

FFA Marine Lab

PROPOSAL FOR FUTURE COMMUNITY
ATTRACTION & EDUCATIONAL FACILITY



FloridaFishingAcademy.com
FFAMarineLab.com
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About FFA

- Founded in 2006
- Served 14,758 Palm Beach County elementary, middle and high school students
- Served **3,686 students** in 2016 alone



Our Vision

To create a compelling Marine Lab experience in Palm Beach County that is accessible to over **10,000 students** and **150,000 tourists annually**



Our Partners



- Riviera Beach Community Development Agency's Community Boating Program – **\$30,000/year**
- United Way of Palm Beach County – **\$42,000/year**
- Prime Time Palm Beach County – **\$94,000/year**
- Palm Beach County Youth Services Department – **\$38,000/year**
- Impact 100 Palm Beach County – **\$100,000** in 2016
- Community Foundation - **\$165,000** in 2017
- PBSO - **\$7,500/year**

The Need

- **No equivalent** local field trip experience with a classroom, sea-worthy boat, aquarium & touch tanks
- **No large aquariums** in Palm Beach County
- **No local** Marine Lab - closest Marine Lab/Sea Camp is in the Keys
 - Three-hour bus ride
 - **No exposure to local waters**
 - \$195 cost per student (not including bus)
 - Many students cannot afford to participate
 - Many Palm Beach County schools do not offer the trip
 - **Students rarely return** with their families

Health Benefits

- Being on the water helps **relieve stress**.
- Ocean air carries negative ions that help **recharge the body and improve mood**.
- The sound of the waves helps trigger the brain to **release feel-good chemicals** such as dopamine and serotonin.
- Responsible sun exposure is a healthy source of **vitamin D**.
- Water-based activities improve **social and emotional learning (SEL)**.
- Fishing is a **natural motivator** for youth.

