

LEGISLATIVE #

110374A

**Community Meeting on the Proposed Relocation of the
Alachua County Fairgrounds to the City of Newberry
Monday, October 10, 2011
Agenda**

- 1. Welcome & Introductory Comments**
- 2. Background on Fairgrounds & Tourism Development Tax**
- 3. Proposed Relocation of Fairgrounds**
- 4. County Solicitation of Projects for Potential Funding**
- 5. What Can Concerned Citizens Do?**
- 6. Citizen Comment**

Proposed Relocation of the Alachua County Fairgrounds to the City of Newberry

- The home of the Alachua County Fairgrounds should remain in East Gainesville.
- The designated Gainesville site for the new Alachua County Fairgrounds is consistent with joint City/County economic development efforts through Plan East Gainesville and the Waldo Road Corridor Study.
- The Alachua County Fairgrounds has a decades-long history of serving as an economic driver in the East Gainesville community.
- A County Commission decision to relocate the Fairgrounds west to the City of Newberry, could send a negative message to citizens of the County who live in East Alachua County and East Gainesville that there is no County commitment to revitalize economic development in this economically challenged part of the County.
- The proposed relocation would transfer an economic asset from the East County to the West County.
- The East Gainesville site is located adjacent to the County seat of Gainesville which has the highest population density in the County.
- The East Gainesville site features excellent public accessibility and is strategically located near major transportation corridors, serviced by Regional Transit System bus routes and in close proximity to the Gainesville/Alachua County Regional Airport.
- The site selection for the new Fairgrounds was the result of a thorough, open and equitable process that explored many possible locations for the new Fairgrounds including the Canterbury property in Newberry.
- The County Commission selected the Weseman property off Waldo Road and proceeded with the purchase, changes to land use and zoning and approval of the Fairgrounds Master Plan.
- Approximately 69% of Tourism Development Tax funding is generated within the City of Gainesville.
- The County Commission should stand behind and affirm the processes and decisions that have been made to build the new Fairgrounds in East Gainesville and proceed with building an affordable Phase 1 of the new Fairgrounds to replace the existing Fairgrounds.

To share your opinion with the County Commission you can email them at bocc@alachuacounty.us



Oct. 10, 2011

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- Background on Fairgrounds & Tourism
Development Tax
- Proposed Relocation of Fairgrounds
- County Solicitation of Projects for Potential
Funding
- What Can Concerned Citizens Do?
- Citizen Comment

Welcome & Purpose of Meeting

District 1 Commissioner Scherwin Henry

- Welcome & Introductions
- Purpose of the meeting

History of Fairgrounds & Site Selection

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- Strong identification of Fairgrounds with County Seat/East Gainesville
- Includes 102 acres adjacent to Airport
- In 2000, in recognition that existing facilities were outdated and lacking amenities, County Commission introduced broad-based community effort to plan for redevelopment and modernization of Fairgrounds
- Initial efforts focused on existing site

Plan East Gainesville

- In 2002, Alachua County, Gainesville, and MTPO initiated joint planning effort that became known as *Plan East Gainesville*
- Meant to address gradual economic decline and lack of investment in East Gainesville
- After substantial citizen input, *Plan East Gainesville* was adopted in 2003
- *Plan East Gainesville* was incorporated into City and County Comprehensive Plans
- Waldo Road Corridor Study completed in 2009 - Plan East Gainesville implementing strategy

Site Selection

- One important *Plan East Gainesville* strategy is to “Relocate County Fairgrounds from its current location and create an office and industrial mixed-use center on this site”
- Adoption of *Plan East Gainesville* shifted fairgrounds deliberations to search for a new site
- County pursued extensive site selection process, including consideration of Canterbury property in Newberry, before selecting the Weseman Tract at Waldo Road and NE 63rd Avenue
- Weseman Tract is a 150 acre parcel purchased by the County in 2006 for \$2 million

Continued...

