

# **AQUATIC CENTER IN DESTIN DIVING/SWIMMING WELL EXPANSION PROJECT**



**TRIUMPH GULF COAST, INC.  
GRANT PROPOSAL PRE-APPLICATION**

**EMERALD COAST FITNESS FOUNDATION, INC.**

**APRIL 2021**



## TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

Triumph Gulf Coast, Inc. (“Triumph Gulf Coast”) has created a pre-application process to provide initial consideration of eligibility for potential ideas of projects or programs that may seek an award of funding. Applicants are required to participate in the pre-application process. Notwithstanding the response from Triumph Gulf Coast on the pre-application form, an Applicant may still elect to submit an Application.

### APPLICANT INFORMATION

Name of Individual/Entity/Organization: **EMERALD COAST FITNESS FOUNDATION, INC.**

Proposal Title: **AQUATIC CENTER IN DESTIN DIVING/SWIMMING WELL EXPANSION**

Amount of Triumph Funds Requested: **\$2,000,000**

Total Estimated Project Cost: **\$2,259,000**

Brief Description of Individual/Entity/Organization:

**The Emerald Coast Fitness Foundation, Inc., (ECFF) is a non-profit foundation was created by local families with strong ties to the competitive swimming community for the purpose of obtaining, renovating, and operating the two swimming facilities that were abandoned when the local YMCA went bankrupt in 2014. The ECFF raised over \$500,000 from local families and businesses to make the necessary renovations and improvements to reopen. They secured leases, developed programs and pool schedules, and reopened the aquatic center facilities in Ft. Walton Beach in December, 2015 and Destin in August, 2017. These pools are used by a wide variety of our local population. These pools provide opportunities for swim lessons, fitness lap swim and aquacize, swim team activities, and aquatic activities for our citizens and a wide variety of groups including day care centers, military and first responder training, scouts, schools and Special Olympics. These pools are the only competition-worthy swimming pools that are available to the public in Okaloosa County. They are utilized by the middle school and high school swim teams in both the Okaloosa and Walton County School Districts. The ECFF is a volunteer-run organization that employs lifeguards and swimming instructors to supervise activities at the pools. These facilities are the only such pools with programmed usage, certified lifeguard supervision, and scholastic aquatic sport participation in Okaloosa County.**

Contact Information

Primary Contact: **Kathi Heapy**  
Title: **ECFF Treasurer**  
Mailing Address: **114 Ready Avenue NW**  
City: State: Zip Code: **Fort Walton Beach, FL 32548**  
Telephone Number: **(850)585-6233**  
Email Address: **swimecff@gmail.com**  
Website: **www.ecfitnessfoundation.org**

Names of co-applicants, partners or other entities, organizations that will have a role in the proposed project or program: **Charles Noonan, Ad-Hoc Committee Chairman**

## **REQUIRED EXECUTIVE SUMMARY**

In a maximum of two (2) pages, please describe the proposed project or program and anticipated outcomes including (i) the amount of funds being sought from Triumph Gulf Coast; (ii) the amount and identity of other sources of funds for the proposed project or program; (iii) the location of the project or program; (iv) summary description of the proposed program, including how the program will be transformational and promote economic recovery, diversification, and enhancement of the disproportionately affected counties, and (v) a summary timeline for the proposed project or program.

### **Aquatic Center in Destin Diving/Swimming Well Proposal:**

There is a real shortage of springboard and platform diving facilities within the Southeast USA, more importantly in Okaloosa, Walton, Santa Rosa and Bay Counties and surrounding area. There are many young athletes with a desire to pursue the art of Diving who simply have nowhere to learn and practice. Recognizing this shortage of training facilities, we propose to develop a Diving/Swimming Well that will enhance and promote the sport for not only the local community, but to reach regional and national athletes as well. The Well/Pool will be a multi-functional facility on the grounds of the existing Aquatic Center in Destin and will be open to the public and serve the entire community.

