



**PCB Sports Village 2015**  
*RESTORE Act Pre-Proposals*



# About Visit Panama City Beach

Visit Panama City Beach, a 501c6 non—profit corporation, is the official destination marketing organization for Panama City Beach Florida and is an extension of the Bay County Tourist Development Council (TDC). The TDC has oversight of the destination marketing activities for the cities of Panama City and Mexico Beach, but those activities are performed by separate 501c6 non-profit corporations.

Visit Panama City Beach is primarily funded by a tourist development tax paid by visitors for overnight lodging stays on Panama City Beach. Of the 5% tax, approximately 3.5% is used by Visit Panama City Beach to fund its destination marketing activities. The remaining 1.5% is utilized by the TDC for beach renourishment, beach maintenance, landscaping and other tourist development activities. Additional funding is secured from the private sector, through cooperative marketing opportunities, corporate sponsorships, revenues generated through festivals and events.

The Board of Directors for Visit Panama City Beach are the nine members of the Tourist Development Council. For the purpose of this document the acronym TDC is synonymous for both entities.

More information on Visit Panama City Beach can be found on our website: [VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)



# Situational Overview



# Introduction

FY 2014 proved to be another record breaking year for tourism in Panama City Beach. Tourist development taxes exceeded last year's collections by 6.6% by reaching \$16.8 million. Since FY 2007, Panama City Beach has been one of the top performing destinations in the State of Florida in terms of tourism growth.

During the upcoming Fiscal Year, the Bay County Tourist Development Council/Panama City Beach Convention and Visitors Bureau (TDC) will work to continue to sustain this momentum and leverage opportunities created through the increased visitation to Panama City Beach that has occurred over the past several years.

