

What is it?

It is a 180 Acre multi-event facility. It includes approximately 20 fields. Approximately because the final phase is still being designed it may go to 21 fields or 19.

The west field space includes 9-10 rectangular fields geared toward football, soccer, lacrosse, field hockey, and a variety of other sports that use rectangular space (flag football, rugby, kickball, etc)

The east field space includes 6 collegiate size baseball diamonds and potentially 5 little league/softball fields. The 6 collegiate fields have college size rectangles designed in them so the complex can host tournaments with up to 16 rectangular fields.

The complex includes the following other features:

- 1) Stadium: initial seating is 3,500 with seats and berms that will hold another ~3-4 thousand people. The stadium is design to go to approximately 10,000 seats in the future. The stadium and the complex is designed not only for sports but concerts, art shows, gatherings, races, etc.... hence the inclusion of "Special Events" in the name. The stadium is two stories on the west and includes full locker rooms for two teams, concessions, broadcasting, and VIP suites. The design team worked with NBC sports to make the facility broadcast friendly.
- 2) Welcome center: the main entrance on the north is set with a two story welcome center where the private management company will be stationed along with county staff, event promoters, security, and merchandise sales.
- 3) Market: the main south entrance is set with a ticket booth and right behind it a 1 story market similar to a race-track or wawa.
- 4) Great Lawn that includes a 6,000 open air roofed pavilion with room for 6 food trucks. There will be an outdoor beer and wine bar, TVs, pi pong, corn hole, and a sand volleyball court on the sandy beach overlooking the 13 acre lake. The great lawn includes an outdoor fitness are similar to Venice beach. An open air lan that transitions to a 4-level style amphitheater facing a 17x35 foot screen that comes off the north side of the stadium.
- 5) the site will have these other following features: overnight camp-ground, two full time residents (manufactured homes) for county sherrif, walking trail, outdoor bathrooms/showers, and ready for a field house (large indoor athletic space)up to 90,000 s,f,.

Why build it?

- 1) the county's existing fields were maxed out approaching a 95% utilization rate where residents and sports tourists were complaining of lack of access. The county has been extremely successful in developing sports tourism over the last 10 years. We were turning business away and our residents were being rationed field time.
- 2) sports and special event tourism is a billion dollar industry. The county commissioned a third party study in 2016/2017 that identified Collier County was a great sports/events destination, was out of fields, and recommended what type of facility to build. After the recent red-tide events and coastal

hurricanes, the Board recognized that diversifying our economy and adding reasons for tourist to visit Collier was smart business. New hotels have already opened and more are planned. The complex will soften the sharp edges of our seasonal hotel/restaurant business. We have already secured the football top gun event in July of this year. 1,200 kids and their families for a football showcase. Other events are already being planned and secured.

3) Community Quality: whether we like it or not, today's Collier County is much different than it was years ago. The County remains one of the most desirable places to live in the country. We regularly make the top lists for health and well being, beaches, shopping/dining. The recent addition to the greenway/freedom park, Baker park has been another feature that demonstrates the community's desire for public space. The complex will be available to residents and tourists. A key requirement of our Board was our residents would have access.

How much and how is it paid for?

The design, land acquisition, and construction will approach \$100M. The Board approved a 1 penny increase to the tourist tax. The penny generates approximately 5-6 million dollars a year. The board authorized \$3.75 million for debt service which generated a \$66M dollar bond. The Board also authorized tourism tax above the forecast revenue to cover any additional construction costs. There are two important general fund components to the complex. Land acquisition is covered by the general fund (county taxes/fees/other revenue) and ongoing operation, management, and maintenance is covered by the general fund. **IMPORTANT:** without a general fund component, we would be in violation of tourist tax restrictions if the general public used the facility and it was 100% financed by tourism tax. In other words, there would be no nexus for public use if the complex was completely funded by tourism revenue.

When will it open?

The first phase will open in June, just six months away (4 fields, welcome center, market, great lawn, maintenance, and all site utilities). The stadium will open in November. The complete complex will be open within the next 2-3 years in phases. The facility will be managed by a private company with augmenting from parks and facilities.