
City Commission Meeting

Tourism Development
Proposed Projects

December 17, 2009

Background

- In 2006, the Tourism Development Council issued an RFP for projects to fund through tourism dollars
 - No responses had the necessary supermajority for approval
 - After RFP, Newberry suggested the concept for a baseball complex
- In 2009, County Commission proposed learning about other potential projects the bed tax could fund and issued an Request for Information (RFI)
- ***Responses to County's RFI are due by 2 p.m. Tuesday, January 12, 2010***
- This presentation provides an overview of three projects that the City of Gainesville could propose in response to the RFI

Summary of authorized uses of “Bed” Tax funds

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arena, colliseums, or auditoriums, or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county
2. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
3. Main purpose of the project should be to support activities that have a main purpose of attracting tourists as evidenced by the promotion of those activities to tourists

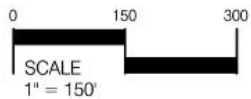
City's Proposed Projects

- **Expansion of Martin Luther King, Jr. Center**
- Cade Museum at Depot Park
- Downtown Conference Center

MLK Expansion – Overview

- Enlarging the existing Martin Luther King Jr. Center
 - The facility would be expanded by 22,600 square feet
- Estimated Capital Cost - \$5,658,000
- Estimated Operating Cost - \$170,000
- Would provide the ability to host numerous amateur sporting events
 - Currently the number and size of indoor sporting events is restricted due to the lack of a central indoor facility
- The location of the Martin Luther King Jr. Center is easily accessible
- Sustainability Costs
- Benefits Tourism

MLK Expansion – Overview



PREPARED BY:
ZAMIA
DESIGN
Landscape Architecture

**CITIZENS FIELD
RECREATION COMPLEX**

MLK Expansion – Overview

EXPANSION NOTES:

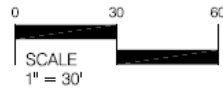
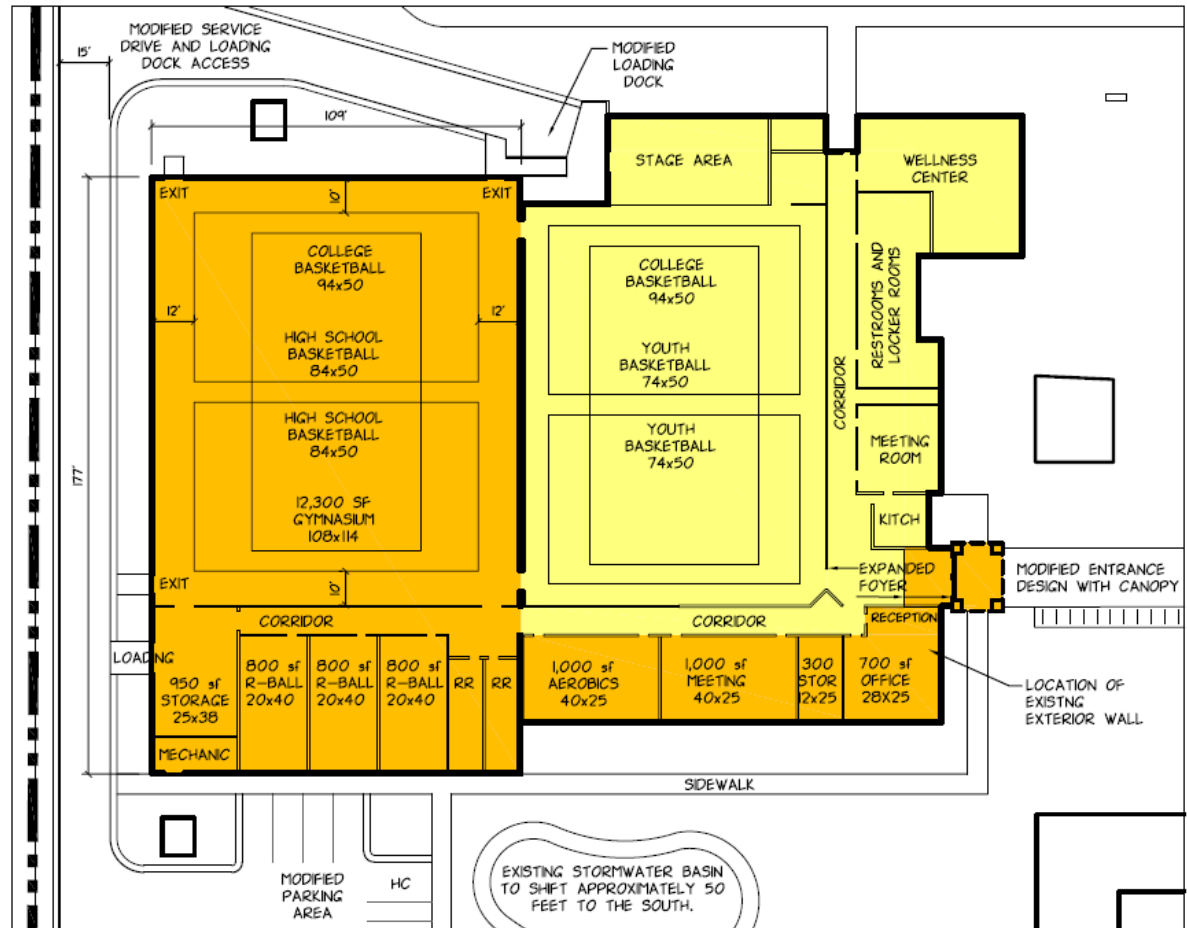
EXISTING MLK CENTER – 19,300 SQ. FT.
 PROPOSED EXPANSION – 22,600 SQ. FT.
 TOTAL MLK CENTER – 41,900 SQ. FT.

