,198	6.8%	13,322	6.1%
\$10,000 to \$14,999	965	5.4%	11,914	5.4%
\$15,000 to \$24,999	2,619	14.8%	27,318	12.4%
\$25,000 to \$34,999	2,190	12.4%	25,247	11.5%
\$35,000 to \$49,999	3,173	17.9%	36,122	16.4%
\$50,000 to \$74,999	3,517	19.8%	43,170	19.6%
\$75,000 to \$99,999	1,990	11.2%	26,558	12.1%
\$100,000 to \$149,999	1,614	9.1%	22,944	10.4%
\$150,000 to \$199,999	232	1.3%	7,345	3.3%
\$200,000 or more	234	1.3%	6,110	2.8%
Median household income (dollars)	42,871	(X)	47,921	(X)
Mean household income (dollars)	54,898	(X)	63,039	(X)
With earnings	12,205	68.8%	155,556	70.7%
Mean earnings (dollars)	57,308	(X)	64,322	(X)
With Social Security	6,731	38.0%	81,891	37.2%
Mean Social Security income (dollars)	15,788	(X)	16,589	(X)
With retirement income	4,261	24.0%	54,315	24.7%
Mean retirement income (dollars)	21,118	(X)	23,725	(X)
With Supplemental Security Income	1,015	5.7%	8,792	4.0%
Mean Supplemental Security Income (dollars)	10,586	(X)	9,614	(X)
With cash public assistance income	251	1.4%	3,334	1.5%
Mean cash public assistance income (dollars)	4,792	(X)	3,282	(X)
With Food Stamp/SNAP benefits in the past 12 months	1,486	8.4%	17,015	7.7%
<i>(X) = not applicable or not available.</i>				
<i>Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates</i>				

<b>Table 21. Titusville Family Income (2010 inflation-adjusted dollars)</b>				
<b>Type</b>	<b>Titusville</b>		<b>Palm Bay-Melbourne-Titusville</b>	
	<b>Estimate</b>	<b>Percent</b>	<b>Estimate</b>	<b>Percent</b>
<b>Total households</b>	<b>11,407</b>	<b>---</b>	<b>144,368</b>	<b>---</b>
Less than \$10,000	606	5.3%	5,286	3.7%
\$10,000 to \$14,999	269	2.4%	4,474	3.1%
\$15,000 to \$24,999	1,423	12.5%	13,267	9.2%
\$25,000 to \$34,999	1,149	10.1%	13,738	9.5%
\$35,000 to \$49,999	1,945	17.1%	22,981	15.9%
\$50,000 to \$74,999	2,716	23.8%	31,321	21.7%
\$75,000 to \$99,999	1,545	13.5%	21,484	14.9%
\$100,000 to \$149,999	1,325	11.6%	20,094	13.9%
\$150,000 to \$199,999	232	2.0%	6,303	4.4%
\$200,000 or more	197	1.7%	5,420	3.8%
Median family income (dollars)	51,807	(X)	58,631	(X)
Mean family income (dollars)	62,671	(X)	74,038	(X)
Per capita income (dollars)	22,870	(X)	26,430	(X)

(X) = not applicable or not available.  
Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

<b>Table 22. Titusville Nonfamily Household Income (2010 inflation-adjusted dollars)</b>		
<b>Type</b>	<b>Titusville</b>	<b>Palm Bay-Melbourne-Titusville</b>
<b>Nonfamily households</b>	<b>\$ 6,325</b>	<b>\$ 75,682</b>
Median nonfamily income	\$ 29,135	\$ 29,840
Mean nonfamily income	\$ 37,755	\$ 40,047
Median earnings for workers	\$ 25,378	\$ 27,955
Median earnings for male full-time, year-round workers	\$ 42,726	\$ 47,633
Median earnings for female full-time, year-round workers	\$ 26,993	\$ 33,179

Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

Poverty rates in Titusville, as of the 2008-2010 American Community Survey 3-Year Estimates, were 13.6 percent for all people, and 9.3 percent for all families (See Table 23). These estimates are slightly below state and national figures, which are 15.0 percent in Florida and 14.4 percent in the U.S. for all people, and 10.8 percent for the state and 10.5 percent for the nation for all families. From the civilian non-institutionalized population in Titusville, 81.1 percent have insurance health coverage; of these, 61.6 percent have private health insurance, and 36.8 percent have public coverage (See Table 24).

Type	Palm Bay-Melbourne-Titusville	
	Titusville	Titusville
<b>All Families</b>	9.3%	8.1%
With related children under 18 years	16.3%	14.2%
With related children under 5 years only	24.3%	16.4%
<b>Married couple families</b>	4.5%	4.1%
With related children under 18 years	7.7%	6.3%
With related children under 5 years only	8.3%	8.5%
<b>Families with female householder, no husband present</b>	29.2%	25.8%
With related children under 18 years	34.8%	35.4%
With related children under 5 years only	50.3%	38.7%
<b>All People</b>	13.6%	11.5%
<b>Under 18 years</b>	17.9%	16.3%
Related children under 18 years	17.5%	16.0%
Related children under 5 years	14.9%	21.1%
Related children 5 to 17 years	18.5%	14.3%
18 years and over	12.5%	10.3%
18 to 64 years	14.5%	11.4%
65 years and over	6.5%	7.0%
People in families	9.8%	8.7%
Unrelated individuals 15 years and over	26.7%	22.9%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Civilian Noninstitutionalized Population</b>	43,457	---	535,025	---
With health insurance coverage	35,234	81.1%	445,116	83.2%
With private health insurance	26,787	61.6%	358,554	67.0%
With public coverage	16,008	36.8%	175,179	32.7%
No health insurance coverage	8,223	18.9%	89,909	16.8%
<b>Civilian Noninstitutionalized Population under 18 years</b>	8,556	---	108,009	---
No health insurance coverage	1,298	15.2%	14,062	13.0%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

## Population Projections

The number of residents in the Palm Bay-Melbourne-Titusville MSA is projected to increase over the next two decades. 2010 population for this metropolitan area was estimated at 543,376. Forecasts predict a growth rate of 1.51 percent by 2020 and a growth rate of 8.28 percent by 2030 (see Table 25).

**Table 25. Population Estimates and Projections**

Location	2010 Estimates	2020 Projections	2030 Projections
Florida	18,801,310	20,070,489 (6.75%)	28,685,769 (52.57%)
Orlando-Kissimmee MSA	2,134,411	2,375,309 (11.28%)	3,134,000 (46.83%)
Deltona-Daytona Beach-Ormond Beach MSA	494,593	480,063 (-2.93%)	555,300 (12.27%)
Palm Bay-Melbourne-Titusville MSA	543,376	551,586 (1.51%)	588,400 (8.28%)

*\*Rate of change in parenthesis*  
*Sources: Proximity-Decision Making Solutions; U.S. Census Bureau; Demographia*

## Housing Characteristics

The U.S. Census Bureau, in the 3-Year Estimates (2008-2010) of the American Community Survey, reports 22,168 housing units in Titusville. Of these housing units, 80 percent were occupied; leaving 20 percent vacant (see Table 26). The homeowner vacancy rate in Titusville was 3.6, while the rental vacancy rate was estimated at 19.3. Of the estimated housing units, the majority, or 61.5%, are 1-unit detached and 4.8 percent were mobile homes (see Table 27).

**Table 26. Occupied vs. Vacant Housing Units**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Total housing units</b>	<b>22,168</b>	---	<b>269,304</b>	---
Occupied housing units	17,732	80.0%	220,050	81.7%
Vacant housing units	4,436	20.0%	49,254	18.3%
Homeowner vacancy rate	3.6%	(X)	4.0%	(X)
Rental vacancy rate	19.3%	(X)	15.9%	(X)

*(X) = not applicable or not available.*  
*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

**Table 27. Total Housing Units by Type**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Total housing units</b>	<b>22,168</b>	---	<b>269,304</b>	---
1-unit, detached	13,638	61.5%	172,153	63.9%
1-unit, attached	1,018	4.6%	12,417	4.6%
2 units	520	2.3%	4,249	1.6%
3 or 4 units	1,173	5.3%	8,593	3.2%
5 to 9 units	1,780	8.0%	14,799	5.5%
10 to 19 units	1,996	9.0%	14,705	5.5%
20 or more units	972	4.4%	19,643	7.3%
Mobile home	1,071	4.8%	22,064	8.2%
Boat, RV, van, etc.	0	0.0%	681	0.3%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

The housing stock in Titusville may be considered relatively old. More than 50 percent of housing units were built before 1980 (see Table 28). The median number of rooms in a Titusville home is 5.4. Titusville's housing units are most commonly six rooms (23.6%) and five rooms (21.1%). And, over 73 percent of Titusville homes have two (30.9%) or three (42.6%) bedrooms.

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Total housing units</b>	<b>22,168</b>	<b>---</b>	<b>269,304</b>	<b>---</b>
Built 2005 or later	1,535	6.9%	17,881	6.6%
Built 2000 to 2004	1,622	7.3%	33,756	12.5%
Built 1990 to 1999	1,788	8.1%	45,624	16.9%
Built 1980 to 1989	5,515	24.9%	69,704	25.9%
Built 1970 to 1979	3,909	17.6%	41,138	15.3%
Built 1960 to 1969	5,686	25.6%	39,288	14.6%
Built 1950 to 1959	1,779	8.0%	17,573	6.5%
Built 1940 to 1949	158	0.7%	2,317	0.9%
Built 1939 or earlier	176	0.8%	2,023	0.8%
<b>Number of Rooms</b>				
1 room	84	0.4%	2,078	0.8%
2 rooms	323	1.5%	4,258	1.6%
3 rooms	1,842	8.3%	17,517	6.5%
4 rooms	4,536	20.5%	47,958	17.8%
5 rooms	4,684	21.1%	66,220	24.6%
6 rooms	5,233	23.6%	55,730	20.7%
7 rooms	2,413	10.9%	35,478	13.2%
8 rooms	1,765	8.0%	21,610	8.0%
9 rooms or more	1,288	5.8%	18,455	6.9%
Median rooms	5.4	(X)	5.4	(X)
<b>Number of Bedrooms</b>				
No bedroom	84	0.4%	2,419	0.9%
1 bedroom	2,067	9.3%	21,039	7.8%
2 bedrooms	6,848	30.9%	73,209	27.2%
3 bedrooms	9,452	42.6%	125,444	46.6%
4 bedrooms	3,491	15.7%	42,219	15.7%
5 or more bedrooms	226	1.0%	4,974	1.8%

*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

Home ownership in Titusville of 68.3 percent is very close to national estimates of 66 percent (see Table 29). The average household size in Titusville was 2.35 percent for home-owners, and 2.6 for renters. About two-thirds of owner-occupied housing units in Titusville have a mortgage, with a median value of \$136,400 (see Tables 30 and 31). From the owner-occupied units, 52 percent have an estimated value between \$100,000 and \$199,000. Of all owner-occupied houses, 6.5 percent were valued below \$50,000.

