

Budget Detail Request - Fiscal Year 2016-17

Your request will not be officially submitted unless all questions and applicable sub parts are answered.

1. Title of Project: Multi Use Entertainment Recreation Event Center
2. Date of Submission: 01/08/2016
3. House Member Sponsor(s): Ritch Workman

4. DETAILS OF AMOUNT REQUESTED:

- a. Has funding been provided in a previous state budget for this activity? No
If answer to 4a is ?NO? skip 4b and 4c and proceed to 4d
- b. What is the most recent fiscal year the project was funded?
- c. Were the funds provided in the most recent fiscal year subsequently vetoed? No
- d. Complete the following Project Request Worksheet to develop your request (Note that Column E will be the total of Recurring funds requested and Column F will be the total Nonrecurring funds requested, the sum of which is the Total of the Funds you are requesting in Column G):

FY:	Input Prior Year Appropriation for this project for FY 2015-16 (If appropriated in FY 2015-16 enter the appropriated amount, even if vetoed.)			Develop New Funds Request for FY 2016-17 (If no new Recurring or Nonrecurring funding is requested, enter zeros.)			
	Column: A	B	C	D	E	F	G
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated (Recurring plus Nonrecurring: Column A + Column B)	Recurring Base Budget (Will equal non-vetoed amounts provided in Column A)	INCREASED or NEW Recurring Requested	TOTAL Nonrecurring Requested (Nonrecurring is one time funding & must be re-requested every year)	Total Funds Requested Over Base Funding (Recurring plus Nonrecurring: Column E + Column F)
Input Amounts:					0	12,000,000	12,000,000

- e. New Nonrecurring Funding Requested for FY 16-17 will be used for:
 Operating Expenses Fixed Capital Construction Other one-time costs
- f. New Recurring Funding Requested for FY 16-17 will be used for:
 Operating Expenses Fixed Capital Construction Other one-time costs

5. Requester:

- a. Name: Robin Fisher
- b. Organization: Brevard County District 1 Commission Office
- c. Email: Robin.Fisher@brevardcounty.us
- d. Phone #: (321)264-6750

6. Organization or Name of Entity Receiving Funds:

- a. Name: Greater Titusville Renaissance
- b. County (County where funds are to be expended) Brevard
- c. Service Area (Counties being served by the service(s) provided with funding) Brevard

7. Write a project description that will serve as a stand-alone summary of the project for legislative review. The description should summarize the entire project's intended purpose, the purpose of the funds requested (if request is a sub-part of the entire project), and most importantly the detail on how the funds requested will be spent - for example how much will be spent on positions and associated salaries, specifics on capital costs, and detail of operational expenses. The summary must list what local, regional or statewide interests or areas are served. It should also document the need for the funds, the community support and expected results when applicable. Be sure to include the type and amount of services as well as the number of the specific target population that will be served (such as number of home health visits to X, # of elderly, # of school aged children to receive mentoring, # of violent crime victims to receive once a week counseling etc.)

Titusville, is a midsized riverfront city with a lot of natural beauty, but without much optimism about its future in large part due to the loss of Shuttle Program and subsequent high unemployment. On a local level, and even nationally, the perception seems to be that Titusville's best days were behind it. That's not what I see. I see a city with resources and people poised to regain their past successes while still embracing their community's rich history. The purpose of this project is to induce a significant positive economic impact on the area, including the redevelopment of existing infrastructure and property, as a means of advancing commerce and prosperity for the area.

A new multi-use entertainment/recreation event center will provide and active community and tourist destination, located at the "Gateway to Nature and Space" where Titusville can put its best foot forward (water front on the Indian River Lagoon with direct launch views).

The proposed project area is located in a designated CRA and is also designated at a severely distressed census tract on the federal eligibility map under the New Market Tax Credit program. A long underutilized 15 acre waterfront site (Sand Point Park), less than a half mile from City Hall and in close proximity to the convergence of multiple bike trail projects (East West Coast to Coast, Rails to Trails & East Coast Greenway).

The report that follows considered the use of public dollars as a means of inducing the construction of a multi-purpose event facility, one that could accommodate a range of activities, from concerts to festivals to sporting events. Rather than a traditional enclosed "civic center" measuring 30,000 sq. ft. or greater this concept would have an outdoor component, much like an amphitheater, but able to accommodate amateur and semi-professional sporting functions.

One focus of the local government has been the redevelopment of existing commercial property. Due to the presence of federally-protected lands (to the west, with the St. John's River Wildlife Refuge, and to the east with the Kennedy Space Center and the Canaveral National Seashore), there is not an abundance of developable space in north Brevard for commercial enterprises. Indeed, because of these barriers, a high percentage of the available commercial space in north Brevard is located along the north-south thoroughfare U.S. Highway 1. Over time, most of this corridor has fallen into blight, characterized by vacant buildings or properties that have not been maintained. This, in turn, affects property values and directly impacts government revenues.

