

Vero Beach  
Community  
Complex

*"The Heartbeat  
of Vero Beach"*



# Prospectus

October 2021





## BACKGROUND

In 2017, the Indian River County Commissioners voted unanimously to sell 11.6 acres of recreation fields adjacent to the Vero Beach High School football stadium to the Jimmy Graves Foundation. The fields have been well-loved by children and athletes of our community for many years, holding a sentimental value that Jimmy's family understood only too well.

As a parent who had watched his children play on the very same fields, Joseph H. Graves, father of Jimmy and President of the Foundation, made a commitment to Indian River County that the land would continue to be used for the benefit of young people and their families. Work began immediately to transform the site into a future recreation complex that will be utilized and enjoyed by a diverse group of members from our community and surrounding area.

On January 26, 2021, the Jimmy Graves foundation offered to donate the 16th Street Fields to the School District of Indian River County. Today, the School District is working with stakeholders across Indian River County to help develop the Vero Beach Community Complex to serve our local families through the development of this project.

## WHERE WE ARE NOW

Phase I of the Vero Beach Community Complex is intended to fund the buildout of a track and field that is equipped for Florida High School Athletic Association (FHSAA) competitive sports for track, soccer, and lacrosse. This athletic complex will allow our local sports teams to play competitively on our home field. The state-of-the-art track and field complex will also provide access and revenue to our local community with opportunities to host state-wide events.

For Phase II of the project, we will be working in collaboration with the community to build a public historic walking trail, entrepreneur student center, community collaboratory and resource building, portable amphitheater, and inclusion playground. We envision this opportunity as a chance to create a unique recreational facility to meet the growing needs of our families of Indian River.

## THE NEED

Community Recreation is a central aspect of thriving communities, and the intersection of recreation and school sports is no minor undertaking. We naturally take pride in our schools, and rally around celebrating our students in their athletic endeavors. Today, Vero Beach High School Track and Field athletes do not have a FHSAA regulation track and field for practice and hosting home events. VBHS Lacrosse team does not currently have a FHSAA regulation field to practice and host home events VBHS Soccer Team does not currently have a FHSAA regulation field to practice and host home events.

Additionally, lack of regulation facilities precludes Indian River County from hosting FHSSA events for regional or state level competitions which could attract thousands to the area on an annual basis. Unable



to host such events, the potential economic impact of lodging and retail revenue to local business ends up realized by other Florida communities.

In 2019, the estimated average spending per visitor in Indian River County was:

- Food & Beverage: \$115
- Lodging: \$113
- Shopping: \$100
- Entertainment & Recreation: \$44

Beyond the importance of school athletic programming, Indian River County serves over 2,440 students with disabilities but does not have an inclusive community playground. The nearest inclusive playground is located over 30 miles from Vero Beach.

Further, bolstering the access to amenities and community resources that will encourage our residents to be outside and active will strengthen the growth of a healthy community, ideally minimizing strain on our local medical infrastructure and hospitals.

## THE PLAN

### I. The Jimmy Graves Stadium

The Jimmy Graves Stadium has two primary components: the Track & Field and the Lacrosse & Soccer Field.

- Eight lane FHSAA regulation track that will be utilized by the school and available to be rented through the facility-use agreement.
- The Track & Field will have regulation event stations.
- The Lacrosse & Soccer field will be in regulation with FHSAA.
- The artificial turf will be newly renovated for the Lacrosse & Soccer field.

**Annual Budget: \$760,000**  
**Five-Year Budget: \$3,800,000**

### II. Entrepreneur Student Center & Community Collaboratory

- The Entrepreneur Student Center will serve Vero Beach High School students.
- Alternative location for Vero Bean, the student-run coffee shop.
- Space for entrepreneurial students to market, merchandise, and sell products.
- A 1,000 sq. ft. open meeting space that will allow for summer enrichment with the entrepreneurship pilot program of the School District of Indian River County.
- Collaboration and Professional Development Hub.
- Office space for Community Partnerships and Innovation Lab.

**Annual Budget: \$250,000**  
**Five-Year Budget: \$1,250,000**



### III. Historic Vero Walking Trail

- Half mile community walking path.
- Journey through the historical events that helped shape Vero Beach.

**Annual Budget: \$16,000**  
**Five-Year Budget: \$80,000**

### IV. Inclusive Playground

- Build a 5,000 sq. ft. community playground featuring inclusive design.
- Sensory-rich environment that encourages play, discovery, and exploration.
- Accessibility by utilizing protective, shock-absorbing unitary surfacing.
- Features ADA inclusive design.

**Annual Budget: \$56,000**  
**Five-Year Budget: \$280,000**

### V. Community Amphitheatre

- Provide a 100,000 sq. ft. large outdoor event and concert venue space.
- State-of-the-art portable sound capabilities.
- Portable projection screen with high output video projector including DVD, BluRay player, and laptop capabilities.
- Rental request capabilities to support community and nonprofit events.

**Annual Budget: \$18,000**  
**Five-Year Budget: \$90,000**

<b>PROPOSED BUDGET</b>		
	<b>Annual Budget</b>	<b>Five-Year Budget</b>
I. The Jimmy Graves Stadium	\$760,000	\$3,800,000
II. Entrepreneur Student Center & Community Collaboratory	\$250,000	\$1,250,000
III. Historic Vero Walking Trail	\$16,000	\$80,000
IV. Inclusive Playground	\$56,000	\$280,000
V. Community Amphitheatre	\$18,000	\$90,000
<b>TOTAL BUDGET</b>	<b>\$1,100,000</b>	<b>\$5,500,000</b>

## KEEPING YOU INFORMED

We will keep all stakeholders and investors apprised of the five-year action plan’s accomplishments and impacts through a robust investor relations and communications program. The proposed outcomes for strategy, fundraising, and investor relations are:



- Regular meetings of Indian River County Community partners and stakeholders to coordinate fundraising and communication efforts and share successes/challenges.
- Host an annual investor appreciation event to keep investors engaged and informed on progress.
- Invite investors to announcements, ground breakings, ribbon cuttings, etc. Publish and distribute timely newsletters, press releases, and other materials that provide updates on progress made towards achieving our goals and objectives.
- Issue frequent media releases, provide briefings and communicate accomplishments to the public, investors, and stakeholders.
- Conduct a comprehensive capital campaign to secure private resources to broaden the base of support and fund our five-year plan.
- Create an “Investor Engagement Committee” made up of top investors to receive timely updates, review implementation, and maintain project accountability and progress.

## WHY NOW

Today we have an opportunity to continue driving this community forward during a time of rapid growth and change. There is nothing more important than the health and well-being of our children and their families. Now is the time to invest in expanding Indian River County’s recreation offerings and to solidify our reputation as a wonderful place to live.

We are convinced the best way to achieve our collective vision is implementing this proactive strategic plan of action. As a key leader in the Indian River community, your insights and support of our strategies are critical. We need your candid feedback to ensure Indian River County continues to be a great place to live, work, and play. We appreciate your time and consideration.

## SCHOOL BOARD OF INDIAN RIVER COUNTY

Brian M. Barefoot, Board Chair (District 5)

Teri L. Barenborg, Vice Chair (District 4)

Dr. Mara Schiff, Board Member (District 1)

Jacqueline Rosario, Board Member (District 2)

Dr. Peggy Jones, Board Member (District 3)

David K. Moore, Ed.D., Superintendent