

THE SPORTS FACILITIES COMPANIES // SPORTS FACILITIES MANAGEMENT, LLC

THE SPORTS FACILITIES COMPANIES

PINELLAS COUNTY // REQUEST FOR PROPOSALS

SOLICITATION 25-0007-RFP YOUTH SPORTS PARK DEVELOPMENT AND OPERATIONS

FEBRUARY 4, 2025

Pinellas County
Purchasing & Risk

TABLE OF CONTENTS

3 COVER LETTER

6 PROPOSED PROJECT TEAM

64 REFERENCES

67 APPROACH TO PROGRAM AND SITE DESIGN AND DEVELOPMENT

75 APPROACH TO FACILITY OPERATIONS

104 VISION AND VIABILITY

114 FUNDING AND FINANCIAL MODEL

119 APPENDIX

COVER LETTER



Dear Selection Committee:

The Sports Facilities Companies ("SFC") is thrilled for the opportunity to provide a response to SOLICITATION 25-0007-RFP - "Youth Sports Park Development and Operations" from Pinellas County. We understand from the RFP; "Pinellas County ("County") is currently seeking a partner to develop and operate a youth sports complex" at the closed County-owned landfill "Toytown" site. SFC further understands that the County "envisions a new community asset that provides high-quality open space and youth sports facilities to local, regional, and national tournament audiences." SFC is the National Leader for sports tourism and a Florida company based right here in the heart of Pinellas County. SFC is purpose built to serve your needs and achieve your goals for Toytown and recognizes what huge opportunity this is for the County. **Within this proposal, SFC has provided Pinellas County with the optimal concept plan, proven team, and next steps approach to successfully develop a world-class sports destination that will generate over $350M of direct economic impact in the first five years of operations.**

SFC is very familiar with the history of the Toytown and see this as a highly strategic opportunity for the County. Pinellas County's Award-Winning beaches, tourism infrastructure, accessibility, and overall appeal make it an ideal destination for Sports Tourism. As the most densely populated County in Florida, land is a premium and to develop a world-class venue in other parts of the county is financially prohibitive given the scarcity and cost-basis for parcels large enough to accommodate a 100+ acre sports tourism destination. The development of a sports tourism destination at Toytown creates an ideal scenario to re-purpose a County owned piece of property to drive tourism and serve the local community.

Brownfield sites can be uniquely challenging to re-purpose and re-develop. To help ensure that our team has the best path to viability, we have partnered with industry leaders in brownfields re-development. For this pursuit, SFC has established mutually exclusive relationships with the top two leading brownfields re-development groups in the state – The Goldstein Eviromental Law Firm, Goldstein Kite Environmental (GKE) and Geosyntec Consultants. All groups are Florida based or have a local presence and have extensive knowledge on the process, opportunities, and challenges related to brownfield development. More information is provided in the remainder of this document related to team capabilities and teaming strategy.

Service-Based Partnership. We pride ourselves on developing and maintaining strong service-based partnerships. Our team has successfully collaborated with tourism bureaus, sports commissions, Convention and Visitors Bureau/ Destination Marketing Organizations, local businesses, government entities, and non-profit organizations to create mutually beneficial relationships that enhance sports tourism and community recreation programs. We are committed to continuing this approach at Toytown, ensuring that the facility meets and exceeds County and community expectations.

Proven Model. Our operational model is the most effective and proven sports tourism management model in the industry. We have applied these models to optimize sports campus management at numerous venues, resulting in outstanding outcomes. We are confident that our expertise will bring Pinellas County to new heights and economic impact. Within this response, we have outlined our proposed approach to generate more than $350M in direct economic impact over the first five (5) years!

Our team is your team. We have put together the team with the most experience to serve guests with excellence, expand the community reach, and always maintain an environment of trust and safety. As a baseline, our team has great experience in what

communities consider “traditional sports management” consisting of day-to-day operations, local-use weekday programming, tournament support and event management, sales and marketing, maintenance, food and beverage, payroll and benefits, administrations, insurance, financial reporting and accounting, and other related activities. SFC successfully operates 60+ venues de-centralized from the Tampa Bay Region in FL. Toytown benefits from being located less than an 10 minute drive from our home base! Our team is local, our team will be your team.

Local Knowledge. Our team has a deep understanding of the local sports scene in Pinellas County, as our team is made up of residents and/or active participants in the community. This is where we play, coach, and support our kids. Our local knowledge allows us to make a meaningful impact, ensuring that the Toytown not only serves as a premier sports campus but also as a hub for community engagement and development.

Accountability. SFC believes trust and accountability are the foundational elements to all successful partnerships. SFC has partnered with the best in brownfields re-development to give the county the greatest change at establishing a true public-private partnership to make Toytown a world-class sports tourism destination. We will be collaborative with the County and accountable to deliver the results desired.

Results. We know this is not an “easy” site to develop. We are up to the task and have partnered with the right groups to get results for Pinellas County. We live here, we play here, we work here, we will succeed here!

We truly believe this RFP response is comprehensive and expands on why SFC is uniquely positioned to continue to help Pinellas County achieve the desired outcomes of Toytown. We hope our response resonates and the detail included provides the selection committee with enthusiasm for meeting and working with the SFC team. As you review our response, do not hesitate to contact us with any questions.

We are passionate about the impact these operations make in communities, and we are eager to contribute to the quality of life and quantity of economic vitality in our hometown, Pinellas County!



ERIC SULLIVAN
PARTNER
231-631-1102
esullivan@sportsfacilities.com

JASON CLEMENT
FOUNDING PARTNER/CEO
210.382.4354
jclement@sportsfacilities.com



PROPOSED PROJECT TEAM



FIRM OVERVIEW

Our mission is to improve the health and economic vitality of the communities we serve. Since 2003, the Sports Facilities Companies, comprised of Sports Facilities Advisory, Sports Facilities Management, and Sports Facilities Development, have become the trusted resource for communities who want to plan, develop, or operate sports, recreation, entertainment and fitness centers.



PRE-DEVELOPMENT

- Market Research
- Financial Forecasts (Pro Forma)
- Economic Impact
- Feasibility Reports
- Community Engagement & Partnership Development

MANAGEMENT

- Strategic Planning & Finance Strategy
- Start-Up Operational Development
- Facility Operations
- Operational Timelines
- Revenue Generation
- Facility Optimization

DEVELOPMENT

- Owner's Representation
- Venue Planning
- Procurement (FF&E & OS&E)
- Operational Budget Impacts (Design Decisions)
- Technology Requirements, Sport Equipment & Specifications
- Facility Branding, Wayfinding, Signage

• CONTRACTING FIRM: SPORTS FACILITIES MANAGEMENT, LLC • CORPORATE HEADQUARTERS: 17755 US HIGHWAY 19 N. UNIT 300, CLEARWATER, FLORIDA 33764 • YEARS IN OPERATION: 22

PINELLAS COUNTY TEAM: ORGANIZATION CHART

PRIME

THE SPORTS FACILITIES COMPANIES

CAPITAL & REAL ESTATE DEVELOPMENT

- THE GOLDSTEIN ENVIRONMENTAL LAW FIRM
- GOLDSTEIN KITE ENVIRONMENTAL
- Geosyntec consultants

DESIGN, ENGINEERING, AND CIVIL

- MAMMOTH
- Geosyntec consultants

OPERATION

- THE SPORTS FACILITIES COMPANIES
- COMMUNITY PARTNERS, PROGRAMS, & EVENTS
- FLORIDA YOUTH SOCCER ASSOCIATION
- MAMMOTH FIELDHOUSE
- TAMPA BAY CLUB SPORTS
- TAMPA BAY ROWDIES
- TAMPA BAY UNITED
- VISIT ST. PETE/CLEARWATER
- ST. PETE AZTECS
- ST.PETE FC

OTHER

- RESTAURANT PARTNERS
- HOTEL PARTNERS
- PARKING GARAGE
- RENEWABLE ENERGY
- AFFORDABLE HOUSING



PROPOSED PROJECT TEAM

Anytime a brownfields site is considered for re-development an incredible amount of due diligence, project strategy, and collaboration specialty areas of focus. In response to the two part RFP, SFC has assembled a team of true subject matter experts to help put the very best plan together for Pinellas County.

For this project, SFC will be the primary point of contact and work to project manage the entire team so there is easy and seamless communication for the client. To support SFC on the Toytown project, we focused areas of specialty into three main areas: 1) Real Estate & Brownfields Development, 2) Design, Engineering, & Construction, and 3) Operations. Based on phase 2 and how the balance of the site is potentially programmed, we also have an “Other” category of project support specialists that SFC has on standby to support phase 2.

For the Real Estate & Brownfield Site Development, SFC has aligned with Geosyntec Consultants, Goldstein Kite Enviromental, and The Goldstein Environmental Law Firm. Geosyntec is a national firm with local, Pinellas County, offices and has also produced the County sponsored environmental studies to-date on the site. To support the legal, permitting, financing, and environmental considerations of the site, SFC has partnered with The Goldstein Environmental Law Firm. A Florida-based company, The Goldstein Environmental Law Firm and Goldstein Kite have more brownfields re-development experience in the state than any other organization. In addition to legal support, Goldstein also has funding, development, and public-private partnership experience to help make the Toytown re-development a reality. Goldstein and Geosyntec have partnered on several other successful projects. SFC has agreed to “mutually exclusive” working relationships with both Geosyntec and Goldstein for the Toytown project.

To support the site design, engineering, and construction of sports assets onsite, SFC has partnered with Mammoth Sports Construction. Mammoth Sports Construction is a world-class design-build firm with fully integrated architecture, engineering, and construction capabilities. SFC has significant project experience with Mammoth and are currently working with Mammoth on 20+ active projects across the Country. Mammoth is also the onsite partner for the “Mammoth Fieldhouse” if desired by the County. SFC has agreed to a “mutually exclusive” working relationship with Mammoth for the Toytown project.

In addition to the core services, SFC has had initial conversations with renewable energy groups, restaurateurs, hotel partners, retail, entertainment and more. SFC’s goal is to earn the opportunity to work with the County in phase 1 and bring the appropriate partners in to help execute in phase 2.

More detail on the organizational structure and individual firms is provided on the following pages:



Firm Profile

Mammoth Sports Construction, LLC

Headquarters:
601 E. Wyandotte St.,
Meriden, KS 66512

Ownership:
Limited Liability Company (LLC)

Date Established:
March 10, 2011

Years in Business:
13 years

Employees:
250+

Mammoth is a sports specialized design and construction firm dedicated to building the places where passion and community collide. Our team is made up of former athletes, coaches, and fans who understand that what they are building is second only to those they are building it for. Sports fields often become the largest gathering place and a community's greatest asset. We've watched as the lessons of character and discipline that are refined through athletic competition change individuals for the better and are proud to create the spaces for that to happen.

We offer comprehensive in-house services enabling us to self-perform many trades crucial to sports construction, from architecture and engineering, to earthwork and equipment installation. By handling these aspects internally, we enhance communication, reduce costs, and alleviate the complexities often associated with large construction projects.

Mammoth, originally founded as Kansas Turf, underwent a strategic rebranding in 2018, becoming Mammoth Sports Construction. Despite the name change, our core values remain unchanged. Led by Owner and CEO, Jake Farrant, we are dedicated to fostering community and tradition through personalized service to each of our partners.

Our promise to you: You can expect nothing less than our best. Clear communication, strict budget guidelines, access to our playbook of big ideas, and top-of-the-line materials that last.

Mammoth Services:

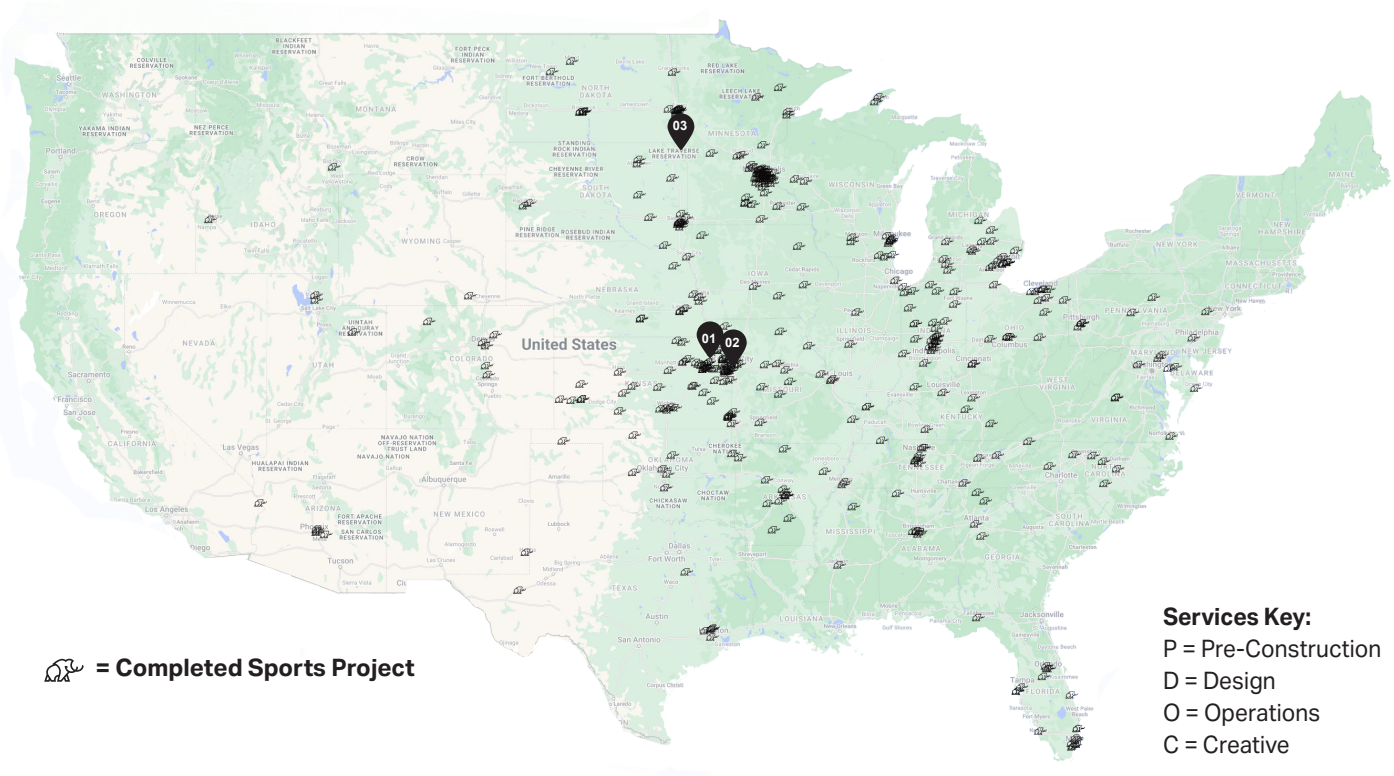
+ Architecture
+ Master Planning
+ Feasibility Studies
+ Pro Forma Modeling
+ Engineering
+ Stormwater Design
+ Water Infrastructure
+ Synthetic Turf Installation
+ Turf Base Construction
+ Sports Equipment
+ Golf Construction
+ Track/Tennis Construction
+ Earthwork
+ Design-Build
+ Design-Bid-Build
+ General Construction
+ CMAR
+ Steel Erection
+ Concrete
+ Logistics
+ Consulting Services
+ Strategic Planning
+ Fundraising
+ Creative Services
+ Branding
+ Video Productions
+ Photography

The Mammoth Commitment

You can expect nothing less than our best. Clear communication, strict budget guidelines, access to our playbook of big ideas, and top-of-the-line materials that last. This is our promise to you.

Mammoth Sports Construction Project Map

A comprehensive map of Mammoth projects across the United States from 2005 - Present.



= Completed Sports Project

Services Key:
P = Pre-Construction
D = Design
O = Operations
C = Creative

A comprehensive map of Mammoth projects across the United States from 2005 - Present.

Office Locations:

01.
Mammoth – HQ
Meriden, KS 66512
Services: All

***Primary Office to Perform Work**

02.
Mammoth – Crossroads
Kansas City, MO 64108
Services: P, D, C

03.
Mammoth – South Dakota
Sioux Falls, SD 57104
Services: P, O

Geosyntec

Geosyntec is a consulting and engineering firm that works with private and public sector clients to address new ventures and complex problems involving our environment, natural resources, and civil infrastructure.

Geosyntec is an employee-owned, private-equity-backed, practitioner-led firm. With a combined staff exceeding 2,600 engineers, scientists, and related technical and project support personnel, we serve our clients from more than 130 offices in the United States, Canada, the United Kingdom, Ireland, Sweden, Spain, Finland, the United Arab Emirates, Saudi Arabia, and Australia.

Geosyntec's Clearwater, FL office, located at 19321 US 19 N, Clearwater FL 33764, is located less than 10 miles from Toytown.

VISION

We are a vibrant, practice-centered business with a strong desire for continuous self-improvement and ongoing reinvention to meet the evolving needs of our current clients and to productively engage with new ones.

We are highly regarded in core markets for delivering tailored, best-value solutions and for partnering with our clients. We are true professionals and consummate team players.

As a practitioner-led firm, we create exceptional career opportunities for our employees through involvement in challenging projects, effective mentoring, and broad engagement with clients.

PRACTICES

Since our founding in 1983, we have built top tier practices to meet our clients' needs in:

- Brownsfield Redevelopment
- Contaminated Site Assessment and Cleanup
- Civil Site Engineering and Design
- Environmental Planning and Management
- Transactional Due Diligence and Consultation
- Water and Natural Resources

Geotechnical and Geological Analysis, Modeling, and Engineering
Air Quality Management and Air Pollution Control.

We are internationally known for our technical leadership, broad and deep experience, and exceptional client service. In each of our practices, our aim is to develop best-in-class capabilities and client reputation.

Contributions to the State of the Practice

Geosyntec staff advance the state of the profession through our academic appointments, scholarships, and professional research contributions. Our applied research partnerships with leading universities, U.S. DOD, NASA, U.S. EPA, FHWA, and others are expanding the available technologies used for:

- In situ remediation of recalcitrant chemicals in the environment
- Management of urban watersheds to reduce pollutant loadings to receiving waters
- Protection of endangered species from the impacts of stormwater runoff
- Design of radioactive, industrial, and municipal waste disposal facilities
- Geotechnical and seismic analysis and design of water resource and transportation facilities

Market Sectors

- Aerospace and Electronics
- Agribusiness
- Chemicals and Petrochemicals
- Dams
- Electric Power Utilities
- Government
- Industrial Water Solutions
- Legal Counsel
- Manufacturing
- Mining
- Oil and Gas
- Pharmaceuticals and Biotechnology
- Real Estate, Insurance and Finance
- Resilience and Adaptation
- Solid and Hazardous Waste Management



STATEMENT OF QUALIFICATIONS

Michael R. Goldstein, Managing Shareholder of The Goldstein Environmental Law Firm, P.A., and a Martindale-Hubbell AV Preeminent and Chambers and Partners rated attorney (Band 1), practices environmental law and environmental redevelopment exclusively. He represents a broad range of clients, including developers (industrial, residential, retail, and office), commercial landlords, private equity firms, local governments, aerospace companies, energy companies, national retailers, growers, and lenders (institutional, community, and bridge).

Michael is widely regarded as one of the leading brownfields practitioners in Florida and has supported the acquisition, financing, remediation, and reuse of contaminated sites in over 90 jurisdictions from Key West to Pensacola to Jacksonville, up and down both coasts, and crisscrossing the state. He has developed a national reputation as one of America's leading and most innovative Brownfields practitioners, working on important and precedent establishing projects as well as heading up or participating in numerous local, regional, state, and federal environmental restoration and reuse initiatives. His practice involves a broad array of Brownfields related transactional, administrative, regulatory, legal, legislative, and policy work for clients in both the private and public sectors. He has designated more Brownfield Areas, and successfully negotiated more Brownfield Site Rehabilitation Agreements, and filed more Voluntary Cleanup Tax Credit Agreements under Florida's Brownfields Redevelopment Act than any other lawyer or consultant in America.

Mr. Goldstein is a deeply experienced and credentialed environmental deal lawyer, having supported many hundreds of real estate and business transactions and corporate mergers and acquisitions, including by structuring, negotiating, and drafting environmental provisions for purchase, lease, and development agreements as well as asset purchase agreements and stock purchase agreements; "quarterbacking" environmental due diligence investigations; procuring and helping manuscript environmental insurance policies; and assisting lenders evaluate and limit the risk of exposure to environmental liability. In addition, he works closely and extensively with real estate development principals and engineering, planning, and design professionals to help coordinate environmental regulatory approvals and construction permits for complex industrial, residential, retail, mixed use, conservation and recreation, and marina related reuse projects on contaminated sites throughout Florida.

An important and active aspect of Michael's practice is providing environmental regulatory compliance counsel and defense of agency enforcement actions as they relate to laws governing the generation, handling, storage, transportation, and disposal of hazardous substances and wastes, dredging and filling of protected wetlands, and management of threatened and endangered strategies. This work routinely involves negotiation of consent agreements and orders with federal, state, and local regulators to address matters involving non-compliance with statutes, regulations, and permits and reduction of proposed fines and penalties. He brings to this process a demonstrated history of transparent, collaborative, productive, and respectful relationships with regulators, regulated entities, local government officials, non-government organizations, and community stakeholders to resolve environmental disputes, deescalate conflict, maximize public participation, and ensure that environmental justice considerations are factored into decision-making. Michael also has a demonstrated history of not only developing corporate environmental compliance plans but also ensuring that corporate employees – at both the management and staff level – understand and successfully implement such plans.

As local government smart growth policies in Florida have increasingly encouraged developers, builders, lenders, and tenants to restore, recycle and reuse infill sites, Michael has focused on helping clients navigate the environmental regulatory and third-party liability risk issues associated with properties directly or indirectly impacted by uncontrolled discharges of hazardous substances and historic landfilling practices. This has included helping clients identify, contract with, and manage environmental and civil engineering firms with the knowledge, expertise, and insurance to work on contaminated construction and redevelopment sites; design and obtain approval of risk based cleanup strategies that minimize the cost and time of assessment and remediation; define and evaluate the additional construction costs that result from properly handling contaminated media, such as excavated soils and dewatering effluent; integrate cleanup and development strategies to minimize the impact of remediation on the cost, design, permitting, and schedule of construction; ensure that worker health and safety issues are addressed; and coordinate outreach to, and collaboration with, community stakeholders.

GOLDSTEIN KITE
ENVIRONMENTAL

In 2019, Michael co-founded Goldstein Kite Environmental, an environmental redevelopment company that acquires, remediates, and facilitates reuse of brownfields sites. GKE delivers strong risk-adjusted returns to investors by applying advanced technical, regulatory, legal, and incentive-based solutions to lower the cost of clean-up, reduce exposure to liability risk, and compress the time frame from capital deployment to asset disposition. Over the past four years, GKE has acquired, remediated, and conveyed to one of the largest multifamily developers in the country a former chlorinated solvents contaminated janitorial supply site located in Miami's historic Overtown neighborhood and acquired, remediated and conveyed to one of the largest industrial developers in the country a former municipal C&D landfill located in Coral Springs. GKE is currently remediating a former pesticide storage and distribution site on the Miami River, which it rezoned from industrial to high density multifamily and is positioning the property for disposition to an affordable housing developer. It also has under contract a 50-acre MSW landfill from a Southeast Florida municipality contaminated with high concentrations of PFAS that it is positioning for redevelopment as a logistics center. This project will feature a five-acre urban forest and a brownfields job training program that GKE has committed to create to benefit the community. GKE's target asset class includes Superfund sites, RCRA sites, state brownfield sites, and closed coal fire power plants.

SFC ORGANIZATION CHART



DEV PATHIK

PARTNER



JASON CLEMENT

PARTNER



ERIC SULLIVAN

PARTNER



EVAN ELEFF

PARTNER



ASHLEY WHITTAKER

PARTNER



PRE-DEVELOPMENT

EVAN ELEFF

Dan Morton
VP Pre-Development Services

Kevin Schuh
Account Executive



DEVELOPMENT

JAKE WHITTAKER

John Wolffe II
Project Executive, Development Services



OPERATIONS DEVELOPMENT

MIKE KELLY

Jack Adams
Senior Vice President of Venue Management

John Sparks
Senior Vice President of Venue Management

Tami Swanson
Vice President, Human Resources



BRANDING & MARKETING

ASHLEY WHITTAKER

Chip Fontanazza
Director of Marketing



LEGAL & RISK

BRUCE RECTOR

Brandon Galvao
Assistant General Counsel



CEO & FOUNDER

JASON CLEMENT

Under Jason's leadership, the SF Companies have opened more successful sports and recreation venues than any organization in the country. As an experienced advisor he has provided planning, strategy, finance, and operational leadership to projects throughout the world.

The Sports Facilities' firms have become globally recognized leaders focusing on transforming the health and economic vitality of communities around the world. As the Chief Executive Officer of SFC, Jason leads the strategic direction, culture, and service standards that define SFC in the public sector and private sector markets we serve.

Under Jason's leadership, SF Companies recently launched new products to serve communities focused on economic development and the youth and amateur sports industry. The initiatives include an event company, new technology platforms, food & beverage and gaming options. The firm is also focused on merchandising, purchasing, and leveraging social capital to improve access to sport. Formally trained and licensed as an architect, Jason began his career in sports architecture before transitioning into commercial development and corporate real estate management. The experience was the spark to bring similar professional management services to the youth & amateur sports industry.

Jason is a passionate and faith driven contributor to causes that positively impact families and communities. He has founded, supported, and lead the growth as board chair to multiple organizations including Habitat for Humanity, Man Up and Go, Calvary Christian High School, Florida Small Business Development Center, and others.

SPECIALTIES

SFC leadership and oversight, long-term strategic direction, partnership management

EDUCATION

Bachelor of Architecture
Iowa State University

EXPERIENCE

Years in Industry: 22

MEMBERSHIPS, ACCREDITATIONS, & ACHIEVEMENTS

ICMA - Strategic Partner & Speaker

SportsETA - Featured Speaker & Content Contributor

NRPA - Speaker

Board Chair - Habitat for Humanity, Man Up & Go

Tampa Bay Business Journal "Hall of Fame"

NOTABLE PROJECTS

Pelican Bay Aquatic Center - Edmond, OK
West Monroe Sports & Events - West Monroe, LA
Salvation Army KROC Center- South Bend IN
Sand Mountain Park - Albertville, AL
Bill Noble Park - Gardendale, AL
Hoover Met Complex - Hoover, AL
Spooky Nook Sports - Lancaster, PA
Eugene Civic Alliance - Eugene OR
Publix Sports Park - PCB, FL
Paradise Coast Sports Complex - Naples, FL

THE SPORTS FACILITIES COMPANIES



PARTNER

ERIC SULLIVAN

Eric earned his MBA in International Business and began his career as a professional soccer player. He joined SFC in 2006 and has since held nearly every operational role through SFC's growth. Eric now leads SFC's growth effort by designing service solutions that help our clients achieve their goals.

Eric developed the original financial and market analysis tools that SFC is most well-known for and led the first facility opening projects in our company history that paved the way for the launch of SFC. Since joining SFC in 2006, Eric has overseen and served as an advisor to hundreds of projects including market studies, financing plans, development plans, turn-arounds, and new facility openings. His work in domestic and international markets has included projects in the U.S., Canada, Caribbean, United Kingdom, Latin America, Asia, and the Middle East. Eric currently leads SFC's expansion efforts in our continued vision to integrate sports, fitness, education, leadership development, and adventure sports into communities around the globe.

In 2012, he was honored as a member of the Tampa Bay Business Journal's "30 Under 30" Up and Comers class. In total, Eric has been a catalyst for SFC's growth, leading the entire planning, funding, and grand opening of more than $500 million in sports, fitness, recreation, and entertainment facilities.

SPECIALTIES

business development, program planning, financial feasibility

EDUCATION

MBA, International Business

Niagara University

EXPERIENCE

Years in Industry: 18

MEMBERSHIPS, ACCREDITATIONS, & ACHIEVEMENTS

Leadership Pinellas

Clearwater Chamber of Commerce

Bo Jackson's Elite Sports, Development Group

Bo Jackson's Sports Leadership, Centers of America

NOTABLE PROJECTS

Salvation Army KROC Center - South Bend IN
Spooky Nook Sports Complex - Lancaster PA
Rocky Top Sports World - Gatlinburg TN
BucksMont Indoor Sports Center - Hatfield PA
Park & Conservation - Pinellas County, FL
Canada Games Center - Nova Scotia Canada
The Legends Sports Complex - Woodlands TX
Iron Peak Sports & Events - Hillsborough NJ
National Stadium of the Bahamas - Bahamas
Pure Michigan Tourism Calculator - Michigan



SPECIALTIES

strategic funding strategy & partnership development

EDUCATION

BA Psychology
University of Maryland

EXPERIENCE

Years in Industry: 23

MEMBERSHIPS, ACCREDITATIONS, & ACHIEVEMENTS

NBC Today Show Guest Expert

HBO Real Sports Guest Expert

ICMA - Speaker & Strategic Partner

TEDx Speaker

Aspen Institute Project Play Founding Member

Wall Street Market Watch Publications

SportsETA Speaker

NRPA Speaker

FOUNDER
DEV PATHIK

Dev founded SFC in 2003 and is widely regarded as an industry thought-leader who has contributed to the well-being of communities around the world. Dev is a passionate social entrepreneur and innovator who has dedicated more than 25 years to the development of businesses that empower and enhance communities.

