



MERRITT ISLAND
REDEVELOPMENT AGENCY

Discover

An island of opportunities.



2021 ANNUAL REPORT

2575 N. Courtenay Parkway, Suite 214
Merritt Island, FL 32953



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Letter from the Executive Director

2021 was a year for planning and visioning. Several large projects, like the Veterans Memorial Park Amphitheatre, the Merritt Island welcome sign, and the Griffis Landing Dredging Project are making large strides towards completion of architectural engineering plans and site permits. Design concepts for the “Mall Core Area”, and a riverwalk along the barge canal endeavor to inspire future high-quality development that could drive economic growth, elevating the island’s aesthetic appearance and recreational activities. Also in collaboration with Brevard County Public Works, the Sea Ray Drive Bridge Project, and the South State Road (SR) 3 improvements are both currently in the design phase.

It was also a year that saw the completion of a number of projects where planning and funding from MIRA helped improve the quality of life for Brevard County residents. Phase II of Veterans Memorial Park improvements opened, complete with walking paths & bridges, added parking, landscaping and more. Installation of a hurricane resilient custom-engineered traffic signal structure at the intersection of SR 520 and Sykes Creek Parkway, a 1,000 gallon boat fuel tank installation at Griffis Landing, completion of the Cone Road Business Park Septic to Sewer Program, and the remediation of landscaping on SR 3 and SR 520 are only some of the highlights.

With the economy strongly rebounding, we are experiencing a surge of interest for redevelopment projects within our redevelopment areas. MIRA is enthusiastic about potential projects on the horizon in 2022-2023.

Larry Lallo
Executive Director



WHAT IS A COMMUNITY REDEVELOPMENT AGENCY (CRA)?

A CRA is created when there is a presence of blight, and substandard or inadequate structures, lots, affordable housing, stormwater infrastructure, insufficient roadways, open space/parks, or parking in an area. The CRA mission is broad, involving beautification, environmental conservation, and facilitating redevelopment in accordance with its community redevelopment plan.

MIRA is a Community Redevelopment Agency (CRA) established under the following regulations:

- Florida law, Chapter 189 Uniform Special District Accountability Act
- Florida law, Chapter 163, Part III

Why is this important?

Highly urbanized areas in decline can become a burden to local government and the declining area affects multiple aspects of the community, while often requiring more services from the county. Management of a community redevelopment plan can dramatically improve the quality of life and the tax base, leveraging a substantial return on investment.

TRADITIONAL CRA PROJECTS

- | | |
|--|--|
| <ul style="list-style-type: none"> ● Stormwater Treatment and Control Systems ● Park and Waterfront Improvements ● Streetscapes ● Bike Paths ● Water Lines ● Sanitary Lines ● Sidewalks ● Community Facilities | <ul style="list-style-type: none"> ● Building Renovations ● Public Parking Lots ● Trails and Trailheads ● Commercial Façade Grants ● Brownfield Assessments ● Signage and Structural Improvements ● Transportation System Improvements ● Multimodal Improvements |
|--|--|



MERRITT ISLAND REDEVELOPMENT AGENCY

MISSION

MIRA's mission is to create and implement community-based redevelopment strategies that promote the quality of life for Merritt Island residents, business people, and visitors through the promotion of quality growth, economic development, redevelopment, beautification, and the preservation of Merritt Island's history, culture, and environment.

MIRA Community Redevelopment Plan

It's required by the state of Florida to have a community redevelopment plan, which sets forth the programs and projects for improvement of the redevelopment area and how tax funds may be used.

MIRA was established as a Community Redevelopment Agency (CRA) in 1989

It was created by the Brevard County Board of County Commissioners

MIRA currently has four target redevelopment areas

MIRA is 1 of more than 200 CRAs in Florida

Board of Directors



- 7 Volunteer Board Members appointed by the Brevard County Board of County Commissioners
- Must be Merritt Island business people or residents

Staff



3 Staff Members

- Executive Director
- Community Redevelopment Manager
- Executive Assistant

Redevelopment Focus Areas



- E. Merritt Island Causeway (SR 520)
- Merritt Square Mall
- Cone Road
- Barge Canal
- Courtenay Parkway (SR 3)

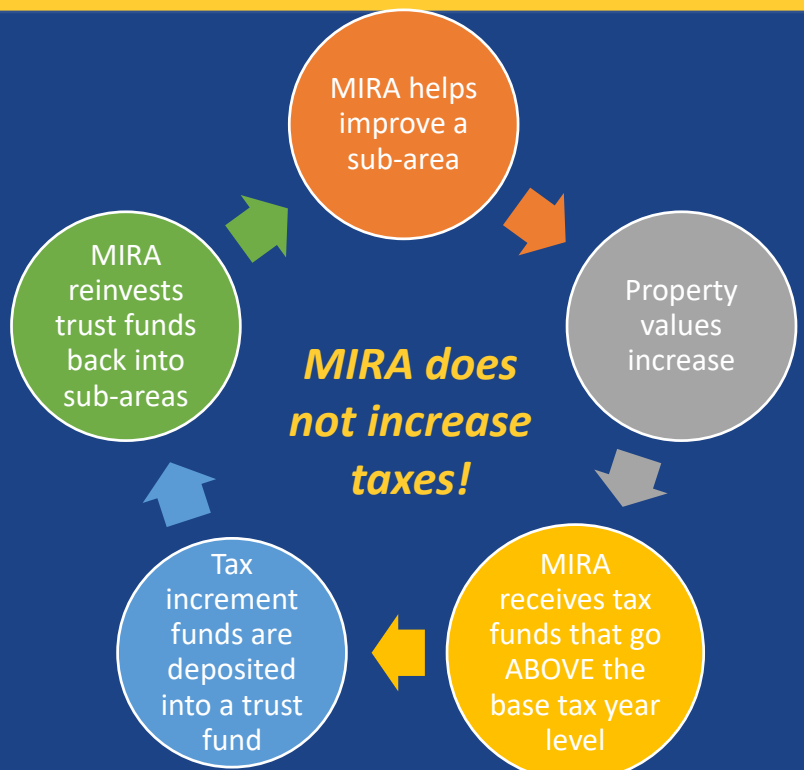
How is MIRA Funded?

MIRA leverages tax increment financing (TIF)—existing taxes—received from the redevelopment sub-area properties to improve the same redevelopment areas.

Funds are collected as property values increase in the redevelopment sub-areas *above a base level established at the creation date of the MIRA sub-area.*

TIF funds are collected on a proportionate basis up to 95%.

No new taxes were created to fund MIRA.



