



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1620

1. Project Title 2. Senate Sponsor 3. Date of Request

4. Project/Program Description

In a public/private partnership with developer Viking Inc., Alachua County requests \$2.5 million to assist in building a \$68.5 million Sports Events Center. This appropriation will fund a fully portable banked track system, a track storage area, track and field equipment, and forklifts. Alachua County is providing \$30 million in funds from tourist development tax revenues as part of the estimated \$68.5 million project costs.

5. State Agency to receive requested funds State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

Type of Funding	Amount
Operations	0
Fixed Capital Outlay	2,500,000
Total State Funds Requested	2,500,000

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	2,500,000	3%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	30,000,000	44%
Other	36,000,000	53%
Total Project Costs for Fiscal Year 2021-2022	68,500,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested? a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.



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Alachua County received \$46.9 million from the federal government under the CARES Act. These funds are being used for unanticipated emergency community health needs along with economic relief for individuals and businesses. These funds are not applicable to this request or project.

11. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Funds will be spent on: a portable banked track system; build out of additional square footage in the facility to store the track during the off-season; supporting track and field equipment along with equipment to install and level the track to make it suitable for NCAA events; forklifts to move the track sections between storage and the main floor.	2,500,000
Total State Funds Requested (must equal total from question #6)		2,500,000

12. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

The Sports Events Center will be able to host NCAA track and field events for the region. A banked track system will be regional draw from other states. Florida will be able to better compete with similar facilities may found in Birmingham, Alabama; Myrtle Beach, South Carolina; and Virginia Beach, Virginia. Hosting these cornerstone sporting events will be key to bringing tourism benefits to the community and the hotel and hospitality industries.

b. What activities and services will be provided to meet the intended purpose of these funds?

A private sector sports events firm will provide professional management services and marketing of the facility. This firm will coordinate the scheduling and rental of the facility for regional NCAA track meets alongside other services, such as full entertainment, retail, and convenient hotel accommodations in the wider development of Celebration Pointe in Alachua County, Florida.

c. What direct services will be provided to citizens by the appropriation project?

The appropriation will support services related to sports tourism in a facility capable of providing track, cheerleading, mat sports, basketball, and volleyball. It will also be an ideal venue for trade shows, conventions, and concerts. The services will be provided in a facility built to a Class A institutional quality and commensurate with National Collegiate Athletic Association qualifying sports facilities.

d. Who is the target population served by this project? How many individuals are expected to be served?



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Based on Victus Advisors economic modeling and professional sports management experience this facility will see an annual attendance of approximately 752,000 visits. In addition, the facility can conservatively host 35 annual weekend tournaments and championships. Of those events, out-of-county visitors could account for at least 54% of annual attendance. The majority of overall attendance and out-of-town visitation would be driven by weekend events (tournaments and championship events). Weekday usage would primarily be local programming, such as youth practices, youth leagues, and adult sports and recreation programs. Whereas weekend use would primarily be dedicated to youth/amateur sports tournaments and track & field championships.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The primary mechanism to judge success of the sports events center will be the impact to the hotel and tourism industries and the overall occupancy of the facility. Ideally placed at Celebration Pointe, the Victus Advisors estimates this facility will generate \$77 million per year in total economic impact and add 1,150 jobs to the surrounding community. Annually, the Sports Events Center will generate over 116,000 annual hotel room nights and \$12.2 million in hotel room revenue. Furthermore, Victus Advisors's study shows that over 30 years, the Sports Events Center and ancillary development at Celebration Pointe will generate approximately \$1.2 billion in total economic output, \$392 million in wages, and \$24 million in sales tax and tourist development tax revenues.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

As part of the Operating Agreement to be signed between Alachua County and the private sector operator, the county has the right to demand a change in the professional sports administration team if modeled outcomes are not achieved. The State of Florida will also be able to review the quarterly and annual financial statements which tie directly to the economic health of the facility and community benefits. If, based on poor performance, the results of the private sector management are not agreeable, the state agency may request that the county seek to rectify the issues or replace the private sector management.

13. The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

Alachua County will be the owner of the facility and will sign an operations agreement with the operator which will be a derivative of Viking. The operator will contract with a professional sports events management firm. Together, these private sector partners will be responsible for sports-events administration, setting fees, budgeting, capital assets management, and marketing inside the county-owned building.



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14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

- ☐ For Profit Entity
- ☐ Non Profit 501(c)(3)
- ☐ Non Profit 501(c)(4)
- ☒ Local Entity
- ☐ University or College
- ☐ Other (please specify)

d. First Name Last Name

e. E-mail Address

f. Phone Number

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number