Our Building

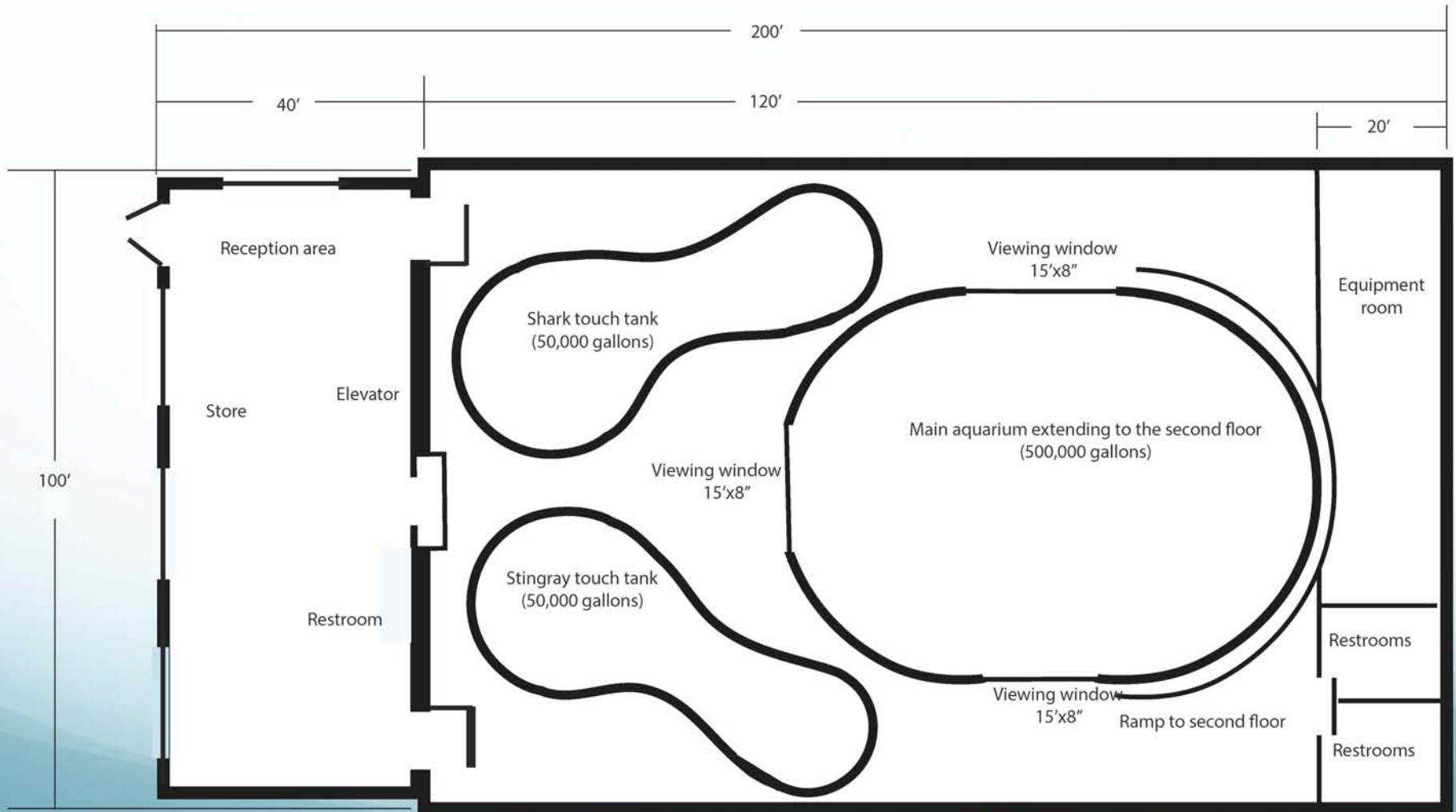
CONCEPT RENDERING



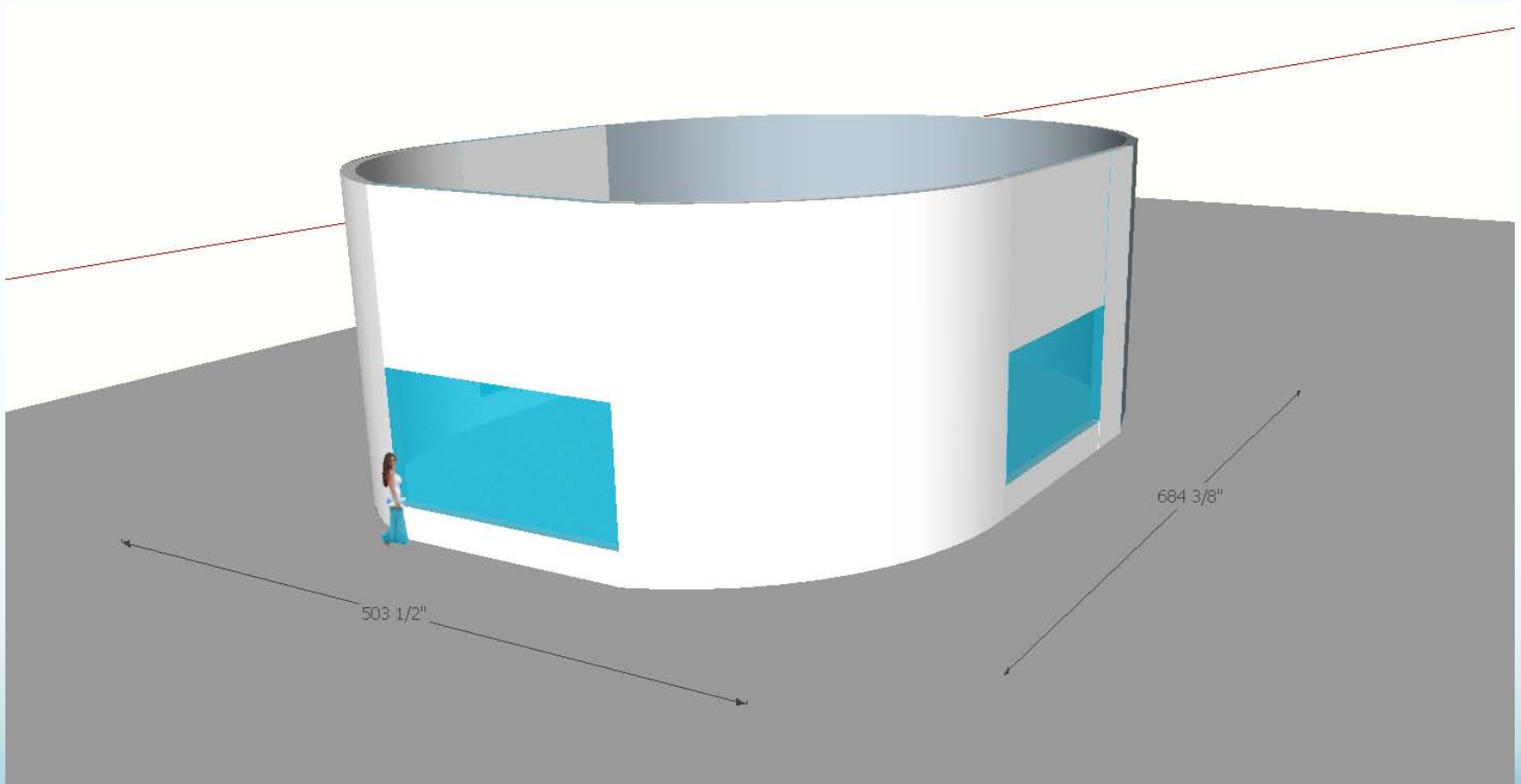
Building Highlights

- 30,000-90,000-square-foot building with three floors
- **500,000 gallons** in main fish **aquarium**
- **100,000 gallons** of **touch tank** aquariums
- 6,400 square feet of classroom space
- Sleeping quarters for 50 campers & 10 counselors
- **Roof-top aquaponics** garden
- Energy-producing **solar windows** and greenhouse
- Building designed to LEED standards

