



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

I.1.

5/7/2024

Subject:

Board Direction: FY 2024-25 Tourist Development Council Recommendation for a \$5 Million Reimbursable Capital Facilities Grant for the Brightline Station in Cocoa, FL.

Fiscal Impact:

FY 2024-25: \$5 million

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners provide direction to staff for the proposed Tourism Development Tax funding of a Brightline Station in Cocoa under one of the following options:

1. Approve the Tourism Development Council recommendation of a \$5 million reimbursable capital facilities grant to the City of Cocoa, FL for the Brightline Station infrastructure project. This action requires a vote of at least two-thirds of the Board's membership (i.e., four votes), and the following legislative findings:
 - a. The grant is an authorized use of tourist development tax revenues pursuant to section 125.0104(5)(a)6., Florida Statutes, and section 102-119(3)c., Brevard County Code of Ordinances because:
 - i. The grant will be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the County; and
 - ii. The public facilities are needed to increase tourist-related business activities in the County and have been recommended by the Tourist Development Council.
 - b. The proposed public facilities consist of major capital improvements that have a life expectancy of five or more years;
 - c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining costs are identified and confirmed; and
 - d. An independent professional analysis, performed at the expense of the Tourist Development Council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the County.
2. Approve a \$5 million reimbursable marketing grant to the City of Cocoa, FL in support of the Brightline Station capital project, which shall be funded by transferring unencumbered revenues from the Tourist Development Council Capital Facilities Fund 1443 into the Tourism Development Council Marketing

Fund 1441. This action requires a simple majority vote, and a legislative finding that the grant is an authorized use of tourist development tax revenues pursuant to section 125.0104(5)(a)3., Florida Statutes and section 102-119(3)a., Brevard County Code of Ordinances because the grant shall be expended for a service or venue that has as one of its main purposes the attraction of tourists as evidenced by the promotion of the service or venue to tourists.

3. Any other direction as provided by the Board.

In accordance with current Tourist Development Council guidelines, the Cocoa Brightline Station project must break ground within three (3) years from the date of the Board award. Project completion may not exceed six (6) years from the date of the Board award. It is the sole discretion of the Brevard County Board of County Commissioners to grant any extension. All other provisions of the approved FY 2023-24 Tourist Development Council Capital Facilities Guidelines apply to this request if option 1 is approved for contractual purposes.

Additionally, it is requested that the Tourism Development Office Department Director be authorized to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management, Purchasing Services approval and authorize the County Manager to execute all necessary Budget Change requests.

Summary Explanation and Background:

Funds are implemented each fiscal year for future capital facilities projects approved by the Tourist Development Council Capital Facilities Committee, the Tourist Development Council, and the Brevard County Board of County Commissioners. The County Attorney's Office has verified this capital project as a viable project that may receive support with Tourist Development Tax dollars per state statute and local ordinance. Reimbursable grant awards with a minimum of \$250,00 are available to support capital projects that benefit tourism on Florida's Space Coast. If this is approved as a capital project through the Tourism Capital Facilities Plan, it will serve attractions and facilities open to tourists, visitors and the community.

The Tourism Development Council voted unanimously (8-0) at its April 24, 2024, meeting to recommend the commission of an independent professional analysis demonstrating the impact of the infrastructure on tourist-related businesses in the County. The Tourist Development Council further recommended that the Board of County Commissioners approve a \$5 million FY 2024-25 Tourist Development Council Capital Facilities grant as requested by the City of Cocoa, FL, for the City's public facilities in support of the Brightline Station, if the independent study demonstrates a positive impact on tourism and all statutory requirements are otherwise satisfied.

Alternatively, the Tourist Development Council also recommended that the Board of County Commissioners approve a \$5 million marketing grant in support of the project, to be funded by transferring unencumbered revenues from the Capital Facilities Fund into the marketing Fund.

Clerk to the Board Instructions:

Please return a memo of the Board's action to the Tourism Development Office and the County Attorney's Office.



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Kimberly.Powell@brevardclerk.us

May 8, 2024

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Office Director

RE: Item I.1., Board Direction: FY2024-25 Tourist Development Council (TDC) Recommendation for a \$5 Million Reimbursable Capital Facilities Grant for the Brightline Station in Cocoa, FL

The Board of County Commissioners, in regular session on May 7, 2024, approved the TDC's recommendation of a \$5 million reimbursable grant to the City of Cocoa for the Brightline Station Project; authorized the funds to come from the TDC Capital Facilities Fund 1443; authorized the County Manager to transfer \$5 million from TDC Capital Facilities Fund 1443 into the Marketing Fund 1441, if necessary; authorized you to negotiate and sign all necessary capital facilities or marketing grant agreements or related documents upon County Attorney, Risk Management, and Purchasing Services approval; authorized the County Manager to execute all necessary Budget Change Requests; and approved making the following legislative findings:

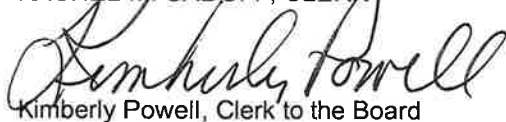
- One of the main purposes of the Cocoa Brightline Station Project is the attraction of tourists to the County;
- The Cocoa Brightline Station will be promoted to tourists as a transportation service and a destination venue;
- The Cocoa Brightline Station is needed to increase tourist-related business activities in the County;
- An independent professional analysis shows that the station will have a significant positive impact on tourist-related businesses in the County; and
- The TDC unanimously recommended that the Board approve the grant request for this Project.

In accordance with current TDC guidelines, the Cocoa Brightline Station Project must break ground within three (3) years from the date of the Board award, and project completion must not exceed six (6) years from the date of the Board award.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/sm

cc: County Attorney
County Manager
Finance
Budget



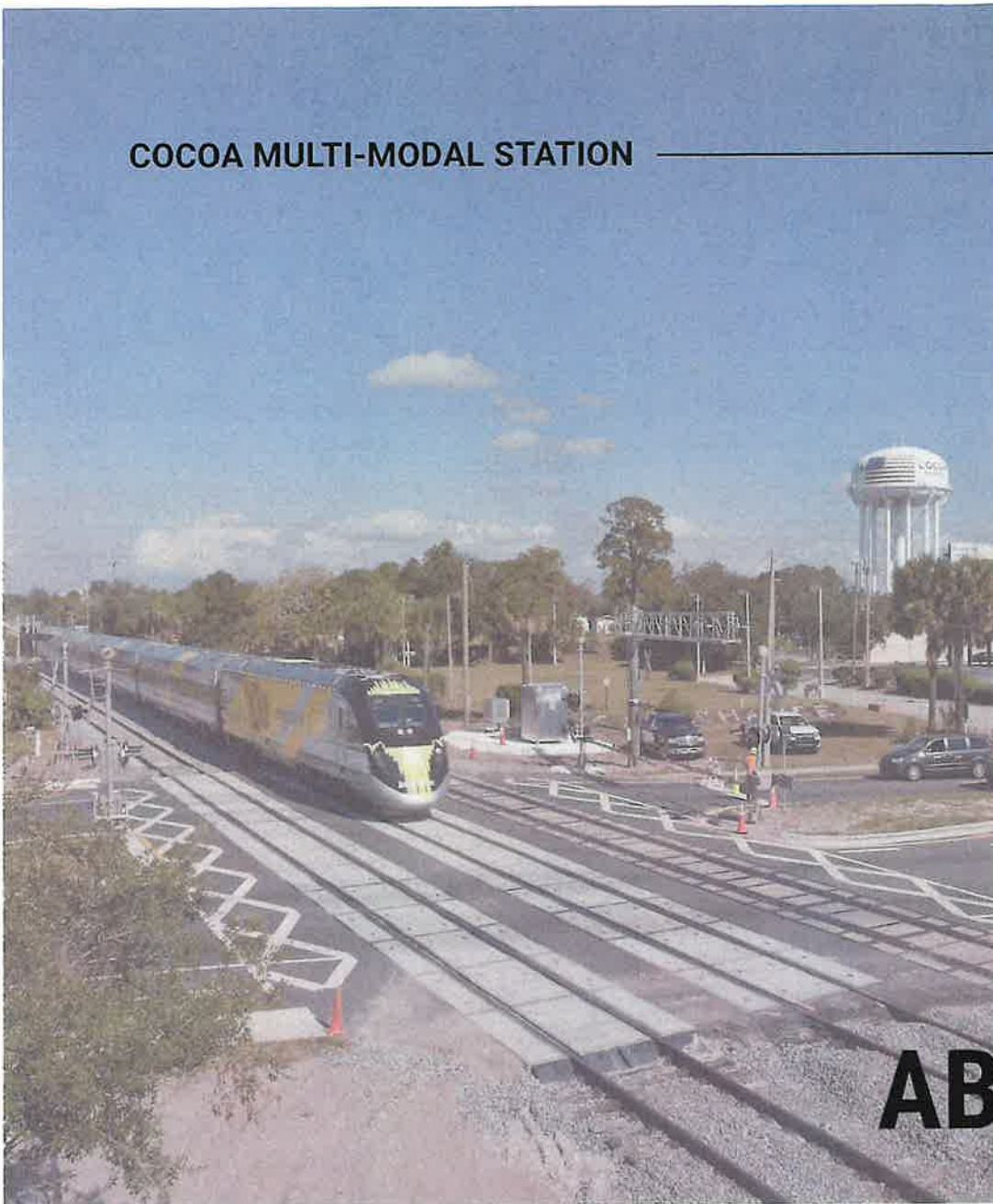
brightline

**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



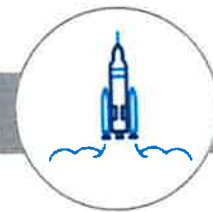
About the location for the Cocoa Multi-Modal Station which will be located on over 90 acres of developable land.

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

KENNEDY SPACE CENTER - 25 minutes



BREVARD ZOO - 25 minutes

MELBOURNE INT'L AIRPORT - 40 minutes



Source: HDR/Space Coast TPO

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

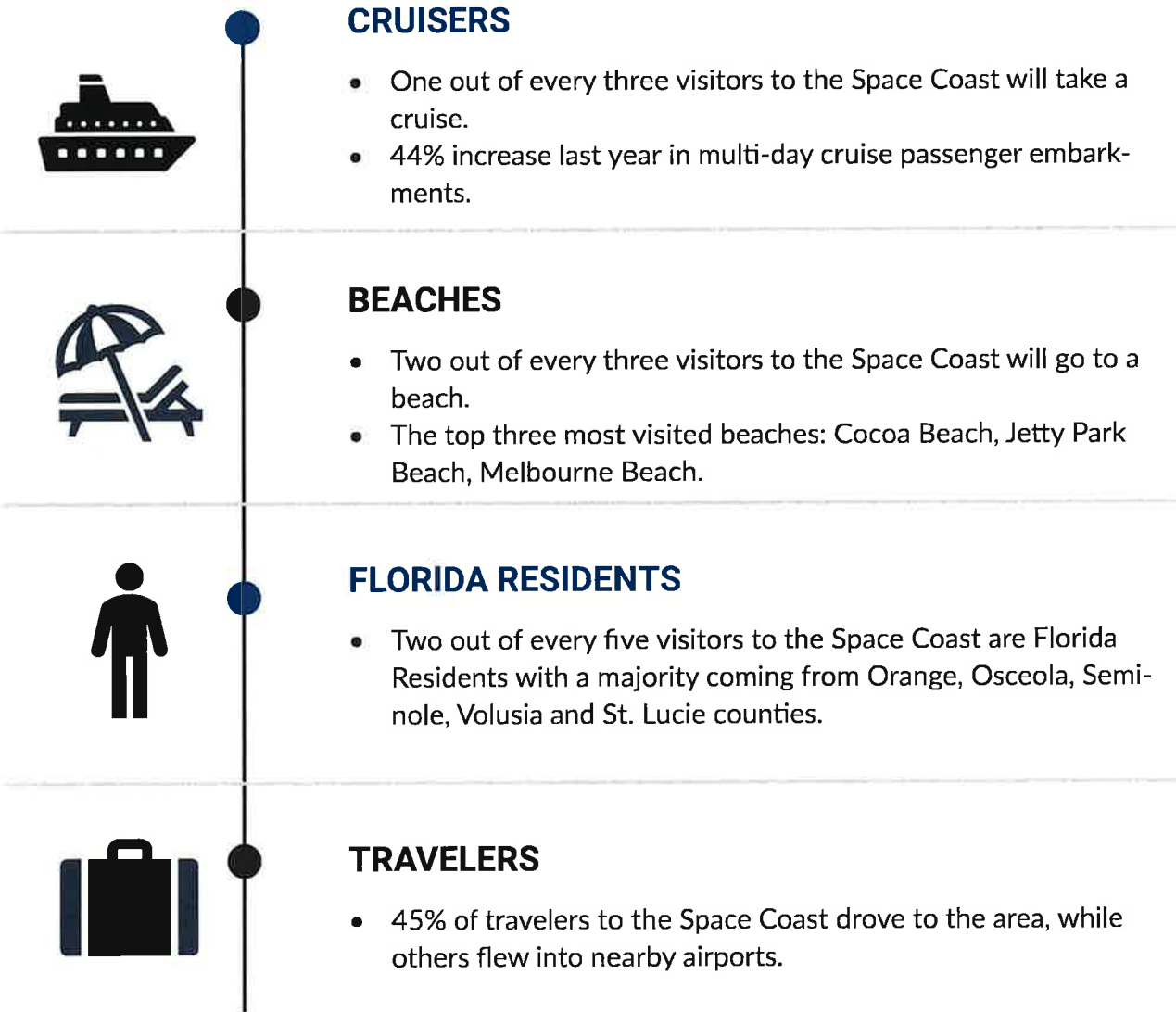
TRAINS

- 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



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.

