



brightline

MULTI-MODAL STATION



TOURIST DEVELOPMENT COUNCIL

Tourism Funding

COCOA MULTI-MODAL STATION



ABOUT

Cocoa is a unique and diverse community situated in the heart of the Space Coast along the Indian River in Brevard County. Eight miles of Brightline track extends through the City that will serve as the gateway to the Space Coast's beautiful beaches and activities, Central Florida's many amenities, and a region that showcases a booming economy. Cocoa has a vibrant historic downtown shopping and entertainment district. It is home to the Historic Cocoa Village Playhouse and Riverfront Park which host hundreds of thousands of visitors each year to plays and special events. Cocoa is minutes away from attractions such as the Brevard Zoo, Kennedy Space Center Visitors Complex, Port Canaveral, and the USSSA sports complex. With over 90 acres of developable land, the Cocoa multi-modal station is poised to become an urban mixed-use destination that will create demand for development, attract jobs, and provide access to the Space Coast region.

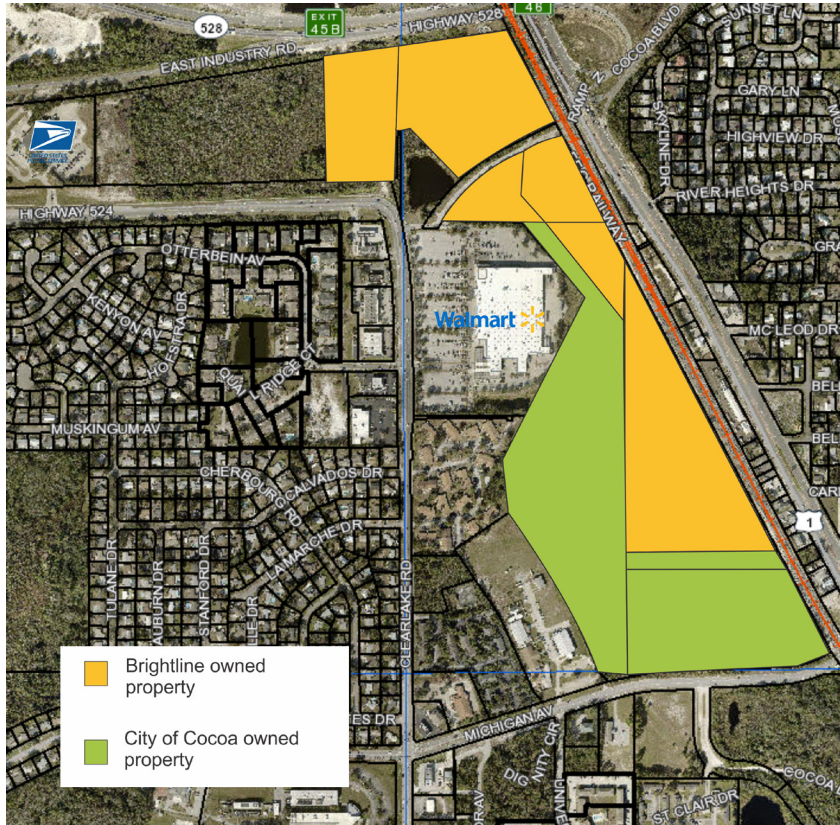
IDEAL LOCATION



Cocoa is the ideal location along the Brightline track for a station. It is centrally located along the Space Coast with easy access to Port Canaveral, international airports, and major highways.

The Cocoa multi-modal station will serve as a gateway to the Space Coast's many attractions. It will have a positive economic impact on the region by stimulating development, creating jobs, increasing property values, and improving access to transportation options for residents and visitors alike. The station will provide travelers with a convenient, cost-effective, and environmentally friendly transportation option.

PUBLIC/PRIVATE PARTNERSHIP



About the location for the Cocoa Multi-Modal Station which will be located on over 90 acres of developable land.

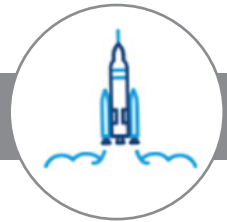
The station will be situated on a portion of the over 90 acres of land that is owned by either Brightline or the City of Cocoa. The station will be built adjacent to the existing railway off Clearlake Road, just south of SR 528 with easy access to the Beachline and US 1 with a portion of the project remaining publicly owned. The location has easy access to area attractions.



PORT CANAVERAL - 15 minutes



BREVARD ZOO - 25 minutes



KENNEDY SPACE CENTER - 25 minutes



MELBOURNE INT'L AIRPORT - 40 minutes

ATTRACTIONS

The Cocoa station will keep Brevard's prime destinations connected and competitive along the Brightline route between Orlando and Miami with future potential connections to Tampa and Jacksonville.