Site Selection

- Refocused planning activities culminated in adoption of Fairgrounds Master Plan in 2008
- Subsequent rezoning and site plan for fairgrounds approved in 2010
- City of Gainesville approved Business Industrial land-use & zoning for 74.5 acres of current fairgrounds to implement provisions of *Plan East Gainesville*

Economic Impact of Fairgrounds

- The new Fairgrounds is projected to add in excess of \$25 million annually to the local economy

Fairgrounds Master Plan

- 50,000 sq. ft. Arena/Coliseum with:
 - 5,000 permanent seats
 - 2,500 temporary seats
 - 10,000 sq. ft. of meeting/office space
- 48,000 sq. ft. Multi-purpose Auditorium/Exhibition Hall
- 50,000 sq. ft. covered Equestrian/Livestock Arena
- Midway and Events Lawn
- Parking

County Manager's FY 2012 Budget Message

- “Construction of the Fairgrounds remains, however, a long-term, critical, economic development priority”
- “Another important aspect of the new Fairgrounds is that it is one of the key elements expected to drive new economic development in East Gainesville”
- “Development of the new fairgrounds will serve community agricultural, exposition and assembly space needs, and allow for reuse of the existing Fairgrounds property for the development of a commerce park”

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County Manager's FY 2012 Budget Message

- County solicitation of *Letters of Interest* from private developers for public/private partnerships in 2011
- “The newly authorized position of Economic Development Coordinator will be tasked with the Fairgrounds and Plan East Gainesville”

Tourism Development Tax

- State allowed tax, commonly known as the Bed Tax, on overnight accommodations
- County currently levies 5% tax
 - Increased from 3% to 5% in 2010
- Each 1% generates approximately \$650,000 annually
- First 3% goes to Alachua County Visitors & Convention Bureau and Grant Program for events/activities that generate tourism

Continued...

Tourism Development Tax

- Second 2% intended for capital projects that generate tourism such as publicly owned and operated or owned and operated by non-profit organizations and open to the public:
 - ❑ Convention Centers
 - ❑ Sports Stadiums
 - ❑ Sports Arenas
 - ❑ Coliseums
 - ❑ Auditoriums
 - ❑ Museums

Allocation of Tourism Development Tax

- Approximately 69% of Tourism Development Tax generated in City of Gainesville
- County has traditionally solicited project proposals that are reviewed by the Tourism Development Counsel which then makes funding recommendations to County Commission
- County Commission solicited projects in 2010 and funded the projects below:
 - ❑ City of Newberry for Nations Park – 1% for 20 years
 - ❑ Alachua County Fairgrounds – 1% for 20 years
 - ❑ Cade Museum – \$600,000 from Fairgrounds allocation

Proposed Relocation of the Fairgrounds

- The City of Newberry has proposed relocating the Fairgrounds to the Canterbury property in Newberry
- The County Commission met on Sept. 20, 2011, and appeared open to receiving a more detailed proposal from the City of Newberry

Proposals for Tourism Development Tax Funding

- New County solicitation of proposals for
Tourism Development Tax Funding
 - Proposals due by October 28, 2011

Closing

- Significance of a decision to move the Fairgrounds from East Gainesville to Western Alachua County
- What can concerned citizens do?
- Citizen Comment

City of Gainesville

Tourism Development 2010 Proposed Projects

- In 2006, the Tourism Development Council issued an RFP for projects to fund through tourism dollars
 - Decided to end the RFP because 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)

Summary of authorized uses of “Bed” Tax funds

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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, coliseums, 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

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

- Enlarging the existing Martin Luther King Jr. Center
 - The facility would be expanded by 22,600 square feet
- Estimated Capital Cost - \$5,658,000
- 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
- No Cost to the County Funds
- Benefits Tourism

MLK Expansion – Overview

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0 150 300
SCALE
1" = 150'



