

Capital Facilities Grant Program Application 2022/2023

2. (untitled)

1. Please provide your contact information below.

Name

Luke Dumas

Company Name

East Coast Zoological Society of Florida d/b/a Brevard Zoo

Street Address

8225 N Wickham Rd

Apt/Suite/Office

N/A

City

Melbourne

State

FL

Zip

32940

Email Address

ldumas@brevardzoo.org

Phone Number

321-254-9453 ext. 508

Website address if applicable:

2. If applicable, what is your website address associated with this project?

<https://www.ourlegacycampaign.org/>

3. (untitled)

3. To determine if your project qualifies for the Tourist Tax Collection funding, please clarify the category for your project into one of the following categories.

None of the above - Please specify your projects category.: Aquarium

4. (untitled)

4. How much funding is being requested from the Tourism Development Council?

\$15,000,000.00

5. (untitled)

5. What is the name and address (current or proposed) of the project?

Brevard Zoo Aquarium and Conservation Campus, George King Blvd, Cape Canaveral, FL

6. (untitled)

6. Briefly, describe the proposed project.

In 2020, the Tourist Development Council awarded East Coast Zoological Society (ECZS) a generous \$10 million capital facilities grant for its "Indian River Lagoon Conservation Campus and Aquarium." To help meet the evolving needs of this transformational project, ECZS requests that TDC increase its support for this project by \$5 million to a total of \$15 million over 10 years and postpone the project start date to align with ECZS's agreement with Port Canaveral, which requires ECZS to break ground by September 30, 2024.

ECZS will use TDC funding to design and construct a new Aquarium and Conservation Campus. The Aquarium will sit on 14 acres of shoreline along the Banana River at Port Canaveral. The vision for the Aquarium Campus mirrors the distinctive aesthetic of Brevard Zoo, fostering connections with Florida sea life and coastal ecosystems through a joyful, accessible, and relaxed experience. The campus will measure roughly 120,000 square feet—half inside, half outside—with canopies for shade.

A diverse array of interactive experiences will engage at least 525,000 visitors a year in the thrill of exploration and conservation of the Indian River Lagoon. Guests will get to know our aquatic ecosystem up close through immersive exhibits featuring Florida native species and marine systems, including our Sand Dune Entrance Complex, Shark Flats, Ray Encounter, Otter Run, Alligator Alley, and Tarpon Time Outdoor Feeding Exhibit. Innovative exhibit techniques will take visitors onto the decks of shrimpers and through the locks in the Port, and a changing exhibit will keep the experience fresh for repeat visitors. Children and families will dive into the fun at our St. Johns River Adventure water play area and hands-on conservation kiosks. A 10,000-square-foot Sea Turtle Complex—including a 2,300-square-foot Sea Turtle Hospital and 7,800 square feet of outdoor sea turtle habitat—and a Manatee Rehabilitation Area will provide unmatched care and rehabilitation of iconic Florida species. A three-story, 23,565-square-foot Coastal Conservation Hub will serve as the control center and main education space of ECZS's conservation programs, comprising lab facilities for visiting research partners, educational classrooms for K-12 groups, and a public-facing exhibit highlighting our Restore Our Shores and other conservation programs. Beautiful event spaces will enable new arts and cultural activities, with views of rockets launching from the Kennedy Space Center. The shoreline around the Aquarium Campus will be restored, with docks added for kayaks and small watercraft, and a network of boardwalks will give tourists unparalleled access to the IRL.

ECZS expects the average length of stay in the aquarium to be two-plus hours, with the larger campus providing a half-day attraction. The project's location at Port Canaveral makes this an ideal location to maximize tourism. The Port is the second busiest in the nation, typically hosting nearly 4 million passengers annually, including 16% of U.S. cruise embarkations. Post-COVID, most cruise lines are requiring assigned boarding times. With the Port currently lacking a nearby attraction to entertain early-arriving passengers prior to their boarding time, the Aquarium will fill an important entertainment gap and make Port Canaveral more attractive to cruisers and cruise lines alike. Meanwhile, for the expected 40% of visitors who are Florida residents, the Aquarium and Conservation Campus will be a signature attraction, generating repeat visitation to the county, longer length of stay, and increased room nights.

