



# SANTA ROSA COUNTY TOURIST DEVELOPMENT OFFICE

JULIE MORGAN  
Tourist Development Director  
julie@santarosa.fl.gov

8543 Navarre Parkway | Navarre, Florida 32566

**TO:** Board of County Commissioners

**FROM:** Julie Morgan, Tourist Development Director

**DATE:** October 10, 2016

**SUBJECT:** Request for funding of the new Santa Rosa County Chamber of Commerce & Visitor Information Center on Avalon Boulevard.

## **RECOMMENDATION**

Discussion that the Board of County Commissioners consider and approve the allocation of funding in the amount of \$120,000 to the new Santa Rosa County Chamber of Commerce & Visitor Information Center building project. The funds are budgeted in Tourist Development account Aid to Private Agencies 582001 to be distributed in a two year period, \$60,000 in fiscal year 2016/2017, and \$60,000 in fiscal year 2017/2018.

## **BACKGROUND**

The Santa Rosa County Chamber of Commerce located in Milton has been a vital asset in the community and to our visitors to Santa Rosa County. The new building will be located at 4315 Avalon Boulevard and will include:

- Tourist information center lobby: 700 sq. feet
- Administrative offices: 250 sq. feet
- Conference room: 550 sq. feet

The total estimated project cost (including land purchase of \$157,500) is \$955,000.

The Santa Rosa Tourist Development Council Board of Directors voted and approved the allocation of funding for the new Santa Rosa County Chamber of Commerce & Visitor Information Center on September 1, 2016.

# SANTA ROSA COUNTY Chamber of Commerce

AND

**TOURIST INFORMATION CENTER**

*"Serving Our Members - Enriching Our Community"*

Phone: (850) 623-2339

5247 Stewart Street  
Milton, FL 32570

September 27, 2016,

Ms. Julie Morgan  
Santa Rosa County Tourist Development Office  
6491 Caroline Street  
Milton, Florida 32570

RE: Santa Rosa County Chamber of Commerce & Tourist Information Center Building Project

Dear Julie,

The following information and attachments are in response to your request for a project outline for our new building project on Avalon Boulevard.

Committee members are:

Archie Collum, Peter Prince Airport (Project Manager)  
Johnny Baggett, Gulf Coast Industrial Construction, LLC (Contractor)  
Tiffany Sullivan, LegalShield (Board Chair)  
Rhett Fendley, Premier Wealth Management Partners (Past Board Chair)  
Steve Rhodes, Gulf Power Company (Board Chair Elect)  
Ed Carson, Carson Lovell, Inc. (Board Member)  
Mona Amodeo, ID Group, Inc. (Marketing)  
Rick Paschall, Ameriprise Financial Services (Fundraising)

Following over 5 years of discussion and planning, May of this year we purchased 1.96 acres on Avalon Boulevard (4513 Avalon Boulevard) for the site of a new Chamber of Commerce and Tourist Information Center to be constructed. The project is housed under the Santa Rosa County Chamber of Commerce Community Foundation (a 501c3).

Numerous partners have already donated and others have committed to donating time, labor, and/or materials to the project. Our goal is for our new building to be a true community partnership providing the opportunity for Santa Rosa County businesses and organizations to be a stakeholder.

We have held a pre-app meeting with County staff, along with DOT to determine right of ways and access to the property. Currently surveys are being completed for submission to Southern Site & Surveying for generation of a site plan to move forward following review with County Staff. Once the site plan is approved we can move forward with plans for a groundbreaking and begin land cleaning and preparation, boring tests, utilities, holding ponds and all the pre-construction items. Many of the foundation materials and labor have been donated so this portion should move quickly dependent on weather and availability of our donor's and contractor's time.

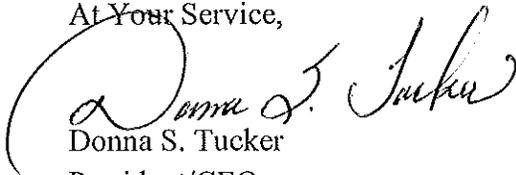
We anticipate the building to be framed in by the first of March with a completion goal of early fall 2017.