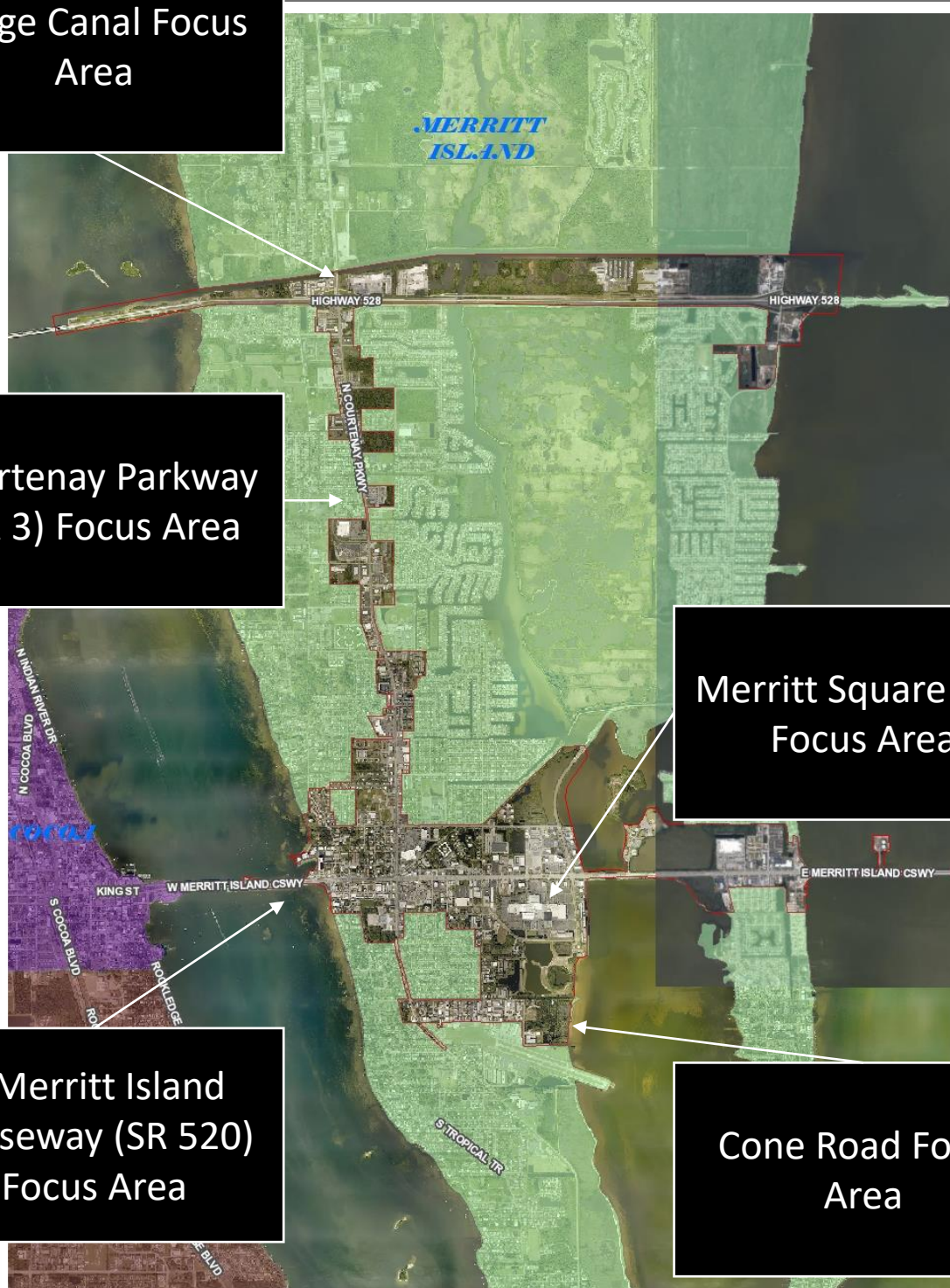
Barge Canal Focus Area

Courtenay Parkway (SR 3) Focus Area

Merritt Square Mall Focus Area

E Merritt Island Causeway (SR 520) Focus Area

Cone Road Focus Area



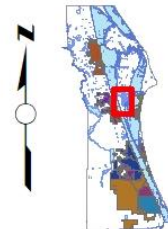
Legend

MIRA



Merritt Island
Redevelopment Agency

2020 Aerial





MIRA Board of Directors



Chairman
Marcus Herman



Vice-Chairman
Eddie Lebron



Member
Wendy Ellis



Member
Jack Ratterman



Member
Andy Barber



Member
Nicole Morgan



Member
Jack Smink



MIRA Staff



Executive Director
Larry Lallo



Community Redevelopment Manager
Stefani Maduskuie



Executive Assistant
Cheryl Hurren



Cone Road Focus-Area



Veterans Memorial Park Amphitheatre

- Site plan engineering and architectural design created and approved
- Site plan will include:
 - A “Medal of Honor” memorial/tribute area
 - Additional parking and driveway from the Fortenberry Rd. entrance
 - Upgraded electrical systems to accommodate park and amphitheatre lighting, security, and vendor events for up to 5,000 people
 - Construction is scheduled to commence in 2023



Veteran’s Memorial Park

- Phase II of the park opened in March with a ribbon cutting
- \$1.4M contribution from MIRA went to sidewalks, boardwalks, environmentally friendly parking lot, and first stage landscaping.
- A historical \$50,000 charitable gift from a donor was received by MIRA to create a special landscaping area and the bidding for installation is in process
- New playground equipment with shade canopies

“The Brevard Veterans Council (BVC) has greatly appreciated the partnership, support and trust the county, particularly MIRA, has shared with us. MIRA has been the catalyst, with BVC on their team, to leverage MIRA, County, Tourist Development and other funds to create and improve the best center and Veterans Memorial Park in Florida.” – Donn Weaver, Chairman, Brevard Veterans Council



Cone Road Business Park Project

- Submitted final reports to St. Johns River Management District for \$912,255 grant and a final report was submitted to FL Department of Environmental Protection (FDEP) for \$400,000 septic to sewer grant
- MIRA successfully abandoned 60 septic tanks in the Cone Road area and connected the businesses to the sanitary treatment system, preventing 3,000+ pounds of nitrogen going into the lagoon annually



SR 520 Focus-Area



Griffis Landing

In cooperation with Brevard County Natural Resources, Boating and Waterways division, the following was completed:

- Doc's Bait House** – \$367,000 for “resiliency improvements” and replacement of a deteriorating flat roof with a pitch-roof structure
- Ms. Apples Crab Shack** – Design charrette completed to create concept plans to improve resiliency and renovate the current site
- Boat Fuel Dock** – Installation of a 1,000 gallon fuel tank with a \$51,587 contribution commitment from MIRA
- Channel Improvements** – Completion of plans and permits for channel dredging and channel markers to improve navigable access



New Transit Shelters

- MIRA funded four modern multimodal transit shelters on SR 520, and SR 3 in partnership with Space Coast Area Transit. The shelters included solar-powered, self-compacting “big belly” trash bins, bike racks, interior and exterior solar-powered safety lighting, and bike repair stations for quick bike fixes
- MIRA is responsible for, and under contract, to maintain the transit shelters and amenities
- Plans are underway to install four additional shelters on SR 520, to replace the deteriorating 20/20 media shelters



Mall Area Plan Concept Highlights Include:

- Mixed-use, multi-family commercial structures
- Pedestrian and bike-friendly design
- Multi-family structures up to eight stories
- Town houses
- New public streets
- Creation of town center
- Improved access to Veterans Memorial Park & future amphitheatre



Courtenay Parkway Focus-Area



SR 520 and SR 3 Landscaping

- Due to traffic volume, chemical over-spray, and environmental elements, MIRA identified damaged and dead trees and plants
- MIRA invested about \$82,000 to replace damaged and dying plants
- Additional work to be accomplished



Merritt Island Welcome Sign 2575 N. Courtenay Parkway

- Survey, design, and fabrication complete
- Site work and permitting is underway
- Sign will be installed in 2nd quarter 2022
- Additional sites are under review



Commercial Façade Grant Program

- Victoria's Restaurant was approved and project is complete
- MIRA granted 258 N. Grove Street \$25,000 leveraging more than \$140k of overall improvements
- MIRA granted 275 Magnolia Ave, a multi-tenant plaza known as the "French Quarter", \$50,000 leveraging more than \$136,000 in overall improvements
- The economic shutdown slowed the program
- The MIRA Façade Program will be marketed in 2023



S. Courtenay Parkway – Cone Road Improvements

- MIRA reviewed and approved project for CIP
- Project management coordinated by Brevard County Public Works
- Nearing 30% of design and engineering completed
- MIRA will contribute funding for streetscaping, lighting, and other infrastructure aspects with funding up to \$1.3MM



Barge Canal Focus-Area



Sea Ray Drive Bridge

- Brevard County Public Works Department is moving forward with the \$5.5MM Sea Ray Drive Bridge replacement project
- MIRA, via a 10 year TIF deferral agreement, is contributing \$2.75MM
- Total project costs initially estimated at \$5.5 Million
- This project will catalyze job retention for existing Sea Ray Drive businesses, stimulate future economic development projects and improve safety by providing an alternative traffic route
- This project is currently in the design-engineering phase



Sea Ray Drive and Barge Canal

- Plan concepts were completed for the Barge Canal riverwalk, which would extend from the Indian River to the Banana River, meandering adjacent to, and at, the shoreline
- Planning sessions were held with key property owners

Other Projects

Website and Social Media Contract

- Bidding process completed and beginning of contract has been executed
- MIRA's new website will provide tools and information in a single-source, user-friendly format that will aid in gathering area-information for developers, residents, and tourists. It will spread awareness about MIRA projects, meeting details and more

Business Economic Relief Grants

- During the Covid-19 Pandemic, MIRA provided outreach and awareness campaigns to connect businesses in the focus-areas with federal government relief funding that was provided by the Brevard County Board of County Commissioners



2021 Site Development Plan Reviews

The MIRA Board of Directors reviews site plans for new development and rezoning requests in the MIRA redevelopment area. During these reviews, the Board considers the economic, environmental and cultural impact. They approve plans or make recommendations that promote strategic, high-quality changes that are in the best interest of the public. In 2021, The MIRA Board of Directors provided input for nine new development projects.