Source: HDR/Space Coast TPO

With close proximity to major international airports, the home of the second busiest cruise port in the world, and span of beautiful sandy beaches, the Space Coast is a top destination for travelers who add approximately \$2 billion to the local economy. There are a number of attractions along the Brightline route from Miami to Orlando including cruise terminals, casinos, sports arenas, theme parks, national parks, and more. A station in the Cocoa community will keep Brevard's prime destinations such as the Brevard Zoo and Aquarium, Melbourne International Airport, Cocoa Beach, Port Canaveral, and Kennedy Space Center Visitors Complex connected and competitive amongst those other destinations along the route. With future stops planned for the Tampa area and potentially future northbound routes to the Jacksonville area, this will open up even more opportunities for area attractions.

COCOA STATION

With over 90 acres available for development, the City of Cocoa envisions a station that is part of an urban mixed-use destination that will not just be a stop, but a place where people want to go.

The Cocoa station, which is anticipated to have similarities to the Boca Raton station that was built in 2022, will be an urban mixed-use destination that will serve as a transportation hub. The size of the station will be approximately 7,500-9,000 square feet with surface parking.

We will see a surge in both potential residential and commercial development including restaurants and hotels. Development standards will allow for modification of certain amenities and for conformance with specified plan objectives, encouraging more flexible and innovative design and development. Growing market

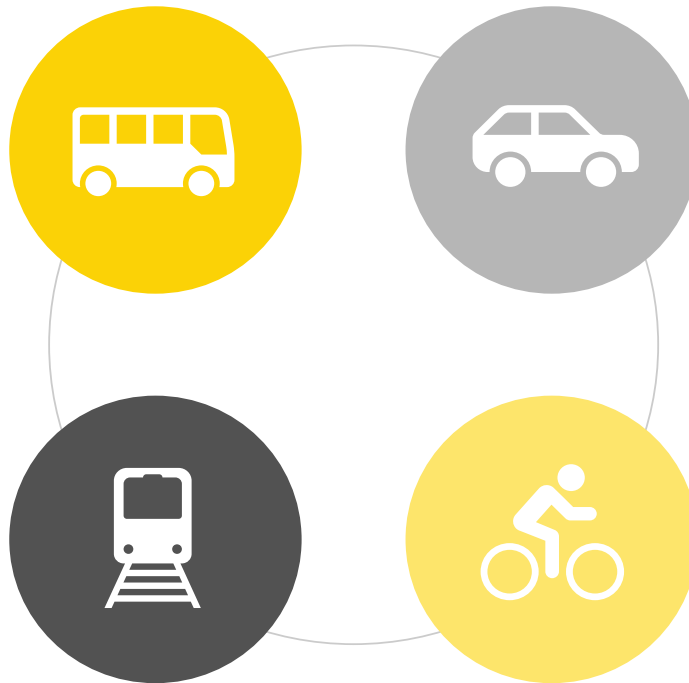
demand will create a vibrant community with proximity to jobs and access to public services, spaces, and activity.

Rail stations have been shown to create jobs, increase property values, and strengthen economies. According to the Southeast Corridor Commission, high-performance rail in the southeast will have over 9 million rail trips per year by 2055, will have over \$35 billion in increased production and spending, a \$3.3 billion increase in property values around rail stations, and will create 95,000 jobs during construction and 45,000 new jobs around the rail stations.

Brightline's Boca Raton Station (opened 2022)



MULTI-MODAL STATION



More Details

The Cocoa station will serve as a multi-modal transportation hub that can provide guests the opportunity to visit the Space Coast through a number of different transportation modes.

BUSES

- Cruise and hotel transport
- Attraction Tours

RIDE SHARE

- Opportunities for transportation to local attractions and hotels

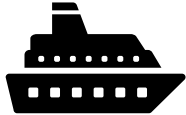
TRAINS

- Hub for both westbound toward Orlando and southbound train toward South Florida

BIKE SHARE

- Opportunities for bike share services to area attractions including the many trails throughout the area

TOURISM



CRUISERS

- One out of every three visitors to the Space Coast will take a cruise.
- 44% increase last year in multi-day cruise passenger embarkments.



BEACHES

- Two out of every three visitors to the Space Coast will go to a beach.
- The top three most visited beaches: Cocoa Beach, Jetty Park Beach, Melbourne Beach.



FLORIDA RESIDENTS

- Two out of every five visitors to the Space Coast are Florida Residents with a majority coming from Orange, Osceola, Seminole, Volusia and St. Lucie counties.



TRAVELERS

- 45% of travelers to the Space Coast drove to the area, while others flew into nearby airports.

Source: HDR/Space Coast TPO, Replica Data 2022, Office of Tourism 2023, Canaveral Port Authority 2023

Information garnered from the Space Coast Office of Tourism shows the great data we have on our current visitors which supports the significance a rail station could have on tourism along the Space Coast. A number of the visitors to the Space Coast are residents of Florida, take cruises and like to visit our beaches. A Cocoa station gives those visitors and potential new visitors easy access to the Space Coast and all the area has to offer.

