



Public Private Partnership for Panama City Beach Sports Village Project

**Panama City Beach Convention and Visitors Bureau
St. Joe Company
Bay District Schools**

Who is involved in the Public-Private Partnership?

The Panama City Beach Convention and Visitors Bureau (CVB), the St. Joe Company, and the Bay District Schools.

- The CVB has been working on a plan for a new sports village concept since 2008. This project is specifically intended to bring more sports visitors in the spring and fall months.
- Bay District Schools has identified the need for additional school facilities to accommodate Panama City Beach's growing population of school aged children.
- Understanding the public benefit of this project, as well as tangible benefits to the company, St. Joe, subject to negotiation and execution of partnership agreement, plans to donate 210 acres to the project.
- To facilitate access and help make this project a reality, Panama City Beach CVB will purchase a connecting 10-acre tract of land at 8222 Panama City Beach Pkwy to join the donated property to Hwy 98.

Where are the funds coming from for the purchase of the 10-acres and the development of the Sports Village?

The funds used to purchase the 10-acre frontage at 8222 Panama City Beach Pkwy are from the CVB's revenues derived from the tourist development tax, as well as funds received from BP for damages related to economic losses resulting from the Deepwater Horizon Oil Spill. Total buildout for the sports village project is expected to cost in excess of \$15 million.

What is being donated exactly?

Subject to negotiation and execution of partnership agreement, the St. Joe Company is donating 210 acres of land within the eastern boundary of the Breakfast Point development, to the west of Wildwood Rd, north of the Panama City Beach Pkwy (Hwy 98, Back Beach Road).

How large will the new sports village be once completed?

The new sports village facility will have enough fields to attract and develop large scale tournaments for rectangle field sports, such as soccer, lacrosse, rugby, football, and other rectangle field sports. Multi-purpose fields will also allow baseball tournaments and training, as well as help handle overflow from

existing tournaments. The number of fields will vary depending on final design, but are estimated to be in the range of 10-12 full size fields.

Please describe the proposed sports facilities.

Preliminary concepts for the first phase will focus on rectangle fields for sports such as soccer and lacrosse. Final designs will be available when master planning is complete. Designs will include concessions and tournament headquarter buildings. Several fields at the complex will likely have multipurpose capability for hosting full size baseball/softball games. Showcase fields for tournament final games will also likely be included, as well as other amenities such as fitness and nature trails.

How important is the sports market to Panama City Beach?

Sports are a major part of the Panama City Beach experience and are a natural draw to the region from throughout the Southeast and beyond (especially given that our mild winter climate allows for year-round play). Events such as USFA softball and Grand Slam baseball bring over 1,000 teams to the region. Current sports facilities generate \$75 million and draw 250,000 visitors to Panama City Beach annually.

Who will manage and oversee the development and construction of project?

The Sports Force will be the lead designer and project management firm for this project. For more information on the Sports Force www.the-sports-force.com

What are the next steps in the timeline for development?

The parties will negotiate and enter into a multi-party Memorandum of Understanding that will articulate the details of the agreement.

Sports Force will be tasked with surveying the land and developing the layout of the proposed fields. Completion date depends on project design, permitting and construction – Spring 2017 is targeted for the sports village’s first tournaments.

Why was this location chosen?

This location is ideal as it offers easy access from the east end of Panama City Beach, and is located away from current facilities so sports-related traffic will be spread more evenly.

Are there naming rights?

Yes as part of the project private naming rights will be made available.

What does the sports village project mean for our community?

The sports village project is a continuation of the CVB’s goal to grow business in Panama City Beach 12-months out of the year. This is a major project that will increase business for hotels, restaurants and other businesses, especially during the traditionally slower seasons of spring, fall and winter. This project will benefit local firms and create jobs during the construction and planning. The new school will add much needed capacity for the growing school age population.

Tell me about the new school?

Bay District Schools will develop a new K-8 school, which they have identified as a need as the community grows and local schools approach capacity. By working collaboratively, the St. Joe Company, the CVB and Bay District Schools each will be able to achieve their goals more cost-effectively, creating a true win-win-win situation.

For more information on this project visit our website at VisitPanamaCityBeach.Org.