1. Reviewed and approved 231 Parnell Street office building site plan
2. Reviewed and approved amendment to Pioneer Point Binding Development Plan to allow for carwash
3. Reviewed and approved Hampton Manor Senior Living site plan
4. Reviewed and approved the Starbucks site plan
5. Reviewed and approved 605 Oleander Dr (Cone Road Business Park) Rezoning Single Family Residential to RU1-9 to BU-2
6. Reviewed and approved rezoning request from BU-1 to RU-2-15 for southeast corner of Palmetto Avenue and Burnwood Drive for Schwab Construction Group
7. Reviewed and approved Launch Credit Union (415 Fortenberry Road) commercial site plan which reflected an additional 48 parking spaces as part of the existing development at the southeast corner of Fortenberry Road and South Palmetto Street
8. Reviewed and approved Twins Car Wash site plan
9. Reviewed Boateka site plan. Board made recommendations to make site more aesthetically pleasing



2021 MIRA TAX INCREMENT FINANCING (TIF) COLLECTION

TYPE	SOURCE	AMOUNT
CURRENT YEAR TAXABLE VALUE IN CRA REDEVELOPMENT AREA 1988 – B1 –E. Merritt Island Causeway	DOR DR420 TIF Sec. 1 (1)	\$363,014,434
BASE YEAR TAXABLE VALUE IN CRA	DOR DR420 TIF Sec. 1 (2)	\$124,138,790
CURRENT YEAR TAX INCREMENT VALUE	DOR DR420 TIF Sec. 1 (3)	\$238,875,644
PRIOR YEAR FINAL TAXABLE VALUE IN THE TAX INCREMENT AREA	DOR DR420 TIF Sec. 1 (4)	\$367,323,361
PRIOR YEAR TAX INCREMENT VALUE (LINE 4 MINUS LINE 2)	DOR DR420 TIF Sec. 1 (5)	\$243,184,571
PORTION ON WHICH THE PAYMENT IS BASED	DOR DR420 TIFSEC. 2 (6A)	95%
DEDICATED INCREMENT VALUE	DOR DR420 TIFSEC. 2 (6B)	\$226,931,862
AMOUNT PAID TO MIRA TRUST FUND IN PRIOR YEAR	DOR DR420 TIFSEC. 2 (6C)	\$853,153

TYPE	SOURCE	AMOUNT
CURRENT YEAR TAXABLE VALUE IN CRA REDEVELOPMENT AREA 1990 – B2 – Newfound Harbor & 520	DOR DR420 TIF Sec. 1 (1)	\$55,409,400
BASE YEAR TAXABLE VALUE IN CRA	DOR DR420 TIF Sec. 1 (2)	\$17,082,580
CURRENT YEAR TAX INCREMENT VALUE	DOR DR420 TIF Sec. 1 (3)	\$38,326,820
PRIOR YEAR FINAL TAXABLE VALUE IN THE TAX INCREMENT AREA	DOR DR420 TIF Sec. 1 (4)	\$56,422,630
PRIOR YEAR TAX INCREMENT VALUE (LINE 4 MINUS LINE 2)	DOR DR420 TIF Sec. 1 (5)	\$39,340,050
PORTION ON WHICH THE PAYMENT IS BASED	DOR DR420 TIFSEC. 2 (6A)	95%
DEDICATED INCREMENT VALUE	DOR DR420 TIFSEC. 2 (6B)	\$36,410,479
AMOUNT PAID TO MIRA TRUST FUND IN PRIOR YEAR	DOR DR420 TIFSEC. 2 (6C)	\$138,015



2021 MIRA TAX INCREMENT FINANCING (TIF) COLLECTION

TYPE	SOURCE	AMOUNT
CURRENT YEAR TAXABLE VALUE IN CRA REDEVELOPMENT AREA 2005 – B3 – N. Courtenay Parkway	DOR DR420 TIF Sec. 1 (1)	\$67,233,508
BASE YEAR TAXABLE VALUE IN CRA	DOR DR420 TIF Sec. 1 (2)	\$50,549,420
CURRENT YEAR TAX INCREMENT VALUE	DOR DR420 TIF Sec. 1 (3)	\$16,684,088
PRIOR YEAR FINAL TAXABLE VALUE IN THE TAX INCREMENT AREA	DOR DR420 TIF Sec. 1 (4)	\$64,912,906
PRIOR YEAR TAX INCREMENT VALUE (LINE 4 MINUS LINE 2)	DOR DR420 TIF Sec. 1 (5)	\$14,363,486
PORTION ON WHICH THE PAYMENT IS BASED	DOR DR420 TIFSEC. 2 (6A)	95%
DEDICATED INCREMENT VALUE	DOR DR420 TIFSEC. 2 (6B)	\$15,849,884
AMOUNT PAID TO MIRA TRUST FUND IN PRIOR YEAR	DOR DR420 TIFSEC. 2 (6C)	\$50,391

TYPE	SOURCE	AMOUNT
CURRENT YEAR TAXABLE VALUE IN CRA REDEVELOPMENT AREA 2014 – B4 – Barge Canal & Cone Road	DOR DR420 TIF Sec. 1 (1)	\$170,714,710
BASE YEAR TAXABLE VALUE IN CRA	DOR DR420 TIF Sec. 1 (2)	\$86,165,030
CURRENT YEAR TAX INCREMENT VALUE	DOR DR420 TIF Sec. 1 (3)	\$84,549,680
PRIOR YEAR FINAL TAXABLE VALUE IN THE TAX INCREMENT AREA	DOR DR420 TIF Sec. 1 (4)	\$148,416,500
PRIOR YEAR TAX INCREMENT VALUE (LINE 4 MINUS LINE 2)	DOR DR420 TIF Sec. 1 (5)	\$62,251,470
PORTION ON WHICH THE PAYMENT IS BASED	DOR DR420 TIFSEC. 2 (6A)	95%
DEDICATED INCREMENT VALUE	DOR DR420 TIFSEC. 2 (6B)	\$80,322,196
AMOUNT PAID TO MIRA TRUST FUND IN PRIOR YEAR	DOR DR420 TIFSEC. 2 (6C)	\$218,394

Total \$1,259,953



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

BUDGET SUMMARIES

Budget by Agency

Budget by Agency

Brevard County	FY 2021-2022 Adopted Budget		FY 2021-2022 Adopted Budget
Board of County Commissioners	\$1,800,997	Clerk to the Board	\$2,200,000
Budget Office	\$695,440	Property Appraiser's Office	\$2,186,545
Central Services	\$4,354,344	Sheriff's Office	\$156,747,125
County Attorney	\$1,864,232	Supervisor of Elections	\$6,285,167
County Manager's Office	\$1,125,439	Tax Collector's Office	\$3,282,548
Emergency Management	\$29,830,191	Constitutional Officers Total	\$170,701,385
Fire Rescue Department	\$93,968,172		
General Government Services	\$184,484,601	Judicial Branch Administration	\$518,530
Housing and Human Services	\$31,489,862	Judicial Support	\$6,059,567
Human Resources Office	\$127,751,280	Law Library Office	\$392,456
Information Technology Department	\$7,762,139	State Attorney's Office	\$399,512
Library Services Department	\$28,308,215	Court Operations Total	\$7,370,065
Mosquito Control	\$12,178,027		
Natural Resources	\$283,632,305	Melbourne-Tillman Water Control District	\$4,113,883
Parks and Recreation Department	\$88,961,041	Merritt Island Redevelopment Agency (MIRA)	\$6,626,043
Planning and Development Department	\$70,993,746	North Brevard Economic Development Zone	\$12,285,557
Public Safety	\$4,835,428	Titusville-Cocoa Airport Authority	\$2,503,593
Public Works Department	\$134,185,725	Transportation Planning Office	\$1,961,962
Solid Waste Management Department	\$139,147,204	Outside Agencies Total	\$27,491,038
Space Coast Government Television/Communications	\$358,520		
Tourism Development Office	\$43,408,862	Brevard County Total	\$1,651,123,043
Transit Services Department	\$38,636,861		
UF/Brevard County Extension Services Office	\$1,051,503		
Utility Services Department	\$111,097,395		
Valkaria Airport	\$3,639,026		
Board Agency Total	\$1,445,560,555		