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Occupied housing units</b>	<b>17,732</b>	<b>---</b>	<b>220,050</b>	<b>---</b>
Owner-occupied	12,115	68.3%	164,720	74.9%
Renter-occupied	5,617	31.7%	55,330	25.1%
Average household size of owner-occupied unit	2.35	(X)	2.44	(X)
Average household size of renter-occupied unit	2.60	(X)	2.41	(X)

(X) = not applicable or not available.  
Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Owner-occupied units</b>	<b>12,115</b>	<b>---</b>	<b>164,720</b>	<b>---</b>
Housing units with a mortgage	7,826	64.6%	109,660	66.6%
Housing units without a mortgage	4,289	35.4%	55,060	33.4%

Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Owner-occupied units</b>	<b>12,115</b>	<b>---</b>	<b>164,720</b>	<b>---</b>
Less than \$50,000	785	6.5%	10,531	6.4%
\$50,000 to \$99,999	2,527	20.9%	25,121	15.3%
\$100,000 to \$149,999	3,470	28.6%	30,629	18.6%
\$150,000 to \$199,999	2,833	23.4%	34,250	20.8%
\$200,000 to \$299,999	1,692	14.0%	35,198	21.4%
\$300,000 to \$499,999	565	4.7%	20,088	12.2%
\$500,000 to \$999,999	132	1.1%	6,999	4.2%
\$1,000,000 or more	111	0.9%	1,904	1.2%
Median (dollars)	\$ 136,400	(X)	\$ 170,300	(X)

(X) = not applicable or not available.  
Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

Additional information indicates that more than 60 percent of householders in occupied housing units in Titusville moved into their current residence in 2000 or later (see Table 32). From the residents in owner-occupied housing units in Titusville, 40.6 percent have one vehicle and 38.8 percent have two vehicles. Only 6.6 percent of these residents lack of a vehicle (see Table 33). The median monthly housing cost to households with a mortgage is \$1,250, while those without a mortgage average \$355 (see Table 34).

**Table 32. Year Householder Moved Into Unit**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Occupied housing units</b>	<b>17,732</b>	<b>---</b>	<b>220,050</b>	<b>---</b>
Moved in 2005 or later	7,464	42.1%	84,277	38.3%
Moved in 2000 to 2004	3,533	19.9%	52,715	24.0%
Moved in 1990 to 1999	3,160	17.8%	46,646	21.2%
Moved in 1980 to 1989	1,653	9.3%	22,579	10.3%
Moved in 1970 to 1979	766	4.3%	7,405	3.4%
Moved in 1969 or earlier	1,156	6.5%	6,428	2.9%

Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

**Table 33. Vehicles Available at Owner-Occupied Housing**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Occupied housing units</b>	<b>17,732</b>	<b>---</b>	<b>220,050</b>	<b>---</b>
No vehicles available	1,163	6.6%	10,259	4.7%
1 vehicle available	7,195	40.6%	86,857	39.5%
2 vehicles available	6,883	38.8%	88,323	40.1%
3 or more vehicles available	2,491	14.0%	34,611	15.7%

Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

**Table 34. Monthly Housing Costs**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Housing units with a mortgage</b>	<b>7,826</b>	<b>---</b>	<b>109,660</b>	<b>---</b>
Less than \$300	0	0.0%	353	0.3%
\$300 to \$499	182	2.3%	1,905	1.7%
\$500 to \$699	687	8.8%	6,275	5.7%
\$700 to \$999	1,697	21.7%	16,545	15.1%
\$1,000 to \$1,499	2,488	31.8%	35,817	32.7%
\$1,500 to \$1,999	1,588	20.3%	23,202	21.2%
\$2,000 or more	1,184	15.1%	25,563	23.3%
Median (dollars)	1,250	(X)	170,300	(X)
<b>Housing units without a mortgage</b>	<b>4,289</b>	<b>---</b>	<b>55,060</b>	<b>---</b>
Less than \$100	23	0.5%	827	1.5%
\$100 to \$199	397	9.3%	3,984	7.2%
\$200 to \$299	1,061	24.7%	8,260	15.0%
\$300 to \$399	1,182	27.6%	12,127	22.0%
\$400 or more	1,626	37.9%	29,862	54.2%
Median (dollars)	355	(X)	422	(X)

(X) = not applicable or not available.

Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

The U.S. Census Bureau, in the 3-Year Estimates (2008-2010) of the American Community Survey, also calculates the selected monthly owner costs as a percentage of household income (SMOCAPI). In Titusville housing units with a mortgage, this calculation reveals that 35.2 percent spend 35 percent or more of household income on housing costs. Conversely, for housing units without a mortgage, SMOCAPI shows that 44.9 percent spend less than 10 percent of household income on housing costs (see Table 35). For renters, gross rent as a percentage of household income (GRAPI) was calculated. This revealed that 47.9 percent spent 35 percent or more of their household income on rent (see Table 36).

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Housing units with a mortgage (excluding units where SMOCAPI cannot be computed)</b>	<b>7,676</b>	---	<b>108,916</b>	---
Less than 20.0 percent	2,422	31.6%	31,482	28.9%
20.0 to 24.9 percent	788	10.3%	16,200	14.9%
25.0 to 29.9 percent	1,145	14.9%	14,247	13.1%
30.0 to 34.9 percent	619	8.1%	10,171	9.3%
35.0 percent or more	2,702	35.2%	36,816	33.8%
Not computed	150	(X)	744	(X)
<b>Housing units without a mortgage (excluding units where SMOCAPI cannot be computed)</b>	<b>4,272</b>	---	<b>54,293</b>	---
Less than 10.0 percent	1,916	44.9%	20,940	38.6%
10.0 to 14.9 percent	1,048	24.5%	11,527	21.2%
15.0 to 19.9 percent	609	14.3%	7,058	13.0%
20.0 to 24.9 percent	239	5.6%	4,420	8.1%
25.0 to 29.9 percent	195	4.6%	2,612	4.8%
30.0 to 34.9 percent	49	1.1%	1,954	3.6%
35.0 percent or more	216	5.1%	5,782	10.6%
Not computed	17	(X)	767	(X)

(X) = not applicable or not available.  
Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates

**Table 36. Gross Rent as a Percentage of Household Income (GRAPI)**

Type	Titusville		Palm Bay-Melbourne-Titusville	
	Estimate	Percent	Estimate	Percent
<b>Occupied units paying rent (excluding units where GRAPI cannot be computed)</b>	<b>5,386</b>	---	<b>50,777</b>	---
Less than 15.0 percent	343	6.4%	3,711	7.3%
15.0 to 19.9 percent	593	11.0%	5,560	10.9%
20.0 to 24.9 percent	721	13.4%	6,924	13.6%
25.0 to 29.9 percent	690	12.8%	5,907	11.6%
30.0 to 34.9 percent	458	8.5%	5,537	10.9%
35.0 percent or more	2,581	47.9%	23,138	45.6%
Not computed	231	(X)	4,553	(X)

*(X) = not applicable or not available.*  
*Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates*

## An Economic Profile of the City of Titusville

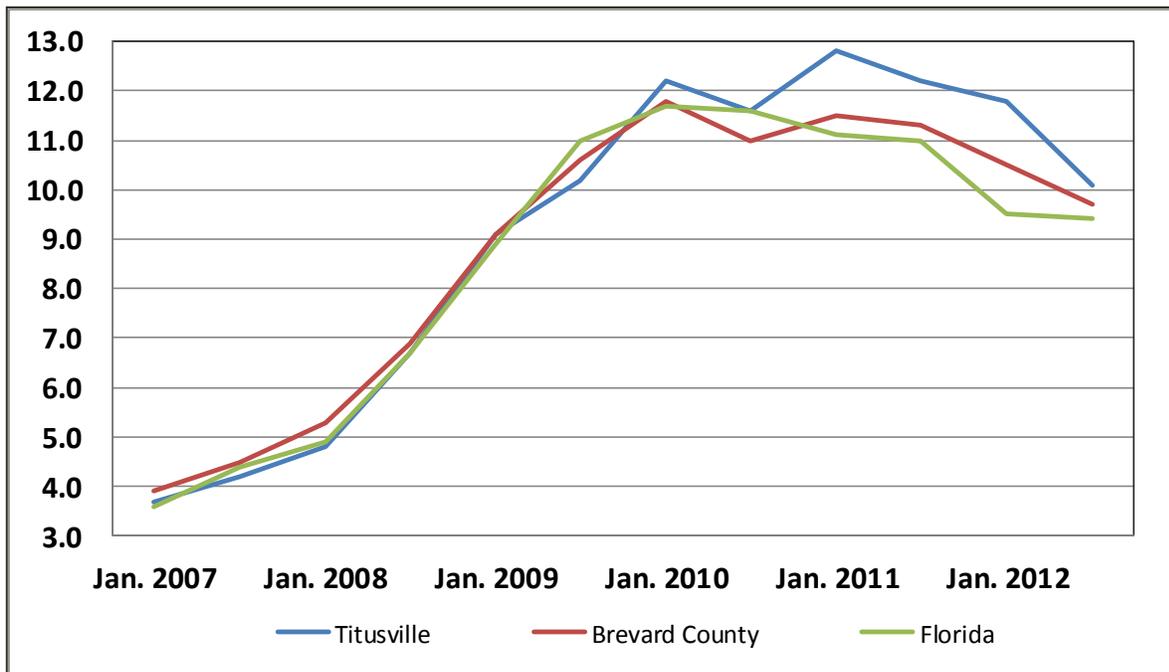
According to the U.S. Bureau of Labor Statistics and the Florida Department of Economic Opportunity, employment in Titusville was 19,036 in July 2012 (see Table 37). Percentage change in employment figures for Titusville with respect to the previous year (2.93%) are slightly more favorable than the ones at the county (2.35%) and state (2.19%) levels.

**Table 37. Employment Comparison, 2010-2012**

Area	August 2012	August 2011	August 2010
Titusville	*19,036 (2.93%)	18,493 (-0.06%)	18,603
Brevard County	244,001 (2.35%)	238,387 (-0.06%)	239,808
Florida	8,477,000 (2.19%)	8,295,000 (1.84%)	8,145,000

*\*Latest available data at city level (July 2012). \*\*Percent of change with respect to previous year in parenthesis  
Sources: U.S. Bureau of Labor Statistics; Florida Department of Economic Opportunity*

Although employment figures have an upward trend for Titusville, unemployment rates are still not entirely recovered with respect to numbers reported before 2008 (see Figure 3). Titusville is catching up to the state's levels of employment.

