



ECONOMIC DEVELOPMENT & JOB GROWTH

- **Florida's arts and culture industry's annual statewide economic impact grew to \$5.9 billion in 2015 from \$3.7 billion in 2007.**
- **From 2014 to 2016, this sector of the state's economy grew significantly more rapidly than the economy as a whole.**
- **The arts are a great investment. Nationally, the arts industry provides a financial return of 8-to-1 on governmental spending. Annually, this industry generates \$34.4 billion in federal, state, and local government revenues, at the same time support for the arts from these government sources totals less than \$8 billion.**

Tourism Impact – 2 Million Niche Market

- Women visitors are more likely to be married, have a higher income, and stay longer.
- Primarily would be Museum visitors market. These characteristics allow the Museum visitor to have a larger impact on the local economy than does the non-Museum visitor.
- Museum visitors stay longer in Pensacola than non-Museum visitors by .75 days, and spend more during their visit on restaurants, entertainment, shopping, groceries, and especially lodging.
- They are more likely to be here on a longer vacation (46% of Museum visitors indicated this response versus 32% of non-Museum visitors) and less likely to be in the area on business (6.5% versus 9.9%).
- While in the area, they are more likely to visit other attractions, especially the historical district (55% of Museum visitors visit this attraction versus 31% of non-Museum visitors), the zoo (21% versus 11%) and historic forts (46% versus 17%).

Job impact

- About 1,170 jobs are directly or indirectly supported by Museum-related spending in the regional economy along with annual incomes to area workforce totaling approximately \$27.3 million.
- Monument to Women Veterans estimates about 234 jobs will be directly and indirectly supported by MWV related spending in the regional economy along with annual incomes to area workforce totaling approximately \$4.2 million.
- MWV activities will also have a sizable fiscal impact, generating an estimated \$1.8 million each year in local tax revenues, \$2.4 million in state tax revenues, and \$8 million in federal tax revenues.

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Capital Campaign

- **Hire Consultant**
- **Reach out to All 6 Branches of Service**
- **Corporate Sponsors**
- **Challenge Coins**
- **Merchandise**

- [Air Force Association](#)
- [Air Force Sergeants Association](#)
- [American Ex-Prisoners of War](#)
- [American G.I. Forum](#)
- [American Legion](#)
- [American Veterans \(AMVETS\)](#)
- [American Veterans Committee](#)
- [American Veterans for Equal Rights](#)
- [Army and Navy Union of the United States of America](#)
- [Association of the United States Army \(AUSA\)](#)
- [Blinded Veterans Association](#)
- [Catholic War Veterans](#)
- [Disabled American Veterans \(DAV\)](#)
- [Fleet Reserve Association](#)
- [Grand Army of the Republic](#)
- [Iraq and Afghanistan Veterans of America](#)
- [Iraq War Veterans Organization](#)
- [Jewish War Veterans of the USA](#)
- [Marine Corps League](#)
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Creating a new niche

- Military Reunions (Women) reunions take place in our local area
- Establish large Golf Tournament
- Create attractions with current memorial park, Retail clothing,
- Museum specific for Women
- Establish Central HUB / Incubator Combat
- R&D Impacts of war etc...
- DOD/VA \$47million Women Health

2 Million & Growing

- Average Age of Veteran Woman 42-46
- This is the very group spending\$\$
- Membership dues \$10 x 1 million
- 6 Branches of service \$250,000 each
- Challenge Coins/ \$20 each
- Clothing , hats, T- Shirt \$15 each
- Incubator for Military Women Veterans health