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

BUDGET SUMMARIES

Position Count by Agency

Position Count by Agency

Program	Personnel Type	FY 2020	FY 2021	FY 2022	Change
Tourism Development Office Total	Full-time Equivalent	13.00	16.50	15.50	(1.00)
Tourism Development Office Temporary Total	Temporary Full-time Equivalent	0.25	0.25	0.25	-
Transit Services Department Total	Full-time Equivalent	139.25	140.75	148.75	8.00
Agriculture Extension Services	Full-time Equivalent	15.00	15.00	15.00	-
Soil Conservation and Resource Management	Full-time Equivalent	1.00	1.00	1.00	-
U F/Brevard County Extension Services Total	Full-time Equivalent	16.00	16.00	16.00	-
County Water and Wastewater	Full-time Equivalent	162.00	167.00	174.00	7.00
Barefoot Bay Water and Wastewater	Full-time Equivalent	13.50	13.50	13.50	-
Utility Services Department Total	Full-time Equivalent	175.50	180.50	187.50	7.00
Valkaria Airport Total	Full-time Equivalent	3.50	3.50	3.50	-
Board Agency Total	F T E and Temporary Total	2,430.25	2,442.25	2,474.75	32.50
North Brevard Economic Development Zone Total	Full-time Equivalent	1.00	1.00	3.00	2.00
Merritt Island Redevelopment Agency Total	Full-time Equivalent	2.25	2.75	2.75	-
Transportation Planning Organization Total	Full-time Equivalent	9.00	9.00	10.00	1.00
Outside Agency Total	F T E and Temporary Total	12.25	12.75	15.75	3.00
Judicial Branch Administration Total	Full-time Equivalent	3.50	4.50	4.50	-
Judicial Support Total	Full-time Equivalent	10.00	10.00	10.00	-
Law Library Total	Full-time Equivalent	3.00	3.00	3.00	-
State Attorney Total	Full-time Equivalent	2.00	2.00	2.00	-
Court Operations Total	F T E and Temporary Total	18.50	19.50	19.50	-



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

Mission Statement:

The Mission of the Merritt Island Redevelopment Agency (MIRA) is to create and implement community-based redevelopment strategies ensuring quality growth and economic development, preserving Merritt Island's history, culture and natural environment, improving the quality of life for Merritt Island residents, businesses, and its visitors. The Agency creates and implements redevelopment strategies through programs and services that set the stage for economic redevelopment, alleviation of slum and blight, improve waterfront access to the general public, environmental preservation, improve use and access of recreational space, historic and cultural preservation, multimodal transportation enhancements, and beautification.

Programs And Services:

Accomplishments, Initiatives, Trends And Issues And Service Level Impacts:

Merritt Island Redevelopment Agency:

- Capital improvement projects and planning
- Improvements to Multimodal Transportation Access
- Business advocacy, expansion assistance, education and redevelopment initiatives
- Marketing/Outreach for programs
- Maintain Inventory of Site Parameters for key Sites available for redevelopment area
- Business visitation retention program
- Façade Improvement grant program
- Streetscape Improvements
- Brownfield programs assistance
- Review Zoning, Conditional Use and Site Plans, consultations, and recommendations
- Provision of Market Data, Demographics, Maps, and Incentive Programs Information

Accomplishments:

- Funded over \$1 million of walkways, board walks, parking area and other improvements at Veterans Memorial Park
- Awarded \$1.27 million dollar grant for the Veteran's Park Bandshell Amphitheatre Project
- Received a \$50,000 private donation towards landscaping at the Veteran's Park Project
- Integral partner with County in award of several million dollars of CARES Act small business grants reaching more than 300 businesses
- Awarded approximately \$400,000 in small business septic to sewer grants leading to completion of the Cone Road Septic to Sewer Project through partnering with Public Works, Save our Indian River Lagoon Program, the St. Johns River Water Management District, and Florida Department of Environmental Protection
- Completed the Cone Road Septic Residential Hook-up Grant Project; hooking up 55 septic users to sewer connections
- Completed Phase I of installing 4 new solar lighted, multi modal bus shelters in Merritt Island through partnering with the Space Coast Area Transit
- Completion of first Independent Audit, and first cycle of Board Member Ethics Training required of the Agency under 2019 CRA State Statutes



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

Initiatives:

- 10-year commitment to funding the Sea Ray Drive Bridge Infrastructure Project, via Partnership Agreement with Brevard County Board of County Commissioners
- In conjunction with Sea Ray Drive Bridge Project, Merritt Island Barge Canal Corridor Improvements Concept Planning; partnering with Public Works, State of Florida, Port Canaveral, and Private Sector based Land Owners
- Implementation of Redevelopment/Economic Development based Merritt Island Redevelopment Agency web site and Social Media outreach strategy
- Zoning Overlay Districts for Mall Commercial Core and Medical Office areas
- Update of the Merritt Island Redevelopment Plan
- \$2.3 Million Dollar Veterans Memorial Park Amphitheatre Project, in design and engineering phase
- North S.R. 520 Stormwater Project
- \$2.2 Million South Courtenay Parkway Fortenberry to Cone Road Infrastructure and image enhancement project through partnering with Public Works
- Funding of more than \$500,000 of improvements to Historic Griffis Landing at Blue Crab Cove

Trends and Issues:

- Development of the \$300 Million Dollar Health First Medical Wellness Village Project in Merritt Island on S.R. 520
- Redevelopment of the Mall Commercial Core Area
- Continued expansion of the Space Industry on North Merritt Island
- Continuation of trends shaping the future of retail real estate: department store deconstruction and obsolescence, overall retail industry maturity, changes in consumer demographics and preferences, and advances in retail technology, including e-commerce
- Aging Properties and Aging Infrastructure
- Transportation capacity and safety becoming an increasing concern for Courtenay Parkway and SR 520 users
- Economic impact of the COVID 19 crisis remains to be determined on the Merritt Island Commercial Core areas
- Redevelopment of automobile dealership properties due to moving out of Merritt Island to the I95 corridor

Service Level Impacts:

As we move beyond the recent pandemic economic shutdown crisis, there has been substantial change to affected businesses and residents of our communities. With more remote working from home, the market place is experiencing adjustments and adaptations. Merritt Island, as well as, the country's many communities will need to develop strategies in for living and safely doing business moving forward. MIRA will continue to insert its mission and expertise, into the many facets of Merritt Island redevelopment permitted by State Statute as the Merritt Island community stretches and seeks its own particular strategies for a better future.



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

Summary

Merritt Island Redevelopment Agency Revenue & Expense Category	Actual FY 2019-2020	Final Budget FY 2020-2021	Adopted Budget FY 2021-2022	Difference	% Change
Taxes Revenue	\$1,373,413	\$1,217,483	\$1,574,407	\$356,924	29.32%
Permits, Fees & Special Assessment Revenue	\$-	\$-	\$-	\$-	-%
Intergovernmental Revenue	\$81,550	\$140,163	\$1,337,719	\$1,197,556	854.40%
Charges for Services Revenue	\$-	\$-	\$-	\$-	-%
Fines and Forfeits Revenue	\$-	\$-	\$-	\$-	-%
Miscellaneous Revenue	\$510,188	\$35,000	\$19,206	\$(15,794)	(45.13%)
Statutory Reduction	\$-	\$(69,633)	\$(146,567)	\$(76,934)	110.48%
Total Operating Revenues	\$1,965,151	\$1,323,013	\$2,784,765	\$1,461,752	110.49%
Balance Forward Revenue	\$3,169,077	\$4,188,351	\$3,841,278	\$(347,073)	(8.29%)
Transfers - General Revenue	\$-	\$-	\$-	\$-	-%
Transfers - Other Revenue	\$-	\$35,000	\$-	\$(35,000)	(100.00%)
Other Finance Source Revenue	\$-	\$-	\$-	\$-	-%
Non-Operating Revenues	\$3,169,077	\$4,223,351	\$3,841,278	\$(382,073)	(9.05%)
Total Revenues	\$5,134,228	\$5,546,364	\$6,626,043	\$1,079,679	19.47%
Compensation and Benefits Expense	\$187,287	\$232,383	\$248,779	\$16,396	7.06%
Operating Expense	\$322,160	\$934,269	\$498,688	\$(435,581)	(46.62%)
Capital Outlay Expense	\$1,897	\$3,000	\$-	\$(3,000)	(100.00%)
Operating Expenses	\$511,343	\$1,169,652	\$747,467	\$(422,185)	(36.09%)
C I P Expense	\$267,572	\$4,176,712	\$5,422,163	\$1,245,451	29.82%
Debt Service Expense	\$-	\$-	\$-	\$-	-%
Reserves-Operating Expense	\$-	\$-	\$-	\$-	-%
Reserves - Capital Expense	\$-	\$-	\$-	\$-	-%
Reserves - Restricted Expense	\$-	\$-	\$-	\$-	-%
Grants and Aid Expense	\$166,963	\$200,000	\$200,000	\$-	-%
Transfers Expense	\$-	\$-	\$256,413	\$256,413	-%
Non-Operating Expenses	\$434,535	\$4,376,712	\$5,878,576	\$1,501,864	34.31%
Total Expenses	\$945,878	\$5,546,364	\$6,626,043	\$1,079,679	19.47%