November of 2016 fundraising and marketing will go public. While numerous businesses are donating labor and materials, we are planning for more than half of the project to require funding. A current estimated project budget is attached. Some of the items are pending waiting completion of the site plan.

In closing, we sincerely appreciate the support of our Tourist Development Office as this is a much needed project for central/north Santa Rosa County; just the visibility alone will be an incredible asset for our visitors, not to mention the additional space for potential and new businesses and community projects. We anticipate the initial \$60,000 available in fiscal year 2017/2018 to support a site plan, land preparation, utility infrastructure (pre-construction items) and the following \$60,000 available fiscal year 2018/2019 to support final construction items such as heating & air conditioning, windows, doors, etc.

Should you have any questions or need additional information I can be contacted at 572-3872 or [director@srcchamber.com](mailto:director@srcchamber.com)

At Your Service,

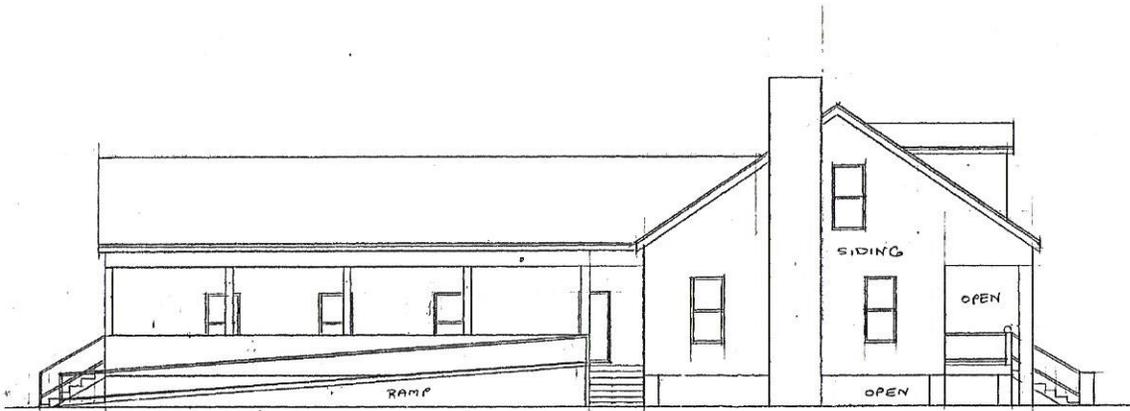


Donna S. Tucker  
President/CEO

Project/Item	Business/Organization	Projected Cost	Actual Cost	Donated
<b>General Contractor</b>	Johnny Baggett	35,000	0	35,000
<b>Legal Services</b>	Tiffany Sullivan	2,000	0	2000
<b>Fees / Permits</b>	Santa Rosa County		2,337	0
<b>Marketing/Branding</b>	ID Group/Mona Amodeo	5,000	2,700	2,300
<b>Pre-Construction</b>				
Plans Drawn	Cher Plowman	600	600	0
Site Plan/Engineer/Environmental	Southern Site & Utility	20,000	10,000	10,000
Land Clearing/Prep	Pending	15,000	0	0
Surveys (Boundary, Topo, Tree)	Benchmark Surveying	3,000		0
Sewer/Septic	Pending	16,000		
Irrigation /Well	Pending	3,500		
<b>Construction</b>				
Rebar for Footers	Harris Steel/Joe Bowman	5,000	0	5000
Foundation	American Concrete / W.C. Lowery	5,000	0	0
Crane work (Trusses)	Ellis Crane	5,000	0	0
Electrical	City Electric	20,000	0	
Labor - Electrical	Locklin Technical Center	10,000	0	0
Lighting	Gulf Power Company	Pending		
Flooring	Howard Young Flooring	Pending		
Framing Package	Archie Collum	60,000	60000	
Framing Labor	Pending	40,000		
Trusses	Milton Truss	Pending		
Plumbing	Pending	10,000		
Doors	Pending			
Windows	Pending	20,000		
Brick & Brickwork (Fireplaces)	Pending	20,000		
Electric Fireplace Inserts	Fireplace Concepts	1,300	0	1300
Insulation	Pending	5,000		
HVAC (Quotes)	Mooneyham Heating & Air	Pending		
Roofing (Tin)	Pending	25,000		
Paint	Pending	10,000		
Appliances (Kitchen/Bath)	Pending	10,000		