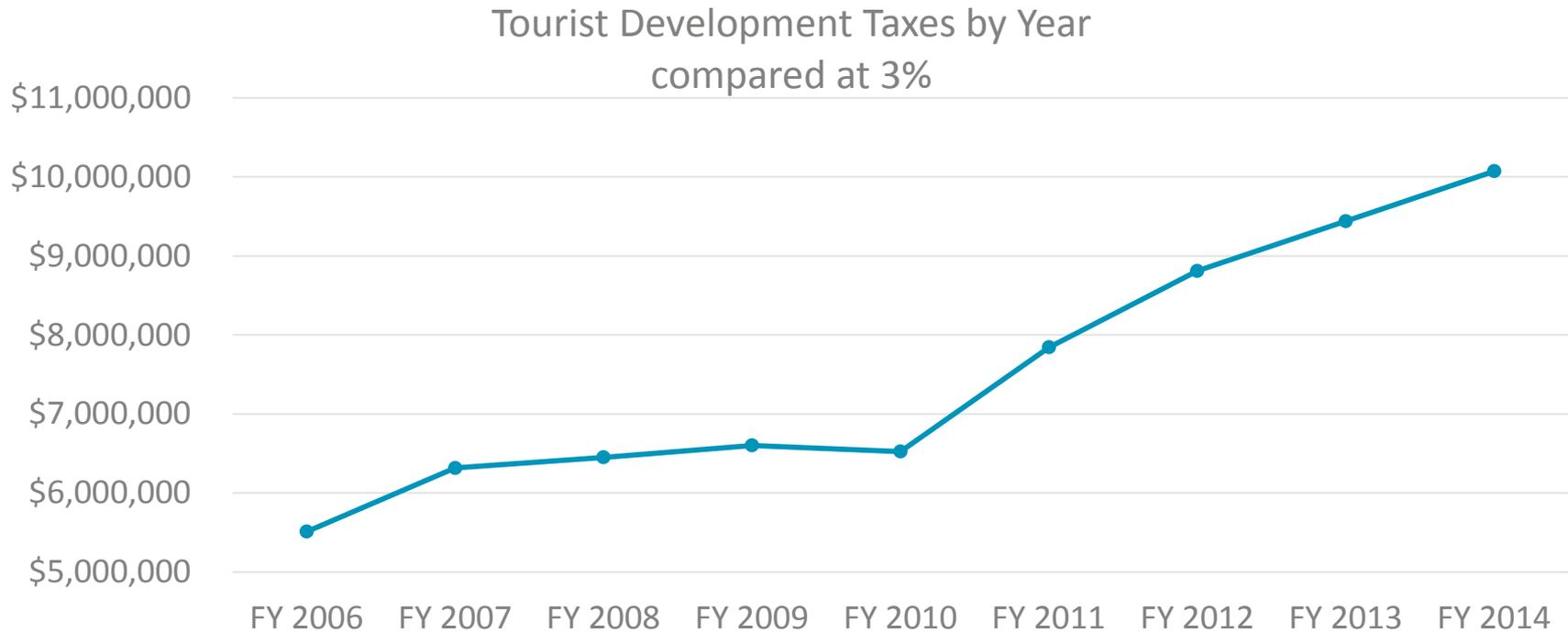


The TDC's FY 2015 Program of Work will focus on executing the core elements of its updated Strategic Plan:

- **Preserve and enhance the beach, our most important natural resource**
- **Enhance the visitor experience**
- **Develop and market Panama City Beach as a year-round destination**
- **Enhance and develop public venues to generate additional visitor demand**



# Tourist Development Taxes - growth over time



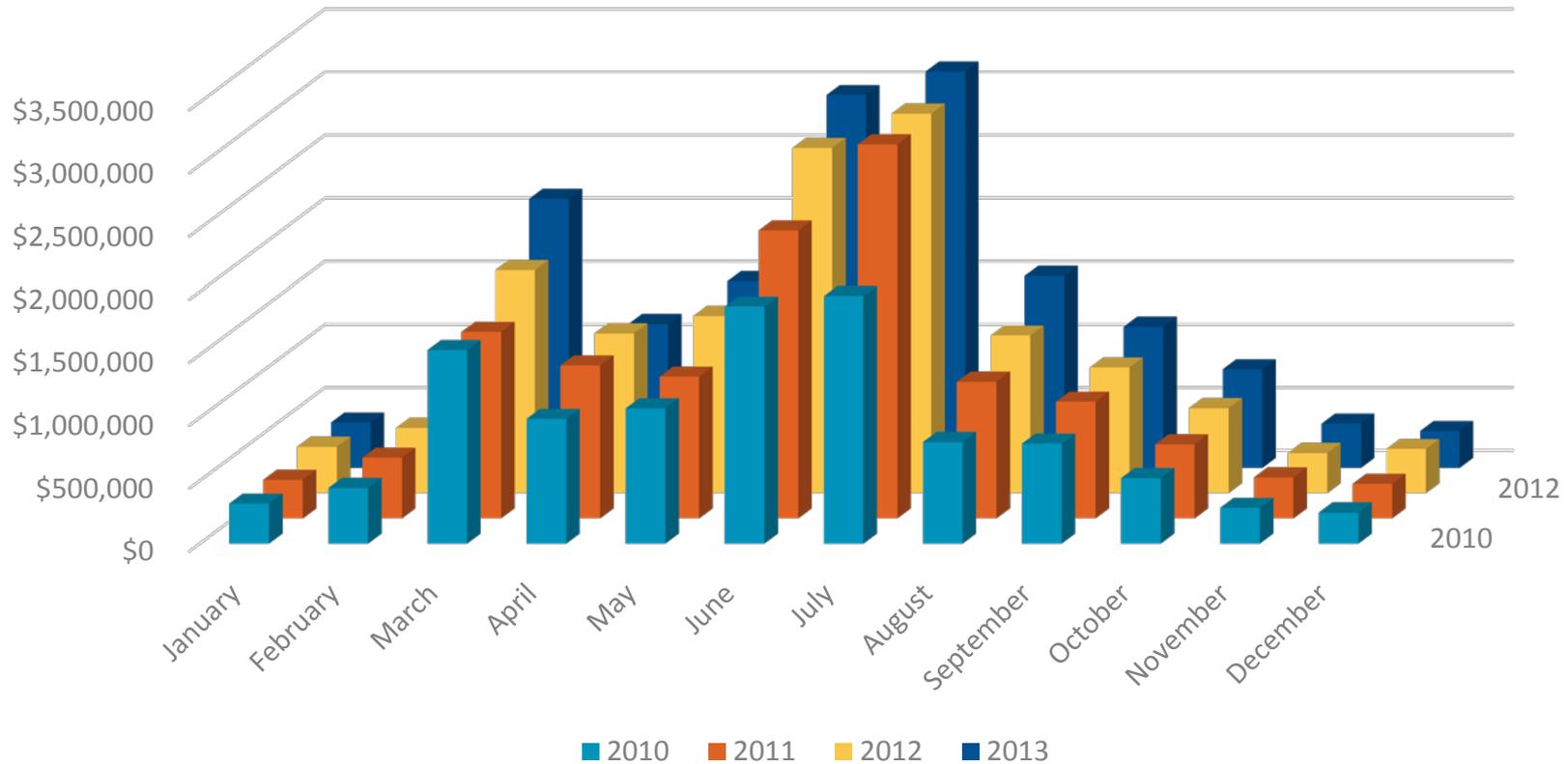
Tourist Development Tax Collections, compared at 3%, have increased by 81.7% since FY 2006. The majority of the growth - 59.3% of the total growth achieved - occurred since the Deepwater Horizon Oil in 2010. In 2011, the TDC received \$6.5 million in marketing grants to spur economic recovery.