www.CocoaFL.gov

CONTACT INFO

Phone : (321)433-8685

E-mail : ssenger@cocoafl.gov



Intermodal Feasibility Study Data

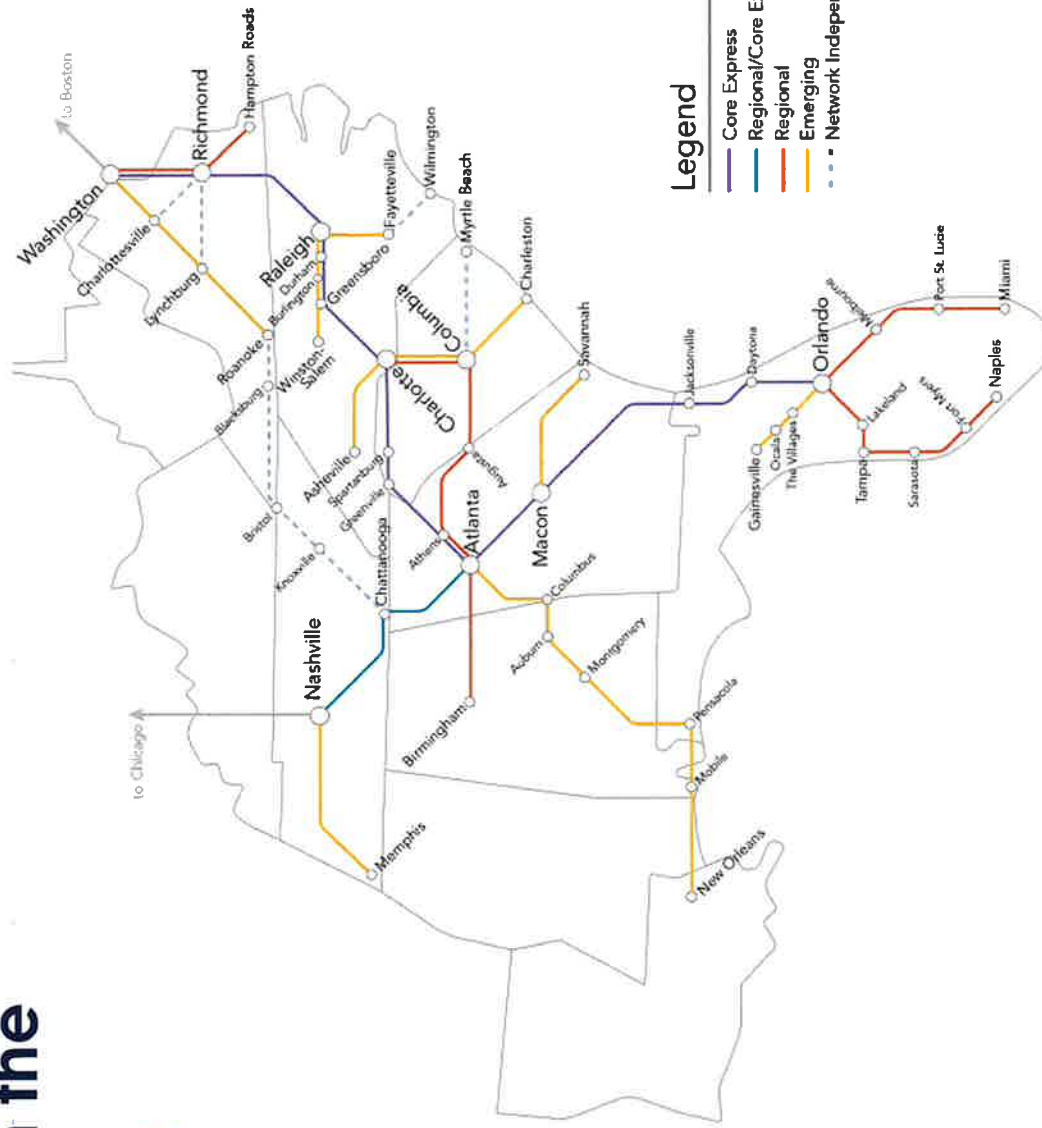
Exploring the Station Market

Prepared for: Tourism Development Committee



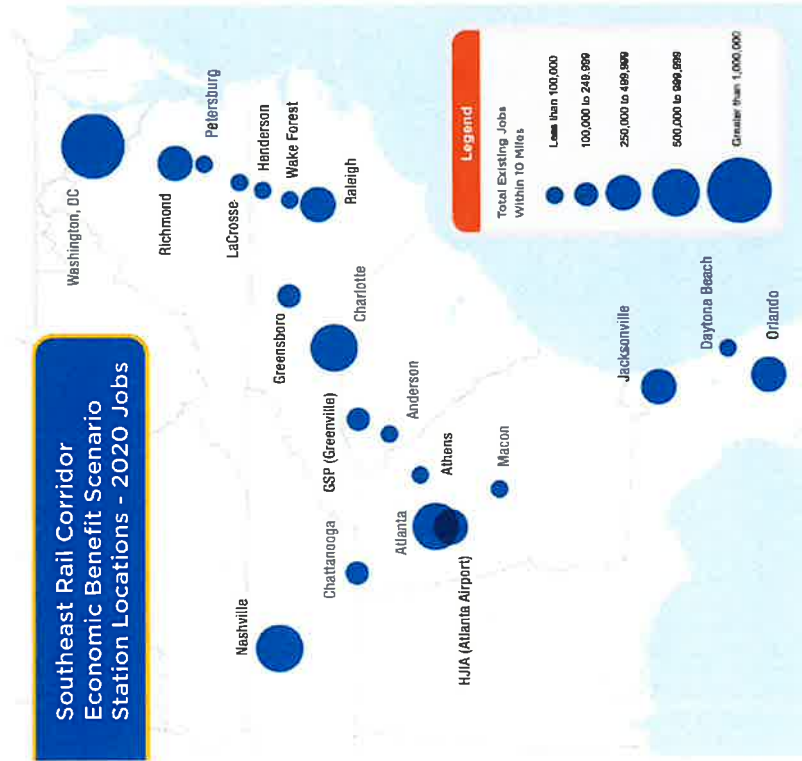
Passenger Rail in the Southeast

- Broader US trend to expand passenger rail
- Long-term vision



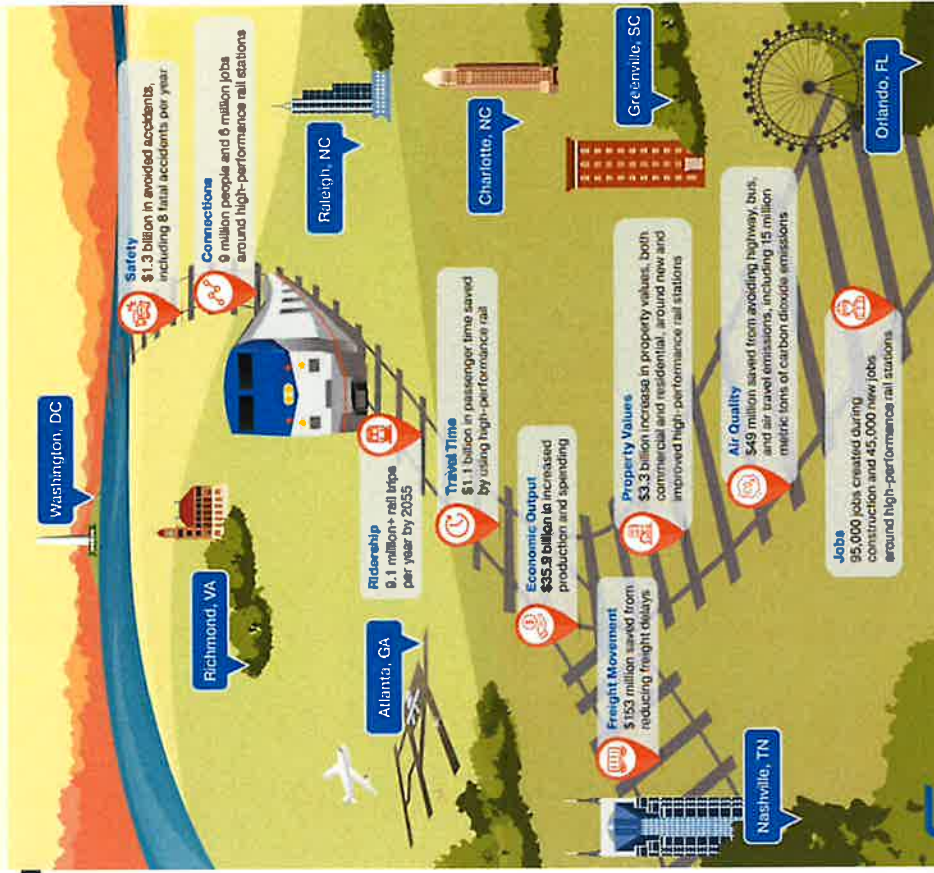
Data Source: Southeast Corridor Commission

Economic Impacts of Rail in the Southeast

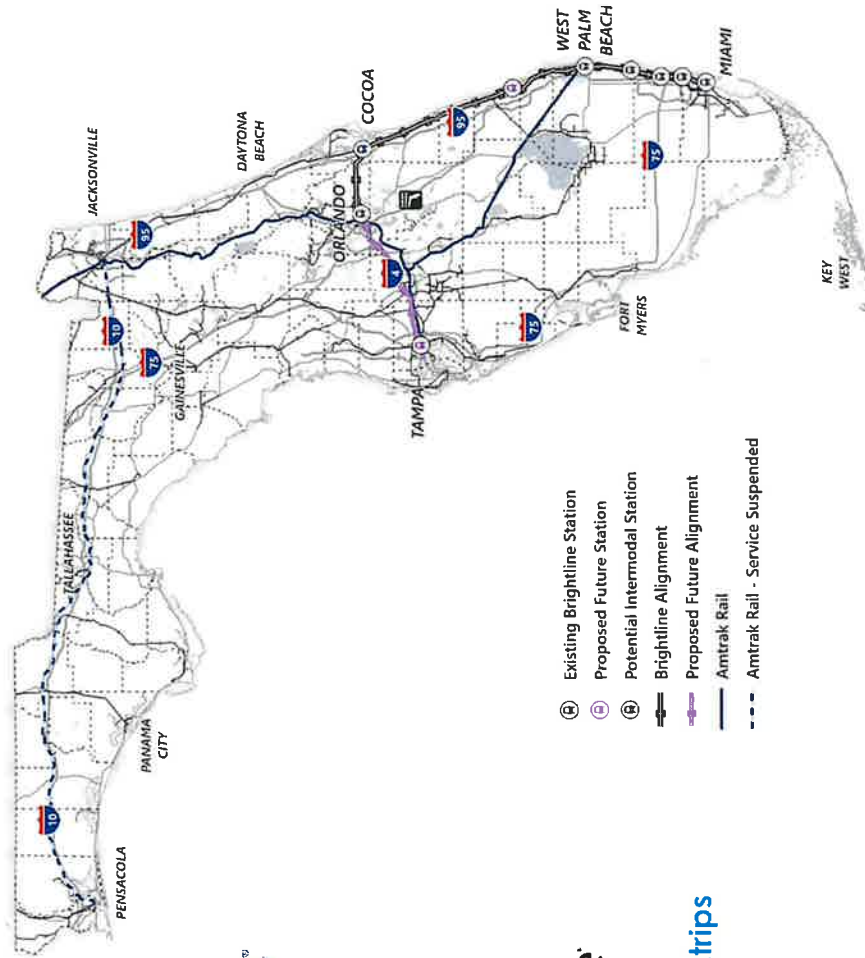


Economic Benefits of High-Performance Rail in the Southeast

Over the next 30 years of construction and operations, high-performance rail benefits are more than double the investment costs.



