

Bay County RESTORE Act Direct Component Proposals 2014-2015

Proj #	Bay PRP 2014-043
Project Name	Port Adventure
Project Proposer, affiliation, web site	Linda Macbeth Science and Discovery Center of NW FL, Inc. scienceanddiscoverycenter.org
Project Description	Port Adventure would be a series of interactive exhibits for school-age children showcasing Port Panama City and its partners as well as other high-tech industries in Bay County. Experiences will be highly engaging for children and adults.
Proj. Size (acres)	13 acres
Economic	Port Adventure will create another attraction for tourists and local residents while highlighting Port Panama City and their partners as well as other high-tech industries in Bay County. Port Adventure will provide an additional recreational and educational destination for tourists from the beaches
Environmental	Applying the NOAA Ocean Literacy Principle that there is one big ocean, the exhibits will stress the interconnectedness of our Gulf to the waters of the world.
Social	Exhibits will particularly focus on our relationship with other port cities around the world and a link will be made to our special relationship with Panama City, Panama. Port Adventure will engender interest in jobs related to our Gulf including fishing.
Other	Children will work in teams to manipulate cranes to load cargo onto barges and container ships in a port simulation exhibit. Related exhibits will allow children and adults using computer joy sticks and video displays to simulate docking ships and navigating out through the pass and much more.
Project Location	Science and Discovery Center of NW FL, Inc.; 308 Airport Road, Panama City, FL 32405
Est total project cost	\$250,000
Amount requested	\$250,000
Describe what funds will be used for	Funds will be used to create the interior and exterior exhibits summarized above. We hope to have the opportunity to share photographs of similar exhibits and to further discuss the merits of this proposal.
Long term funding needed? Source? Availability?	Ongoing maintenance and upkeep after the term of this project will be provided by the Science and Discovery Center (SDC) from admission fees.
Est yrs completion	0-2
Matching \$ available?	
Match source? Secured?	We have had initial discussion with Port officials and others in related industries all of whom were supportive of this project but there is no dedicated funding at this time.
Amount match secured	
% proj cost from match	
Partners anticipated?	Yes
Partner names	Please see Objective 1.6 for collaborating businesses
Funds request other source?	

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If yes, name source, decision date	
Proj fully funded by other source?	
FULL PROPOSAL FORM	
Project number (proposal)	Bay PRP 2014-043
Submittal date proposal	2/5/2015
Project name (proposal)	PORT ADVENTURE
Applicant name	Linda Macbeth, Executive Director, SCIENCE AND DISCOVERY CENTER OF NORTHWEST FLORIDA, INC.
Project description (proposal)	<p>Port Adventure will be a series of interactive exhibits showcasing Port Panama City and its partners as well as other high-tech industries in Bay County. Experiences will be highly engaging for children and adults. Port Adventure will create another attraction for tourists and local residents while highlighting Port Panama City and Port partners as well as other high-tech industries in Bay County. Port Adventure will provide an additional recreational and educational destination for tourists from the beaches. Applying the NOAA Ocean Literacy Principle that there is one big ocean, the exhibits will stress the interconnectedness of our Gulf to the waters of the world.</p> <p>Exhibits will particularly focus on our relationship with other port cities around the world and a link will be made to our special relationship with Panama City, Panama. Port Adventure will engender interest in jobs related to our Gulf including commercial, marine biology, recreational fishing, shipbuilding, forestry, ecotourism, marine architecture, recreational boating and much more. Children will work in teams to manipulate cranes to load cargo onto barges and container ships in a port simulation exhibit. Related exhibits will allow children and adults to simulate docking ships and navigating out through the pass, loading and unloading ships, trucks and trains with model cranes, conveyor belts and screw drives to move cargo representative of our local trade commodities (timber, paper, pipe, etc.) from one type of transportation to another. Visitors may move from one part of the exhibit to another via climbing cargo nets, docks and bridges. Murals depicting everyday action at Port Panama City and informative text will bring meaning the experience for visitors.</p>
Project location description	The project will be located within the Science and Discovery Center of Northwest Florida, Inc. buildings and grounds located at 308 Airport Road, Panama City, FL 32405. We are forwarding a Google map of the location marked with the site in the Appendices document emailed separately.
1. Restore nat res	
2. Mitigate	
3. Implement plan	