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

Budget Variances

Merritt Island Redevelopment Agency Revenue and Expense Category	Difference	% Change	Explanation
Taxes Revenue	\$356,924	29.32%	Increase is primarily due to a change in methodology whereas Increment funds dedicated to Sea Ray Bridge will now be captured in MIRA's budget and subsequently transferred to Public Works to be allocated to the Sea Ray Bridge project
Permits, Fees & Special Assessment Revenue	\$-	-%	
Intergovernmental Revenue	\$1,197,556	854.40%	Attributable to grants associated with the Bandshell Amphitheatre Capital Improvement project
Charges for Services Revenue	\$-	-%	
Fines and Forfeits Revenue	\$-	-%	
Miscellaneous Revenue	\$(15,794)	(45.13%)	Attributable to a projected decrease in fund balance as well as reduced interest rates in F Y 2022
Statutory Reduction	\$(76,934)	110.48%	Coincides with changes in Operating Revenues
Balance Forward Revenue	\$(347,073)	(8.29%)	Attributable to the progression of Capital Improvement projects in F Y 2021
Transfers - General Revenue	\$-	-%	
Transfers - Other Revenue	\$(35,000)	(100.00%)	Attributable to a non-recurring transfer from Natural Resources related to a cost sharing agreement associated with the Doc's Bait House Renovations Capital Improvement Project
Other Finance Source Revenue	\$-	-%	
Compensation and Benefits Expense	\$16,396	7.06%	Attributable to Cost of Living Adjustments, F R S rate increases, increases in Health Insurance and other salary adjustments
Operating Expense	\$(435,581)	(46.62%)	Primarily attributable to a reduction in Professional and Other Contracted Services associated with the advancement of projects to the construction phase
Capital Outlay Expense	\$(3,000)	(100.00%)	Attributable to the completion of Capital purchases in F Y 2021
Grants and Aid Expense	\$-	-%	
C I P Expense	\$1,245,451	29.82%	Attributable to the progression of Capital Improvement projects into the construction phase
Debt Service Expense	\$-	-%	
Reserves-Operating Expense	\$-	-%	
Reserves - Capital Expense	\$-	-%	
Reserves - Restricted Expense	\$-	-%	
Transfers Expense	\$256,413	-%	Attributable to a change in methodology whereas Increment funds dedicated to Sea Ray Bridge will now be captured in the Merritt Island Redevelopment Agency's budget and subsequently transferred to Public Works to be allocated to the Sea Ray Bridge project



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

Performance Measures

Program	Objective	Measure	Actual FY 2019-2020	Estimated FY 2020-2021	Projected FY 2021-2022
Merritt Island Redevelopment Agency	Community Outreach	Number of Presentations	6	8	10
Merritt Island Redevelopment Agency	Community Outreach	Client Mail and Email outreach	100	1,400	3,000
Merritt Island Redevelopment Agency	Increased Efficiency	Site Plan/Zoning Reviews	8	12	15
Merritt Island Redevelopment Agency	Program outreach/Assistance to new/existing businesses	Number of Businesses Visited/Consulted	104	1,080	780
Merritt Island Redevelopment Agency	Septic to Sewer	Property Owners Served	25	\$30	N/A
Merritt Island Redevelopment Agency	Capital Appreciation in designated Redevelopment Area	Appraised Tax Base in Redevelopment Area	561,171,889	602,287,724	647,889,303
Merritt Island Redevelopment Agency	Facilitate Creation and Retention of Jobs	Number of Persons Employed	16,600	15,000	17,000
Merritt Island Redevelopment Agency	Façade Improvements	Grants Awarded (In \$)	65,000	75000	150,000
Merritt Island Redevelopment Agency	Redevelopment Activity	Acres Redeveloped	38	45	60
Merritt Island Redevelopment Agency	Brownfield Assistance	Number of businesses assisted	2	5	10

Fiscal Year 2021-2022 Travel A&B Summary

Program Name	Description	Position	Destination	Funding Source	Total Cost
Merritt Island Redevelopment Agency	Redevelopment Conference	Director	Tampa, Florida	Increment Tax	\$1,000
Merritt Island Redevelopment Agency	Redevelopment Conference	Director	T B D	Increment Tax	\$1,000
Merritt Island Redevelopment Agency	Redevelopment Conference	Director, Manager	T B D	Increment Tax	\$800
Total Funded For Department					\$2,800



2021-22 ANNUAL OPERATING AND CAPITAL BUDGET

Fiscal Year 2021-2022 Capital Outlay Summary

Program Name	Description	Quantity	Unit Cost	Funding Source	Total Cost
Merritt Island Redevelopment Agency	Desktop Computer Replacement	3	1,000	Increment Tax	\$3,000
Total Funded For Department					\$3,000

Special Note:

In accordance with Brevard County Board of County Commissioners' Policy BCC-24, Procurement, this form satisfies Directive III. E. 4., requiring a detailed list of approved capital outlay items and equipment to be reviewed and approved by the Board during the Budget process.

Fiscal Year 2021-2022 Capital Improvements Program

Program Name	Description	Funding Source	Total Cost
Merritt Island Redevelopment	Bandshell Amphitheatre	Increment Tax	\$2,150,833
Merritt Island Redevelopment	520 East Median Expansion	Increment Tax	\$176,330
Merritt Island Redevelopment	Veteran's Park	Increment Tax	\$1,000,000
Merritt Island Redevelopment	Bus Shelters	Increment Tax	\$120,000
Merritt Island Redevelopment	Griffis Landing Fuel and Dredging	Increment Tax	\$500,000
Merritt Island Redevelopment	South Courtenay Cone to Fortenberry Road Widening	Increment Tax	\$1,300,000
Merritt Island Redevelopment	Merritt Island Mall Redevelopment	Increment Tax	\$175,000
Total Funded For Department			\$5,422,163



MERRITT ISLAND DEMOGRAPHICS

The population estimate for the Merritt Island *Census Designated Place* (CDP) in 2020 was 34,518. Census designated places are statistical geographic entities representing closely settled, unincorporated communities that are locally recognized and identified by name. The population for Merritt Island, zip codes 32952 and 32953 is estimated at 42,635. People over the age of 65 make up 23.5% of the population, while children make up 18.6% of the population.

2015-2019 Data

- 77.1% of housing units were owner-occupied
- Median monthly owner costs (with a mortgage) was \$1,635
- Median gross rent was \$1,019
- 94.6% of persons 25+ earned a high school diploma, or higher
- 35.6% of persons 25+ earned a bachelor's degree or higher

The population within a 5 minute drive of the Merritt Square Mall was 8,974. There were 2,300 families with a household size of 2.14 people in that population. The median household income in this demographic was \$52,102; the average household income was \$72,023; and the per capita income was \$33,435.

The population within a 10 minute drive of the Merritt Square Mall in 2021 was 46,800. There were 12,196 families with a household size of 2.29 people. The median household income in this demographic was \$55,289; the average household income was \$80,201; and the per capita income was \$34,790.

The population within a 20 minute drive of the Merritt Square Mall in 2021 was 159, 828. There were 39,431 families with a household size of 2.28 people. The median household income in this demographic was \$58,805; the average household income was \$83,512; and the per capita income was \$35,905.

The information on pages 25-34 are from five ESRI Tapestry Segmentation Area Profiles that cumulatively make up 61.2% of the area profile of the population living within a ten minute drive of the Merritt Square Mall. It describes this population's demographics, lifestyle preferences, income and housing, and where they choose to spend their money.