# Tourist Development Taxes - collections by month

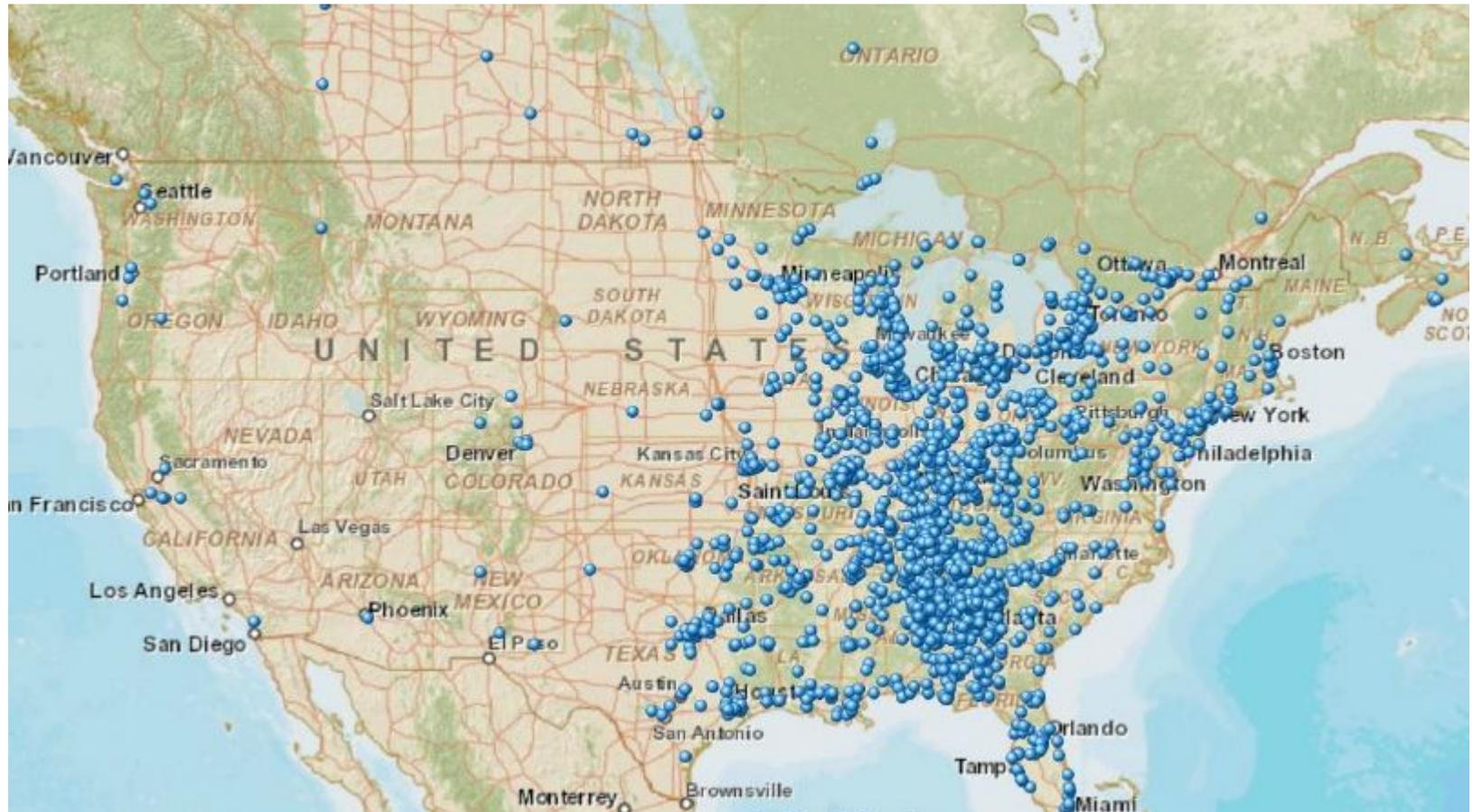
	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
October	\$449,813	\$521,213	\$588,482	\$675,654	\$785,184
November	\$283,594	\$284,477	\$326,139	\$319,617	\$352,194
December	\$227,630	\$247,691	\$275,004	\$351,169	\$293,998
January	\$318,458	\$306,603	\$368,845	\$361,645	\$390,029
February	\$442,791	\$483,125	\$519,120	\$522,026	\$580,225
March	\$1,539,121	\$1,482,249	\$1,768,015	\$2,133,953	\$1,913,476
April	\$992,335	\$1,216,579	\$1,269,403	\$1,143,303	\$1,305,434
May	\$1,075,883	\$1,127,249	\$1,407,587	\$1,480,795	\$1,600,954
June	\$1,884,269	\$2,283,401	\$2,735,365	\$2,956,806	\$3,171,751
July	\$1,967,030	\$2,962,268	\$3,007,148	\$3,143,165	\$3,463,580
August	\$807,937	\$1,085,935	\$1,253,351	\$1,522,920	\$1,871,889
September	\$795,302	\$927,352	\$999,168	\$1,123,199	\$1,046,274
<b>TOTAL</b>	<b>\$10,784,163</b>	<b>\$12,928,141</b>	<b>\$14,517,629</b>	<b>\$15,734,252</b>	<b>\$16,774,987</b>

