

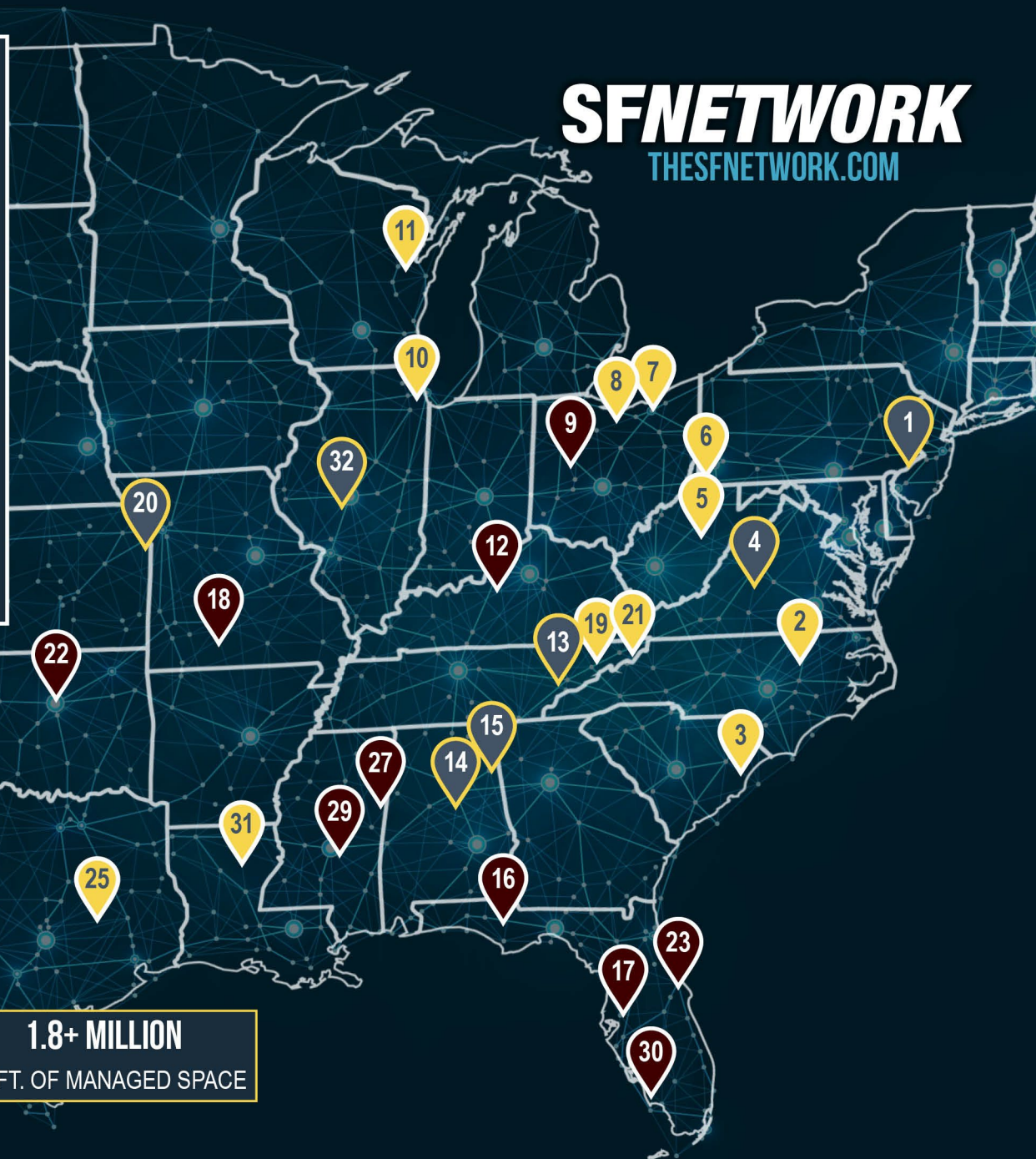
# FEASIBILITY FINDINGS

*Pinellas County, FL  
November 2022*

# MANAGED PROPERTIES

1	HILLSBOROUGH, NJ	IRON PEAK SPORTS & EVENTS	17	OLDSMAR, FL	EMPOWER ADVENTURES
2	ROCKY MOUNT, NC	ROCKY MOUNT EVENT CENTER	18	BRANSON, MO	BALLPARKS OF AMERICA
3	MYRTLE BEACH, SC	MYRTLE BEACH SPORTS CENTER	19	MORRISTOWN, TN	MORRISTOWN LANDING
4	HARRISONBURG, VA	HORIZONS EDGE SPORTS CAMPUS	20	OVERLAND PARK, KS	BLUHAWK MULTI-SPORT
5	BRIDGEPORT, WV	THE BRIDGE SPORTS COMPLEX	21	KINGSPORT, TN	TNT SPORTSPLEX
6	WHEELING, WV	THE HIGHLANDS SPORTS COMPLEX	22	EDMOND, OK	PELICAN BAY AQUATICS
7	CLEVELAND, OH	BO JACKSON'S ELITE SPORTS	23	COCOA, FL	LAUNCHPAD SPORTS COMPLEX
8	SANDUSKY, OH	CEDAR POINT SPORTS CENTER	24	CARSON, CA	CREEK AT DOMINGUES HILLS
9	XENIA, OH	ATHLETES IN ACTION	25	BRYAN, TX	LEGENDS EVENT CENTER
10	BEDFORD PARK, IL	WINTRUST SPORTS COMPLEX	26	PECOS, TX	CYCLONE BALLPARKS
11	GRAND CHUTE, WI	COMMUNITY FIRST CHAMPIONS CENTER	27	STARKVILLE, MS	CORNERSTONE SPORTS COMPLEX
