

Cade Museum for Innovation and Invention



Letter of Interest Regarding the Alachua County Commission's Request for Capital Projects that Promote Tourism

Brief Description

The Cade Museum is named for James Robert Cade, the physician, musician, researcher and inventor best known for leading the University of Florida team that created Gatorade. The Cade Museum for Innovation and Invention is being created to stir "spark the spirit of creativity in every visitor."

The 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.
- Lectures Series as well as concerts, films, traveling exhibits and seminars designed to "bring the world to Gainesville."

In partnership with the Gainesville Community Redevelopment Agency, the Cade Museum also will be a cornerstone of one of the most important environmental reclamation and urban renewal projects in the city's history. Its 55,000 square foot facility will be located in downtown Gainesville's Depot Park. Groundbreaking is planned for 2011, with opening scheduled in 2013.

Collaborating with Alachua County schools, Santa Fe College and the University of Florida, the Cade Museum will be an invaluable educational asset in Central Florida. Visionary use of digital technology will make the Museum a worldwide resource. Its

virtual availability will "...bring Gainesville to the world, and the world to Gainesville."

How does the project fit the requirements of Florida Statute 125.0104(5)?

The Cade Museum meets the statutory requirement that the project funds be used "to construct [a] publicly owned and operated...museum that [is] operated by [a]



not-for-profit organization and open to the public within the boundaries of the county."

The Cade Museum Foundation is a registered 501(3)(c) non-profit organization. The Foundation's Board of Directors, Officers, and Executive

Director receive no compensation except for reasonable expenses incurred on behalf of the Foundation.

What is the anticipated return on investment (ROI) for tourism?

According to the Alachua Visitor and Convention Bureau, the County hosts approximately 1 million tourists annually, of which almost 90% stay one or more nights.

Data from a 2007 survey by the UF Center for Tourism and Research Development¹ showed that 25% of tourists to Alachua County – about 250,000 annually - visit a museum. Even if the Cade Museum draws only 40-50% of these tourists, it would see over 100,000 visitors a year.

¹ A 2007 Study of Tourist Behaviors in Alachua County Florida, Center for Tourism Research and Development, Department of Tourism, Recreation & Sport Management, University of Florida, 325 FLG, PO Box 118208 Gainesville, FL 32611-8208 (352) 392-4042

Where is the project to be located and how would this be the best location for attracting tourists?

The project will be located in Gainesville's downtown Depot Park, which offers easy access to tourists traveling on I-75 via Williston Road, from Route 301 for visitors coming south from I-10 and Jacksonville, from Route 441 for tourist traveling north from Ocala, and Highways 20 and 24 for visitors coming from St. Augustine or I-95.

What is the projected cost associated with the project?

The estimated cost of the building and exhibits is \$38 million. The Cade family has contributed approximately \$10 million and the City of Gainesville has donated the land in Depot Park. According to a feasibility study, the Museum can raise about \$12 million in Alachua County, with the rest coming from Florida and the nation.

How does the project support the brand and main purposes of travel into the County?

The project will attract tourists of all ages, income levels, and educational backgrounds. In addition, the Museum will host 1-2 day conferences and seminars in the fields of high-tech research and development, entrepreneurship, and innovation. These events will attract venture capitalists, researchers, academics from outside the region, and the media.

What would be the secondhand benefit to the County other than tourism?

The Museum will serve as a one-stop portal for the general public, national media, and private sector to view the tremendous advances in innovation taking place in Alachua County. The Museum will promote the development of a "knowledge economy" in Alachua County, and in particular focus on the tremendous job-creating potential of new technologies.

How will the project be marketed to tourists?

The Museum will be presented as a major cultural institution with exhibits and programs that are highly interesting, interactive, and educational. The museum is designed to be especially attractive to individuals of all ages that are interested in the science of creativity, (with an emphasis on brain research), innovative technology, sports physiology, entrepreneurship, and the contribution of the arts to the inventive process. Frequent traveling exhibits and varied educational programs will continually refresh the content of the museum and attract repeat visitors from outside the county.