



## Agenda Item Summary

---

**File #: 24-00275**

**Agenda Date: 4/23/2024**

---

**Agenda Item Name:**

**Request to Approve Funding for Jonesville Park Capital Improvements**

**Presenter:**

Jessica Hurov (352) 374-5260; Jason Maurer (352) 213-4796

**Description:**

The proposed stadium project to be at Rotary Park at Jonesville includes a two-story building with a press box on the upper level and restrooms/changing rooms for referees and storage space on the lower level, with prefabricated aluminum bleachers against the field-facing side. The project also includes additional paved parking and the addition of a scoreboard as well as rebuilding of the adjacent field for turf health, performance, and proper drainage. The total estimated cost for the entire project is just under \$2 million, of which \$500,000 will come from Tourist Development Tax reserves. The balance of expenses related to the improvements at the Park will be paid from Wild Spaces Public Places Infrastructure Surtax.

**Recommended Action:**

Approve \$500,000 of Tourist Development Tax reserves for authorized uses for Rotary Park at Jonesville capital improvements. Make the legislative factual determination that sporting activities at this Park supports the advancement of tourism and serve a public purpose in Alachua County. Authorize staff to pay for capital improvements related to the project up to \$500,000 from Tourist Development fund.

**Prior Board Motions:**

On February 13, 2024, the Board directed staff to bring back approval for uses of \$500,000 in tourism reserves for Jonesville Park. As directed, Tourism and Parks staff are currently evaluating ideas for other sports facility capital improvements at other county-owned or leased facilities.

**Fiscal Note:**

\$500,000 from fund XXXX

**Strategic Guide:**

Social and Economic Opportunity, Infrastructure

**Background:**

On June 23, 2023, the Board discussed potential non-cultural capital projects utilizing Tourism reserves. The County owned Rotary Park at Jonesville, also referred to as Jonesville Park, was discussed as an opportunity area due to the extensive soccer tournaments and other sporting events being organized there and attended to. Research supports use of Tourism Development Tax funding

at Jonesville Park and shows that 42.6% of mobile devices detected at the Park come from outside of Alachua County with origin markets as follows: Jacksonville: 11.8%; Orlando-Daytona Beach-Melbourne: 7.8%; Tampa-St. Petersburg (Sarasota): 5.8%; Tallahassee FL-Thomasville GA 3.4%; Miami-Ft. Lauderdale: 1.5%; Atlanta GA 1.3%; West Palm Beach-Ft. Pierce: 1.1%; Mobile AL-Pensacola (Ft. Walton Beach): 0.9%; Panama City: 0.6%.