Dev's leadership has produced facilities that integrate traditional sports with special events, adventure sports, education, leadership-development, and amusement to turn early concepts into finance-able and sustainable facilities that make a difference in communities. Dev is a sought after public speaker, leadership mentor, and advisor to public and private owners.

Under his leadership, SFC has become respected as the industry leader in strategy, program planning, and project finance; a position achieved through global brand presence and measurable impacts for communities. Dev's expertise and thought leadership have been sought out by The Wall Street Journal, Forbes, Market-Watch, CNBC, NBC, The Aspen Institute Sports & Society, The National Association of Sports Commissions, The National Recreation and Parks Association, The Sports Business Journal, Sports Travel Magazine and many others.

Prior to the launch of SFC in 2003, Dev founded and sold Global Adventures - an International Eco-Tourism Company that guided trips 100 miles into the Amazon basin and to over 15,000 feet in the Andes of Ecuador. Dev also co-founded and sold, a ten-acre corporate team development center located at the Westin Innisbrook Resort, two specialized business development firms, and he served as an investor/owner in Kapalua Adventures at the Ritz Carlton, Maui. City Beach Sports and Events Centers in Santa Clara and Fremont CA, and others.

NOTABLE PROJECTS

Florida Parks & Rec Calculator, Florida
Myrtle Beach Sports Center-Myrtle Beach SC
Rocky Mount Events Center-Rocky Mt NC
Perfect Game-USA
Ocean Sports Development, USA
Rocky Top Sports World-Gatlinburg TN
Bo Jackson's Elite Sports-Hilliard OH
TAR National Stadium-Nassau, Bahamas

THE SPORTS FACILITIES COMPANIES



SPECIALTIES

marketing strategy, brand development, business development

EDUCATION

BA Industrial Design

University of Illinois

EXPERIENCE

Years in Industry: 15

MEMBERSHIPS, ACCREDITATIONS, & ACHIEVEMENTS

SFC “MVP” Award Winner

#StrongerTogether SportEvents Sales & Marketing Committee

Guest Lecturer, University of Northern Iowa

Gold & Silver ADDY Awards for Design

Conference Speaker: ICMA, MRPA, US Indoor

PARTNER & VP, MARKETING
ASHLEY WHITTAKER

A driven collaborator and team leader, Ashley sits at the intersection of brand strategy, marketing, and sales. With award-winning creative work and proven strategies, Ashley brings with her a track record of success to every project and campaign. Clients get the benefit of SFC’s in-house marketing and branding “agency” led by Ashley.

Ashley leads corporate business development and marketing for the Sports Facilities Companies as well as the SFC Facility Marketing Department which is responsible for the marketing, branding, and project management of SFM Network facilities. Under her leadership, inbound leads and inquiries have more than tripled, SFC’s firms have been featured in major media outlets such as HBO, TIME, and Wallstreet Journal, and SFC leadership is regularly sought out for interviews and speaking engagements.

As the leader of SFC’s in-house agency, Ashley and her team develop engaging brands, results-driven marketing strategies, and bring proven solutions to SFC clients. In 2019, Ashley created and launched the SF Network platform which drives online booking, brand awareness, and creates cooperative marketing activations for all the facilities in the SFC portfolio.

Ashley comes from a background in product design with Gill Athletics, the largest and oldest manufacturer of track and field equipment in North America and Porter Athletic, the basketball/volleyball heritage brand. Her unique blend of design thinking, leadership, and marketing strategy lends itself well to serving SF Network and SFC clients.

NOTABLE PROJECTS

Hoover Metropolitan Complex - Hoover, AL
Iron Peak Sports & Events - Hillsborough, NJ
Cedar Point Sports Center - Sandusky, OH
The Hub Recreation Center - Marion, IL
Rocky Mount Events Center - Rocky Mount, NC
Horizons Edge Sports Campus - Harrisonburg, VA

THE SPORTS FACILITIES COMPANIES



PROJECT EXECUTIVE

JOHN WOLFE II

John is a construction industry professional with over 26 years of experience leading the development of a variety of facility types including sports venues, planned developments, restaurants, and stadium projects, including recent improvements at Raymond James Stadium, home of the NFL's Tampa Bay Buccaneers.

John brings his experience in assembling and leading teams, cost control, project scheduling, and driving winning outcomes to our Owner's Representative services team as Project Executive for the Sports Facilities Companies.

As Project Executive, John leads the design, construction, commissioning, entitlement, and procurement processes for our clients. This is done with the goal of developing industry-defining sports, recreation, entertainment, and fitness facilities. John oversees daily design and construction activities and negotiates and administers owner agreements to ensure that they conform with project agreements and funding parameters. He also provides constructability/functionality reviews for our projects.

Over the years, John has led projects ranging from athletic facilities at the University of Tampa to the development of the Suncoast Crossing, a large-scale mixed-use development, located north of Tampa, FL. A Tampa native, John is committed to enhancing his local community and is on the board for Tampa Theatre and Hospice. John is also a member of Leadership Tampa.

SPECIALTIES

cost control, scheduling

EDUCATION

BA in Building Construction

Georgia Institute of Technology

Masters in Business Administration

University of Tampa

EXPERIENCE

Years in Industry: 26

NOTABLE PROJECTS

Emerald Acres Sports Complex - Mattoon, IL
Northpointe at Suncoast Crossings – 100+ mixed use development*
PDQ – First 25 locations*
**Please note: Projects completed prior to joining the firm.*

THE SPORTS FACILITIES COMPANIES



GENERAL MANAGER PARADISE COAST SPORTS COMPLEX

ADRIAN MOSES

Adrian has nearly twenty years of experience in the sport, recreation and service industries. His experience managing large complexes includes work in the Houston Dynamo organization, where he served as the director of soccer programs and general manager of the Houston Sports Park, a facility he helped open in 2010. Adrian brings his expertise to his role as general manager of the Paradise Coast Sports Complex in Naples, Florida.

In this position, Adrian leads the Paradise Coast Sports Complex team in all facets of the daily operations. This includes staff development, branding and marketing, sales, risk management, and event booking. Additionally, Adrian works to raise the profile of Paradise Coast Sports Complex among event operators, both in the surrounding community and regionally.

Prior to opening Houston Sports Park, Adrian enjoyed a successful career as a coach on staff with the New York Red Bulls. Adrian also owned a promotion and production company that assisted corporate and philanthropic partners with events and brand recognition and previously served as the general manager of Launchpad Sports Complex.

SPECIALTIES

operations, organization

EDUCATION

St. Mary's University

Twickenham, England

EXPERIENCE

Years in Industry: 21

THE SPORTS FACILITIES COMPANIES

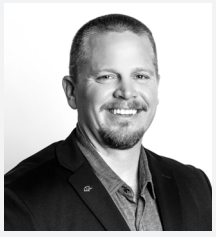
Meet the Mammoth Team

Leadership



Jake Farrant
Chief Executive Officer and Owner

Jake Farrant is the founder, owner, and CEO of Mammoth. He represents a classic American entrepreneurial story, growing the company from humble roots in his mother's garage, into a sports juggernaut ranking #692 on the Inc 5000 list of fastest-growing, privately held companies. Through the company's growth, Jake has been the driving force setting the tempo for culture, leadership, and excellence.



Bryce Farrant
President

Bryce Farrant is the President of Mammoth. He is a dynamic leader who has provided direction, support, and strategic problem solving on hundreds of construction projects and eight unique start-ups, since nearly the inception of the firm. His practical, yet innovative, approach comes from having worked almost every role at Mammoth, including IT, HR, marketing, turf installation, operations and field labor.

Architecture & Engineering



David Devore, AIA, LEED AP
VP / Head of Design
*Licensed Architect



Jenna Schule
Project Designer
+ Interior Designer



Jordan Vonderbrink
Designer



Dylan Medlock, P.E.
Director of Engineering
*Professional Engineer



Seth Soto.
Director of Engineering
*Professional Engineer



Cameron White
Professional Engineer



P.E.

NCEES

DYLAN MEDLOCK

PRINCIPAL ENGINEER

Dylan is an experienced engineer with extensive background on domestic and international projects with multi-million- and billion-dollar budgets. Dylan's breadth ranges from municipal infrastructure, to roadways and parks, to sports and recreation, to heavy civil, including power generation projects and LNG export terminals.

FEATURED WORK:

- **Lebo Streetscape Design (Lebo, KS)** 2016
- **Highway 56 Design near Baldwin City, KS (Badlwin, KS)** 2016
- **Queens Road Design (Lawrence, KS)** 2016/2017
- **Safe routes to school projects in**: Lawrence, Baldwin, Ottawa, Mayetta, Hiawatha, and Marysville
- **DG/JF Landfill Access Road design and highway 24 intersection (Jefferson Douglas County, KS)** Added highway turn lane; Redesign 3rd Street
- **Legion Fields (Fort Morgan, CO)** New Athletic Complex full size synthetic turf soccer field, a new entry building consisting of restrooms, concessions, and ticketing, stormwater management and drainage improvements, lighting upgrades, ADA accessibility improvements, and bleacher design and installation.
- **Burlington USD No. 244 (Burlington, KS)** Varsity Baseball, Softball Football Fields
- **Central Methodist University (Fayette, MO)** Baseball and Softball Renovations
- **City of Paola (Paola, KS)** Phase I - Baseball Complex
- **Frontenac High School (Frontenac, KS)** Athletic Complex for Baseball, Softball and Football
- **Harveyville Park (Hiawatha, KS)** Park Renovations, including Playground, Storm Shelter, Gazeo and Site Drainage Improvements*
- **Leavenworth USD 453 (Leavenworth, KS)** Sports Complex
- **Lincoln University (Jefferson City, MO)** Softball Field
- **Oasis Sports Complex (Marion, IL)** Sports Complex Develop.
- **Ripken Baseball (Jenks, OK)** Baseball Complex Development
- **Sanford Diamonds & Crossing (Sioux Falls, SD)** 173 Acre Outdoor Sports Complex with 18-Synthetic Turf Fields
- **Scheels Sports Complex (Springfield, IL)** 277 Acre Development with Sports Fields, Dome, Retail and Lodging
- **Shawnee County Parks & Rec (Topeka, KS)** Baseball, Softball and Soccer Park Improvements
- **Siloam Springs School District (Siloam, AR)** Outdoor Athletic Facilities Master Plan

YEARS OF EXPERIENCE:

10+ Years in Industry

QUALIFICATIONS

Licensed Professional Engineer: KS, MO, AL, IL, SD, TX, ND, MN, IA, OK, AR, NE, NC, IN, NM

Member of the American Society of Engineers

EDUCATION:

University of Kansas
B.S. Civil Engineering



P.E.

NCEES

SETH SOTO

PROFESSIONAL ENGINEER

Seth is an experienced civil engineer with a background designing and executing civil design for solar fields in Texas and Nevada. He developed construction deliverable packages that include grading, site plans, erosion control plans, clear and grub, and civil details. Seth works closely with our construction team to ensure that engineering plans/designs are appropriately executed in the field. He is a licensed engineer in the state of Missouri.

FEATURED WORK:

- **City of Iola (Iola, KS)** Hydrology and Engineering Study for Community and High School Athletic Fields and Facilities
- **Oasis Sports Complex (Marion, IL)** 277-acre development with 16 multi-use fields, indoor practice facility, and ancillary restroom, concessions, parking, playground, site lighting and site amenities
- **Legion Fields (Fort Morgan, CO)** New Athletic Complex full size synthetic turf soccer field, a new entry building consisting of restrooms, concessions, and ticketing, stormwater management and drainage improvements, lighting upgrades, ADA accessibility improvements, and bleacher design and installation.
- **Samson 2 Solar* (Cunningham, TX)** Solar Field Development
- **Delilah 2 Solar* (Red River County, TX)** Solar Field Development
- **Copperhead* (Reisel, TX)** Solar Field Development
- **Zier Solar* (Kinney County, TX)** Solar Field Development
- **Gemini* (Clark County, NV)** Solar Field Development

YEARS OF EXPERIENCE:

6+ Years in Industry

QUALIFICATIONS

Licensed Professional Engineer: CO, IL, MO
OH, TX

EDUCATION

University of Kansas,
Master of Science in Engineering Management

Rockhurst University
Bachelor of Science in Civil Engineering and Applied Mathematics



P.E.

NCEES

CAMERON WHITE

PROFESSIONAL ENGINEER

Cameron's primary role at Mammoth involves leading the project team through all civil engineering aspects, such as grading, storm water, sanitary sewer, water service, erosion control, and more. Additional responsibilities include coordinating with sub-consultants and contractors, communicating with city officials, and assisting project managers with the permitting process. Cameron brings diverse civil experience to the team as he worked on a variety residential, commercial, mixed-use, data center, and recreational facilities projects prior to joining Mammoth.

FEATURED WORK:

- **Scheels Sports Complex (Springfield, IL)** - Multi-field turf sports complex including soccer, baseball, and softball fields and supporting facilities
- **Douglas High School (Box Elder, SD)** - New turf football field, new 8-lane track, and track & field events
- **Silver Lake School District (Silver Lake, KS)** - New turf baseball and softball fields and supporting facilities
- **Bellevue University (Bellevue, NE) -** New turf softball and soccer fields and supporting facilities
- **University of North Alabama (Florence, AL) -** New turf soccer/ football practice field, and new 4-lane track

YEARS OF EXPERIENCE:

10+ Years in Industry

QUALIFICATIONS

- Licensed Enginee
- 10 years of Civil3D experience

EDUCATION

Iowa State University,

Bachelor of Science in Civil Engineering 2015

Matthew Wissler, PG



Project Role Environmental Site Assessment and Brownfields Redevelopment Project Director

Years of Experience: **Current Firm**: 22 **Total**: 24

Education:

M.S. Hydrogeology, University of South Florida, 2003

B.S. Geology, Florida State University, 2000

Professional Registrations:

Professional Geologist, Florida No. 2521, Tennessee No. 5463, North Carolina No. 2452 and South Carolina No. 2629

Summary of Qualifications

Mr. Wissler is a senior principal hydrogeologist with over 22 years of experience with Geosyntec Consultants in Tampa/Clearwater, Florida. His professional practice is focused on the evaluation of water resources, hydrogeologic investigations relating to resource and waste permitting, groundwater modeling of complex aquifer systems, contaminated site assessment/remediation/redevelopment and vapor intrusion assessment and mitigation. Throughout his career, he has leveraged his project management and technical expertise to develop advocacy strategies in support of public, private and federal sector clients in a host of industries including power and utilities, waste management, chemical manufacturing, fertilizer production, oil and gas, food and beverage, engine manufacturing, and aerospace. Mr. Wissler has built a reputation for supporting clients facing challenges associated with permitting and environmental liability including expert witness and testimony support for a variety of industries.

Relevant Project Experience

Toytown Landfill Redevelopment Options Analysis and Feasibility Study, Pinellas County, Florida: Mr. Wissler served as the lead hydrogeologist on the evaluation of beneficial reuse options for the Toytown Landfill. The evaluation included preliminary geotechnical and environmental considerations, permitting considerations and associated costs to develop the Site for three redevelopment options. The costs included in the evaluation included the costs to remediate/prepare the subsurface for eventual development and costs for foundations that would not be required if redevelopment was not on a landfill. General assumptions were made for each of the three redevelopment options per FDEP permitting limitations and existing site constraints (existing structures and land uses). The costing evaluation was developed from a desktop study with information obtained from previous studies conducted at the Site and regional references. Numerous key data gaps were identified to be addressed prior to proceeding with redevelopment of the Site.

Joe DiMaggio Sports Complex, Clearwater, Florida: Mr. Wissler served as project director for the site assessment of landfill gas from former landfill to evaluate lateral extent of methane gas in vadose zone soils at a former landfill converted into a recreational area. Tasks included coordination with City of Clearwater personnel for site access and report preparation with recommendations to Florida Department of Environmental Protection on path forward for site closure.

Former 126th Avenue North Landfill – Clearwater, Florida: Completed site assessment for soil, groundwater, and surface water at a former Class III Landfill owned by Pinellas County. Demonstrated site constituents of concern in groundwater above Groundwater Cleanup Target Levels were related to background concentrations

which reduced the number of wells and analytes to monitor to evaluate plume stability at the Site resulting in cost reduction for Pinellas County.

Bonnet Springs Park Brownfield Redevelopment, Lakeland, Florida: Mr. Wissler was the project manager for site investigation and remediation activities where site soil and groundwater is impacted by metals and petroleum constituents. Site runoff was directed to Lake Bonnet where impacted sediments accumulated. Components of the site assessment included well installation, aquifer testing, analysis of geochemical tracers, groundwater flux assessment and a background metals investigation focusing on local land use and its impact upon site geochemistry. The development of Bonnet Springs Park (BSP) was possible due to the implementation of several innovative remedial components including: 1) successful background groundwater exemption for aluminum and natural attenuation monitoring for iron and 2) design of a soil remediation approach which utilized an alternative soil cleanup standard thereby reducing the amount of offsite soil disposal required. The key to the project success was the development and implementation of a soil remediation design that preserved as many elements of the BSP landscape design as possible. The objective was to eliminate offsite soil disposal (at a substantial cost savings for our client) by consolidating the impacted soil on the property. The approach meshed with the architectural vision to create topographic relief over the former flat-lying railyard and resulted in two large mounds creating a viewshed for park visitors. The mounds were capped with two feet (ft) of soil meeting FDEP's soil quality criteria in Ch. 62-777, FAC and serve as perpetual engineered controls to prevent exposure to soil contaminants. A No Further Action was approved by FDEP in 2020 and the Park was opened in 2022.

Former Sabal Trace Golf & Country Club Brownfields Redevelopment, North Port, Florida: Mr. Wissler is currently serving as the project director and lead hydrogeologist for the site investigation and remediation of a former golf course. The site closure approach was through a Chapter 62-780, FAC contaminated site closure under a Brownfield Site Rehabilitation Agreement (BSRA). Scope of work included preparation workplans to assess arsenic above SCTLs and remedial action plans (RAPs) for remediation of arsenic above R-SCTLs for multiple phases of redevelopment at the Site. Site assessments were completed using a combination of in field soil screening with an X-ray fluorescence meter (XRF) and analytical soil sample results. A key aspect of the project was obtaining FDEP approval of a background source of arsenic through the approval of an arsenic background study to establish an arsenic background concentration of 7.0 mg/kg. The site completion will be completed in three phases. Geosyntec secured closure on the first two phases of the redevelopment and the final phase completion is expected in 2025.

Former Landfill Site Assessment and Re-Development, Biscayne Commons (Miami, Florida): Mr. Wissler was involved with the $30-millon brownfields redevelopment project on aspects related to the environmental site assessment and design/permitting services for a 12-acre former landfill site, which was redeveloped into a 120,000 square ft commercial retail establishment referred to as Biscayne Commons. The primary issues at the site include groundwater impacts by ammonia, off-site leachate and gas migration, soil gas impacts by methane and ammonia, settlement issues related to building foundation design, and surface/stormwater management issues requiring underground injection wells. Mr. Wissler's role on the project was lead hydrogeologist and groundwater modeler. The site necessitated a fate and transport groundwater model to determine the effectiveness of potential remedies on ammonia transport. Mr. Wissler's involvement also included aspects related to site improvement (dynamic compaction), Phase I ESA, landfill gas studies, evaluation of remedial technologies, and design and permitting services for foundation, stormwater, and landfill gas monitoring and management systems.

Youth Sports Park Development And Operations
25-0007-CN | February 4, 2025

Craig Browne, PE



Project Role **Environmental Site Assessment**

Years of Experience: **Current Firm**: 23 **Total**: 23

Education:

M.S., Civil Engineering, University of Texas at Austin, 2001
B.S., Civil Engineering, Tufts University, 1999

Professional Registrations:

Professional Engineer, Florida No. 68613

Summary of Qualifications

Mr. Browne has more than 23 years of experience in the area of geotechnical and geoenvironmental engineering. He has worked extensively in design, permitting, construction, and closure of facilities for municipal, hazardous, and radiological waste disposal including more than 12 Class I and III landfills and eight construction and demolition debris disposal facilities in Florida. He has particular expertise in subsurface exploration, design over challenging subgrade conditions such as soft soils and karst, slope stability analysis, design of mechanically stabilized earth berms, leachate management, LFG management for beneficial use and odor control, surface water management system design and operation, laboratory and field testing of construction materials, and construction planning and oversight.

Relevant Project Experience

Toytown Landfill Redevelopment Feasibility – Pinellas County, Florida: Mr. Browne served as a technical lead for project to generate feasibility-level budgets of redevelopment of the 235-acre closed landfill for future beneficial use. Evaluated three potential redevelopment options with respect to traffic access, stormwater structures, utility placement, solid waste permitting, stormwater permitting, and construction cost.

119th Street Landfill Methane Gas Mitigation System – Pinellas County, Florida: Served as Project Manager and technical lead for 119th Street Landfill Methane Gas Mitigation system review. The project involved reviewing third party consultant's subsurface gas migration mitigation system design and providing expert feedback for improvements to construction drawings and specifications.

Bank of Tampa, Harvard Jolly, Pinellas County, Florida: Mr. Browne was the technical lead for design and permitting of a vapor mitigation system for a new 4,500 square foot bank on a site located adjacent to contaminated property in Clearwater, Florida. In support of this project, Mr. Browne was the engineer of record for the active landfill gas mitigation system design consisting of a gravel venting layer, membrane barrier layer, and network of piping and associated blowers to facilitate active subslab venting. The subslab venting system also included pressure monitors and alarms to notify occupants of potential system malfunction. Services also included CQA inspections during construction and coordination of smoke testing to confirm adequate performance.

FedEx Facility Development, Pinellas County, Florida: Mr. Browne was the project manager and landfill gas technical lead for landfill redevelopment project of former Landhill site located immediately south of the Toytown Landfill. Project tasks involved review of historical site landfill gas data, preliminary design plans, and recommendations for gas mitigation and monitoring for facility development.

Former Servico Landfill Redevelopment, Palm Beach County, Florida: Designed and led geotechnical investigation of this 9-acre former ash and municipal solid waste landfill. Geotechnical investigation was focused on potential

development of service station and strip mall facilities over existing buried waste materials. Also assisted in preparing and overseeing waste relocation and soil management plan for site re-development activities.

Baker Park Development, City of Naples, Florida.: Geotechnical lead responsible for supporting park design, civil and landscaping construction plans, permit applications to regulatory agencies, and City of Naples (City) Council coordination for the Baker Park development in Naples, Florida. The project consists of landscape, hardscape, and civil improvements to the existing approximately 15-acre City-owned property that has historically been used as a landfill for the disposal of horticultural debris and dredged spoil material. Improvements to the park include roadway extensions, parking lot expansion, utility services to the park, drainage improvements, landscape areas, playgrounds, passive recreation, kayak launch, café building, pavilion, sunrise terrace, piers, boardwalks, walking paths, lawn areas, and art displays. Geosyntec was also responsible for geotechnical and landfill gas (LFG) mitigation design services to support the improvements to the park. Geosyntec initially completed the geotechnical investigation for the proposed improvements to the park and provided assistance to the Project Team in presentations to the City Council. Performed additional geotechnical investigation to collect and compile data for the geotechnical foundation design for the structures proposed for the park and also performed a LFG mitigation design for enclosed structures to be constructed over the park.

Youth Sports Park Development And Operations
25-0007-CN | February 4, 2025

Daniel Schauer, PE



Project Role Environmental Site Assessment

Years Of Experience: **Current Firm**: 36 **Total**: 39

Education:
BS, Geology, University of Florida, Gainesville, Florida, 1984

Professional Registrations
Professional Geologist, Florida No. 1240 , Tennessee No. 2080
Professional Geoscientist, Texas No. 5324

Summary Of Qualifications

Mr. Schauer received his Bachelor of Science Degree in Geology from the University of Florida in 1984 and has been licensed as a Professional Geologist in Florida since 1991. As a Senior Principal and Branch Manager over Geosyntec's, nine Florida offices, Dan is responsible for the operational success and long-term growth of the firm multidisciplinary geo-environmental practices. With over 38 years of consulting experience (35 with Geosyntec) Dan works closely with private and public sector client on complex design, permitting, construction, redevelopment and remediation project throughout Florida the U.S. and the Caribbean.

Mr. Schauer has an extensive background in environmental consulting with significant expertise in the area of geotechnical and geologic investigation, materials testing, solid waste management, environmental due diligence, and the assessment/remediation of contaminated sites. He has worked with numerous municipal, industrial and governmental clients to develop cost effective strategies for brownfield site redevelopment, site characterization, mining and reclamation and various forms of soil and groundwater remediation.

Relevant Project Experience

Servico Landfill Redevelopment, Palm Beach County, Florida: For this inactive landfill, Geosyntec was retained to complete a due diligence effort, evaluate the existing buried waste (location and characterization), consult on the client's design of a multi-use commercial redevelopment atop the landfill, and navigate the site through a Chapter 62-780, FAC contaminated site closure under a BSRA which included a varied of soil and groundwater assessment/monitoring efforts. Mr. Schauer directed the geotechnical investigation of the property, supervised the preparation of the Waste Relocation and Soil Management Plan, and supervised the onsite Construction Quality Assurance oversight program implemented during the phased site redevelopment.

El Rio Park Phases 1 and 2, City of Boca Raton, Boca Raton, Florida: Mr. Schauer acted as Project Director for geotechnical and environmental engineering services related to the redevelopment design of the City's former 42-acre municipal solid waste landfill. Renamed by City as El Rio Park, the site was transformed into a municipal park with sporting, playground, and picnic area amenities. Under Mr. Schauer's direction Geosyntec's services during redevelopment of Phases 1 and 2 included: (i) detailed geotechnical investigation of the former waste disposal areas; (ii) landfill gas assessment; (iii) groundwater monitoring, data evaluation and reporting; (iv) final design review, permitting assistance and environmental regulatory agency liaison; (v) construction bid document preparation; (vi) construction oversight; and (vii) groundwater monitoring. During the redevelopment of Phase 2 completed in 2019, Geosyntec was responsible for monitoring of: (i) onsite relocation of municipal solid waste and construction and demolition debris; (ii) erosion and sediment controls; (iii) placement, compaction and testing of engineered fill and cover soils; and (iv) compilation of detailed daily field reports, photo documentation and final closure reporting.

Former Coral Springs Landfill, Broward County, Florida: Contamination at this City closed 14-acre construction and demolition debris landfill dated back to the 1980's with the incumbent consultant having performed over 90 groundwater monitoring events (never aggressively negotiating with the regulator for closure). Geosyntec was retained to take over and, after getting up to speed with the hundreds of documents in agency files, quickly completed additional required assessment together with an aggressive regulatory negotiation to take advantage closure options which were available but not previously explored by others. Within less than a year of being retained, and with limited additional expense, the remaining vinyl chloride levels were closed out by Geosyntec through a regulatory approval, and the many years of ongoing and relatively expensive efforts were ceased. In addition to the environmental investigation and closure service described above, Mr. Schauer managed the geotechnical investigation of the landfill for the purpose of planned commercial redevelopment (commercial/warehousing). The geotechnical investigation included multiple borings with over 364 feet of sonic drilling and Standard Penetration Test (SPT) split core sampling, laboratory testing and reporting of geotechnical engineering recommendations for future site development.

Biscayne Commons Brownfields Redevelopment Project, North Miami Beach, Florida: Mr. Schauer served as project manager for all environmental and geotechnical consulting services performed at the landfill in support of redevelopment of the site as a retail shopping center (Biscayne Commons). The work performed in support of this $30-millon brownfields redevelopment project included site improvement (dynamic compaction), Phase I ESA, landfill gas studies, evaluation of remedial technologies, and design and permitting services for foundation, stormwater, and landfill gas monitoring and management systems. He was also responsible for the oversight of a gas management system at a shopping center. The system included the installation of 75,000 sf of 30-mil thick PVC geomembrane. A single-sided geocomposite and geotextile, as well as 45,000 sf of 60-mil thick spray applied asphalt geomembrane (SAG). Duties included monitoring the installation of the geosynthetics and SAG as well as air lance and smoke testing. Responsibilities also included gas monitoring with a photo ionization detector to analyze for CO, H2S, O2 and %LEL at 12 gas probes, 29 sub-slab building sensors as well as oversight and sampling of groundwater monitoring wells. Mr. Schauer was responsible for authoring and co-authoring several deliverables including a detailed Site Assessment Report, Remedial Action Plan, Waste Relation Plan, Groundwater Monitoring Plan, Health and Safety Plan, and Air monitoring Plan. He was also responsible for interaction with the FDEP and Miami-Dade Department of Environmental Resource Management (DERM) regarding all environmental site assessment and development impact related issues.

