



Phillies™

# PROJECT DISCUSSION & KEY ECONOMIC FACTORS

MARCH 2026



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH

1947-2047

100 YEARS IN CLEARWATER



# YOUR PARTNER

THE PHILLIES ARE A  
PREMIER MLB FRANCHISE



- Iconic 144-year brand with passionate fans
  - Clearwater Spring Training since 1947
- Significant and Consistent Spring Training Economic Impact (*top attendance tier with NYY & BOS*)
- Year-Round Economic and Community Impact of Full-Time Employees and Clearwater Threshers
- Consistent Major League Payroll Top-4 Ranking
  - More stars + more wins = MORE FANS/TOURISTS
- 4th largest media market and the largest single team media market in Major League Baseball
- Red (Loud!) October = MORE SPRING TOURISTS



**EXCELLENT  
RETURN ON  
CLEARWATER  
CAMPUS  
INVESTMENT**

Original Campus Investment (2004)	\$7.5 Million
Current Campus Investment (2026)	\$80-85 Million
Total Campus Investment	<\$100 Million
<b>20-Year Economic Impact to the County <sup>(1)</sup> <sup>(2)</sup></b>	<b>\$1.6 Billion</b>

(1) Excludes annual tourism marketing assets (see next slide)

(2) Excludes historical, pre-lease extension Economic Impact



# ANNUAL COUNTY MARKETING ELEMENTS

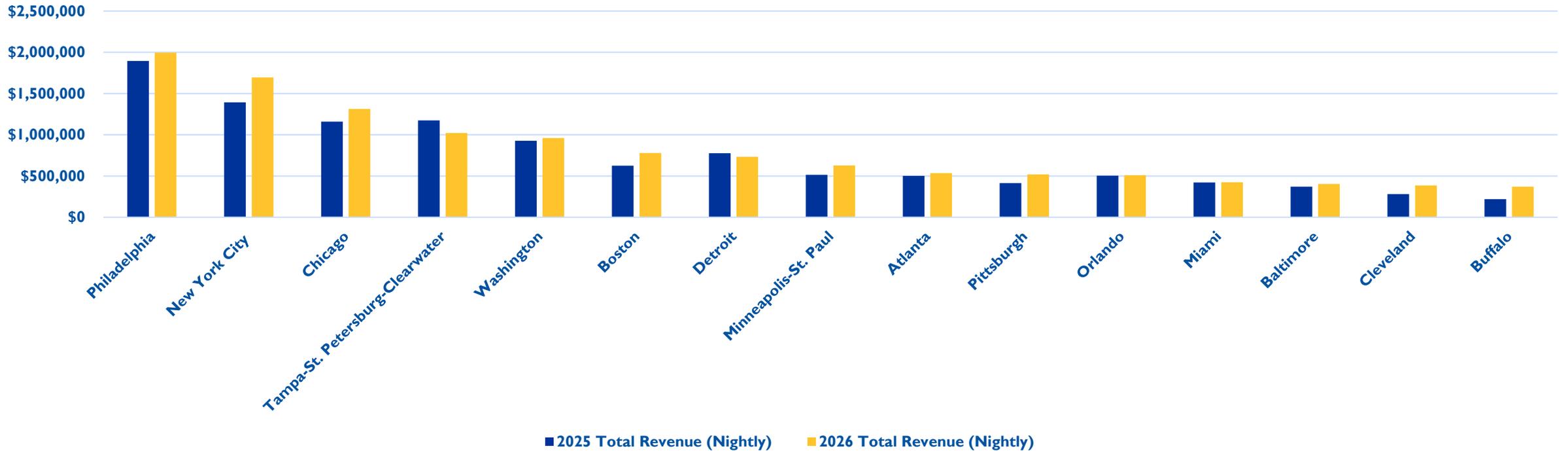
- Spring Training TV and Radio Broadcast 30-second commercials
  - Most home Spring Training games are broadcast in Philly
- Phillies Regular Season TV and Radio Broadcast 30-second commercials
- Reaching 200k+ TV Households plus Radio audience
- Pocket Schedule and Periodicals presence
- In-Ballpark Signage and Video Board presence
- Phantasy Camp sponsorship
- Over \$10 million of County marketing assets provided to date



# HOTEL FEEDER MARKET PACING

## FEBRUARY THRU JUNE HOTEL REVENUE

Hotel Revenue from Top 15 2026 Feeder Markets (Data is sample)



Large, out-of-state cities, such as New York, Chicago, Boston and Philadelphia show increase in sample revenue.



Shopping Center  
purchased by the Phillies  
November 2022 (\$22.5m)