TOURISM

Research shows the top reasons people visit the Space Coast are for the beaches, rocket launches, pre and post cruise, nature and the outdoors, and leisure (culture, arts, attractions, shopping, downtown).



Source: Space Coast Office of Tourism's 2024 Marketing Plan

The Space Coast Office of Tourism shows that the top reasons people visit the Space Coast are for the beaches, space and rocket launches, pre and post cruise, nature and the outdoors, and leisure activities such as arts and culture, attractions, shopping and downtowns. A Cocoa station serves as the gateway to all of these activities and attractions.

According to Replica Data from 2022, the most visited attractions along the Space Coast were Port Canaveral, Cocoa Beach, Kennedy Space Center Visitors Complex, and Brevard Zoo. All of these attractions are easily accessible from the Cocoa station.

Cocoa also offers a vibrant historic downtown shopping district that features world class din-

ing, shopping, art, and entertainment that is home to historic landmarks like the Cocoa Village Playhouse.

Cocoa is a community that is set along the scenic Indian River Lagoon with easy access to Brevard County's 72 miles of beautiful beaches. The beauty and diversity of the Space Coast's unique wildlife and natural ecosystems is much to be desired.

The Space Coast is also home to a number of annual events that attract hundreds of thousands of visitors each year including Brewer's Bash, Art Festivals, Ron Jon's Beach and Boards Fest, air shows, surf festivals, marathons, boat races, Surfing Santas, fireworks displays and more.

CATCHMENT OPPORTUNITY

There is a great opportunity to attract Brightline riders to stop and visit the Space Coast, increasing the potential for overnight stays. Data shows that there is a potential for over 29 million annual trips made for social, recreational, and work purposes to and from the Cocoa catchment area. Brightline offers a premium service that is capturing higher earning riders who are more inclined to spend money in a destination.

Station Pair	Miles	Annual Trip Potential
COCOA/MIAMI	199	475,000
COCOA/AVENTURA	192	188,000
COCOA/FT. LAUDERDALE	181	398,000
COCOA/BOCA RATON	162	383,000
COCOA/WEST PALM BEACH	138	851,000
COCOA/TREASURE COAST	80	4,613,000
COCOA/ORLANDO	38	21,126,000
COCOA/TAMPA	118	1,430,000
COCOA/ALL STATIONS		29,464,000

Source: HDR analysis of Replica data, 2023

RIDERSHIP/ECONOMIC IMPACT

RIDERSHIP BRIGHTLINE DATA	2022	2023
Number of Riders	1,230,494	1,624,963
Average Fare per Passenger	\$20.03	

Source: HDR/Space Coast TPO, Brightline Monthly Reports

PROJECTED ECONOMIC IMPACT	DIRECT	16 Daily Trips TOTAL
Employment Impact (Rounded to the nearest 10 job-years)	6,730	25,520
Value-Added Impact (In millions of 2018 dollars)	\$1,134	\$2,778

Source: HDR/Space Coast TPO, FDOT

In 2023, there were over 1.6 million people who rode the Brightline train. Their goal for 2024 is over 4 million riders. A Cocoa station offers a convenient stop for any of those millions of travelers going between South Florida and Orlando.

The Florida Department of Transportation recently completed a passenger rail study in 2023 where they evaluated several passenger rail alignments. Their projected economic impact shows there is opportunity for nearly 3 billion in

impact if sixteen trains are run each day, which Brightline is currently doing.

The local impact will be seen in the jobs growth and residential and commercial development in the area surrounding the station. Brightline expects to employ at least 20 full-time employees at the Cocoa station. The employees would be direct hires by Brightline and cover all job functions necessary to operate the station and parking areas.

CAPITAL

Cocoa City Council has approved \$5 million towards this catalytic economic development project. With \$15.5 million from the Space Coast Transportation and Planning Organization and another \$5 million from the Space Coast Office of Tourism, the City of Cocoa could partner to leverage state and federal funds through transportation grants. The estimated total project cost for the station, surface parking, and track infrastructure needed, the total cost is estimated to be \$75 million. Brightline has already invested \$6 billion into the Brightline network which enables the addition of a Cocoa station.

Funding Source	Amount	Notes
CITY OF COCOA	\$5 million	Approved by City Council
SPACECOAST TPO	\$15.5 million	Federal Allocation
SPACECOAST TDO	\$5 million	Tourism Funding
STATE AND FEDERAL	\$49.5 million	
TOTAL	\$75 million	

City of Cocoa and Space Coast Tourism funding can be leveraged for Federal funding opportunities

In addition to the above \$75 million, Brightline has invested in excess of \$12 million for the land in Cocoa.

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