<p>4. Workforce/Jobs</p>	<p>Although our most easily eligible activity is # 9, creating an additional tourist attraction, we will use local companies and businesses from which to source our exhibits and supplies when at all possible, thus creating additional work for local companies and further utilizing local workers. Please see Appendices document emailed separately for letters of support and/or estimates from Eastern Shipbuilding Group, Merrick Industries, Inc., Berg Steel Pipe, Dixon Studios, Inc., Backwood Bridges and Digitrax. In addition, we plan to work closely with the Public Eye, a local animation and video design group and our ongoing industry partners, DeTect, Inc., and Booz, Allen Hamilton Engineering Panama City.</p>
<p>5. Improve state park</p>	
<p>6. Infrastructure</p>	<p>Port Adventure will benefit the economy by attracting additional visitors to Panama City. The evaluation entitled "Assessing the Economic Impact of Science Centers on Their Local Communities " prepared by the Association of Science-Technology Centers (ASTC) reports that Science Centers traditionally contribute 4% to the local economy. While the SDC is a relatively small science center, we feel this new exhibit Port Adventure will draw a significant number of tourists from the beach and other visitors as well as regional patrons to the science center and to Panama City thus contributing to our economy. Port Adventure will also serve as additional public relations infrastructure through which to tell of the vital role Port Panama City plays in our community.</p>
<p>7. Flood protect</p>	
<p>8. Planning</p>	
<p>9. Promote tourism</p>	<p>Port Adventure will provide another quality activity for visitors and locals alike. Tourists, particularly those who visit the beaches, frequently need other activities in addition to enjoying the sun and surf. They often seek indoor activities on rainy days or when they have had too much time in the sun. Port Adventure will be an entertainment destination for children and adults with its engaging interactive exhibits, and it will also tell the local story about the importance of our beautiful natural setting and the commerce that has grown up around it. Port Adventure will display the history, traditions and current operations for local shipbuilding, commercial and sport fishing, high tech industries, forest products, ecotourism and much more. Port Adventure will offer a new avenue to promote tourism to our area through the national network of science museums. There is nothing else in our area like Port Adventure.</p>
<p>10. Promote seafood</p>	<p>There will be several places within Port Adventure where local fin fish and shellfish and the consumption of local seafood will be featured: in exhibit murals, in the boat area where children and adults can identify local fin and shellfish and throughout display materials. In addition, we will provide Florida Department of Agriculture and Consumer Services "Fresh From Florida" brochure display areas promoting Florida seafood and aquaculture harvested from the Gulf.</p>

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1.1 Diversify	<p>Although this is not our primary MYIP objective (objective 1.6 is primary) , this project will certainly contribute to diversifying the economy because it will create an additional attraction for visitors and local folks alike. This attraction will give tourists another reason to "come across the bridge" to Panama City. Because Port Adventure provides another rainy day activity, it should attract visitors on days when they might not otherwise visit Panama City.</p>
1.2 Infrastruc	<p>Objective 1.6 is our primary MYIP objective, but we do want to note that to attract new and technology-based industry it is essential to have activities in the community that feature and support those activities and the interests of their employees. New residents often tell us that one of the things they like about Panama City is that we have our Science, Technology, Engineering and Mathematics Preschool Academy and that we have a science museum. They also tell us, however, that we need to update our exhibits and make them more relevant to the area. Port Adventure will do just that and, with our other programs, provide an additional draw for well-educated professionals to move to our area.</p>
1.3 Airport	
1.4 Job train	
1.5 Workforce dev	
1.6 Facil tourism/econ dev	<p>This objective will be completely met with the Port Adventure project. The project will create an entirely new attraction (within our existing facility) which will provide attractive, engaging, interactive experiences for children and adults around local cultural and historical customs, industries and themes. Port Adventure will feature the history of the region and its Port, the importance of our waterways for transportation and commerce, the historical context in which our current industries such as shipbuilding and forestry exist, the evolution of technologies to modernize navigation, shipping, manufacturing and how all these activities mesh together. We will be working with several local industries including but not limited to: Eastern Shipbuilding Group, Merrick Industries, Inc., Berg Steel Pipe, Dixon Studios, Inc., Backwood Bridges and Digitrax. In addition, we plan to work closely with the Public Eye, a local animation and video design group and our ongoing industry partners, DeTect, Inc., and Booz, Allen Hamilton Engineering Panama City. to design and build the exhibit. In addition, Port Adventure will make the connection with the City's namesake Panama City, Panama by featuring a display of recently donated pre-Columbian artifacts.</p>
1.7 Rec, transport, wage	
1.8 Protect nat res	
1.9 Promote fishing	
1.10 Commun resil	