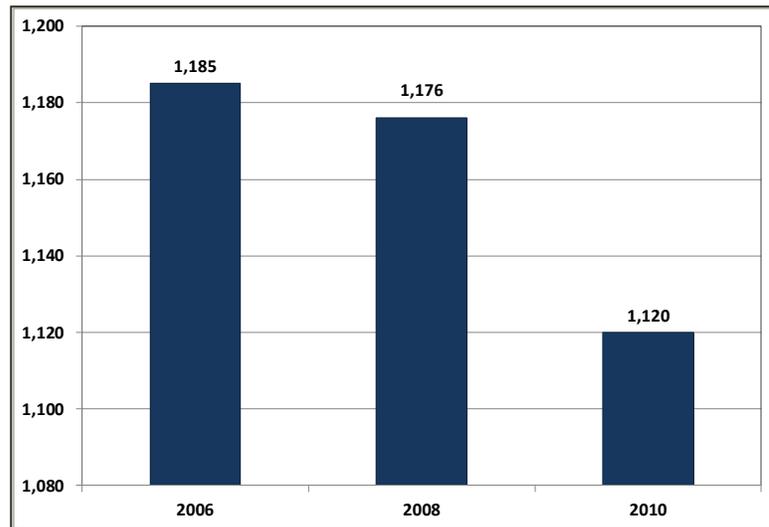


**Figure 3. Unemployment in Titusville**

*Sources: U.S. Bureau of Labor Statistics*

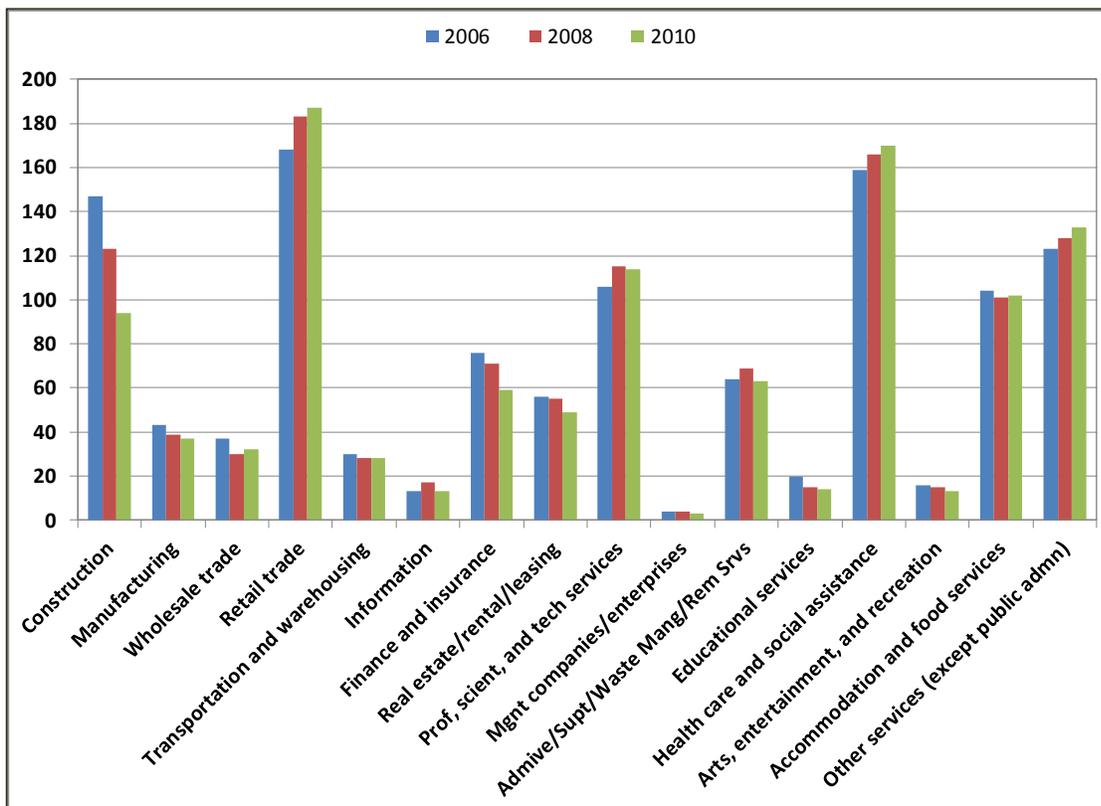
According to County Business Patterns, a survey by the U.S. Department of Commerce, 1,120 business establishments were located in Titusville's two zip codes in 2010 (32796 and 32780).

This number is lower than both 2006 and 2008 figures. A look at these years indicates that nine businesses were lost between 2006 and 2008, while 56 businesses disappeared between 2008 and 2010 (see Figure 4). Retail trade and health care / social assistance are the type of business establishments that occur more frequently in Titusville. The construction sector lost 53 businesses (about 36 percent) between 2006 and 2010; this sector represented about 8.4 percent of all business establishments in 2010 (see Figure 5).



**Figure 4. Number of Business Establishments in Titusville, 2006-2010**

Source: County Business Patterns, U.S. Department of Commerce



**Figure 5. Establishments by Industry in Titusville**

Source: County Business Patterns, U.S. Department of Commerce

## Industry Information

### Top Loss Industries

The ten industries that lost the most jobs between 2001 and June 2012 are identified below (Table 38). The merchant wholesalers industry lost the most jobs (502) in that period, considerably more than other categories. Specialty trade contractors lost 398 jobs, the second highest number of jobs lost in an individual industry.

**Table 38. Top Loss Industries in Titusville, Florida, 2001 - 2012**

Description	2001 Jobs	2012 Jobs	Change	Earnings
Merchant Wholesalers, Durables	892	390	-502	\$76,558
Specialty Trade Contractors	1,048	650	-398	\$43,755
Admin. & Support Services	1,633	1,383	-250	\$52,572
Construction of Buildings	433	216	-217	\$46,898
State Government	380	268	-112	\$45,708
Repair and Maintenance	397	311	-86	\$29,790
Heavy & Civil Eng. Construction	265	196	-69	\$50,436
Food and Beverage Stores	729	661	-68	\$25,493
Transport Equipment Mfg	109	56	-53	\$64,573
Motor Vehicle and Parts Dealers	445	397	-48	\$44,608

*Source: Economic Modeling Specialists, Inc. (EMSI)*

## Occupation Information

### Highest Paying Occupations

According to Economic Modeling Specialists, Inc. (EMSI) data, the highest paying occupation in Titusville, based on average hourly earnings, are those for Top Executives. Top Executives make an average of \$43.31 an hour in Titusville, with engineers coming in second at an average \$40.50 an hour. Table 39 below shows the ten highest paying occupations in Titusville.

**Table 39. Highest Paying Occupations in Titusville, Florida**

Description	2001 Jobs	2012 Jobs	Change	Earnings (hrly)
Top Executives	213	205	-8	\$43.31
Engineers	329	328	-1	\$40.50
Health Diagnosing and Treating Practitioners	923	1,366	443	\$40.14
Advertising, Marketing, Promotions, Public Relations, and Sales Managers	43	52	9	\$39.51
Lawyers, Judges, and Related Workers	88	98	10	\$38.09
Physical Scientists	41	42	1	\$37.98
Mathematical Science Occupations	27	34	7	\$37.22
Operations Specialties Managers	111	145	34	\$36.11
Computer Specialists	370	379	9	\$33.08
First-Line Supervisors/Managers, Protective Service Workers	34	34	0	\$30.56

*Source: EMSI*

### Largest Occupations

Retail sales workers represent the largest occupation group in Titusville with 1,570 jobs. Health diagnosing and treating practitioners come in a close second at 1,366. While retail sales workers make relatively low wages (an average of \$10.65 an hour), health diagnosing and treating practitioners are third on the list of highest earnings in Titusville. Table 40 shows the largest occupation classes in Titusville as of June 2012.

**Table 40. Largest Occupation Classes in Titusville, Florida, 2012**

Description	2001 Jobs	2012 Jobs	Change	Earnings (hrly)
Retail Sales Workers	1,469	1,570	101	\$10.65
Health Diagnosing and Treating Practitioners	923	1,366	443	\$40.14
Food and Beverage Serving Workers	1,009	1,282	273	\$9.26
Material Recording, Scheduling, Dispatching, and Distributing Workers	844	806	-38	\$12.84
Information and Record Clerks	743	795	52	\$13.00
Business Operations Specialists	656	748	92	\$30.21
Construction Trades Workers	1,135	714	-421	\$15.79
Financial Specialists	402	692	290	\$24.60
Building Cleaning and Pest Control Workers	568	669	101	\$9.75
Health Technologists and Technicians	504	663	159	\$19.48

*Source: EMSI*

### Top Loss Occupations

The number of jobs lost to construction trade workers in Titusville between 2001 and 2012 was considerably larger than any other occupation classification. Table 41 shows the occupation classes that lost that most between 2001 and 2012.

**Table 41. Top Loss Occupations in Titusville, Florida, 2001 – 2012**

Description	2001 Jobs	2012 Jobs	Change	Earnings (hrly)
Construction Trades Workers	1,135	714	-421	\$15.79
Sales Rep, Wholesale and Mfg	233	156	-77	\$25.07
Supervisors, Construction/Extraction	174	101	-73	\$26.22
Electrical/Electronic Install and Repair	160	91	-69	\$19.75
Material Moving Workers	320	267	-53	\$11.54
Other Installation, Maint. and Repair	477	426	-51	\$17.70
Material Recording, Scheduling, Dispatching, and Distributing Workers	844	806	-38	\$12.84
Vehicle and Mobile Equipment Mechanics, Installers, and Repairers	290	260	-30	\$16.76
Textile, Apparel, and Furnishings Workers	127	101	-26	\$9.61
Military Occupations	235	209	-26	\$16.41

*Source: EMSI*

## Top Growth Occupations

### SOC 29-1000: Health Diagnosing and Treating Practitioners

Growth in this occupation group between 2001 and June 2012 occurred at 48 percent, or an increase of 443 jobs. The average employee in this occupation earns \$40.14 an hour. Health diagnosing and treating practitioners are likely to be employed in private and public hospitals, physicians' offices, offices of physical and occupational therapists, nursing facilities, pharmacies and drug stores, or the federal government. Each of these industries has seen growth within Titusville in the last decade; however, the growth in hospital employment (public and private) has been the largest (Table 42). Employment changes in associated industries such as the federal government or pharmacies are positive, yet relatively small compared to the growth of jobs in hospitals, physicians' offices, or physical and occupational therapist offices.

**Table 42. Top Industries for SOC 29-1000 Employment in Titusville, Florida**

NAICS Code	Name	2001 Jobs	2012 Jobs	Change	% Change
622110	General Medical and Surgical Hospitals (Private)	476	621	145	30%
621111	Offices of Physicians (except Mental Health Specialists)	111	200	89	80%
623110	Nursing Care Facilities	54	73	19	35%
903622	Hospitals (Local Government)	47	152	105	223%
901199	Federal Government, Civilian, Excluding Postal Service	37	42	5	14%
446110	Pharmacies and Drug Stores	29	33	4	14%
621340	Offices of Physical, Occupational and Speech Therapists, and Audiologists	21	53	32	152%

*Source: EMSI*

## SOC 13-2000: Financial Specialists

From 2001 to June 2012, employment in SOC 13-2000 grew by 290 jobs, or 72 percent. Average wages for financial specialists was \$24.60 in the region. Employment in Titusville can be found primarily in all levels of government (federal, local, and state), investment advice, accounting, portfolio management, and tax preparation. Financial specialist employment in each affiliated industry increased in most of the affiliated industries, with the exception of state government which decreased by 28 percent. Remarkable growth in jobs for financial specialists occurred in the portfolio management and investment advice industries, with portfolio management adding 92 financial specialist jobs within Titusville. Table 43 shows the amount of job growth within the top industries for financial specialists between 2001 and 2012.

