

# Camp Florida



## Proposal

Approved for public disclosure / release.

## Summary:

Camp Florida intends to create a premier outdoor recreation, education, and sports facility for use year round by Alachua County residents, and to host visitors from around the world at a variety of camps and events.

The Camp Florida property is conveniently situated 8 miles south of the University of Florida, with easy access to I-75 and Gainesville Regional Airport. Camp Florida's founders, Gator Water Polo and Gator Swim Club, already host camps and events in Alachua County that draw visitors and attendees from the local area, the US and internationally. The enhanced facilities at Camp Florida will allow these programs to expand and provide access to more attendees. The Camp Florida initiative will also provide access to services for Alachua County Residents. This project will increase tourism and have a measurable economic impact on Alachua County.

Gator Water Polo currently hosts competitions and camps that serve over 500 athletes and their families per year, with about 100 athletes from Alachua County. Gator Swim Club serves well over 5,000 athletes per year and approximately 300 Alachua County Residents with day to day programming.

## Background:

In 2017 The Alachua County Commission purchased the former YMCA Property known as Camp McConnell.

210 SE 134 Ave, Micanopy, FL 32667

The County Commission purchased Camp McConnell for \$1,002,500 in 2017 with the primary objective of protecting the natural beauty of the property. The land was purchased with funds from the half penny Wild

Spaces & Public Places sales tax. They placed a conservation easement on the property, that ensures the land will not be developed other than for a camp. The property is approximately 211 acres located just south of Gainesville near to the University of Florida's Lake Wauburg. On the property there are presently beds for approximately 250 athletes, plus staff quarters.

## Proposal:

The County Commission has decided to ask the local community to submit proposals as to the future of this amazing property. The purchase must be completed by a qualifying 501(c)(3) Non-Profit Organization and must serve a good civic mission as for the use of the property including the conservation of the land. The Camp Florida project meets the needs of the County residents, and will serve Alachua County for many years to come.

At present the property has been sitting vacant for a number of years and has fallen into disarray.

My name is David Huelsman. I am the President and Head Coach for Gator Water Polo, Inc. We are a well established, Gainesville based 501(c)(3) Non-Profit Organization serving North Central Florida with a focus in Alachua County. We work very closely with Gator Swim Club and its Head Coach, Robert Pinter. Our organizations serve the youth of Alachua County.

Robert Pinter is uniquely qualified to be a part of this project. He is a well-known swimming coach in the US and a former 1992 Olympian and Olympic finalist in Barcelona. Robert has been coaching from the Club to Professional levels for 20 years. He has most recently co-coached national Champion Ryan Lochte and six time World Champion Caeleb Dressel who, at the 2019 World Championships, won 6 gold medals, a silver and a

bronze, the most in history. Caeleb also broke a World Record set by Michael Phelps in 2009 in the 100 butterfly at these championships.

I am also very well known in the swimming and water polo communities. I am the Co-Founder, President and Head Coach for Gator Water Polo, the only youth water polo program located in Gainesville. The program has grown from zero to serving over 100 youth athletes in Alachua County. I also have coached at every level, and am currently the Head Coach of the UF Men's Water Polo Team.

I am responsible for bringing the Florida International Water Polo Camp to Gainesville. The camp is top tier and brings in some of the best coaches in the world to work with our athletes, as well as athletes from around the world. We run this camp with The Barcelona International Water Polo Academy and The University of Florida. This camp is the highest quality and largest of its kind on the east coast.

To date we have raised 2.17m for this project from private donations. We also are in the process of securing United States Department of Agriculture (USDA) Community Facilities financing to purchase the property, bring the existing buildings back to life, and build a world class aquatics center on property. We are offering The Alachua County Commission \$1,000,000 cash for Camp McConnell. We ask the County Commission to agree to contract a purchase / sale agreement with a 90 day closure, due diligence period, with a contingency on financing. Once the property is secured, Camp Florida will launch a full scale capital campaign looking for like minded donors that want to be a part of history.