2.1 Protect SAB	<p>Although Port Adventure does not directly address these “# 2 Environment” objectives, the SDC does address all of them through a related federal project, the NOAA B-WET Children as Watershed Stewards (CAWS) project, and there will be some nexus with Port Adventure because we are able to include the watershed table built by some of our industry partners (Merrick Industries and Booz Allen Hamilton Engineers) for Project CAWS as part of the Port Adventure exhibit, and there are several other ways that Port Adventure patrons will be exposed to the environmental concepts addressed in these objectives.</p>
2.2 Improv wtr qual	
2.3 Protect seagrass	
2.4 Wildl hab	
2.5 Acq lands	
2.6 Preserve dunes, shore	
2.7 Protected spp	
2.8 Water data	
3.1 Deer Pt Lk wtr qual	
3.2 Stabil roads	
3.3 Sewer AWT	
3.4 Septic to central	
3.5 Stormwtr	
3.6 LID	
3.7 Coast resil	
3.8 Support port	<p>Port Adventure will increase awareness and a positive view of Port Panama City and its partners, thereby contributing to the public relations efforts of the Port and its partner companies and industries. All efforts to form positive impressions in the community for the port should increase public interest and support in the region and contribute to the Port's overall efforts to manage, improve and expand its operations. For instance, if the Port finds it necessary to expand deepwater access, an important part of that initiative will be securing public support. Port Adventure will provide valuable positive public exposure to the Port’s functions and importance to the overall well-being of the community.</p>
Budget justification	<p>The overall budget was developed by designing the Port Adventure (see Appendix B for conceptual drawings) to fulfill the vision of providing a unique engaging new recreation venue to attract tourists and locals alike, then securing estimates from local business and industries to have Port Adventure exhibits built and installed. RESTORE funds will allow us to work with proven local vendors to build the exhibits that will make up Port Adventure. RESTORE funds in the amount of \$238,900 are being requested for the construction of the exhibits that will make up Port Adventure (see Appendix D emailed separately for detail) and for program administrative costs at the negotiated rate for our current federal grant (15%) or \$35,835. Total RESTORE funds being requested is \$274,735.</p>

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Ongoing costs	There will be no ongoing costs to be borne by Bay County after the term of the project. The Science and Discovery Center will provide for all ongoing costs related to operation and maintenance of facilities and the exhibits within Port Adventure after Port Adventure opens. The SDC is currently operating and maintaining the space in which Port Adventure will be built so that part of the overhead will not change substantially for our organization. The local companies supplying or building the various components for Port Adventure
Objective and measures	The primary objective of this project is (Objective 1.6 above) to “develop and promote additional facilities, attractions, ecotourism opportunities, cultural and heritage resources, and other tourism amenities to foster tourism and economic development” by creating Port Adventure. Once the project has been completed we will use various criteria/measures to determine ongoing success including but not limited to: our own pre and post project attendance records, particularly for tourists and other visitors; quantitative and qualitative information from attraction rating entities such as Trip Advisor; Facebook and other social media input as well as Regional Tourist Development Councils’ records and analysis.
Nat Res Proj	
Best Avail Science	
Env issues	We have carefully reviewed the Treasury RESTORE Act Environmental Checklist and answered each question with a "NO" response. None of these items apply to our project.
Econ Dev proj?	
Econ Dev description	
Job Creation?	
Describe how jobs created	
No. jobs created	
No. jobs created Yr 1	
No. jobs created Yr 2	
No. jobs created Yr 3	
Avg wage	
Total proj cost	
Complement. proj descr.	
Proj readiness descr	The project is ready to start when funds are available.
Permits required?	Yes
Permits status	Work will be done within existing structures on the Science and Discovery Center campus which will require a building permit from the Panama City, FL Building Department. They require a building permit for "any construction, remodeling, renovation, addition, moving or demolition of a building or structure". We have been in touch with the Building Department and will apply as soon as we receive notification that the project has been chosen for funding. The permit should be routine and should be issued within a week.
Land acq?	