# Tourist Development Taxes - variances by month

## Tourist Development Taxes by Month



# Regional Distribution of Visitors



## Visitor Spending - Overview

	Paid Lodging	2 <sup>nd</sup> Home Use	Total
Taxed Lodging Revenue	\$ 316,652,587	n/a	\$ 316,652,587
Total Visitor Spending	\$ 1,014,912,137	\$121,214,744	\$ 1,136,126,881
Average Daily Spending	\$ 108.31	\$ 60.70	\$ 99.95
Visitor Days/Nights	9,370,464	1,996,948	11,367,412
Visitor Travel Parties	2,342,616	399,390	2,742,006
Annual Occupancy	39.5%	n/a	39.5%

# Revenues & Visitation by Season

## Seasonal Key Statistics - Winter

	Lodging Revenue	Visitor Spending	Visitor Days
December	\$7,023,380	\$24,873,268	291,389
January	\$7,232,900	\$28,416,213	327,650
February	\$10,440,520	\$37,308,165	414,682
<b>Total</b>	<b>\$24,696,800</b>	<b>\$90,597,646</b>	<b>1,033,720</b>

## Seasonal Key Statistics - Spring

	Lodging Revenue	Visitor Spending	Visitor Days
March	\$38,269,520	\$150,908,862	1,595,549
April	\$26,108,672	\$80,447,613	875,504
May	\$32,019,078	\$102,058,294	1,097,627
<b>Total</b>	<b>\$96,397,270</b>	<b>\$333,414,770</b>	<b>3,568,680</b>

## Seasonal Key Statistics - Summer

	Lodging Revenue	Visitor Spending	Visitor Days
June	\$63,435,012	\$213,986,689	1,985,329
July	\$69,271,596	\$227,560,608	2,106,959
August	\$31,372,152	\$116,997,816	1,155,094
<b>Total</b>	<b>\$164,078,760</b>	<b>\$558,545,114</b>	<b>5,247,382</b>