PREPARED BY:
 **ZAMIA**
DESIGN
Landscape Architecture

**CITIZENS FIELD
RECREATION COMPLEX**

MLK Expansion – Overview

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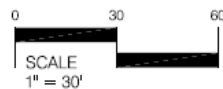
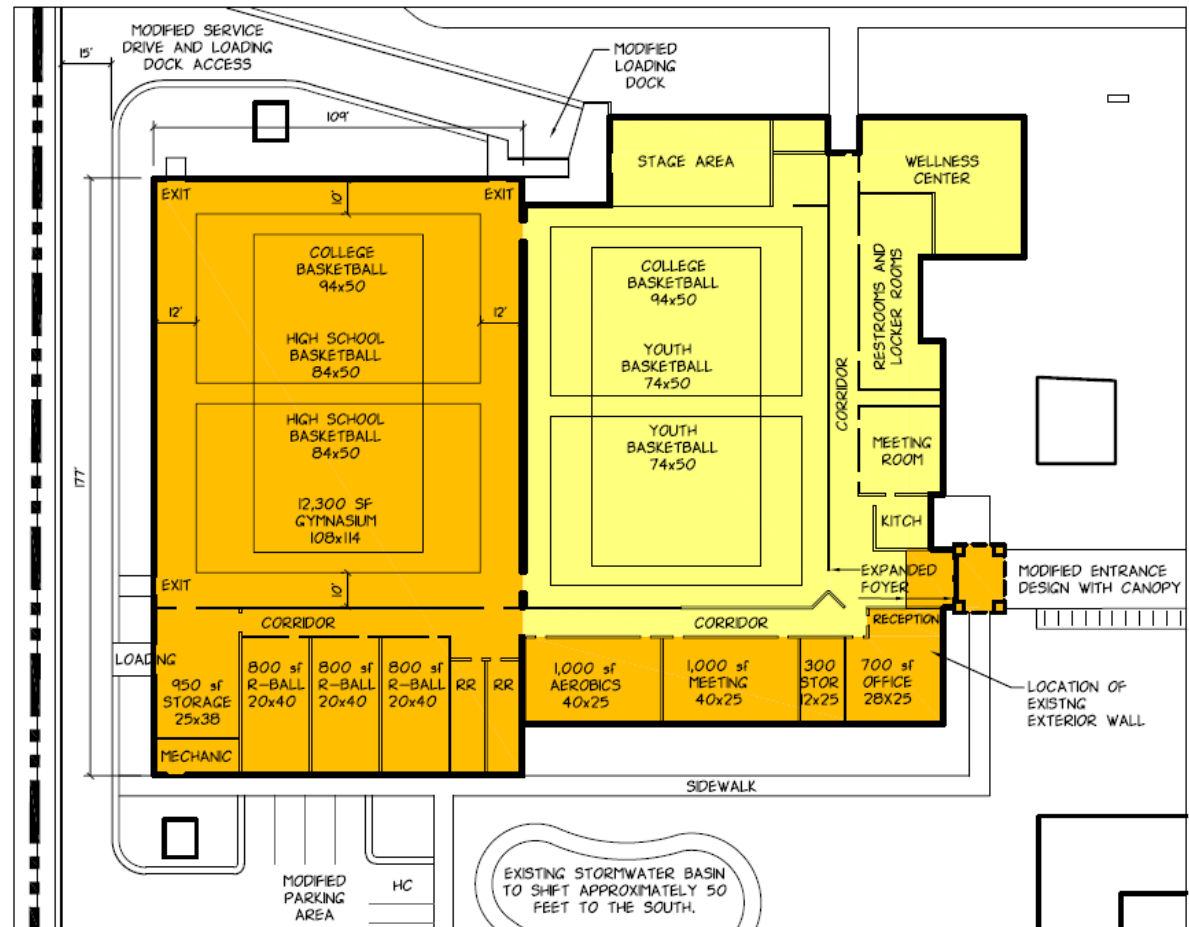
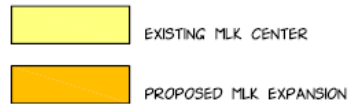
EXPANSION NOTES:

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



**MLK CENTER
EXPANSION
Program Elements**

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

- 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 form 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