<b>Project/Item</b>	<b>Provided By</b>	<b>Projected Cost</b>	<b>Actual Cost</b>	<b>Donated</b>
<b>Parking Lot / Curbing</b>	Pending	Pending		
<b>Furnishings</b>	Pending	Pending		
<b>Relocation of Marquee</b>	Signcrafters or C&S Signs	Pending		
<b>Landscaping</b>	Rob Williamson Landscaping	10,000		10,000
<b>Signage As Needed</b>				
<b>Recognitons</b>				
<b>Current Project Cost</b>		<b>356,400</b>	<b>75,637</b>	<b>65,600</b>





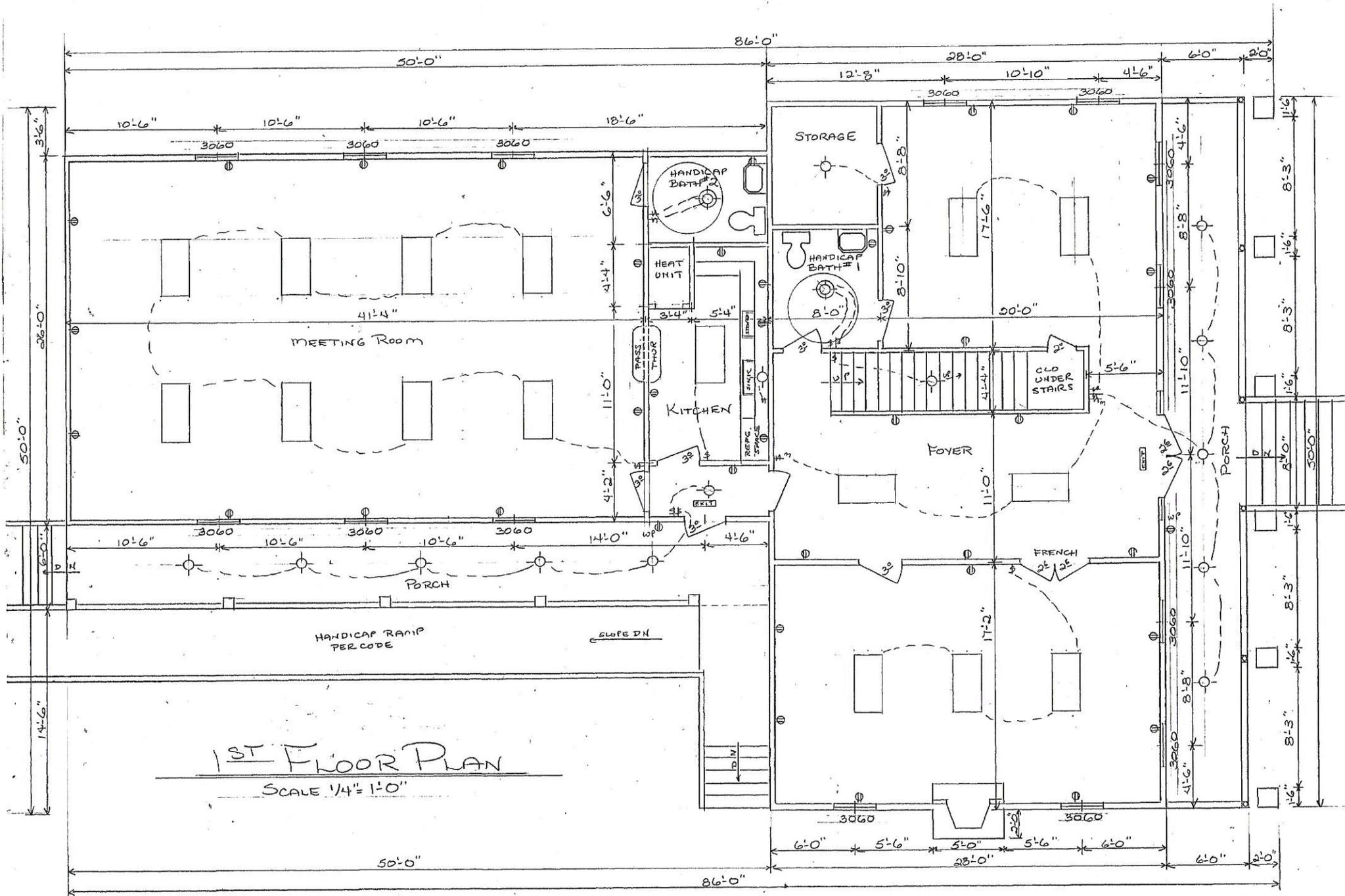
1<sup>ST</sup> FLOOR 2700 SQ. FT.  
 2<sup>ND</sup> FLOOR 490 " "  
 TOTAL LIVING 3190 SQ. FT.  
 PORCHES 700 " "  
 TOTAL UNDER ROOF 3890 SQ. FT.