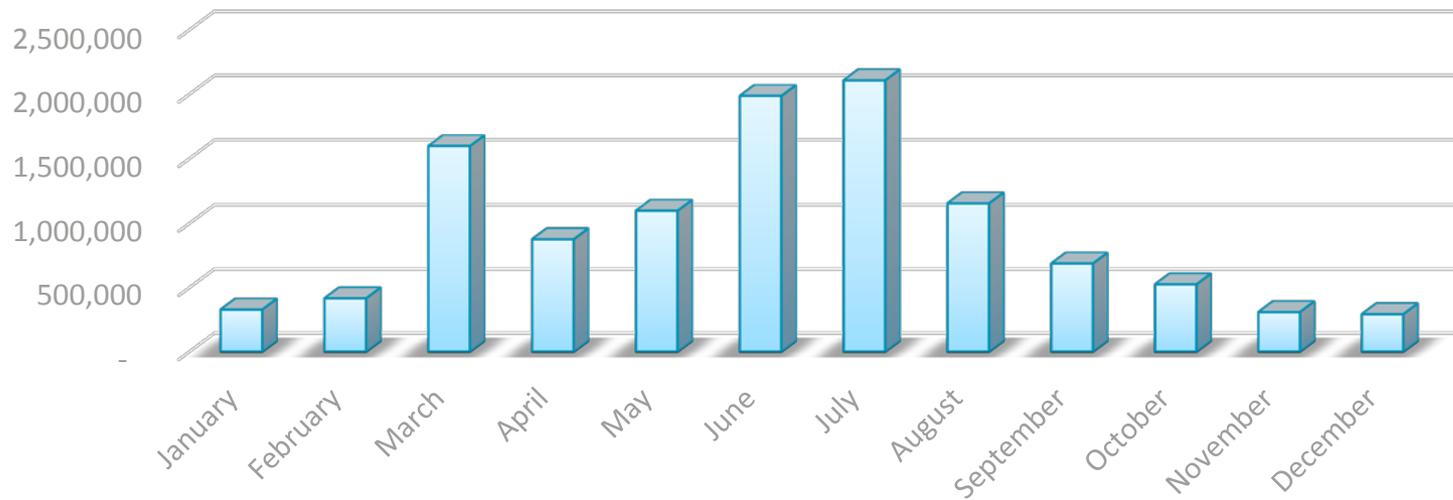
## Seasonal Key Statistics - Fall

	Lodging Revenue	Visitor Spending	Visitor Days
September	\$22,463,984	\$73,441,806	686,295
October	\$15,703,677	\$50,683,455	523,826
November	\$7,043,879	\$29,444,059	307,507
<b>Total</b>	<b>\$45,211,540</b>	<b>\$153,569,320</b>	<b>1,517,627</b>



# 2013 Visitor Profile

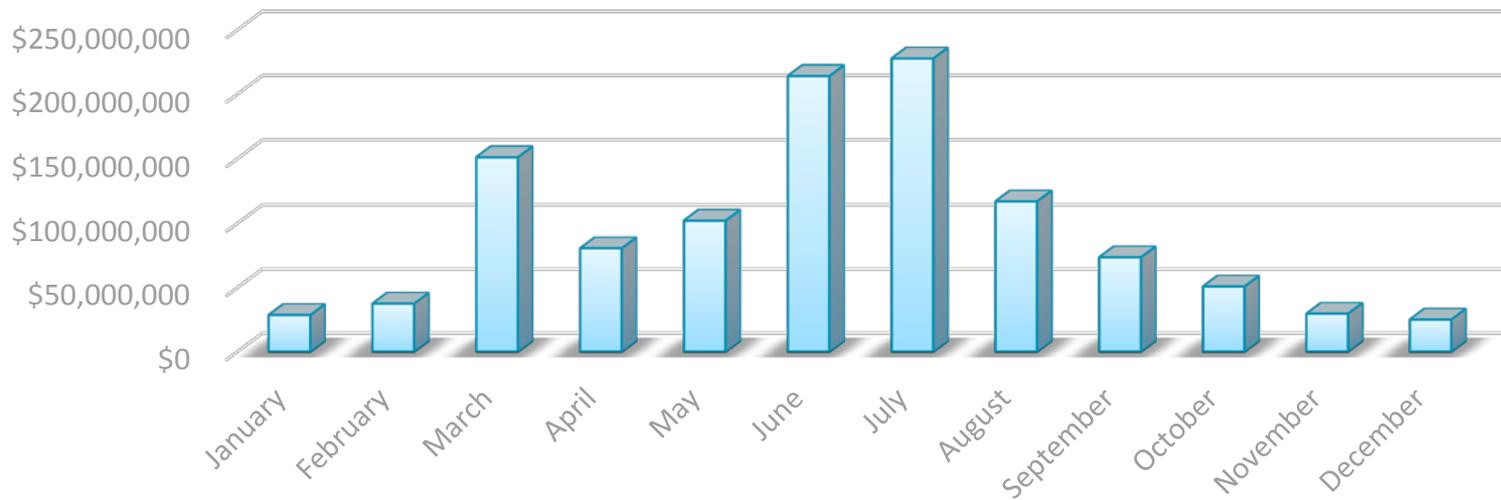
### Visitor Days by Month



January	February	March	April	May	June	July	August	September	October	November	December
327,650	414,682	1,595,549	875,504	1,097,627	1,985,329	2,106,959	1,155,094	686,295	523,826	307,507	291,389