IMPERVIOUS AREA INCREASE OF APPROXIMATELY 9,400 SQ. FT. (SITE OF EXISTING 13,200 SQ. FT. PAVED PARKING AREA UTILIZED).

SERVICE DRIVE TO THE WEST REDUCED FROM 24 TO 15 FEET.

LEGEND

- EXISTING MLK CENTER
- PROPOSED MLK EXPANSION



DATE: MAY 8, 2008

PREPARED BY:



**MLK CENTER
 EXPANSION
 Program Elements**

City's Proposed Projects

- Expansion of Martin Luther King, Jr. Center
- **Cade Museum at Depot Park**
- Downtown Conference Center

Cade Museum – Overview

- Case Museum for Innovation and Invention
 - Named after James Robert Cade, the physician, musician, researcher and inventor best known for leading the UF team that created Gatorade
 - 55,000 SF facility located in downtown Gainesville at Depot Park
- Museum will present:
 - Stories of great innovators and inventors from a range of disciplines, including science, the arts, athletics, design, and technology
 - Interactive exhibits that explore how the creative process works, and inspire visitors to explore their own creative potential
 - Opportunities for visitors to share their solutions to real-world problems
 - Lecture Series as well as concerts, films, traveling exhibits and seminars designed to “bring the world to Gainesville”
- Estimated cost of building and exhibits is \$38 million