LEFT VIEW  
 SCALE 1/8" = 1'-0"



SANTA ROSA CHAMBER OF  
COMMERCE

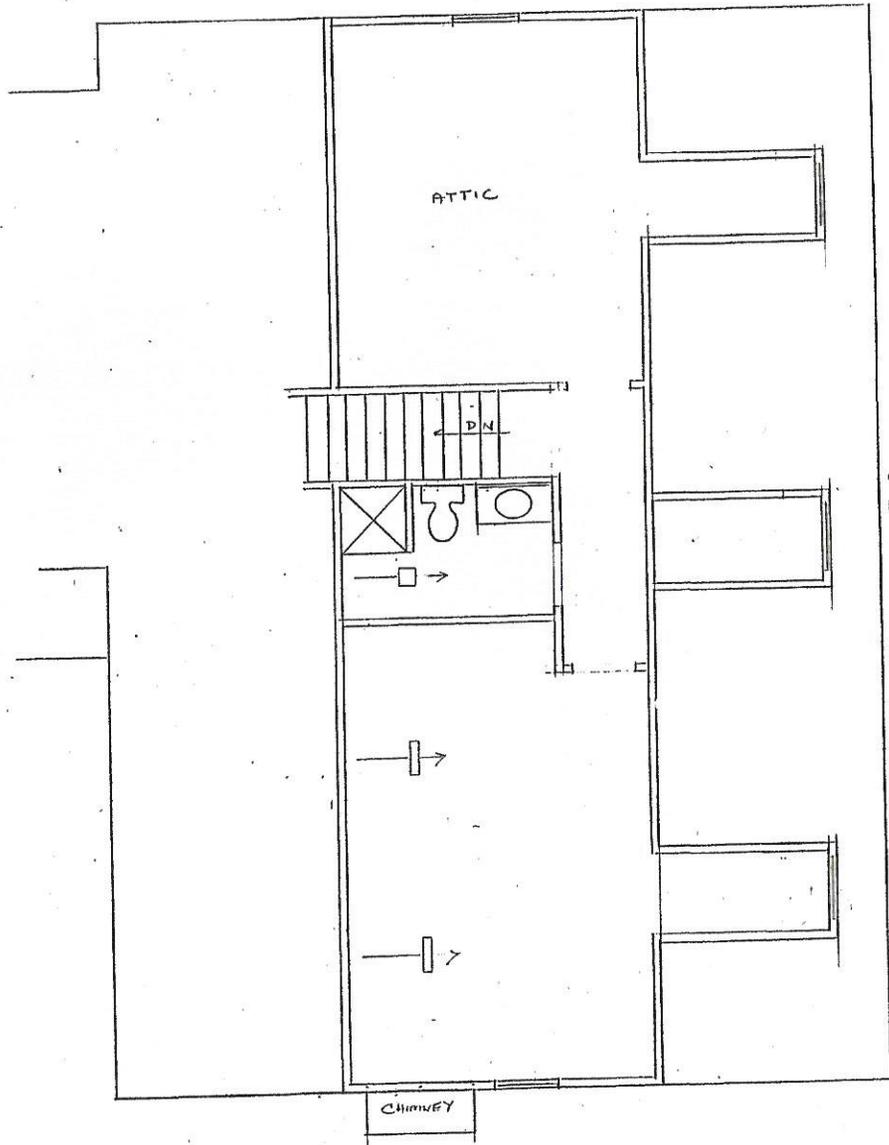
3190  
 SQ. FT. | 1



1ST FLOOR PLAN  
SCALE 1/4" = 1'-0"