ECZS expects the Aquarium to generate 30,480 room nights, an additional \$4,572,000 in hotel income, and an additional \$8,717,280 in tourism spending annually. ECZS calculated this using data from the attached attendance assessment and attendance projections, prepared by Zoo Advisors and Market & Feasibility Advisors respectively, as well as TDC's 2019 study. Our methodology included running six different attendance projections in 2018, including five by consultants. Taking the most conservative of these estimates—525,000 visitors a year for a 2023 opening—Market & Feasibility Advisors estimated an annual tourist segment of 251,460, not including those within a daily driving distance of the Aquarium. TDC's 2019 study reported an average party size of 2.75 people. Therefore, to get the number of parties served, we divided 251,460 tourists by 2.75 per party to get 91,440 parties annually. Assuming that at least one third of parties will stay an extra night, we divided 91,440 parties by 3 to get 30,480 room nights per year. Conservatively estimating an Average Daily Rate (ADR) of \$150 in 2026, we calculated 30,480 room nights x \$150/night = \$4,572,000 additional hotel income annually. Finally, assuming the average daily spend is \$286 per party (TDC 2019), we calculated 30,480 room nights times \$286 spend per day = \$8,717,280 additional tourism spending annually.

7. (untitled)

7. Is this project a new facility or an addition to an existing facility?

A new facility

8. (untitled)

8. Please attach a 3rd party economic and fiscal analysis from a reputable firm that includes:

Impact on local activities

Project Demographics

Room Nights – include your room night estimation methodology. *Will you be using any tracking device or system to collect the data?*

Please note that the Tourist Development Office may provide room night volume based on attendance or other data.

Tax Revenue to include Tourist Development Tax, Property Tax and Sales Tax

Attendance/Visitation – for the next 5 years after completion including % of in and out of County visitors/attendees.

Wages

New or additional paid full-time employees. Note: Two part time jobs equal one full time employee.

[2017 Brevard Zoo + Aquarium Impact Study FINAL.pdf](#)

9. (untitled)

9. Please complete & upload: Attachment #1 - Projected Annual Operating Income & Expense Worksheet here.

[Cap Fac Grant Rev Exp Worksheet.xlsx](#)

10. (untitled)

10. Please complete & upload: Attachment #2 - E-Verify MOU here.

[Statement on E-Verify MOU.docx](#)

11. (untitled)

11. Is or will this facility be publicly owned or operated?

No

12. (untitled)

12. What is the name of the project entity or organization?

East Coast Zoological Society of Florida d/b/a Brevard Zoo

13. (untitled)

13. Is the project entity or organization a non-profit?

Yes

14. (untitled)

14. What are the estimated costs of the TOTAL project?

Construction : 102000000
Architectural : 8000000
Building Costs : 0
Site Work : 15000000
Furniture, Fixtures, etc : 2000000
Other Costs (1) : 3000000
Other Costs (2) : \$
Other Costs (3) : \$
Total : 130000000

16. (untitled)

15. List the Sources of Project Funding:

Donations/Pledges : 70233368
Cash on Hand : 23816632
Loans : 20000000
Tourism Development Council Funding : 15000000
Other Grants : 950000
Other Sources....please describe : \$
Total : 130000000

17. (untitled)

16. When do you anticipate the project will be complete and the facility operational?

12/01/2026

18. (untitled)

17. When will you provide schematic designs or renderings to Brevard County?

Other - Please specify: Uploaded schematics to the Tourism Development Office on 7/7/22 and confirmed receipt

19. (untitled)

18. Will the project be viable without funding from the Tourism Development Council?

Yes

20. (untitled)

19. What is the cost or schedule impact on the project if Tourist Development Tax funding is not currently available or awarded at this time?