- A. **Project Description-** A new construction pool that will have dimensions of 25 yards long and 20 yards wide with two 1-meter diving boards and two 3-meter diving boards. There will also be 5-meter, 7.5-meter and 10- meter diving platforms. The depth of the pool shall be determined by the final plan of diving platforms, which will be 16.5 feet and in compliance with USA Diving, FHSAA and FINA guidelines. The pool will be available for use by many different water activities including: youth and adult diving/swimming training and competition, water polo, scuba diving, synchronized swimming, etc. The proposed diving well/pool will be located adjacent to and east of the existing Aquatic Center in Destin's locker room building. The new decking will be contiguous to the existing pool decking, with new spectators' seating to replace the existing splash pad area.
- B. **Project Schedule** – The construction project will commence once 100% of funds raised for each phase of the project, including pre-development and construction are deposited into a separate Emerald Coast Fitness Foundation bank. Once funding is secured, the project should require approximately nine months of construction time. The goal is to have the diving well/pool opened and in use by Fall 2022.
- C. **Project Development\Management-** There is an ad hoc committee created by the Emerald Coast Fitness Foundation to perform these services with Charlie Noonan serving as the Committee chair. He has appointed two committee members; Allen Gagnet and Frank Maselli, all three of whom were collegiate divers and successful businessmen, to oversee the project from conception to ground breaking through to Certificate of Occupancy and Grand Opening. Following the Grand Opening, it is anticipated that the Ad Hoc committee will be dissolved and the day-to-day operations will be assumed by the Emerald Coast Fitness Foundation's existing management of the Aquatic Center.

- D. **Project Financing**- Approximate cost for the project and initial start-up operation expenses is estimated to be \$2,259,000. Funding of the design and construction project will be provided by donations, grants and municipal resources, including the Triumph Gulf Coast, Inc., which will be solicited by the ad hoc committee. Project management and development, and legal and accounting fees shall also be paid from the same resources. The project budget and scope has been approved by ECFF and the land for the new pool is included in the property currently leased by the ECFF from the Mattie Kelly Arts Foundation. The Emerald Coast Fitness Foundation (ECFF) is seeking \$2,000,000 from Triumph Gulf Coast to fund project costs. ECFF will also work with local and national sponsors, grantors, and city and county governments to secure the balance of funding needed to complete construction and underwrite operations for a period of approximately two years. It is expected that the facility will become able to generate sufficient revenue to offset operating costs once there has been sufficient exposure, programming and usage.
- E. **Anticipated Outcomes**- This diving well project will allow the development of youth diving programs which do not currently exist in Okaloosa, Walton, and Santa Rosa Counties. Developmental teams will be formed and qualified coaches will train youngsters in the art of diving. High School swim and dive teams will be able to have numerous divers who will receive ample practice time and professional coaching. Currently, the few intrepid high school divers we have must drive over 50 miles to Panama City Beach or Pensacola to access facilities with diving boards. There is great interest in hosting competitive and demonstration diving events that will attract athletes from throughout the Southeast and beyond. Beyond the many advantages of elevating the sport of Diving in the Okaloosa, Walton, and Santa Rosa County region, this pool will allow the Aquatic Center in Destin to expand its program offering to the public with increased lap swim availability, more swim team practice space and time, scuba diving training and practice, deep water aqua-aerobic exercise, and swimming lessons. This pool will give us the opportunity to support local schools such as Destin High School in the expansion of aquatic sports offerings, including an aquatics phys. ed. Program and water polo. There will also be opportunities to host high-level swim and dive competitions, collegiate team off-campus training, military and first responder specialized training, summer training camps for diving, swimming, water polo and synchronized swimming. All of these activities benefit the community by promoting safe and healthy athletic participation for persons of all ages. Additionally, the ability to host competitions, camps, demonstrations and other activities will draw thousands of visitors to this area and create more than 90 new full-time jobs (see attached analysis) and many part-time jobs. Those visitors will occupy existing local hotels, condominiums and restaurants, and many of them will return here for vacations later. The financial impact on the local community of a large regional swim meet has been calculated to be in the neighborhood of five million dollars. With the diving well and pool, the Aquatic Center in Destin will undoubtedly become a high-demand sports tourism destination.