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
901199	Federal Government, Civilian, Excluding Postal Service	56	69	13	23%
903999	Local Government, Excluding Education and Hospitals	30	36	6	20%
523930	Investment Advice	29	81	52	179%
541219	Other Accounting Services	27	39	12	44%
523920	Portfolio Management	26	118	92	354%
902999	State Government, Excluding Education and Hospitals	25	18	-7	-28%
541213	Tax Preparation Services	19	36	17	89%

*Source: EMSI*

## SOC 35-3000: Food and Beverage Serving Workers

By adding 273 food service jobs between 2001 and June 2012, Titusville experienced a 27 percent increase in jobs falling under SOC 35-3000. On average, food service workers in Titusville make \$9.26 per hour. Restaurants, both full and limited service, experienced the most growth in employment for those classified as 35-3000 employees. Each type of restaurant added over 100 jobs and grew by roughly 30 percent, with smaller gains in bars and golf courses. Table 44 below shows the growth in SOC 35-3000 jobs in a few of the top industries for employment.

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
722211	Limited-Service Restaurants	431	569	138	32%
722110	Full-Service Restaurants	343	446	103	30%
722410	Drinking Places (Alcoholic Beverages)	39	56	17	44%
713910	Golf Courses and Country Clubs	21	31	10	48%

*Source: EMSI*

## SOC 41-9000: Other Sales and Related Workers

The number of jobs for this occupation grouping increased by 225 in Titusville from 2001 to June 2012, an increase of about 72 percent. The average employee in this occupation earns \$13.29 an hour, considerably less than the national or state averages. Sales workers in this occupation grouping can be found in a number of industries, primarily in real estate offices, nonresidential building lessors, direct selling establishments, residential building lessors, and residential property managers. Most of these industries experienced an increase in the number of 41-9000 jobs in the last decade, with the exception of those in direct selling establishments, which experienced a decrease of 23 percent (6 jobs total). Table 45 shows the changes in 41-9000 jobs in the top industries for employment over the last decade.

**Table 45. Top Industries for 41-9000 Employment in Titusville, Florida**

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
531210	Offices of Real Estate Agents and Brokers	125	238	113	90%
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)	37	99	62	168%
454390	Other Direct Selling Establishments	26	20	-6	-23%
531110	Lessors of Residential Buildings and Dwellings	17	34	17	100%
531311	Residential Property Managers	13	34	21	162%

*Source: EMSI*

## SOC 39-9000: Other Personal Care and Service Workers

Titusville saw a 53 percent increase (178 jobs) in the number of individuals employed in 39-9000 occupations between 2001 and 2012. The average hourly wage for those in this occupation classification is \$9.60. Several industries employ occupations falling under this classification. The top industries in Titusville are child day care services, private households, religious organizations, home health care services, and fitness and recreational sports centers. Many of these industries have experienced growth in the number of jobs provided for this occupation group (see Table 46).

**Table 46. Top Industries for 39-9000 Employment in Titusville, Florida**

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
624410	Child Day Care Services	107	123	16	15%
814110	Private Households	42	101	59	140%
813110	Religious Organizations	17	18	1	6%
621610	Home Health Care Services	17	52	35	206%
713940	Fitness and Recreational Sports Centers	14	19	5	36%

*Source: EMSI*

## SOC 31-1000: Nursing, Psychiatric, and Home Health Aides

Nursing occupations in Titusville grew by 37 percent from 2001 and 2012, adding 163 jobs in the city. The average employee in this occupation class earned \$10.59 an hour in Titusville, compared to \$11.18 nationally. Additionally, employees in this occupation can find jobs in a variety of industries in Titusville. The largest employer of this occupation group comes from nursing care facilities, with smaller concentrations employed in private hospitals, home health care services, and public hospitals. Overall, with the exception of employees in residential mental health facilities, this occupation group is growing in the affiliated industries (see Table 47).

**Table 47. Top Industries for SOC 31-1000 Employment in Titusville, Florida**

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
623110	Nursing Care Facilities	177	233	56	32%
622110	General Medical and Surgical Hospitals (Private)	95	112	17	18%
623210	Residential Mental Retardation Facilities	53	25	-28	-53%
621610	Home Health Care Services	41	130	89	217%
623311	Continuing Care Retirement Communities	29	28	-1	-3%
903622	Hospitals (Local Government)	13	34	21	162%

*Source: EMSI*

## SOC 29-2000: Health Technologists and Technicians

With an increase of 159 jobs attributed to health technologists and technicians, this occupation group grew by 32 percent in Titusville over the last decade. The average hourly wage for those employed in this occupation group in Titusville is \$19.48. Growth in this occupation has occurred in each of the top industries between 2001 and June 2012. The largest sector to increase occupations classified under 29-2000 was public hospitals, which added 45 jobs to grow by 188 percent. Table 48 features the growth in each of the top industries between 2001 and 2012.

**Table 48. Top Industries for SOC 29-2000 Employment in Titusville, Florida**

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
622110	General Medical and Surgical Hospitals (Private)	221	263	42	19%
623110	Nursing Care Facilities	57	73	16	28%
621111	Offices of Physicians (except Mental Health Specialists)	41	64	23	56%
446110	Pharmacies and Drug Stores	31	41	10	32%
903622	Hospitals (Local Government)	24	69	45	188%
621210	Offices of Dentists	23	32	9	39%
903999	Local Government, Excluding Education and Hospitals	21	23	2	10%

*Source: EMSI*

## SOC 25-3000: Other Teachers and Instructors

The number of jobs available for SOC 25-3000 grew from 88 in 2001 to 232 in 2012, an increase of 163 percent. The average hourly wage for an employee in this occupation is currently \$14.07. There are three *main* industries for employment in this occupation class within Titusville: educational support services, exam preparation and tutoring, and religious organizations. Additionally, flight training has become a popular field in which to find this occupation class; however, the number of jobs in 2001 was too low (below 10) to establish its rate of growth. Table 49 spotlights a few of the main industries growth in 25-3000 jobs from 2001 to June 2012.

**Table 49. Top Industries for SOC 25-3000 Employment in Titusville, Florida**

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
611710	Educational Support Services (Private)	19	43	24	126%
611691	Exam Preparation and Tutoring (Private)	14	63	49	350%
813110	Religious Organizations	13	18	5	38%
611512	Flight Training (Private)	<10	31	--	--

*Source: EMSI*

## SOC 11-9000: Other Management Occupations

The number of individuals employed under this occupation class increased by 37 percent between 2001 and 2012. On average, employees in this classification earn \$23.67 an hour in Titusville, compared to \$22.22 nationally. Table 50 shows the changes in jobs for this occupation group within the top industries for employment in Titusville. Growth is occurring in the affiliated industries; however, the overall levels of employment in each industry are relatively small. Real estate offices employ the most individuals within this occupation group and also represents the largest change in employment numbers.

**Table 50. Top Industries for SOC 11-9000 Employment in Titusville, Florida**

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
531210	Offices of Real Estate Agents and Brokers	28	55	27	96%
622110	General Medical and Surgical Hospitals (Private)	23	26	3	13%
901199	Federal Government, Civilian, Excluding Postal Service	19	21	2	11%
903999	Local Government, Excluding Education and Hospitals	16	17	1	6%
236114	New Single-Family Housing Construction (except Operative Builders)	16	<10	--	--
722110	Full-Service Restaurants	12	15	3	25%
722211	Limited-Service Restaurants	11	17	6	55%

*Source: EMSI*

## SOC 41-3000: Sales Representatives, Services

Jobs for service related sales representatives increased 75 percent from 2001 to 2012, adding a total of 140 jobs. The average hourly wage for this occupation group in Titusville is \$22.01 an hour, compared to \$26.04 an hour nationally and \$25.14 an hour across Florida. Most of the growth of this occupation group in Titusville comes from three main industries: insurance agencies, investment advice, and portfolio management. Jobs in investment advice grew by 200 percent, with growth above 400 percent in portfolio management. Table 51 shows the growth in 41-3000 jobs in top industries between 2001 and June 2012.

**Table 51. Top Industries for SOC 41-3000 Employment in Titusville, Florida**

NAICS Code	Description	2001 Jobs	2012 Jobs	Change	% Change
524210	Insurance Agencies and Brokerages	36	54	18	50%
523930	Investment Advice	15	45	30	200%
523920	Portfolio Management	13	66	53	408%

*Source: EMSI*

## Taxes

### Sales and Use Tax Rates

Florida's sales and use tax rate is 6 percent. Discretionary sales surtax (also called county tax) is imposed by many Florida counties and applies to most transactions subject to sales tax. The Department of Revenue collects both taxes and distributes the surtax back to the counties. The discretionary sales surtax rate varies from county to county. Brevard County does not levy a local option sales

**Table 52. Discretionary Sales Surtax Rates for Select County**

County	Discretionary Sales Surtax Rates
Brevard	None
Orange	0.50
Osceola	1.00
Escambia	1.50

*Source: Florida Department of Revenue*

tax, which could enhance the county's competitive position for industries/firms sensitive to sales tax rates. Some communities use such tax differentials to encourage cross-border shopping, though that is not likely to be a meaningful strategy for Titusville.

### Property Tax Rates

Local taxing authorities set a millage, or tax rate, that is levied on the property's taxable value or tax base (market value – valid exemptions). The millage rate multiplied by the taxable value is the tax levied on each property. Brevard County's property tax rate is higher than Orange County but substantially lower than Osceola and Escambia counties. For some prospective firms, competitive positioning on property taxes will require incentive offerings.

County	2010 Rate	Rolled-Back Rate	Majority Vote Rate	2011 Rate
Brevard	4.2717	5.0073	6.0796	4.9063
Orange	4.4347	4.6029	6.5898	4.4347
Osceola	6.7000	7.2946	8.5278	6.7000
Escambia	6.9755	7.2058	9.3879	6.9755

*Source: Florida Department of Revenue*

Based on the data shown in Table 54, Brevard County is effective in collecting levied taxes.

As a general rule of thumb for fiscal sustainability, communities should strive to have no more than about 70 percent of their property tax base in residential properties. There are many exceptions to this rule, particularly when the residential market is dominated by high-value residential properties. Conversely, if residential

properties in the community are comparatively low value, the target proportion of residential could be 60 percent or even lower. At 72 percent of total property value, Brevard is over-represented in residential properties. This illustrates the increasingly pressing need for Titusville, and Brevard County, to attract new industries (not government or tax-exempt) and to be mindful of the level of tax abatements offered to attract those industries.