First Floor



First Floor Aquarium



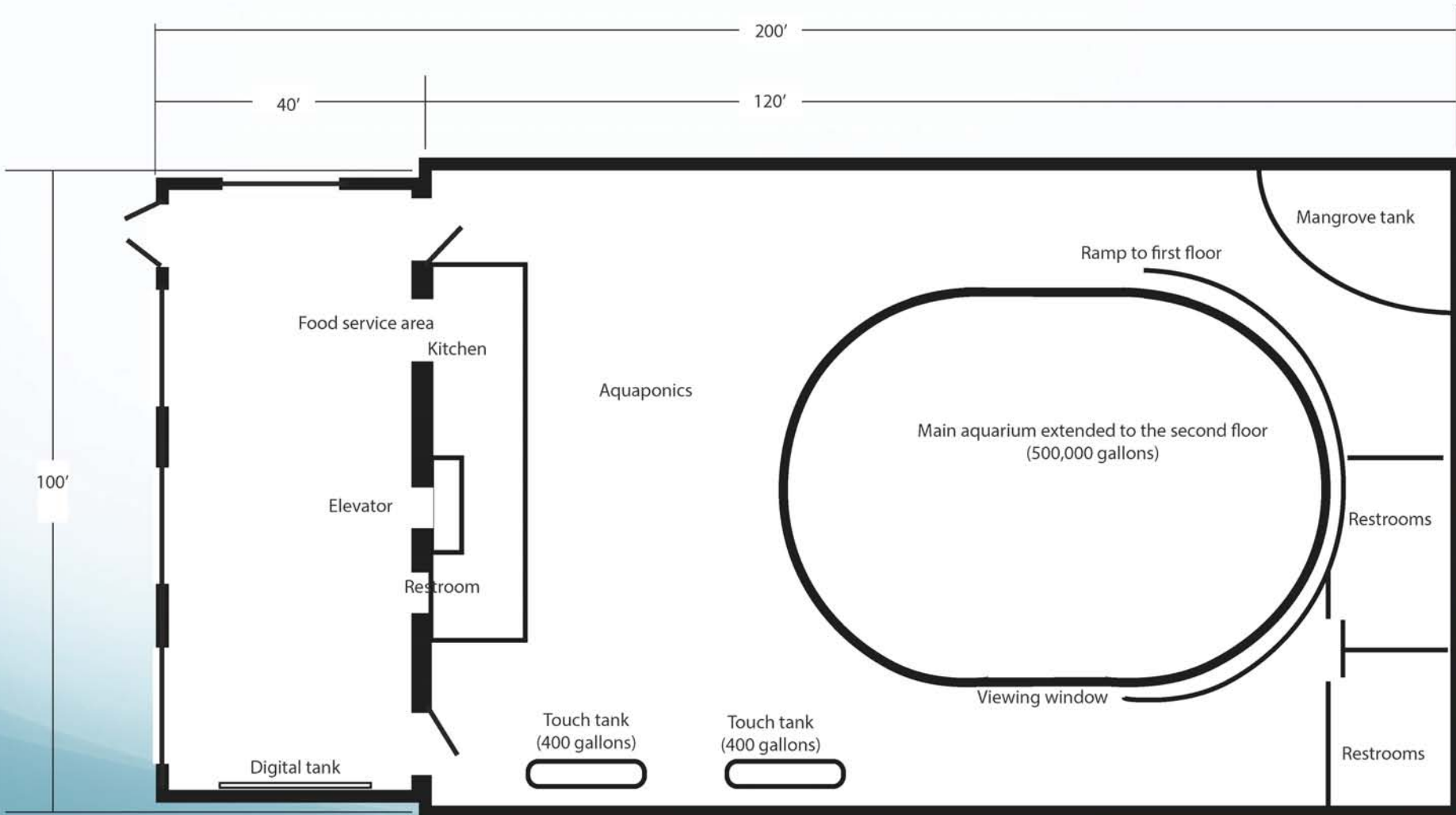
First Floor Aquarium



First Floor Touch Tanks



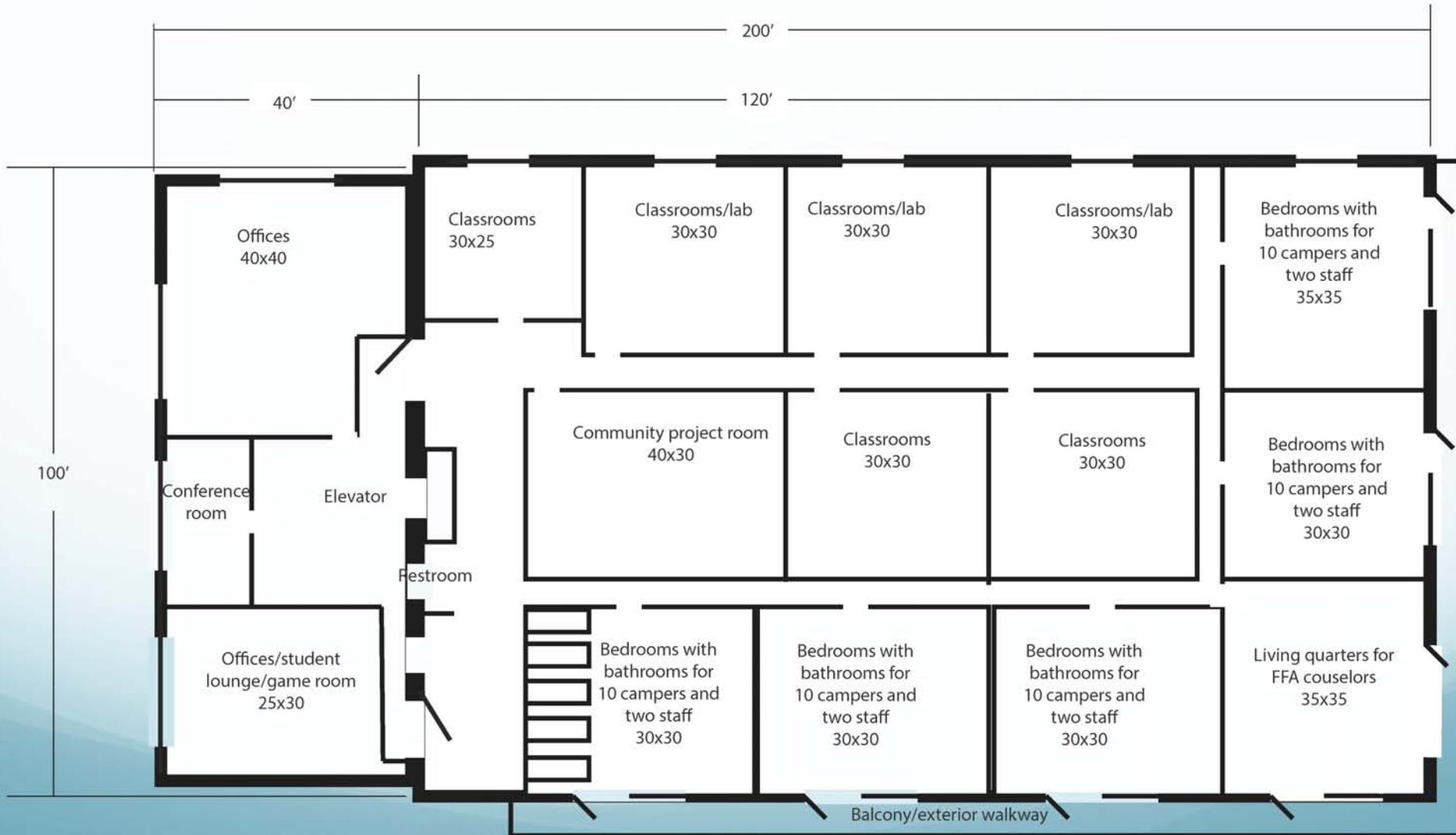
Second Floor



Second Floor



Third Floor



Community Impact

- Creating hundreds of **local jobs** (construction and operation)
- Setting an **environmentally friendly** example
- **Sparking development** around our site
- Inspiring students with **science, technology, engineering, arts and math**
- Teaching students to **value and protect** our local environment
- Helping **feed the community** with our aquaponics system

Benefit to Riviera Beach

- Discounted **student scholarships**
- **Discounted admission** to the Marine Lab Center
- Student access to a **local workshop** for school projects
- **Community kitchen** (depending on size of building)
- **Free food** for needy **local residents**



Projected Annual Income

\$6,040,000

- Admission fees for 150,000 visitors/tourists: \$1,500,000
- Marine Lab field trip for 10,000 students: \$1,500,000
