

Application Score Sheet

Proposed Project: City of Lynn Haven, Sport Complex Expansion (#56)

Proposed Project/Program County: Bay

Board of County Commission Support:

Total Projected Project Cost: \$17,604,180

Match Provided: \$1,716,418

Triumph Funds Requested: \$15,843,762 (90%)

Triumph Funds Recommended by Staff:

Score: C

Date: 11/29/18

Economic Impact Analysis and Score

The City of Lynn Haven proposal describes the expansion of the Sports Complex as essential for Lynn Haven's economy. These improvements consist of the construction of several playing fields, an internal road, parking, stormwater treatment components, outdoor lighting, as well as trails that will connect to an existing trail network. The project requests \$15,843,762 in Triumph funding and states that this amount represents 90 percent of the total project cost of \$17,604,180, with the City of Lynn Haven providing the remaining \$1,760,418.

As is noted in the application, the flexible design of the fields will allow the facility to maximize its usage throughout the year, and the fields will be built to provide state of the art playing surfaces. The City anticipates hosting 40 to 50 tournaments for baseball, softball, football, and soccer per year. While many of these would be for local teams, some are envisioned to be regional and to bring new leisure and hospitality spending to the area. The applicant suggests that the new Sports Complex could transform the community from a bedroom community to a new year-round sports hub over the next ten years.

The applicant suggests that the City is disadvantaged by lack of traditional drivers of city growth, and the proposed Sports Complex would be a game changer and take the City to the next level. Metrics suggested for measuring the above impacts include facility usage rates, tournament / event participation, and sales tax collections.

Funds would be devoted to purchase land from the St. Joe Company (\$2.6 mm), soft costs following land acquisition (\$2.65 mm), and actual construction (anticipated \$12.4 mm). Permitting would be completed following purchase of the land.

While a sports complex is a useful expenditure, it may not be well matched to the Triumph funding mandate of increased economic activity. Triumph staff agree that net new visitors will spend their money locally and regionally and further enhance business opportunities. However, the type of impact that would make a big difference in terms of increased levels of economic

activity would rely critically on the attraction of net new visitors to the area. As correctly reflected in the proposal documentation provided in support of the project, it is likely that many of the users of the proposed new structure will be the same users as already benefit from the existing sports facilities. It seems likely that the project will not create substantial net new demand from visitors, and the additional jobs to be created would be largely in leisure and hospitality at lower wages, so that project benefits relative to Triumph cost would be modest.

For these reasons, staff assign the project a grade of “C” and do not recommend moving it forward for Triumph Board consideration.

Project Summary (based on information provided by the applicant)

The City of Lynn Haven requests \$15,843,762 in Triumph funds for the expansion of the Lynn Haven Sports Complex. The expansion would include the construction of nine soccer fields, six baseball fields in various sizes, three football fields, an internal road, parking, stormwater treatment components, outdoor lighting, as well as trails that will connect to an existing trail network.

Triumph funds are proposed to be primarily used for the construction of the fields and the parking lot. The flexible design of the fields will allow the facility to maximize its usage throughout the year and provide athletes state of the art playing surfaces. The City anticipates hosting 40 to 50 three-day tournaments per year at the sports complex including tournaments for baseball, softball, football, and soccer.

Lynn Haven has experienced positive growth. The new Sports Complex is envisioned to transform the area, a hundred+ year old master planned retirement or bedroom community without a “traditional” business core, into a new year-round sports hub within 10 years. Adding a regional sports complex would provide accesses to the growing sports tourism industry for the City of Lynn Haven.

According to the city, the project will provide the sport event capacity it needs to continue to grow. Annual Baseball/Softball participation has more than doubled in Lynn Haven in the last twenty years from 516 players in 1996 to over 1,300 in 2017. The current Sports Complex has reached its maximum capacity for Baseball and Softball. Soccer and football teams can't compete in Lynn Haven and are forced to drive to other locations in the region. The Sports Complex addition will provide the capacity needed to host diverse local and regional sports events.

Hosting new regional events will bring new revenue to Lynn Haven and its neighbors. The type of sports tournaments the City proposes to host average about three days. Athletes and their parents are required to stay overnight which generates tourist revenue. The restaurant and hospitality industry in this area will benefit by increased sales tax, bed tax and overall increased economic impact due to the increase in visitors. Tournaments can be held year-round due to the relatively mild local weather patterns. Many of existing area travel teams cannot host tournaments locally because there are not facilities available.

The Sports Complex expansion will give the City of Lynn Haven the capacity to host more local and new regional sport tournaments year-round over the next ten+ years. This new infrastructure will generate new demand in the community, especially in the local hospitality and restaurant industries.

The attendance in baseball and softball tournaments at the Sports Complex has more than doubled over the last 20 years. The current facility is able to serve only 30% of the demand created by regional tournaments. The proposed project would increase the capacity to 100% for baseball, softball, soccer, football, and lacrosse tournaments. In addition, participation in sports events continues to increase, especially because of the growing number of residents in our area as well as the increasing interest amongst teenagers and young adults in sports activities.

Hosting regional tournaments will support a significant number of direct and indirect jobs in the region. The proposed expansion of the sports complex is expected to produce 15 direct jobs.

Metrics proposed to determine the success of the project include facility usage rates, tournament/event participation, and sales tax collections. The number of sport participants will be provided in annual reports. Direct and indirect economic benefits can be provided by conducting an independent economic impact study every five years.

The City of Lynn Haven plans to construct the Sports Complex addition and seek reimbursement from Triumph Gulf Coast against documented construction expenditures signed by the project engineer. The City of Lynn Haven will continue to maintain and operate the Sports Complex as part of its ongoing operations. Increased revenues will fund facility maintenance and new employee salaries.

Funding and Budget (as provided by the applicant)

5. Please provide a Project/Program Budget. Include all applicable costs and other funding sources available to support the proposal.

A.	Project/Program Costs:	
	Design, Engineering, Permitting	\$2,640,627
	Construction	\$3,717,166
	Land Acquisition	\$2,573,000
	Land Improvement	\$8,673,387
	Total Project Costs:	\$17,604,180
B.	Other Project Funding Sources:	
	City of Lynn Haven	\$1,760,418
	Total Other Funding	\$1,760,418
	Total Amount Requested:	\$15,843,762

The construction of the Sports Complex addition includes three phases:

The first phase will consist of the purchase of 83 acres of land from the St. Joe Company for \$2.6M. Preliminary discussions have been completed. It is anticipated that the transfer of the land can be completed within three months once funding has been secured.

Phase two of this development includes planning, design, and permitting of the facility. This phase of the project will be initiated once the needed land has been secured. This phase is estimated to cost \$2.65M.

Phase three is the actual construction of the facilities and land improvements. It includes the install of the infrastructure (such as roads, sidewalks, trails, restrooms, stormwater facilities, etc.) as well as the construction of the various sports fields. This phase will be completed in about 12 months once all needed permits are in hand. The anticipated cost for this phase is \$12.4M.