Wingate Road Municipal Incinerator and Landfill Site, Ft. Lauderdale, Florida: Mr. Schauer served as Wingate Cooperating Parties Group (including the City of Ft. Lauderdale and Waste Management on-site representative and Construction Manager during the $6 million closure of a 60-acre municipal incinerator and ash landfill. The site included a 40-acre landfill and a 20-acre process area that included two incinerators and ancillary equipment. Constituents of concern include dioxin, toxaphene, and arsenic. The remedial action at the site included: demolition of all site structures; asbestos abatement; excavation of impacted soils and ash from on-site and off-site locations; draining of a 3-acre pond; lake bottom sediment removal and relocation to the landfill; placement of all excavated materials on top of the existing landfill; capping the 40-acre area with a geosynthetic liner; and construction of a stormwater management system. The remedial action was performed under a Consent Decree with USEPA Region IV. Position – Project and Construction Manager.

Youth Sports Park Development And Operations
25-0007-CN | February 4, 2025

Richard Tedder, PE



Project Role Permitting and Regulatory Assistance

Years of Experience: **Current Firm**: 8 **Total**: 46

Education:

B.S.E. Chemical Engineering, University of South Florida, 1981

B.S. Psychology with minors in Chemistry & Math, Florda State University, 1971

Professional Registrations:

Professional Engineer Florida No # 38846

Summary of Qualifications

Mr. Tedder has 46 years of experience in the environmental field, including eight years working for Geosyntec and 33 years working for the Florida Department of Environmental Protection (FDEP). In his most recent position with the FDEP, Mr. Tedder served as the Administrator for the Solid Waste Section of the Division of Waste Management in Tallahassee, Florida. He earned a reputation throughout industry as a reasonable regulator who evaluated science in making decisions on behalf of the FDEP. He has been intimately involved in rule development, guidance, and policy issues associated with all aspects of waste management for Florida. Mr. Tedder has reviewed numerous requests for beneficial use of solid wastes, and he prepared the FDEP's "Guidance for Disturbance and Use of Old Closed Landfills or Waste Disposal Areas in Florida," which is still used today. He has worked to resolve regulatory issues affecting various solid waste facilities in Florida, including requests for beneficial use and administrative waivers, solid waste permit modifications, groundwater contamination, closing legacy disposal facilities, permitting CCR disposal facilities, and evaluating evaporation technologies to manage landfill leachate. He has also supported regulatory conferences with the FDEP and made presentations at public meetings in Florida.

Relevant Project Experience

RND Organics Recycling, Inc., Sumter County, Florida: Assisted in the development of a solid waste processing permit application for an organic waste processing facility using anaerobic digestion. The waste processing facility permit application was submitted to the FDEP on 05/28/2023 and the permit was issued on 01/10/2024.

Indian River County Landfill, Vero Beach, Florida: Prepared a permit application to modify a solid waste permit for a Class I landfill to add a 30,000 gallon per day thermal evaporator for treating leachate generated at the 73.5-acre landfill. The landfill evaporator permit application was submitted to the FDEP on August 10, 2022, and the modified permit was issued on November 30, 2022.

Indian River County Landfill, Vero Beach, Florida: Prepared a permit application to renew an operation permit for the Construction and Demolition (C&D) Debris facility co-located with the Class I landfill. The C&D renewal permit application was submitted to the FDEP on May 6, 2022, and the renewal permit was issued on June 1, 2022.

Southeast County Landfill, Hillsborough County, Lithia, Florida: Conducted a peer review of a Request for Approval of Alternate Procedure (Request) to reauthorized operation of the Phase I-VI disposal area of the Southeast County Landfill with a leachate head over the liner greater than 12 inches. The goal of the Request was to satisfy a Consent Agreement executed on July 27, 2017, between the FDEP and Hillsborough County and the regulatory requirements of Rule 62- 701.310, Florida Administrative Code. Edits suggested to the

Request in the peer review were based upon the unique history of this disposal area and the evolution of the regulatory requirements that occurred since it was constructed. A revised Request was submitted to the FDEP on November 26, 2019, and the Alternate Procedures Approval was issued on March 13, 2020.

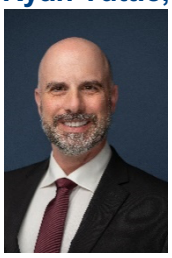
Toytown Closed Class I Landfill, St. Petersburg, Florida: Worked with the Geosyntec team to prepare a report for Pinellas County on beneficial use options for the landfill. This report provided an evaluation of the extent of solid waste disposal areas at the landfill. It also provided design, permitting and cost considerations for passive recreational uses and building structures over the landfill. The final report was submitted to Pinellas County on March 22, 2022.

Monex Landfill, Citrus County, Florida: Prepared an excavation and beneficial use plan (EBUP) for mining and beneficial use of approximately 1.0 million cubic yards of coal ash previously disposed of at the closed Monex Landfill. The landfilled coal ash consisted primarily of fly ash with some bottom coal ash and is suitable for beneficial use as a feedstock in the production of cement. The EBUP was submitted to the FDEP for review in June 2021. Upon approval by the FDEP, the coal ash will be mined out of the Monex Landfill over a period of five to six years for beneficial use at cement plants in Florida.

JED Landfill Permitting, Omni Waste of Osceola, Inc., Holopaw, Florida: Prepared a permit modification application for the JED Class I Landfill to authorize the use of spray-on alternate initial cover materials and other initial cover materials previously approved by the FDEP. The application included a letter report, an FDEP application form, and an updated operation plan for the landfill. The application was submitted to the FDEP, and the permit modification was issued on June 28, 2019.

Duke Energy Florida, LLC, Crystal River and Holiday, Florida: Provided regulatory assistance with closure requirements for legacy C&D debris disposal facilities at Duke Energy's Crystal River Energy Complex (CREC) and Anclote Power Plants. Provided regulatory assistance on the beneficial use of coal ash and CCR from the CREC Ash Landfill and associated liner requirements.

Ryan Tuttle, PG



Project Role Environmental Site Assessment

Years of Experience: Current Firm: 8 **Total**: 21

Education:
B.A. Geology, University Of Toledo, 2001

Professional Registrations:
Professional Geologist, Florida No. 2882

Summary of Qualifications

Mr. Tuttle is a licensed Professional Geologist with 21 years of professional experience in environmental site assessment and remedial investigation. He has managed and conducted site assessment activities at multiple closed dump sites for Pinellas County and Duke Energyvarious utility clients at manufactured gas plant (MGP) and former legacy waste management sites in Florida. Recent MGP and waste management site assessment scope of work activities for preparation of conceptual site models (CSMs) have included oversight of monitor well installations in surficial and deep karst aquifers (i.e., depths greater than 200 feet below land surface) in Florida using various drilling methods (i.e., rotosonic, mud rotary, wireline rock coring, hollow stem auger, and direct push technology), groundwater sampling, borehole geophysical testing, conducting aquifer pump testing, packer testing, and slug testing for hydraulic conductivity analysis. Additionally, Mr. Tuttle has implemented scopes of work for site assessment activities including tracer dye studies, enhanced reductive dechlorination (ERD) and chemical oxidation injections at chlorinated solvent sites in both surficial and karstic carbonate aquifers.

Relevant Project Experience

Joe DiMaggio Sports Complex, Clearwater, Florida: Completed site assessment of landfill gas from former landfill to evaluate lateral extent of methane gas in vadose zone soils at a former landfill converted into a recreational area. Tasks included coordination with City of Clearwater personnel for site access and report preparation with recommendations to Florida Department of Environmental Protection on path forward for site closure.

Former 126th Avenue North Landfill – Clearwater, Florida: Completed site assessment for soil, groundwater, and surface water at a former Class III Landfill owned by Pinellas County. Demonstrated site constituents of concern in groundwater above Groundwater Cleanup Target Levels were related to background concentrations which reduced the number of wells and analytes to monitor to evaluate plume stability at the Site resulting in cost reduction for Pinellas County.

Duke Energy Florida, LLC – Multiple Florida Sites (Crystal River Energy Complex, Anclote, Suwanee, and Debary Power Plants): Prepared workplans, cost proposals, and preliminary contamination assessment reports (PCARs) for the site assessment of former legacy waste management areas at the Duke Crystal River Energy Complex, Anclote, Suwanee, and Debary Power Plants. Execution of these workplans included logistical coordination with Duke Power Plant and Geosyntec personnel for site assessment activities and subcontractor procurement for ecological surveys, monitoring well installations, surveying, and disposal of investigation derived waste. The PCARs were prepared according to FDEP Guidance for Disturbance and Use of Old Closed Landfills or Waste Disposal Areas in Florida Version 2.2 Final, 19 August 2015. Coordinated with

Duke Management and their health and safety group to determine the required Duke specific training to access these sites.

Brownfields Site, Former Rolling Green Golf Course, Gracewater Community Development, LLC, Sarasota, Florida: Prepared a site assessment workplan to delineate sources of historical agrochemical use to meet site assessment requirements of Florida Administrative Code, Chapter 62-780 at a former golf course. The site assessment used an X-ray fluorescence analyzer to conduct field tests to streamline the assessment approach and reduce the number of samples collected resulting in decreased analytical cost for the project. Prepared a Remedial Action Plan and multiple Interim Source Removal Workplans to remediate agrochemical impacted soil for future residential use through targeted excavation and in-situ soil blending. Prepared a groundwater mounding model to demonstrate plume movement during a 25-year storm event as part of the requirements for approval of the Environmental Resource Permit by the Southwest Florida Water Management District. The Site received a Conditional Site Rehabilitation Completion Order under Risk Managment Options Level III from the Florida Department of Environmental Protection.

Youth Sports Park Development And Operations
25-0007-CN | February 4, 2025

Todd Anderson, PE



Years of Experience: **Current Firm**: 10 **Total**: 36

Education:
M.S., Civil Engineering, University of South Florida, 1999
B.S., Civil Engineering, University of Florida, 1988

Professional Registrations:
Professional Engineer: Florida No. 51277 (also GA, LA, and PR)

Summary of Qualifications

Mr. Anderson is a professional engineer with over 36 years of experience providing civil and geotechnical engineering design services for the mining industry, power/utility facilities, port and marine facilities, manufacturing facilities, and landfills. His primary areas of practice include civil site design, geotechnical engineering, permitting, field inspections, construction support services, construction oversight, and project management. His early career was highly focused on Florida Department of Transportation work and private industry. Mining has also been a focus for Mr. Anderson throughout his career. He has worked on mining projects for the phosphate industry, attapulgite clay, oil sands, gold, and more. More recently Mr. Anderson has worked with municipalities, power companies, and private industry on civil, geoenvironmental, and geotechnical engineering projects.

Relevant Project Experience

Pinellas County Engineering & Environmental Services, Pinellas County, Florida: Served as Project Manager for the Toytown landfill projects, including generating feasibility-level budgets for the redevelopment of the 235-acre closed landfill for future beneficial use. The feasibility study included a desktop evaluation of historical aerials and data to evaluate limits of solid waste (municipal solid waste, construction & demolition, and dewatered biosolids sludge) both horizontally and vertically. The evaluation of data was used to provide preliminary costs for constructing passive recreation areas (sport fields) and buildings over the waste. A report was prepared to present the results of the desktop study, recommendations for construction over waste, and costs for both passive and building construction.

The second Toytown evaluation project looked at three potential redevelopment options concerning traffic access, stormwater structures, utility placement, solid waste permitting, and stormwater permitting. The three options considered included: a 120-acre sports complex with a 5-acre building; a Major League Baseball spring training facility with stadium, hotel, and medical facilities; and an approximately 70-acre light industrial complex. Class 3 feasibility level construction costs were developed associated with remediating areas of the landfill to make it suitable for future construction of each of the three options. A second study was

Hillsborough County Public Works Department/Solid Waste Management Division - Engineering Services, Hillsborough County, Florida: Mr. Anderson has been the project manager and engineer of record for numerous projects in ongoing support of the solid waste engineering contract for the Hillsborough County Solid Waste Department. Projects have included stormwater improvements at Hillsborough Heights and the South County Transfer Station; a conceptual design and cost estimate for a Yard Waste Processing Facility, including stormwater impacts, traffic considerations, existing utilities, and FDEP permitting needs; design and costing of in-line weigh scales at the South County Transfer Station; planning for development of a materials

recovery facility at the County's Resource Recovery Facility, and leading designs to upgrade the Northwest Transfer station, including the roofing support system, lighting, and tipping floor.

Former Servico Landfill Redevelopment, Palm Beach County, Florida: Mr. Anderson worked on the design and geotechnical investigation of a 9-acre former ash and municipal solid waste landfill. Geotechnical investigation was focused on potential development of service station and strip mall facilities over existing buried waste materials.

Clearwater Gas System Redevelopment, City of Clearwater, Pinellas County, Florida: Mr. Anderson served as the geotechnical engineer of record for the geotechnical investigation for the master site redevelopment plan at the Clearwater Gas System facility. The redevelopment plan included eight proposed structures and general site development features such as paved parking and stormwater ponds. The investigation included a geophysical investigation to evaluate the near surface ground conditions for the presence of buried debris. It also included field (standard penetration and auger borings) and laboratory testing. The geotechnical evaluation included evaluations of bearing capacity, settlement, and pile depths for 50-ton piles. Recommendations were made for general site construction, including earthwork and excavation of unsuitable soil. Mr. Anderson has continued to support this project with field oversight during the removal of buried debris and unsuitable soils.

Waste Containment Facility Design and Construction Services, MRI Superfund Site, Erler & Kalinowski, Inc., Hillsborough County, Florida: Mr. Anderson served as engineer of record for design plans and specifications for a 11.7-acre lead contaminated superfund site. The site was a former metal recycling facility and had off-site contamination along a CSX rail spur and portions of other parcels and drainageways located near the property. Served as Remedial Oversight Engineer during construction phase of the project. The remedial activities during construction included relocation of soil and sediment, soil treatment, and construction of a containment cell using a subsurface barrier wall and lined cap system. Construction activities also included excavating existing concrete footings, crushing concrete, air monitoring, construction of permanent stormwater control systems, planting of site vegetation, and restoring wetlands.

Authored the Construction/Interim Remedial Action Report for submittal to the US Environmental Protection Agency, which included modifications to the Remedial Design, as-built drawings, a synopsis of the construction work completed, and other information required under US Environmental Protection Agency guidance for interim remedial action reports.

Sweetwater Creek Landfill Stabilization, City of Gainesville, Gainesville, Florida: Served as assistant project manager for the slope and creek bank stabilization at an old landfill. Landfill slopes were being eroded by an adjacent creek, which is a major waterway through the City of Gainesville, exposing waste. Project involved the emergency removal of a collapsed culvert across the creek that was adjacent to the landfill, and the design of temporary slope stabilization methods. Project also included the design of a variety of slope/creek bank stabilization methods, based on the height and slope angle, including sheet pile wall, gabion mattresses and baskets, and turf reinforcement mat. FDEP accepted the design that will meet the requirements for not only the stabilization but also a cover for the slopes; FDEP allowed the inclusion of gabions and existing concrete rubble as cover for the waste materials. Project included the design, preparation of construction drawings and technical specifications, assistance with bid document preparation, and construction oversight.

MANAGING SHAREHOLDER

MICHAEL R. GOLDSTEIN

Mr. Goldstein was the founding Chairman of the Florida Brownfields Association and served as its Chairman and President for the first five years of the organization's existence (2002 – 2006)

LEADERSHIP POSITIONS

Executive Committee Member, National Brownfields Coalition

Chair, Public Policy, Redevelopment Incentives, and Regulatory Partnerships Committee, National Brownfields Coalition

Founding Chairman and President, Florida Brownfields Association

Board of Directors and Co-Chair of Legislative & Policy Committee, Florida Brownfields Association

Chairman, Miami-Dade County Brownfields Oversight Committee and Miami-Dade County Brownfields Task Force

Chairman, Miami-Dade County Brownfields Revolving Loan Fund Review Committee

Planning Committee Chair and Member, Annual Florida Brownfields Conference

Advisory Board Member, Bloomberg Bureau of National Affairs ("BNA") Environmental Due Diligence Guide

Founder and Chair, New Life for Closed Gas Stations Conference and Exhibition

Member, Miami-Dade County Affordable Housing Advisory Board

National Review Panel, 2023 National Brownfields Training Conference

Steering Committee, National PFAS Forum

Steering Committee, Florida Remediation Conference

Mr. Goldstein's tenure as Chairman and President was distinguished by his commitment to elevating environmental justice and public health as critical areas of emphasis for business, community, regulatory agency, and local government stakeholders. In 1996, the Miami-Dade County Commission appointed him Chairman of the Miami-Dade County Brownfields Task Force, a post that he held until the committee's business was completed in 2004. In January 2006, Mr. Goldstein was appointed to serve on the Advisory Board of Bloomberg Environment's highly respected Environmental Due Diligence Guide, which serves as a national reporting, editorial, and opinion forum for environmental transactions and related Brownfields and policy matters. In 2008, he founded and funded the Goldstein Brownfields Foundation, which is dedicated to empowering economically and health disadvantaged individuals and communities with scholarships, programming, and resources to restore polluted land, revitalize neighborhoods, and protect public health. The Goldstein Brownfields Foundation also focuses on increasing the ethnic and gender diversity of lawyers working in the environmental arena through academic scholarships, educational and career programming, and professional mentoring. In 2009, Mr. Goldstein was appointed to the Executive Committee of the National Brownfields Coalition, an affiliation of private and public-sector stakeholders working in the U.S. Congress to advocate for improvements in environmental redevelopment policy and legislation.

On May 16, 2013, Michael was awarded the prestigious Brownfields Leadership Award at the U.S. EPA National Brownfields Conference by the National Association of Local Government Environmental Professionals for his "achievement in and commitment to public private partnerships." On October 28, 2013, Michael was awarded the prestigious Chrysalis Award by the membership of the Florida Brownfields Association at its Annual Brownfields Conference for his "outstanding efforts towards the cleanup and redevelopment of Brownfield properties in the state of Florida," including "educating the public and elected officials about the Brownfield Program, providing volunteer assistance to Florida communities, advancing legislation that promotes the Brownfield Program through increased incentives and opportunities, extreme volunteer participation in the activities of the Florida Brownfields Association, promoting the state and federal Brownfield Programs, and Brownfield site cleanup." On October 27, 2019, Michael R. Goldstein Michael was recognized by the Southeast Brownfields Conference by receiving the Environmental Justice Champion Award for his distinguished to advocate environmental justice and public health as areas of critical emphasis for business, community, regulatory agency, local government stakeholders, noting that "his legacy has been a positive force for EJ communities to regain hope, leverage tools and partnerships, to achieve revitalization.

Michael has appeared as a witness before the U.S. Senate Environment and Public Works Committee to provide recommendations on Brownfields Reauthorization and the U.S. House Subcommittee on Water Resources and Environment to provide testimony on environmental justice initiatives related to brownfields redevelopment. He has also advocated before the U.S. Congress and U.S. EPA for a CERCLA safe harbor for parties remediating and redeveloping PFAS contaminated sites under a Voluntary Cleanup Agreement with a state-based brownfields program.

For the past 26 years, Michael has moderated and taught a very popular brownfields survey course at the Florida Chamber's Environmental Permitting Summer School, the largest environmental conference in the state. He also sits on the Steering Committees for the Florida Remediation Conference, which is in its 29th year, and the PFAS Forum, which is its 5th Year, where he assists with evaluating and selecting panelists and presentations.

FLORIDA EXPERIENCE

SFC was founded in 2003 in Clearwater, Florida and have remained committed to improving communities throughout the state. We have over 100 employees in our corporate offices and many more spread at our properties throughout the state. SFC currently manages 7 properties in the state of Florida and has worked with 50+ governmental entities within the state. No other team has a pulse of the industry or the state like SFC does. Our relationships extend past our facilities and municipal partners and stretch across the state to include CVB's, state agencies, event rights holders, professional franchise owners and more. Our relationships and database within the state as well as the entire Southeast will allow Pinellas County to quickly grown into a true Sports Tourism destination for the state as well as the entire region.

SFC MANAGED FACILITIES

PUBLIX SPORTS PARK
Panama City Beach, FL

EMPOWER ADVENTURES
Oldsmar, FL

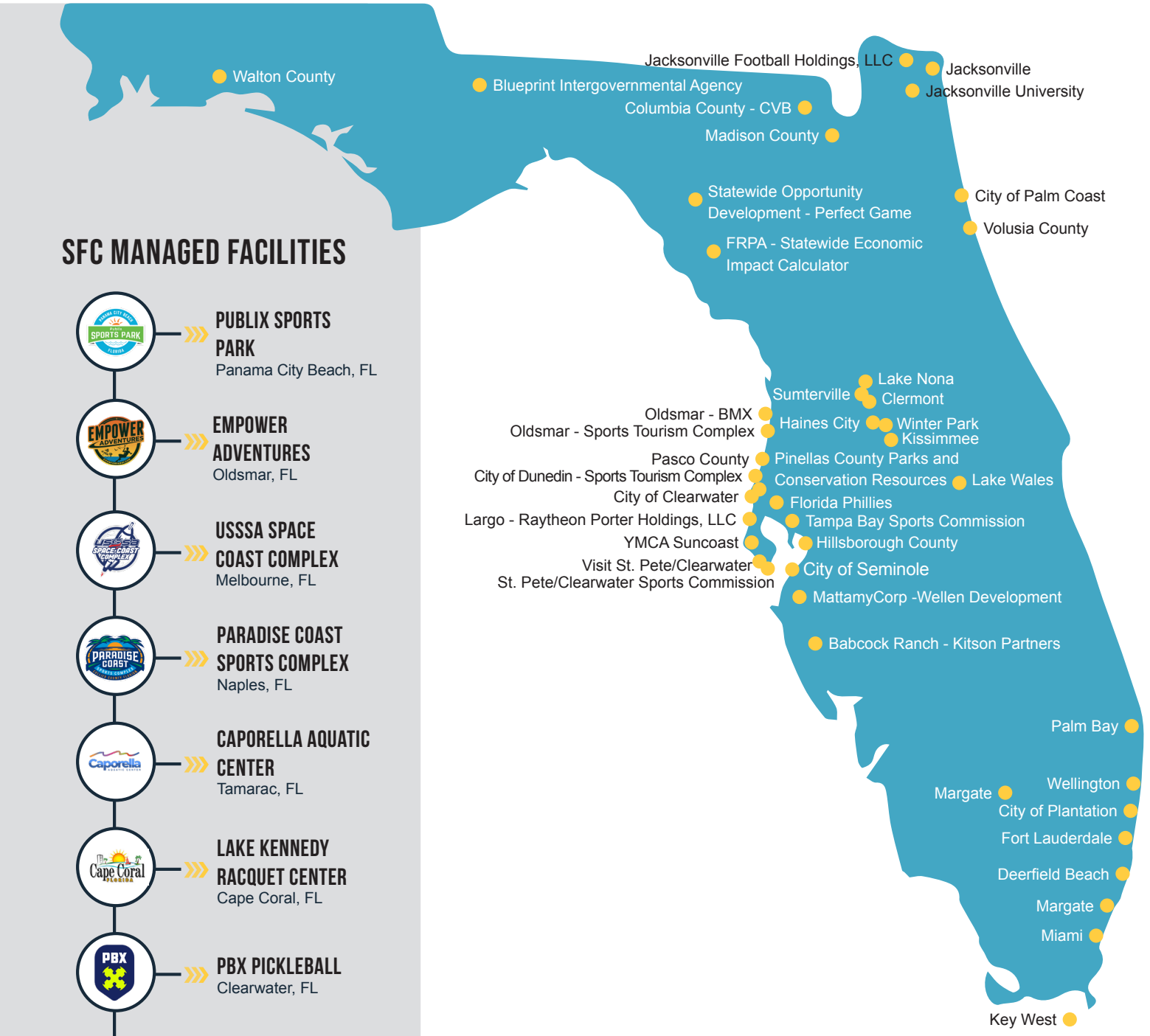
USSSA SPACE COAST COMPLEX
Melbourne, FL

PARADISE COAST SPORTS COMPLEX
Naples, FL

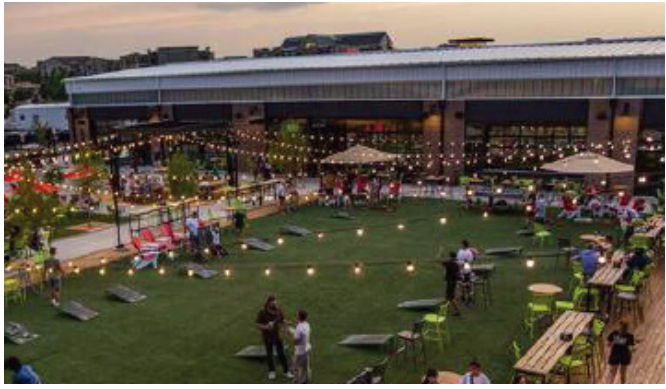
CAPORELLA AQUATIC CENTER
Tamarac, FL

LAKE KENNEDY RACQUET CENTER
Cape Coral, FL

PBX PICKLEBALL
Clearwater, FL









SPORTS TOURISM • COMMUNITY RECREATION • INDOOR/OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 39 acres, 1698,840 ft^2

FEATURES

Soccer (limited)
Football (limited)
Baseball Youth Replica Field Facility
Roller Hockey (single rink)
Baseball Youth Replica Field Facility
Lacrosse

FIRM ROLES & SERVICES

Development
Owner's Rep
Management
Pre-Opening Management
Full-Time Management

CITY OF PINELLAS PARK
• SIMPLY CENTERED •

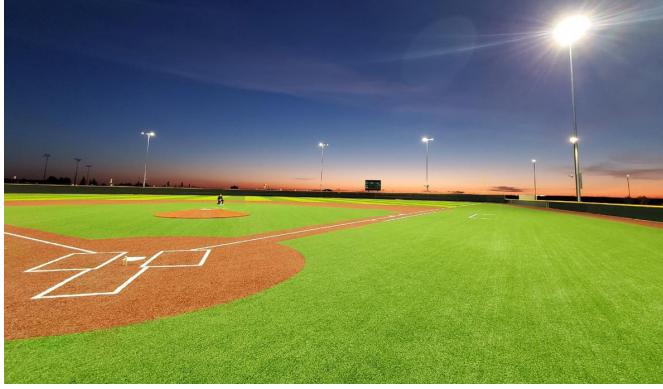
PINELLAS PARK, FL

PINELLAS PARK, FL

The facility caters to baseball, football, roller hockey, lacrosse and soccer. It's a state-of-the-art, central youth sports complex that will have a regional impact" on Pinellas County residents. Entering into a public-private partnership that will provide premium athletic opportunities to both youth and adults. The facility primarily is focused on youth baseball, with a single rectangular field to be utilized for soccer, lacrosse and flag-football, it will be a public accessed field without the need to enter through the primary facility.

SFC is leading this exciting project in an Owners Rep capacity/role for the City of Pinellas Park. Our Owners Rep team is collaborating on design with OSports and Osborn Engineering to bring an unparalleled youth baseball facility to our local community. With SFC's vast experience in Sports Tourism development, we provide valuable input to the facility design to ensure the highest visitor experience possible. In our leadership role, our services include; financial forecasting, business and programming modeling, venue planning, FF&E procurement, scheduling to ensure the project meets the budgeting and substantial completion on-time and on budget for a seamless experience for the clients we serve.







SPORTS TOURISM • COMMUNITY RECREATION • OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 50 acres

FEATURES

5 - 90’ Baseball Diamonds
Community Park & Event Lawn
On-Site Parking and Wifi
Full Service Concessions
Batting Cages

FIRM ROLES & SERVICES

Management
Pre-Opening Management
Full-Time Management

CYCLONE BALLPARKS

PECOS, TX

Pecos, TX had a vision of creating a sports destination to fill a large inventory of hotel space that was developed for oil and gas, but sits largely empty on weekends. The first phase of the complex includes four 90’ turf baseball fields, a community event space, and full-service concessions.

Engaged by SFC for pre-opening and full-time management services, the Ballpark opened in May of 2021 and had a strong inaugural summer baseball season. SFC leveraged its extensive industry partnerships and marketing experience to build excitement for the new facility. Cyclone Ballparks sold out the very first tournament - in a market with no history of sports tourism.