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CADE MUSEUM @ Depot Park

Downtown

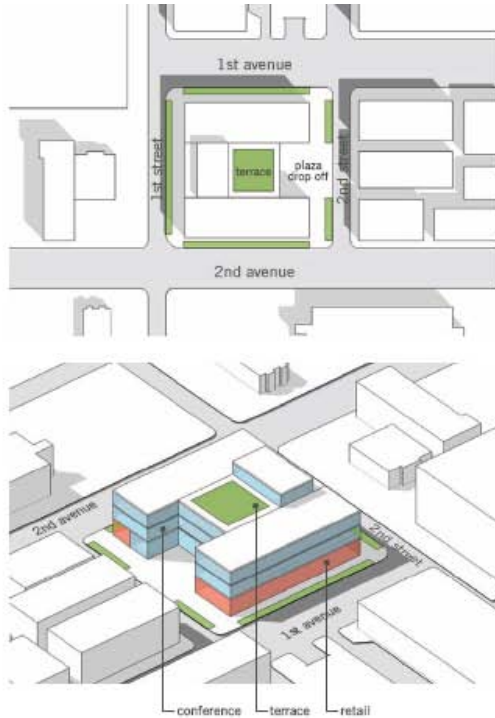
- Expansion of Martin Luther King, Jr. Center
- Cade Museum at Depot Park
- **Downtown Conference Center**

- 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, conference, 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 Center – Potential Concepts

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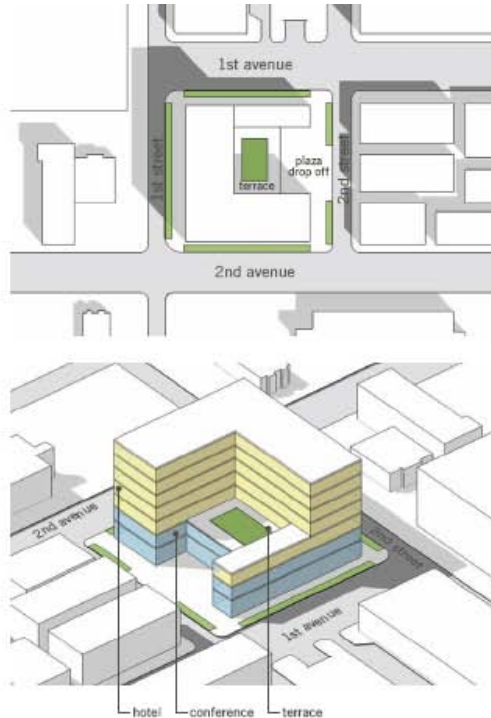
Conference Only



option a: conference facility

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

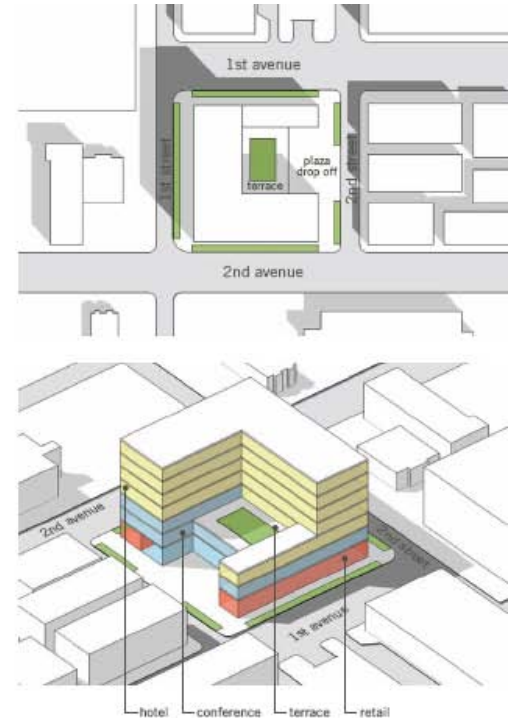
Conference + Hotel



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