**Please Select the Proposal’s Eligibility Category(s)**

Pursuant to Section 288.8017, Triumph Gulf Coast, Inc. was created to make awards from available funds to projects or programs that meet the priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties. The disproportionately affected counties are: Bay County, Escambia County, Franklin County, Gulf County, Okaloosa County, Santa Rosa County, Walton County, or Wakulla County. *See*, Section 288.08012.

1. From the choices below, please check the box that describes the purpose of the proposed project or program (check all that apply):
- Ad valorem tax rate reduction within disproportionately affected counties;
  - Local match requirements of s. 288.0655 for projects in the disproportionately affected counties;
  - Public infrastructure projects for construction, expansion, or maintenance which are shown to enhance economic recovery, diversification, and enhancement of the disproportionately affected counties;
  - Grants to local governments in the disproportionately affected counties to establish and maintain equipment and trained personnel for local action plans of response to respond to disasters, such as plans created for the Coastal Impacts Assistance Program;
  - Grants to support programs that prepare students for future occupations and careers at K-20 institutions that have campuses in the disproportionately affected counties. Eligible programs include those that increase students’ technology skills and knowledge; encourage industry certifications; provide rigorous, alternative pathways for students to meet high school graduation requirements; strengthen career readiness initiatives; fund high-demand programs of emphasis at the bachelor’s and master’s level designated by the Board of Governors; and, similar to or the same as talent retention programs created by the Chancellor of the State University System and the Commission of Education, encourage students with interest or aptitude for science, technology, engineering, mathematics, and medical disciplines to pursue postsecondary education at a state university or a Florida College System institution within the disproportionately affected counties;
  - Grants to support programs that provide participants in the disproportionately affected counties with transferable, sustainable workforce skills that are not confined to a single employer; and
  - Grants to the tourism entity created under s. 288.1226 for the purpose of advertising and promoting tourism and Fresh From Florida, and grants to promote workforce and infrastructure, on behalf of all of the disproportionately affected counties.

**Please Select the Priorities this Proposal’s Outcomes will Achieve**

1. Please check the box if the proposed project or program will meet any of the following priorities (check all that apply):

- Generate maximum estimated economic benefits, based on tools and models not generally employed by economic input-output analyses, including cost-benefit, return-on-investment, or dynamic scoring techniques to determine how the long term economic growth potential of the disproportionately affected counties may be enhanced by the investment.
- Increase household income in the disproportionately affected counties above national average household income.
- Leverage or further enhance key regional assets, including educational institutions, research facilities, and military bases.
- Partner with local governments to provide funds, infrastructure, land, or other assistance for the project.
- Benefit the environment, in addition to the economy.
- Provide outcome measures.
- Partner with K-20 educational institutions or school districts located within the disproportionately affected counties as of January 1, 2017.
- Are recommended by the board of county commissioners of the county in which the project or program will be located.
- Partner with convention and visitor bureaus, tourist development councils, or chambers of commerce located within the disproportionately affected counties.

## ADDENDUM A: Financial and Job Creation Projections

Diving Well Cash Flow Projections				
Year 1				
<b>Income:</b>			<b>Expenses:</b>	
<b>Ongoing Pool Rental</b>			<b>Utilities</b>	
Youth Diving Team/Lessons	\$ 20,000.00		Water	\$ 10,000.00
High School Diving	\$ 5,000.00		Electricity	\$ 15,000.00
Scuba Instruction	\$ 10,000.00		Gas	\$ 1,000.00
Military Training Use	\$ 5,000.00			
Coast Swim Team	\$ 3,300.00		<b>Maintenance</b>	
High School Swim Teams	\$ 2,500.00		Chemicals	\$ 20,000.00
Middle School Swim Teams	\$ 2,000.00		Supplies	\$ 500.00
Lifeguard Training	\$ 5,000.00			
Destin High School Aquatics Class	\$ 1,200.00		<b>Personnel</b>	
			Lifeguards	\$ 20,000.00
			Coaches	\$ 80,000.00
<b>ECFF Programs</b>			Instructors	\$ 20,000.00
Lap Swim	\$ 4,000.00		CPO	\$ 30,000.00
Deep Water Jogging	\$ 2,000.00		Payroll Taxes	\$ 7,200.00
<b>Special Events</b>				
College Team Weekly Training/ 5/yr	\$ 10,000.00		<b>Insurance</b>	
Youth Dive Clinics/Camps	\$ 10,000.00		Property/Casualty	\$ 5,000.00
High School Dive Clinic	\$ 10,000.00		Liability	\$ 20,000.00
High School Diving Meets	\$ 10,000.00		Divers will be insured by USA	
Diving Demonstration Events	\$ 19,500.00		<b>Other</b>	
USA Diving Region 3 Meets	\$ 19,850.00		Permits/Licenses	\$ 600.00
USA Diving Zone B Meets	\$ 28,183.33			
City of Destin	\$ 25,000.00			
Okaloosa County	\$ 50,000.00			
Donations/Sponsorships	\$ 20,000.00		<b>TOTAL EXPENSES</b>	
				<b>\$ 229,300.00</b>
<b>TOTAL INCOME</b>		<b>\$ 262,533.33</b>		