SPORTS TOURISM • COMMUNITY RECREATION • OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 100 acres

FEATURES

9 Full Size Baseball Fields
22 Youth Baseball/Softball Fields
11 Long Fields (NFHS Soccer and Lacrosse)
10 Batting Cages
1 Main Concession/Beer Garden Concession Stands
2 Secondary Concessions

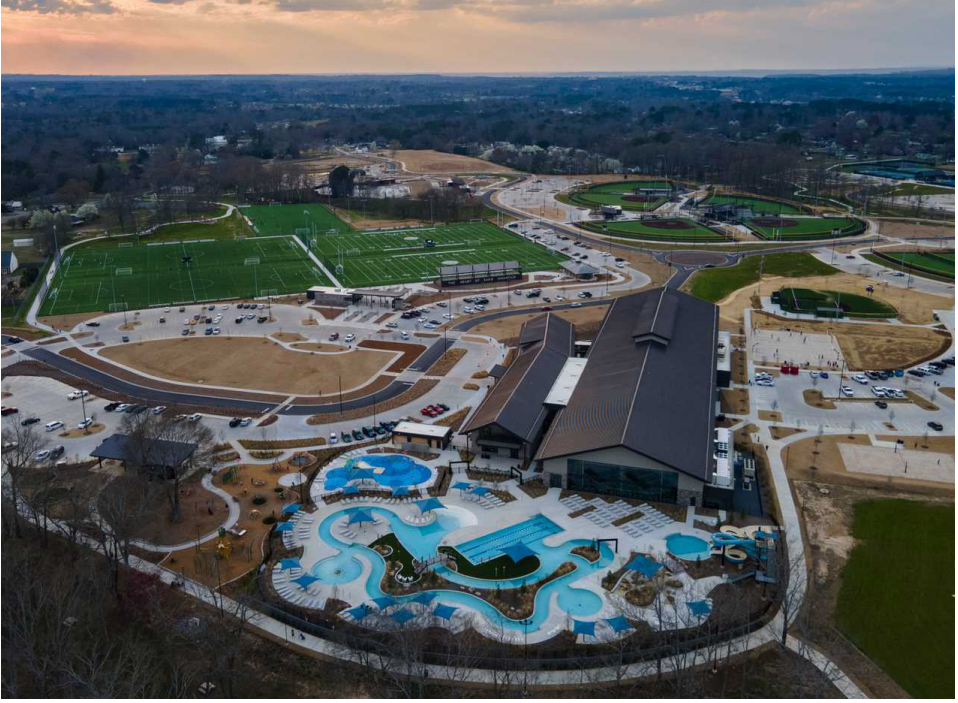
FIRM ROLES & SERVICES

Management
Pre-Opening Management
Full-Time Management

CROSS ROADS SPORTS COMPLEX

NEW LENOX, IL

The Village of New Lenox is constructing a new sports complex which will be a game-changer for community sports and economic growth. Spread across 100 acres, this facility will be a hub for athletes and families, offering prime real estate for dining, shopping, and accommodation over 10 acres, with plans for further development.







SPORTS TOURISM • COMMUNITY RECREATION • INDOOR/OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 130 acres, 100,000 ft^2

FEATURES

4 Basketball / 8 Volleyball Courts
4 Baseball & 5 Softball Fields
5 Multi-Purpose Fields
Membership-Based Wellness Center
16-Court Tennis Center
Indoor / Outdoor Pool & Aquatic Center

FIRM ROLES & SERVICES

Advisory
Financial Forecasting
Program Planning
Development
Venue Planning
FF&E Procurement
Management
Pre-Opening Management
Full-Time Management

SAND MOUNTAIN PARK & AMPHITHEATER

ALBERTVILLE, AL

Sand Mountain Park is an exceptional project in Albertville, Alabama, with 130 acres of sports, recreation, and entertainment areas. This facility offers a wide variety of both local use and sports tourism use for all guests to enjoy just over an hour north of Birmingham.

SFC's role in pre-opening development included business development, event booking, brand development and marketing, strategic planning, hiring and organizational structure definition. SFC was also contracted for FF&E and Venue Planning services including, fixture and equipment procurement and design consultation. SFC is engaged as the outsourced management solution for the entire 130 acre complex inclusive of sports tourism and local park and recreation programming.







SPORTS TOURISM • COMMUNITY RECREATION • OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 200 acres

FEATURES

11 Baseball Fields
5,000 Seat Stadium
Splash Pad & Playground
10 Multi-Purpose Fields
Miniature Golf & Ropes Course
Custom-Designed Adventure Race Course

FIRM ROLES & SERVICES

Management
Full-Time Management

PARADISE COAST SPORTS COMPLEX

NAPLES, FL

The Paradise Coast Sports Complex, upon final completion, will be one of the largest sports complexes in the country, designed to enhance Collier County's appeal as a year-round tournament and event destination. In addition to the numerous playing fields, the complex features outdoor, multi-purpose open space, a walking/jogging trail, fitness and splash pad areas, an events center, grab-and-go market, and food truck park.

SF Companies was engaged in late 2021 to assume full-time management of the 200-acre facility, including marketing, event booking, and all on-site support and operations. The complex is still incomplete, with 9 of the planned 21 fields built.







SPORTS TOURISM • COMMUNITY RECREATION • OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 160 acres

FEATURES

13 Configurable Fields
9 Turf / 4 Natural Grass
5 Collegiate Baseball Fields
1,500-seat Championship Field
Lounging Pavilions
Warm-Up Areas and Tournament Bldg

FIRM ROLES & SERVICES

Advisory
Financial Forecasting
Program Planning
Economic Impact
Community Engagement
Development
Owner's Representation
FF&E Procurement
Management
Pre-Opening Management
Full-Time Management

PUBLIX SPORTS PARK

PANAMA CITY BEACH, FL

Publix Sports Park is a premier, configurable outdoor sports complex, opened in 2019. The venue was built with the goal of employing a sports tourism strategy to fill hotel rooms during Panama City Beach's offseason.

The SF Companies provided a comprehensive set of services in the development, opening, and on-going management of the complex. The Advisory team conducted an economic impact analysis, financial forecast, and program planning, followed by owner's representation services and FF&E procurement with the Development team. The Management team provided pre-opening services up through grand opening in 2019 and currently provides full-time management services for the outdoor complex.

SPORTS COMPLEXES OPERATION

THE SPORTS FACILITIES COMPANIES







SPORTS TOURISM • COMMUNITY RECREATION • INDOOR/OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 120 acres, 155,000 ft²

FEATURES

11 Basketball / 16 Volleyball Courts
Splash Pad
Trade Show & Meeting Room Spaces
5 Multipurpose Fields
Indoor Climbing, Food Court, RV Park
Hoover Met Stadium (10,000+ seating)

FIRM ROLES & SERVICES

Advisory
Financial Forecasting
Management
Pre-Opening Management
Full-Time Management

HOOVER MET COMPLEX

HOOVER MET COMPLEX

HOOVER, AL

This massive development has something for everyone featuring an indoor sports facility called the Finley Center, Hoover Met Baseball Stadium, RV park, indoor climbing area, a baseball complex, multipurpose fields, a tennis center, and disability-inclusive splash pad and playground.

SFC's role in pre-opening development included business development, event booking, brand development and marketing, strategic planning, hiring and organizational structure definition. SFC, engaged as the full-time outsourced management solution for the entire $80 million complex, has doubled economic impact projections, beating bottom-line budget, and providing increased usage to the school system and parks & recreation.

The Hoover Met Complex is designed to be a family-friendly destination, with indoor climbing, food court, RV Park, and splash pad.







SPORTS TOURISM • COMMUNITY RECREATION • OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 150 acres

FEATURES

12 Multi-Purpose Turf Fields
2 Championship Fields
3 Miles of Walking Trails
12 Fully-Lit Diamond Fields
3 Large Event Pavilions
Bus Parking, Plaza/Vendor Areas

FIRM ROLES & SERVICES

Advisory
Existing Data Review
Program Planning
Management
Pre-Opening Management
Full-Time Management

ELIZABETHTOWN SPORTS PARK

ELIZABETHTOWN, KY

This state-of-the-art tournament facility was recently named “Facility of the Year” by the Kentucky Recreation and Parks Society. The “E-Town” (as it’s known to locals) Sports Park features an abundance of playing fields including Championship fields with stadium seating and draws teams from all over the Midwest and beyond.

SFC was originally engaged to produce the initial data review analysis. SFC was then contracted to become the full-time management entity for the sports tourism destination.

SPORTS COMPLEXES OPERATION

THE SPORTS FACILITIES COMPANIES







SPORTS TOURISM • COMMUNITY RECREATION • INDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 145,000 ft^2

FEATURES

10 Basketball / 20 Volleyball Courts
Full-Service Cafe and Concessions
Second-Story Mezzanine
Championship Court/Arena
Play Climb Area and Party Rooms
Direct Access to Amusement Park

FIRM ROLES & SERVICES

Advisory
Financial Forecasting
Program Planning
Economic Impact Analysis
Development
Venue Planning
FF&E Procurement
Management
Pre-Opening Management
Full-Time Management

CEDAR POINT SPORTS CENTER

SANDUSKY, OH

Cedar Point Sports Center is an exciting tournament destination located at the Roller Coaster Capital of the World. Families won't forget their "tourna-cation" experience playing in the state-of-the-art center and experiencing the thrills of the adjacent Cedar Point Amusement Park.

The Advisory team completed a market and feasibility analysis, financial forecast, and economic impact analysis. The Development team served as owner's representative for design and facility layout and FF&E procurement. The management team was then contracted with both pre-opening and ongoing full-time management. By grand opening in January 2020, the SFC team had already beat the forecast for booked events for year one, with direct spending and hotel projections well ahead of the goal.

SPORTS COMPLEXES OPERATION

PUBLIC/PRIVATE PARTNERSHIPS

THE SPORTS FACILITIES COMPANIES







SPORTS TOURISM • COMMUNITY RECREATION • INDOOR/OUTDOOR

PROJECT STATISTICS & PERFORMANCE HIGHLIGHTS

DATE & SIZE

on-going ; 420,000 ft²

FEATURES

8 Basketball / 16 Volleyball Courts
1 NHL/NCAA Regulation Ice Rink
Family Entertainment Center
1 Indoor Turf Field
Sports Performance Training Center
Restaurant, Cafe, and Meeting Space

FIRM ROLES & SERVICES

Advisory
Market & Financial Feasibility
Partnership & Funding Development
Development
Venue Planning
FF&E Procurement
Management
Pre-Opening Management
Full-Time Management

AdventHealth SPORTS PARK at BLUHAWK

ADVENTHEALTH SPORTS PARK AT BLUHAWK

OVERLAND PARK, KS

Opened in 2024, AdventHealth Sports Park at Bluhawk is an incredible 420,000 square foot indoor facility that is a true sports destination. Located in the heart of the Bluhawk development, this facility will be within walking distance of premium restaurants, retail, and hotels.

Sports Facilities Development was engaged to provide venue planning and design consultation along with FF&E procurement during the design and construction phase of the project. Concurrently, Sports Facilities Management has provided pre-opening services including marketing, branding, organizational development, programming and event booking, and grand opening planning. The Management team has been the full-time operating partner since opening.

PUBLIC/PRIVATE PARTNERSHIPS

THE SPORTS FACILITIES COMPANIES







SCHEELS PARK AT LEGACY POINTE

NEW SPORTS COMPLEX AND DEVELOPMENT

Client: Private Developer

Project Delivery: Design-Build Services

Location: Springfield, IL

Timeline: Design: 2023-Present
Construction: August 2024

Reference:
Steve Luker, Owner
p: 217-306-4950

Description: Scheels Park at Legacy Point will be the lastest sports destination. With eight fields, a 170,000 square foot indoor sports dome, turf & sport courts, and more, this sports mega-plex will offer something for everyone. The facility is the anchor of the Legacy Pointe development a 277 acre development at the south edge of Springfield, Illinois. Adjacent the Sports Park and facility sponsor is Scheel's All Sports of Springfield, as well as retail, commercial and hotel offerings.

Relevant Scopes:

- Master Plan Design Services
- Cost Estimating
- Full Conversion of Multi-Use Fields
- Earthwork & Grading
- Drainage
- Concrete Curb & Exterior Concrete
- Base Construction
- Sports Equipment Installation
- Turf Installation







TOWN OF PECOS CITY, TEXAS

DESIGN-BUILD OF CYCLONE BALLPARKS

Description: The Town of Pecos City selected Mammoth for the design and build of their 42 acre site now known as Cyclones Ballpark. Phase II expansion includes the addition of (3) new synthetic turf baseball fields, each new baseball field will have (2) secondary fields (9 total fields). The three main baseball fields will each have new CMU dugouts equipped with fans, electrical/lighting, and player benches, as well as new sports lighting, bleachers, and shade structures. In addition, there will be two new concessions buildings, a two-story main concession building renovation, center pavilion, playground, splash pad, parking lot

Client: Town of Pecos City, TX

Project Delivery: Design-Build Services

Location: Pecos, TX

Timeline: Design: June 2023-Jan 2024; Construction: November 2023-Present

Reference: Charles Lino - City Manager
e: clino@pecostx.gov
p: 432-445-2421 ext. 2217

Relevant Scopes:

- Design Services
- Cost Estimating
- Full Conversion of Baseball Fields (x3)
- Full Conversion of Youth Fields (x2)
- Earthwork & Grading
- Drainage
- Concrete Curb & Exterior Concrete
- Base Construction
- Sports Equipment Installation
- LED Lighting
- New 2-Story Concession Building
- Concession Building Renovation
- Parking Lot Expansion
- Center Pavillion, Playground & Splash Pad



CITY OF WESTMINSTER, SC

NEW SPORTS COMPLEX

Client: City of Westminster, SC

Project Delivery: Design-Build Services

Location: Westminster, SC

Completion: 2024

Reference:

Kevin Bronson, City Administrator

e: kbronson@westminstersc.org

p: 864-647-3200

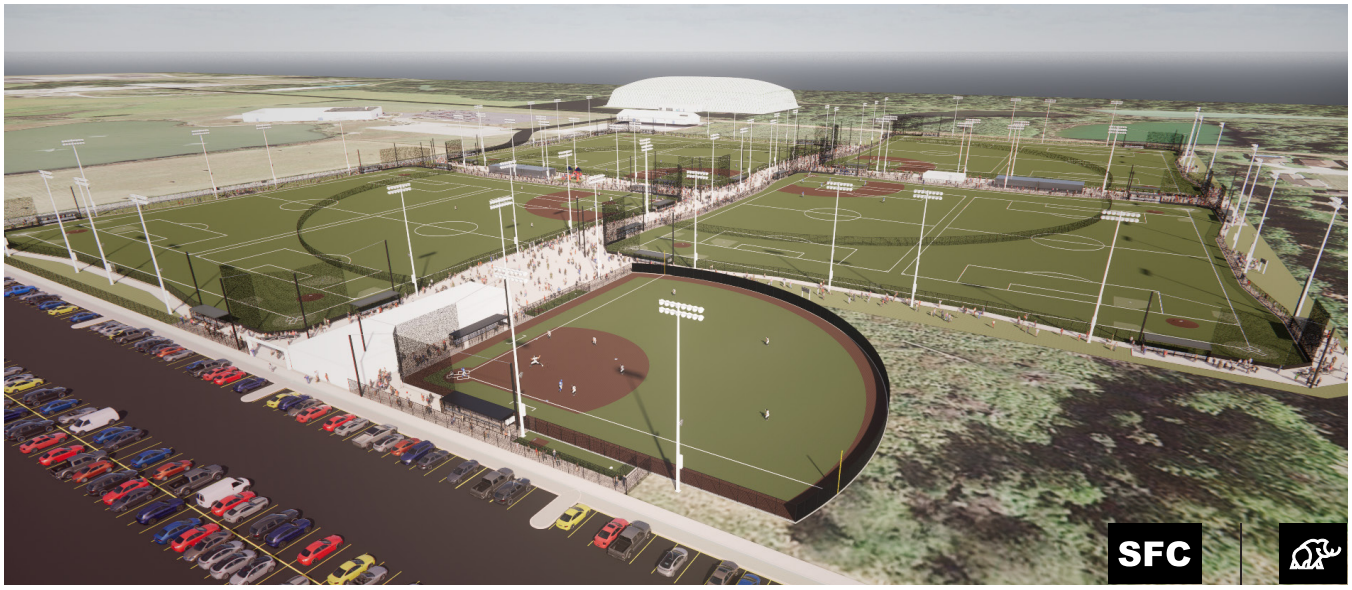
Description: Mammoth is leading the design-build of a new 4-field sports complex, including playgrounds, indoor practice facility, concession/restrooms and site amenities.

Relevant Scopes:

- Engineering / Stormwater
- Cost Estimating
- Earthwork & Grading
- Drainage
- Exterior Concrete
- Sports Equipment Installation
- Playground
- Concession/Restroom Building
- Site Amenities







OASIS SPORTS COMPLEX

16-FIELD ATHLETIC COMPLEX

Client: Marion Center Project

Project Delivery: Design-Build Services

Location: Marion, IL

Timeline: Design: May 2023 – Nov 2023; Construction: July 2023 – Aug 2025

Reference:
Rodney Cabaness, Owner
e: cabaness@aol.com
p: 618-967-2000

Description: Mammoth will act as the primary design architect and construction manager for the development. Mammoth will self-perform all field scopes, while subbing out ancillary vertical structures to Union contractors in the State of Illinois. The project consists of 16 multi-use fields that will accommodate baseball, softball, soccer, and football, One Championship softball field, indoor practice facility, and ancillary restroom, concessions, parking, playground, site lighting and site amenities.

Relevant Scopes:

- Cost Estimating
- Master Plan Design Services
- Full Conversion of Multi-Use Fields (x16)
- Earthwork, Grading & Drainage
- Concrete Curb & Exterior Concrete
- Center Pavillion
- Base Construction
- Sports Equipment Installation
- LED Lighting
- New Concession Building
- Parking Lot



LANDFILL TO RECREATIONAL USE

CITY OF JACKSONVILLE, FL

Geosyntec provided environmental assessment and risk evaluations at various contaminated sites, including 7 former landfill areas. Reuse includes passive parks and recreational areas

SERVICES

- Multi-media Sampling and Reporting
- Waste Removal
- Feasibility Studies and Remediation
- Capping of Waste Disposal Areas
- Construction Management
- Site Investigation
- Regulatory Negotiations for Sites under Consent Order

Geosyntec has been continuously working with the City of Jacksonville since 1999 performing site assessments, Conceptual Site Model development, remedial design planning, remediation activities, risk assessment, and risk communication under Consent Orders with the FDEP Northeast District, at uncontrolled waste disposal sites and dumps. Activities have included multi-media (including ash) investigations and Contamination Assessment Plans (CAPs), Contamination Assessment Reports (CARs), Preliminary CAPs (PCAPs), Preliminary CARs (PCARs), Site Assessment Plans, Site Assessment Reports, Remedial Action Plans (RAPs), and RAP implementation. Contaminants addressed have principally included polycyclic aromatic hydrocarbons (PAHs), metals, pesticides, volatile organic compounds (VOCs), and dioxins.

Crystal Springs Road Park Site – Upon finding dioxin in surface soils, surface water, sediment, and fish samples, the City closed the Crystal Springs Road Park Site (a 40-acre former dump site that was redeveloped in 1993 into a park). Geosyntec was successful in using targeted risk evaluations, in combination with a fencing interim remedial measure (IRM), to demonstrate to FDEP and the County Health Department that it was safe to reopen portions of the park during ongoing site assessment and remedial activities. Geosyntec also designed and implemented a soil cover as a presumptive IRM remedy to minimize potential exposure to impacted soils for the general purpose play field. A second phase of work at the Site will be initiated in 2012.

Doeboy Dump Site – This approximately 35-acre site, which includes a former borrow pit, served as a disposal area for domestic and industrial wastes for approximately 30 years. No specific waste disposal history for the Site was available; however, wastes reportedly included miscellaneous trash and debris, incinerator ash, and buried drums. The borrow pit is connected to a nearby creek via a drainage ditch and surrounding land use is urban and primarily residential

LANDFILL/BROWNFIELD SITE DEVELOPMENT

PUBLIC/PRIVATE PARTNERSHIPS

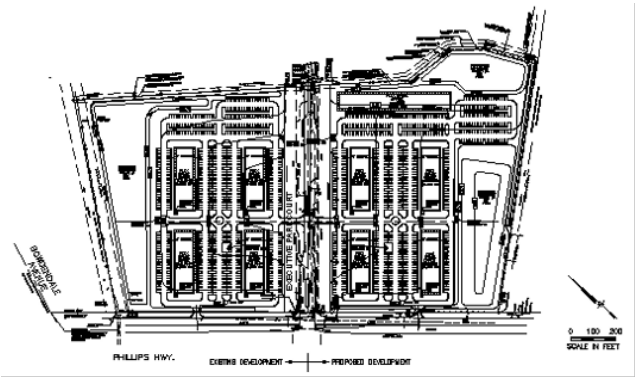
Geosyntec consultants

(low income). Potential exposure pathways included ecological and human exposure to soil at the dump site, as well as sediment and fish in the borrow pit and creek. Primary contaminants were metals, dioxins, VOCs, and PAHs. Based on data collected during the Expanded Site Inspection, the Site was recommended for Hazard Ranking System (HRS) scoring to determine whether it should be placed on the NPL. Geosyntec conducted a shadow HRS assessment for the Site. Geosyntec worked with the client, the US EPA, and State regulators to negotiate a consent decree that allowed the Site to be managed under the State cleanup program.

Confederate Park Site – The Main Street MGP operated from 1875 to 1913, when MGP operations reportedly ceased. Geosyntec performed a complex contamination assessment at the 8.5-acre downtown site involving soil sampling, hydrogeologic investigation, subsurface investigation to evaluate the extent of free product (PAHs) and contaminated sediments (Hogan's Creek). Work has also involved the preliminary evaluation of various remedial options, which include both in situ and ex situ alternatives. Notably, Geosyntec performed a streamlined and focused assessment to identify source areas through extensive use of historical data, including the identification of off-site potential sources. A recreator exposure scenario was utilized to assess risks and evaluate contaminants in surface soils at the park to determine appropriate interim remedial actions to limit exposure.

Southside Incinerator Site – Ash from a former incinerator was disposed of on and adjacent to the incinerator site. Contaminants of concern include metals, PAHs, and dioxins. Geosyntec prepared a CAP and CAR, provided the City with assistance regarding regulatory interaction and risk communication, and provided technical expertise regarding contaminant transport pathways. Geosyntec performed a preliminary feasibility study/remedial alternatives evaluation and has initiated RAP preparation. Geosyntec has also conducted an IRA consisting of soil removal at a portion of the Site, including preparation of bid specifications, assistance with contractor selection, soil removal/contractor oversight, and final report preparation.
Four Former Dump Sites – Geosyntec prepared and implemented PCAPs and prepared PCARs and Preliminary Site Investigation Reports at four smaller size former dump sites (approximately 5 to 15 acres in size), including Nelson's, Nevada-Greeland, Hogan's Creek, and Castellano. At Castellano Dump, community interaction and public involvement were a key part of the project.

Geosyntec has repeatedly worked within the City's budgetary constraints and has effectively interfaced with staff from the City's Solid Waste Division, General Counsel's Office, Parks and Recreation Department, and County Health Department, as well as with elected City officials. A large part of the work has been performed under tight schedules required by FDEP. We have been successful at effectively negotiating with regulatory personnel (including obtaining approvals from FDEP for No Further Action and alternate compliance strategies and obtaining expedited reviews of regulatory documents). Geosyntec has effectively supported the City's public outreach initiatives (including communicating risks to the public, providing technical support during public meetings, and developing flyers and other documents for public distribution).



SOUTHFIELD OFFICE PARK DEVELOPMENT

CITY OF JACKSONVILLE, FL

Geosyntec reviewed several foundation alternatives for support of the 90-ft by 280-ft buildings, selected the most economical alternative, and provided specific foundation design recommendations.

SERVICES

- Subsurface Investigation with Soil Sampling and Standard Penetration Testing (SPT)
- Geotechnical Laboratory Testing
- Evaluation of Foundation Options
- Shallow Foundation Design
- Pavement Design
- Landfill Gas Collection System Design

Geosyntec provided geotechnical services in support of the Southfield Office Park development in Jacksonville, Florida. The proposed 23-acre development consists of one-story office buildings and asphalt-concrete paved parking lots and access roads. The proposed development was constructed on a closed landfill site that contains dramatically variable thickness of municipal solid waste (MSW) within the proposed building footprints and pavement areas.

Geosyntec planned and conducted the field exploration program, which consisted of mud-rotary borings with SPT. Geosyntec reviewed several foundation alternatives for support of the 90-ft by 280-ft buildings, selected the most economical alternative, and provided specific foundation design recommendations. Project challenges included performing intrusive field exploration and sampling within the MSW and high groundwater conditions, developing foundation design and construction recommendations for foundations on MSW and loose, wet sandy site soils, and developing recommendations for design of a landfill gas collection/detection system below the proposed office buildings. Geosyntec provided a foundation design that incorporated geogrid-reinforced fill below a structural slab foundation. This foundation system was designed to “bridge” compressible pockets of MSW and limit total and differential settlement to tolerable levels.

LANDFILL/BROWNFIELD SITE DEVELOPMENT

PUBLIC/PRIVATE PARTNERSHIPS

Geosyntec consultants



LANDFILL REDEVELOPMENT HILLSBORO – EL RIO PARK

BOCA RATON, FL

Geosyntec evaluated the conditions at a former MSW landfill to assist in its redevelopment to a city park with soccer and baseball fields.

SERVICES

Waste Stability Inspection

Gas and Odor Evaluation

Pre-construction Geotechnical Testing

Leachate Evaluation

The City of Boca Raton, Florida operated a 27-acre solid waste landfill from the 1940s until 1969. In the mid-1980s, the City decided to explore reusing the site as a City park and developed a park master plan, performed ecological and geotechnical studies, and cleared the site of dense Brazilian pepper thickets. In the mid-1990s, the City initiated the final design and permitting process for the park.

As the geotechnical and environmental consultant on the City's selected design team, Geosyntec designed a site study plan that included: (i) digging test pits to inspect the condition and thickness of the waste layer and soil cover layer and to observe whether gas odors were noticeable; (ii) installing and sampling gas monitoring wells to measure landfill gas concentrations; and (iii) conducting a monitored pre-load to measure settlement over time.

The results of the study indicated that the landfill was not generating significant quantities of landfill gases and that leachate was not likely to migrate to the surface of the ground during or after construction of the park. In addition, site regrading was believed to be possible without causing an odor problem. The results of the pre-load test were used to develop site-specific settlement constants, which were used by the design consultant in conjunction with design of site buildings and athletic fields and courts.

A second phase of the project was initiated to expand the park, and Geosyntec performed similar work for the City of Boca Raton.

LANDFILL/BROWNFIELD SITE DEVELOPMENT

PUBLIC/PRIVATE PARTNERSHIPS

Geosyntec consultants



LANDFILL TO AFFORDABLE HOUSING

TAMPA, FL

Geosyntec successfully negotiated with the Housing, Community, and Economic Development (HCEDP) to limit the scope of the assessment based on site history, proposed land use, and engineering controls, rather than meeting all of the stringent Risk-Based Corrective Action requirements; thereby, saving our client thousands of assessment dollars.

SERVICES

Brownfields Redevelopment Assistance

Site Assessment

Remedial Design

Geotechnical Engineering

Subsurface Gas Management System Design

Grant Assistance

The Westshore Community Development Corporation is spearheading an affordable housing project in the City of Tampa. The 3.7-acre parcel is located within a larger area known as Landfill #34, a waste disposal area closed in 1950. The former Hillsborough County Jail Work Release Facility operated at the site after the landfill was closed. The Westshore Landings project is the first of its kind in Hillsborough County. A community land trust concept will be applied to workforce housing, wherein homeowners buy a house, but not the land. The project team is working closely with the Florida Department of Environmental Protection (FDEP), Environmental Protection Commission (EPC) of Hillsborough County, and the City of Tampa to execute the project. The land was donated by Hillsborough County Board of Commissioners (land value >$4M). Fifty-seven town homes are planned, most with three bedrooms and all with garages. Assessment work is funded in part by a US EPA Region 4 Brownfields Assessment Grant awarded to the City of Tampa. The assessment work is facilitating site cleanup and redevelopment to return the property to productive use and improve public health. Institutional and engineering controls (capping) are being implemented to manage human exposure to surface soils.

Geosyntec installed a network of groundwater monitoring wells and performed sampling. Based on the results, the EPC agreed that the wells could be abandoned. Geosyntec provided oversight of county staff to evaluate subsurface conditions and delineate waste, if present. Based on the findings, it appears that the vast majority of waste, if previously present, had been excavated and fill placed within the property. Geosyntec did observe a small amount of purple material with high metal concentrations. This material was excavated and drummed for off-site disposal. Geosyntec performed a geotechnical investigation and provided recommendations for subsurface improvement and considerations for foundation design. A landfill gas study was conducted; however, no landfill gas was measured. Geosyntec designed and prepared drawings for cap construction.

This work was paid for in part with Brownfields grant funds provided by the US EPA to the City of Tampa. Geosyntec assisted our client with developing documentation required to gain access to the funding and prepare required reports. Geosyntec also successfully negotiated with the HCEDP to limit the scope of the assessment based on site history, proposed land use, and engineering controls, rather than meeting all of the stringent Risk-Based Corrective Action requirements; thereby, saving our client thousands of assessment dollars.

LANDFILL/BROWNFIELD SITE DEVELOPMENT

PUBLIC/PRIVATE PARTNERSHIPS

Geosyntec consultants



FORMER LANDFILL SITE REMEDIATION AND REDEVELOPMENT

MIAMI, FL

Geosyntec performed site assessment, design and permitting services, and developed the strategy for cost-effectively remediating and redeveloping the site.