12	ELIZABETHTOWN, KY	ELIZABETHTOWN SPORTS PARK	28	ODESSA, TX	UTPB SPORTS COMPLEX
13	GATLINBURG, TN	ROCKYTOP SPORTS WORLD	29	BRANDON, MS	SHILOH PARK & QUARRY FIELDS
14	HOOVER, AL	HOOVER MET COMPLEX	30	NAPLES, FL	PARADISE COAST SPORTS COMPLEX
15	ALBERTVILLE, AL	SAND MOUNTAIN PARK & AMPHITHEATER	31	WEST MONROE, LA	WEST MONROE SPORTS AND EVENTS
16	PANAMA CITY BEACH, FL	PANAMA CITY BEACH SPORTS COMPLEX	32	SPRINGFIELD, IL	SHEELS SPORTS PARK AT LEGACY POINTE

**SFNETWORK**  
THE SF NETWORK.COM



-  INDOOR FACILITIES
-  OUTDOOR FACILITIES
-  INDOOR & OUTDOOR FACILITIES

**25 MILLION**  
GUEST VISITS ANNUALLY

**\$250 MILLION**  
IN HOTEL ROOM NIGHTS

**1,500 MEMBERS**  
IN THE SF NETWORK

**1.8+ MILLION**  
SQ. FT. OF MANAGED SPACE

A basketball player in a red uniform is captured mid-air, performing a jump shot. The player is holding a basketball with both hands, positioned above their head. The background is a dark gymnasium with bright spotlights creating a bokeh effect. A basketball hoop and backboard are visible in the upper left corner.