County	Tax Collections as Percent of Taxes Levied
Brevard	96.04
Orange	94.50
Osceola	95.89
Escambia	95.32

*Source: Florida Department of Revenue*

Property Type	Brevard County	Orange County	Osceola County	Escandia County
Residential*	72.28	59.19	54.96	58.34
Agricultural	0.95	2.05	19.79	1.32
Vacant Non-Agricultural	1.45	2.17	2.42	1.33
Commercial	11.38	24.50	13.27	11.88
Government **	13.52	11.75	9.34	27.02
Other	0.41	0.33	0.23	0.12

\* Includes Single Family, Multi Family, and Vacant Residential, as well as Homestead Agricultural Values  
 \*\* Includes Taxable and Non-Taxable  
*Source:*

### City of Titusville Bond Rating

The city of Titusville, like most cities from time to time, issues bonds to raise capital for major infrastructure projects. Currently, Titusville has an outstanding series of utility bonds that total just over \$40 million. These bonds are secured by Titusville's Water and Sewer systems revenue and currently hold a A+ rating and stable outlook according to Standard and Poor's.

## Utility Prices

Utility prices in Florida are determined by the company that provides service to a given area, and five companies provide utility service in the state of Florida: Florida Power & Light Company (FPL), Progress Energy Florida, Tampa Electric Company, Gulf Power Company and Florida Public Utilities Corporation. Brevard County utility rates are competitive. Power supply availability is ensured by the forthcoming start-up of the expanded Cape Canaveral FPL plant.

Florida Power & Light is modernizing the Cape Canaveral plant into a Next Generation Clean Energy Center. The plant will be a combined-cycle natural gas unit generating 1.25 gig-watts of power – enough to support 250,000 homes and businesses, according to FPL. This is a critical infrastructure improvement supporting Titusville’s efforts to attract advanced technology firms to the area.

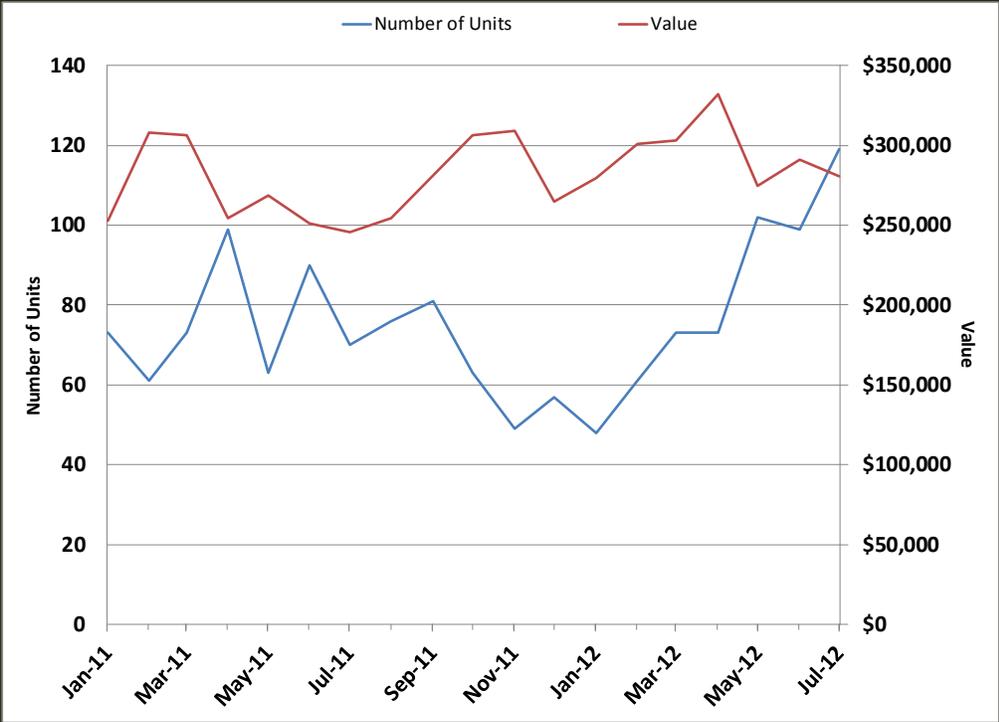
**Table 56. Prices of Residential Utility Service for Select Counties**

County	Company Serving	Minimum Bill	100 KWH	250 KWH	500 KWH	750 KWH	1000 KWH	1500 KWH
Brevard	Florida Power & Light Company	5.90	14.58	27.58	49.29	70.95	92.63	146.02
Orange	Progress Energy Florida	8.76	20.25	37.51	66.26	95.00	123.73	196.63
Osceola	Progress Energy Florida	8.76	20.25	37.51	66.26	95.00	123.73	196.63
Escandia	Gulf Power Company	10.00	21.30	38.27	66.52	94.77	123.02	179.54

*Source: Florida Public Service Commission*

## Building Permits

The number of single-family building permits in Palm Bay-Melbourne-Titusville MSA has increased considerably during the year 2012 (see Figure 6). Although the number of permits was very inconsistent during year 2011, the present year has shown a significantly consistent growth. The average value of permitted housing units ranged from \$252,000 (in January 2011) to \$332,000 (in July 2012). However, no clear trend in valuations emerged.



**Figure 6. Single Family Housing Construction Permits in Palm Bay-Melbourne-Titusville MSA**

*Source: Real Estate Center at Texas A&M University*

# Infrastructure for Development

## Key infrastructure

### Airports

Titusville is exceptionally located in an area that is highly accessible by plane. Within 10 miles of Titusville travelers are able to access a general aviation airpark and a corporate / commercial charter airport. Furthermore, two commercial airports are located within 45 miles, including Orlando International Airport, which serves daily routes throughout the United States and the world (see Table 57).

	<b>Miles from Titusville</b>	<b>Aviation Use</b>	<b>Runways (dimensions ft)</b>
Arthur Dunn Airpark	3	General Aviation	15/33 (2,961 X 70) 4U/22U (1,805 X 100)
Space Coast Regional Airport	8	General Aviation	18/36 (7,319 X 150) 9/27 (5,000 X 100)
Merritt Island Airport	23	General Aviation	11/29 (3,601 X 75)
Melbourne International Airport	40	Commercial	9R/27L (10,181 X 150) 9L/27R (6,000 X 150) 5/23 (3,001 X 75)
Orlando International Airport	45	Commercial	18L/36R (12,005 X 200) 18R X 36L ( 12,004 X 200) 17R/35L (10,000 X 150) 17L/35R (9,000 X 150)

*Source: Google Maps*

The presence of three high-quality, well managed general aviation airports gives Titusville a distinct competitive advantage in attracting aviation-related economic activities. Space Coast Regional has sufficient runway length to accommodate a Boeing 747 aircraft under certain load conditions. Space Coast Regional recently attracted Rocket Crafters to locate on airport grounds and is already home to one of the largest helicopter flight training academies in the nation. Not listed here is the potential for Titusville-based companies to use NASA facilities for heavy-lift air operations and space flight testing.

Management for the three general aviation airports has shown exceptional skill in identifying resources for improving airport facilities that bodes well for enhancing service offerings to a wide range of airport users. With the ability to support corporate aviation, leading edge private space flight ventures, as well as traditional aviation related and supported activities, airport infrastructure should be a focus area for regional and local economic development strategic planning.

## Rail

Northern Brevard County and Titusville are served by Florida's East Coast Railway (FEC), a 351-mile freight rail system located along the east coast of Florida. Florida's East Coast Railway gives the Titusville area direct access to global markets via ports in Miami, Fort Lauderdale, and Palm Beach (see Figure 7). The FEC provides Northern Brevard County businesses with a rail link to the nation's rail network.

Titusville is home to a rail intermodal hub operated by the Norfolk Southern Railroad (NS), one of the two premier Class I railroads operating in the eastern United States. The NS accesses the intermodal hub over FEC tracks. This facility offers direct intermodal services for Titusville shippers to Atlanta, Chicago and Kansas City, plus Dallas and Los Angeles through connections with other carriers, that provide delivery times competitive with trucks.

## Port Canaveral

Titusville has the competitive advantage of having a nearby deep water port. Port Canaveral includes the second busiest cruise port in the world, combined with a Foreign Trade Zone. The Foreign Trade Zone at Port Canaveral allows visitors to purchase foreign goods without additional duty taxes. Also, Foreign Trade Zones give companies the opportunity to manufacture goods competitively by greatly reducing their tax burdens.

In addition to being a tourism port, Port Canaveral provides the region with an effective means to transport goods to and from world markets. The port contains two liquid bulk facilities, nine dry cargo berths equal to 6,976 total feet of berthing space, and one roll on/roll off ramp. Port Canaveral has 9 million cubic feet of refrigerated storage capacity dockside, the largest such facility on the east coast. During 2011, Port Canaveral transported over 400 million U.S. dollars of goods, much of which came from mineral fuel and oil. The port also deals with a significant amount of fruits and nuts as well as special cargos including nuclear reactors, boilers, and machinery. Table 58 details key commodities transported through Port Canaveral.



**Figure 7. Florida's East Coast Railway Connections.**

*Source: FEC website*

**Table 58. Key Commodities to Port Canaveral**

	2011	
	Vessel Value (\$US)	Vessel SWT* (kg)
Total All Commodities		
Edible Fruit & Nuts; Citrus Fruit Or Melon Peel	\$ 5,844,811	6,997,657
Prep Vegetables, Fruit, Nuts Or Other Plant Parts	46,675,732	66,350,658
Mineral Fuel, Oil Etc.; Bitumin Subst; Mineral Wax	348,165,368	359,590,911
Nuclear Reactors, Boilers, Machinery Etc.; Parts	9,295,293	2,481,392
Electric Machinery Etc; Sound Equip; Tv Equip; Pts	4,386,203	67,717
Vehicles, Except Railway Or Tramway, And Parts Etc	17,728,205	7,974,952

\*Shipping weight of trade.  
Source: U.S. Census Bureau, Foreign Trade Division

## Education

### Public Schools

Titusville's public schools are part of the Brevard County School District, which ranked 8<sup>th</sup> of 67 total school district in 2011. Based on current performance in each subject area and improvements made from the preceding year, 11 of 13 schools in Titusville received an overall grade of A (see Table 59). As a whole Titusville's public schools seem to be performing well in comparison to their counterparts throughout Florida.