SERVICES

- Regulatory Agency Interface
- Review of Historic Data
- Geotechnical and Environmental Soil Sampling
- Evaluation of Mitigation Measures
- Development of a Remediation Plan
- Specification Development
- Construction Oversight

The Civic Center-Wagner Square Site previously was used for the disposal of ash generated from the City of Miami's MSW incinerator, and occupies approximately 3 acres located in the Civic Center District of Miami with Wagner Creek running through it. Geosyntec was retained by Wagner Square LLC to evaluate data collected by other consultants and to develop a remedial strategy for the site. The site was remediated and redeveloped under Florida's Brownfield Program in conjunction with Miami-Dade County DERM's oversight. The future plans for the site include mixed-use redevelopment, consisting of affordable housing and retail shopping.

Geosyntec represented the client in negotiations with regulatory agencies and developed the strategy for cost effectively remediating and redeveloping the site. Site investigation activities identified the presence of arsenic, barium, lead, and dioxin in ash and soil samples collected at the site. The remedy for the site included excavation and off-site disposal of ash and impacted soil, in conjunction with a capping strategy. Geosyntec was responsible for preparing the RAP, as well as plans and specifications required to select a remedial contractor for the project. Geosyntec performed construction oversight during the soil and debris excavation and provided certification to the project owner upon project completion. Following the completion of the remedial action, DERM issued a no further action decision for the site.

Geosyntec also prepared an Environmental Impact Analysis (EIA) as part of the project's Major Use Special Permit (MUSP) application required by the City of Miami. The MUSP-EIA documented the environmental condition of the site and considered the potential impacts of the planned redevelopment on aspects including: land resources; loss of plant species and communities; loss of wildlife and wildlife habitat; loss of other natural resources; soil erosion; water resources; surface and groundwater hydrology; water quality; aquatic species and communities; air resources; and; wildlife and consequent habitat. The City of Miami's Planning Advisory Board unanimously approved the MUSP application at a public meeting, allowing for development of the Wagner Square project. This was one of the first MUSP's approved by the City.

LANDFILL/BROWNFIELD SITE DEVELOPMENT

PUBLIC/PRIVATE PARTNERSHIPS

Geosyntec consultants



REDEVELOPMENT OF OJUS LANDFILL TO A SPORTS PARK

MIAMI, FL

By involving the FDEP and Miami-Dade County commenting agencies in pre-application and post-application meetings, Geosyntec was instrumental in obtaining the Environmental Resources Permit (ERP) without changes to the design of this unique project.

SERVICES

Site Characterization

Design

Permitting

Redevelopment

Miami-Dade County wished to redevelop Ojus Landfill into a sports park for the community. The former NPL site was owned by Miami-Dade County Department of Solid Waste Management. While it was no longer an active landfill, it had become an illegal dumping ground for debris and tires.

Geosyntec provided design and permitting services for conversion of the closed Ojus Landfill to a sports park. Geosyntec actively participated in developing a master plan for the proposed park in cooperation with the Miami-Dade County Parks Department. Geosyntec then performed a detailed design of a surface-water control system and site recontouring to support future development of the park facilities on the 83-acre site. The design prepared by Geosyntec included significant enhancement of the quality of the landfill closure for three separate waste disposal areas and minimized the potential for exposure to park patrons of surface-water contaminated by leachate or waste. Geosyntec designed the surface-water control system and site grading plan to preserve the existing hydrologic and hydraulic conditions of a 12-acre protected natural forest community (Xeric oak hammock), which occupied a critical part of the site. Geosyntec prepared an application for an ERP from the Florida Department of Environmental Protection (FDEP).

By involving the FDEP and Miami-Dade County commenting agencies in pre-application and post-application meetings, Geosyntec was instrumental in obtaining the ERP without changes to the design of this unique project.

LANDFILL/BROWNFIELD SITE DEVELOPMENT

PUBLIC/PRIVATE PARTNERSHIPS

Geosyntec consultants



TRANSACTIONAL, REMEDIATION, REDEVELOPMENT, AND REUSE EXPERIENCE OF NOTE

Extensive experience in the procurement, contracting, and management of environmental engineering and consulting professionals to develop and implement environmental due diligence, remediation, compliance, and design and construction strategies, including negotiation of consultant contracts, review and revision of draft plans and reports prior to submittal to environmental regulatory agencies, and interfacing with consultants to negotiate clean-up agreements and schedules with environmental regulatory agencies.

Extensive experience in working with environmental consultants to design, negotiate, obtain state and local regulatory approval of institutional and engineering controls to allow residual soil and groundwater contamination to be safely managed in place.

Extensive experience in developing, implementing, and managing long-term environmental restoration, economic redevelopment, and project construction strategies on behalf of developers, end-users, and local governments to address clean-up, regulatory, liability, design and engineering, financing, environmental insurance, community outreach, and stakeholder involvement concerns on or in connection with Brownfield and Superfund sites in Florida.

Extensive experience in procuring environmental insurance coverage and negotiating endorsements, exclusions, and related policy language for buyers, sellers, lenders, and end-users.

Strong working relationships with Brownfields program managers and administrators at U.S. Environmental Protection Agency, Florida Department of Environmental Protection, numerous local pollution control agencies across the State of Florida (including Broward County Environmental Protection and Growth Management Department, Hillsborough County Environmental Protection Commission, and Miami-Dade County Department of Regulatory and Economic Resources), U.S. Army Corps of Engineers, U.S. Department of Housing and Urban Development, U.S. Department of Commerce, and several of Florida's Regional Planning Councils.

Strong relationships and extensive experience working with federal, state, regional, and local regulatory and economic development officials, including U.S. Department of Housing and Urban Development, U.S. Economic Development Administration, Enterprise Florida, the Florida Department of Economic Opportunity, the South Florida Regional Planning Council, Miami-Dade County's Beacon Council, and the Miami-Dade County Office of Community and Economic Development.

BROWNFIELDS RELATED WORK OF NOTE

Brownfield Projects. Specific Brownfield Program related matters engaged to work on in Florida through January 2025 include over 275 projects located in the following 91 jurisdictions: Apopka, Auburndale, Aventura, Bar Harbor, Belle Glade, Boynton Beach, Bradenton, Brevard County, Broward County, Citrus County, Clay County, Cocoa Beach, Collier County, Coral Springs, Cutler Bay, Dania Beach, Davie, Deerfield Beach, DeFuniak Springs, Delray Beach, Doral, Duval County, El Portal, Escambia County, Eustis, Florida City, Fort Lauderdale, Fort Pierce, Fort Walton Beach, Gainesville, Hallandale Beach, Hernando County, Hialeah, Hialeah Gardens, Hillsborough County, Hollywood, Homestead, Jacksonville, Key Biscayne, Kissimmee, LaBelle, Lake Park, Lake Worth Beach, Lakeland, Largo, Lauderhill, Longwood, Manatee County, Margate, Martin County, Medley, Melbourne, Miami, Miami Beach, Miami Gardens, Miami-Dade County, Miramar, Monroe County, Mulberry, North Miami, North Miami Beach, Oakland Park, Ocala, Opa-locka, Orange County, Orlando, Palm Beach County, Parkland, Pasco County, Pensacola, Polk County, Pompano Beach, Punta Gorda, Riviera Beach, Sarasota, Sarasota County, Seminole, South Miami, St. Pete Beach, St. Petersburg, Stuart, Sunrise, Sweetwater, Tallahassee, Tampa, Tarpon Springs, Tequesta, Venice, West Palm Beach, Williston, and Winter Haven.

Brownfield Incentives. Over the past 27 years, worked with clients, environmental consultants, local government officials, Certified Public Accountants, and/or state regulators to prepare and/or submit more than 350 Voluntary Cleanup Tax Credit Application packages, 32 Brownfield Redevelopment Bonus Applications, 52 Construction Materials Sales Tax Refund Applications, and 5 Brownfield Targeted Site Assessment Applications. Have also supported numerous local government Brownfield grant applications to the U.S. EPA, including a successful $500,000 U.S. EPA Brownfield Jobs Training Grant for the City of Miami, a successful $450,000 U.S. EPA Brownfield Remediation Grant for Palm Beach County, and a $250,000 U.S. EPA/FDEP Brownfields Contamination Assessment Grant for a private developer in Miami and $250,000 U.S. EPA/FDEP Brownfields Source Removal Grant for a private developer in Miami. Clients receiving brownfield incentives include Atlantic Pacific Communities, Blue Sky Communities, Carrfour Supportive Housing, City of Doral, City of North Miami, City of Oakland Park, City of Pompano Beach, Cornerstone Group, Darden Restaurants, El Ad National Properties, Encompass Health, Florida Crystals, Gerdau Ameristeel, Housing Trust Group, IKEA, JDS Development Group, Landmark Companies, Macklowe Properties, McArthur Dairy, Panattoni Development Company, Pinnacle Housing Group, Publix Super Markets, Quadrum, Related Group, Resia, Richman Group, Sam's Club, TECO, Toll Brothers, Town of Cutler Bay, Village of Key Biscayne, Walmart Stores, Waste Management, and ZOM Development.

Negotiation of Brownfield Site Rehabilitation Agreements. Successfully negotiated 170 Brownfield Site Rehabilitation Agreements ("BSRA"), BSRA Amendments, and BSRA Assignment and Assumption Agreements under the Florida Brownfields Program, including more than 50 with the Miami-Dade County Department of Regulatory and Economic Resources, 30 with the Florida Department of Environmental Protection, 30 with the Broward County Resilient Environment Department, and 3 with the Hillsborough County Environmental Protection Commission.

Landfill Related Redevelopment and Reuse Experience. Worked or working on approximately 43 landfill redevelopment and reuse projects involving commercial, conservation and recreation, industrial, renewable energy, residential, and retail reuse scenarios, including landfill sites located in Apopka, Aventura, Coral Springs, Ft. Walton Beach, Delray Beach, Doral, Gainesville, Hallandale Beach, Hialeah, Hialeah Gardens, Hillsborough County, Hollywood, Jacksonville, Lake Park, Miami, Medley, Miami-Dade County, Miami Gardens, North Miami, North Miami Beach, Oakland Park, Opalocka, Orlando, Palm Beach County, Palm Beach Gardens, Palmetto, Pompano Beach, Sarasota, Stuart, Sweetwater, Tampa, and West Palm Beach.

Affordable and Workforce Housing Redevelopment Experience. Serve or served as counsel to 15 of the most active affordable and workforce housing developers in Florida to successfully obtain Brownfield Area designations or Brownfield Site Rehabilitation Agreements for more than 80 projects located in over 32 different local government jurisdictions for the purpose of obtaining Sales Tax Refunds on Building Materials, Voluntary Cleanup Tax Credits, and/or liability protection for project principals and lenders. Also charged with engaging and managing environmental consultants to design and obtain approval for risk based closure based on anticipated residential reuse and developing and implementing strategy for negotiations with state and local environmental agencies.

Site Selection & Disposition Experience. Extensive representation of local governments and corporations in the reposturing and marketing of Brownfield and Superfund Sites for sale and/or reuse to third parties. Also engaged by companies looking to expand, locate, or re-locate in Florida to identify and assist in the acquisition, restoration and redevelopment of Brownfield and Superfund Sites.

OUTSIDE BROWNFIELD COUNCIL PROJECTS

Florida Brownfields and Environmental Counsel to Walmart Stores, Inc. Successfully obtained Brownfields Area designations and/or negotiated Brownfields Site Rehabilitation Agreements for former nursery waste landfill in Auburndale, former asphalt and cement plant located in Citrus County, former contaminated retail site in Escambia County, former dairy and paint manufacturing plant located in Hillsborough County, former automotive dealership in Homestead, multi-parcel commercial and industrial site in Jacksonville, former multi-parcel commercial and industrial site in Largo, former automotive dealership in Miami-Dade County, former automotive dealership in St Petersburg, and former commercial site and newspaper publishing facility in St. Petersburg (Sam's Club).

Environmental Counsel to City of Miami. Bicentennial Park to Museum Park Project, Orange Bowl Stadium to Florida Marlins Stadium Project, Former Virginia Key Landfill Conservation Reuse Project. Engaged by the City of Miami in 2009 to assist in the environmental investigation and cleanup of contamination at Bicentennial Park to facilitate its redevelopment as a bayside campus for the Miami Art Museum and the Miami Museum of Science; in 2008 to assist the City in the environmental investigation and cleanup of contamination at the former Orange Bowl Stadium site to facilitate its redevelopment as a new stadium for Major League Baseball's Florida Marlins team; and in 2003 and 2004 on a pro bono basis in connection with beneficial reuse of 100 acre former landfill located on Virginia Key in the City of Miami.

Brownfields Counsel to City of Miami Beach. Engaged by the City of Miami Beach to assist in the brownfields designation of two sites (one a former golf course and the other a former fueling facility) for conservation and recreation purposes, one for a massive convention center and hotel complex (a former golf course), and one for mixed-use purposes involving residential and commercial development. Also engaged to advise the City on economic incentive opportunities, including application for Voluntary Cleanup Tax Credits, which is anticipated to return over $1 million to the General Revenue Fund.

Brownfields and Environmental Counsel to City of North Miami Beach. Engaged by the City of North Miami Beach to assist in the environmental investigation, cleanup and master planning of former Miami-Dade County owned landfill for expanded conservation and recreation purposes. Also engaged to advise the City as to Brownfields related funding opportunities in 2009 federal stimulus legislation. Successfully converted environmental enforcement action by Miami-Dade County DERM for landfill remediation into $10 million landfill remediation funding commitment by Miami-Dade County Commission.

Brownfields Counsel to City of Pompano Beach. Engaged by the City of Pompano Beach to assist in the brownfields designation of a former golf course property owned by the City to facilitate reuse for soccer and related recreation purposes. Also engaged to help the City maximize recapture of General Fund monies allocated to contamination assessment and remediation through generation of Voluntary Cleanup Tax Credits.

Brownfields Counsel to City of Sarasota. Engaged by the City of Sarasota to assist in the evaluation of Brownfields related funding opportunities in 2009 federal stimulus legislation.

First Private Party Brownfield Area Designation and Brownfields Site Rehabilitation Agreement in Miami-Dade County. Obtained first ever private party Brownfields Area designation in Miami-Dade County (May 2003) for a former 435-acre former landfill being redeveloped as industrial warehouses. Worked closely with elected officials, the County Manager, Economic Development Staff, and community stakeholders to successfully bring item before Miami-Dade County Commission for unanimous vote of approval.

First Brownfield Area Designation and Brownfields Site Rehabilitation Agreement in the City of North Miami Beach. Obtained first ever Brownfields Area designation in the City of North Miami (December 2002) for a 13-acre former construction and demolition debris landfill redeveloped as Publix anchored retail center. Worked closely with elected officials, the City Manager, Development and Planning Staff, and community stakeholders to successfully bring item before City Council for unanimous vote of approval. Helped client work through lender's concerns regarding environmental issues to secure $30 million in financing. Responsible for managing all aspects or environmental legal and environmental engineering work associated with project during the Firm's term of engagement.



REFERENCES



REFERENCES

THE SPORTS FACILITIES COMPANIES

ELIZABETHTOWN TOURISM AND CONVENTION BUREAU	**Janna Clark** Executive Director	e. jclark@touretown.com p. 270-307-1355
PINELLAS PARK	**Bart Diebold** City Manager	e. bdiebold@pinellas-park.com p. 727-541-0704
TOWN OF PECOS CITY	**Charles Lino** City Manager	e. clino@pecostx.gov p. 432-445-2421 ext. 2217
CITY OF ALBERTVILLE, AL	**Tracy Honea** Mayor	e. mayorhonea@cityofalbertville.com p. 256-891-8208

MAMMOTH

TOWN OF PECOS CITY	**Charles Lino** City Manager	e. clino@pecostx.gov p. 432-445-2421 ext. 2217
OASIS SPORTS COMPLEX	**Rodney Cabaness** Owner	e. cabaness@aol.com p. 618-967-2000
CITY OF LEBO, KS	**Eric Ferguson** Mayor	e. eric.ferguson0520@gmail.com p. 620-481-3299
CITY OF YORK, NE	**Cheree Folts** Director of Parks & Rec.	e. cfolts@cityofyork.net p. 402-363-2600

REFERENCES CONTINUED

Geosyntec consultants

BISCAYNE COMMONS LANDFILL REDEVELOPMENT	**Josh Chambers** Vice President – Property Management	e. jchambers@edens.com p. 770-569-5498
TAUBCO	**Laura Tauber** Principal	e. ltauber@taubco.com p. 305-861-8181
RESIA PALM BEACH LANDFILL REDEVELOPMENT	**Joseph Ullo** Attorney at Law	e. Juollo@carltonfields.com p. 850-513-3611
SOUTH GIFFORD ROAD LANDFILL REDEVELOPMENT	**Himanshu H. Mehta, PE** Managing Director	e. hmehta@indianriver.gov p. 772-770-5114
SERVICO LANDFILL REDEVELOPMENT	**T. Austin Simmons** Principal	e: asimmons@brightworkre.com p: 813-874-1700 x223

THE GOLDSTEIN ENVIRONMENTAL LAW FIRM

BRIGHTWORK REAL ESTATE, INC.	**T. Austin Simmons** Principal	e. asimmons@brightworkre.com p. 813-874-1700
TOLL BROTHERS	**James Hepler** Vice President	e. jhepler@tollbrothers.com p. 239-949-9912
PINNACLE HOUSING	**David Deutch** Principal	e. david@pinnaclehousing.com p. 305-854-7100
CITY OF OAKLAND PARK	**David Hebert** City Manager	e. davidh@oaklandparkfl.gov p. 954-630-4209
TOWN OF CUTLER BAY	**Rafael Casals** Town Manager	e. rcasals@cutlerbay-fl.gov p. 305-234-4262
TAUBCO	**Laura Tauber** Principal	e. ltauber@taubco.com p. 305-861-8181

APPROACH TO PROGRAM AND SITE DESIGN AND DEVELOPMENT



APPROACH TO PROGRAM AND SITE DESIGN AND DEVELOPMENT

SFC has historical experience with the site having our planning arm, Sports Facilities Advisory, produce a feasibility analysis for Pinellas County. This work helped to define the optimal site program elements to attract national, regional, and local use. For this pursuit, SFC re-evaluated the site and expanded the program offerings to generate more economic impact and a better overall destination for the County.

OVERALL SITE APPROACH

SFC's conversations with Geosyntec informed us that there are still some existing data gaps in truly understanding what is underneath the Toytown environmental "cap." In an effort to capitalize on work done to date, SFC did not change access to the site from the original site plans coming into the site off of 16th Street North. Additionally, SFC understands from conversations with The Goldstein Environmental Law Firm and Geosyntec it will be important to have an effective ground water capture plan. For purpose, SFC and Mammoth kept two large retention basins in their original location from the Geosyntec site plans produced in 2023. Once the data gaps are filled in phase 2, SFC and Mammoth will re-evaluate site access, detention, and other critical aspects.

ENVIRONMENTAL CONSIDERATIONS

Geosyntec and The Goldstein Environmental Law Firm will work diligently with the County in Phase 2 to fully understand what is underneath the current cap and the most efficient means of re-developing the site. For this program layout, SFC and Mammoth have assumed that we will have the ability to "balance" the site with major flat areas and other terraced parts of the site. In Phase 2, our project team will work with the County to create a fully vetted and robust site re-development plan. This will include all aspects of Environmental Considerations and constructability.

ATHLETIC PROGRAMING

Based on the requested program elements in the RFP, SFC "optimized" the site plan for the specific site and desired outcomes. SFC and Mammoth are market leaders in developing the best sports destinations in America. We have analyzed trends in facility design, event operations, and market appeal to maximize the overall Toytown destinations.

Diamond Programming: The proposed plan for Toytown is anchored with twelve (12) 390' baseball/softball diamonds constructed on artificial turf playing surface. The artificial turf also allows twelve (12) multi-purpose long fields for soccer, lacrosse, football, and more. Additionally, smaller youth diamonds can be programmed in the corners to create double the inventory of youth tee-ball fields. In addition to the 390' fields, SFC is proposing eight (8) dedicated youth 225' fields for age 12 and under programming. All diamonds will feature dugouts, warm-up areas, backstops, fencing, and bleachers. A total of 20-diamonds onsite would make Toytown a top baseball/softball destination in the Nation.

Multi-Purpose Fields: SFC is proposing five (5) dedicated synthetic turf "long fields" that serve soccer, lacrosse, field hockey, football, and several other turf-based activities. These dedicated long fields will have one "championship" field with elevated scoreboards, seating, and ticketed event capabilities. These five dedicated fields will allow smaller tournaments and local play to take place even when large events are taking place on the diamonds. When SFC programs the park for a regional or national level event, we will utilize the 12 long fields that are overlaid on the diamonds to have seventeen (17) full-size long fields. This will be the largest synthetic turf complex in the entire state and be highly desirable to event rights holders and tournament organizers.

Sand Volleyball: With the growing interest in sand volleyball, we are proposing a sand pit with 12 dedicated courts. This will allow us to host local play for social activities and attract tournaments for economic impact. If we want to host a regional or national event, we can partner with local beaches or bring in supplementary sand like done for the local AVP event. In addition to volleyball, the "pit" can also be used for sand soccer, sports performance training, and social events.

Pickleball: With the sport continuing to soar, pickleball deserves a dedicated location within the park. SFC has modeled twenty-four (24) courts to support tournament play and local use. The courts will feature shade structures and pavilions for participants to rest and socialize between matches.

Entertainment: Onsite there will be opportunities to program various entertainment opportunities. From large community gatherings to small scale concerts in the championship field, Toytown will be capable of hosting a variety of festivals, fairs, and other entertainment attractions. As an option, Mammoth and SFC have proposed to bring a Mammoth Fieldhouse attraction to the site. This exciting "eatertainment" destination features putting, simulators, and an interactive dining experience.

Cross Country Course & Walking/Jogging Path: It is SFC's understanding from Geosyntec report and subsequent conversations that we need to keep a 50' setback around the entire site from the Slurry Wall. If possible, SFC thinks that this area could be utilized to activate the site for regional and local Cross Country meets, as well as, a walking/jogging path for the local community and patrons of the park.

Site Amenities: SFC has proposed a variety of elements to support the overall destination. These include support buildings with concessions, restrooms, and other guest amenities, as well as, maintenance and storage buildings to keep the park clean and in "world class" working order. SFC will also ensure that there are the appropriate number of offices, conference rooms, and other operational support items.

In addition to the competition sports areas, we believe having engaging opportunities for all guests, siblings, and residents. For this reason, SFC will propose able green areas for passive play, area for "lawn games," and inclusive playgrounds for able and disabled guests.

Parking: For the proposed program plan, SFC estimates we will need to the capability to park over 2,100 vehicles. To accommodate this, we are proposing a blend of surface parking and, if possible, a parking garage. Ease of parking is a major consideration for event appeal and a possible profit center. We need to work with Geosyntec and the development team to understand load possibilities, but if able, we have a local parking garage developer and operated lined up. That group is Kokolakis Contracting who has provided a letter of intent for Toytown. If a parking deck is not possible, we will adjust the plan to accommodate all surface parking.

Renewable Energy: The Goldstein Environmental Law Firm has experience obtaining federal grants for use of renewable energy resources on brownfield sites. SFC is working with the team to assess the opportunity to leverage solar and other opportunities for the site.

In addition to the sports uses, SFC anticipates there will be potential locations to develop "pads" for other uses based on what is found in due diligence. Based on what is able to be constructed at Toytown, SFC has gathered interest from local and national groups to create as many possibilities as possible for Pinellas County to evaluate in Phase 2. These groups include everyone from multi-family affordable housing to renewable energy, hoteliers, restauranteurs, and more. If given the opportunity, SFC will partner with the County in Phase 2 to create the most impactful masterplan for Toytown possible.

The proposed program plan is below:

Outdoor Athletic Facilities

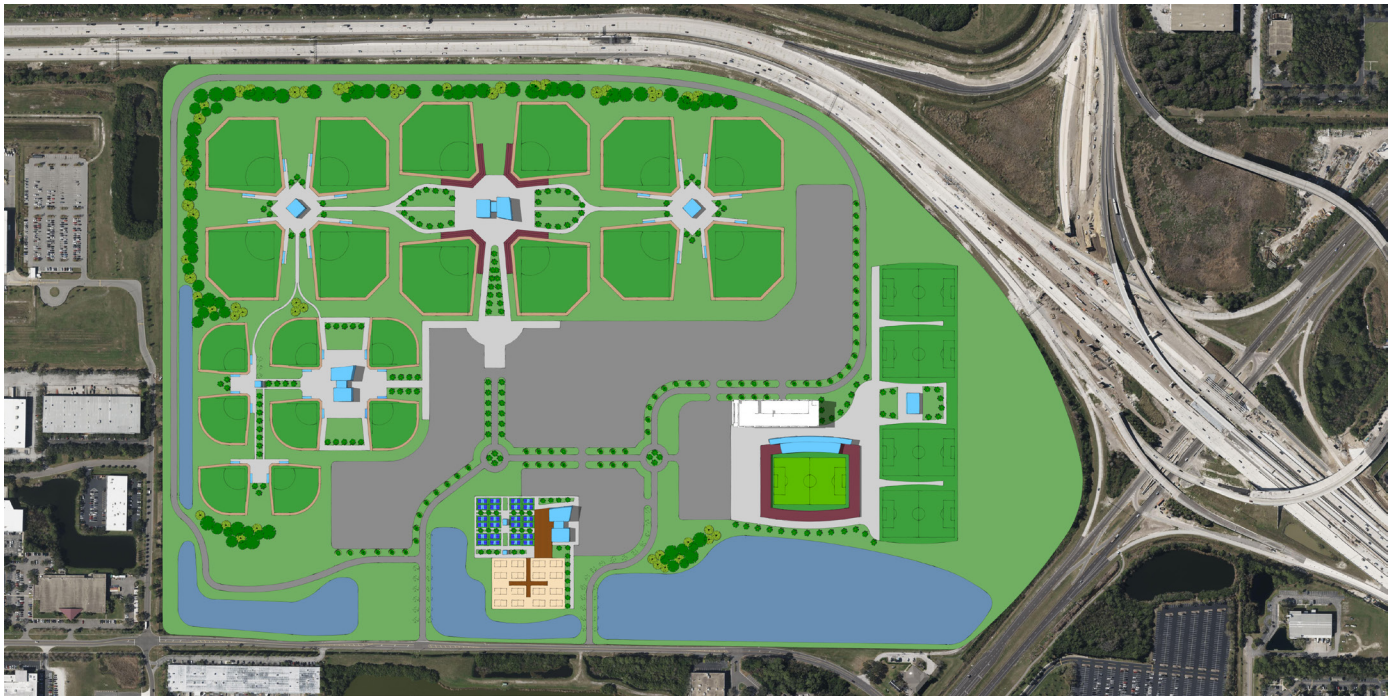
Space	Outdoor Programming Product/Service	Count	Dimensions L (')	Dimensions W (')	Approx. SF each	Total SF	% of Footprint
390' BB/SB Fields	Regulation Turf Field (with dugouts, warm-up, viewing area)	12	390' Fence		131,624	1,579,486	61.1%
	Multi-Purpose Field	12	360	249	Over 390' Fields		0.0%
	Total 390' Baseball/Softball Fields Sq. Ft.					1,579,486	61.1%
225' BB/SB Fields	Regulation Turf Field (with dugouts, warm-up, viewing area)	8	225' Fence		50,625	405,000	15.7%
	Total 225' Baseball/Softball Fields Sq. Ft.					405,000	15.7%
MP Fields	Natural Grass Field - (With 12' Apron)	0	384	249	95,616	0	0.0%
	Synthetic Turf Field - (With 12' Apron)	4	384	249	95,616	382,464	14.8%
	Total Outdoor Multi-Purpose Fields Sq. Ft.					382,464	14.8%
Champ MP Field	Synthetic Turf Field - (With 12' Apron)	1	384	249	95,616	95,616	3.7%
	Stadium Bleachers (1500 Seats)	1	-	-	9,000	9,000	0.3%
	Total Championship Multi-Purpose Field Sq. Ft.					104,616	4.0%
Sand VB	Sand Volleyball Courts	12	60	30	1,800	21,600	0.8%
	Total Sand Volleyball Courts Sq. Ft.					21,600	0.8%
Outdoor Courts	Pickleball Courts (44'x20' with Clear Space)	24	64	34	2,176	52,224	2.0%
	Court-Side Pavilions	12	20	20	400	4,800	0.2%
	Total Outdoor Courts Sq. Ft.					57,024	2.2%
Support Buildings	Primary Support Building						0.0%
	Kitchen	1	40	30	1,200	1,200	0.0%
	Café Seating Area/Lobby	1	50	50	2,500	2,500	0.1%
	Restrooms	2	25	20	500	1,000	0.0%
	Training Rooms	1	15	10	150	150	0.0%
	Check-In/Ticketing Office	1	10	10	100	100	0.0%
	Ref Rooms	1	10	8	80	80	0.0%
	Large Flex/Meeting Rooms	1	40	25	1,000	1,000	0.0%
	Office/Control	1	20	20	400	400	0.0%
	Lawn/Outdoor Games Space	1	-	-	5,000	5,000	0.2%
	Secondary Support Buildings	5	50	50	2,500	12,500	0.5%
	Press Box	3	50	50	2,500	7,500	0.3%
	Total Support Buildings Sq. Ft.					31,430	1.2%
Maint.	Maintenance Buildings	1	125	30	3,750	3,750	0.1%
	Total Maintenance Sq. Ft.					3,750	0.1%
Total Estimated Outdoor Athletic Facilities SF						**2,585,370**	100%
Total Outdoor Athletic Facility Acreage						**59.35**	

Site Development

		Quantity	Dimensions L (')	Dimensions W (')	Approx. SF each	Total SF	% of Total
Parking Spaces Total	Parking (Structured - 5 Stories)	2,194	20	20	400	877,600	39.6%
	Setbacks, Green Space, Trails, etc.		25% Indoor/Parking, 50% Outdoor			1,336,565	60.4%
Total Estimated Site Development SF						**2,214,165**	100%
Total Estimated Site Development Footpring SF						**1,512,085**	
Total Site Development Acreage						**34.71**	

Total Complex Acreage	**94.06**

CONCEPT SITE PLAN





APPROACH TO SITE DEVELOPMENT

The approach for developing the ToyTown landfill site will include a step-wise process spanning from a pre-design investigation, preliminary design, regulatory permitting, final design and construction. Each of these steps are outlined below.