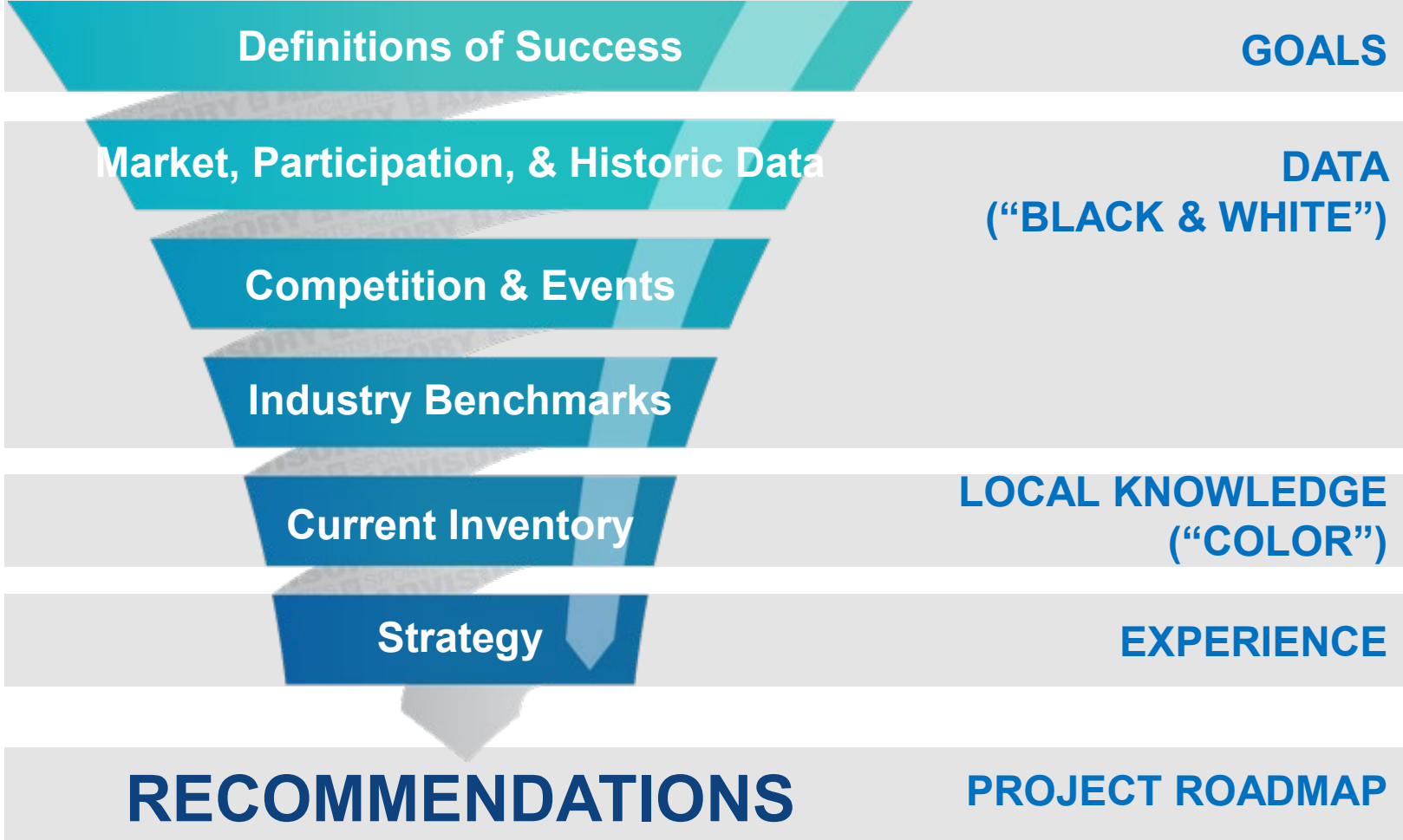
# SCOPE OF WORK/PROCESS

# SCOPE OF WORK

- STEP 1: Evaluation of Current County Sports Tourism Assets
- STEP 2: Site Analysis
- **STEP 3: Detailed Financial Forecast (Pro Forma)**
- **STEP 4: Economic Impact Analysis**
- STEP 5: Feasibility Report



# PLANNING PROCESS



A basketball player in a red uniform is captured mid-air, performing a jump shot. The player is holding a basketball with both hands, positioned above their head. The basketball hoop and backboard are visible in the upper left corner. The background is a dark gymnasium with bright, out-of-focus lights, creating a bokeh effect. A semi-transparent dark banner is overlaid across the middle of the image, containing the text 'FACILITY OVERVIEW'.

# FACILITY OVERVIEW

# MODEL SUMMARY

## FULL MODEL

- Outdoor Athletic Facilities
  - 12 Baseball/Softball Fields (Flex)
  - 12 Multi-Purpose Fields (Flex)
  - 12 Sand Volleyball Courts
  - 6 Support Buildings
- Total Complex Acres – 120.75 Acres
  - 2,316 Parking Spaces
- Cost - \$78.8 Million
  - Facility Development - \$77.1 Million
  - Operational Development - \$1.7 Million

## BASEBALL/SOFTBALL MODEL

- Outdoor Athletic Facilities
  - 12 Baseball/Softball Fields (Flex)
  - 12 Sand Volleyball Courts
  - 6 Support Buildings
- Total Complex Acres – 66.14 Acres
  - 1,080 Parking Spaces
- Cost - \$48.4 Million
  - Facility Development - \$46.8 Million
  - Operational Development - \$1.6 Million