Baycare Ballpark

Floor & Decor

Clearwater Toyota

Don pancho villa  
Mexican • \$

MPAD Studio

Drew St

Drew St

Old Coachman Rd

Oberlin Dr

Old Coachman Rd

Alligator Creek

Alligator Creek

Alligator Creek

Access Rd A

Access Rd A

E Service Rd

19

19

590

Old Coachman Rd

Old Coachman Rd

Aspirati

Claudia Fla

Warrior Arts



CC1  
NEW  
BASEBALL LAB

BCB6  
NEW CENTER FIELD BUILDING  
WITH RESTROOMS, ELEVATOR  
AND FAN DECK

BCB2  
New Video Board and  
Berm Improvements

BCB8  
Right Field Corner

BCB7  
Suite and Club  
Improvements

BCB3  
Southwest Building

(E)  
ROBERTS  
FIELD

(E)  
SCHMIDT  
FIELD

BCB1A  
Stadium  
Improvements - North  
Addition / Renovation

BCB1A  
EXPANDED  
CONCOURSE

BCB1B  
NEW/  
RELOCATED  
FRENCHY'S

BCB1C&D  
Stadium Improvements -  
Renovating Left Field  
Concourse

BCB5  
Baycare LED  
Light Replacement

CC3  
GROUNDSKEEPING  
BUILDING REPLACEMENT

CC 2  
OWENS  
BUILDING  
UPDATES

CC4  
PITCHING  
PACK

CC4  
SYNTHETIC  
AGILITY  
FIELD

CC4  
ASHBURN FIELD  
CONVERSION

CC4  
PITCHING  
PACK

DROP OFF  
AREA

BCB1D  
OFFICE  
CONNECTION

BCB9  
Upgrade West  
Entrance Plaza

BCB7  
WEST  
ENTRANCE  
ELEVATOR/  
LOBBY

CC5  
MULTI-PURPOSE  
TENT RELOCATION

CC4  
GRASS  
HALF FIELD

CC4  
GRASS  
HALF FIELD

WALKWAY  
CANOPY

(E) HALF  
FIELD

(E)  
PITCHING  
PACK

SITE  
IMPROVEMENT  
EXPANDED STAFF  
PARKING LOT

FWING  
COLE



# KEY FAN AMENITIES ELEMENTS



- Video Board Replacement
- Replace Field Lights
- Larger concourse (expand capacity)
- Upgrade West Plaza Fan Entrance Plaza
- Expand and enhance concessions
- Fan Seats Replacement
- Center Field Fan Deck (expand capacity)
- Retail Store expansion
- Center Field Restrooms (new – to service the berm)
- Diamond Dugout Restrooms upgrade
- Enclosure of 1st Base Club Area and Suite Hallway
- Addition of South and West Fan-servicing elevators
- Refresh Suite interiors and Home Plate concessions
- Update grounds crew area/wayfinding signage





Frenchy's

Baystar Restaurant Group.com  
WINT WINT WIN!

VALLEY FORGE  
MONTGOMERY COUNTY, PA

DELCO'S  
Original Steak and Hamburger  
Duncedin, FL  
727-39-4700

WYNDHAM GRAND  
A GRAND STAY ON  
AMERICA'S BEST BEACH

INJURED?  
CALL MARZANI LAW GROUP  
727-499-9900

SHEPARD'S  
BEACH RESORT  
Eat, Drink, Sleep & Play  
JAWATER BEACH

CP-RANKIN  
ROOFING EXPERTS

CLEAR SKY  
PAINT, RESTAURANTS & CAFES

Maint  
Turf & Irrigation  
www.maint.com

EWING  
COLE



BayCare  
Medical Group

Coca-Cola  
Phillies  
THRESHERS  
Green to Spin Live Greener with Gas

NATIONALS DUE UP		ALEC BOHM		PHI			
32 WILLIAMS	RP	28	P	PA	BB%	K%	
17	80.2	4.24		325	7%	17%	
18%	7%	41%		R	HR	RBI	
36 GARRETT	LF			39	9	58	
22 SMITH	1B						
14 VARGAS	SS						
6 CHAVIS	2B						
LAST PLAY		WSH		PHI		NYR	
3		0 0 0		0 0 0		0-0	
5		0 0 0		0 0 0		5	

Hooters  
Justin Crawford Bobblehead  
Budweiser

Phillies  
BayCare Ballpark

EWING  
COLE





**EWING  
COLE**

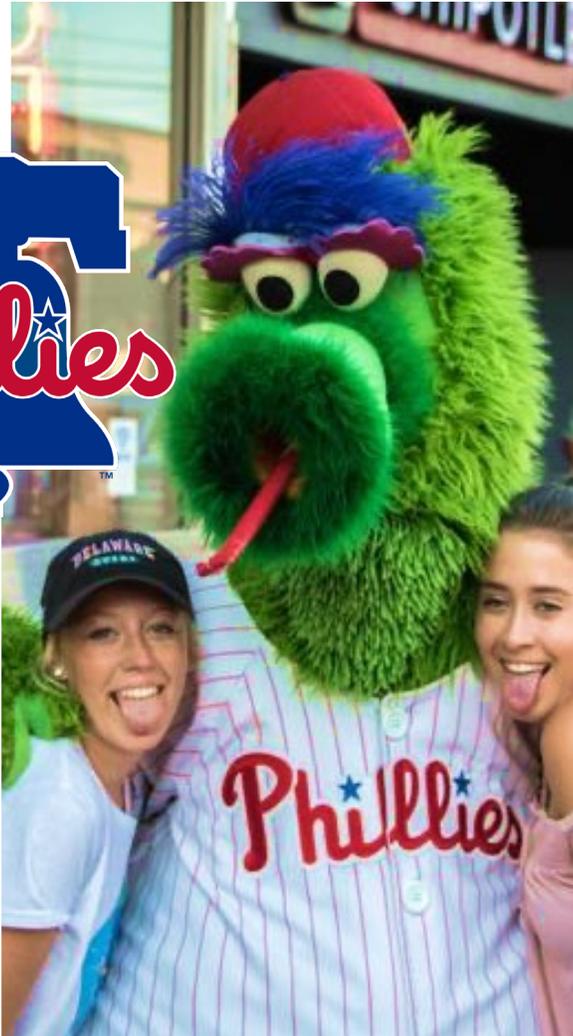


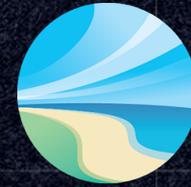
Phillies

EWING  
COLE



CELEBRATING 80 YEARS | SEE YOU IN CLEARWATER





**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH

**1947-2047**

**100 YEARS IN CLEARWATER**

***THANK YOU***