Passenger Rail in Florida



Operates 3
trains a day

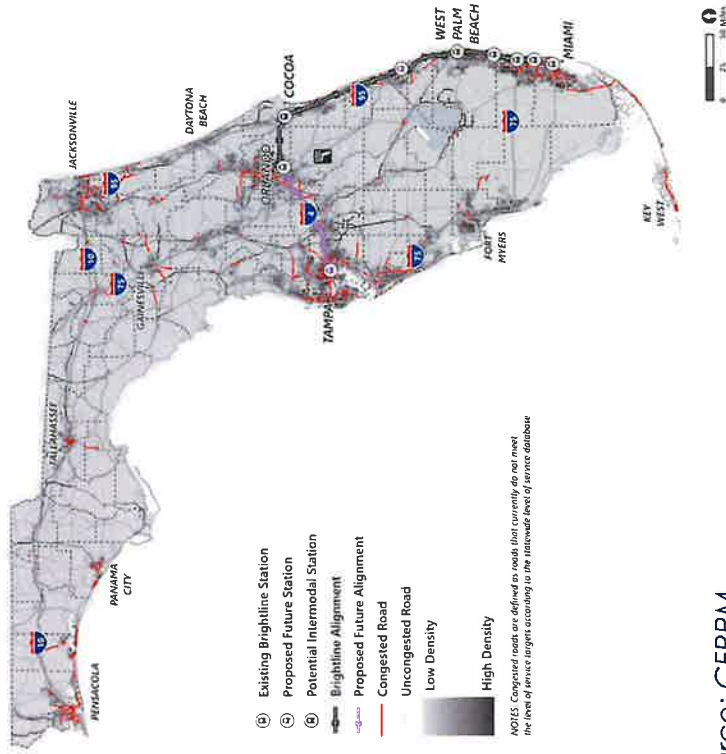
brightline

Operates 32
weekday roundtrips

Need for Rail – Road Congestion

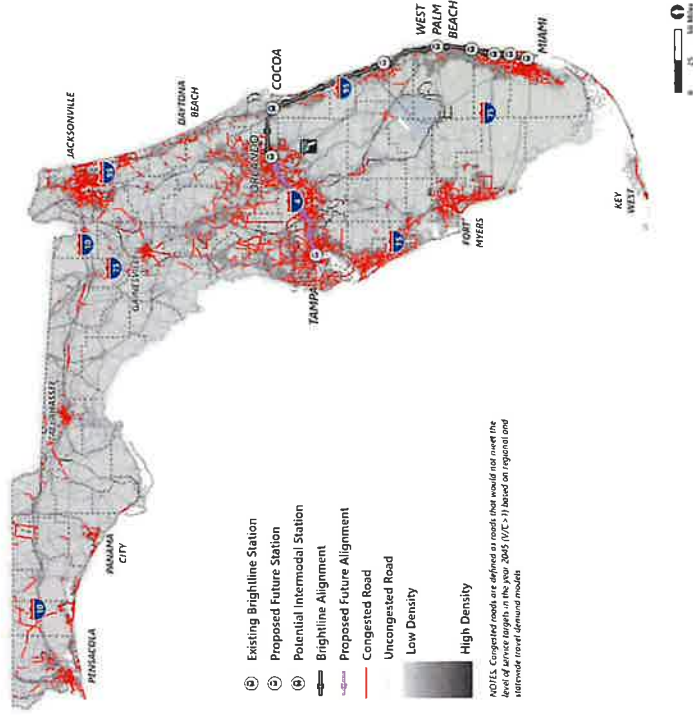


Current



Data Source: CFRPM

Future



Economic Impact shown in FDOT Passenger Rail Study

With 16 trains a day....

- Employment impact: **25,520 job-years**
(job years = one year of economic employment)
- Economic impact: **\$2.8 Billion**

Projected Employment and Economic Impacts ^{7/8}

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

¹ Employment rounded to the nearest 10 job-years

² In millions of 2018 dollars

3A. MIAMI – TAMPA: FEC/BRIGHTLINE

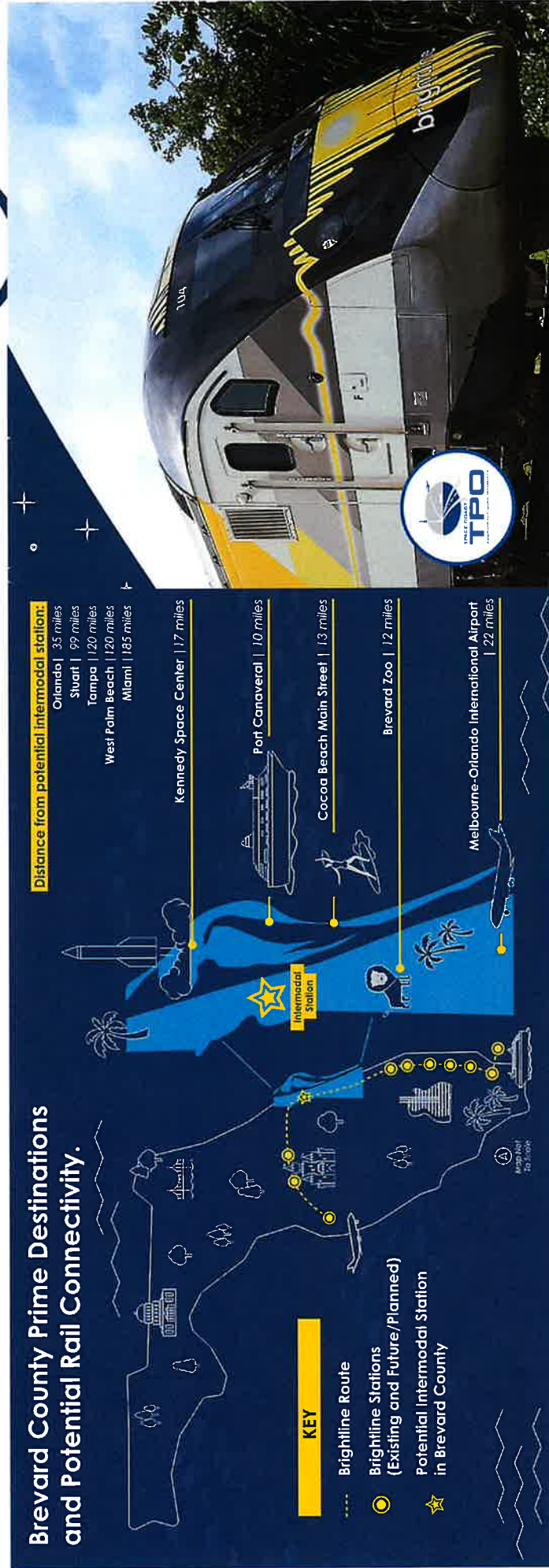


Source: FDOT (https://dot.hawaii.gov/core/windows.net/sitefinity/docs/default-source/rail/plans/rail/rail-corridor-assessment/fdot_passenger_rail_corridor_assessment_report.pdf?sfvrsn=4c7938a2_4)

Brightline in Southeast Florida and Brevard County Prime Destinations



Brevard County Prime Destinations and Potential Rail Connectivity.

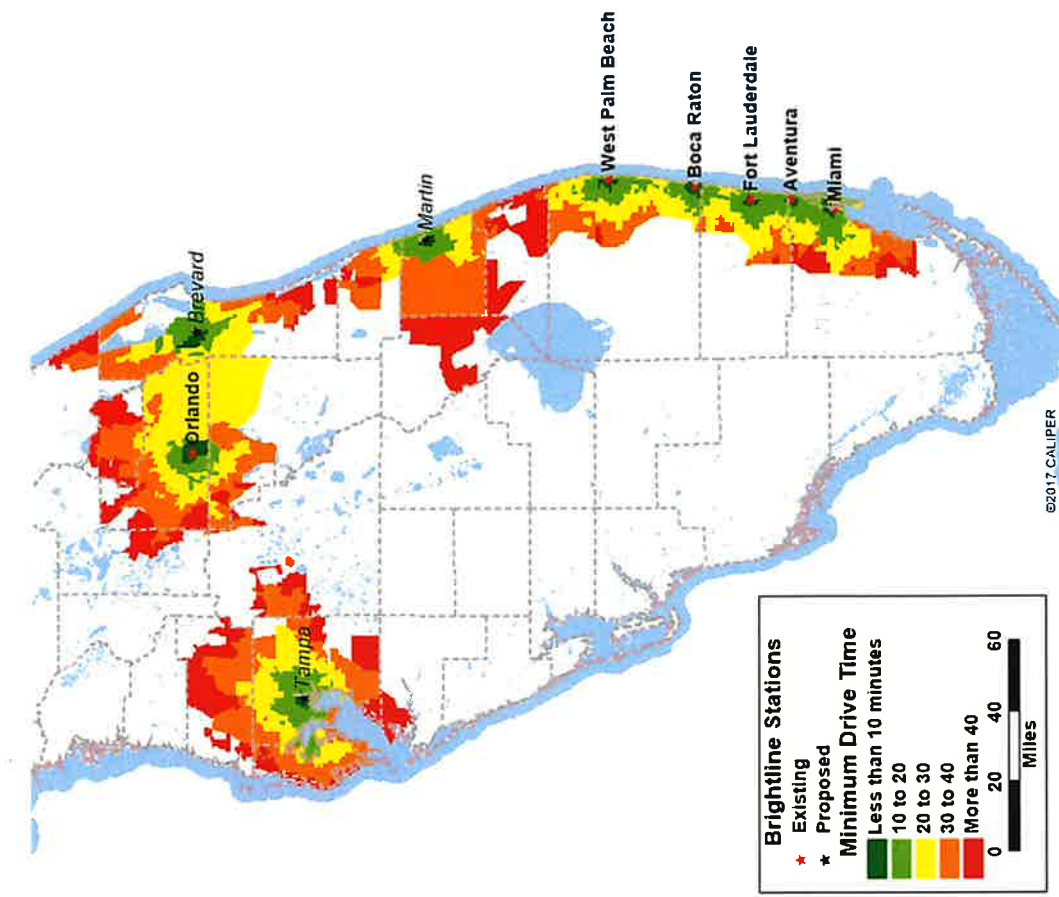


Source: HDR

Average Personal Income within Brightline Route

- **Along Brightline catchment areas**
(excluding Tampa)...
- Average per capita income
\$59,577
- Accounts for **45.1%** of all
personal income in the state of
Florida

Source: Brightline Ridership and Revenue Study, HDR



Brightline Ridership



Market of **1.6 million riders** that will have the ability to stop in Brevard County