MERRITT ISLAND DEMOGRAPHICS



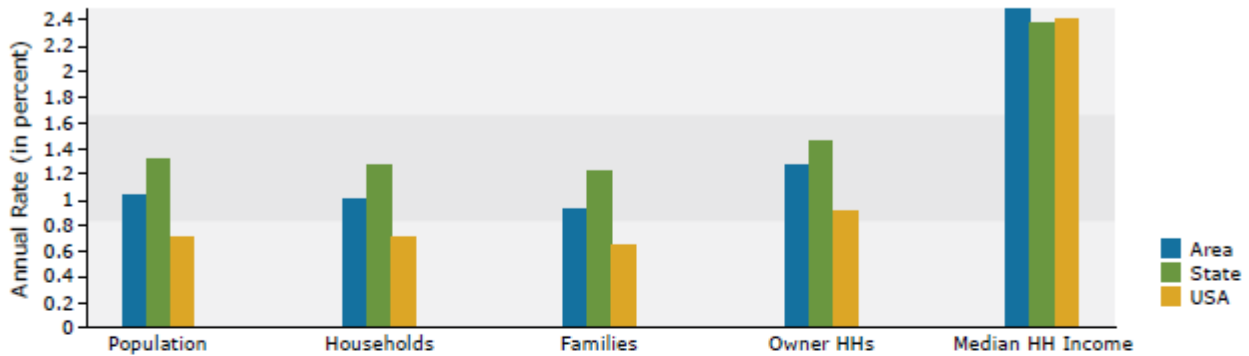
esri

Demographic and Income Profile

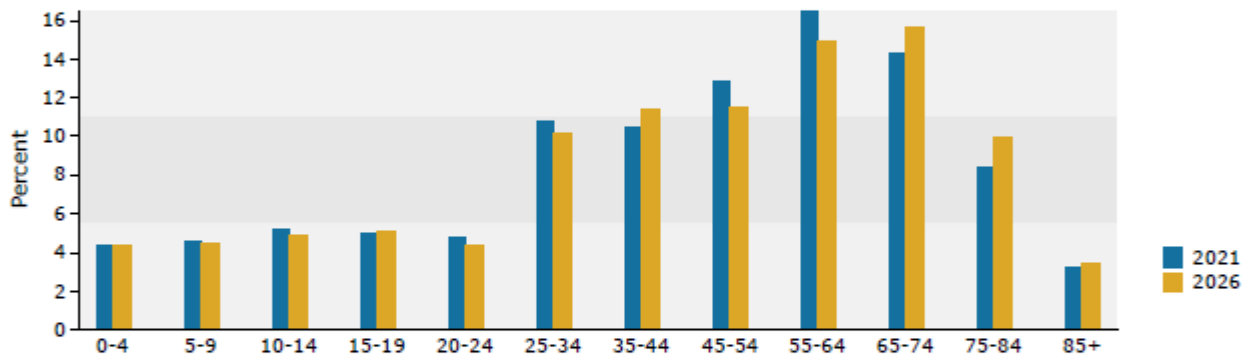
Merritt Island
777 E Merritt Island Merritt Island FL 32953
Drive Time: 20 drive time minute radius

Latitude: 28.3554
Longitude: -80.6871

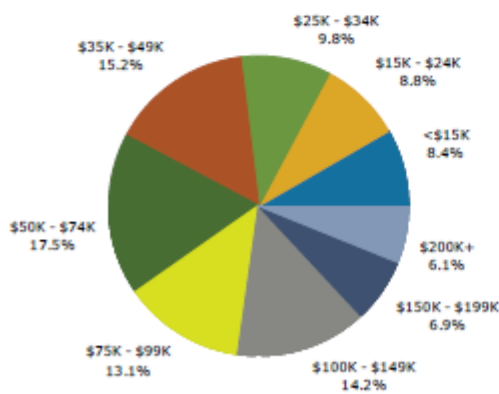
Trends 2021-2026



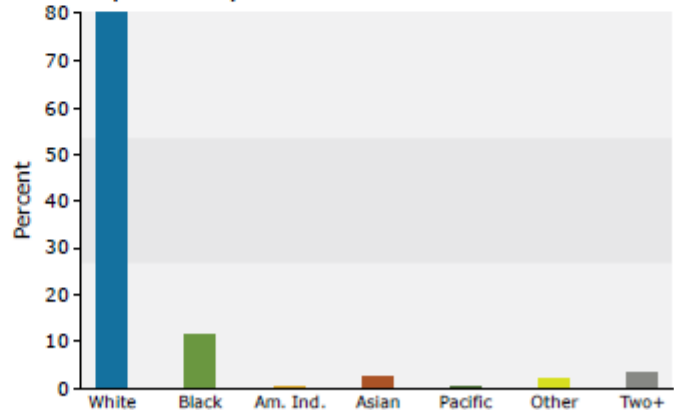
Population by Age



2021 Household Income



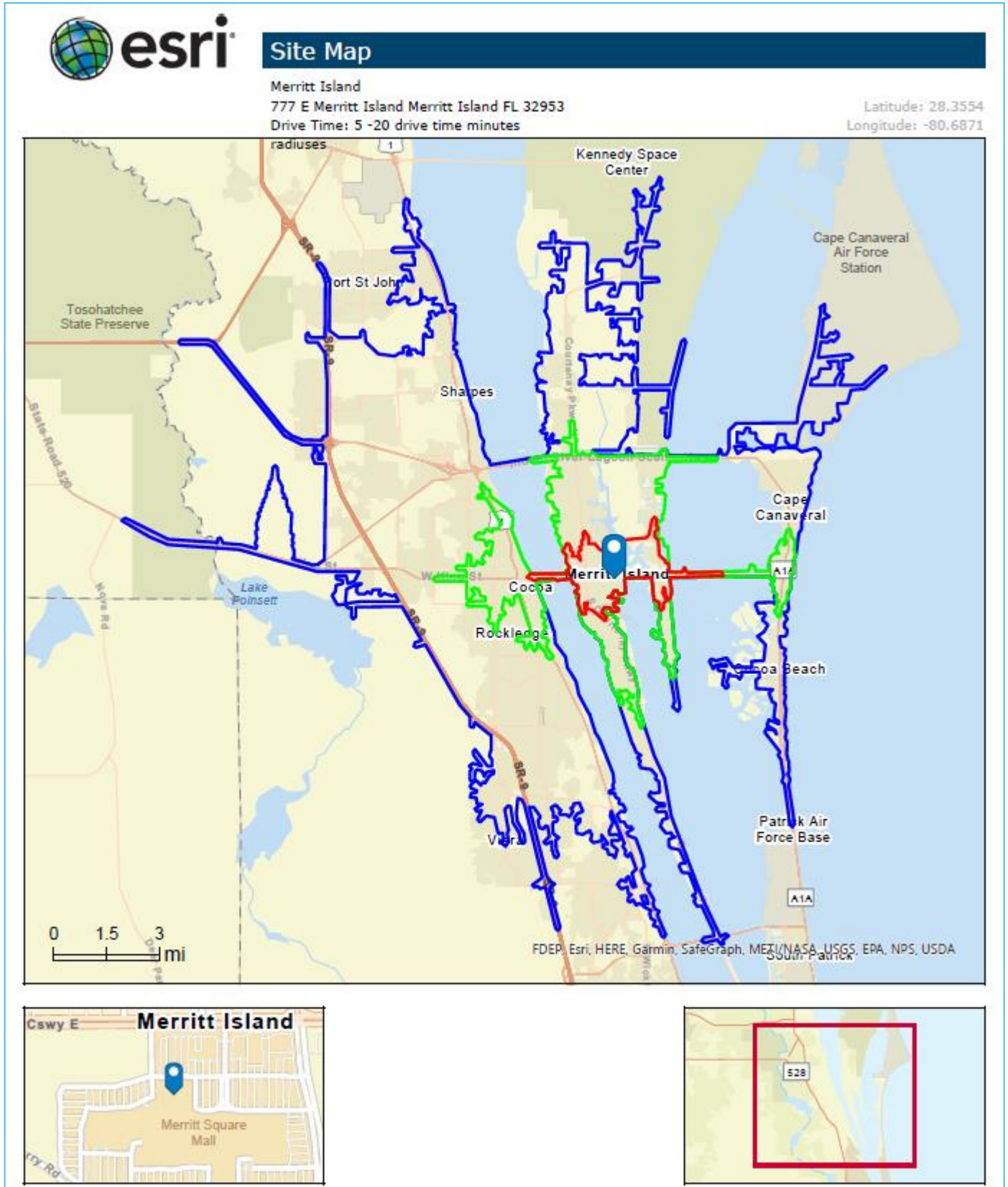
2021 Population by Race



2021 Percent Hispanic Origin: 9.8%



MERRITT ISLAND DRIVING SITE MAP





MIDLIFE CONSTANTS (5E) – 22.5%

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



LifeMode Group: GenXurban Midlife Constants



MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

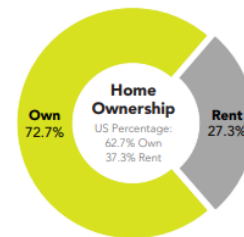
- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

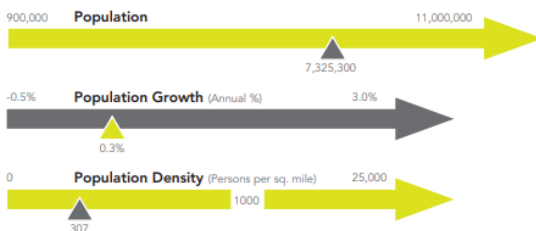


Typical Housing:
Single Family
Median Value:
\$154,100
US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



