

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
THESFNETWORK.COM



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 jersey is captured mid-air, performing a jump shot. The player is holding the basketball with both hands, positioned above their head. The background shows a basketball hoop and backboard, with bright arena lights creating a bokeh effect. A dark horizontal band across the middle of the image contains the text "SCOPE OF WORK/PROCESS".

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 jersey is captured mid-air, performing a jump shot. The player is holding the basketball with their right hand, and their left arm is extended for balance. The background shows a basketball hoop and a crowd of spectators in a dimly lit arena, with bright spotlights illuminating the scene.

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
Gross Margin	\$1,403,353	\$1,538,745	\$1,879,812	\$2,066,729	\$2,154,809
<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
EBITDA	(\$655,715)	(\$550,390)	(\$301,747)	(\$190,771)	(\$159,909)
<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
Gross Margin	\$1,042,151	\$1,101,881	\$1,252,806	\$1,372,500	\$1,443,298
<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
EBITDA	(\$554,456)	(\$513,452)	(\$419,711)	(\$357,238)	(\$334,649)
<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
Total Events Per Year	48	53	60	66	67

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
Total Economic Impact	\$39,082,747	\$44,274,258	\$56,957,994	\$64,418,217	\$66,303,067

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
Total Events Per Year	39	38	41	44	45

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
Total Economic Impact	\$35,821,764	\$38,564,894	\$42,906,780	\$47,938,656	\$49,823,506

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



Q & A

NEXT STEPS

DRAFT PRO FORMA