



PANAMA CITY BEACH SPORTS VILLAGE

*RESTORE Act Advisory Committee Presentation
February 24, 2015*



PHASE 1: The Sporting Grounds (rectangular athletic fields)

- *One (1) “Championship” artificial turf field with expanded seating & amenities*
- *Seven (7) artificial turf fields*
- *Non-summer events: soccer, lacrosse, field hockey*

PHASE 2: The Sporting Grounds (baseball & softball fields)

- *Two (2) “Championship” artificial turf fields with expanded seating & amenities*
- *Ten (10) artificial turf fields*
- *Disc golf course, pavilions, walk/bike trails*
- *Renovation of Frank Brown Park*

PHASE 3: Special Event Center

- *Arena*
 - ✓ *Multi-court tournaments, concerts, exhibitions, trade shows*
 - ✓ *Retractable & permanent seating, locker rooms, concession areas*
 - ✓ *Center for Education & Learning – classroom, conference, culinary, laboratory space*
- *Fieldhouse*
 - ✓ *Full size multi-purpose and support facilities*
 - ✓ *Center for Health & Performance – wellness, human performance, sports medicine*

Panama City Beach Sports Village

PROJECTED COST

- Sporting Grounds – Phase 1: \$6.4 million
 - ✓ *Land Acquisition (TDC Funds)* \$2.4 million
 - ✓ *Construction (TDC/RESTORE Funds)* \$3.7 million
 - ✓ *Equipment (TDC/RESTORE Funds)* \$100,000
 - ✓ *Administrative (TDC/RESTORE Funds)* \$200,000

CAPITAL FUNDING SOURCES

- RESTORE Act grant: \$2.0 million
- Bay County TDC funds: \$4.4 million

ON-GOING FUNDING SOURCES

- User Fees/Facility Rental
- Bay County TDC funds
- Incremental tax proceeds



PHASE 1 PROJECT UTILIZATION

Year 3 Projections - Preliminary

- Types of Events: Soccer, Lacrosse, Flag Football, Rugby, Ultimate Frisbee
- Number of Events: 25
- Average Length of Stay: 3.3 nights
- Average Room Nights Generated per event: 1,743 rooms
- Average Visitors per event: 2,007
- \$14.2 million direct visitor spending



Source: Oxford Economics Sports Events Model (with local inputs)

PHASE 1 PROJECT BENEFITS

Year 3 Projections - Preliminary

- 590 tourism industry jobs
- \$26,970 average salary
- \$15.9 million payroll
- \$186,399 Tourist Development Tax revenue
- \$193,137 Local Sales Tax revenue



Sources: Oxford Economics Sports Events Model (with local inputs), UWF Haas Center for Business Research & Economic Development, VISIT FLORIDA

93% of Growth Occurs in Non-Summer Months

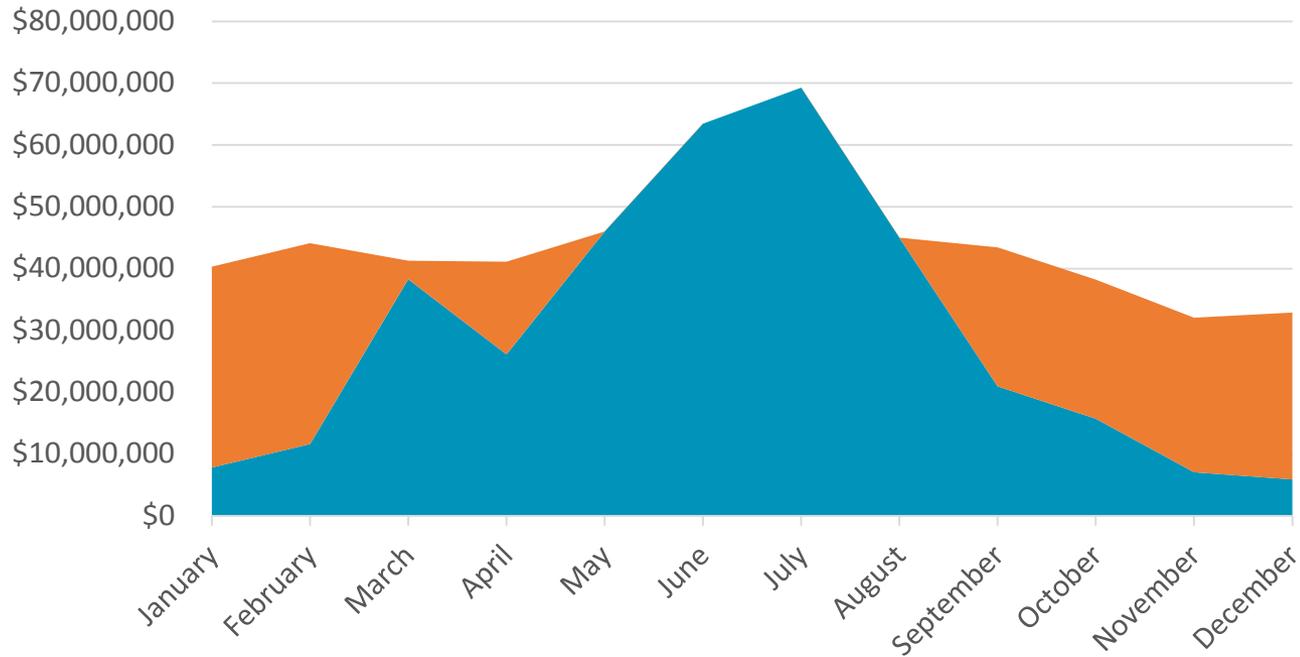


Chart for representation purposes only; not drawn to scale.



NEXT STEPS

- April, 2015 – TDC to select firm to design and plan the Sports Village Facilities
- Phase 1 plan should be completed within 90 days of selection of firm
- Secure land for Phase 1
- Construction to commence when RESTORE Act funding and permits are in place



QUESTIONS?