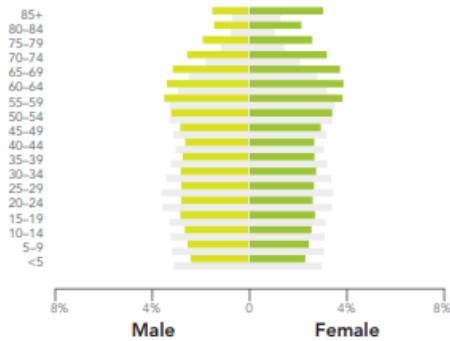


MIDLIFE CONSTANTS (5E) – 22.5%

AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

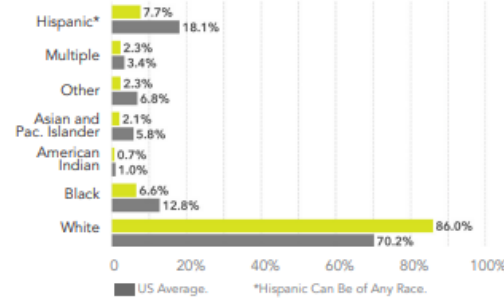
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **36.2** US: 64.0



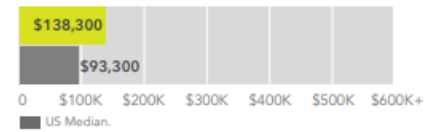
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

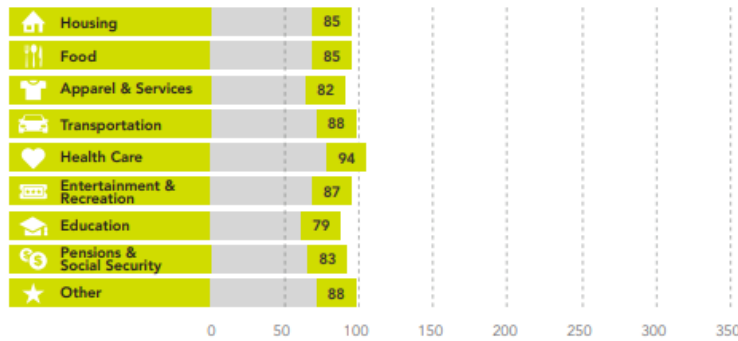


Median Net Worth



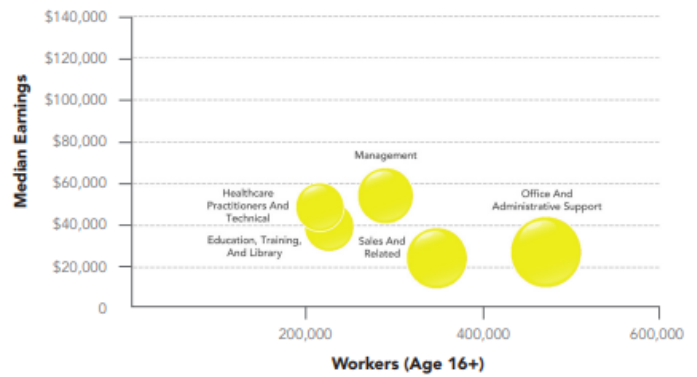
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





COMFORTABLE EMPTY NESTERS (5A) – 14.2%

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

5A LifeMode Group: GenXurban Comfortable Empty Nesters



MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

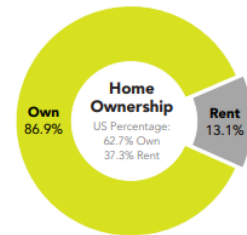
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

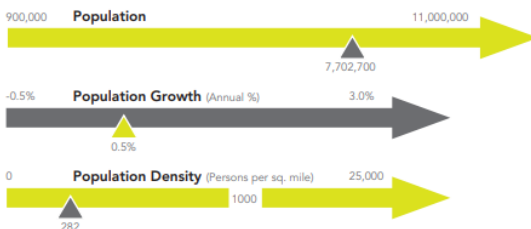
Median Value:
\$203,400

US Median: \$207,300



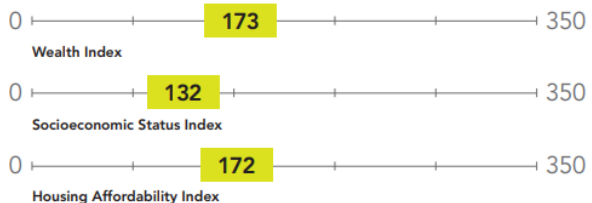
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





COMFORTABLE EMPTY NESTERS (5A) – 14.2%

5A

LifeMode Group: GenXurban

Comfortable Empty Nesters

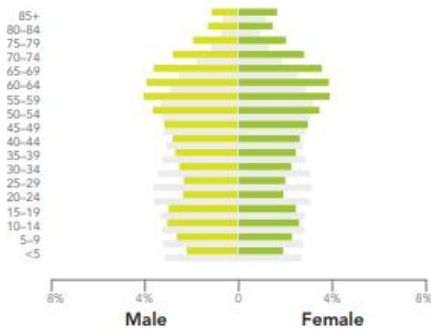


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **48.0** US: 38.2

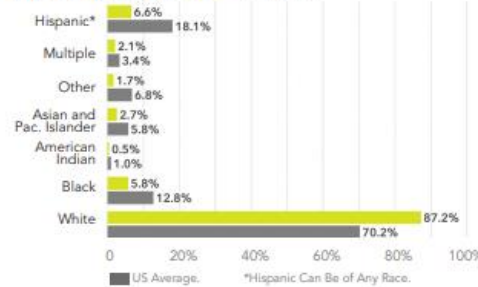
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **33.0** US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

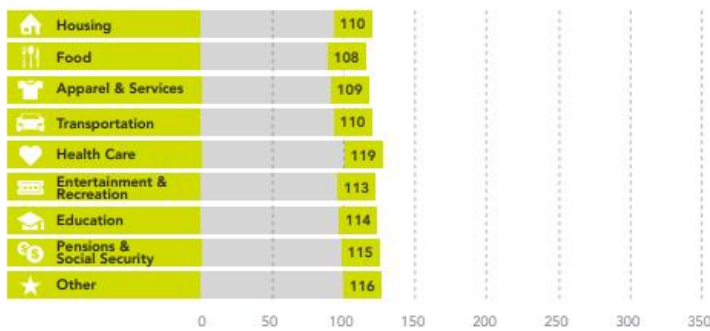


Median Net Worth



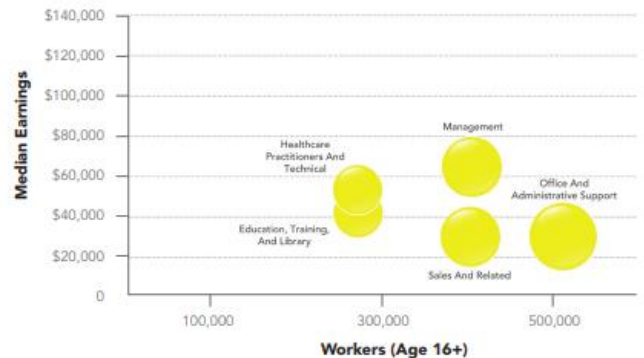
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





RUSTBELT TRADITIONS (5D) – 10%

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.



OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

5D LifeMode Group: GenXurban Rustbelt Traditions



MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

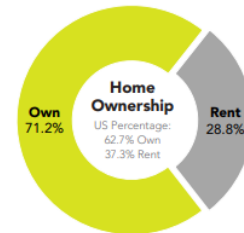
HOUSING

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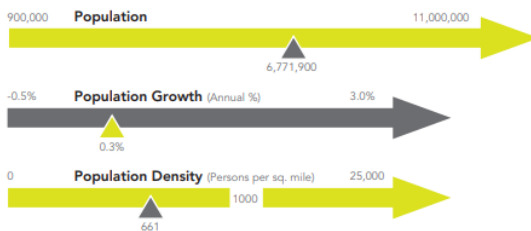
Typical Housing:
Single Family

Median Value:
\$123,400
US Median: \$207,300



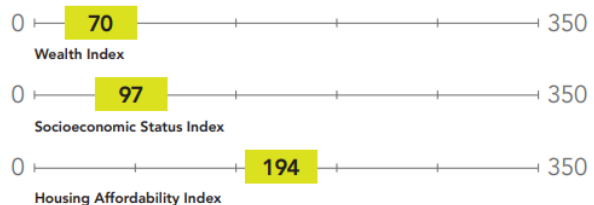
POPULATION CHARACTERISTICS

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ESRI INDEXES

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RUSTBELT TRADITIONS (5D) – 10%