If this increase in Tourist Development Tax funding is not available or awarded at this time, there is a high likelihood of cost and/or schedule impact. As part of its lease agreement with Port Canaveral, ECZS is required to break ground on the project no later than September 30, 2024, for an estimated opening by March 15, 2026. However, we are prepared to break ground as early as July 1, 2023, provided we have obtained 90% of project funds committed. As of July 7, 2022, ECZS has obtained \$46,343,491.86 in committed project funds including TDC's original commitment of \$10 million. Although a lack of additional TDC funding is unlikely to delay the groundbreaking beyond September 2024, the TDC's commitment of an additional \$5 million toward this project will help us reach our 90% fundraising benchmark by an estimated 3 months sooner, thereby advancing project activation and the Aquarium opening by 3 months.

Although building materials costs are currently decreasing, a delay in opening could lead to a cost impact in the long run due to rising inflation. The Bureau of Labor Statistics reports that the average annual inflation rate for the last five years (2017-2021) was 2.44%, but this rate has risen significantly in recent months. According to the latest reports, the annual inflation rate in May 2022 was 8.6%, its highest level since 1981, as measured by the consumer price index. The Aquarium Project is currently budgeted at \$130,000,000. We expect the cost of construction materials to rise in line with inflation at a rate of between 2.44% and 8.6% per year. At the low end, this would represent an increase of \$3,172,000 annually, or \$264,333.33 per month. At the high end, this would be \$11,180,000 annually, or approximately \$931,666.67 per month. Therefore, being able to commence construction 3 months earlier could result in a cost savings of anywhere between \$793,000 and \$2,975,000.

22. (untitled)

20. Please upload supporting documents; for example, letters from community leaders, financials, specifications, photos, location maps, site plans, schematic designs and renderings, documents supporting the community benefits, documents describing the benefits to Brevard County and increase in quality of life, etc.

[Aquarium Attendance Assessment.pdf](#)
[Our Legacy Case for Support 16Pg Lores.pdf](#)
[Aquarium Master Plan and Renderings.pdf](#)
[Brevard Aquarium Attendance Projections Report 1 21 19.docx](#)
[COCC Letter of Support and Proclamation.pdf](#)
[Comprehensive Campaign Progress Report July 7 2022.docx](#)
[Duane De Freese Letter of Support.pdf](#)
[Lynda Weatherman Letter of Support.pdf](#)
[Port Development Agreement.pdf](#)
[Site Map.jpg](#)

23. (untitled)

ATTESTATION**Statement of Responsibility:**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

A handwritten signature in black ink, appearing to read 'L. Dumas', with a long horizontal flourish extending to the right.

Signature of: Luke Dumas



"Wildlife Conservation through Education and Participation"

July 5, 2022

Capital Committee
Brevard County Tourist Development Council

Dear Committee Members:

In 2018, Brevard County awarded the East Coast Zoological Society dba Brevard Zoo a \$10 million dollars grant for development of a major aquarium in Brevard County. That grant was originally designed to be paid in increments of \$1.25 million over eight years with the first payment coming at ground-breaking of the project. The original timeline for breaking ground for the project was extended by the Brevard County Commission in 2020 to the end of September 2022.

Because of the impacts of Covid-19, completion of our land agreement with Port Canaveral for the aquarium site and the launch of the Capital Campaign required to fund the project were delayed until 2021. The Development Agreement with Port Canaveral was signed on September 29, 2021 and requires that we officially break-ground by September 29, 2024 in order to activate the lease.

We will be coming to you in the future with two requests

1. That we align TDC funding schedule with the Development Agreement with Port Canaveral – with a deadline for breaking ground no later than September 29, 2024.
2. That since both the scope of the project and the TDC funding has grown, grant funding be increased to \$15 million over 10 years.

We truly believe that The Aquarium Project is a transformational opportunity for Brevard County – setting up a permanent center and funding source for Indian River Lagoon restoration, offering amazing recreational and educational opportunities for our residents and most significantly for this body, diversifying the tourism offerings and giving both land-based and ocean-based tourists a reason to stay an extra night in Brevard County.

We appreciate your consideration of our request.

