

APPENDED PAGES

PASCO COUNTY, FLORIDA INTEROFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Board of
County Commissioners

DATE: 3/4/15 FILE: TD15-038

THRU: Michele L. Baker, M.B.A.
County Administrator

SUBJECT: Options for Proceeding with
Wiregrass Sports Park Project

FROM: Richard Gehring
Planning and Development/Strategic
Policy Administrator

REFERENCES: Commission District 2

STAFF: Ed Caum
Tourism Manager

It is recommended that the data herein presented be given formal consideration by the Board of County Commissioners (BCC).

DESCRIPTION AND CONDITIONS:

After reviewing the history of the project and discussing it with our Financial Advisors (Dunlap & Associates), our Sports Tourism Advisor (Sports Facilities Advisory Group), and with the adjacent land owners (Porter Family), staff has three options for the Board's consideration regarding moving forward with development of the Wiregrass Sports Complex. In light of the projected growth for the SR 54/56 corridor and the Wiregrass area, it is critical to understand the local, regional and national economic/demographic factors that could help the County determine the scope of amenities and impact of any potential project before committing County funds to such endeavor.

ALTERNATIVES AND ANALYSIS:

1. Conduct a Sports Complex Feasibility Study. The BCC and staff can utilize a feasibility study performed by a qualified independent third party to objectively assess the needs, financing options, funding mechanisms and overall strengths and weaknesses of any potential project at this location.
 - a. Johnson Consulting, Inc. (JCI), as a sub-consultant under the County's existing contract with Dunlap & Associates, is an experienced sports consulting firm with both Florida specific experience as well as a national and international client base. JCI is proposing to assist the County in preparing a feasibility study containing a market and needs assessment; a facility program, site, cost and development plan; operations and financing recommendations; and funding options pertinent to our local market area. The Sports Complex feasibility study can be completed within 10-12 weeks at an approximate cost of \$35,000 (see attached proposal). Staff will provide the consultant with existing sports facilities studies and related data to help expedite the proposed timeline.
 - b. Florida Sports Foundation, a division of Enterprise Florida, has proposed providing a feasibility study addressing market demands; needs assessment booking pace forecast

(TD15-038)

Page 1 of 2

projections; economic impact and room night activity projections, etc. The study can be completed within 3-4 weeks at an approximate cost of \$15,000 (see attached e-mail).

- c. Proceed with a Request for Proposal (RFP) to solicit a consultant for a Sports Complex Feasibility Study.
2. Begin a Request for Proposal (RFP) solicitation process utilizing, for example, any of the approaches identified below:
 - a. To solicit for a private partner to operate, manage and help design a multi-purpose sports park (this is the approach used in the last RFP issued by the County).
 - b. To solicit for a private operator to market, manage and operate the facility at their own expense. County to build sports facility.
 - c. To solicit for a private operator to lease the park site to build, maintain and operate improvements using their funds or in combination with County funds in return for rent and/or percentage of revenue or some other financial remuneration to the County.

While sample agreements have been attached for information, the scope of services to be provided under any of the approaches selected by the County as well as the conditions of the proposals received will dictate the type, terms and complexity of the agreement ultimately entered into by the parties.

3. Proceed to design and build a sports park facility and solicit for an owners' representative instead of a private operator. In order to pursue this option, the County may still need to rely on a Sports Complex Feasibility Study to determine the appropriate balance of fields required for this concept. The Sports Facilities Advisory (SFA) provided staff with a blueprint of what the business model for Pasco would look like. According to their findings, a robust sports tourism program with a well-developed marketing campaign, support for public/private partnerships and development of high-performing facilities would enhance Pasco County's Sports Tourism reach within the region to continue to grow this economic sector (please see attached private operator agreements).
4. Decline to pursue any of the options above or direct staff to take other action.

RECOMMENDATION AND FUNDING:

The Office of Tourism Development recommends that the BCC approve Alternative No. 1a, and authorize staff to engage the services of Dunlap & Associates to have their sub-consultant Johnson Consulting, Inc. to prepare a Sports Feasibility Study for the development of the Wiregrass Sports Park. Funding required \$35,000. Funds are available in Tourist Development Capital Account No. B113-827-004-63100.

ATTACHMENTS:

1. Johnson Consulting, Inc. – Sports Complex Feasibility Study Proposal
2. Florida Sports Foundation – Sports Complex Feasibility Study E-mail
3. City of Chula Vista – Skate Park Operating Agreement
4. Miami-Dade – Marlins Stadium Operating Agreement

pb/



Dunlap & Associates, Inc.
Financial Consultants

March 2, 2015

Ms. Michele Baker
County Administrator
Pasco County
8731 Citizens Dr., Suite 340
New Port Richey, FL 34654

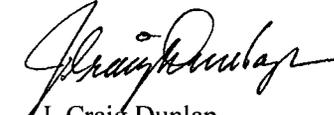
Re: Wiregrass Park

Dear Michele,

Following up to our discussions with staff, attached please find a proposal from our sub-consultant, Johnson Consulting for consideration by the County.

Please contact me with any questions at 407-678-0977.

Sincerely,



J. Craig Dunlap
President