**Table 59. K-12 Public Schools Ratings in Titusville, FL**

	% at or Higher than Grade Level in					Free and Reduced Lunch	Minority Rate
	Overall Grade	Reading	Math	Writing	Science		
<b>Elementary Schools</b>							
Apollo	A	86	84	98	67	50	33
Coquina	A	81	73	98	53	76	36
Imperial Estates	A	88	83	84	64	48	38
Mims	A	76	77	83	71	61	33
Oak Park	A	88	85	93	72	53	32
Pinewood	A	89	91	95	84	63	13
Riverview	B	79	72	71	55	90	73
Sculptor Charter	A	92	81	74	71	21	20
South Lake	A	84	84	100	57	82	51
<b>Middle Schools</b>							
Jackson	A	77	75	82	61	46	36
Madison	A	72	75	88	53	49	25
<b>High Schools</b>							
Astronaut	A	51	82	70	44	31	25
Titusville	B	56	82	80	49	34	32

Source: School Accountability Reports 2011, Florida Department of Education

In addition, Titusville’s two public high schools have programs promoting career paths in science and technology-related industries. Titusville’s high schools allow students the opportunity to take advanced placement courses and dual enroll at the local community college. The emphasis of Titusville’s high schools on career development and higher learning leads to significant numbers of student continuing onto two and four year institutions across the region (see Table 60).

<b>Table 60. Titusville’s High School Class of 2011</b>			
	<b>AP, IB*, and Dual Enrollment</b>	<b>Graduation Rate</b>	<b>Post-Secondary Attendance</b>
Astronaut High	65%	93%	75%
Titusville High	85%	93%	80%

\* *International Baccalaureate*  
 Source: *School Accountability Reports 2011, Florida Department of Education*

### **Titusville Area Colleges and Universities**

Access to a highly trained workforce is integral to attracting and maintaining major employers. Fortunately, Brevard County hosts a number of colleges and universities that focus on producing professionals for high technology fields. Brevard Community College, the Florida Institute of Technology, and the University of Central Florida are key resources for Titusville’s successful development of a skilled workforce.

#### ***Brevard Community College***

Brevard Community College serves the Brevard County area with campuses in Cocoa, Melbourne, Palm Bay, and Titusville. According to the Florida Department of Education, most of Brevard Community College’s students take part in its Associate in Arts transfer program. In addition, many students take advantage of the college’s partnership with the University of Central Florida and Florida Institute of Technology to receive guaranteed admission via the “Direct Connect” program. Many Brevard Community College students continue their studies at four-year institutions. Brevard Community College offers several technology related degrees and certificates, including precision production and Engineering Technology. Table 61 spotlights technology-related degrees and certificates awarded by Brevard Community College in 2010-2011.



**Table 61. Technology Development Related Degrees and Certificates Awarded in 2010-2011 by Brevard Community College**

	<1 Year Certificate	1 to <2 Year Certificate	Associate Degree	2 to <4 Year Certificate
Computer and Information Sciences and Support Services			45	
Electrician				18
Engineering Technology and Engineering-Related Fields	87		68	
Precision Production		9		5
Science Technologies/Technicians	16	4	34	
Subtotal	103	13	147	23
<b>College-Wide Total Degrees and Certificates Earned</b>	<b>789</b>	<b>259</b>	<b>2,961</b>	<b>37</b>

Sources: Institute of Education Sciences (<http://ies.ed.gov>) and National Center for Education Statistics (<http://nces.ed.gov>)

**Florida Institute of Technology**

One of Titusville’s foremost assets for developing an innovative workforce is the Florida Institute of Technology. U.S. News & World Report recently ranked the Florida Institute of Technology at No. 160 among national colleges. As a top science-orientated research university, the Florida Institute of Technology generates a wide array of professionals that can help Titusville compete in the increasingly technologically based global economy. See Table 62 for technology related degrees awarded by Florida Institute of Technology in 2010-2011. (Source: Institute of Education Sciences, National Center for Education Statistics).



*Florida Institute of Technology*

**Table 62. Technology Development Related Degrees and Certificates Awarded in 2010-2011 by the Florida Institute of Technology**

	Bachelor	Master	Doctor
Biological And Biomedical Sciences	82	22	3
Computer and Information Sciences and Support Services	35	71	4
Engineering	240	120	11
Mathematics and Statistics	14	7	
Physical Sciences	45	20	2
Logistics, Materials, and Related Support Services to Production	12	380	
<b>University-Wide Total Degrees Earned</b>	<b>677</b>	<b>1,085</b>	<b>34</b>

Sources: Institute of Education Sciences (<http://ies.ed.gov>) and National Center for Education Statistics (<http://nces.ed.gov>)

### ***University of Central Florida***

The University of Central Florida (UCF) originated in 1968 as Florida Technological University, a space grant university, with the goal of providing highly-trained personnel to support the Kennedy Space Center located only 35 miles to east of campus.



Currently, UCF is classified by the Carnegie Foundation as a research university (very high research activity) and is ranked by U.S. News & World Report as No. 174 among national universities. In addition, for the fifth straight year U.S. News & World Report rated UCF as one of the country’s Top 10 “up-and-coming” schools.

In addition to having numerous academic programs that focus on engineering and the sciences, UCF also works to facilitate technological innovation by its partnerships within the Central Florida Research Park. See Table 63 for technology related degrees awarded by UCF in 2010-2011. UCF’s main campus is located on the east side of Orlando, 33 miles from Titusville via State Highway 50.

**Table 63. Technology Development Related Degrees and Certificates Awarded in 2010-2011 by University of Central Florida**

	<b>Bachelor</b>	<b>Master</b>	<b>Doctor</b>
Biological And Biomedical Sciences	501	57	11
Computer and Information Sciences and Support Services	151	59	13
Engineering	581	275	66
Engineering Technology and Engineering-Related Fields	157	14	
Mathematics and Statistics	21	25	2
Physical Sciences	30	22	21
<b>University -Wide Total Degrees Earned</b>	<b>10,646</b>	<b>2,230</b>	<b>285</b>

*Sources: Institute of Education Sciences (<http://ies.ed.gov>) and National Center for Education Statistics (<http://nces.ed.gov>)*

### ***Full Sail University***

Full Sail University is a highly regarded entertainment media school providing degrees that include graduate certificates, associate degrees, bachelor’s degrees, and master’s degrees. Academic programs are mainly focused on audio, film and media production, video game design, animation, and other areas related to the media and entertainment industries such as an online master’s degree in Entertainment Business. Full Sail University’s main campus is located 38 miles from Titusville.

### ***Central Florida Research Park***

The Central Florida Research Park is designed to facilitate technological innovation by partnering the University of Central Florida with private companies. In order to bolster innovation, the University of Central Florida uses the Central Florida Research Park to initiate technology transfer with member companies. In addition, the Central Florida Research Park is a haven for coordinated public-private research and also allows for a wide range of opportunities that include faculty consultations, part-time employment of faculty, and internships. Research

Park tenants can also contract with the University for use of computer resources and laboratory facilities. The Central Florida Research Park is 32 miles from Titusville and is accessible via State Highway 50.

***Others***

The Titusville area has a number of other colleges and university degrees programs that directly support high technology industries such as advanced manufacturing. Some programs of particular value to supporting advanced manufacturing are the Masters in Logistics and Supply Chain Management at Embry-Riddle Aeronautical University and Webster University, the Masters in Procurement & Acquisitions Management at Webster University, and the Graduate Certificates in Integrated Logistics Management at Embry-Riddle Aeronautical University. Table 64 spotlights some technology-related degrees and levels of degrees offered at other area institutions.

**Table 64. Titusville Area Degree Programs That Support Technology Development**

	Barry University at Melbourne	Columbia College	Embry-Riddle Aeronautical University	Everest University	Keiser University	Webster University
<b>Associates</b>						
Computer Information Systems		x		x	x	
Aeronautics			x			
Technical Management			x			
<b>Bachelors</b>						
Technical Management			x		x	
Information Technology	x	x		x	x	
Software Engineering	x					
<b>Masters</b>						
Information Technology Management						x
Procurement & Acquisitions Management						x
Computer Science						x
Logistics and Supply Chain Management			x			x
Aeronautical Science			x			
Business Administration in Aviation			x			
Management			x			
Project Management			x			
<b>Graduate Certificates</b>						
Government Contracting						x
MBA Certificate in Global Commerce						x
Integrated Logistics Management			x			
Project Management			x			
<i>Sources: Individual School Catalogs</i>						

## Financial Institutions

The presence of local and regional banks has become an important component of local economic development infrastructure since the financial crisis associated with the Great Recession. There are many instances where local and regional banks have stepped in to fill a void in lending to small and medium sized businesses, as national banking institutions have struggled with market conditions and more stringent regulations. This is not to say that local branches of national

banks are unimportant. But, having locally-based lending institutions is important for sustainable economic development.

As shown in Table 65, there are currently no local or regionally owned banks represented in the city of Titusville, though there are several in nearby communities. This is a potential weakness for Titusville entrepreneurs. However, given uncertainty in the current market and regulatory environment, there is little to be done in the near term to attract new branch banks or spark the creation of new banking institutions in the city of Titusville. Local economic development efforts will need to work with small businesses and existing nearby lending institutions to help foster healthy relationships between these entities.

	<b>Total Assets</b>	<b>Headquartered</b>	<b>Branches in Area</b>
Fidelity Bank of Florida	\$ 331,001,000	Merritt Island	Merritt Island
Sunrise Bank	\$ 100,638,000	Cocoa Beach	Cocoa Beach
Community Bank of the South	\$ 128,442,000	Merritt Island	Cocoa, Merritt Island, Rockledge
Florida Business Bank	\$ 114,264,000	Melbourne	Melbourne
BankFIRST	\$ 699,520,000	Winter Park	Titusville, Melbourne, Viera
Florida Community Bank	\$ 3,432,463,000	Fort Lauderdale	Merritt Island, Cocoa Beach
Seacoast National Bank	\$ 2,104,863,000	Stuart	Melbourne, Viera
Florida Bank of Commerce	\$ 231,210,000	Orlando	Merritt Island, Melbourne
CenterState Bank of Florida	\$ 2,429,224,000	Winter Haven	Palm Bay

*Source: Individual Uniform Bank Performance Reports as of June 30th, 2012*

## **Access to Capital**

According to the National Venture Capital Association and PriceWaterhouseCoopers, as shown in the Moneytree report, there have been no venture capital deals in Titusville within the last year. This is not unusual for communities such as Titusville, but it does point to an area for consideration in the development of local strategies for economic development.

Our review identified two Angel Investor Networks in the state, though there are likely to be others. New World Angels is a group of angel investors with chapters in South Florida and Tampa Bay supporting early-stage entrepreneurial companies; typical investments range from \$0.5 million to \$2.5 million. New World Angels partners with the Enterprise Development Corporation, Florida Atlantic University, and Florida International University. Another group of angel investors is the Winter Park Angels.

## **Business Development**

### **Space Coast Economic Development Commission**

The Space Coast Economic Development Commission (SEDC) is a non-profit corporation focused on assisting and growing economic development activities in Titusville and North

Brevard. The SEDC is composed of a wide range of business leaders from various industries operating in the Titusville area. A wide range of business assistance programs are provided, from assistance in business development to demographic and site-selection data within the region. The SEDC offers a variety of training programs through the University of Central Florida.