Based on the civic nature of this plan and the value we can bring to the residents of Alachua County, we are asking the County to engage in a public-private partnership with Camp Florida. This partnership would focus on the Alachua County Residents and the portions of its population that are severely underserved.

According to the Florida Department of Health:

Florida leads the country in drowning deaths of children ages 1-4 years. Annually in Florida, enough children to fill three to four preschool classrooms drown before their fifth birthday.

<http://www.floridahealth.gov/programs-and-services/prevention/drowning-prevention/index.html>

The proposed public-private partnership would allow for Alachua County to be a leader in staving off drowning deaths in children who could not afford the opportunity to get swim lessons and become water safe.

Camp Florida would provide services to the county residency for a yearly payment of \$400,000. This money would be used to provide programming in the form of swim lessons, camp opportunities for a large number of Alachua's underprivileged youth. We are open to further negotiations of cost and capabilities to meet the needs of the county where appropriate.

For example, at current rates:

\$200,000 will pay for 2000 kids to experience 5, 1/2hr swim lessons.

\$200,000 will pay for 363 kids to experience a week at summer camp.

Selection of the recipients of these services will be made by the Camp Florida Evaluation Committee. The committee would use a qualitative evaluation process to make the selections. (Please see document attached below).

Camp Florida would appreciate assistance with permitting, and where possible and appropriate insurance coverage for the portions of the Public-Private Partnership, that directly deal with the general public's access to resources on property. Public Lap Swim, Public Tennis Courts, Public Basketball Courts, etc.

In addition to the purchase of the land from Alachua County there are a number of projects that would need to be completed before we could successfully run activities at the facility. (see CapEx expenditures below)

The current pool on the property is in complete disrepair, and needs to be cleaned up and made operational. Two new pools will also be installed in close proximity to the existing pool. A 50m Olympic and a 30m Dive Well / Warm-up pools will be added. There will also be an aquatics building that will include, locker rooms, weight room, an athletic training room, a multipurpose classroom, conference room, laundry, deck storage, and some office space. We plan to create a state of the art facility that is the first of its kind in Alachua, and will rival some of the best facilities offered around the country. Most aquatic facilities of this nature are municipality and tax dollar supported, and almost all run extremely in the negative. The Camp Florida Plan incorporates ecologically, and sustainable correct decisions. This includes Solar Power, GeoThermal heating and cooling. The financials in this document are based on historical books from the two organizations, and show the feasibility of this project. All inclusive this will allow the facility to run with very little ecological impact and a positive revenue stream for the next 100 years.

## Non-Revenue Programming:

Camp Florida will offer facilities and programming to SBAC (School Board of Alachua County) and other schools in Alachua County such as Boulware Springs Charter School to bring enrichment activities to underserved youth of Alachua County. SBAC currently runs Camp Crystal. This property is 100% maxed out and cannot serve all 30,000 students in Alachua County. Camp Florida will be an additional resource to make sure that kids from Alachua County get the opportunity to experience the great outdoors and learn to swim. Camp Florida will host a variety of activities ranging from day trips to multiple day events, such as: science camps, science walks, enrichment for art and PE classes, swim lessons, archery, ropes courses, a

rock wall, teacher in-services, team building, retreats, and many more opportunities for the youth and residents of Alachua County to enjoy the beauty of this property.

Public Lap Swim will be offered (in county resident \$3)(out of county \$4) per day. Also available will be a yearly subscription for lap swimmers.

Tennis and basketball courts will have scheduled availability to the public.

Besides the above mentioned programs that we can offer in the short term, the versatility of the property allows us to consider future projects such as working with horse therapy and rescue organizations, wildlife rescue and even a beekeeping project. The plan is to provide an ecologically positive impact to the property.