1. Pre-Design Investigation: The data gaps presented in the feasibility study will need to be addressed to guide the design and placement of the Youth Sports Facility components. The data gaps identified are listed below.
   - **Stormwater Design/Permitting Related** – The management and permitting for stormwater management is a critical component that will need to be addressed early in the design process. The existing ERP for the Landfill closure did not identify if the Landfill falls within an open or closed basin. The classification of the receiving water body will play a significant role in the stormwater management system design for the redevelopment. A pre-application meeting with regulatory staff is critical to understand what constitutes "pre-development conditions" at the Site and water quality and quantity design criteria needed for the redevelopment. It is also recommended that a wetland survey and endangered species study be discussed during the pre-application meeting to identify environmental concerns that could limit/shift redevelopment activities.
   - **Geotechnical/Environmental Design/Permitting Related** – The availability of geotechnical and environmental data within the Landfill is limited to assess potential risks related to the three redevelopment options. The specific data gaps are summarized below.
     - » **Waste Geotechnical Evaluation** – A preliminary geotechnical assessment of the waste within the Landfill will be required to identify the settlement potential, refine compaction needs, and identify deep dynamic compaction settlement potential to support the design of the redevelopment options.
     - » **Cover Soils Evaluation** – An investigation of the cover soil thickness will need to be completed to evaluate if excess cover soils are present that can be mined for reuse at the Site.
     - » **Confining Unit Evaluation** – An assessment of the geotechnical and hydrogeological properties of the clay confining unit will be required to demonstrate adequate confinement will be maintained and assist with the design of the deep foundation design to maintain isolation between the Landfill and the underlying permeable units.
     - » **Limestone Evaluation** – An assessment of the uppermost limestone unit will be required for design of the deep foundation system.
     - » **Leachate Evaluation** – An evaluation of the leachate levels within the Landfill will be required to identify the depth to leachate and the potential perched nature of the leachate within the Landfill that could require dewatering during construction of the redevelopment option.
     - » **Landfill Gas Evaluation** – An evaluation of the landfill gas within the redevelopment areas will be required to assess the nature and extent of landfill gas present in the landfill and how potential this may affect development options.
2. **Preliminary Design of Youth Sports Facility:** Following the pre-design investigation, potential limitations to site development will be understood. At this stage, the components of the Youth Sports Facility can be preliminarily designed. The reason this would represent a preliminary design is that the design components would need to be approved by the FDEP solid waste division (see the following task). The major design components to be considered are outlined below.
   - **Leachate generation** – Compression of waste and leachate mobilization will need to be addressed utilizing the data collected during the pre-design investigation. This may not be a major issue since there is a slurry wall containment system installed with a leachate collection system and removal system are in place.
   - **Gas mitigation** – The amount and chemical composition of the LFG present will be understood following the pre-design investigation. The results of pre-design investigation will dictate the level of gas venting system that would be required beneath structures that are built above or adjacent to waste deposits. Gas venting systems may also be required beneath impervious areas such as asphalt-paved parking lots. The are numerous innovative solutions that could be applied including the installation of Cupolex (, which is a passive slab venting system below building slabs or a liner system with either passive or active venting capabilities.
   - **Foundation penetration into underlying clay confining unit** – Because the natural clay deposits underlying the waste in the Landfill serve as a barrier to leachate flow, disturbing this layer or potentially penetrating the layer (e.g., with a driven pile) can be problematic. The data collected during the pre-design investigation will support the proposed foundation design. In a worst-case scenario, a deep foundation system could be pre-drilled to the top of the clay layer to allow for pile/shaft installation. Alternative foundation improvement techniques could include:
     - » Deep dynamic compaction; or
     - » Floating Mat Foundations.
   - **Cap disturbance** – A soil cover currently exists over the Landfill and serves to minimize infiltration of stormwater into the waste materials. Site redevelopment will need to consider replacement of this cover and corresponding drainage characteristics of the proposed cover (presumably matching the existing cover). Alternate cover systems could be considered including:
     - » Traditional cover (geomembrane, drainage geocomposite, 2 feet of soil, and vegetation);
     - » Closure Turf Covers (geomembrane, artificial turf, and aggregate infill); and
     - » Solar Caps or solar panels.

- **Waste relocation** – Waste relocation may involve a combination of onsite and offsite management. The waste will need to be characterized to confirm it is non-hazardous prior to offsite disposal. Gas, dust, odors, and equipment handling/decontamination are items to be addressed relative to onsite relocation. Innovative solutions could include the application of mechanically stabilized earthen berms to store waste materials without the need for broad slopes which reduce the developable footprint.

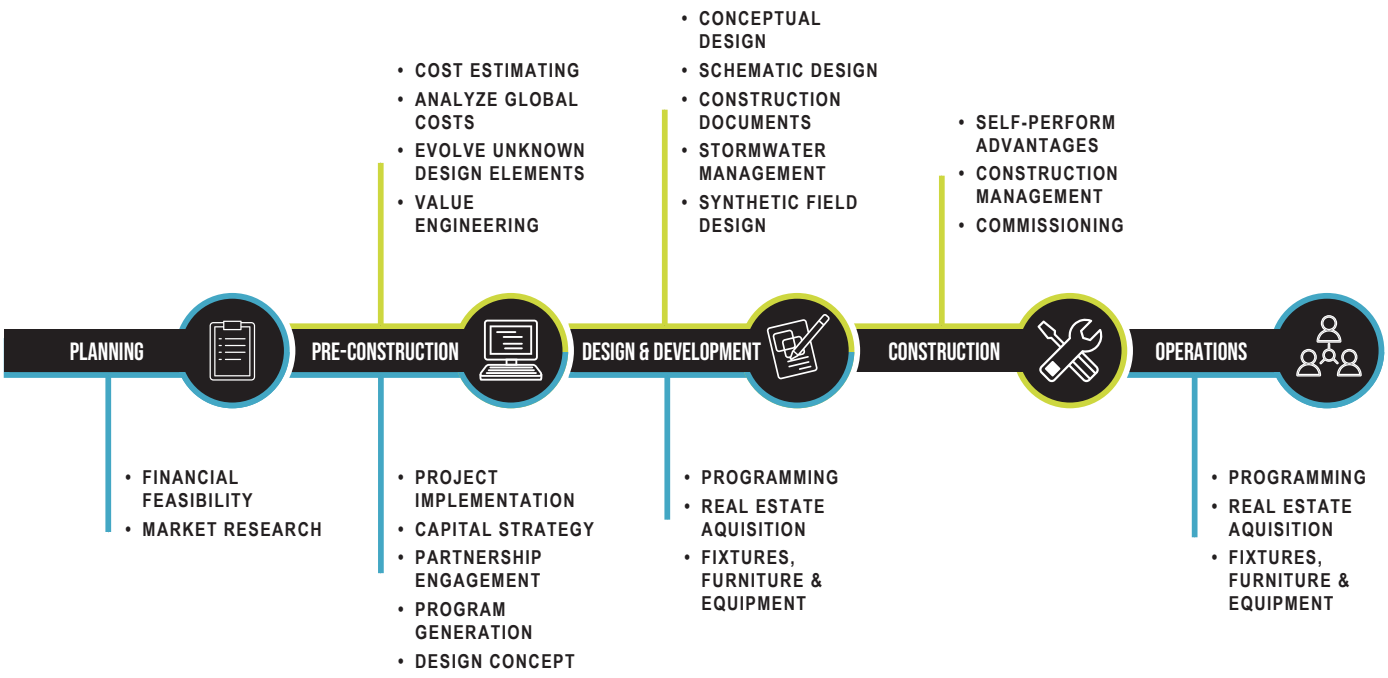
Long-term care will need to be considered in the preliminary design to help minimize operational costs and still provide for a safe environment at the Youth Sports Facility. The FDEP will require a LFG monitoring network with monthly monitoring below enclosed structures and potentially on the periphery of the field turf, parking lots and other applied non-pervious surfaces. Should elevated methane levels be encountered during the pre-design investigation a more robust mitigation system may be required in some areas and may require additional long-term care requirements. Additionally, long-term care will also include the monitoring for ongoing settlement and erosion of the landfill cap.

3. **Solid Waste Permitting:** utilizing the preliminary design, the long-term care solid waste permit for the Landfill will need to be modified to authorize redevelopment. The following items will likely need to be included in the LTC solid waste permit modification application:
   A. Estimates of the volumes of waste to be relocated or removed off-site. Cut and fill diagrams showing the locations and volumes of waste relocated on-site will be required. This information should be included in a Waste Removal and Relocation Plan that is part of the Engineering Report.
   B. Engineering drawings showing:
      (i) layout of the facilities;
      (ii) proposed stormwater pond locations and design details;
      (iii) landfill cross sections and final cover design details;
      (iv) location and design of utility trenches; and
      (v) location of the ingress/egress access road.
   C. An Engineering Report that includes:
      (i) a Hydrogeologic and Geotechnical Investigation (HGI) Report providing a summary of the subsurface geotechnical and hydrogeological conditions of the waste and subsurface units, summary of water table/leachate conditions, description and design details for subsurface improvements or reinforcement proposed, including DDC, floating mat, or deep foundations, and how potential impacts to the confining unit integrity below the Landfill will be minimized;
      (ii) an overall evaluation of stormwater requirements and design of the expanded stormwater management system;
      (iii) results of the LFG study and an evaluation of potential LFG impacts and design of a gas mitigation system for potentially impacted structures;
      (iv) an evaluation of potential impacts to the slurry wall and LCS from the selected redevelopment option including pipe integrity calculations from increased loading and vibrations if driven piles are installed;
      (v) although unlikely, the possible evaluation of potential wetlands impacts or endangered species impacts at the access road or perimeter and protections that may be needed if the proposed setback is not deemed sufficient. The field activities to address the data gaps would be summarized in the HGI Report; and
      (vi) a Waste Removal and Relocation Plan, Technical Specifications, a Construction Quality
      Assurance (CQA) Plan; a Redevelopment Operation Plan that describes phasing of the redevelopment, dust and liquid controls, placement of final cover, implementing subsurface reinforcement, and any additional steps that will be taken to minimize adverse impacts to human health and the environment during construction.
      In addition to the LTC solid waste permitting described above, an application for an Environmental Resource Permit (ERP) will be required for the stormwater management system and to address potential impacts to surrounding wetlands if applicable.
4. **Final Design**: Following the FDEP permitting process, adjustments may have to be made to the preliminary design to incorporate requirements from FDEP
5. **Construction:** The initial phase of construction will include the removal of the in-place cover material and removal or relocation of waste to generate the site contours required for the Youth Sports Park.

The objective will be to minimize the areas for waste removal and consequential waste placement on-site or off-site disposal. Following waste contouring, the foundation improvement activities would need to be completed. The extent of and type of subgrade improvement will depend on the results of the pre-design investigation and design elements incorporated. Upon completion of the subgrade preparation, a cover system will need to be installed consistent with FDEP requirements. As identified in the previous section, there are numerous creative options that could result in cost savings. One design element unique to the Youth Sports Park is the integration of playing surface turf as the final cover layer which can be incorporated with suitable subgrade material that could be consistent with FDEP design requirements.

APPROACH TO SITE DEVELOPMENT

THE SPORTS FACILITIES COMPANIES | MAMMOTH



APPROACH TO DESIGN

PROJECT DEVELOPMENT AND COMMUNICATION

Mammoth understands that project design development is critical to project success, and we understand that the ability to communicate thoroughly and effectively with Pinellas County and their team is a must. Upon award of this contract, the Mammoth team will meet on-site with the client team to conduct a deep dive into existing conditions, details and goals to define what success of this project looks like.

SITE INVESTIGATION

In preparation for this work, Mammoth has researched the region and market opportunities and will continue the investigation of the County's facilities and the site to be constructed on. We will expand our exploration into existing conditions by additional on-site observation but also by procuring for the owner a topographic survey and site geotechnical investigation.

SCHEMATIC DESIGN AND PRELIMINARY COST ANALYSIS

Once these key components of design are in place, Mammoth sports design experts will work with the owner team to create site plans, schematic design renderings and preliminary costs estimates based on our understanding of the market and alignment with project program. Our design process is built upon the foundation of having all the necessary components in house- designers, estimators and construction personnel will be involved in the design process from the outset. This will ensure that what is to be designed for construction meets the County's expectations and is within the established budget and timeline.

In the schematic design phase, Mammoth will discuss what options are available and most cost effective in the local marketplace. We will make sure the owner team understands the product benefits and costs as needed to best fit their needs and expectations with the available project funds.

As a part of the process, we utilize site renderings as required for the team to consider and determine the project character, look and feel, as well as communicate the vision to the larger community. This early design and planning will then guide the rest of the project.

DESIGN DEVELOPMENT

After Schematic Design is completed, Mammoth will proceed with Design Development and will create draft copies of the construction drawings and specifications needed for specific costing for each facility. This will enable the County and other team members the opportunity to review documents through the process to ensure the vision is maintained and to make adjustments that are needed. This will also provide a much more concise estimate of costs to ensure that the project is aligning with the budget. This will put the County and design team on a sure footing where to complete design and move forward with permitting efforts.

CONSTRUCTION DOCUMENTATION

The Construction Design Phase will follow Design Development and during this phase, Mammoth representatives will meet with local authorities having jurisdiction to make final review of drawings and specifications and ensure that all work is accurately represented and detailed. Once this process is complete, Mammoth will submit materials required for permitting through the County and State and finalize pricing in preparation for bid. These processes will continue until project permits are issued and pricing is agreed upon by the County.

CONSTRUCTION PHASE

Thereafter, Mammoth will proceed with administration of construction work. Weekly progress meetings will be held, and daily correspondence will be monitored as needed to keep County officials abreast of progress and to navigate through construction activities, while ensuring that the drawings and specifications are followed. This will continue until substantial and final completion for this project are realized with every effort being made along the way to track project timing and realize completion within the project timeline that the County has set forth.

APPROACH TO FACILITY OPERATIONS



OPERATIONS APPROACH



SFC's operational model is the most effective and proven sports tourism management model in the industry. We pride ourselves on developing and maintaining strong service-based partnerships. Our team has successfully collaborated with tourism bureaus, sports commissions, CVB/DMO's, local businesses, government entities, and non-profit organizations to create mutually beneficial relationships that enhance sports tourism and community recreation programs. We are committed to continuing this approach at Toytown, ensuring that the facility meets and exceeds County and community expectations.

Our approach to operations is represented by our ACES value structure:

A.C.E.S.= Accountability Collaboration Excellence & Service

FULL TIME MANAGEMENT SERVICES

Once the facility is complete, SFC can provide Full-Time Management (FTM) for the proposed facility involving the day-to-day oversight of all aspects of the venue including:

- Sales
- Staffing
- Scheduling
- Program Development and Management
- Events Booking and Events Management
- Event Economic Impact and Financial Tracking
- Monthly Financial Reporting
- Human Resources Oversight
- Legal and Risk Management Advisory Services
- Bookkeeping
- National marketing utilizing SFC's national Marketing Network to drive overnight stays for the portion of the Venue that SFC will be managing

A COMPREHENSIVE SOLUTION

SFC Full-Time Management Services includes the selection, placement, and ongoing development of a full-time SFC -employed General Manager and leadership staff at your facility. As an SFC -managed facility, your facility will be led by an individual who is fully accountable to SFC and who views their role in optimizing your facility as a true career path. SFC culture attracts and develops ambitious, outcome-oriented managers. SFC managers are professionals who have previously managed operations for Disney's Wide World of Sports, Gaylord Entertainment, the House of Blues, Lifetime Fitness, the YMCA, SMG, NBC Comcast Global Spectrum, Westin Resorts, The United States Army, The United States Marine Corps, and a wide range of sport and recreation centers.

SFC NATIONAL NETWORK

Additionally, only SFC General Managers and leadership teams are part of the SFC network of GM's. This means that your facility will be led by a GM and leadership team that participates in the SFC weekly teleconference and video-conference meetings with other SFC-employed GM's and the team of SFC operations advisors. This call requires each facility manager to report in on the progress they are making against established goals, and it provides opportunity for each of our GM's to seek perspective from other managers who are dealing with or have already overcome similar challenges. All of these centers deal with the same challenges



and opportunities inherent to the sports/fitness/ recreation/ entertainment facility industry. These managers are also benchmarked against one another and against the highest revenue producing and highest EBITDA-producing facilities in the country.

The result is that your facility will be managed to utilize the culture of accountability, best practices, proven strategies, and profit-focused tactics that are constantly honed within the SFC network.

MONTHLY VARIANCE REPORTING

With SFC your facility will undergo a rigorous monthly "Budget Versus Actual" (variance) review. Led by a full-time SFC Management Advisor, your GM, leadership team, and staff will be part of a monthly top-to-bottom review of the operation including a line item review of "Budget vs. Actual" results. The process includes a review of the prior month performance, a forward-looking discussion of critical action items, marketing initiatives, and a pace-to-goal session. This "variance" process drives performance and accountability while providing your team with the expertise and resources of SFC advisors.

ACCOUNTABILITY

With Full-Time Management, your GM/leadership team reports directly to the Vice President of SFC and the CEO of SFC. The GM is fully accountable to employing SFC best practices and executing on every action item identified in your annual business plan and monthly action plan. This accountability allows for no excuses and no gap between the plan, the goal, and the on-the-ground execution.

FINAL SAY

Approval of SFC's GM is 100% up to Pinellas County. If you desire, SFC will present the candidate we have selected and the rationale for the selection. Your team will then approve or reject the candidate. Finally, with SFC's FTM program, you will be guaranteed temporary management and replacement of any position in the event of a future unexpected GM/ leadership team departure. With the FTM program you benefit from:

1. Full-time SFC General Manager and leadership team
2. Constant learning and accountability through the SFC national network
3. Replacement of the GM and placement of a temporary and experienced GM in the event of a departure
4. A career-minded industry professional
5. A culture of accountability
6. Annual Business Plan written for your facility by SFC
7. Monthly "budget vs. actual" meeting and monthly action planning session
8. Weekly participation in FTM network
9. Transparent financial and bank reconciliation reporting
10. Unlimited access to the SFC library of Customer Service, Group Events Sales, Revenue Optimization resources
11. Monthly owners' report and board/owners meeting to include the GM and an SFC Vice President
12. Direct reporting of your GM into SFC ownership

MANAGEMENT SERVICES

As with all of SFC's management services, Full-Time Management involves SFC acting as a representative of your group to lead and directly influence optimized performance and accountability throughout the organization and the business. Full-Time Management Services will include:

- Creation and annual review/updating of business plan, marketing action plan, and budgets
- Seasonal budget and marketing action plans
- Marketing and advertising plan and campaigns
  - » Website optimization and social media campaign
  - » PR campaign
  - » Trade show and conference schedule (as applicable)
  - » Direct sales and direct calls to event and tournament organizers
  - » Familiarization visits
  - » Integration and collaboration with local Parks & Rec department and local CVB
  - » Site-specific tournament and event development
  - » Direct Mail campaign
  - » Article writing and print advertising
- Detailed timeline and action items for development and facility/operation updates
- Annual review of the business year prior and identification of new programming
- Capital improvements suggestions and review
- Identification of new investments
- Monthly "Budget vs. Actual" (Variance) review
- Routine review/recommendations for programming, marketing, reporting, organization updates
- Action plan for local/regional alliances and agreements with sports/recreation organizations to bolster and maintain utilization through recurring leagues and programs as well as tournaments and events
- Weekly management calls with SFC management and SFC's GM network for business development and operations
- Recurring coaching and collaboration sessions with SFC management and SFC's GM network.

As it is SFC's experience that more corporate support is needed during the first few years of facility operations, SFC will employ a tiered structure whereby the services and support offerings provided above taper to a degree over time.

ADDITIONAL SERVICES

As a result of staffing the leadership team, the following services are also included in SFC's Full-Time Management option in order to recruit, train, and develop the team members:

1. Recruiting: Job analysis, candidate screening, interviewing, selection, and finalizing of job offers
2. Induction, on-boarding, and training of new employees
3. Computer & IT services and support
4. Payroll administration and support
5. Provide and administer health insurance program
6. Provide worker's compensation insurance
7. Share 'best-practices' policies and procedures, acquired instructions and forms
8. Identify and recommend qualified vendors, programs and software, and proven hardware solutions
9. Annual updating of Business Plan
10. Employment Plan
11. Food & Beverage Plan
12. Financial Tracking and Monitoring (collection of monies, books and records, insurance, taxes and assessments, compliance with legal requirements, other fees, and costs, etc.

EMPLOYEE STAFF & TRAINING

SFC has developed extensive resources with in-house expertise in finance, marketing, legal & risk, human resources, financial forecasting, event booking, and more. This team will support every aspect of the Youth Sports Park, ensuring that we are able to attract the very best talent to the facilities and that the on-site staff is supported by the very best resources and tools to be successful in their jobs.

ONE TEAM, ONE NETWORK

People are the lifeblood of any organization, but it is never truer than in a sports, recreation, or events facility. Our People & Culture team is dedicated to ensuring all SFC team members in the SF Network have the support, development, and leadership they need to be successful. We also manage the tactical and operational elements of traditional HR duties.

Our People & Culture Team will provide:

- Recruiting/Talent Acquisition Services
- Document Resources including Employee Handbooks
- Benefits Management
- SFC Cultural Onboarding
- Ongoing Leadership Training & SFC Summits
- Staff Change Management
- Succession Planning

GROWTH & INNOVATION RESOURCES

SFC brings a culture of creativity and innovation. We incentivize team members to share process improvement, ideas, and best practices, as well as celebrate those who excel in innovation. This includes technology, sponsorship partners, services, philanthropic initiatives, processes, and programs. The sports and entertainment industry is evolving rapidly and SFC dedicates capital and human resources to keeping Pinellas County at the forefront of service and guest experience.

STAFF ONBOARDING

Along with in-person/on-site training, SFC utilizes an online onboarding process that will introduce the team member to both the facility and the SF Network. As part of this system, SFC will work with the County to develop venue-specific training videos and messaging that will ensure the vision, processes, and expectations of the County remain front and center. The goal of this process is to ensure that we find the right fit for each and every hire (full time and hourly), reducing turnover and minimizing costs.

STAFF TRAINING & DEVELOPMENT

SFC full-time facility staff have custom onboarding plans and leadership training at our corporate headquarters in Clearwater, FL where they have access to our specialty support departments within their first month with SFC. For General Managers and select leadership staff, SFC also hosts on-site leadership training at our Spring GM Summit and the SFC Leadership Summit each fall. These events offer time for best practice sharing among all senior leadership in the SF Network as well as new policy roll-out, process/change review, best practices, inspirational speakers, and more tactical development sessions (e.g. booking best practices). Our corporate offices and subject matter experts also offer a variety of training and think tank sessions to collaborate on ways to innovate and improve processes. In addition, SFC hosts corporate-wide manager and vice president calls and meetings to encourage collaboration and idea-sharing across our venues.

INTERNSHIPS & CAREER OPPORTUNITIES

SFC will work with the County to develop programs designed to provide student internships at the Youth Sports Park as well as throughout our network of facilities. SFC will work with the County as well as local Colleges to develop a program that is more than a solution to operations, but instead a dedicated career path for students. As an example, the John T. Rhodes Myrtle Beach Sports Center partners with Coastal Carolina University and Horry Technical College to create a robust internship program at our facility. 80% of our current full-time staff at the John T. Rhodes Myrtle Beach Sports Center came through this internship program.

> "WE WIN WITH PEOPLE. SUCCESS IN PINELLAS STARTS WITH A GREAT TEAM. WE RECRUIT, TRAIN, AND DEVELOP OUR PEOPLE SO WE CAN DO EXTRAORDINARY THINGS WITH & FOR YOU."
>
> **TAMI SWANSON**
> VP, HUMAN RESOURCES

TRAINING & DEVELOPMENT

EMPLOYEE TRAINING

SFC recognizes the importance of team member-driven development. Employees who are given an opportunity to define their path and set goals for development tend to stay longer and are more engaged in the success of the organization. To ensure that team members are given ample opportunity for continuous development, SFC provides multiple paths for training. Our training programs are broken into three separate areas:

ONLINE/PAYLOCITY

Our online training platform provides system training based on job description, access, and roles. These trainings are provided throughout the year and many are offered on a continuous basis to ensure employees are provided ample tools to build increased ownership of their position. Examples of training provided through Paylocity include: Interviewing techniques, how to write SOPs, report writing, and partnership development.

LEADERSHIP DEVELOPMENT TRAINING

Leadership Development sessions are conducted live in both small and large group settings, including at our spring GM conference and fall Leadership Summit.

ON-THE-JOB TRAINING AND DEVELOPMENT

Job-specific training is provided by an employee's supervisor or another facility-designated staff member to ensure the employee has a thorough understanding of the roles and responsibilities that fall within a given position, policies and procedures specific to the venue (i.e. parking, building access, F&B regulations), as well as company-wide programs.

PERFORMANCE REVIEW

SFC Performance Reviews are designed to recap feedback that has been provided to a Team Member throughout the previous year, provide candid overall feedback, as well as set clear goals/areas of focus for the coming year.

Every SFC employee undergoes a yearly review process to ensure feedback is provided and goals are set every year. The SFC Annual Performance Review contains five (5) parts: Key Performance Contributions, Key Performance Opportunities, Additional Comments, Goals/Areas of Focus, and Overall Rating for the current review period and goals/areas of focus for the upcoming performance review period.

In addition to the annual manager and GM-led performance review, SFC has begun Team Member Driven Development, which provides employees the opportunity to review themselves, establish personal and professional goals, and work with their supervisors and/or management to develop a plan for longevity and continued success. SFC understands and embraces employee-owned success and wants to provide ample options for not only developing great employees but also working to ensure they remain engaged and motivated to continuously provide the best service to our guests and our clients.

PERFORMANCE MANAGEMENT

SFC uses performance management as a continuous interactive process for helping team members identify and overcome challenges in the workplace. This process is also used as a tool for team members to be given a reasonable opportunity to improve upon their overall work performance.

STEP 1: COMMUNICATION

Communication is the key to building all relationships. Expectations must be communicated in order for Team Members to be successful in their role.

STEP 2: COACHING

Coaching is ongoing developmental conversations that take place in order to turn developmental opportunities into learning and help people become more self-aware.

STEP 3: CORRECTIVE ACTION

Corrective Action occurs when there are performance problems. This may be used to assist the employee in achieving a satisfactory level of performance prior to initiating any final resolution.

STEP 4: SEPARATION

Separation is the process of removing a team member from their position with the company. This phase takes place after attempts to improve the performance have failed.

While we recognize that employment separation will happen, SFC's goal is to immediately recognize and remedy any issue to set an employee up for success so that Step 4 is always a last resort.

OPERATING MANUAL

COMPLEX OPERATING MANUAL

Once selected we will work with Pinellas County to develop a custom operating manual. Together, SFC and Pinellas County will determine at a minimum, the following:

- Hours of operation
- Food and beverage
- Standard operating procedures for facility
- Minimum maintenance standards and guidelines
- Quality assurance/quality control procedures
- Workflows for programming and registration
- Purchasing policies
- Miscellaneous

Once completed, Pinellas County will own the Operating Manual.

EMERGENCY TRAINING

Along with complex operating manuals and procedures, our teams actively train for emergency situations and are fully prepared to handle them when they arise. Our staff has dealt with missing children, active shooters, cardiac arrests, weather emergencies and a long laundry list of other situations. When it comes to these types of situations, Pinellas County cannot afford to put the facility in the hands of operators who do not have this proven, hands-on experience.

ADDRESSING NEW CHALLENGES HEAD ON

COVID is not the first or the last challenge that will face the sports tourism industry. Throughout COVID, the industry looked to SFC for leadership and we responded by authoring and sharing COVID re-opening guidelines for our venues and provided to the industry at no charge. We applied for and received PPP and small business loans/grants for all of our venues and have come out of COVID stronger than how our venues went in.