Brightline Data	2022	2023
Number of Riders	1,230,494	1,624,963
Average Fare per Passenger	\$20.03	

Source: Brightline Monthly Reports

Passenger Rail Station in Brevard County



Background and Station Location

- Recommended by Passenger Rail Station Location Study (2016)

THE STATION IS:



15 minutes
from Port Canaveral



25 minutes
from the Kennedy Space Center

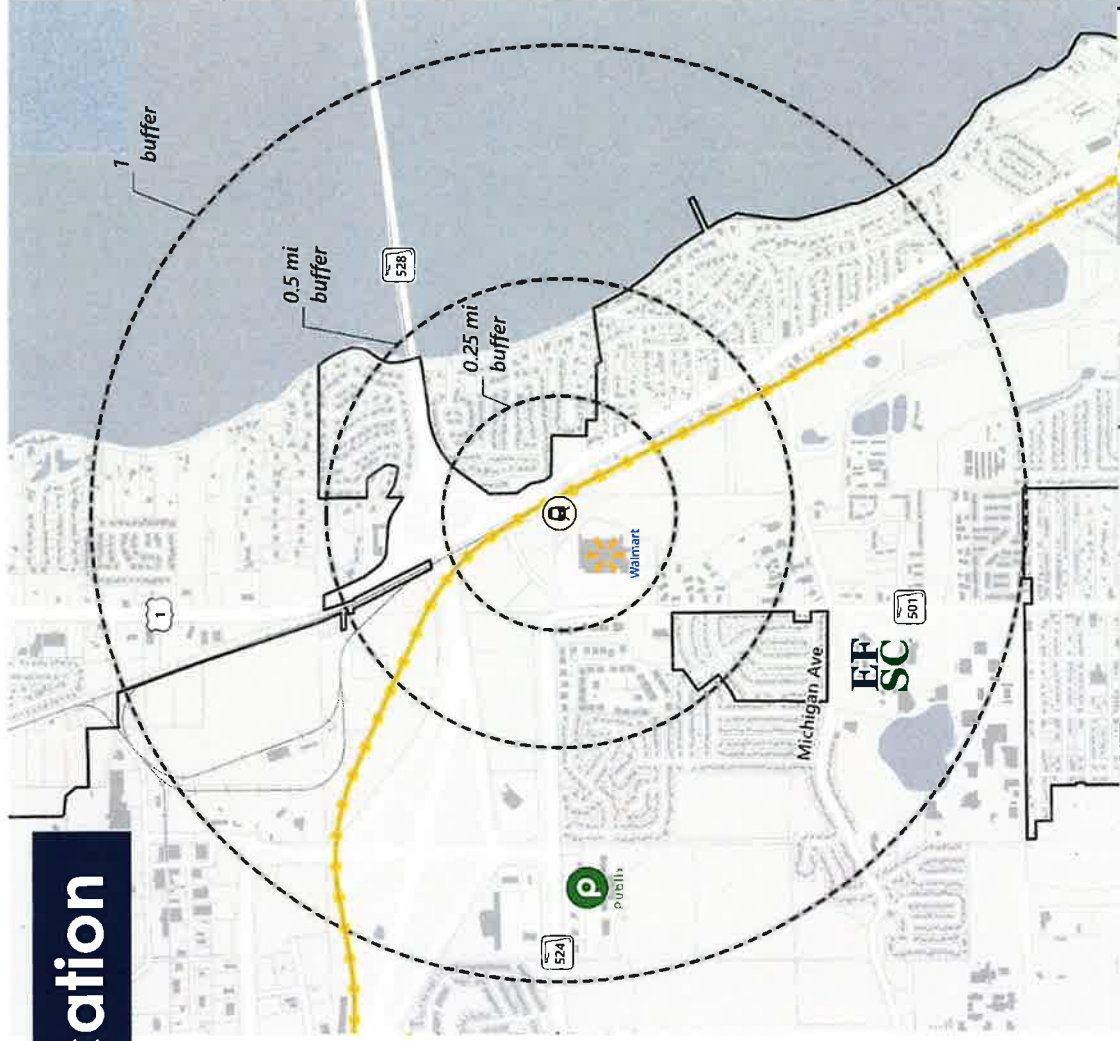


25 minutes
from the Brevard Zoo



40 minutes
from Melbourne-Orlando International Airport.

- Potential Intermodal Station
- Brightline Alignment
- Cocoa City Limits



Source: HDR, SCTPO

Tourism Data



- **2 in 3** visitors go to a **beach**
- **2 in 5** visitors are **Florida Residents** (others mostly from neighboring states)
- **1 in 3** visitors will take a **cruise**
- **44%** increase in the last year in multiday cruise passenger embarkments
- **45%** drove to the area, while the rest flew into MCO, MLB or SFB (55%)
- **Top 3** most visited **beaches: Cocoa Beach, Jetty Park Beach and Melbourne Beach**
- **2 in 3** visitors will stay **overnight**

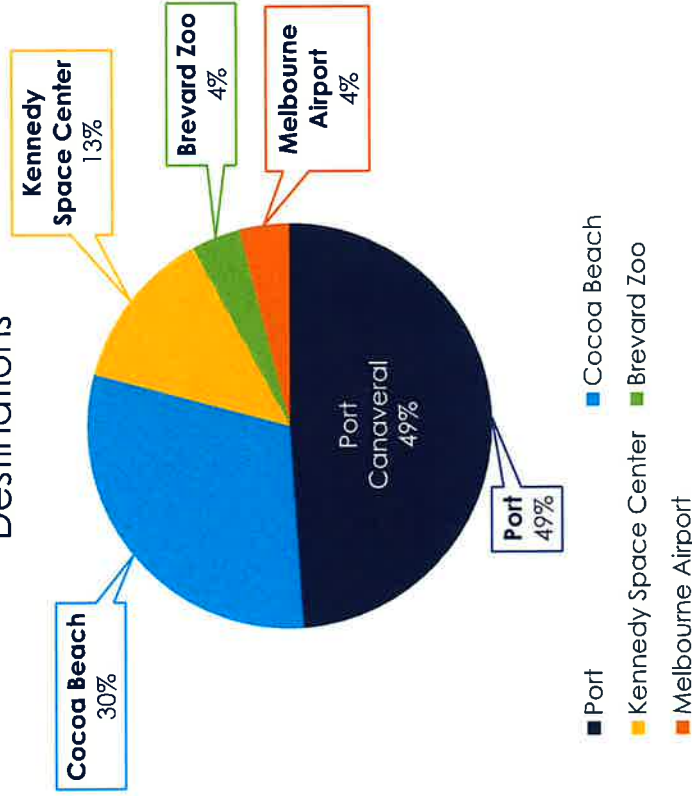
Sources:
Tourism Journal Article – Office of Tourism 2023
Port Canaveral Economic Impact Study – Canaveral Port Authority 2023



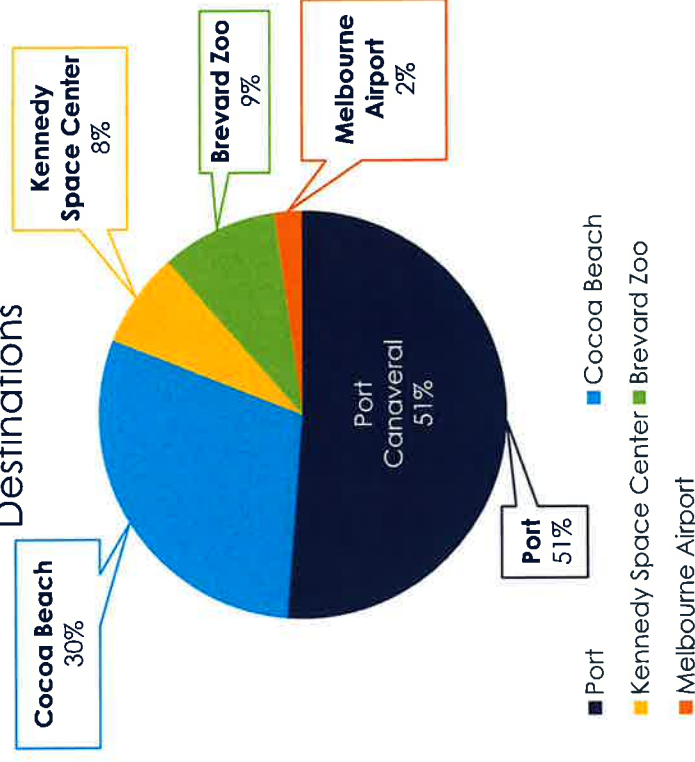
Major Destinations in Brevard County – Travel Split



Weekday Trips to Major Destinations



Weekend Trips to Major Destinations

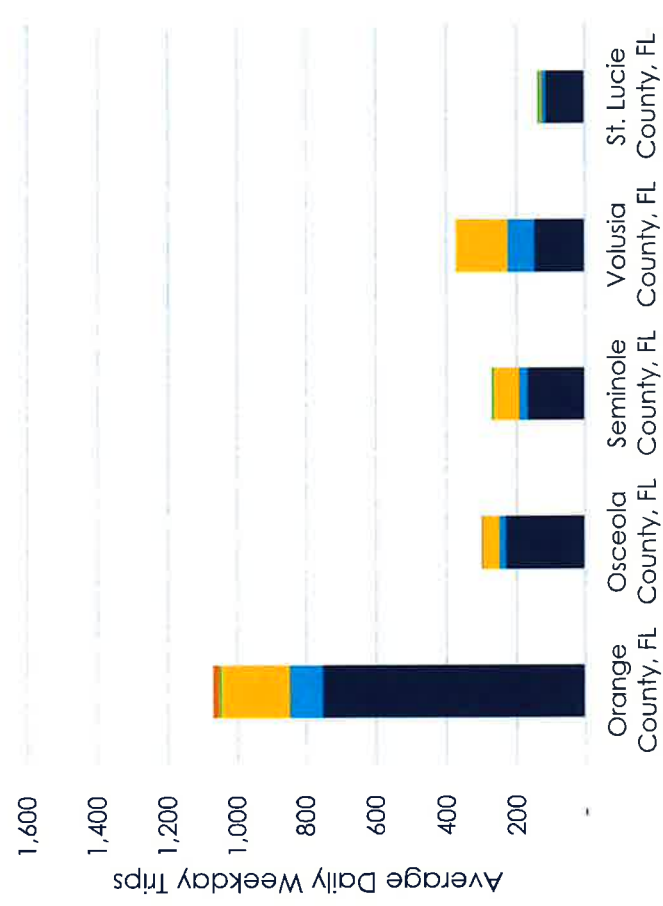


Source: Replica Data, 2022

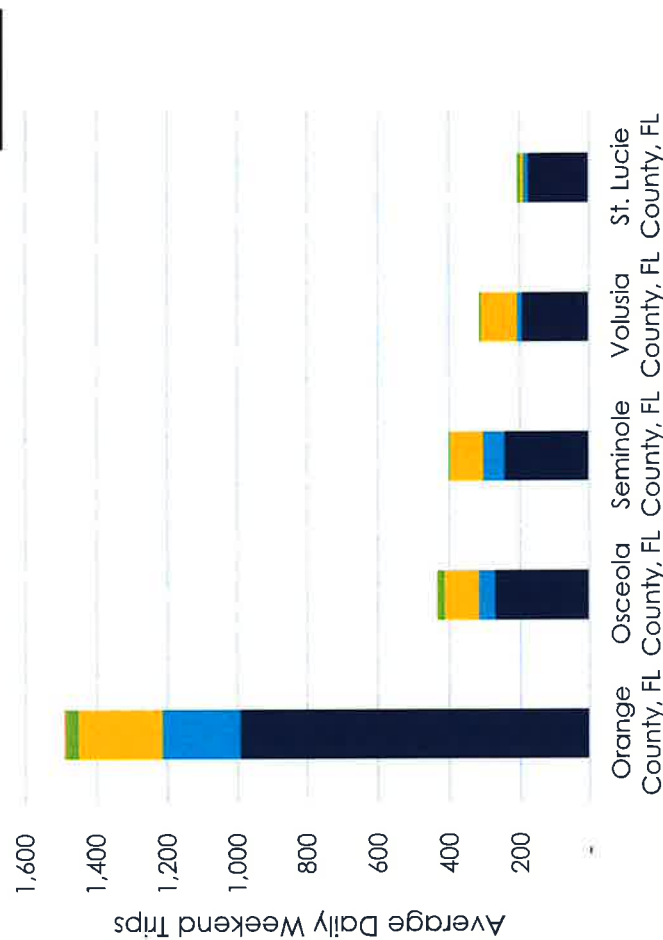
Where Do Our Visitors Live?