# SUMMARY PERFORMANCE

## Financial Performance Summary - Full Model

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$2,092,120	\$2,314,236	\$2,821,878	\$3,119,315	\$3,239,820
Total Cost of Goods Sold	\$688,767	\$775,491	\$942,066	\$1,052,587	\$1,085,011
<b>Gross Margin</b>	<b>\$1,403,353</b>	<b>\$1,538,745</b>	<b>\$1,879,812</b>	<b>\$2,066,729</b>	<b>\$2,154,809</b>
<i>% of Revenue</i>	67%	66%	67%	66%	67%
Total Operating Expenses	\$2,059,068	\$2,089,136	\$2,181,559	\$2,257,500	\$2,314,719
<b>EBITDA</b>	<b>(\$655,715)</b>	<b>(\$550,390)</b>	<b>(\$301,747)</b>	<b>(\$190,771)</b>	<b>(\$159,909)</b>
<i>% of Revenue</i>	-31%	-24%	-11%	-6%	-5%

## Financial Performance Summary - Baseball Model

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$1,644,672	\$1,741,888	\$1,966,748	\$2,162,060	\$2,264,555
Total Cost of Goods Sold	\$602,521	\$640,007	\$713,942	\$789,560	\$821,258
<b>Gross Margin</b>	<b>\$1,042,151</b>	<b>\$1,101,881</b>	<b>\$1,252,806</b>	<b>\$1,372,500</b>	<b>\$1,443,298</b>
<i>% of Revenue</i>	63%	63%	64%	63%	64%
Total Operating Expenses	\$1,596,607	\$1,615,332	\$1,672,517	\$1,729,739	\$1,777,946
<b>EBITDA</b>	<b>(\$554,456)</b>	<b>(\$513,452)</b>	<b>(\$419,711)</b>	<b>(\$357,238)</b>	<b>(\$334,649)</b>
<i>% of Revenue</i>	-34%	-29%	-21%	-17%	-15%



# ECONOMIC IMPACT – FULL MODEL

## Number of Events Per Year

	Year 1	Year 2	Year 3	Year 4	Year 5
Baseball/Softball Tournaments	25	28	31	33	34
Multi-Purpose Field Tournaments	14	15	18	20	20
Sand Volleyball Tournaments	9	10	11	13	13
<b>Total Events Per Year</b>	<b>48</b>	<b>53</b>	<b>60</b>	<b>66</b>	<b>67</b>

## Economic Impact Drivers

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	219,461	248,613	319,836	361,728	372,312
Room Nights	66,185	74,736	96,409	108,994	112,354

## Economic Impact

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Direct Spending	\$39,082,747	\$44,274,258	\$56,957,994	\$64,418,217	\$66,303,067
Total Indirect Spending	\$0	\$0	\$0	\$0	\$0
<b>Total Economic Impact</b>	<b>\$39,082,747</b>	<b>\$44,274,258</b>	<b>\$56,957,994</b>	<b>\$64,418,217</b>	<b>\$66,303,067</b>

## Tax Revenue Generation

	Year 1	Year 2	Year 3	Year 4	Year 5
County Sales Tax (1% on Spending)	\$390,827	\$442,743	\$569,580	\$644,182	\$663,031
Hotel/Motel Tax (6% on Lodging/Accommodations)	\$647,285	\$730,921	\$942,877	\$1,065,963	\$1,098,824

# ECONOMIC IMPACT – BASEBALL MODEL

## Number of Events Per Year

	Year 1	Year 2	Year 3	Year 4	Year 5
Baseball/Softball Tournaments	33	32	35	38	39
Multi-Purpose Field Tournaments	6	6	6	6	6
<b>Total Events Per Year</b>	<b>39</b>	<b>38</b>	<b>41</b>	<b>44</b>	<b>45</b>

## Economic Impact Drivers

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	201,150	216,554	240,935	269,190	279,774
Room Nights	61,014	65,697	73,215	81,930	85,290

## Economic Impact

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Direct Spending	\$35,821,764	\$38,564,894	\$42,906,780	\$47,938,656	\$49,823,506
Total Indirect Spending	\$0	\$0	\$0	\$0	\$0
<b>Total Economic Impact</b>	<b>\$35,821,764</b>	<b>\$38,564,894</b>	<b>\$42,906,780</b>	<b>\$47,938,656</b>	<b>\$49,823,506</b>

## Tax Revenue Generation

	Year 1	Year 2	Year 3	Year 4	Year 5
County Sales Tax (1% on Spending)	\$358,218	\$385,649	\$429,068	\$479,387	\$498,235
Hotel/Motel Tax (3% on Lodging/Accommodations)	\$596,717	\$642,517	\$716,043	\$801,275	\$834,136

 SPORTS FACILITIES  
**COMPANIES**

Q & A

NEXT STEPS

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DRAFT PRO FORMA