# 2013 Visitor Profile

## Visitor Spending by Month



January	February	March	April	May	June	July	August	September	October	November	December
\$ 28.42	\$ 37.31	\$ 150.91	\$ 80.45	\$ 102.06	\$ 213.99	\$ 227.56	\$ 117.00	\$ 73.44	\$ 50.68	\$ 29.44	\$ 24.87

in \$ millions



Panama City Beach Sports  
Village



# Panama City Beach Sports Village

The TDC has identified the construction of additional sports facilities is critically important to the growth and development of Panama City Beach as a tourist destination. Market studies in 2008 and 2013 clearly demonstrate the need for these types of facilities.

Use and utilization of the facilities is important to its financial success. To set Panama City Beach apart from competitive destinations, as well as to ensure the facilities financial viability, the TDC is proposing to develop a multi-purpose Sports Village, in lieu of a single purpose venue. The Village will bring together a number of public and sector partners to take advantage of economies of scales, increase day to day utilization and spread operational costs.

The Village will incorporate a number of the public venues that have been articulated in the TDC's strategic plan and market studies. Included in the Village will be: a multifaceted Special Event Center; Sporting Grounds; and a Rowing Center with a boat ramp and canoe/kayak launch.



# PCB Special Event Center – The Arena

The Special Event Center will serve as the anchor for the Sports Village and will include:

The Arena – The Arena is an 80,000 square foot facility that will accommodate multi-court tournaments, single court events, concerts, exhibitions and tradeshow events. The main floor will have retractable seating leading up to permanent seating on the concourse level. With the seating retracted, the Arena will accommodate six (6) full-sized multipurpose courts. With the seats fully extended, the arena will accommodate one college-sized basketball court. The arena will offer locker rooms, concessions and other amenities traditionally found in arenas.



# PCB Special Event Center – The Fieldhouse

The Fieldhouse – housing an additional 40,000 square feet of court space to accommodate an additional six (6) full-sized multipurpose and support facilities.



# PCB Special Event Center – The Center for Health & Performance

Co-located with the Fieldhouse, The Center for Human Health and Performance – With training, workout and spa facilities, orthopedic rehabilitation and human performance labs, this 25,000 square foot state-of-the-art facility will be dedicated to wellness, human performance and sports medicine. Users of this center will include local residents engaged in wellness activities, individuals ranging from active adults looking to perfect their golf swing to elite athletes focused on enhancing their performance on the field, as well as athletes recovering and rehabilitating from injury.



# PCB Special Event Center – The Center for Education & Learning

Co-located with The Arena, The Center for Higher Education and Learning – Classroom, conference, culinary and lab space will be incorporated into the facility to provide to allow a local accredited college or university to offer courses and/or degree programs in sports medicine, sports management, sports marketing and hospitality/tourism. Additionally, when the space is not being utilized for classes, it can be used for meetings and conferences. The arena floor can also be used for trade shows and exhibitions.



SPORTING GROUNDS – The Sporting Grounds will expand the facilities currently in use at Frank Brown Park and will include:

- Five (5) Softball Fields with dirt infields and artificial turf outfields;
- Five (5) Baseball Fields with artificial turf infields and outfields; and
- Eight (8) Rectangular Fields with artificial turf – each field will be large enough to accommodate regulation-sized soccer field.