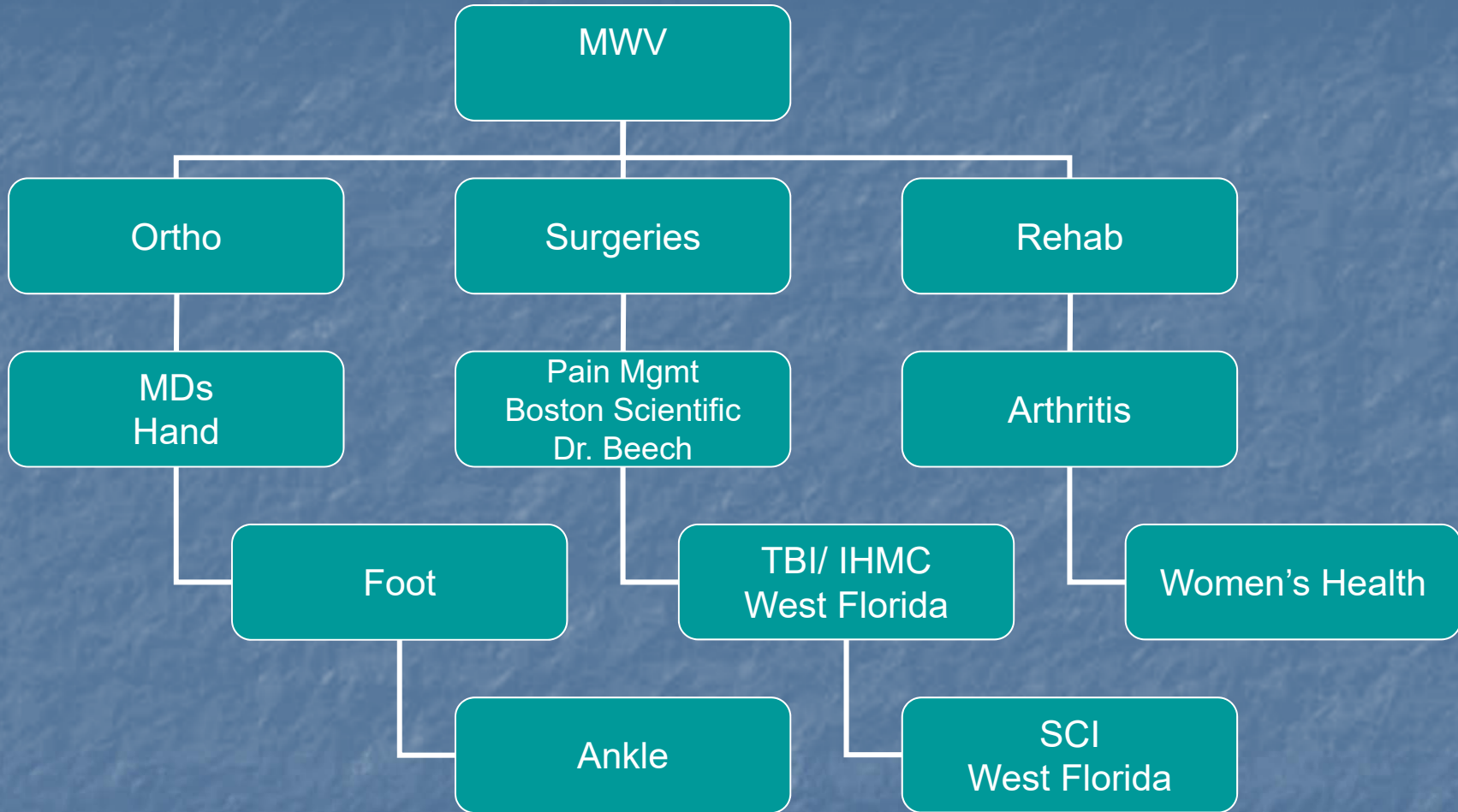
Elizabeth Mac Queen

- Internationally Sculpture Society
- National Sculpture Society
- Women Basketball Hall of Fame
- "Three Spirits" Birmingham
- *"My passion as an artist is to translate the language of the body into a three-dimensional reality that symbolizes the real essence of movement, expression and human dignity."*



PICCOLLAGE

Current Needs



- These are the currents Needs of VA Gulf Coast
- Currently reimbursements comes from TRI-Care & Project HERO
- Already TRI – Care Network Providers