Top 5 Home Locations
(Weekday Destination)



Top 5 Home Locations
(Weekend Tourist Destination)



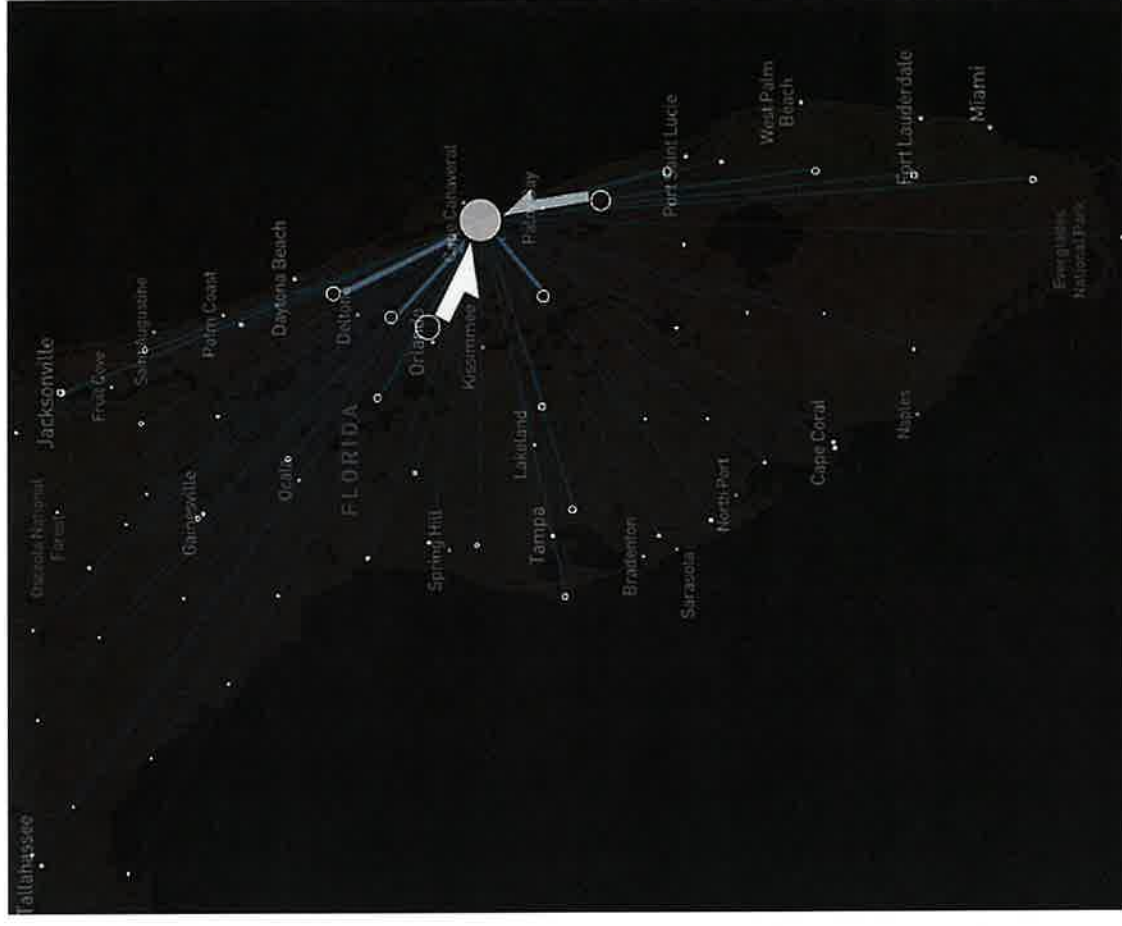
Source: Replica Data, 2022

Port Cocoa Beach Kennedy Space Center Brevard Zoo

Largest Markets Traveling to Brevard County

- Orange County
- Indian River County
- Volusia County
- Osceola County
- Seminole County

Source: Replica Data, 2022

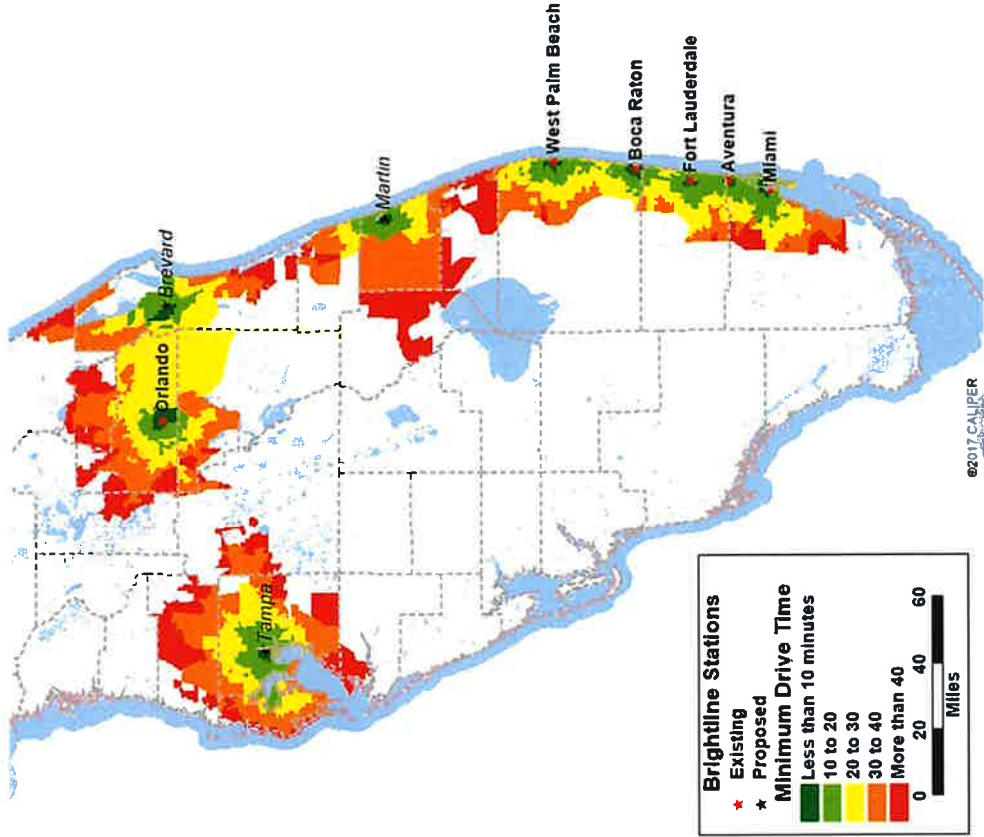


Catchment Opportunity

Currently **29 million annual trips** between Cocoa catchment area and other Brightline station cities

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.



Station Site Development



Benefits of Transit Oriented Development (TOD)



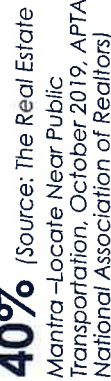
- **Increases commercial and residential property values**
- **Drives private investment** due to transit access
- **Strengthens local economies**
- Improves **sustainability** and **resilience**
- Conserves **land** and **resources**
- Develops **placemaking**
- Builds **social ties**



San Jose, CA

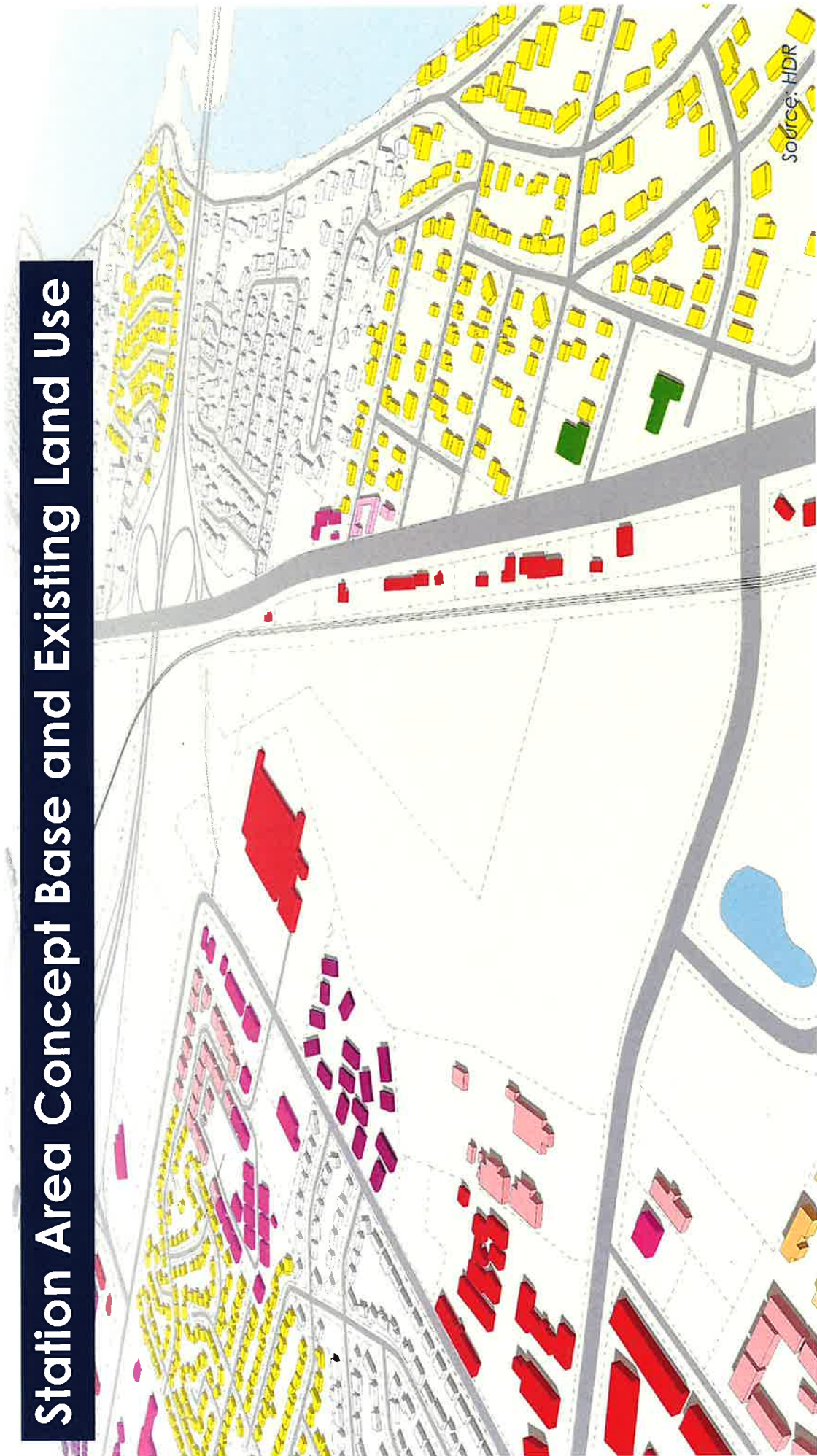
An aerial photograph of a city area with various colored overlays indicating different land parcels or ownership zones. A large red-shaded area is labeled "Florida East Coast Railway". To its east is a yellow-outlined area labeled "City Point Substation". Further east are several other colored areas: a blue area labeled "Watsonally 19,26 ac", an orange area labeled "Walnut", a green area labeled "Spice Coast Christian Academy 41.44 ac", and a purple area labeled "Oakridge Lakes Apartments". Other labels include "Clearlake Park Restaurants", "Broad Museum of History and Natural Science", "Cambridge Elementary School", "High School", "College", "Golf Course", "Michigan Ave.", "I-75", "US Highway 528", "US Highway 501", "McDonald's", "P", "R", "N", "Miles", "0", "0.25", "0.5 mi buffer", and "1 mi buffer". Concentric dashed circles represent buffer distances from the substation. A scale bar at the bottom left shows distances up to 0.25 miles. A north arrow points towards the top right. Various icons for parks, schools, and businesses are also present.

