



# *brightline*

MULTI-MODAL STATION



# Tourism Funding IMPACT ON THE SPACE COAST



## IDEAL LOCATION

### Central

Centrally located with easy access to Port Canaveral, Airports, Highways, and more

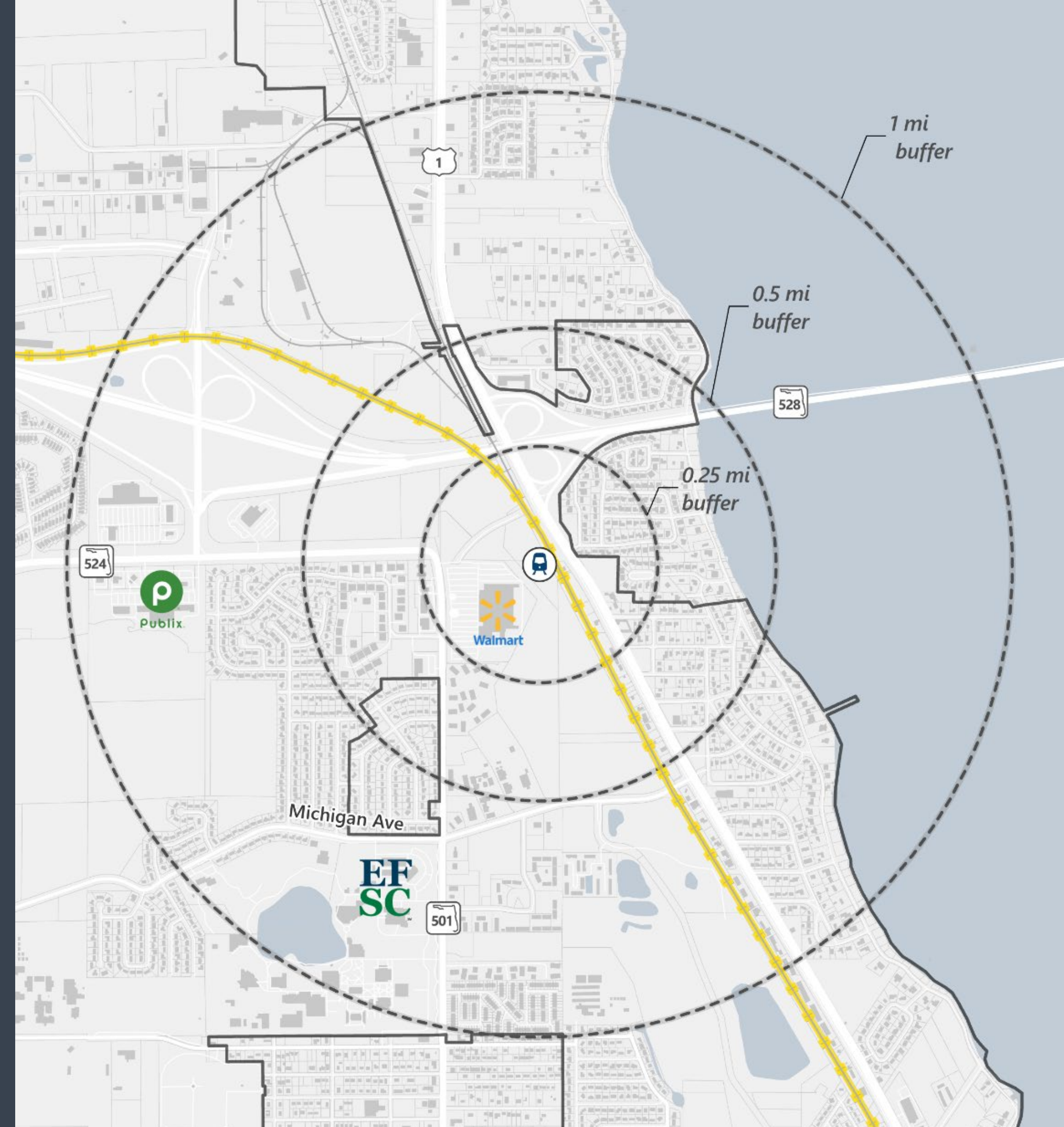
### Gateway

Cocoa serves as a gateway to the Space Coast's many attractions

### Opportunity

Prime location for development and growth resulting in increases to

- Tourism Tax
- Sales Tax
- County-wide property tax revenue
- City of Cocoa property tax revenue







# STATION LOCATION

## PUBLIC PRIVATE PARTNERSHIP

### About the Location

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 US1.

