

From: [Dev Pathik](#)
To: [Tracy, Jan H](#); [Kelly Baine](#)
Cc: [Seel, Karen](#)
Subject: Re: Quick check in
Date: Thursday, March 18, 2021 9:56:02 AM

CAUTION: This message has originated from **Outside of the Organization**. Do Not Click on links or open attachments unless you are expecting the correspondence from the sender and know the content is safe.

Thank you Tracy and Commissioner Seel,

I am writing to provide notes related to the Raytheon site project and its direct connection to the goals shared with our team through our work with Visit St. Petersburg Clearwater. Please excuse the notes about our credentials. They are offered to provide you with confidence in what you are considering.

Background and Visit St Pete Clearwater Study

The Sports Facilities Advisory, was formally engaged by Visit St Petersburg Clearwater in June of 2019 to study the sports tourism market opportunities and facility needs for the county.

In 2020 we delivered a market study which indicated the need for an indoor events center. Based on land constraints, year-round use objectives, and other factors, we identified an indoor sports venue as the venue that would most dramatically impact sports tourism while providing a variety of other event uses. We were encouraged by various county and Visit St. Pete Clearwater professionals to “find a private party” that could bring significant capital to the project.

Shortly after, and under a separate contract, Mr. Porter engaged us to study a sports and events anchored destination. We considered and modeled numerous options and before landing on the plan that you have seen.

My intention in this communication is to simply clarify that the program plan, private sector commitment, and the tourism opportunity is directly aligned with tourism objectives. Additionally, this model provides a truly unique asset for the county.

I hope you are encouraged and comforted by the fact that the SF Companies is the team that will assume responsibility for the day-to-day operations, bookings, and financial and economic reporting. I also hope you will visit the facilities page on www.sfmnetwork.com to better understand how this project will be uniquely integrated with our other operations in Myrtle Beach, Gatlinburg, Sandusky Ohio, Branson Mo, Panama City Beach, Hoover Alabama and other destinations.

Here in Pinellas, this development will produce 100 Full Time jobs and \$17M in annual direct spend with the facility we are considering for Pinellas.

Credentials:

We are aware that much of our growth may be news to you I hope the following points are useful

as you consider the validity of our forecasts.

1. Since 2012 - The Sports Facilities Companies have maintained our position as the only Strategic Partner to the **International City Managers Association** in the sports/parks/community events marketplace.
2. In Florida (and currently working on the same for the state of Kansas and State of California) we gathered our Aspen Institute Partners at the CDC and state economists and parks specialists to build the first-ever calculators that now assess the value of a park. They are now available to every park in the state through FRPA and assess the parks impact on property values, health outcomes, tourism, the environment, and public safety.
3. Pure Michigan engaged is to build the calculators used by the State of Michigan to assess the value of youth sports tourism in the State.
4. At the Federal level we have served as Advisors to the U.S Presidents Council of Economic Advisors.
5. Finally, we are 1 of 20 founding members of the Aspen Institute Project Play [Project-Play-2020](#). I offer this to ensure that you are aware of the reliability of our forecasts and our unique ability to drive visitor spend from out-of-state and out-of-market-visitors as we also engage locals in active recreation.
6. The Porter venue will be part of our network and it will be staffed and run by our team. We are now nearly 1,000 employees nationally, operating the largest network of community based sports and recreation centers and the largest single operator of tournament and events venues. With 10's of millions of visits in our network annually, we are able to reach and active events and attract out-of-market visits in ways that were not previously possible. We have built our companies in response to our public sector client requests and the needs we have seen in the 2,000 communities we have served. I offer this to highlight the unique nature of this opportunity for Pinellas County.

We recognize that you are faced with competing forces. I am hopeful that the commission will view this as a unique opportunity to produce a tourism and events center- with private sector capital, operated by a local company that is the leading sports tourism operator in the U.S.

Thank you for the continued consideration of this unique destination.

Dev Pathik
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Strategic Partner to the International City Managers Association

Video Links:

About SFA & SFM: [The Plan Starts Here](#)

SF Founder on CNBC Youth Sports Market [CNBC](#)

SF Founder on NBC Today Show: [NBC Today Show](#)

SF Founder on Challenges and Opportunities in Youth Sports: [HBO Real Sports](#)

SF Founder on Public Funding for Sport: [HBO Real Sports Need for Public Funding for Sports](#)

From: "Tracy, Jan H" <jhtracy@co.pinellas.fl.us>

Date: Wednesday, March 17, 2021 at 1:04 PM

To: Kelly Baine <kbaine@sportadvisory.com>, Dev Pathik <dpathik@sportadvisory.com>

Cc: "Seel, Karen" <kseel@co.pinellas.fl.us>

Subject: RE: Quick check in

Kelly and Dev – I understand this proposed conversation is about the Raytheon property. This is considered to be a quasi-judicial matter. Commissioner Seel is prohibited to discuss this item outside of the Board of County Commissioner's Meeting on April 13, 2021. Therefore, she will not be able to have a conversation with you both in in this regards. However, you are welcome to send her an email. She will be able to read it but not respond. If you have any questions, please let me know. Jan

Jan H. Tracy

Executive Aide to Commissioner Karen Williams Seel

Pinellas County Commission

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From: Kelly Baine <kbaine@sportadvisory.com>

Sent: Wednesday, March 17, 2021 11:27 AM

To: Tracy, Jan H <jhtracy@co.pinellas.fl.us>

Cc: Dev Pathik <dpathik@sportadvisory.com>; Seel, Karen <kseel@co.pinellas.fl.us>

Subject: Re: Quick check in

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Good morning! Dev would like to discuss the St. Pete Sports & Events Center. Might I send over some date/time options, or would it be easiest for you to send to me the Commissioner's availability? Happy to

schedule however works best for you!

Thank you,

Kelly

Kelly Baine

Executive Assistant

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From: "Tracy, Jan H" <jhtracy@co.pinellas.fl.us>

Date: Wednesday, March 17, 2021 at 10:28 AM

To: Dev Pathik <dpathik@sportadvisory.com>, "Seel, Karen" <kseel@co.pinellas.fl.us>

Cc: Kelly Baine <kbaine@sportadvisory.com>

Subject: RE: Quick check in

Good Morning Dev – Commissioner Seel asked that I reach out to you. She is out of town. Can you provide me with the subject you wish to discuss? Thank you, Jan

Jan H. Tracy

Executive Aide to Commissioner Karen Williams Seel

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From: Dev Pathik <dpathik@sportadvisory.com>

Sent: Monday, March 15, 2021 2:04 PM

To: Seel, Karen <kseel@co.pinellas.fl.us>

Cc: Kelly Baine <kbaine@sportadvisory.com>

Subject: Quick check in

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I hope you are well and that you've escaped the worst of the current health challenges.

I am hoping to spend 10 mins catching up on a County Project. I've copied Kelly Baine to see if we might find time to connect by phone this week if possible.

Until then, I'll look forward to the opportunity to say hello.

Dev Pathik

Founder

Sports Facilities Companies

The SFM Network

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