Sincerely,

Keith Winsten
Executive Director



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(321) 254-WILD(9453) • Fax (321) 259-5966
<http://www.brevardzoo.org>

**ASSOCIATION
OF ZOOS &
AQUARIUMS**



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Capital Facilities Grant Program Application 2022/2023

2. (untitled)

1. Please provide your contact information below.

Name

Norman Daniels

Company Name

Valiant Air Command, Inc

Street Address

6600 Tico Rd

Apt/Suite/Office

N/A

City

Titusville

State

FL

Zip

32780

Email Address

norm.daniels@valiantaircommand.com

Phone Number

321-917-0180

Website address if applicable:

2. If applicable, what is your website address associated with this project?

WWW.ValiantAirCommand.com

3. (untitled)

3. To determine if your project qualifies for the Tourist Tax Collection funding, please clarify the category for your project into one of the following categories.

None of the above - Please specify your projects category.: Events Center /Museum Display Hanger

4. (untitled)

4. How much funding is being requested from the Tourism Development Council?

\$750,000.00

5. (untitled)

5. What is the name and address (current or proposed) of the project?

Valiant Air Command, Inc 6600 Tico Rd, Titusville, FL 32780

6. (untitled)

6. Briefly, describe the proposed project.

Adding on to the existing museum, we would like to build a multiuse facility encompassing a climate controlled Event Center and museum display hanger. Estimated square footage: Interior 18, 000 sq.ft, Exterior 8,000 sq.ft, and increasing parking spots at the facility by 200 spaces.

7. (untitled)

7. Is this project a new facility or an addition to an existing facility?

An addition to an existing facility

8. (untitled)

8. Please attach a 3rd party economic and fiscal analysis from a reputable firm that includes:

Impact on local activities

Project Demographics

Room Nights – include your room night estimation methodology. *Will you be using any tracking device or system to collect the data?*

Please note that the Tourist Development Office may provide room night volume based on attendance or other data.

Tax Revenue to include Tourist Development Tax, Property Tax and Sales Tax

Attendance/Visitation – for the next 5 years after completion including % of in and out of County visitors/attendees.

Wages

New or additional paid full-time employees. Note: Two part time jobs equal one full time employee.

[REVPAR Report \(Proposed Event Center at VAC\) FINAL.pdf](#)

9. (untitled)

9. Please complete & upload: Attachment #1 - Projected Annual Operating Income & Expense Worksheet here.

[Cap Fac Grant Rev Exp Worksheet Valiant Air Command.xlsx](#)

10. (untitled)

10. Please complete & upload: Attachment #2 - E-Verify MOU here.

[E_Verify_Mou.docx](#)

11. (untitled)

11. Is or will this facility be publicly owned or operated?

No

12. (untitled)

12. What is the name of the project entity or organization?

Valiant Air Command, Inc

13. (untitled)

13. Is the project entity or organization a non-profit?

Yes

14. (untitled)

14. What are the estimated costs of the TOTAL project?

Construction : 750000
Architectural : 65000
Building Costs : 630000
Site Work : 650000
Furniture, Fixtures, etc : 120000
Other Costs (1) : 250000
Other Costs (2) : \$
Other Costs (3) : \$
Total : 2465000

16. (untitled)

15. List the Sources of Project Funding:

Donations/Pledges : 150000
Cash on Hand : 300000
Loans : 1000000
Tourism Development Council Funding : 750000
Other Grants : 85000
Other Sources....please describe : 180000
Total : 2465000

17. (untitled)

16. When do you anticipate the project will be complete and the facility operational?

04/30/2023

18. (untitled)

17. When will you provide schematic designs or renderings to Brevard County?

Other - Please specify: 30 days

19. (untitled)

18. Will the project be viable without funding from the Tourism Development Council?

No

20. (untitled)

19. What is the cost or schedule impact on the project if Tourist Development Tax funding is not currently available or awarded at this time?

Delayed construction start date until funding obtained.

22. (untitled)

20. Please upload supporting documents; for example, letters from community leaders, financials, specifications, photos, location maps, site plans, schematic designs and renderings, documents supporting the community benefits, documents describing the benefits to Brevard County and increase in quality of life, etc.

[Letter of Support.pdf](#)

23. (untitled)

21.

ATTESTATION

Statement of Responsibility:

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

A handwritten signature in black ink, appearing to read "N Daniels". The signature is written in a cursive, flowing style.

Signature of: Norman Daniels