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Acquire fee simple?	
Acquire easement?	
Fee and easement descri	
Terms of easement	
Entity to hold title	
Easement acres	
Fee simple acres	
Appraisal avail?	
Appraised value	
Title opinon avail?	
Material risks	<p>We do not anticipate any operational, legal, regulatory, budgetary or ecological risks. We have experienced professionals on our team who have been responsible for overseeing numerous successful large-scale projects. We have an additional resource in our Board of Directors which is comprised of accomplished professionals in a variety of disciplines. Our budget team has handled other substantial federal grants (our current federal grant from NOAA has been declared an exemplary project) and, because this work will be undertaken within existing buildings that we own on our campus (no mortgages or liens), we do not anticipate incurring any legal or environmental risk. If unexpected situations occur we are confident that our staff and board can address the situation and maintain the activity.</p>
Likelihood of success	<p>It is completely likely that this project will be accomplished and that Port Adventure will provide an exciting dynamic new attraction for this area, drawing additional visitors to Panama City and adding to the region's economy and positive reputation for being a thriving successful hub for science, technology, engineering and mathematics. Our team has undertaken other large-scale federal projects and grants and brought them to successful completion on time and within budget.</p>
Contract out work?	Yes
Contracting strategy	We will contract to have certain of our exhibits built and installed and
Applic manage proj?	Yes
L 1. Proposed mgr	Linda Macbeth, Executive Director; Science and Discovery Center of Northwest Florida, Inc.
L 2. Mgr agreed?	Yes
L 3.Mgr experience	<p>The SDC team has successfully managed large-scale grants over the years since its inception in 1967. Ms. Macbeth, the current SDC Executive Director, during her 15 years as president of a private environmental design and landscape architecture company, routinely ran from 5 to 11 different projects simultaneously which required contracting with numerous subcontractors and suppliers on independent schedules, and her team including Michelle Smith, Financial Officer, and Kay Middlemas, Grants Coordinator, have extensive experience managing multi-million dollar grants for multi-year projects each requiring complex management plans with overlapping timelines and delivery deadlines. There has never been an audit exception to any of these projects.</p>

<p>L 4. Post proj maint</p>	<p>The Science and Discovery Center (formerly the Junior Museum of Bay County) has been in continuous operation since 1967 and has secured and successfully managed numerous grants, projects and collaborative partnerships for the betterment of the Center and the children of Bay County.</p> <p>Center staff has considerable experience building and maintaining exhibits and displays and will budget for ongoing maintenance and upgrading for Port Adventure. The admission fees for Port Adventure will fund maintenance after completion. We often draw on the advice and expertise of our high-tech partners in the region and will continue to do so if technical issues arise that are beyond our in-house abilities after the term of the project.</p>
<p>L 5. Mgmt approach</p>	<p>The SDC team will create a Port Adventure Management Plan (PAMP) using Microsoft Project software for Gantt Chart timeline projections as has been done for SDC's large projects. The PAMP will define each discrete activity, a timeline for initiation and completion with periodic benchmarks (including projected dates), persons responsible with contact information and sign off when accomplished. Relevant team members will meet weekly during the two-year period of the project to check progress against the PAMP, to address any difficulties and to make adjustments when necessary.</p>
<p>Outreach descr</p>	<p>The SDC currently operates outreach efforts to Bay District Schools with our NOAA sponsored CAWS program currently reaching over 400 students and teachers in high-need schools and our Science After the Bell program sponsored by the St JOE Community Foundation reaching approximately 75 students in low-performing schools; to Tyndall Air Force Base, The Naval Surface Warfare Center and other military bases in our region through our Military Appreciation Days (4 a year, reaching over 3,000 military family members) sponsored by Booz, Allen, Hamilton. We have relationships with Gulf Coast State College, Florida State University Panama City, local Boy Scouts and Girl Scouts, the Audubon Society, The Florida Trail Association, the Historical Society of Bay County, various science clubs and leagues and other groups and organizations interested in the Science and Discovery Center. Port Adventure will be available to these groups and others who visit the SDC. We will reach out to all of these groups and the community at large in addition to our target audience, visitors to the area, to invite all to visit Port Adventure.</p>