### **North Brevard Economic Development Zone**

Created in 2011, the North Brevard Economic Development Zone (NBEDZ) was started in order to stimulate business and job development and retention in the Zone (within County Commission District 1). Layoffs related to the shuttle program at Kennedy Space Center are likely to impact the northern parts of Brevard County more than the rest of the county. The NBEDZ has four main goals: high wage business attraction and retention; redevelopment of commercial and industrial sites; development of pad ready and spec building sites; and small business attraction, creation, retention, and expansion. Using a unique approach to increment financing, the NBEDZ has a projected total funding of over \$18 million over the next 10 years.

In order to attract and retain high-wage full-time jobs, the NBEDZ is committed to working with the SEDC to offer financial inducements and advisory services to businesses. These potential benefits are available to the industries targeted by the NBEDZ: CleanTech, Life Sciences, Information Technology, Aviation/Aerospace, Logistics and Distribution, Defense and Homeland Security, Financial/Professional Services, Manufacturing, Corporate Headquarters, and Emerging Technologies. The North Brevard Job Opportunity Program will focus on addressing the potential to create new and maintain high-wage, full-time permanent jobs in the Zone by offering financial incentives to eligible businesses. The program will primarily focus on attracting businesses to North Brevard or retaining existing businesses.

To assist in job creation, the NBEDZ realizes the importance of supporting the redevelopment of commercial and/or industrial sites. The NBEDZ aims to revitalize economic and physically blighted commercial and industrial locations by engaging in public-private partnerships, expedited site plans, and permitting approval process. By redeveloping blighted properties the NBEDZ hopes to create multi-use sites that will serve as commercial, retail, or industrial hubs in the Zone. In addition to creating jobs for the area, the NBEDZ will help to build net new tax revenues for the City and County.

The NBEDZ is also implementing a program that addresses the development of pad ready and spec building sites. The NBEDZ has recognized the need for potential businesses in the area to quickly develop new locations, so the Pad Site / Spec Building Development program was adopted. This program intends to dramatically reduce the development timeline for business by eliminating, or significantly accelerating, the planning and site plan engineering phases. Businesses interested in this program must meet several criteria and will be screened by the Board of the NBEDZ.

The NBEDZ is concerned with the attraction, creation, retention, and expansion of small businesses. In order to support small business within the zone the NBEDZ has a Loan Interest Subsidy Program and a Matching Capital Improvement Program. Qualifying businesses can apply for up to \$200,000 in loan interest subsidies over a five year period. In addition, the

Matching Capital Improvement Program allows the NBEDZ to make matching contributions to capital projects (valued over \$100,000) at local businesses in the form of grants and repayable loans. These programs are specifically aimed at existing and potential small businesses in the Zone, and applicants will be screened by the NBEDZ Board.

### **Brevard Community College Small Business Development Center**

The Brevard Community College Small Business Development Center (SBDC) is a federally funded virtual business incubator organization that offers resources that include grant information, workshops, and seminars to small business owners and entrepreneurs in order to aid their success. The SBDC is part of the Florida Small Business Development Center Network and serves as a sub center of the Small Business Development Center of the University of Central Florida. SBDC has been aiding Brevard County's development since 1990.

## **Commercial Properties Available**

### **Industrial Properties**

Titusville has numerous industrial properties available for all types of new businesses and expansions of current local businesses. Available industrial space ranges from 1,296 sq. ft. to 44,923 sq. ft., which would allow for small and medium size ventures to locate in Titusville. Titusville has a few larger properties available that can be classified as flex-space, accommodating commercial and light industrial uses. Two small warehouse properties are also available, and each has about 6,800 sq. ft. in capacity. Other properties that are described as industrial are also currently listed. One property is 38,216 sq. ft. and has direct access to rail service. Another property available has a 44,923 sq. ft. building on 13.58 acres. Unfortunately the building is in disrepair and likely not worth renovating, yet the land could be developed. The last few industrial properties available have buildings ranging from 6,720 sq. ft. to 12,998 sq. ft. and have loading docks with 16' bay doors. In addition to properties with existing buildings, at least one property is available for building a facility. This 5.56 acre property is currently permitted for a site up to 26,500 sq. ft. that would be built to specification.

In addition to the properties shown below, there are several development ready pad sites available for industrial uses in Titusville and surrounding areas. Particularly attractive are existing and planned, pad sites available on or adjacent to the Space Coast Regional Airport property. Development sites near general aviation airports are increasingly seen as excellent, high-amenity locations for companies with through-the-fence operations, or those with less-direct connections to aviation services.

There are currently no developed industrial properties available suitable for large scale distribution/manufacturing operations. Particularly in demand are facilities with internal height clearances exceeding 21 feet, configured with truck loading docks on two sides of the building, and excellent accessibility characteristics for longer single and double-trailer trucks. Due to business contraction associated with the Great Recession, many markets offer facilities that meet some, if not all, desirable industrial facility characteristics in ready or near-ready status for move

in. Even though tilt-wall construction techniques allow such buildings to be erected and finished out within several months, without existing facilities Titusville will find attracting larger manufacturing and distribution firms challenging in the near term.

<b>Table 66. Available Industrial Properties in Titusville</b>				
<b>Address</b>	<b>Description</b>	<b>Land</b>	<b>Improvements</b>	<b>Year Built</b>
5211 S Washington Ave	Office, warehouse, garage	2.48 acres	20,000	1968
3650 Bobbi Ln	Multiple units, each unit has garage bays and traditional entranceways	1.36 acres	14,500	2007
320 Knox Mc Rae Dr	2 story warehouse, large parking area, large garage doors in rear, covered awning in front and rear, rail connection	2.84 acres	38,216	1973
59 N Robbins Ave	Office, warehouse, storage	0.53 acres	3,965 2,400 1,296	1967 1998 1967
621 S Park Ave	Warehouse office	0.18 acres	5,600	1981
1111 Norwood Ave	Manufacturing or storage, loading dock, large bays, 30 foot ceilings, with 3 phase	0.91 acres	12,998	1966
2900 Parrish Rd	Building in disrepair, suggested land for shopping center	13.58 acres	44,923	1955
6965 Tico Rd Shop	Build to Spec	5.56 acres	up to 26,500	
5215 S Washington Ave	2 loading docks with 16' bay doors	2.46 acres	10,000	1988
424 S De Leon Ave	3 loading docks with 16' bay doors. Zoned Urban Mixed Use.	0.42 acres	6,720	1965

### **Office/Commercial Properties**

Available office space in Titusville ranges in size from 1,321 sq. ft. to 14,640 sq. ft. Notably, Titusville lacks class A office space, which is characterized by “high quality standard finishes, state of the art systems, exceptional accessibility and a definite market presence” (Building Class Definitions, Building Owners and Managers Association International). Given the age of most the available office space in Titusville, it is presumed that most are considered Class C, which is described as functional space renting at rates below regional averages. In addition to basic office space, two smaller medical offices are available: one is 4,443 sq. ft., and the other is 1,230 sq. ft.

Having an inventory of Class C office space can be beneficial to start-up firms, particularly technology firms that must concentrate capital and operating expenditures on product development. However, having an inventory of available Class B office space is important for retaining successful firms as they mature and attracting existing firms. It is possible to effectively rehab some Class C properties into Class B, if they are located appropriately. It is

assumed that the development of Class A office space in Titusville will be done on a build-to-suit basis responding to a particular development opportunity. There is little or no market justification to build speculative Class A office properties in Titusville at this time.

<b>Table 67. Office and Other Commercial Properties Available in Titusville</b>			
<b>Property Address</b>	<b>Available (sq. ft.)</b>	<b>Type</b>	<b>Built</b>
2150 Country Club Dr	22,305	Golf and Country Club	1966
1402 S Hopkins Ave	6,264	Auto Repair	1957
503 Cheney Hwy	1,866	Auto Repair	1963
620 Childre Ave	1,976	Auto Repair	1974
2323 S Washington Ave	14,640	Office (Class B)	1964
5195 S Washington Ave	11,000	Office	1984
2215 Garden St	3,527	Office	1960
	3,449		1985
605 S Palm Ave	6,115	Office	1930
5 Main Street	6,000	Office	1961
4495 S Hopkins Ave #1-4	3,500	Office	1982
320 Mariners Way	2,958	Office	1909
2323 S Washington Avenue	2,734	Office	1964
416 Cheney Hwy	2,636	Office	1951
350 N Washington Avenue	2,584	Office	1958
485 N Washington Ave	1,908	Office	2002
124 Country Club Dr	1,742	Office	1992
1061 Cheney Hwy #6	1,710	Office	1985
751 S Washington Ave	1,321	Office	1950
1000 Cheney Hwy	4,443	Office/Medical	1960
3370 Garden St	1,230	Office/Medical	1961
<i>Source: MLS, Coldwell Banker Coast Realty, Accessed October 26th, 2012 - Brevard County Property Appraiser Accessed October 26th, 2012</i>			

Several retail locations ranging in size from 1,038 sq. ft. to 90,180 sq. ft. are available in Titusville. The Miracle City Mall represents a large portion of the available retail space in the city. Given the age and appearance of recent photos taken by the Brevard County Property Appraisal District, two of the larger properties are in disrepair and may not be suitable for most retailers. Although Titusville seems to have space available for most types of small and medium sizes organizations, the age and condition of available properties certainly restricts the ability of some companies to locate in Titusville.

Importantly, the pending sale of the 32-acre Miracle City Mall complex signals a change in the ability of retailers to locate in Titusville. The \$55 million proposed redevelopment of the Miracle City Mall property would demolish the existing buildings and rebuild the complex as a mixed use town center that promotes the area as a gathering place. The new town center would have five sit-down quality restaurants throughout the planned 275,000-square-foot complex. In addition, the complex plans to include a health care facility, which would further Titusville's status as a regional health care center

(<http://www.floridatoday.com/article/20120928/NEWS01/309280018/Is-Miracle-City-Mall-rebirth-brewing-Titusville->, accessed October 25, 2012).