LifeMode Group: GenXurban Rustbelt Traditions

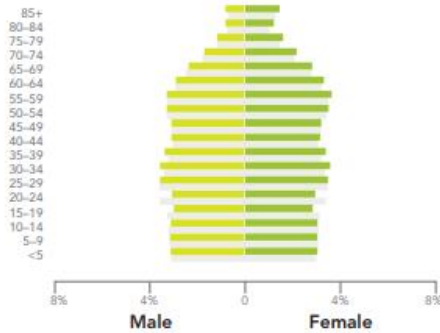


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

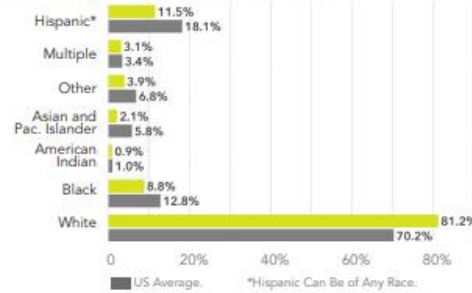
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **46.8** US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

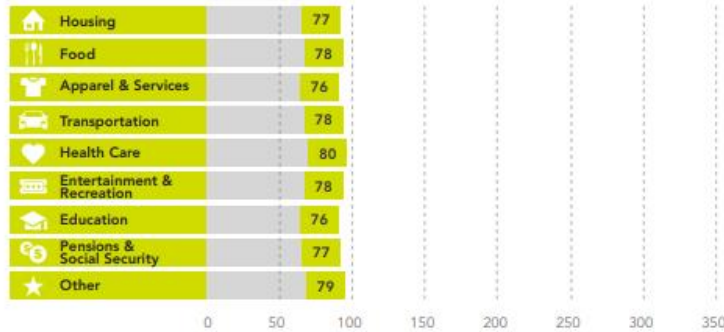


Median Net Worth



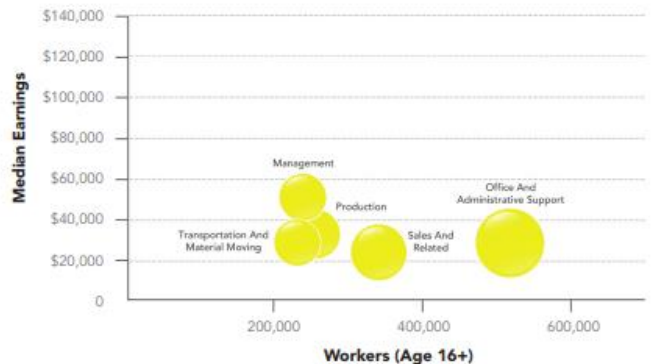
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





OLD AND NEWCOMERS (8F) – 7.7%

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

8F

LifeMode Group: Middle Ground

Old and Newcomers



MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

HOUSING

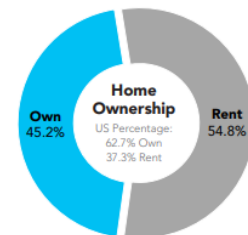
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Multi-Units

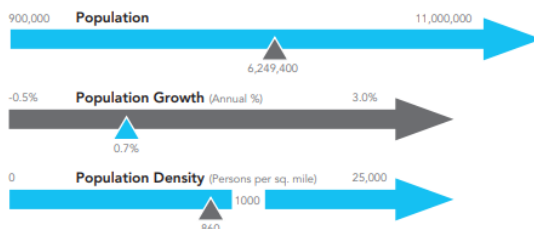
Average Rent:
\$880

US Average: \$1,038



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





OLD AND NEWCOMERS (8F) – 7.7%

8F

LifeMode Group: Middle Ground

Old and Newcomers



TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **39.4** US: 38.2

■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **52.7** US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

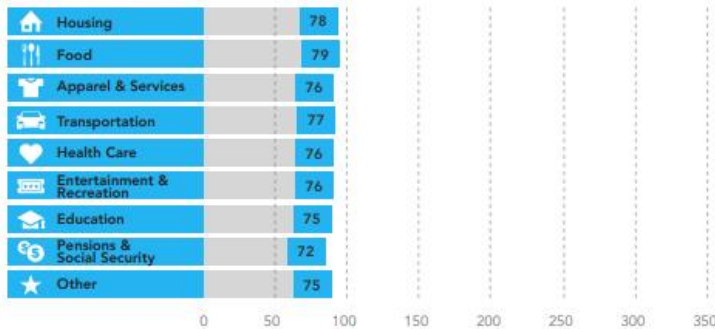


Median Net Worth



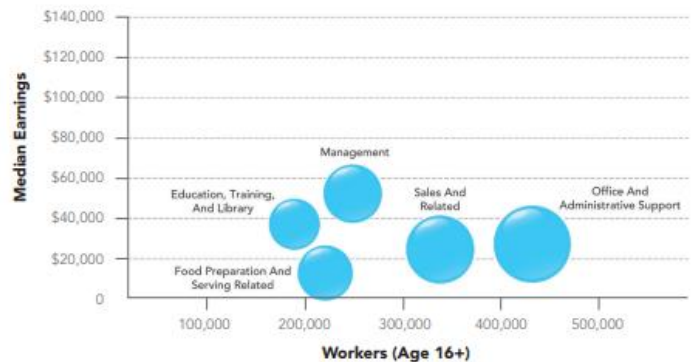
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





GOLDEN YEARS (9B) – 6.8%

WHO ARE WE?

Independent, active seniors nearing the end of their careers or already in retirement best describes *Golden Years* residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

OUR NEIGHBORHOOD

- This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older.
- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.06 (Index 80).
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings.
- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

SOCIOECONOMIC TRAITS

- *Golden Years* residents—22% have graduate or professional degrees, 28% have bachelor's degrees, and 25% have some college credits.
- Labor force participation is somewhat low at 56% (Index 89), due to residents reaching retirement.
- Median household income is higher in this market, more than \$71,000. Although wages still provide income to nearly 2 out of 3 households, earned income is available from investments (Index 171), Social Security benefits (Index 146), and retirement income (Index 144).
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition.
- They subscribe to cable TV; news and sports programs are popular as well as on-demand movies.
- They use professional services to maintain their homes inside and out and minimize their chores.
- Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking.
- Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements.
- Active social lives include travel, especially abroad, plus going to concerts and museums.
- Residents maintain actively managed financial portfolios that include a range of instruments such as IRAs, common stocks, and certificates of deposit (more than six months).

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Multi-Units

Median Value:
\$332,100
US Median: \$207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population

Population Growth (Annual %)

Population Density (Persons per sq. mile)

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index

Socioeconomic Status Index

Housing Affordability Index



GOLDEN YEARS (9B) – 6.8%

9B

LifeMode Group: Senior Styles
Golden Years

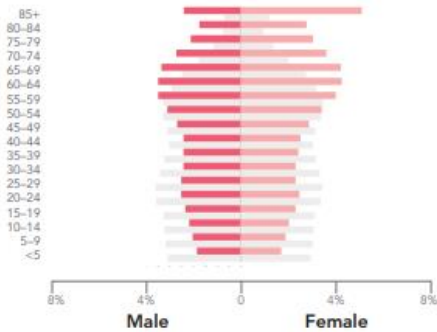


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **52.3** US: 38.2

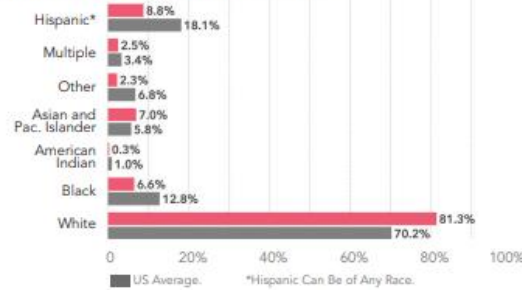
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **43.8** US: 64.0



INCOME AND NET WORTH

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Median Household Income

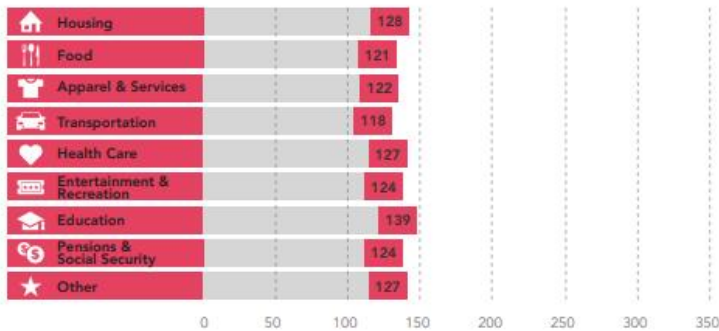


Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

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