Cade Museum



CADE MUSEUM @ Depot Park

Downtown

City's Proposed Projects

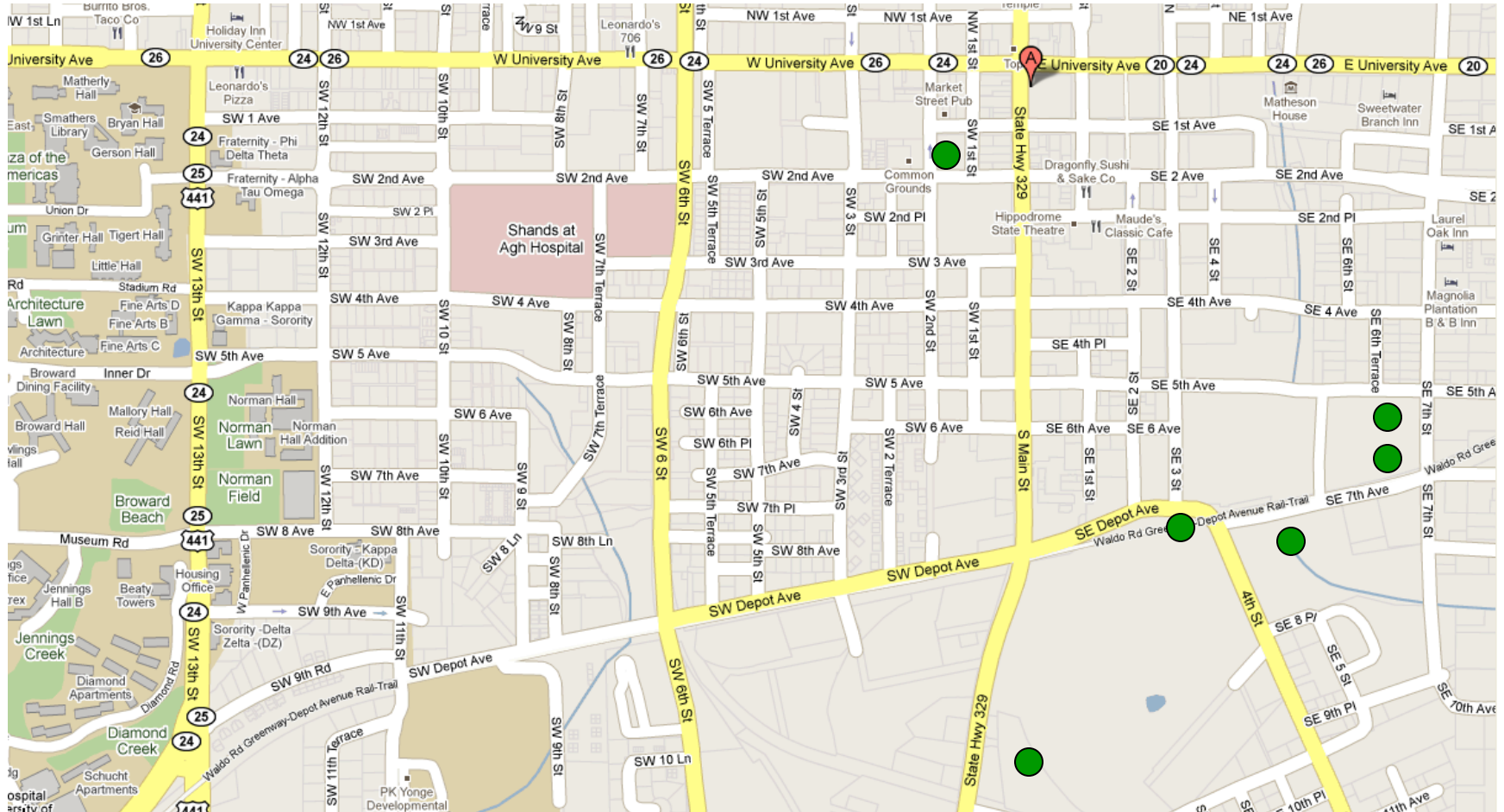
- Expansion of Martin Luther King, Jr. Center
- Cade Museum at Depot Park
- **Downtown Conference Center**

Downtown Conference Center – Overview

- A newly constructed 25,000 – 50,000 SF conference center facility located in Downtown Gainesville
 - Would most likely include retail and hotel programming – not included in SF estimate
- Why Needed?
 - After sports, meetings and conferences are the #2 reason why tourists visit Alachua county
 - The number of available meeting space facilities have decreased significantly over the past 5 years
 - No significant conference/meeting space is publicly owned
 - Because of a lack of significant contiguous space, Gainesville can not take advantage of medium-sized meetings, conferences, trade shows, etc.
- Why Downtown?
 - Proximity to UF
 - Significant meeting/conference center demand originates from UF
 - Redevelopment of Shands AGH site is likely to need conference/meeting space
 - Supporting amenities
 - Restaurants, Retail, New Hotel, Parking Garages, etc.
 - City owns/controls properties in the downtown area

Downtown Conference Center – Preliminary Site Analysis

- Consultant reviewed six potential locations
 - Depot Park (two options)
 - GRU Operations (three options)
 - City Parking Lot 10