In particular, the urban core around downtown Titusville – with its center being the intersection of Garden Street and U.S. Highway 1 – has experienced the most distress, when examining various economic metrics, such as per capita income, percentage of renter-occupied structures, and median home values. To reverse this trend, and provide an influx of new investment and jobs, the redevelopment of this urban core must be undertaken. This is achievable because according to FDOT this same intersection witnesses an average of more than nine million cars annually . It just needs the right project.

This particular project – a multi-purpose event facility – has the ability to achieve that aim. Pairing the construction of the facility with a new private hotel development, one estimated at \$12 million, would permit the facility to bring to downtown a steady stream of visitors, which would directly impact existing business establishments. As activity increases at the facility/hotel complex, related development of surrounding parcels would be expected, thus driving redevelopment of the area.

In addition to hosting events, particularly group meetings in space approximating 5,000 to 10,000 sq. ft., this multi-use facility would also permit the attraction of a minor league ball club to the community. In the case of Titusville, a unique opportunity has presented itself. The Brevard County Manatees, of the Class A – Advanced Florida State League, are scheduled to be displaced in 2017 when the Major League Baseball team Washington Nationals, (following state incentives) vacate an existing stadium facility in Viera, Florida, and move spring training play to a location north of Miami That exit is forcing the Manatees, who use the same stadium, to consider other markets; however, the franchise would prefer to stay in Brevard County to take advantage of its current fan base, provided that the proper facility can be identified. The team's management and ownership has evaluated the Titusville market, and considers it a viable trade area to support the team through ticket and concession sales. However, there is no existing stadium facility in the Titusville area that could handle the facility needs of the franchise. To win the franchise, the Titusville community will need to supply an appropriate venue for MiLB.

Such an enterprise can be a substantial economic driver for a community, both directly and indirectly. There are direct jobs created by the team, through contract team players and the administrative/management personnel required to function, and there are indirect jobs that result from patrons visiting local restaurants, retailers, and even hotels during a home team stretch. When coupled with the fact that professional baseball features more "home" games than any other professional sport – typically, sixty each year – the economic ripple effect has the potential to be substantial.

Among our preliminary findings,:

? A need exists for a multi-use entertainment venue and meeting space facility in Titusville, one that would enable the community to host concerts, festivals, and ballgames, while also providing space for groups needing 10,000 sq. ft. or greater exhibition/meeting space for functions (such as weddings, receptions, and company-hosted events).

? Such projects nationwide have been used to help bring about the redevelopment of urban cores, areas neglected by time and typically characterized by blight.

? The project itself would be expected to create 40 direct jobs for the community, and indirectly lead to the creation of another 70 jobs in the Titusville area. The average annual wages paid for the direct jobs would result in a total annual payroll of more than \$1.5 million.

? A significant economic impact would be realized in the community. The combination of ?home? baseball games and select meeting/convention activity would result in more than 32,000 additional room nights annually for hotels in the area.

? Spectators and event attendees would be expected to spend more than \$17.4 million annually in the area ? monies that would not be spent in the absence of the facility. For the government, more than \$1.4 million would be generated in new tax revenue, from sales tax on merchandise and tickets to food and beverage sales. Leveraging state and local funds to obtain \$174 million in direct spending in the Titusville area (over a ten-year period), plus \$14 million in new tax revenue (again, over a ten-year period) presents a positive return-on-investment.

? Based on comparable multi-event center costs:

Uses of funds:

Event Center Facility	\$19,000,000	
Hotel development (private developers)		\$11,000,000
Contingency	\$1,000,000	
	\$41,000,000	

Sources of Funds:

State Request	\$12,000,000
Other Funding Sources	\$19,000,000
	\$41,000,000

The project site is located at the starting point of the Max Brewer Causeway which is the main thoroughfare to Canaveral National Seashore, a National Treasure that attracts more than 1.2M annual visitors; within a 20-mile radius of the site there are approximately 150,000 residents (source ESRI). This project will create a ?sense of arrival? and serve literally as The Gateway to Nature and Space (City of Titusville motto).

*FDOT 2014 Annual Average Daily Traffic Counts:

US1 North of Max Brewer Causeway: 19,400 (two way total) YEARLY: 7,081,000

Max Brewer Causeway East of US1: 6,100 (two way total) YEARLY: 2,226,500

**Sources of funds may include other governmental entities, private business (including hotel development groups), minor league baseball, and others sources typical of a public/private partnership.

8. Provide the total cost of the project for FY 2016-17 from all sources of funding:

Federal: 0

State: 0 (Excluding the requested Total Amount in #4d, Column G)

Local: 19,000,000

Other: 0

9. Is this a multi-year project requiring funding from the state for more than one year?

No