- Investors, grants and donations: \$1,500,000
- Gift shop sales: \$1,000,000
- Program service fees from 10,000 students: \$540,000

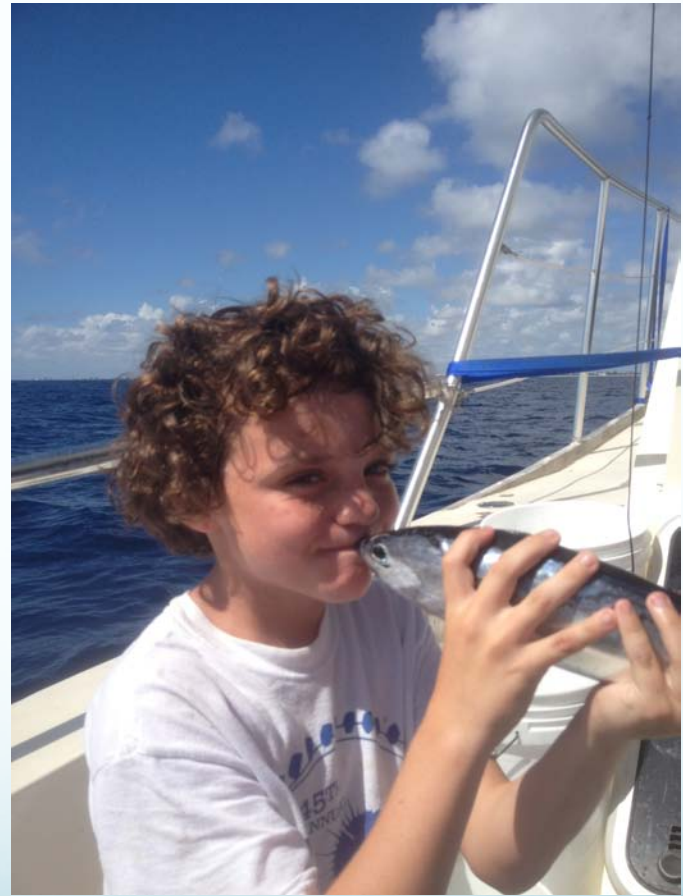


Eco-Discovery Centers

Facility	Total Visitors	Total Students Served
Palm Beach Zoo	314,000	15,000
Loggerhead Marinelife Center	300,000	16,000
Gumbo Limbo Nature Center	190,000	6,000
South Florida Science Center and Aquarium	125,000	45,000
Manatee Lagoon	83,000	N/A
Sandoway Nature Center	17,000	5,000
Keys Marine Lab	N/A	4,000

Building Costs

- \$300-350 per square foot
- **Minimum required:**
\$12,500,000
- Land cost (**prefer to buy**):
\$500,000
(or Possible Long term lease)
- Annual **operating costs:**
\$3,500,000



Our Equipment



Mobile Marine Lab



Thanks Community Foundation
\$165,000



“This expansion has incredible potential to introduce our school children to oceanography right here in their own backyard.”

— FFA Founder and Executive Director Rich Brochu



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