SANTA ROSA CHAMBER OF COMMERCE

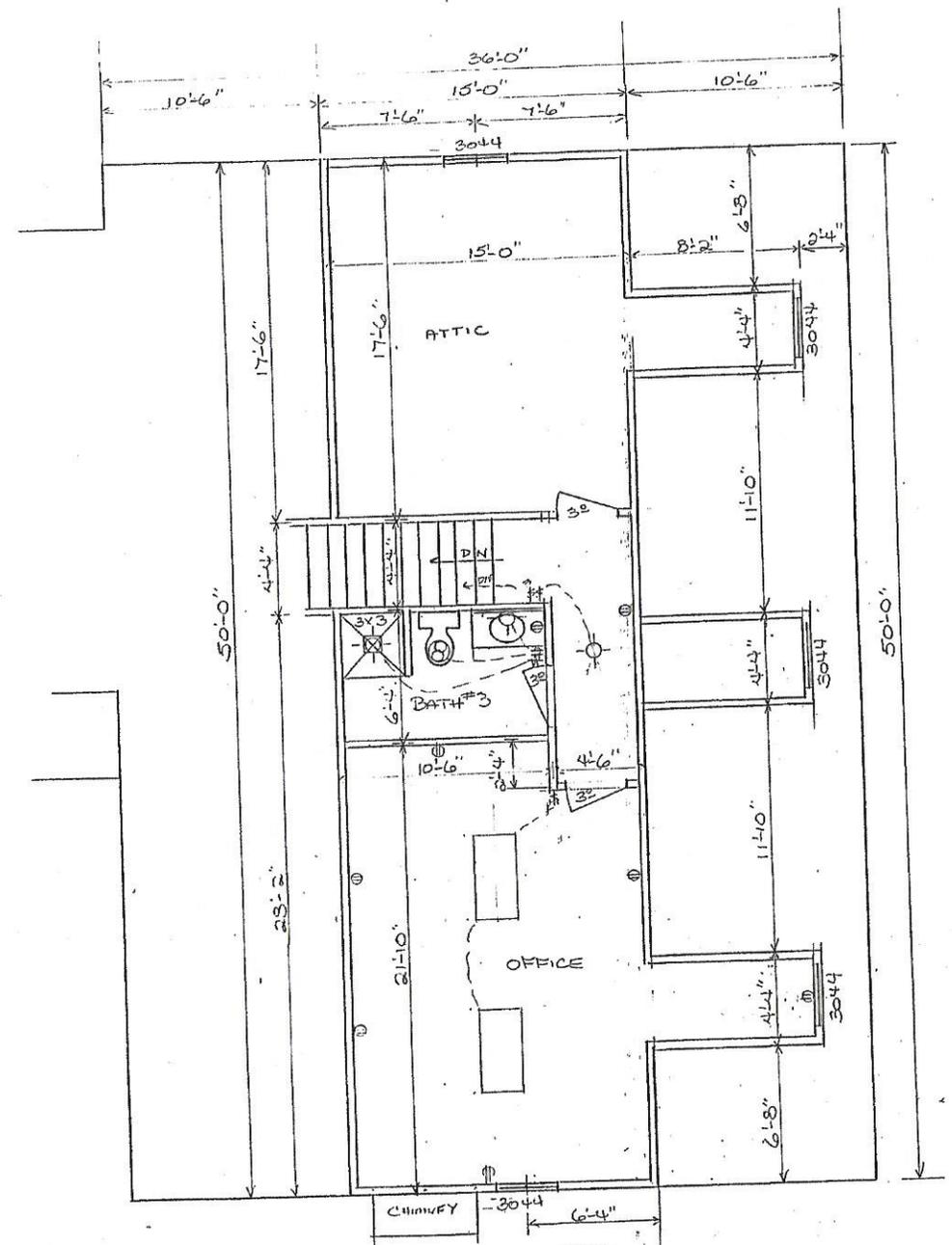
3190  
SQ. FT. 3



HEAT & A/C PLAN

50'-0"

SCALE 1/4" = 1'-0"



2ND FLOOR PLAN

3190  
SQ. FT. | 4

**Santa Rosa County Chamber of Commerce  
&  
Tourist Information Center  
“Project Asa Mae”**

**Committee Members**

**Archie Collum  
Peter Prince Airport**

**Johnny Baggett  
Contractor**

**Tiffany Sullivan, Board Chair  
LegalShield**

**Rhett Fendley, Past Board Chair  
Premier Wealth Management Partners**

**Steve Rhodes, Board Chair Elect  
Gulf Power Company**

**Ed Carson, Board Member  
Carson Lovell, Inc.**

**Mona Amodeo  
ID Group, Inc.**

**Rick Paschall  
Ameriprise Financial Services**

**Santa Rosa County Chamber of Commerce  
&  
Tourist Information Center  
“Project Asa Mae”**

**Confirmed Partners/Donors**

**Archie Collum, Builder  
Johnny Baggett, Contractor  
Southern Site Utility & Design  
Tiffany A. Sullivan, P.A.  
ID Group, Inc.  
Lonnie Joiner, Landclearing  
Benchmark Surveying  
Harris Steel  
American Concrete  
Locklin Technical Center (Labor)  
Gulf Power Company  
Howard Young Flooring  
FoamSeal  
Mooneyham Heating & Air Conditioning  
Rob Williamson Landscaping  
Universal Engineering  
Leadership Santa Rosa  
Jayer Williamson Campaign**

Santa Rosa County Chamber of Commerce  
&  
Tourist Information Center  
"Project Asa Mae"

Potential Sponsor Opportunities

Building

Welcome Center  
Entire Room  
3 Panels

Boardroom

Legacy        \$10,000 to \$20,000

Partner        \$ 5,000 to \$10,000

Supporter     \$ 1,000 to \$ 5,000

Donor         \$ 500 to \$ 1,000

Member Sponsors:    \$100 to \$500

Santa Rosa County Chamber of Commerce  
Tourist Information Center  
“Project Asa Mae”

Location: 4315 Avalon Boulevard, Milton Florida

Square Footage: 3,190

Total Project Costs:	Current Estimated:	\$594,000
	Completed Estimated:	\$932,500

(Project cost includes purchase of 1.96 acres at \$157,500)

From January 2013 through June of 2016:

4,543 people have met in our Boardroom

1,845 of these were tourism related

41%

Walkins/Phone Calls:

45% Tourism Related

Of the 3,190 square footage of the new facility; 1,500 square feet will be used for tourism related activities:

Tourist Information Center: 700 sq. feet

Administrative Offices: 250 sq. feet

Conference Room: 550 sq. feet

Total: 1500 sq. feet or 47% of the total square footage.

Total Estimated Project Costs (including land purchase of \$157,500) is \$955,000\*.

\$120,000 is 20% of current estimated cost and only 12.5% of estimated completed cost.

\*based on current commercial calculation construction cost of \$250 per square foot.