



WHAT "CIVIC INFRASTRUCTURE" IS REQUIRED FOR US TO ADVANCE OUR REGIONAL PRIORITIES?

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Key Discussion:

This group's discussion, in large part, was a discussion of "what happens when a civic-led project moves through the "Six Steps of Civic Innovation", then "gets stuck" and does not move forward? How does the community "re-engage" in developing innovative solutions? The group used the example of the Florida Citrus Bowl to lead the discussion. On the first day, much of the discussion was focused on Phase 2-Research, as few members of the workgroup had knowledge or information about the status of the Florida Citrus Bowl renovations.

Some of the Key Discussion included the following:

1. What type of grass-root support is now engaged in advancing the renovating of the stadium?
2. What challenges face increased private sector involvement?
3. What specific sources from the private sector have been invited to financially support the stadium renovation?
4. Who currently owns the stadium?
5. How is it managed?
6. Who would own the renovated stadium?
7. How will it be managed?
8. Why are we keeping the stadium in the same "outdated" location?
9. What activities other than the three (3) bowl games are associated with the stadium?



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10. Where is the Orlando Magic, SeaWorld, Universal Studios, Walt Disney World Co., and LEGOLAND Florida, when it comes to their financial and community support of the stadium renovation?
11. Is the stadium a true Public-Private Partnership, involving the business, government and civic sectors?
12. What is the actual value of the stadium to the residents of Central Florida?
13. Is the stadium ready for Professional Soccer?
14. Does the stadium meet NFL Standards?
15. Is there a way to "blend" the Resort Tax in a different way, accelerating the renovation of the stadium?
16. Is there a contingency plan if the plan for the stadium renovation fails?
17. What other communities in America have such a stadium that is not "linked" to a college team or professional sports franchise?
18. Is there any way to advance a new location?
19. The business neighborhood and residential neighborhood around the stadium are an enormous challenge to visitors, how can this situation be improved?
20. Why not just move the stadium to International Drive, since it is the benefit to the hospitality industry?
21. Is there an acceptable "buy-in" from the general community?
22. If we started with a "clean sheet of paper," is this plan what we would do?
23. What is the value proposition when it comes to improving the stadium—where will the value accrue?
24. What barriers stand in the way of creating a New Civic Infrastructure?
25. What will happen if nothing is done?
26. What will happen if an innovative new solution is advanced?

Where is this issue in the "Six Steps to Civic Innovation?"

This group of Civic Innovators concluded the region is between Step 3: *Identify & Define the Civic Issue* and Step 4: *Engage the Community*.

What's next?

This Group of Innovators concluded that we need to engage the community at large by holding community and political forums to define what is important, in order to do research and communication through web and digital media outlet.

Who owns the next step?

Florida Citrus Sports, working with all identified Stakeholders.