## Programming:

We currently organize camps year round, and plan to move and expand our operations to the Camp Florida property. Camp Florida will be hosting camp: ten weeks in summer, two weeks in the fall, four weeks in the winter, and four weeks in the spring. We plan to house about 2,000 residential campers per year, as well as host another 4,000/5,000 day visitors annually. Depending on the type of camp, the split between Alachua County Residents and tourist campers will be mixed. Some camps will lean towards 100% Alachua County, and some a variety down to 50%. When drawing athletes from the U.S. or globally, there will be an increase in tourism to Alachua County. This will drive up bed night taxes. For example we have had athletes in our camps staying in the Gainesville area a few extra days. They and their families stayed in hotels and visited Paynes Prairie, the local springs, and some of the other local attractions before heading home.

Programming will include swim lessons, tennis lessons, water polo instruction, swim meets, tennis matches, and water polo tournaments as well as camps for each. Also, through local partnerships, we will be able to host 5k's, triathlons, soccer camps, and a multitude of different sports either for instruction or as camps.

In addition to camps and instruction geared towards sports, Camp Florida will offer an adventure camp, in the form of day, residential, and after school programming. Campers will be able to experience nature, kayaking, canoeing, swimming, archery, ropes course, rock wall, homework assistance, and so much more.

Camp Florida will also be open to outside groups. There will be space for Church Groups, Boy / Girl Scouts, Clubs, and Businesses. The services that will be offered are: mini-retreats, archery, ropes courses, a rock wall, team building, and a variety of other events. Camp Florida can either offer day or residential trips for these groups, as well as dining services to meet their needs.

## Opening Plan:

Camp Florida will begin renovations on the campus immediately upon signatures.

Camp Florida will focus efforts on making the property safe for kids, as well as functional for camp operations. We plan a soft opening without the aquatics complex in place (preferably summer of 2020). Initial focus will be placed on the lodge building and commercial kitchen, existing dormitory buildings, and campus infrastructure (electrical, wells, septic, etc.) to get operational. We will also be renovating the existing locker room building and existing pool, to get through the summer season.

Post summer 2020, we will break ground on the new pool structures and aquatics building. Construction should take just shy of 1 year on those structures.

Desired full campus opening Summer of 2021.

## Conservation / Ecological Impact:

Camp Florida plans to fully embrace the conservation efforts currently on the property and conservation easements that the county is proposing for the property. We need the property to stay in a state of natural beauty to support our mission for this camp. Camp Florida will be responsible for the management of the property and maintaining the conservation easement.

Camp Florida also plans to put solar panels over the existing parking lot to provide shade and lighting for vehicles as well as offset 100% of the electrical power generation needs of Camp Florida. We have partnered with an Alachua County based solar company to do the designs and install. The company is Power Production Management, run by Jason Gonos.

## Capital Expenses:

CapEx	
Purchase of Camp McConnel from Alachua County	\$1,000,000.00
50m x 25Y Pool	\$1,200,000.00
Dive Well Pool 30M x 25Y	\$1,000,000.00
GeoTheomeral	\$360,000.00
Pool Deck Concrete, Fencing, and Lights	\$150,000.00
Pool Deck Equipment	\$100,000.00
Rehab Old Pool, Locker Room, and Removal of Dorm Building	\$100,000.00
Aquatics Building	\$1,800,000.00
Lodge Building Rehab (including kitchen)	\$400,000.00
General Camp Rehab	\$50,000.00
Camp Infrastructure (electrical, plumbing, technology)	\$100,000.00
Camp Supplies	\$50,000.00
Total CapEx	\$6,310,000.00
Deferred Capex	
New Dorm Buildings / Dining Hall / Gym	\$5,000,000.00
Video Scoreboard	\$200,000.00
12 Tennis Courts	\$1,000,000.00
Soccer Fields	\$30,000.00
Paving	\$65,000.00
Parking Lot Cover / with Solar Panels	\$750,000.00
Total Deferred CapEx	\$7,045,000.00
Total CapEx	\$13,355,000.00

