



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 3421

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The Sebring Community Redevelopment Agency, local businesses and community members are partnering with the Sebring Hall of Fame, a 501(c)(3) organization, to re-purpose a building at the entrance of beautiful downtown Sebring to house a permanent 12,000 square foot museum dedicated to the storied history of the racing event that has been a 12-hour endurance race since 1952. This Museum encapsulates the history of the cars, drivers, teams and individuals who made this the first and most historically significant endurance race in the U.S., and includes some of the most famous drivers and celebrity racers in the world.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2025-2026

Type of Funding	Amount
Operating	0
Fixed Capital Outlay	3,444,688
Total State Funds Requested	3,444,688

7. Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	3,444,688	64%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	650,000	12%
Other	1,291,150	24%
Total Project Costs for Fiscal Year 2025-2026	5,385,838	100%

8. Has this project previously received state funding?

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future-year funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.



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Complete questions 10 and 11 for Fixed Capital Outlay Projects

10. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

b. Is the project "shovel ready" (i.e permitted)?

No

c. What is the estimated start date of construction?

09/01/2025

d. What is the estimated completion date of construction?

08/31/2026

e. What funding stream will be used for ongoing operations and maintenance of the project?

We plan an extensive fundraising campaign as well as entrance fees, archival research grants, social events, lectures, public special-event rentals, branded merchandise, and social media.

11. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

Sebring Community Redevelopment Agency (C.R.A.), Marmer Construction Inc. and the Sebring Hall of Fame Inc. The ownership of the building will be transferred from the C.R.A to Marmer Construction Inc. who will provide the first floor for exclusive use of the Museum.

12. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Architectural and engineering design, IT systems design, acoustics and lighting design, food service design, security design, permitting, construction and build out, purchase of all equipment exhibit mounting and commissioning.	3,444,688
Total State Funds Requested (must equal total from question #6)		3,444,688

13. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?



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1. Preserve and promote the history and importance of the Sebring Race and Florida's role in that history.
2. Highlight significant milestone events of cars, drivers, teams and people associated with the Sebring Race.
3. Attract additional investment for the City of Sebring, the Sebring Airport and track and Highlands County.
4. Generate significant incremental visitor trips and per capita spending, and Direct/Indirect area employment.
5. Underline the importance of the Sebring Race and prevent the loss of the race to international competition.

b. What activities and services will be provided to meet the intended purpose of these funds?

1. First quality museum exhibits on the history and events surrounding the Sebring Race.
2. Live lectures and video presentation on cars, drivers, teams, people and key events in its history.
3. Special annual events to celebrate cars, drivers, teams and people (e.g., astronauts, celebrities, champions).
4. Archival research important to the sport of endurance racing, both physical and digital.
5. Built local and state-wide awareness and pride in this important international event.

c. What direct services will be provided to citizens by the appropriation project?

1. Historical exhibits and presentations important to Sebring and Florida history, and to racing history.
2. Educational programs for both residents and students in the local area and statewide
3. Access to archival resources that would otherwise be inaccessible or lost to history.
4. Public events to celebrate the history of Sebring and its international stature.
5. Potential to attract investment and experts in automotive technology and arts.

d. Who is the target population served by this project? How many individuals are expected to be served?

1. Florida residents (annual) - 30,000
2. FIT Florida visitors (3 seasons) - 15,000
3. Annual race visitors (March) - 17,500
4. Track-time races (300 days/year) - 5,000
5. Destination visitors (collectors, writers) - 2,500
6. Student field trips - 1,000

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

1. Increase in visitor trips and per-capita spending in Sebring/Highlands County.
2. Direct and Indirect employment.
3. Local investment and promotion (i.e., build on "Home Town Makeover featured on HGTV).
4. Encourage investment in track facilities for racing and other automotive technology.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

All unspent funds awarded would be forfeited. The contractor will be occupying the floor above the museum and Hall of Fame and therefore will be motivated to make sure the venue and areas of shared access will also make a good impression for their clients when they visit the building.

14. Is this project related to mitigation, response, or recovery from a natural disaster? No

a. If Yes, what phase best describes the project?

- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):

15. Has the entity applied for or received federal assistance for this project?



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- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, provide the FEMA project worksheet ID#:

b. Provide the total project cost listed on the FEMA project worksheet:

16. Has the entity applied for or received state assistance for this project (other than this request)?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

18. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity



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University or College

Other (please specify)

d. First Name Last Name

e. E-mail Address

f. Phone Number Ext.

19. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number

The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.