#### THE STATION IS:

-  **15 minutes**  
from Port Canaveral
-  **25 minutes**  
from the Kennedy Space Center
-  **25 minutes**  
from the Brevard Zoo
-  **40 minutes**  
from Melbourne-Orlando International Airport.



# COCOA STATION

The station design and layout is anticipated to be similar to Brightline's existing Boca Raton Station.

- Approximately 7,500-9,000 square feet
- Surface parking
- Double tracking needed west of the station



Brightline's Boca Raton Station (opened 2022)



LOCAL ACCESS

# MULTI-MODAL TRANSPORTATION HUB

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DEVELOPMENT OPPORTUNITIES

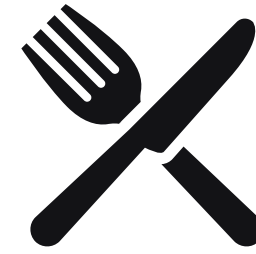
## URBAN MIXED-USE DESTINATION

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Residential and  
Commercial



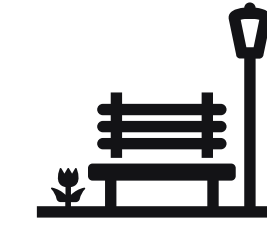
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Restaurants



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Hotel



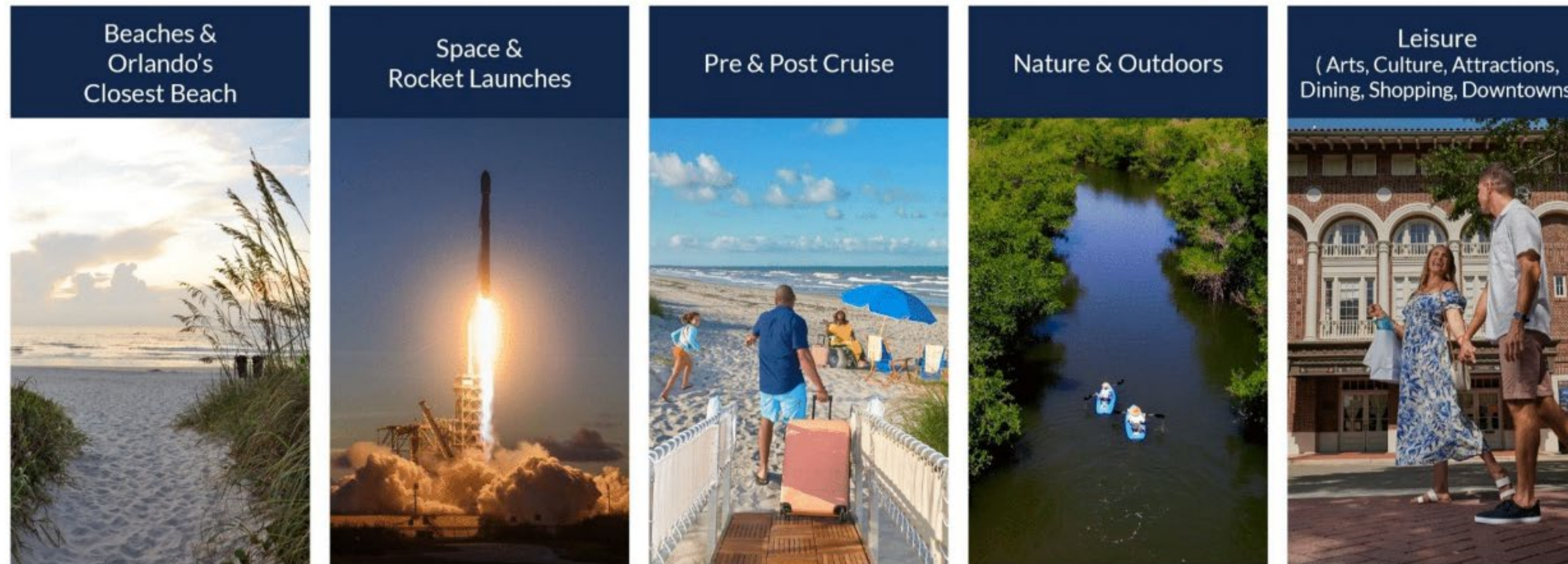
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Passive Recreation