■ R & D / Current Research Projects

■ NCHPAD

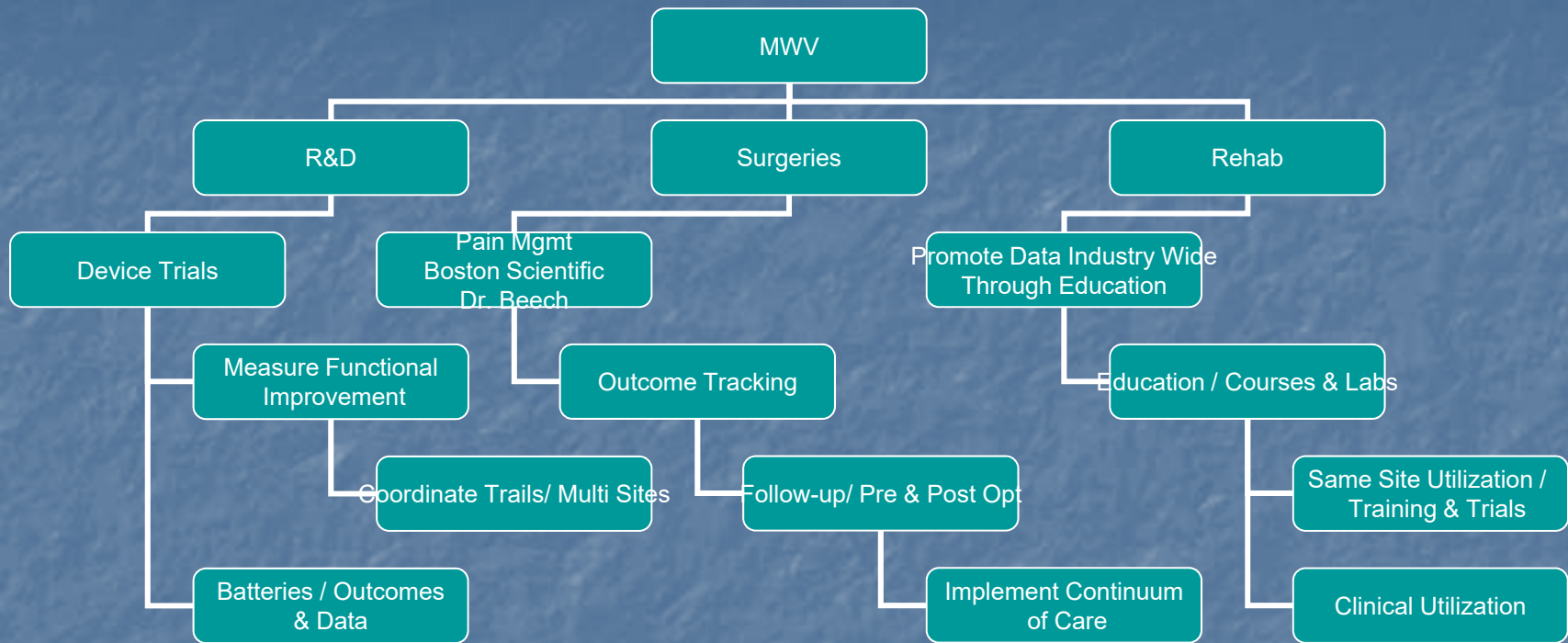
■ Injured Military Research

- Limited research has been conducted to assess the impact of recreation and physical activity programs for injured service members on their physical and mental health, and quality of life as they transition back into society. The aim of this research is three-fold: 1) evaluate the impact of the Lima Foxtrot Programs on community integration aspects related to physical health and emotional well-being before starting the program and up to 7 months post-program; 2) obtain information to tailor physical activities to the needs of this population as well as identifies unique barriers to physical activity for this population; and 3) evaluate the impact of a health promotion program on improving caregiver well-being, stress management, emotional well-being, and overall health.

■ Sport Science

- Lakeshore Foundation is a leader in sport science for athletes with disabilities with the U.S. and around the world. Utilizing expertise in exercise physiology, biomechanics, sport psychology, and nutrition, we provide services for our own athletes as well as U.S. National team members in sports including wheelchair rugby, wheelchair basketball, sailing, swimming, power soccer, wheelchair tennis, and equestrian.