Pinellas County can be confident with SFC as your partner that you will be in the best position possible to address any situation that arises - whether a one-time occurrence or an entire shift to the industry.

MAINTENANCE OPERATING PROCEDURES

In addition to general maintenance and housekeeping for the facility, SFC will develop standard operating procedures for facility-specific needs. SFC recognizes there is not a one-size-fits-all approach to facility maintenance. As a result, the Account Executive and General Manager will work with Pinellas County to ensure all facility areas, as well as an specialized equipment, have individualized SOPs for facility staff to use as a guideline for proper maintenance and upkeep.

Individual SOPs for the Youth Sports Park may include, but not limited to:

- General Office Equipment
- General Maintenance Equipment
- Scoreboard Operation
- Seating and Bleacher Operation
- Kitchen Equipment
- Events, Staffing Plans, Programming



"EVERY DAY IN FACILITY MANAGEMENT BRINGS NEW CHALLENGES FOR OUR STAFF. THROUGH PROPER PLANNING AND TRAINING WE CAN ASSURE OUR TEAM IS READY TO FACE CHALLENGES BIG AND SMALL."

DAVE PRITCHETT
CHIEF OPERATING OFFICER

FINANCIAL MANAGEMENT & REPORTING

WE WORK FOR YOU

The ability to work effectively and with the level of transparency essential in a public-private partnership requires relevant experience, high-quality service processes, accurate and timely financial reporting, and constant communication. We believe that this is a foundational element of a successful partnership and a unique advantage for SFC based on our real-world experience in serving public sector clients and operating the nation's leading sports tourism complexes over the past 20 years.

TRANSPARENCY

We can not stress this enough - ***our model has full transparency.*** In addition to professional monthly, quarterly and annual reporting, Pinellas County will have full access to all financial and accounting records at any time during our partnership. Every dollar that is generated at the facility will run through a publicly controlled POS system while every dollar out is rigorously tracked and reported in our monthly ledger. You will not find a more thorough and transparent financial planning, tracking and reporting process than SFC will provide your team.

ANNUAL BUSINESS PLAN

Each year SFC will facilitate an in-depth strategy session with Pinellas County and facility staff to refine and expand the definitions of success and desired outcomes. This is especially important over the first few years as future phases are developed. This discussion can also include how other sports assets in the community can fit into the overall short-term and long-term operational strategy.

> "WORKING WITH SFC'S MANAGEMENT MODEL HAS PROVIDED US WITH CONTROL OF OUR ASSETS, FINANCIALS, AND FULL TRANSPARENCY INTO OUR OPERATIONS. THEY HAVE ACHIEVED ALL OF THE FINANCIAL OUTCOMES THAT THEY COMMITTED TO."
>
> **DUFF MILKIE**
>
> FORMER EXECUTIVE VICE PRESIDENT, GENERAL COUNSEL OF CEDAR FAIR, CEDAR POINT INDOOR SPORTS CENTER

ANNUAL OPERATING BUDGET

Using the annual business plan as the foundation, SFC will work with Pinellas County to create a detailed annual operating budget. SFC's proven budgeting process based on expected revenue provides the framework for the most successful and profitable operating model possible. The budget may be adjusted over time in coordination with Pinellas County as partnerships are developed and opportunities are discovered based on current market and community conditions, while still referencing the original pro forma. Pinellas County will have full authority over the operating budget and it will not be finalized until it receives full sign-off and support.

MONTHLY VARIANCE REPORTING

With SFC your facility will undergo a rigorous monthly "Budget Versus Actual" (variance) review. Led by your Account Executive and General Manager, SFC will perform a monthly top-to-bottom review of the operation including a line item review of "Budget vs. Actual" results. The process includes a review of the prior month performance, a forward-looking discussion of critical action items, marketing initiatives, and a pace-to-goal session. This "variance" process drives performance and accountability while providing the facility team with the expertise and resources of SFC advisors.

QUARTERLY ECONOMIC IMPACT REPORTING

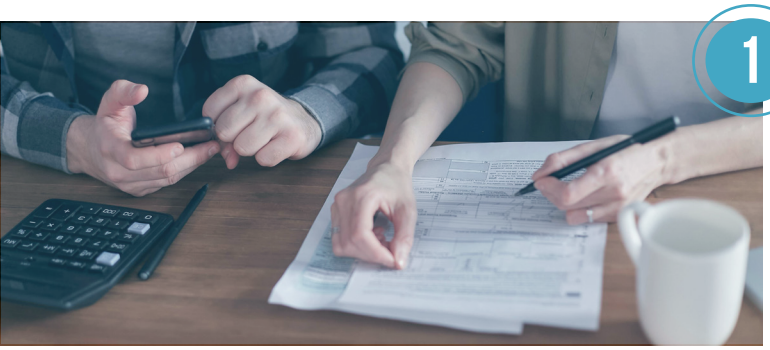
One of the main success factors of the project is driving economic impact and hotel room nights. Rather than relying solely on event operators, SFC will bring our own internal proprietary economic impact tracking results. This ensures objective results that also match up with all other visitation and impact calculators currently used.

ANNUAL REPORT

SFC will deliver an annual report to Pinellas County which will look at the overall success of the facility in all areas, including local activation, economic impact and financial performance. At the conclusion of this annual report, SFC will immediately start the process over again by working directly with Pinellas County to create the following years business plan.

RISK MANAGEMENT & SAFETY

OUR RISK MANAGEMENT PROGRAM IS BROKEN DOWN INTO FOUR IMPORTANT ELEMENTS:



1 INSURANCE POLICIES

SFC carries comprehensive insurance policies at all of our venues that meet or exceed the standard insurance requirements. Depending on the facility and management structure, these coverages may include: accident, general liability, workers' compensation, auto, and property insurance. Due to SFC's extensive list of unique facilities and features, we are also capable of sourcing innovative insurance solutions for aquatics venues.



2 WAIVERS & AGREEMENTS

SFC's risk management program includes waivers and agreements for facility participants, subcontractors, and event owners to mitigate or transfer financial responsibility if an incident should occur. Examples of these waivers are: participant waiver and release of liability, medical consent form, image release, facility use agreements, sub-contractor, and vendor agreements.



3 FACILITY POLICY & PROCEDURES

SFC facility staff is routinely trained on SFC's risk management policies and procedures and the appropriate resources to use if an incident does occur. This includes:

- Daily Facility Walk-Throughs
- Equipment Inspections
- Kitchen Safety
- First Aid
- Accident Reports
- Fire and Severe Weather Policies
- Fall Prevention



4 SECURITY

The safety of our guests is the number one priority in all of our venues. In a time where facilities of all shapes and sizes are dealing with threats ranging from small incidents to mass casualty situations, it is imperative that all staff is trained in a wide range of scenarios. Seconds and minutes matter. SFC repeatedly trains our staff in a multitude of situations to react swiftly and correctly in any situation. From tournaments to the SEC Championship and 10,000 person concerts; SFC is well versed in events of all shapes and sizes - each of which comes with their own unique challenges.

SECURITY

The safety of our guests is the number one priority in all of our venues. In a time where facilities of all shapes and sizes are dealing with threats ranging from small incidents to mass casualty situations, it is imperative that all staff is trained in a wide range of scenarios. Seconds and minutes matter. SFC repeatedly trains our staff in a multitude of situations to react swiftly and correctly in any situation.

A MULTITUDE OF EVENTS

SFC is well versed in events of all shapes and sizes - each of which comes with their own unique challenges, such as:

- Large controlled/ticketed events such as the SEC championships and 20,000 person concerts

- Open facility events such as festivals that drive large crowds without secured entrances.

- Multiple concurrent events that can bring in a mix of different crowd types that must be controlled together or independently.

- Day to day operational events. Not all issues occur in big events. SFC is well versed in controlling and securing facilities at types of events



CREATING THE PLAN

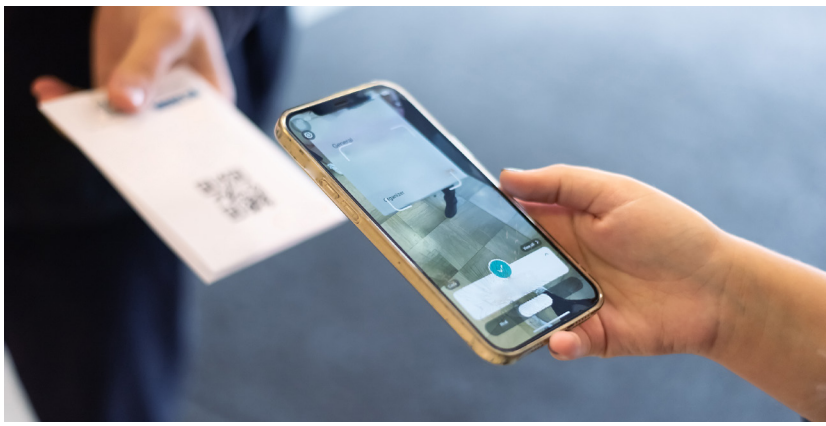
Within our standard operating procedures, SFC will work with the University to create a process for developing a planning process for both internal events as well as external third party events. This process will include a minimum level of security expected for events based on size as well as a formal documentation of security to be put in place. Along with the University, SFC will work with the local emergency departments to ensure that plans will integrate seamlessly into first responder plans.

TRAINING

Standard operating procedures provide structure, however regular training provides proper response when security situations become real. SFC continually trains our staff in a multitude of different scenarios, including but not limited to: active shooter, missing child, physical altercation situations, natural disasters.

COMMUNICATION

From maintaining security to controlling active situations, communication is absolutely essential in all security situations. SFC will set up and continually assess/evaluate all communication protocols internally, with the University and with outside agencies.



CUSTOMER SERVICE

TRACKING IMPACT

In addition to quantitative analysis captured through our hotel software and on-site ticket/visitor tracking, SFC will also employ staff and intern teams throughout the year to survey participants and visitors in each area of the complex. This feedback will be used to help measure more qualitative impacts such as guest experience, customer service, quality of facilities, food quality, etc. While tracking spending and hotel room nights allows us to quantify ROI for the County, it is the tracking of, and reaction to, guest experience performance that will ultimately give our collective team the opportunity to turn each and every visit to the Youth Sports Park into a positive experience, driving return visits and additional ROI.

SFC is not learning on the job - we provide this service in all of our managed venues and will immediately work with Pinellas County to design custom reporting based on the facility's definitions of success. Moreover, SFC is the standard and trusted resource in the industry for creating benchmarking and KPIs on facility operations. Showcased with examples, our KPI reporting is designed to provide transparency to our partner facilities and offer up-to-date information on overall event success.

ANNUAL REPORT

SFC will deliver an annual report to the County which will look at the overall success of the facility in all areas, including local activation, economic impact, and financial performance. At the conclusion of this annual report, SFC will utilize the previous years' results to immediately start the process over again by working directly with the County to create the following year's business plan.

YOUR GOALS ARE OUR GOALS

In this collaborative process, SFC and the County will work to redefine the facility's definitions of success, revisit facility goals, and ensure that our SFC staff is focused on the County's vision. Your goals are our goals and it is our commitment to ensure that, as the facility develops and grows, we consistently have an open line of communication with County staff and stakeholders to not only meet, but exceed expectations.

GUEST 1ST

GUEST FIRST

SFC employs a company-wide Guest First policy and training to ensure all SFC employees provide the best service to anyone visiting our facilities. Company-wide, we have a 90% retention rate on tournaments and events that return year after year. This success stems from our ability to focus on providing the best possible guest experience to every person that visits our facilities.

To ensure that our Guest First policy is consistent across all venues, each SFC team member is introduced to Guest First training during onboarding with our corporate People & Culture team on their first day of employment. In addition to the initial training, each venue hosts regular, venue-specific re-training to ensure Guest First is always priority.

All SF Network venues are provided with signage to instill reminders about the importance of guest service and overall guest satisfaction.



MAINTENANCE AND UPKEEP

STANDARD OPERATING PROCEDURES

In addition to general maintenance and housekeeping for the facility, SFC will develop standard operating procedures for facility-specific needs.

As a facility operator for a wide array of projects and Pinellas County's, SFC recognizes there is not a one-size-fits-all approach to facility maintenance. As a result, the Vice President and General Manager will work with Pinellas County to ensure all facility areas, as well as any specialized equipment, have individualized SOPs for facility staff to use as a guideline for proper maintenance and upkeep.

Individual SOPs may include, but not limited to:

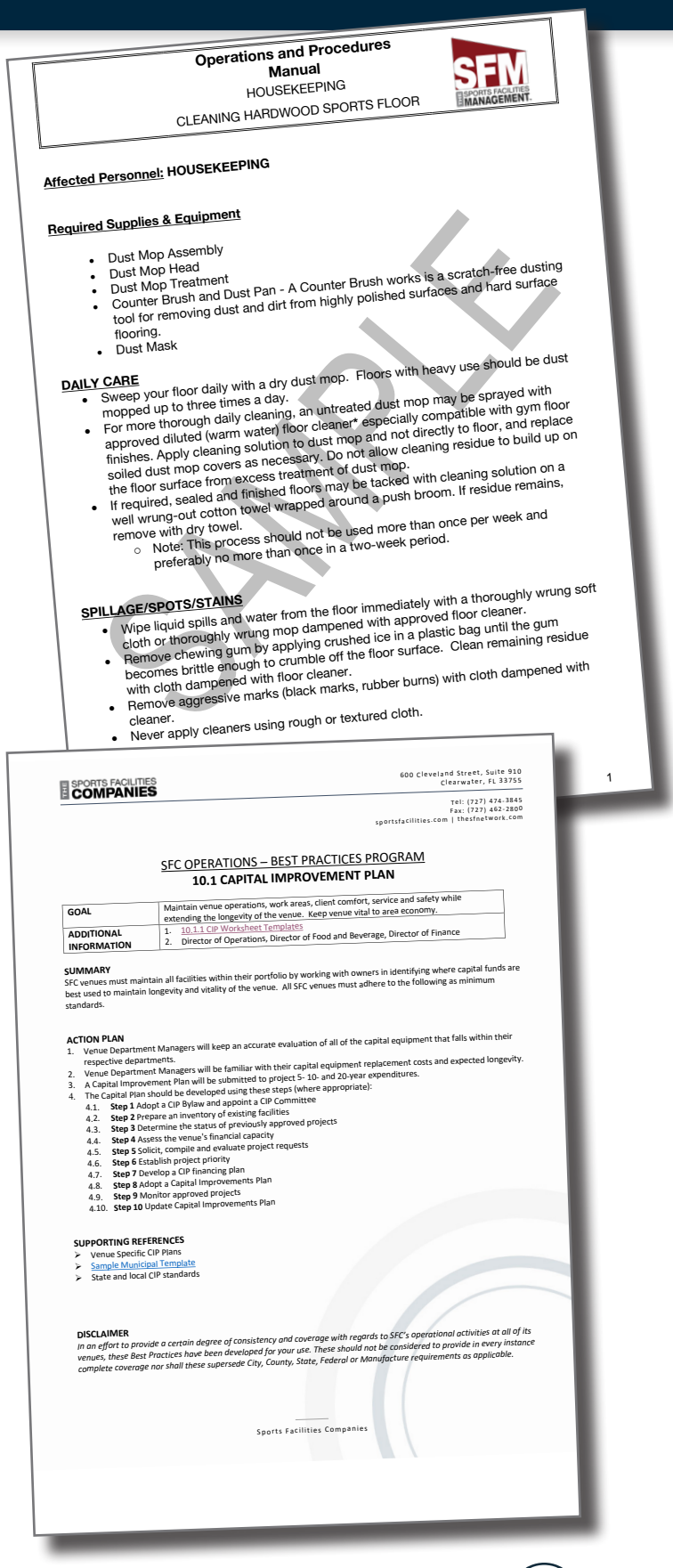
- General Office Equipment
- General Maintenance Equipment
- Sport Asset Routine Maintenance
- Opening & Closing Procedures
- Daktronics Scoreboard Operation
- Food & Beverage Protocols
- Kitchen Equipment Maintenance
- Events, Staffing Plans, Programming
- Emergency Situations

CAPITAL IMPROVEMENT PLAN

SFC will work with Pinellas County, facility employees, and other stakeholders to develop a Capital Improvement Plan that fits the needs and goals of the Youth Sports Park. This customized plan will include, but may not be limited to, the following categories:

- Life Safety/Code/ADA
- Maintenance
- Equipment Replacement
- Contractual Agreements
- Cost Savings
- Revenue Enhancing
- General

The General Manager and leadership staff will be responsible for maintaining an accurate evaluation of all materials and equipment, including capital replacement costs and expected lifespan. These findings will be projected in the facility pro forma's 5-, 10- and 15-year expenditures and built into the facility's annual budget after discussion with Pinellas County.



Operations and Procedures Manual
HOUSEKEEPING
CLEANING HARDWOOD SPORTS FLOOR

Affected Personnel: HOUSEKEEPING

Required Supplies & Equipment

- Dust Mop Assembly
- Dust Mop Head
- Dust Mop Treatment
- Counter Brush and Dust Pan - A Counter Brush works is a scratch-free dusting tool for removing dust and dirt from highly polished surfaces and hard surface flooring.
- Dust Mask

DAILY CARE

- Sweep your floor daily with a dry dust mop. Floors with heavy use should be dust mopped up to three times a day.
- For more thorough daily cleaning, an untreated dust mop may be sprayed with approved diluted (warm water) floor cleaner* especially compatible with gym floor finishes. Apply cleaning solution to dust mop and not directly to floor, and replace soiled dust mop covers as necessary. Do not allow cleaning residue to build up on the floor surface from excess treatment of dust mop.
- If required, sealed and finished floors may be tacked with cleaning solution on a well wrung-out cotton towel wrapped around a push broom. If residue remains, remove with dry towel.
  - Note: This process should not be used more than once per week and preferably no more than once in a two-week period.

SPILLAGE/SPOTS/STAINS

- Wipe liquid spills and water from the floor immediately with a thoroughly wrung soft cloth or thoroughly wrung mop dampened with approved floor cleaner.
- Remove chewing gum by applying crushed ice in a plastic bag until the gum becomes brittle enough to crumble off the floor surface. Clean remaining residue with cloth dampened with floor cleaner.
- Remove aggressive marks (black marks, rubber burns) with cloth dampened with cleaner.
- Never apply cleaners using rough or textured cloth.

SAMPLE

1

SPORTS FACILITIES COMPANIES

600 Cleveland Street, Suite 910
Clearwater, FL 33755

Tel: (727) 474-3845
Fax: (727) 462-2800
sportsfacilities.com | thesfnetwork.com

SFC OPERATIONS – BEST PRACTICES PROGRAM
10.1 CAPITAL IMPROVEMENT PLAN

GOAL	Maintain venue operations, work areas, client comfort, service and safety while extending the longevity of the venue. Keep venue vital to area economy.
ADDITIONAL INFORMATION	1. 10.1.1 CIP Worksheet Templates 2. Director of Operations, Director of Food and Beverage, Director of Finance

SUMMARY
SFC venues must maintain all facilities within their portfolio by working with owners in identifying where capital funds are best used to maintain longevity and vitality of the venue. All SFC venues must adhere to the following as minimum standards.

ACTION PLAN
1. Venue Department Managers will keep an accurate evaluation of all of the capital equipment that falls within their respective departments.
2. Venue Department Managers will be familiar with their capital equipment replacement costs and expected longevity.
3. A Capital Improvement Plan will be submitted to project 5- 10- and 20-year expenditures.
4. The Capital Plan should be developed using these steps (where appropriate):
   - 4.1. **Step 1** Adopt a CIP Bylaw and appoint a CIP Committee
   - 4.2. **Step 2** Prepare an inventory of existing facilities
   - 4.3. **Step 3** Determine the status of previously approved projects
   - 4.4. **Step 4** Assess the venue's financial capacity
   - 4.5. **Step 5** Solicit, compile and evaluate project requests
   - 4.6. **Step 6** Establish project priority
   - 4.7. **Step 7** Develop a CIP financing plan
   - 4.8. **Step 8** Adopt a Capital Improvements Plan
   - 4.9. **Step 9** Monitor approved projects
   - 4.10. **Step 10** Update Capital Improvements Plan

SUPPORTING REFERENCES
- Venue Specific CIP Plans
- Sample Municipal Template
- State and local CIP standards

DISCLAIMER
In an effort to provide a certain degree of consistency and coverage with regards to SFC's operational activities at all of its venues, these Best Practices have been developed for your use. These should not be considered to provide in every instance complete coverage nor shall these supersede City, County, State, Federal or Manufacture requirements as applicable.

Sports Facilities Companies

MARKETING & ADVERTISING



RESEARCH



STRATEGY



TOOLS/ASSETS



DELIVERY

RESEARCH

Brand development and marketing strategy is deeply rooted in research and analysis. Our in-house marketing team uses a proven method of stakeholder engagement, market tour & research, and existing data review to create a data-rich foundation for the creative and strategic steps to follow.

STEP 1 - KICK-OFF CALL

Prior to an on-site market visit, meeting, and tour, the Project Team will begin with an introductory call with the County stakeholders to include team introductions, data review needs, project goals, and scheduling the in-market visit.

STEP 2 - EXISTING DATA REVIEW

The Project Team will perform a thorough analysis of existing available data:

- Event Attendance Metrics & Annual Event Calendar
- Marketing Budget & Associated Goals
- Existing Vendor Information & Pricing
- Past/Current Annual Budget, Plans & Strategies
- Past/Current Results by Campaign, Revenue Stream, or Channel
- Google Analytics & SEO Analytics
- Social Media Benchmarks & Email Database

STEP 3 - STAKEHOLDER MEETINGS & MARKET TOUR

This on-site session ensures that SFC and the County are aligned regarding goals, visions, communication, and timelines. The strategic meetings will encompass discussions related to:

- Brand Vision
- Existing Financial Projections
- Project Goals
- Current Marketing Plans
- Program Plans, Alliances With Sports & Other User Groups
- Competition Analysis And Market Share
- The Marketing Staffing/Execution Plan

STEP 4: MARKET DEMOGRAPHICS & COMPETITION RESEARCH

SFC will conduct preliminary market research, which will encompass demographic and socio-economic data, sport participation data for the region, and an analysis of existing visitation levels at Pinellas County. This initial work will culminate with a market and demographics study to encompass drive time analysis, population and density, income and spending, growth trends, etc. This review will leverage SFC's experience in over 3,000 communities across the country, including an analysis of many other comparable cities across the region.

STRATEGY

Using the existing data, reports, and analytics provided by the County and reports/results from SFC's currently managed sports destinations, our Team will build the following comprehensive marketing strategy:

- Brand Strategy & Campaign Calendar
- Year 1 Marketing Objectives Listed By Month
- Target Market Personas
- Email/Social Media Strategy, Calendar, Best Practices
- SEO Strategy
- Reporting Standards & Recommendations
- Annual Plan Overview For Years 2-3

The project team will utilize this process to create the Sports Park's marketing strategy.

- THEORY
- BUDGET
- GOALS
- MARKET
- CALENDAR
- CAMPAIGN

TOOLS/ASSETS

SFC will create the tools and assets designed to support the County's effort in creating an events destination Marketing Strategy and Campaign Roll Out. These will be unique and original designs created for the Youth Sports Park using messaging and campaign guidelines to demonstrate execution and the standard of excellence in design.

Design Assets Example:

- Social Media Assets
- Downloadable Content - Guides, Whitepapers
- Print Materials
- Postcards/Flyers
- Tradeshow Banners/Materials
- Facility/Destination Guides
- Event Logos/Design Elements

Marketing Tools:

- Event and Program Marketing Campaign Tracker
- Social Media Calendar
- Budget Planner
- Marketing Report
- Accountability Chart
- Press Release Template
- Project Management Tools
- Annual Plan/Strategy Document

DELIVERY

With planning complete, assets developed, and strategy defined we will get to WORK. We will work tirelessly to ensure the plan is executed with excellence and we produce the results you are counting on. SFC will plan market visits and virtual presentations for major delivery points during the process. We will meet bi-weekly or monthly during the project and send out notes on progress, timeline, milestones, and action items after each. We will provide a monthly report of activity and results with a year-end comprehensive summary report. Key performance indicators we will use to measure success:

- **Awareness:** Impressions, ad recall, and watch time
- **Digital Engagement:** Likes, comments, shares, downloads, database growth, CTR, and CPC
- **Event Booking:** RFP win/bid rate, outbound calls/meetings, verbal commitments, and contracts
- **Conversion:** sales, registrations, economic, impact - direct



PROVEN ECONOMIC IMPACT

We know that increasing economic impact, room nights, and in-market spending are at the forefront of goals for the Pinellas County. By partnering with SFC, Pinellas County is partnering with the most proven operator with regards to driving large-scale economic impact. SFC offers a number of advantages that other groups simply do not have the capabilities, resources, and expertise to offer, or the track record of delivering.

- SFC represents more Event Rights Holders than any other management group in the industry. For Pinellas County, this means that SFC will immediately put the Pinellas County in front of the best brands and the biggest events.
- SFC welcomed 35 million guests last year and has the ability to promote the Pinellas County to the largest consumer base in amateur athletics.
- SFC offers advanced industry data tracking models, mobilytics, and internal lodging solutions in order to track real-time direct spending, room nights, and impact. By tracking real numbers vs. exaggerated multiplier formulas - SFC provides Pinellas County the ability to make educated, ROI-based decisions on events, sponsorships, and potential facility improvements.



ELIZABETHTOWN SPORTS PARK
ELIZABETHTOWN, KY



HOOVER MET COMPLEX
HOOVER, AL



ROCKY TOP SPORTS WORLD
GATLINBURG, TN



CEDAR POINT SPORTS CENTER
SANDUSKY, OH



MYRTLE BEACH SPORTS CENTER
MYRTLE BEACH, SC



PUBLIX SPORTS PARK
PANAMA CITY BEACH, FL

MARKETING & EVENT PROMOTION / PRODUCTION

MARKETING APPROACH

To expand on the Youth Sports Park market position, we will split our approach in the B2B and B2C spaces.

TO ATTRACT NEW EVENTS TO PINELLAS COUNTY WE WILL LEVERAGE A REGIONAL/NATIONAL BUSINESS TO BUSINESS (B2B) APPROACH:

- Industry Conferences (TEAMS, SportsETA)
- Event Sales & Business Development
- Familiarization Visits/Market Tours
- Targeted Destination Marketing Campaign
- SFNetwork Booking Platform Inclusion
- Press Releases, Editorials
- Bid/RFP Responses
- PlayEasy/Huddle Up Group's SCOUT Booking platform

TO EXPAND ON EXISTING OPPORTUNITIES AND INVENTORY, SFC WILL LEVERAGE A LOCAL/SEMI-REGIONAL B2B APPROACH:

Work with existing local event organizers to expand or increase their reach/draw to Pinellas County. Locally incubated events are a head-start to drawing more overnight hotel stays.

TO ATTRACT FAMILIES AND ATHLETES FROM THE LOCAL COMMUNITY AS WELL AS THROUGHOUT THE REGION TO THE PROGRAMS AND OPPORTUNITIES AT THE COMPLEX, WE WILL UTILIZE A BUSINESS TO CONSUMER (B2C) APPROACH:

- Social Media - Organic and Paid
- Video Campaigns
- Destination Branding for Sports
- Press Releases, Editorials
- Google AdWords
- Traditional Media

TO ATTRACT ADDITIONAL PARTNERS OR SPONSORS, WE WILL LEVERAGE A B2B APPROACH AND EXPAND UPON OUR EXISTING BRAND RELATIONSHIPS IN THE YOUTH AND AMATEUR SPORTS INDUSTRY:

- Business Development
- Custom Destination Marketing Materials
- Custom Pitch Decks
- Stats and Visitor Information, Projections, & Data Sets

> "THE TOURNAMENT WAS TWO YEARS IN THE MAKING AND FROM THE START, WE WERE IMPRESSED BY THE PROFESSIONALISM, CAN-DO SPIRIT, AND CONSTANT COMMUNICATION FROM SFC. TO SAY WE COULDN'T HAVE DONE IT WITHOUT THEM AS A PART OF OUR TEAM WOULD BE AN UNDERSTATEMENT."
>
> **KAREN PARISH**
> MANAGING DIRECTOR OF COMPETITION
> USA PICKLEBALL

EVENT PROMOTION & PRODUCTION

The SFC strategy for building a successful event calendar involves understanding the state and regional competitive landscape, identifying key stakeholders, and intentionally planning specific sports for specific weekends by utilizing the existing Athletics calendar as a base in order to fill the space without creating competition. These calendar planning decisions will be influenced by understanding which campus events will be relocated to the facility, building partnerships with campus organizations to incorporate their events, or where we need to build or partner to create new events to fill gaps within the market.

This process also includes building relationships with local and regional influencers to make the most informed decisions to maximize results. SFC will leverage its relationships with trusted national event organizations operating within the SF Network and create the best partnership structure based on our experience with each group. These partnership structures are diverse, but are proven to create the best outcome for the venue, destination, and event partner.