## Yearly Operational Expenses:

OpEx Yearly	
Fixed OpEx Yearly	
Administration Personnel (1 Bookkeeper / 1 Manager)	\$150,000.00
Marketing	\$25,000.00
Pool, Chemicals, Maintenance, Electricity	\$300,000.00
Pool Maintenance Technician (Also Camp Maintenance Repair)	\$55,000.00
Housekeeping 2x (part time)	\$50,000.00
Groundskeeper	\$50,000.00
General Maintenance, Equipment, Supplies, Labor	\$50,000.00
Commercial Umbrella & Liability Insurance	\$50,000.00
Electrical	\$20,000.00
Gas / Propane	\$20,000.00
Office Supplies	\$10,000.00
Telecommunications (Internet / Phone)	\$7,500.00
Website	\$3,000.00
Loan Payment	\$420,172.44
Sub Total	\$1,210,672.44
Variable OpEx Yearly	
Summer Weeks Food (\$25 per person 3 meals) Person Total 135	\$33,750.00
Fall Weeks Food (\$25 per person 3 meals) Person Total 85	\$4,250.00
Winter Weeks Food (\$25 per person 3 meals) Person Total 85	\$2,121.00
Spring Weeks Food (\$25 per person 3 meals) Person Total 85	\$2,121.00
Instructors Summer Weeks (15 Athletes pr Instructor 1k pr instructor pr week)	\$80,000.00
Instructors Fall Weeks	\$10,000.00
Instructors Winter Weeks	\$20,000.00
Instructors Spring Weeks	\$20,000.00
Sub Total	\$172,242.00
Total OpEx	\$1,382,914.44

# Camp Revenues:

Camp Revenues	Number of Athletes (Max 150)	Average Cost per Residential Camper (550 pr week)
Summer Week 1	120	\$66,000.00
Summer Week 2	120	\$66,000.00
Summer Week 3	120	\$66,000.00
Summer Week 4	120	\$66,000.00
Summer Week 5	120	\$66,000.00
Summer Week 6	120	\$66,000.00
Summer Week 7	120	\$66,000.00
Summer Week 8	120	\$66,000.00
Summer Week 9	120	\$66,000.00
Summer Week 10	120	\$66,000.00
Fall Week 1	75	\$41,250.00
Fall Week 1	75	\$41,250.00
Winter Week 1	120	\$66,000.00
Winter Week 2	100	\$55,000.00
Winter Week 3	75	\$41,250.00
Winter Week 4	75	\$41,250.00
Spring Week 1	120	\$66,000.00
Spring Week 2	120	\$66,000.00
Spring Week 3	75	\$41,250.00
Spring Week 4	75	\$41,250.00
Public Private Partnership from Alachua County	Variable	\$400,000.00
Conference Center Events 15 events (average 2k) each	15	\$30,000.00
10 Large Scale Meets (3 Day)	\$4000 per day	\$120,000.00
Day to Day Lane Space		\$329,472.00
Lap Swimmers	3000 Yearly @ \$3/4 Each	\$10,500.00
Totals	2110	\$2,050,472.00

Yearly P/L	\$667,557.56
------------	--------------

## Administrative Structure:

The land will be purchased by Gator Water Polo, Inc. with a new DBA to be created as “Camp Florida” to operate under that EIN.

\*name “Camp Florida” pending review by legal team

All funds and accounting will be done in a separate accounts with the specific purpose of managing the camp presence. No funds will mix with the primary GWP, accounts.

A new Board of Directors will be appointed to oversee the camp properties, and administration.