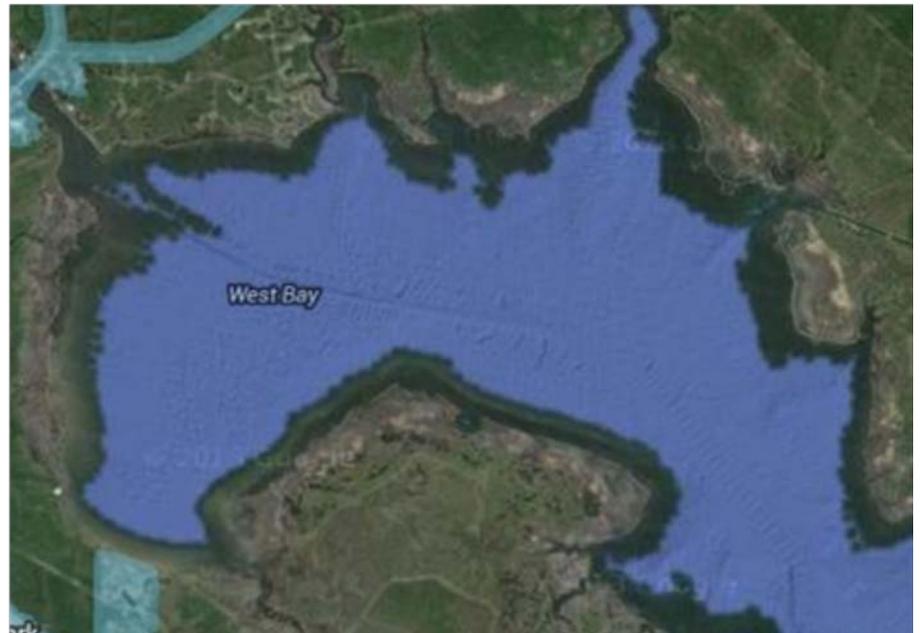
One of the fields of each type will be upgraded to a Championship Field with additional seating and other amenities for tournament championships and other marque games, as well as possibly serving as the home field for the Gulf Coast State College Commodores.

The Sporting Grounds will also host a Disc Golf Course; Outdoor Pavilions, Lawn Areas; and Walking/Biking Trails.



# PCB Sports Village – West Bay Rowing Center

WEST BAY ROWING CENTER – The western section of St. Andrew Bay is a shallow, largely-undeveloped body of water near the location of the Sports Village. West Bay lends itself to canoeing, kayaking and other forms of low-impact outdoor recreation. In addition, the large expanse of protected water is conducive to rowing events and regattas. To expand the recreational amenities and sporting opportunities that Panama City Beach has to offer, a boat ramp and canoe/kayak launch with the appropriate support facilities will be developed as a component of the Sports Village Project.



# PCB Sports Village – Improvements to Frank Brown & Harders Parks

IMPROVEMENTS TO FRANK BROWN PARK – As part of this project, the TDC is recommending renovating the two pinwheels and support structures at Frank Brown Park, as well as similar improvements to Harders Park. Among other improvements, the fields will be reconfigured to allow for more space between the fields, the press box/concession building will be replaced, and restrooms will be renovated. Additionally, the outfields of the fields may be replaced with artificial turf.



# Funding Sources



# Tourism Development Budget – Funding Sources

The Tourist Development Council has implemented a strategically deploy resources on capital projects that assist the TDC in achieving its strategic initiatives. This strategy allowed the TDC to build an amphitheater and make other improvements to Aaron Bessant Park. Currently, the TDC has approximately \$7.6 million on hand for the purpose of investing in sports facilities or like strategic projects.

Additionally, the TDC is actively seeking funding through RESTORE Acts funds that will become available to Bay County. Tourism development projects are an acceptable types of project to receive this funding.

The TDC also has the capacity of bonding a portion of the Tourist Development Tax for the purpose of developing sports facilities. It is estimated that the TDC could generate approximately \$40,000,000 from revenue bonds.

As outlined in this document the TDC also will seek to develop public/private partnerships, as well as explore other funding sources to generate additional capital for development and revenue streams to cover the on-going expenses of operating the facilities.

The component nature of this project will allow it to be constructed in standalone phases, as funding and market forces allow. The component phases are:

1. Sporting Grounds/Athletic Fields:
  - a) Baseball/Softball
  - b) Rectangular
  - c) Renovation of Frank Brown & Harders Parks
2. Special Events Center
  - a) Arena
  - b) Fieldhouse
3. Rowing Center



# PCB Sports Village – Economic Impact (Annual)

Phase 1: Rectangular Fields	\$ 13.0 million
Phase 2: Softball Fields	\$ 5.7 million
Phase 3: Baseball Fields	<u>\$ 11.5 million</u>
<b>TOTAL</b>	<b>\$ 30.2 million</b>