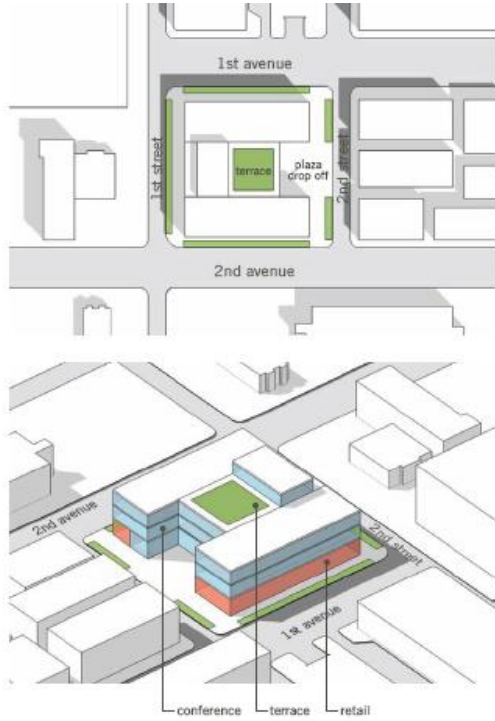
● Locations Considered

Downtown Conference Center – Site Analysis

- Preliminary conclusions from a site analysis are that Lot 10 (SW 2nd Ave) would be a better site than GRU operations and Depot Park sites for the following reasons:
 - Site
 - Accessibility from all four sides
 - Enhanced visibility from major streets and within existing walking environment of downtown
 - Small block footprint will require architectural solution that could create iconic building within the city
 - topography is minimal and infrastructure is already in place
 - Parking
 - Could utilize existing municipal parking structure across the street
 - available on-street parking and additional off-street lots within 1/4 mile walking distance
 - Overall
 - would significantly define western edge of central business district and create an iconic gateway to the city
 - the facility would create an anchor to the western edge of the entertainment district and provide opportunity for increased pedestrian movement
 - ***inclusion of a ground floor retail tenant and or hotel component would further strengthen its position to bring in pedestrian traffic***
 - development would be catalyst for adjacent underutilized parcels
 - close synergy between government services facilities as well as cultural amenities and existing residential and hospitality elements
 - development would be supported by and also support existing and future transit

Downtown Center – Potential Concepts

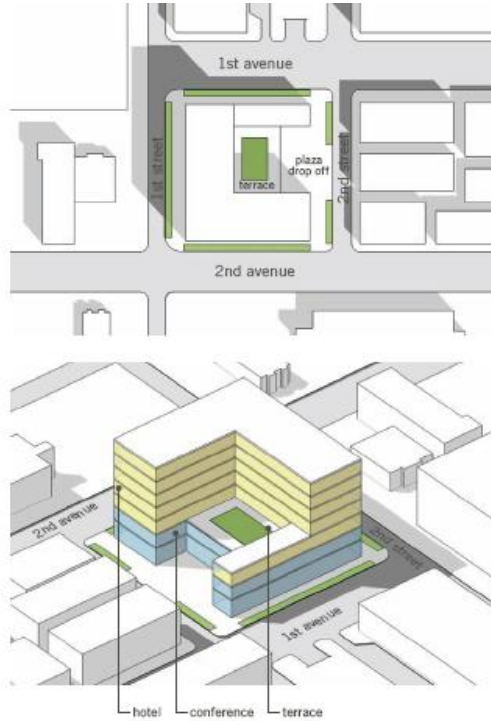
Conference Only



option a: conference facility

building sf: 72,991
 conference facility sf: 64,384
 retail sf: 8,607

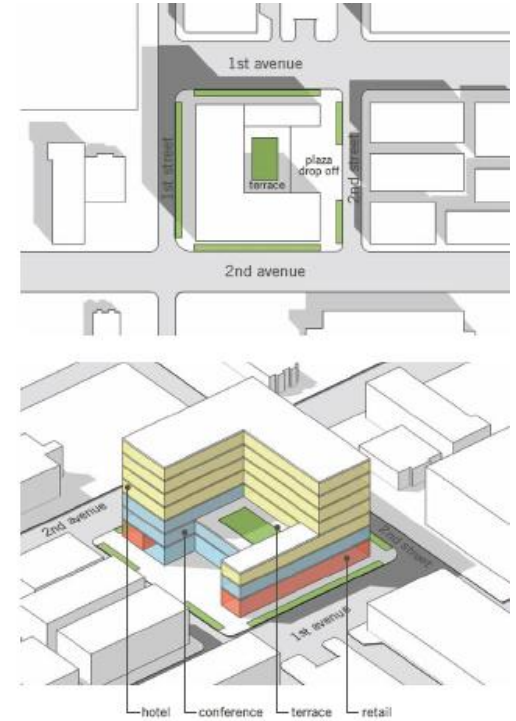
Conference + Hotel



option b: conference facility with hotel

building sf: 127,172
 conference facility sf: 45,922
 hotel sf: 81,250

Conference + Hotel+ Retail



option c: conference facility with hotel and ground floor retail

building sf: 127,170
 conference facility sf: 50,180
 hotel sf: 72,000

Recommendation

- The City Commission hear a presentation from staff and direct the City Manager to submit three proposals in response to the RFI including:
 - 1) an expansion of the MLK Center;
 - 2) a Downtown Conference Center; and
 - 3) infrastructure and amenities that are open to the public and will accelerate construction of the Cade Museum