Currently:

David W. Huelsman  
President & Head Coach Gator Water Polo  
P.O. Box 13313, Gainesville Florida 32604  
Email: [david@gatorwaterpolo.com](mailto:david@gatorwaterpolo.com)  
Phone: 352-358-4272

Robert Pinter  
Owner & Head Coach Gator Swim Club  
P.O. Box 13313, Gainesville Florida 32604

Gator Water Polo, Inc. EIN 47-1992323  
Non Profit Organization 501(c)(3)  
PO Box 13313  
Gainesville, FL 32604

- Summary of Litigation - None
- Camp Florida complies with Alachua Counties Anti-discrimination Policies

- Public Private Partnership Camp Florida Evaluation Committee
  - Waived fees for students or athletes

On the Camp Florida website, also available in printed form, will be an application for waived fees. Applications may be submitted electronically or by mail. The application must be 100% complete and submitted two months before the start of the anticipated program the youth wishes to attend. All application materials will be branded with both the Camp Florida logos / information, as well as Alachua County logos / information.

The evaluation of applications for fee reduction or fully subsidized programming is reviewed by the Camp Florida Evaluation Committee. The committee is comprised of two members from the Camp Florida Board (or designee) and two members from the Alachua County Commission (or their designee).

The Evaluation Committee will use a process of qualitative evaluation. The committee takes all of the information provided in the applicant's packet and makes a determination based on (but not limited to) the following:

Financial ability to pay

School Performance (grades, etc.)

Letters of reference from (teachers, counselors, other individuals of influence)

Participant's previous involvement with Camp Florida Programming (Positive, Neutral, Negative)

Parcel: 16392-000-000

[GIS Map](#)

<b>Taxpayer:</b>	ALACHUA COUNTY	<b>Legal:</b> LEITNER S/D DB J-645 LOTS 21 & 40 SW OF HWY 441 LESS TRIANGLE IN NE COR PER OR 77/223 LESS PARCELS 1-7 INCL 13-14-15 UNREC'D SURVEY ALSO TRIANGLE IN SE COR LOT 22 ALL LOT 39 PT LOT 38 SW OF HWY LESS TRACT IN OR 899/657 PT LOT 37 SW OF HWY & W OF OLD RAILROAD ALL LOTS 42 AND 43 PT LOTS 58 AND 59 N OF OLD SPUR NE OF I-75 PER OR 485/398 LESS COM NE COR LOT 21 LEITNER TRACT S 523.35 FT N 52 DEG W 70.60 FT POB CONT N 52 DEG W 820.38 FT S 37 DEG W 200 FT S 52 DEG E 1015.16 FT N 6 DEG W 279.18 FT POB PER 1917/1780) ALSO THAT PART OF RR PER OR 4533/424 ) OR 4533/0591
<b>Mailing:</b>	12 SE 1ST ST GAINESVILLE, FL 32601	
<b>9-1-1 Address:</b>	12510 S US HWY 441 UNINCORPORATED 12516 S US HWY 441 UNINCORPORATED 12522 S US HWY 441 UNINCORPORATED 210 SE 134TH AVE UNINCORPORATED 214 SE 134TH AVE UNINCORPORATED	
<b>Sec-Twn-Rng:</b>	00-11-20	
<b>Property Use:</b>	07700 - CLB/LDG/UN HALL	
<b>Tax Jurisdiction:</b>	ST. JOHN'S 0200	
<b>Neighborhood/Area:</b>	EXEMPT	
<b>Subdivision:</b>	LEITNER TRACT E. LEVY GRANT	

**History**

Year	Property Use	Land Value	Classified Land Value	Improvement Value	Total Just Value	Deferred Value	County Assessed	School Assessed	County Exempt	School Exempt	County Taxable	School Taxable
2018	CLB/LDG/UN HALL	449400	0	980100	1429500	0	1429500	1429500	1429500	1429500	0	0
2017	Cib/Ldg/Un Hall	434100	0	998900	1433000	0	1433000	1433000	1433000	1433000	0	0
2016	Cib/Ldg/Un Hall	434100	0	994400	1428500	0	1428500	1428500	1428500	1428500	0	0
2015	Cib/Ldg/Un Hall	434100	0	1029600	1463700	0	1463700	1463700	1463700	1463700	0	0
2014	Cib/Ldg/Un Hall	434100	0	1037300	1471400	0	1471400	1471400	1471400	1471400	0	0