<b>Diving Well</b>	
<b>Project Development Budget</b>	
<b>Site Land value*</b>	<b>\$ 234,000</b>
<b>Construction &amp; Design Cost</b>	<b>\$ 1,600,000</b>
<b>Cleaning &amp; Bubble System</b>	<b>\$ 130,000</b>
<b>Legal &amp; Accounting</b>	<b>\$ 65,000</b>
<b>Project Supervision/Management</b>	<b>\$ 55,000</b>
<b>Operating Capital (start up)</b>	<b>\$ 150,000</b>
<b>Contingency</b>	<b>\$ 25,000</b>
<b>Total Development Budget</b>	<b>\$ 2,259,000</b>
<b>*Note: Land is provided by the ECFE's existing lease</b>	



Diving Well Job Creation Analysis							
	Activities		# Of Athletes	# Of New Visitors	Jobs Created	Part-time	Full Time
1	Pool Contractor				30		
2	Certified Pool Operators				2	2	
3	Administrative personnel				4	3	1
4	High School Diving		25		8	8	
5	Youth Diving Team/Lessons		50		8	8	
6	lifeguards				10	10	
7	Scuba Instruction				1	1	
8	Military Training Use				1	1	
9	Coast Swim Team		200		4	4	
10	High School Swim Teams		200		3	3	
11	Middle School Swim Teams		300		2	1	1
12	Lifeguard Certification Training-Emerald Coast A		20		20	20	
13	Destin High School Aquatics Class		100		2		2
14	Lap Swim- local		1500		2		2
15	Deep Water Jogging/therapy		250		2	2	
16	College Team Weekly Training		100	100	1.0	1	1.0
17	Youth Dive Clinics/Camps/4 /yr.		120	240	3	1	3
18	High School Dive Clinic-regional 4/yr		100	200	2	1	2
19	High School Swimming Diving Meets		1500	1000	11	1	11
20	Diving Demonstration Events 2/week x26		12	2600	29		29
21	USA Diving zone B meets every 2 yrs		282	845.5	9.29		9.29
22	USA Region 3 meets every 2 yrs		265	794	8.73		8.73
	<b>Totals</b>		<b>5024</b>	<b>5779.5</b>	<b>162</b>	<b>67</b>	<b>69</b>
	<b>ASSUMPTIONS:</b>						
	Note: Diving clinics assume 50% locals & 50% out of towners						
	Visitors (3) per athlete and 1 job per 91 visitors						
	Historial/ Average USA Diving Events-Entries						
	<b>Region 3</b>	<b>Entries</b>	<b>Gross Rev (\$50/entry</b>	<b># Athletes 1.</b>	<b>Visitors to ever</b>	<b>Jobs created</b>	
	2017	363		242	726	7.98	
	2018	344		229	688		
	2019	484		323	968		
	<b>3 yr ave.</b>	<b>397</b>	<b>\$ 19,850.00</b>	<b>265</b>	<b>794</b>	<b>8.73</b>	
		<b>Zone B</b>		<b># Athlete 2/event</b>			
	2017	588		294	882		
	2018	549		274.5	823.5		
	2019	554		277	831		
	<b>3 yr ave.</b>	<b>564</b>	<b>\$ 28,183.33</b>	<b>282</b>	<b>846</b>	<b>9.29</b>	