- 40%** (Source: The Real Estate Mantra -Locate Near Public Transportation, October 2019, APTA and National Association of Realtors)



374

Station Area Concept Base and Existing Land Use



Station Area Concept Base with Aerial



Sample Stations



Aventura Station



West Palm Beach Station (side street)



Maitland Station



Longwood Station



Winter Park Station



City Place Shopping Street



Cocoa Shopping Street

The **density** required to support stations can be at a scale that is primarily medium to higher density **and** complimentary to local neighborhood shopping streets.

Existing Brightline Stations



Station: West Palm Beach

Station: Aventura



Capital Facilities Fund 1443 Budget - 10 Year Projection

Funds Forward and Collections	4%											TOTAL
	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34	
TOT Growth Rate												
Funds Forward and Collections												
Tourism Development Tax Collection (4% ann. growth)	\$ 27,000,000	\$ 28,080,000	\$ 29,203,200	\$ 30,371,328	\$ 31,586,181	\$ 32,849,628	\$ 34,163,613	\$ 35,530,158	\$ 36,951,364	\$ 38,429,419	\$ 39,966,596	
Capital Facilities Revenue	\$ 3,780,000	\$ 3,931,200	\$ 4,088,448	\$ 4,251,986	\$ 4,422,065	\$ 4,598,948	\$ 4,782,906	\$ 4,974,222	\$ 5,173,191	\$ 5,380,119	\$ 5,595,323	
Capital Facilities Revenue (Net)	\$ 3,272,910	\$ 3,358,817	\$ 3,493,170	\$ 3,632,897	\$ 3,778,213	\$ 3,929,341	\$ 4,086,515	\$ 4,249,975	\$ 4,419,974	\$ 4,596,773	\$ 4,780,644	
Starting Cash Balance (Carry Forward)	\$ 8,834,812	\$ 7,655,496	\$ 1,726,268	\$ 2,159,827	\$ 2,733,180	\$ 3,452,358	\$ 5,323,614	\$ 7,910,129	\$ 10,660,104	\$ 13,580,079	\$ 16,676,852	
Sub-Total	\$ 12,107,722	\$ 11,014,314	\$ 5,219,438	\$ 5,792,723	\$ 6,511,393	\$ 7,381,699	\$ 9,410,129	\$ 12,160,104	\$ 15,080,079	\$ 18,176,852	\$ 21,457,496	
Committed Projected Expenditures												
Viera Astroturf Park: Debt Service	\$ (563,496)	\$ (559,237)	\$ (559,611)	\$ (559,543)	\$ (559,035)	\$ (558,085)						
Aquarium	\$ (1,000,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	-15,000,000
US Law Enforcement Foundation	\$ (1,000,000)	\$ (1,000,000)	\$ (1,000,000)	\$ (1,000,000)	\$ (1,000,000)							
Brightline		\$ (5,000,000)										
Palm Bay Sacrifice Park	\$ (250,000)											
MI Wildlife Refuge	\$ (265,050)											
Lori Wilson Park	\$ (47,294)											
Valiant Air Command	\$ (924,630)											
Veteran's Memorial Park	\$ (1,151,756)	\$ (1,228,809)										
Cocoa Village Playhouse	\$ (250,000)											
Sub-Total	\$ (4,452,226)	\$ (9,288,046)	\$ (3,059,611)	\$ (3,059,543)	\$ (3,059,035)	\$ (2,058,085)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	
Projected Balance/Available Funds	\$ 7,655,496	\$ 1,726,268	\$ 2,159,827	\$ 2,733,180	\$ 3,452,358	\$ 5,323,614	\$ 7,910,129	\$ 10,660,104	\$ 13,580,079	\$ 16,676,852	\$ 19,957,496	
Permanent Reserves	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	



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

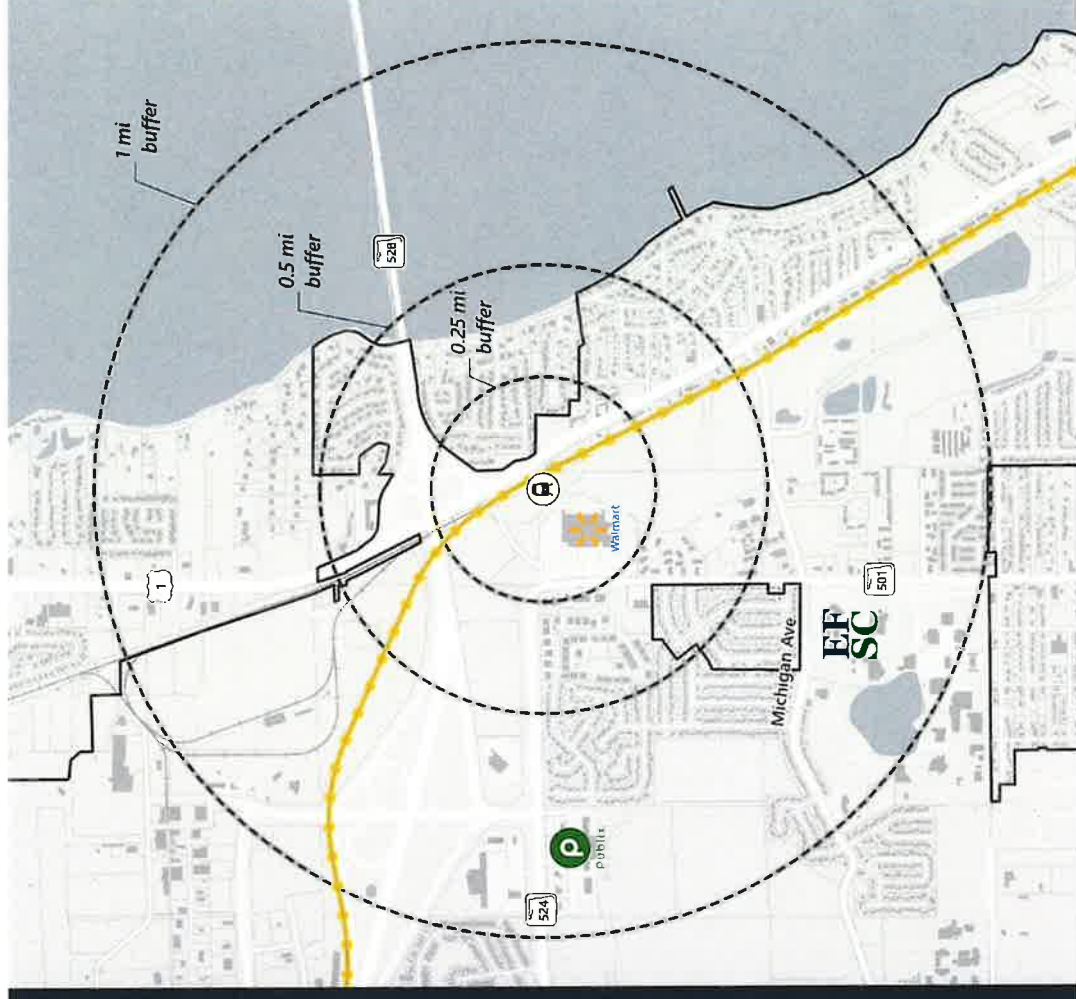
Gateway

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





COCOA MULTI-MODAL STATION

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:

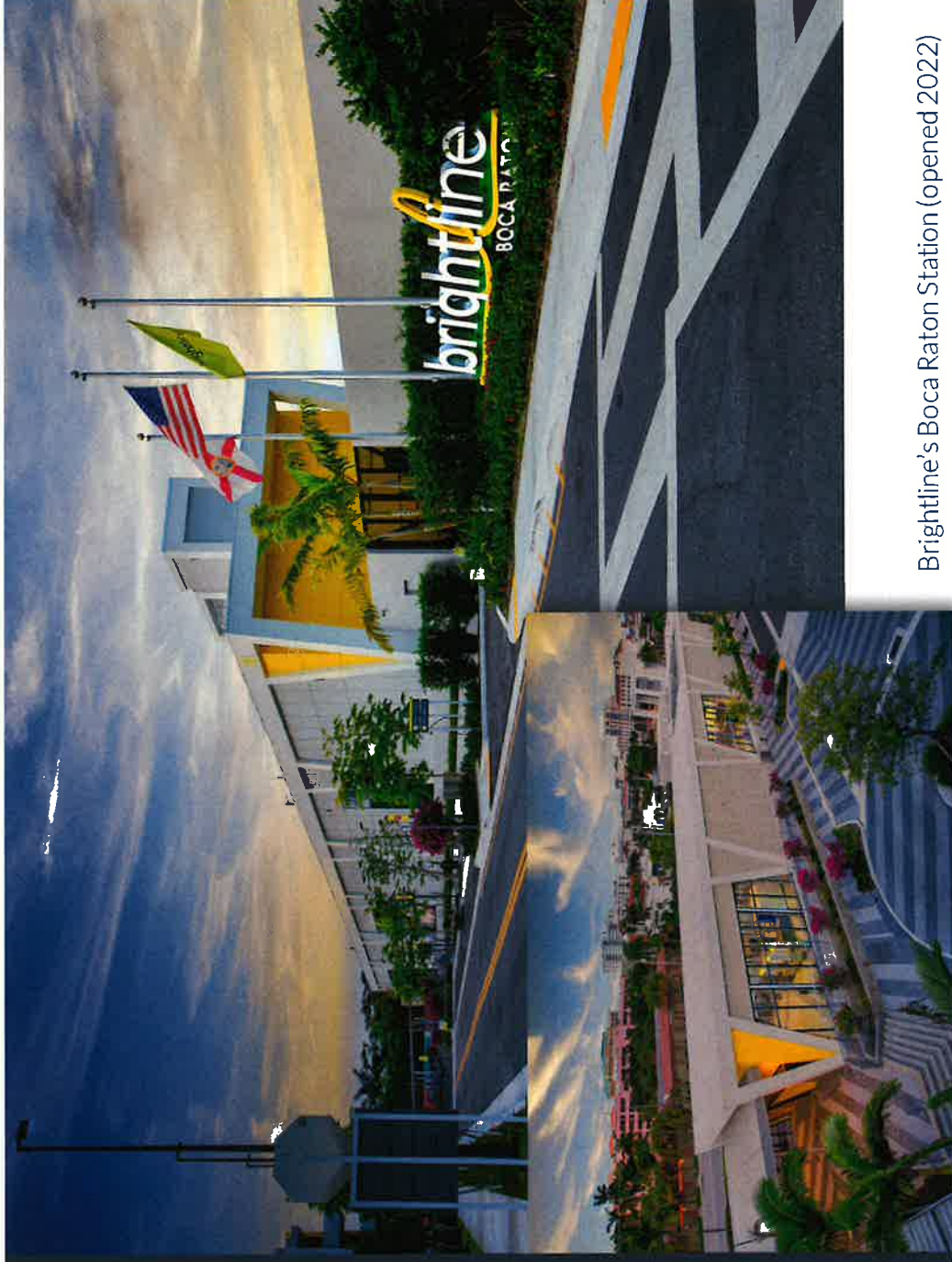
-  **15 minutes**
from Port Canaveral
-  **25 minutes**
from the Kennedy Space Center
-  **25 minutes**
from the Brevard Zoo
-  **40 minutes**
from Melbourne-Orlando International Airport.