TRACKING ECONOMIC IMPACT

By tracking real numbers rather than exaggerated multiplier formulas - SFC provides data to our clients so they fully understand impact measured ROI and the ability to make educated decisions on events, sponsorships, and potential facility improvements.

LODGING REPORTS & DASHBOARDS

SFC's internal lodging platform, AwayTeam, provides the Pinellas County with the ability to track real-time, event-by-event hotel room impact. By standardizing the tracking and data formats, Pinellas County will get a true representation at the end of the year through confirmed room night pickups.

FACILITY SURVEYS

In addition to hotel tracking, SFC will perform in-venue surveys throughout the year to understand how, when, and where guests are spending their time and money while in County. Combining this data with room night and door swing counts will allow our team to build a direct spending report specific to the Pinellas County market.

MOBILE ANALYTIC DATA

Data is king and a picture is worth a thousand words. SFC utilizes mobile analytic software in all our venues to better understand the venue's reach and customer profile. For Pinellas County, we will provide full data sets as well as clear, concise mapping tools that provide:

- Visitor origin
- Visitor demographics and socioeconomic data
- Understanding of strong and weak market draws
- In-market spending and visitation behavior

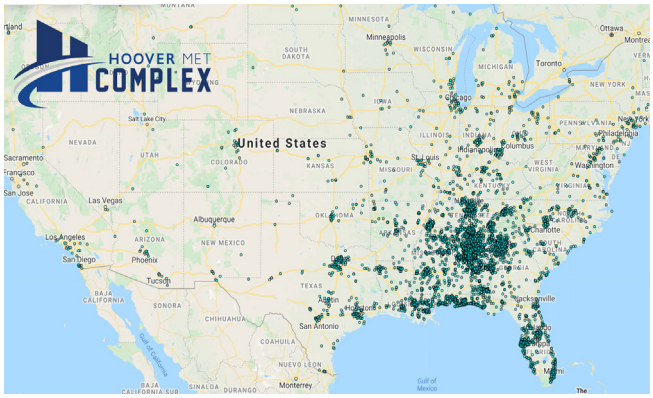
The data collected provides an opportunity to better understand the target market at the facility. This data allows for SFC to:

- Identify custom target markets to maximize marketing budget
- Acquire additional customers and events
- Retain and grow existing customer and events
- Create customized sponsorship packages and reports
- Provide critical impact and spending information to Pinellas County
- React to market and industry conditions faster than competitive facilities

EXAMPLE AWAYTEAM EVENT TRACKER- ROOM PICKUP DASHBOARD

Hotel	Nights Picked Up	Room Rate	Hotel El
DoubleTree Resort	90	$99.00	$8,910.00
Westgate Resort	24	$103.00	$2,472.00
Westgate Resort	26	$126.00	$3,276.00
Westgate Resort	2	$148.00	$296.00
Courtyard Myrtle Bch	71	$129.00	$9,159.00
Hilton Myrtle Bch Resort	40	$129.00	$5,160.00
Holiday Inn Oceanfront Surfside	16	$128.00	$2,048.00
Holiday Inn Oceanfront Surfside		$128.00	$0.00
Grande Shores Ocean Resort	24	$74.00	$1,776.00
Grande Shores Ocean Resort	11	$69.00	$759.00
Grande Shores Ocean Resort	14	$65.00	$910.00
Grande Shores Ocean Resort	27	$84.00	$2,268.00
Island Vista Resort	19	$149.00	$2,831.00
Best Western Plus at Intracoastal	17	$72.00	$1,224.00
	Sum 746	Avg $127.49	Sum $98,143.53

EXAMPLE VISITATION MAP (HOOVER MET)



> "SFC DELIVERS. OTHERS ARE FRIENDLY, KIND, AND SELL A GOOD GAME. BUT SFC PUT IN THE FOCUS, TIME AND EFFORT TO PRODUCE THE ACTUAL RESULTS NEEDED."

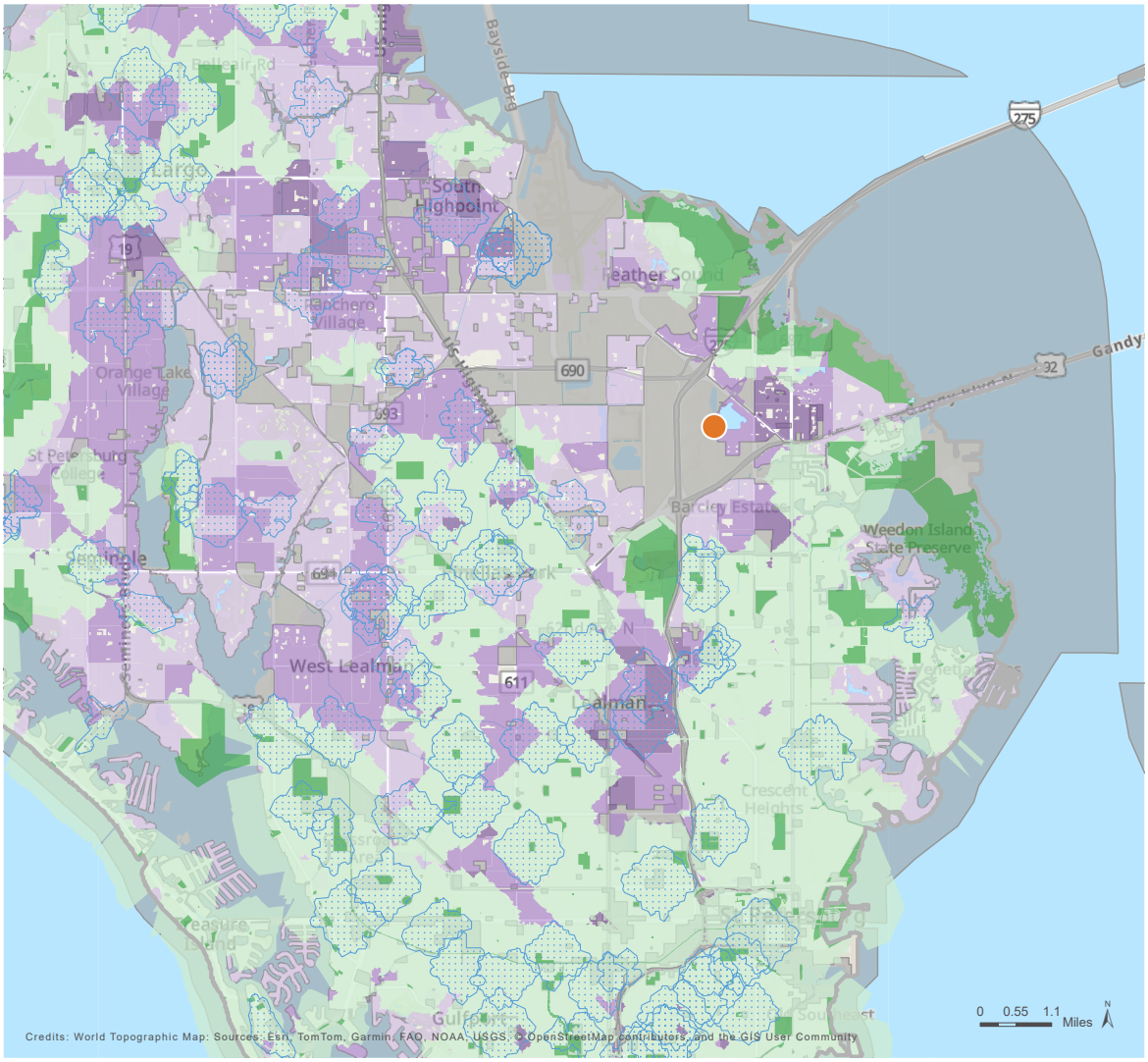
GREG STEWART
FORMER COUNTY ADMINISTRATOR
OHIO COUNTY, WEST VIRGINIA

LOCAL INVOLVEMENT & ACCESS

The following pages of images illustrate the critical need for a new Sports Park in a currently underserved area, as highlighted in the proximity map. This region is considered a “Community Park Desert,” meaning that thousands of residents lack access to a park within a 10-minute walk, with continued residential growth only increasing the demand for accessible recreational spaces. The proposed Sports Park will not only meet the needs of local residents but will also attract people from surrounding communities such as St. Petersburg, Clearwater, and Pinellas Park, offering a variety of facilities and activities. With its walkable amenities, the park will serve nearby neighborhoods, providing much-needed local recreational opportunities. Strategically located, the facility is designed to enhance community connectivity, improve accessibility, and contribute to regional economic growth.

ParkServe Map Export

ParkServe®



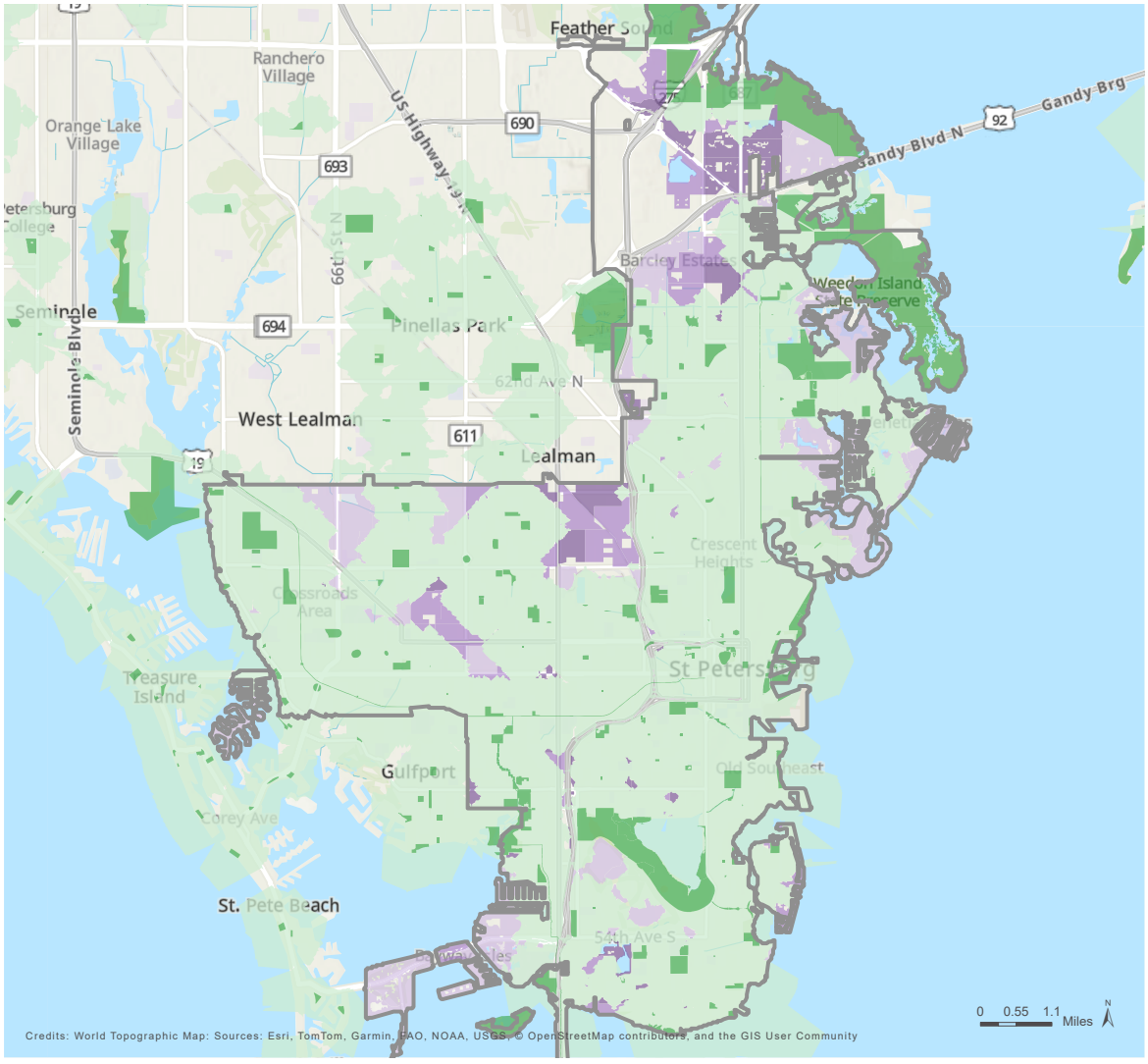
- ParkServe Urban Area
- School 10-minute walk service area
- Park with public access
- 10-minute walk service area

Priority areas for new parks (Urban Area)

- Very high priority
- High priority
- Moderate priority
- Zero population area
- World Hillshade

ParkServe Map Export

ParkServe®



- ParkServe Place
- Park with public access
- 10-minute walk service area

Priority areas for new parks (place)

- Very high priority
- High priority
- Moderate priority

World Hillshade

TRUST FOR PUBLIC LAND™

January 22, 2025. Copyright © Trust for Public Land. Trust for Public Land and Trust for Public Land logo are federally registered marks of Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only. www.tpl.org

ParkServe®

TRUST FOR PUBLIC LAND™

January 22, 2025

Project Areas

NEW - Project Area Report

All statistical results are aggregated for the listed project areas and their service areas. Service areas are based on 10-minute (1/2 mile) walk times from project access points defined for each project area and based upon the walkable network.

Population	Total pop. served	New pop. served*
Population served by new park:	1,174	1,083

**New population served is the number of people that will be served by this park alone, who otherwise do not live within a 10-minute walk to a park*

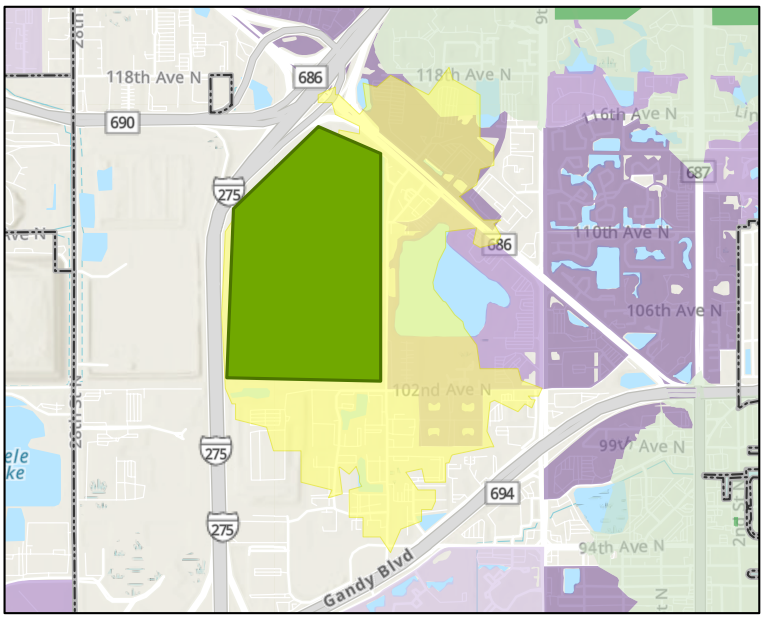
City Statistics	Current City Statistics	Impact of new park
City: St. Petersburg, FL		
Park Acres	4,694	
Total Population	261,063	
Served Population	204,040	205,123
Percent Served	78.2%	78.6%

Legend

- City Boundary
- Project Areas
- Project Service Areas
- Parks
- Service Areas

Park Need

- Very high priority
- High priority
- Moderate priority



This report was created on January 22, 2025 using the ParkServe® interactive mapping site.
It is for informational purposes only. The providers of this report disclaim any and all warranties, express or implied, including fitness for a particular purpose or merchantability, and make no representation that the report is complete, accurate, or error free.
Use and reliance on this report is at the sole risk of the party using same.
© 2025 Trust for Public Land.

ParkServe®

TRUST FOR PUBLIC LAND™

January 22, 2025

Project Areas

Tampa--St. Petersburg, FL - Urban Level Report

All statistical results are aggregated for the listed project areas and their service areas. Service areas are based on 10-minute (1/2 mile) walk times from project access points defined for each project area and based upon the walkable network.

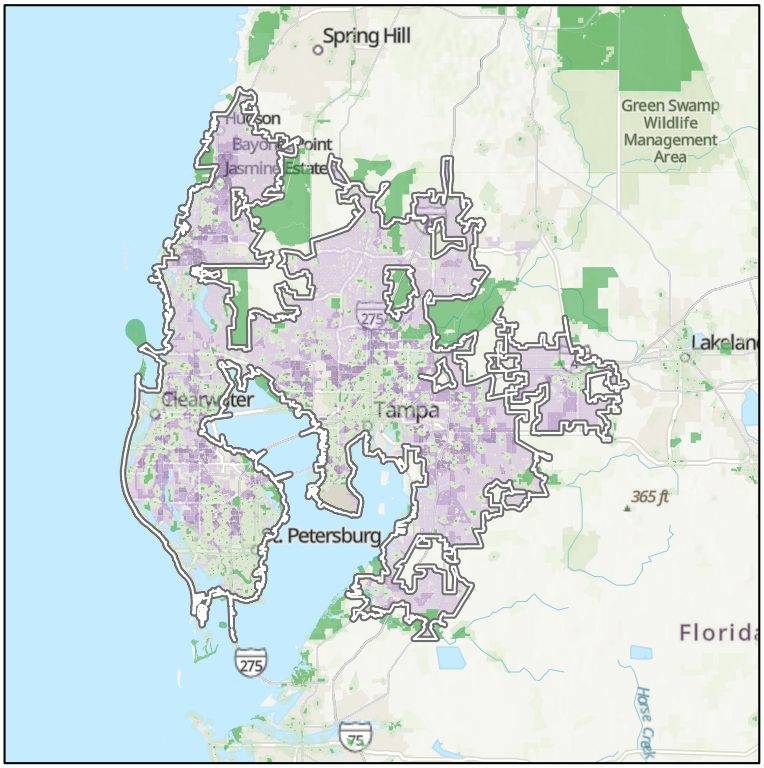
City Statistics	Current
City: Tampa--St. Petersburg, FL	
Park Acres	120,554
Total Population	2,741,681
Served Population	1,033,675
Percent Served	37.7%

Legend

- Parks
- Service Areas
- Urban Area

Priority areas for new parks
(outside of 10-minute walk service areas of parks

- Very high priority
- High priority
- Moderate priority



This report was created on January 22, 2025 using the ParkServe® interactive mapping site.
It is for informational purposes only. The providers of this report disclaim any and all warranties, express or implied, including fitness for a particular purpose or merchantability, and make no representation that the report is complete, accurate, or error free.
Use and reliance on this report is at the sole risk of the party using same.
© 2025 Trust for Public Land.

LOCAL PROGRAMMING, INVOLVEMENT & COMMUNITY OUTREACH

At The Sports Facilities Companies (SFC), we are dedicated to supporting our clients' success through sports tourism while emphasizing the importance of weekly local programming. By collaborating with various partners in the community, we focus on creating dynamic Monday through Thursday activities for youth soccer, baseball, softball, and other sports. This programming plays a key role in maximizing the complex's yearly revenue and strengthening its community ties.

Our mission is to foster partnerships with local organizations and leverage our extensive relationships in the Tampa Bay region to ensure the complex remains vibrant and active every day of the week.

KEY PARTNERS INCLUDE:

TAMPA BAY ROWDIES:

The Rowdies provide free player clinics, camps, and recreational programming for youth soccer players of all ages.

TAMPA BAY CLUB SPORT (TBCS):

As the largest adult social and sport club in the Tampa Bay region, TBCS offers both adult and youth recreational sports, including field sports, sand volleyball, and soccer. TBCS views this complex as an opportunity to grow their offerings further.

TAMPA BAY UNITED (TBU) AND ST. PETE FC (SPFC):

Among the largest youth soccer organizations in the area, TBU and SPFC plan to expand their recreational soccer programming at the site. Additionally, they aim to bring larger tournaments to the region through their extensive network.

ST. PETE AZTECS:

As one of Pinellas County's historic adult soccer programs, the Aztecs intend to host matches and practices at the site to grow their fan base and boost concessions revenue in the surrounding area.

FLORIDA YOUTH SOCCER ASSOCIATION (FYSA):

FYSA, the governing body for youth soccer in Florida, recognizes Pinellas County as a prime location for future events. They are eager to support both local club needs and the potential for hosting larger tournaments at the complex.

Because we live and work in this community, we prioritize local engagement and are committed to providing residents with access to the sports park, even when larger events are underway.

ADDITIONAL COMMUNITY FEATURES

To further enhance the complex's appeal, SFC envisions developing public spaces that serve the local population, including:

WALKING AND RUNNING TRAILS:

A trail system surrounding the site will feature exercise areas and may double as a cross-country course for Pinellas County schools and community groups. This makes effective use of the slurry wall area, which cannot accommodate large structures.

FAMILY PARKS AND GREEN SPACES:

Smaller, undevelopable pockets of land will be transformed into green spaces, playgrounds, parks, and shade pavilions for families to enjoy.

Through these initiatives, we aim to create a thriving, multi-purpose facility that benefits the entire community while supporting economic growth.

PROXIMITY MAPS

The proposed Sports Park at the Toytown site in Pinellas County is an ideal location for both the county and the Greater Tampa Bay Region. This centrally positioned site offers unparalleled access via major roadways, including I-275 North and South, the new Gateway Expressway, Gandy Boulevard, the Selmon Expressway, MLK Street, 4th Street, and Ulmerton Road.

LOCAL PROGRAMMING, INVOLVEMENT & COMMUNITY OUTREACH

KEY ADVANTAGES OF THE LOCATION:

CENTRAL CONNECTIVITY:

Positioned at the heart of Tampa Bay, the site provides easy access to the entire region through its robust highway and roadway network.

TRAVELER CONVENIENCE:

The park's proximity to major transportation hubs, such as St. Pete-Clearwater International Airport (PIE), Tampa International Airport (TPA), and numerous local hotels, ensures convenient access for visitors from across the country. This strategic location is poised to generate significant economic impact for Pinellas County through increased tourism and activity.

ADDRESSING A COMMUNITY NEED:

As shown in the proximity map, this area is currently a "Community Park Desert," meaning thousands of residents lack access to a park within a 10-minute walk. With continued residential development in the surrounding areas, the demand for accessible community amenities will only grow.

REGIONAL BENEFITS:

- The Sports Park will attract residents from St. Petersburg, Clearwater, Pinellas Park, and other neighboring communities who will utilize its facilities and enjoy its offerings.
- Walkable amenities will serve nearby neighborhoods, fulfilling a critical need for local recreational spaces.

This strategically located facility is designed to enhance community connectivity and accessibility while driving economic growth throughout the region.



EVENT EXPERIENCE

Events, tournaments, and programs our firm has forecasted and managed within the various facilities operated.

2020 Lincoln Trail Walk to End Alzheimer's
2020 USSSA Kentucky State Tournament
2D Baseball: Youth World Series
30A Lacrosse Play Date
3V3 Live Soccer Regional Championship
5 Tool Baseball-Playcations World Series
AAHA Squirt
AAU Swarm Basketball Camp
Achieve Medical Retreat
Aggie Invitational
AHS Section 4 Tennis Tournament
AHS Swim Meet
AHS Tri Swim Meet
AL Fighting Championship
Alabama Soccer Association: Across Borders Spring Festival
Albertville Chamber Banquet
ARPA State Basketball
ARPA Swimming
Athletx Softball Fall World Championships
Atlantic Coast AAU Volleyball
Atlantic Coast Baseball Classic Series
Atletico Flames Halloween Tournament
ATTACK AT THE ROCK
AutismSPECT 5k Run/walk
Aviators Wrestling
AWYBA Tournament
Axe Championship Series
AYF Midwest Regional
Badger Region Volleyball Power League
Baseball Youth - All-American Games
Battle at the Beach Cheerleading
Scare Etown 3v3 Soccer Tournament
BATTLE IN ROCKY TOP CHEER
SMOKY MOUNTAIN SHOOTOUT
Battle of the Thrown: Kickball Championships
Beach Ball Classic
Beach Bash Volleyball
Big East Volleyball Tournament
Young Ladies Empowerment Series
BIG SHOTS MOUNTAIN MAYHEM
BIG SHOTS ROCKY TOP TIPOFF
Big Time Hoops
Bishop England HS Cheer Practice
Blaze Pro BB
Blaze Volleyball Tournament
BORDER BOWL
Breakthrough Basketball
BREAKTHROUGH BASKETBALL CAMP
Cabin Fever Pickleball Tournament
Cap Classic Kentucky
CCRESA Equity Council
CCU Basketball
CENTRAL HS VOLLEYBALL
Central KY Run for the Gold
National Home School Football Champs.
Coast to Coast Sports
Coastal Carolina Pickleball
Coastal Classic Gymnastics Meet
College National Cornhole Tournament
Vintage Market Days
Commonwealth Cup (KYSA)
Corks & Chefs (Taste of Marshall Co.)
COURTSIDE
Crown Town Volleyball Tournament
Defense Soap Duals
Doug Taylor Basketball 3 v 3
Drumline Competition
East Coast Volleyball Academy
Eastern Ministerial Alliance
EAYF Adult Flag Football Fundraiser
EAYF Ironman Allstar Tryouts
EAYS Heartland Fastpitch League Games
Perfect Game Deep South Fall Series
Erie County Craft & Vendor
ESPN Myrtle Beach Invitational Practice
Etown Panther Pinkman Lincoln High School Fastpitch Classic
Fall Javanon Cup
FCA FALL CLASSIC
FCA PREMIER CUP Boys & Girls
Feast Of Tabernacles Conference
Firelands Symphony Orchestra
First Carolina Bank Holiday Party
First Responders Dinner
Flag Football World Championship Tour
Florida Elite Gulf Coast Softball Showcase
SPIKE FEST DYNAMIC EVENTZ
Fox River Freeze
Futsal - Brent Ridenour
FYSA: Presidents Cup (Soccer)
Gameday USA Super Regional
GATLINBURG ALL AMERICAN BOWL
Golden Leaf Foundation
USFA Softball: Battle on the Border
GrandSlam Baseball Tournament World Series
Greater Joy Bapt. Church Ministries
Greater Midwest Baseball
Hanson Aggregate Health And Wellness Youth Football Playoffs
Harlem Brewery- Blacktoberfest
Heat Volleyball Scrimmage
Hi-Rise Basketball
Javanon Cup 2021
Jehovah Witness Basketball
John Hardin Football Training
NC USA Wrestling
Jr All Star Basketball
Juneteenth Scholarship Gala
Justice for Alzheimer's 5K by Harden
KCAA State Finals
Kentucky American Cup (KYSA)
Kentucky Trails Classic, powered by ESP
KOHL'S KICKING NATIONAL ELITE CAMP
KY State 7v7 Championship
KYSA Adult State Cup
Lady Panther Lacrosse Girls Tournament
LAX Bash Lacrosse Tournament
Maumee Bay Spiketacular
WSL Slow Pitch COED Champ
USSSA SOCCER
US National Indoor Pickleball









PERFECT GAME

Perfect Game's mission is to promote the game of baseball now and in the future by hosting the highest quality amateur events while providing meaningful opportunities and information to players, families, MLB organizations, college coaches, and fans.

PERFECT GAME PROVIDES THE FOLLOWING:

- Collaborate with MLB and various other baseball partners to help the game grow.
- Create baseball fans.
- Help ensure that the best athletes are continually encouraged to play baseball.
- Utilize best practices for the safety and care of baseball players.
- Host events at best in class facilities and venues.
- Encourage participation from all age and demographic groups.
- Identify, recognize, and provide exposure for talented players and teams.
- Educate and assist parents, players, and everyone involved in the game of baseball.

Perfect Game has the largest scouting department in all of baseball, employing over 60 full-time employees and well over 100 part-time scouts during peak times.

EVENTS

Perfect Game is the premier provider of amateur baseball events, hosting the highest quality of travel team tournaments and individual showcase events throughout the country.

SCOUTING/MLB DRAFT

The PG database and scouting reports, as well as the PG player rankings, have been proven to be a valuable resource for all College Coaches and MLB scouts. Perfect Game is well connected in the media, especially with MLB Advanced Media.

SPONSORS/PARTNERS

Perfect Game delivers comprehensive partnership programs at the local, regional and national levels.

NGB PARTNERSHIPS

SFC isn't just a operator of venues, we are actively partnered with a wide range of National Governing Bodies (NGBs) including USA Baseball, USA Volleyball, US Tennis Association, USA Swimming, US Soccer Federation, and even up-and-coming sports like USA Pickleball and USFA Softball. This collaboration means SFC has hosted various sports events and tournaments, giving athletes a platform to compete under the umbrella of these prestigious organizations. Some of the organizations are listed below:

playeasy

PLAYEASY PARTNERSHIP

In addition to our relationships with NGB's and the industry's biggest and best event rights holders, SFC brings to the table something that no one else can: we are the Official and Exclusive Management Partner of PlayEasy. PlayEasy is a crucial platform for any youth sports complex aiming to attract events and drive economic impact. Our relationship ensures:

- Pinellas County maximizes its reach and visibility
- Pinellas County receives custom marketing and promotion
- Streamlines event management
- