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Economic Impact
Report for an
Aquatic Center in
Northwest Florida

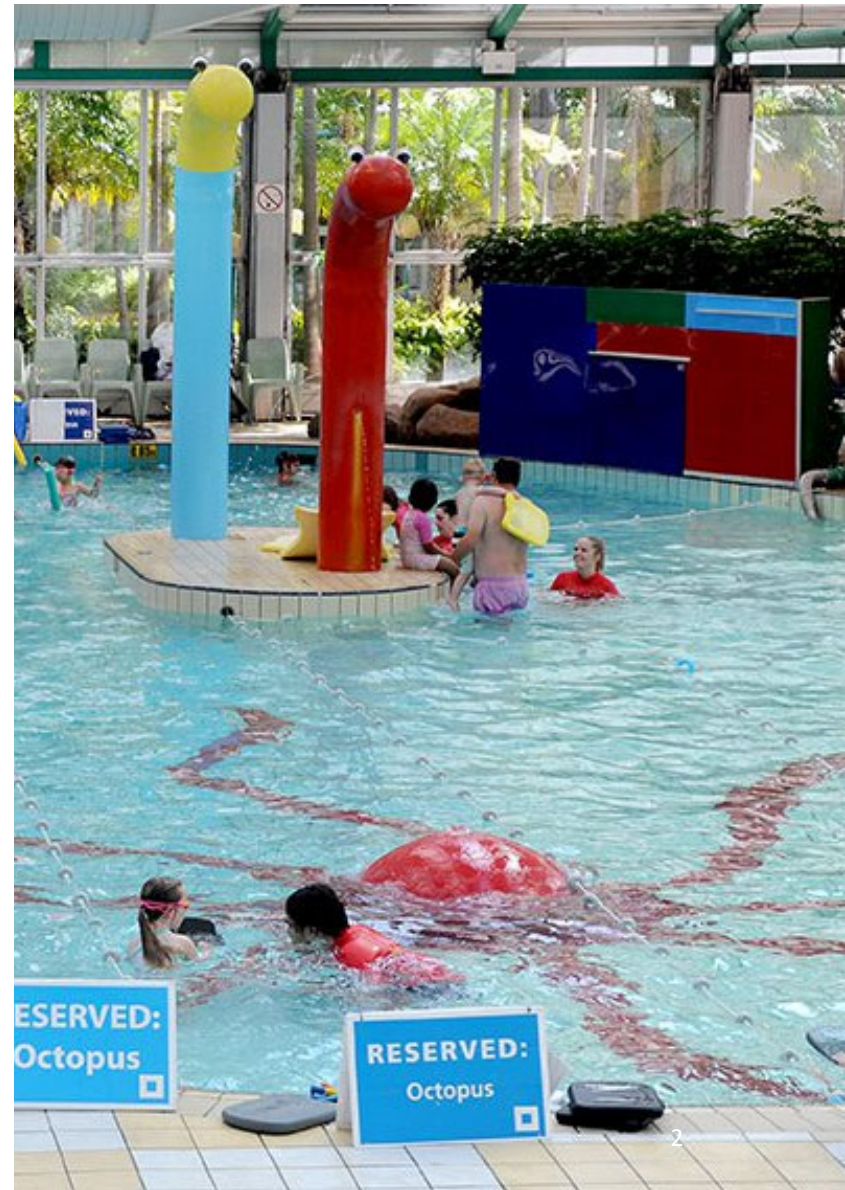
A Report to the
Niceville Community
Redevelopment
Agency



Matrix

Agenda

- Economic Analysis
- Funding Opportunities
- Benefits



Economic Impact



- Utilized IMPLAN
- Impacts encompassed various factors
 - Employment generation
 - Labor income
 - Gross regional product (Value Added)
- Estimates considered direct, indirect, and induced economic effects for each impact
- Projected cumulative impact of \$235 million over its first 10 years of operation.

Assumptions



■ Matrix gathered specific data points related to the aquatic center

- The number of events the aquatics center could host to external visitors
- The average length of stay
- The average party size
- Spending patterns of visitors
- Increase in operational expenditures of other aquatics-related activities
- Secondary economic benefits of the established providers of goods and services

Variable	Assumed Value
Number of events	12 (increasing by two annually)
Number of athletes per event	800
Number of supporters per event	1,600
Length of stay	Three nights: 90% of parties Five nights: 10% of parties
Daily lodging rate	\$159 (increasing by 2% annually)
Daily rental car rate (50% take rate)	\$106 (increasing by 2% annually)
Per diem (meals and incidentals)	\$71 (increasing by 1% annually)
Daily entertainment and recreation rate	\$53 (increasing by 2% annually)

Employment Impacts of a Mid-Level Aquatic Center, 2025 to 2035

Year	Direct	Indirect	Induced	Total
2025	161	20	30	211
2026	142	23	16	181
2027	166	26	19	211
2028	188	30	21	239
2029	210	34	24	268
2030	233	38	27	298
2031	257	42	30	329
2032	291	47	34	372
2033	306	50	36	392
2034	331	54	39	424
2035	356	59	42	457

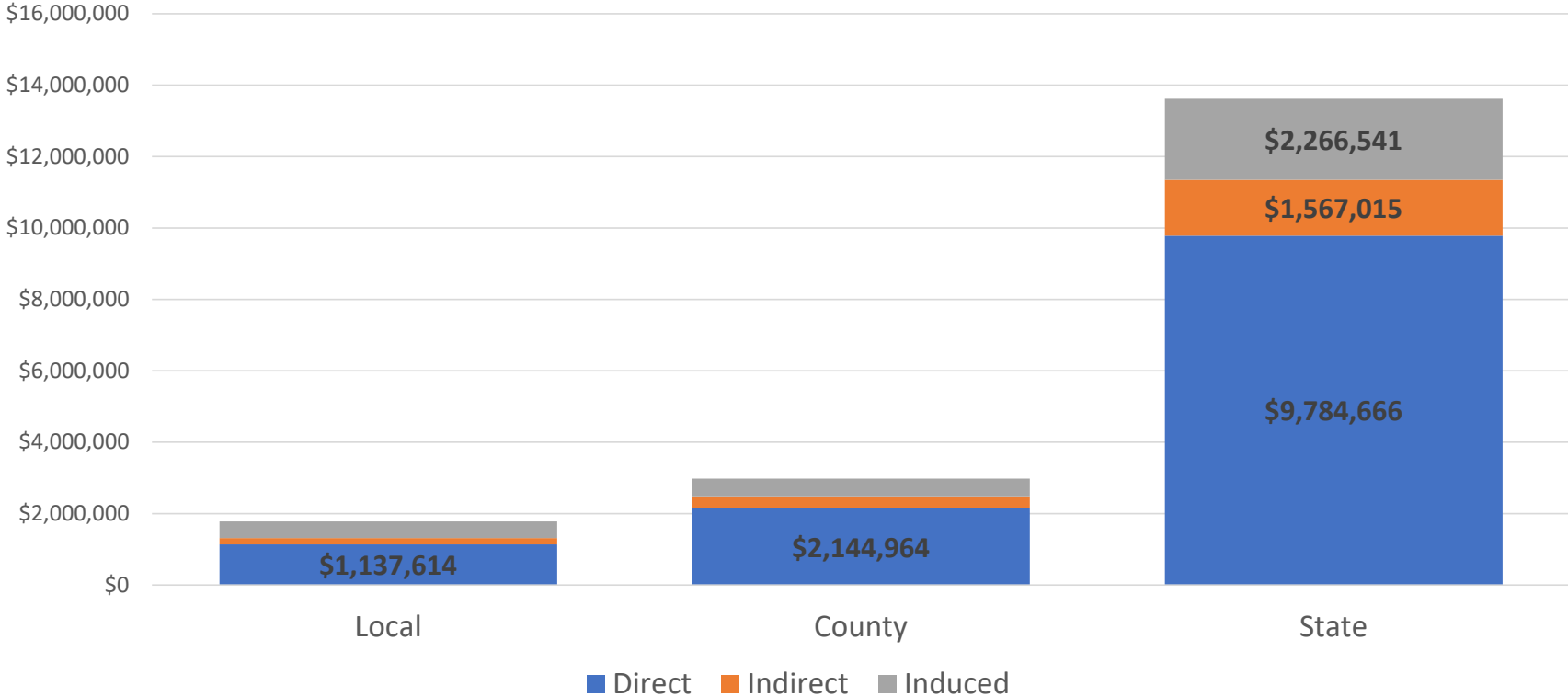
Labor Income Impacts of a Mid-Level Aquatic Center, 2025 to 2035

Year	Direct	Indirect	Induced	Total
2025	\$9,341,815	\$1,256,441	\$1,523,181	\$12,121,437
2026	\$5,126,563	\$1,182,106	\$814,374	\$7,123,043
2027	\$6,035,932	\$1,385,538	\$958,351	\$8,379,821
2028	\$6,922,918	\$1,587,848	\$1,099,703	\$9,610,469
2029	\$7,834,276	\$1,796,499	\$1,245,254	\$10,876,029
2030	\$8,770,584	\$2,011,682	\$1,395,133	\$12,177,399
2031	\$9,732,660	\$2,232,807	\$1,548,628	\$13,514,095
2032	\$11,025,430	\$2,522,414	\$1,751,642	\$15,299,486
2033	\$11,736,035	\$2,695,380	\$1,868,834	\$16,300,249
2034	\$12,778,595	\$2,937,219	\$2,035,794	\$17,751,608
2035	\$13,849,267	\$3,186,361	\$2,207,494	\$19,243,122
Cumulative Impact	\$103,154,075	\$22,794,295	\$16,448,388	\$142,396,758

Economic (Value Added) Impacts of a Mid-Level Aquatic Center, 2025 to 2035

Year	Direct	Indirect	Induced	Total
2025	\$9,917,929	\$1,971,741	\$3,085,688	\$14,975,358
2026	\$8,495,337	\$1,841,792	\$1,648,831	\$11,985,960
2027	\$9,989,429	\$2,153,245	\$1,940,776	\$14,083,450
2028	\$11,478,107	\$2,461,495	\$2,227,529	\$16,167,131
2029	\$13,009,584	\$2,779,313	\$2,522,905	\$18,311,802
2030	\$14,584,918	\$3,106,984	\$2,827,168	\$20,519,070
2031	\$16,205,211	\$3,443,670	\$3,139,735	\$22,788,616
2032	\$18,362,798	\$3,890,995	\$3,553,024	\$25,806,817
2033	\$19,585,105	\$4,147,070	\$3,792,571	\$27,524,746
2034	\$21,347,006	\$4,515,637	\$4,133,364	\$29,996,007
2035	\$23,158,456	\$4,894,580	\$4,484,102	\$32,537,138
Cumulative Impact	\$166,133,880	\$35,206,522	\$33,355,693	\$234,696,095

Tax Revenues Generated by a Mid-Level Aquatic Center, 2025 to 2035



Funding Partners



- **Triumph Gulf Coast**
- **Okaloosa County Tourist Development Department**
- **Walton County Tourism Department**
- **Florida Department of Economic Opportunity**
- **Local Governments**
- **Private Donations and sponsorships**

Benefits

- Opportunity for national prominence
- Increased tourism and associated economic impact
- Hub for community engagement, promoting social cohesion, health, and well-being
- Provide an opportunity for all ages development and skill building
- Partnership opportunities
- Decline in drowning



Thank You!