**Table 68. Retail Properties Available in Titusville**

Property Address	Available (sq. ft.)	Type	Built
710 S Hopkins Ave	15,625	Used Car Lot	1971
1026 S Hopkins Ave	7,440	Used Car Lot	1965
	2,008		1963
	1,800		2007
730 S Washington Ave	1,038	Retail	1965
5000 S Washington Ave	10,000	Retail	1964
3620 S Hopkins Ave #101	3,720	Retail	1966
2935 Garden Street	31,376	Retail	1966
3550 S Washington Avenue	23,775	Retail	1966
601 - 621 Cheney Highway	10,000	Retail	1966
1528 - 1570 Harrison Street	10,000	Retail	1986
	2,800		1986
	2,000		1986
323 S Washington Avenue	3,000	Retail	1906
Miracle City Mall	202,125	Retail	1968
JC Penny's	90,180		1969
	36,940		1968
	10,000		1977
	6,804		1968
5155 - 5171 S Washington Avenue	5,040	Retail	1988

*Source: MLS, Coldwell Banker Coast Realty, Accessed October 26th, 2012 - Brevard County Property Appraiser Accessed October 26th, 2012*

### Developments in Titusville

According to the City of Titusville's Engineering Services, many commercial developments are moving forward despite a generally harsh economic climate for real estate. The following table lists and describes proposed developments in different stages of progress. Most notably, Titusville has several new medical facilities, a billion dollar power plant for Florida Power & Light, and many transportation projects including work at two of the area's airfields. In addition, the recently completed new version of the A. Max Brewer Bridge provides a major upgrade in accessibility between Titusville and the Canaveral National Seashore. The \$44 million Florida Department of Transportation project replaced an aging swing bridge that often delayed commuter, tourism, and commercial traffic. The new bridge better protects environmentally sensitive areas while offering a fishing pier for local and tourist-based recreation. The bridge won the 2012 Association of State Highway and Transportation Officials' *America's Transportation Awards* competition in 2012. Another major achievement for the area is the relocation of Rocket Crafters, a high tech company that hope to develop the suborbital transport market.

**Table 69. Recent Developments in Titusville**

<b>Public Projects</b>	<b>Status</b>	<b>Project Cost</b>
<b>Transportation:</b>		
A. Max Brewer Bridge	Complete	\$ 44,000,000
<b>Space Coast Regional Airport:</b>		
Admin Building	Complete	\$ 3,110,394
Corporate Apron	Complete	\$ 395,000
10 unit T-hanger	Complete	\$ 550,000
52 Acre Land Purchase	Complete	\$ 1,560,000
ATCT Equipment Purchase and Install	Complete	\$ 90,000
Security Fencing	Complete	\$ 435,700
Runway 9 Safety Area Improvement	Complete	\$ 185,000
Automated Weather Observing System	Complete	\$ 211,300
Corporate Hangar	Complete	\$ 800,000
Rehab Taxiway B	Up Coming or In Progress	\$ 900,000
Relocation of Perimeter Rd	Up Coming or In Progress	\$ 1,994,000
Facility Rehab	Up Coming or In Progress	\$ 147,000
T-Hangar Taxi lane Rehab	Up Coming or In Progress	\$ 265,000
1500 Gallon Aircraft Rescue and Firefighting Vehicle and Equip	Up Coming or In Progress	\$ 1,020,690
<b>Arthur Dunn Airpark:</b>		
Runway safety area & taxi improvements	Complete	\$ 872,429
Facilities Rehabilitation	Complete	\$ 116,800
Beacon Installation	Complete	\$ 75,000
Airfield Rescue/Fire Fighting Facility	Up Coming or In Progress	\$ 2,539,802
Airport Security System	Up Coming or In Progress	\$ 784,400
City of Titusville / US #1 Corridor	Complete	\$ 6,800,000
District 1 / Unincorporated Road Resurfacing Projects	Complete	\$ 10,000,000
Causeway Improvements	Complete	\$ 520,476
New 4 way SR407 interchange	Up Coming or In Progress	\$ 2,000,000
East Central Regional Rail Trail	Up Coming or In Progress	\$ 3,000,000
I-95 Widening	Up Coming or In Progress	\$ 44,000,000
City of Titusville / US #1 Corridor / Grace to Garden	Complete	\$ 1,700,000
<b>Parks:</b>		
Marina Park	Complete	\$ 3,580,025
Moore Memorial Park	Complete	\$ 1,800,000
Space Shuttle Atlantis Exhibit at the Kennedy Space Center Visitor Complex	Complete	\$ 100,000,000
Titusville Riverfront Acquisition	Complete	\$ 10,365,000
Titusville Veteran's Memorial Pier	Complete	\$ 4,400,000
Chain of Lakes Expansion	Complete	\$ 2,800,000

**Table 69. Recent Developments in Titusville (Continued)**

Public Projects	Status	Project Cost
<b>Government Services and Facilities:</b>		
Exploration Park	Complete	\$ 10,000,000
Pizzuti Building at Exploration Park	Complete	\$ 10,000,000
Brevard County Sheriff's new North Precinct	Up Coming or In Progress	\$ 4,000,000
Proposed Project to renovate a former shuttle hangar at Kennedy Space Center	Up Coming or In Progress	\$ 10,000,000
<b>Private Development:</b>		
Florida Power and Light Plant	Complete	\$ 1,000,000,000
Bristow Academy	Complete	\$ 2,788,000
Parrish Health Village	Complete	\$ 8,629,624
N. Brevard Senior Center	Complete	\$ 2,449,012
Professional Aircraft Accessories	Complete	\$ 250,000
Pritchard House	Complete	\$ 1,800,000
Sculptor Charter School	Complete	
Kayaks by Bo	Complete	
Rocket Crafters - Suborbital Transportation Co. Relocation	Up Coming or In Progress	\$ 72,000,000
Arbors at Addison Creek ALF	Up Coming or In Progress	
Colonial Coast Crossing	Up Coming or In Progress	
Correll Palms	Up Coming or In Progress	
Hospice of St. Francis	Up Coming or In Progress	
Jasmine Manor Memory Care Facility	Up Coming or In Progress	
Petroleum Resources	Up Coming or In Progress	
Health Village at Main Street	Up Coming or In Progress	

## **Parks and Recreation Facilities in Titusville, Florida**

The availability of key recreational amenities is critical to many managers and business owners in assessing potential site locations. The quality of life for an area affects a company's ability to attract and retain top talent. Titusville has excellent resources for outdoor activities like boating and fishing, and unspoiled nature areas and beaches on Merritt Island. In addition, there are a variety of public parks and recreation facilities in Titusville. The public parks and facilities operated by Brevard County vary from small neighborhood parks to large sports complexes. In addition to the public parks, there are two country clubs in the city that operate golf courses and provide a variety of recreational activities for members.

### ***Small Parks***

Titusville's small parks have a variety of functions. The smallest, such as Blue Hole Park and Stuart Park, serve primarily as neighborhood parks. These parks provide very few amenities, usually just grills, pavilions, picnic areas, and playgrounds. Some of these small parks may provide access to fishing and other outdoor activities, such as walking and hiking or access to boat launching facilities. Additionally, some of the parks may provide basketball courts or baseball and softball fields not maintained for league play.

### ***Athletic Complexes***

There are several parks that primarily function as centers for athletic league play, although these complexes also feature amenities similar to those of the smaller parks. There are a variety of athletic complexes in Titusville. The Singleton Tennis Courts are comprised solely of tennis and racquetball courts for public use, while Marina Park and Sand Point Park contain a number of baseball and softball fields in addition to boat ramps and walking trails. Sand Point Park and Chain of Lakes Park both offer access to walking trails and other outdoor activities in addition to the large sports complexes.

### ***Nature-oriented Parks***

There are a handful of parks in Titusville that cater more to an enjoyment of nature. Titusville is just across the Indian River from the Canaveral National Seashore (CNS), with excellent access thanks to the new A. Max Brewer Bridge. The Canaveral National Seashore is the longest stretch of undeveloped land on Florida's Atlantic coast, offering pristine beaches, hiking trails, and historic sites. The park ranks second in the nation in number of threatened and endangered species that can be found in this habitat. The CNS is a national treasure and major tourist attraction, but it also offers one-of-a-kind recreational opportunities for Titusville residents.

### ***Camping Facilities***

Manatee Hammock is the only campsite located in Titusville.

### ***Private Clubs***

Titusville is home to two country clubs, Royal Oaks Resort and Golf Club and La Cita Country Club. Each club operates a golf club and provides a variety of amenities to members, from tennis courts and swimming pools to meeting places and lodging. As with many residential country clubs across the nation, Royal Oaks Resort and Golf Club has experienced recent financial distress and is currently up for sale. At the time of this report, the future of Royal Oaks remains uncertain.

**Table 70. Parks and Recreation Facilities in Titusville**

Facility	Acres	Amenities	Type
Blanton Park	1.74	Basketball Court, Pavilion, Grills, Playground, Picnic Areas	Small
Blue Hole Park	0.46	Grills, Picnic Areas	Small
Chain of Lakes	92.14	Walking trails, Bird watching, soccer fields, softball fields,	Athletic
Diceranda Scrub Sanctuary	44	Nature/hiking trails; wildlife viewing	Nature
Dunn Airpark Soccer Fields	18	10 unlit soccer fields, concession stands, restroom	Athletic
Enchanted Forest Sanctuary & Education Center	470	Nature/hiking trails; walking/strolling trails; wildlife viewing	Nature
Fox Lake Park	31.57	Boat ramp, picnic shelters, grills, sand volleyball, fishing dock, pavilions, playground, canoe and kayak trails	Nature
Isaac Campbell Sr. Park	5	Community center, baseball field, basketball court, grilling stations, meeting rooms, picnic pavilion, playground, tennis court	Multi-purpose
Gibson Complex and Field	32.64	Gymnasium, football fields,	Athletic
Kennedy Point Park	5.38	Walking trail, boat ramp, pavilion, picnic areas, grills	Small
La Cita Country Club		Private, golf course, racquet club, health club	Club
Manatee hammock	26.45	Camping, RV sites, Fishing pier, shuffleboard, horseshoe pits, walking trail, swimming pool, pavilion, grills, picnic areas	Camping
Marina Park	20.35	Boat ramp, dock, softball fields	Athletic
North Brevard Walking Trail	6.4	Walking trail	Nature
Parrish Park	36.6	Picnic areas, fishing pier, boardwalk, boat ramps, swimming	Nature
Rotary Riverfront Park	5.97	Fishing pier, pavilion, picnic areas, grills,	Small
Royal Oak Resort and Golf Club		Private, golf course, on-site lodging, Olympic size pool (terrible reviews online)	Club
Sand Point Park	29.88	Walking trails, picnic areas, pavilions, grills, playground, baseball fields, boat ramp, skate park	Athletic
Sand drift Community Center	1.5	Baseball fields, playground, Activity rooms	Small
Sherwood Park	4		Small
Singleton Tennis Courts	4.42	Tennis and racquetball courts	Athletic
Space View Park	2.63	Boardwalk, Fishing dock, boat dock, sheltered pier,	Small
Stuart Park	3	Picnic area, grill, softball field, basketball court, playground	Small
Titusville Municipal Marina		Wet slip rentals; dockage; fishing tournament; laundry facilities; gas & diesel	Marina
Titusville Veterans Memorial Fishing Pier		Pier, under construction/renovation currently?	Pier
Tom Statham Park	5.15	Picnic area, pavilion, boardwalk, grills, playground,	Small
W. W. James Park	53.17	Baseball fields, pavilion	Athletic
William J. Manzo Memorial Park	2.48	Playground, picnic areas, boardwalk, grills, pavilions	Small
Wuesthoff Park	25	Nature trail, picnic areas, grills, Homer Powell Nature Center	Nature