With over 90 acres available for development, the City of Cocoa envisions a station that an urban mixed-use destination that will not just be a stop but a place where people want to go. It will be a transportation hub with potential for both residential and commercial development, restaurants, a hotel and passive recreation. 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.



# SPACE COAST TOURISM DATA



Research shows these are the top reasons people visit our destination and the reasons they love visiting the Space Coast.

Space Coast Office of Tourism's 2024 Marketing Plan

## Top Visited Attractions along the Space Coast:



Port Canaveral



Cocoa Beach



Kennedy Space  
Center Visitor  
Complex



Brevard Zoo



# STATION LOCATION

## THE SPACE COAST'S MAJOR ATTRACTIONS





BRIGHTLINE  
RIDERSHIP

There is a market of 1.6 million riders that will have the ability to stop in Brevard County.  
The 2024 goal is 4 million riders.

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



STATION

CATCHMENT OPPORTUNITY

Station Pair		Miles	Annual Trip Potential (Visitor, Social, Recreational, Work, Other Trips)
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



ESTIMATED  
RIDERSHIP

Station Pair		Annual Trip Potential (Visitor, Social, Recreational, Work, Other Trips)	Potential Market Share	Potential Ridership
Cocoa	Miami	475,000	5%	23,750
Cocoa	Aventura	188,000	4%	7,520
Cocoa	Ft. Lauderdale	398,000	3%	11,940
Cocoa	Boca Raton	383,000	2%	7,660
Cocoa	West Palm Beach	851,000	1%	8,510
Cocoa	Treasure Coast	4,613,000	.5%	23,065
Cocoa	Orlando	21,126,000	5%	1,056,300
Cocoa	Tampa	1,430,000	6%	85,800
Cocoa	All Stations	29,464,000		1,224,545

Source: HDR/Space Coast TPO



POTENTIAL  
ROOM NIGHTS

Model	Average Overnight Stay Duration Adjustment (Days)	Tourism Bed Tax Calculation
Conservative	78,055	\$530,772
Moderate	95,520	\$649,535
Aggressive	160,961	\$1,094,533

Source: HDR analysis of Catchment Opportunity



BRIGHTLINE  
ECONOMIC IMPACT

With 16 trains a day...  
Employment impact: 25,520 job-years  
Economic Impact: \$2.8 billion

Projected Employment and Economic Impacts <sup>7/8</sup>

	2 Daily Trips		8 Daily Trips		16 Daily Trips	
	Direct	Total	Direct	Total	Direct	Total
Employment Impact <sup>1</sup>	2,860	10,830	4,800	18,200	6,730	25,520
Value-Added Impact <sup>2</sup>	\$481	\$1,180	\$809	\$1,982	\$1,134	\$2,778

<sup>1</sup> Employment rounded to the nearest 10 job-years

<sup>2</sup> In millions of 2018 dollars

Source: HDR/Space Coast TPO  
FDOT



STATION

PROJECT TOTAL & REMAINING CAPITAL REQUIREMENTS

\$6 Billion invested by Brightline in the rail network which enables a station in Cocoa.

Funding Source	Amount	Notes
City of Cocoa	\$5 million	Approved by City Council Can be leveraged for \$20 million in federal grant funding
Space Coast Transportation Planning Organization	\$15.5 million	Federal allocation
Space Coast Office of Tourism	\$5 million	Tourism Funding Can be leveraged for \$20 million in federal grant funding
Federal Appropriation	\$4 million	Congressman Posey
Federal & other	\$45 million	Grants
Total	\$74.5 million	
Brightline	\$3.2 million	Land Investment in 2012
Total	\$77.7 million	



# Thank You QUESTIONS



## Contact Info

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