



ARS

Annual Report Summary

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DRI #226 - BUSCH GARDENS SUBSTANTIAL DEVIATION CITY OF TAMPA RY 2010-11

On September 22, 1981, the Tampa City Council granted a Development Order (Ordinance No. 7771-A) to Busch Entertainment Corporation for an expansion to the existing entertainment park consisting of a 400-room hotel, an administrative center and additional attractions (DRI #72).

The Development Order has been amended numerous times, the latest occurring on December 20, 1994 (Ordinance No. 94-278). The amendments authorized: cumulative extensions of six years, 11 months and 15 days for the project buildout date and Development Order expiration date; and construction of additional ride facilities. The Development Order expired on September 8, 1998.

On April 16, 1998, the City of Tampa adopted Ordinance No. 98-0081, a Substantial Deviation Development Order (SDDO) approving modifications for the existing Busch Gardens/Adventure Island project (DRI #226). This Ordinance was subsequently rescinded and replaced with Ordinance No. 98-147 which was approved by Tampa City Council on June 25, 1998. The Ordinance authorized: extensions of the buildout and Development Order expiration date; incorporation of 36.6 additional acres including the former Anheuser Busch Brewery; construction of a total of 2,100 hotel rooms with ancillary development, including a 100-room hotel (or 25,500 sq. ft. of retail space) on a 2.3-acre parcel located south of Busch Boulevard; increased visitor parking spaces to a total of 9,200; altered parking entrances and allows construction of up to two tunnels under 40th Street; development of 5,500 square feet of general commercial on the 0.4 acre parcel south of Busch Boulevard; and continuous replacement or renovation of development within the existing project. The buildout date and Development Order expiration dates have subsequently been extended by two additional years in conjunction with 2010 legislation (i.e. SB 1752) to December 3, 2012 and December 31, 2013 respectively.

The SDDO has been amended twice, the latest occurring on October 2, 2003 (Ordinance No. 2003-253). Among other objectives, a net reduction of 0.5-acres was approved.

PROJECT STATUS

Development this Reporting Year: completed construction of seasonal Howl-O-Scream attraction within Zagora section of park; constructed the Veldt Tour Building and Walkway; initiated construction of the Cheetah exhibit and the Cheetah Hunt ride (amenities subsequently constructed); designed the Zoo Animal Hospital.

Cumulative Development: development is generally limited to attraction construction and/or remodeling. No hotel or commercial development (south of Busch Boulevard) has occurred.

Projected Development: no specific development activity has been identified for the next reporting year.

SUMMARY OF DEVELOPMENT ORDER CONDITIONS

1. In accordance with Condition 5.C.10.b., the developer has identified the 2010 park attendance to be 4,274,199 for Busch Gardens and 641,822 for Adventure Island. These attendance figures constitute increases of approximately 6.3 percent and 5.4 percent for Busch Gardens and Adventure Island (respectively) in comparison with 2009 attendance figures at each of the parks.
2. The developer indicated that the widening of 40th Street between Busch Blvd. and Fowler Avenue (Conditions 5.A.11. and 5.D.1.) and sidewalk construction between 30th and 40th Street (Condition 5.D.5.) was previously completed.
3. Condition 5.D.2. obligates the Developer to conduct annual traffic counts on three consecutive weekday afternoons during the third week of July, with the results submitted within all annual reports. The required monitoring was conducted on July 13-15, 2010 and revealed that the project was generating 1,289 p.m. peak hour trips (obtained via manual counts) and 1,573 p.m. peak hour trips (obtained via machine counts) as compared to the 2,284 p.m. peak hour trips approved for the project. The Developer has noted that although the traffic counts are “*significantly less than the estimated ADA volumes,*” the counts were higher than recently recorded due to the fact that there was a bout of inclement weather in the days just prior to the monitoring which resulted in “*uncharacteristically large crowds.*”
4. The developer shall pay appropriate Transportation Impact fees for hotel development beyond 400 rooms and for development of the parcel south of Busch Boulevard if and when applicable. Theme areas, rides, shows, exhibits, etc. are all otherwise exempted from these fees as identified in Condition 5.D.3.
5. The developer has provided the following 2010 estimates of potable water, wastewater treatment and solid waste demand in accordance with Conditions 5.C.10.c. & 5.G.2.:
 - Potable Water - 113,474,809 gallons (67,045,484 for Busch Gardens and 46,429,325 for Adventure Island), a reduction of nearly 6.2 percent compared to last year’s potable water usage;
 - Wastewater - 88,950,233 gallons (65,608,247 for Busch Gardens and 23,341,986 for Adventure Island), a minuscule increase of only 6,191 gallons compared to 2009 wastewater generation figures; and
 - Solid Waste - 2,525 tons (Busch Gardens & Adventure Island combined), inexplicably 22.14 percent lower than the 3,243 tons of solid waste reported for the parks combined last year.

DEVELOPER OF RECORD

Busch Entertainment Corporation, c/o Mark D. Rose, 3605 Bougainvillea Avenue, Tampa, FL 33612 is the firm responsible for adhering to the conditions of the Development Order.

DEVELOPMENT ORDER COMPLIANCE

The project appears to be proceeding in a manner consistent with the Development Order. The City of Tampa is responsible for ensuring compliance with the terms and conditions of the Development Order.