- This is an example of corporate support for internal courses that include pain management as part of the curriculum
- Identify &/or develop a “*Physician Champion*” to lead clinical studies and education programs
- Establish a “pain clinic” with Boston Scientific as preferred modality and promote Research & Education as the distinguishing factor that produces results



AQUATIC THERAPY PROGRAM

- Develop a comprehensive program of fitness, recreation, sport and transition support for recently injured U.S. military personnel from Florida and throughout the nation. "Lima Foxtrot" is the brand name adopted by Lakeshore Foundation (Birmingham, Ala.) to describe what has become one of this nation's premier, comprehensive, year round, sport, fitness, and recreation programs for severely injured members of our Armed Forces. Initiated in 2006 in response to the significant numbers of injuries from conflicts in Iraq and Afghanistan, Lima Foxtrot has served over 1,000 injured servicemen and women and their families, from thirty-five states and territories. Through Lima Foxtrot these young men and women use lessons from sport and recreation to learn how to pursue life after injury.
- Lakeshore Foundation's Operation Lima Foxtrot Programs for Injured Military and the United States Olympic Committee's U.S. Paralympics Military Program are joining forces to present the U.S. Paralympics Military Introduction Sports Camp for servicemen and women who have sustained physical injuries. Military personnel who have sustained physical injuries will be introduced to competitive sports opportunities offered at the Paralympics level through clinics and light competition led by Paralympics athletes and coaches. The program is not just about sports; it's also about attitude, camaraderie and promoting healthy and active lifestyles. Monolithic reinforced structures are the future for schools. Lower construction cost, lower energy cost, lower maintenance cost, best engineered, best insulated, strongest, least expensive permanent building in the world today and the appearance or motif may be any style, size, shape color, material and or design alternative at a fraction of cost as compared to any conventional building.
- Aquatics MWV/Natatorium a2 pools a smaller pool maintained at 92 degrees to accommodate for classes that focus on pain management and range of motion. A second larger pool maintained at a slightly cooler temperature is designed to meet more cardiovascular needs in water aerobics classes as well as lap swimming and competitive athletics. Facility needs to be large enough to accommodate pools and land base programs. Facilities 25 yard compared to 50 meter – "To build or not to build" Sooner or later, the people involved in a pool project will find themselves asking this question – "Can we afford to build a 50 meter pool"? It is a valid question and one that should not only be asked but carefully researched. There are 3 distinct areas that need to be considered:

Gulf Coast VA Budget Projection (Est.)

Budget request reflects a 35.2% increase

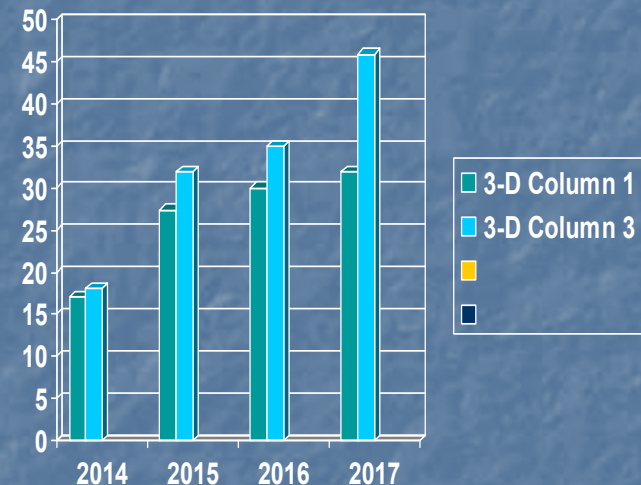
in discretionary budget since 2009 with a 40% increase over 2015

2014: \$667,725,234

2015: \$761,853,130

2016: \$886,065,884

2017: \$917,325,744



100,000 in VA Gulf Coast

The number of veterans and their families using the medical services of the Veterans Affairs VA Gulf Coast administration in Northwest Florida Operating Enduring Freedom (OEF) and Operating Iraqi Freedom (OIF) Veterans, an increase of over 56,000 patients, or 14.8 percent, over the 2010 level



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Thank you

- Questions & Answers?
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- Michelle D. Caldwell
- (850)572-5474