Source: HDR, Space Coast TPO

COCOA STATION

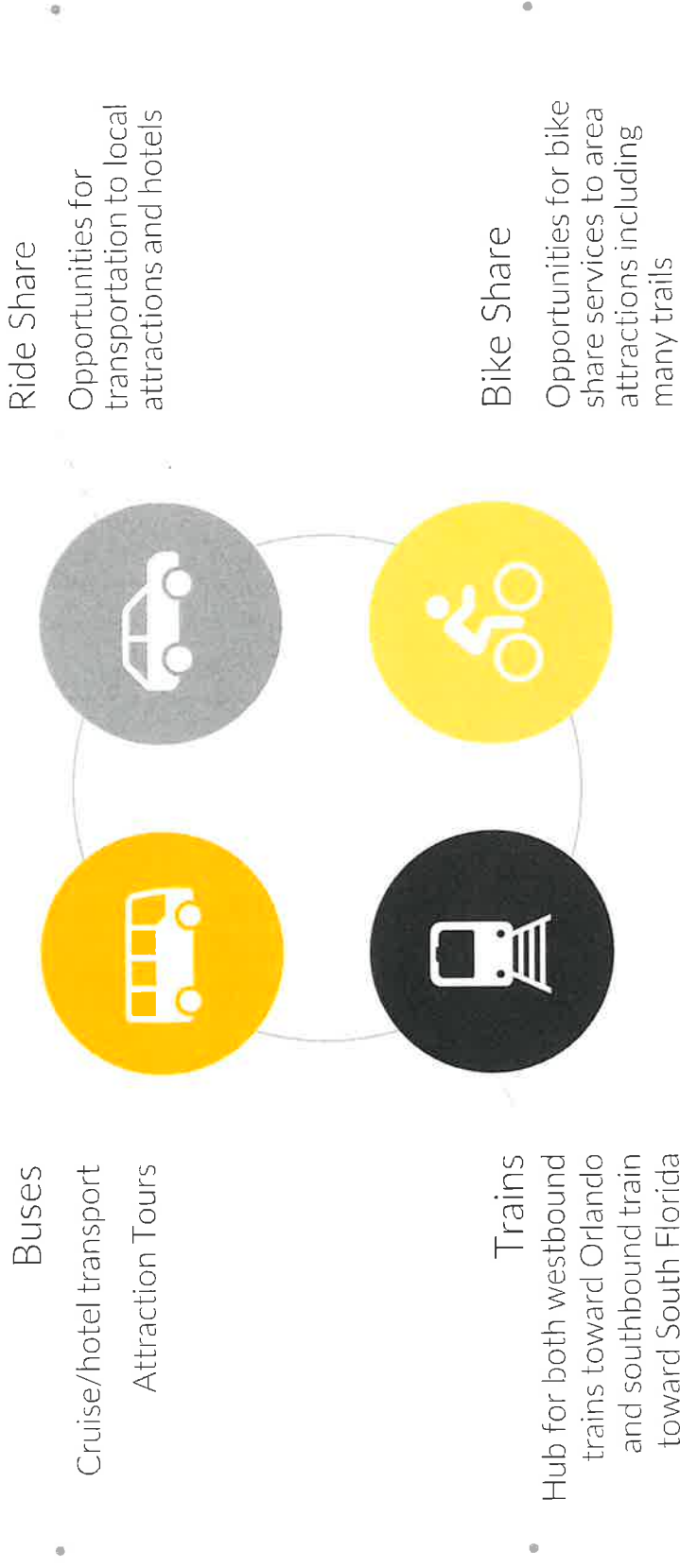
The station design and layout is anticipated to be similar to Brightline's existing Boca Raton Station.

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



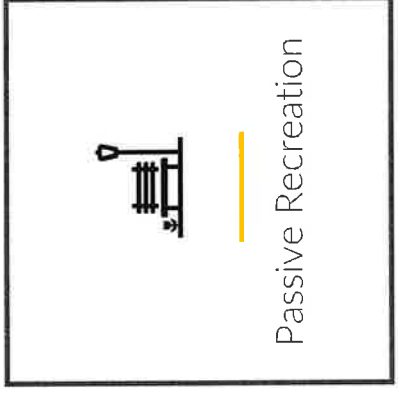
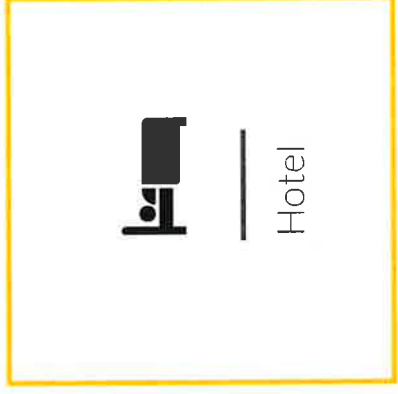
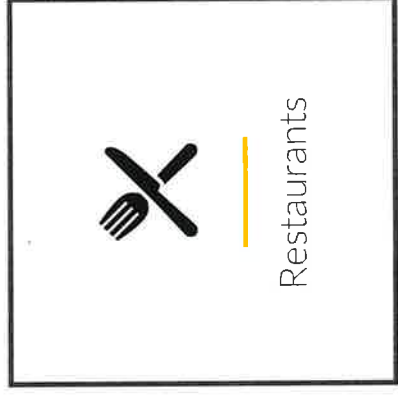
Brightline's Boca Raton Station (opened 2022)

LOCAL ACCESS MULTI-MODAL TRANSPORTATION HUB



DEVELOPMENT OPPORTUNITIES

URBAN MIXED-USE DESTINATION



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



Top Visited Attractions along the Space Coast:



Port Canaveral



Cocoa Beach



Kennedy Space
Center Visitor
Complex



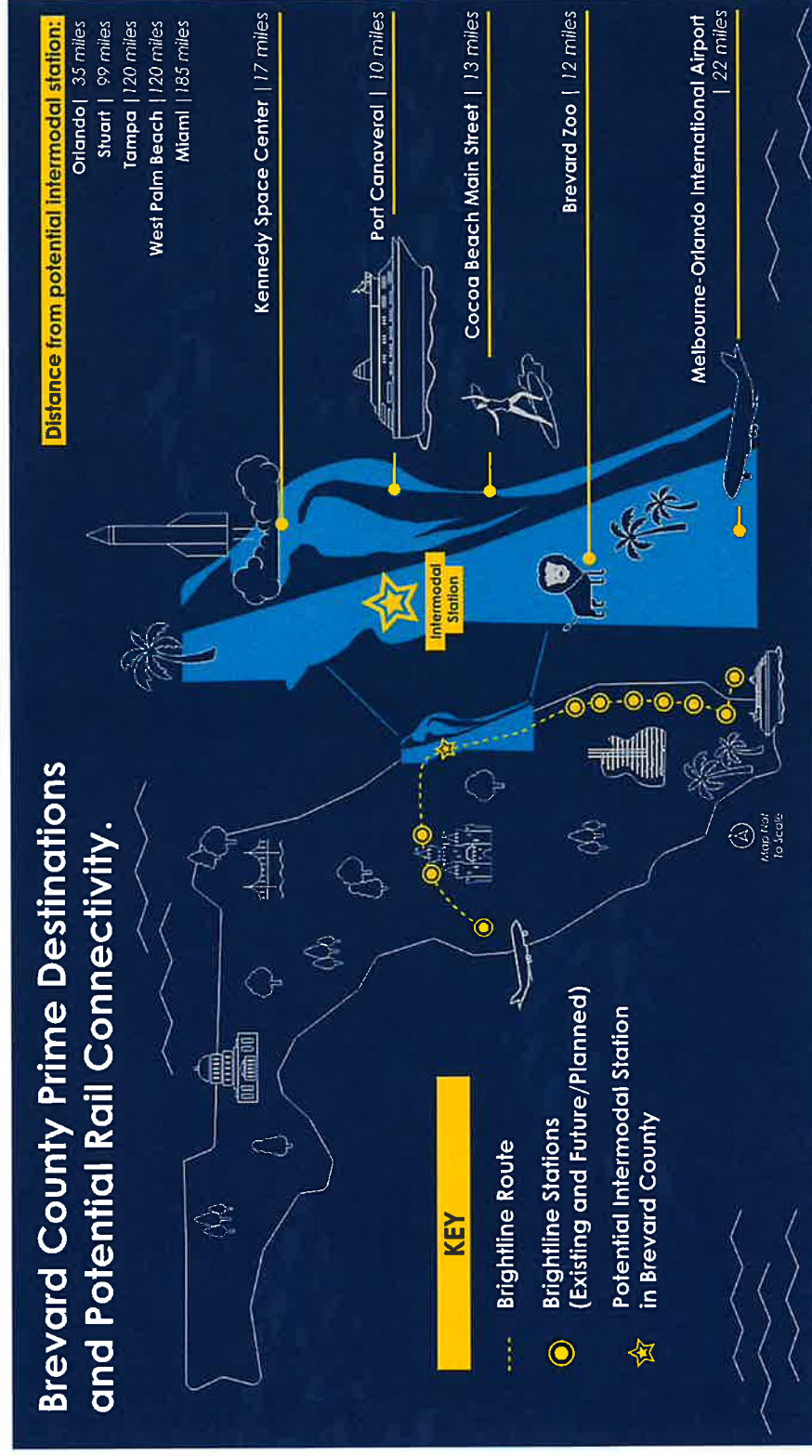
Brevard Zoo

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

STATION LOCATION

THE SPACE COAST'S MAJOR ATTRACTIONS

Brevard County Prime Destinations and Potential Rail Connectivity.



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	

Sources: HDR/Space Coast, IPO
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 Replicast data, 2013

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/Spac/Const TPO

COCOA MULTI-MODAL STATION

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 ^{7/8}

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

¹ Employment rounded to the nearest 10 job-years

² In millions of 2018 dollars

Source: HDR/Space Coast TPO
HDOI

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	\$12.5 million	Land Investment
Total	\$87 million	

Thank You QUESTIONS

✉ Contact Info

Samantha Senger, APR, CPRC, APIO
Director of Communication and Economic Development
City of Cocoa
Email: ssenger@cocoafl.gov



COCOA MULTI-MODAL STATION

Florida's Space Coast Brightline Visitor Analysis

May 2024



Scope of Work

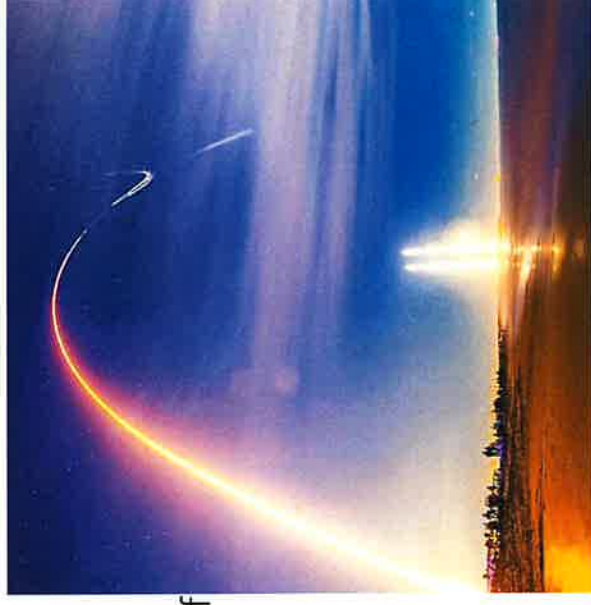
Brightline Visitor Study

» Estimate tourism metrics that a new train station could deliver on an annual basis with further analysis of visitor spending using the most recent Space Coast visitor data and Brightline passenger estimates.

• This report employs an annual ridership projection of 1,624,963 Brightline passengers (from Brightline data).

It presents three scenarios outlining the potential proportions of passengers who may disembark at the Space Coast, whether for overnight stays or day visits. The scenarios are as follows with percentages based on Brightline ridership projection:

1. 5% Overnight Visitors & 5% Day Trippers
2. 10% Overnight Visitors & 10% Day Trippers
3. 15% Overnight Visitors & 15% Day Trippers



Methodology

Sources

- » Analysis of the estimated economic impacts to Brevard County resulting from the addition of a Brightline Train stop was completed using the following sources:
 - » Brightline potential passenger data
 - » January 2023 – December 2023 Visitor Tracking & Economic Impact Study
 - » Conducted by Downs & St. Germain Research
 - » IMPLAN economic modeling system
 - » Most recent Smith Travel Research data on hotel accommodations

Assumptions & Caveats

- » Brightline passenger spending who disembark on the Space would be similar to the typical visitor to the Space Coast
- » Passenger data came from Brightline and there was not time to complete primary research for the percentage of overnight night visitors and day tripper who would disembark on the Space Coast
 - » Therefore, the three scenarios mentioned on the previous slide were utilized
- » No inflation estimations were considered in this analysis

Annual Estimates



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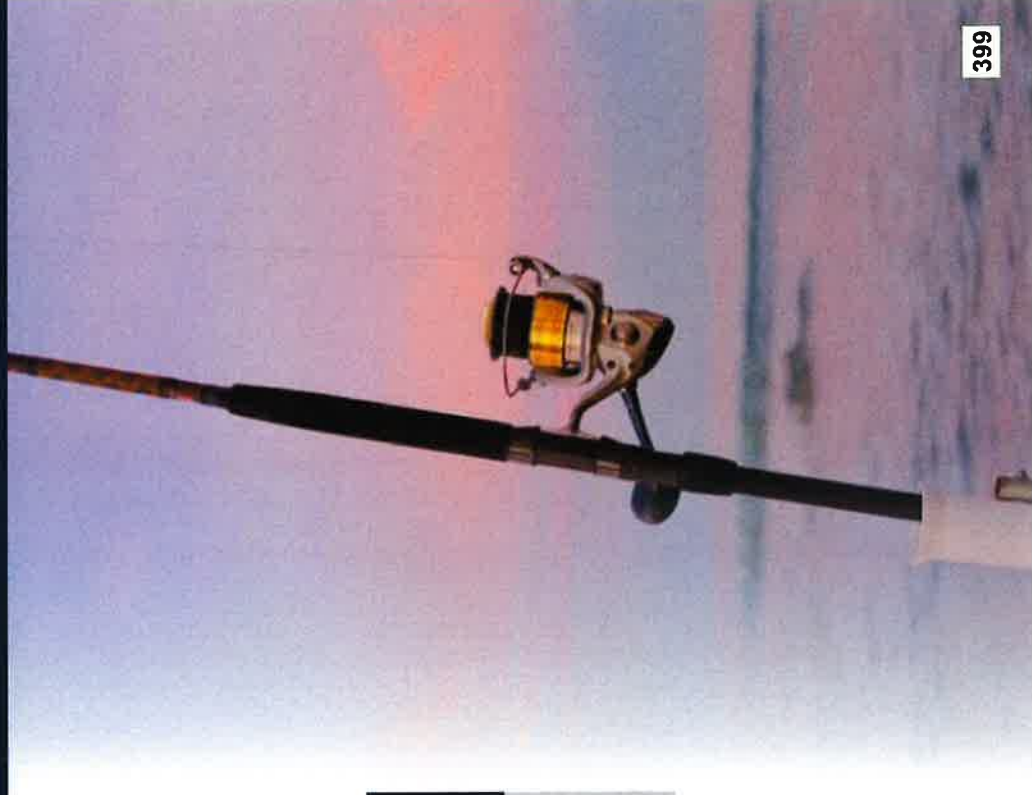


Direct Spending

Travelers journeying to Florida's Space Coast via the Brightline train are projected to spend per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$75,727,200	\$151,280,400	\$227,007,600

*This includes spending on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping



Economic Impact

Travelers journeying to Florida's Space Coast via the Brightline train are projected to generate a total per year economic impact of:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$117,329,400	\$234,387,400	\$351,716,800



Paid Overnight Visitors

The total number of overnight visitors staying in paid accommodations to Florida's Space Coast via the Brightline train per year are projected to be:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
56,900	113,700	170,600



Room Nights

Travelers journeying to Florida's Space Coast via the Brightline train are projected to spend the following numbers of room nights in paid accommodations per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
71,700	143,300	215,000



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Tourism Development Tax

Taxes paid on rooms reserved by Brightline travelers to Florida's Space Coast are projected to bring in the following amount of Tourism Development Tax per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$588,000	\$1,175,000	\$1,763,000





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RESEARCH

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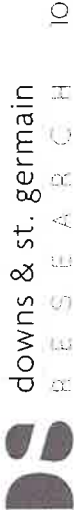
Jobs & Wages

Tourism in Florida's Space Coast supported the following number of jobs per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
1,170	2,340	3,510

supporting the following wages and salaries per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$37,928,500	\$75,769,200	\$113,697,700



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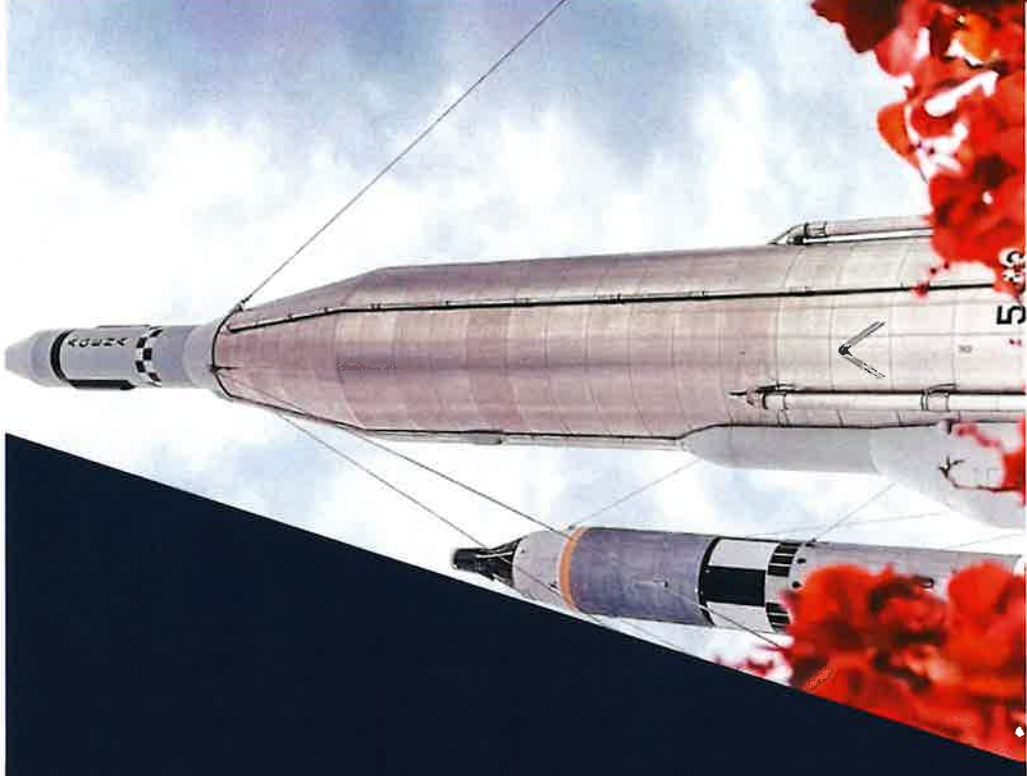
State and Local Taxes Supported

Travelers journeying to Florida's Space Coast via the Brightline train are projected to support the following amounts of state and local taxes per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$9,598,100	\$19,174,100	\$28,772,200



1, 5, and 10 Year Estimates



Paid Overnight Visitor Metrics 1, 5, & 10 Years*

	5% Overnight/5% Day Tripper			10% Overnight/10% Day Tripper			15% Overnight/15% Day Tripper		
	1 Year	5 Years	10 Years	1 Year	5 Years	10 Years	1 Year	5 Years	10 Years
Paid Overnight Visitors	56,900	284,500	569,000	113,700	568,500	1,137,000	170,600	853,000	1,706,000
Room Nights	71,700	358,500	717,000	143,300	716,500	1,433,000	215,000	1,075,000	2,150,000
TDT	\$588,000	\$2,940,000	\$5,880,000	\$1,175,000	\$5,875,000	\$11,750,000	\$1,763,000	\$8,815,000	\$17,630,000

*Estimates assume similar annual ridership

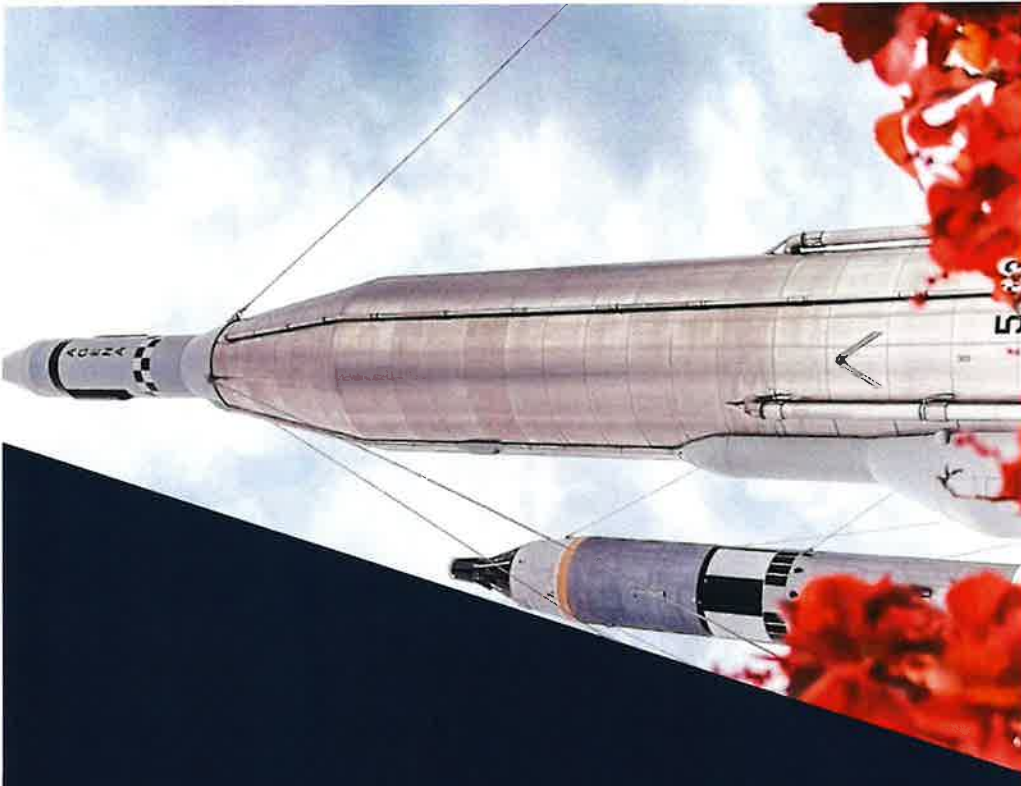
Florida's Space Coast Brightline Analysis

May 2023

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com
Contact@ddsg-research.com



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RESEARCH 408

This is my motion:

- First, that we make the following legislative findings:
 - One of the main purposes of the Cocoa Brightline Station project is the attraction of tourists to Brevard County;
 - The Cocoa Brightline Station will be promoted to tourists as a transportation service and a destination venue;
 - The Cocoa Brightline Station is needed to increase tourist-related business activities in the County;
 - An independent professional analysis shows that the Station will have a significant positive impact on tourist-related businesses in the County; and
 - The Tourist Development Council unanimously recommended that we approve this grant.
- Second, that we approve a \$5 million reimbursable grant to the City of Cocoa for the Brightline Station project.
- Third, that the source of the grant funds will be from the TDC Capital Facilities Fund 1443. If necessary to administer the grant, the County Manager is authorized to transfer \$5 million from TDC Capital Facilities Fund 1443 into TDC Marketing Fund 1441.
- Finally, authorize the Tourism Development Office Department Director to negotiate and sign all necessary capital facilities or marketing grant agreements and related documents upon County Attorney, Risk Management, and Purchasing Services approval, and authorize the County Manager to execute all necessary budget change requests.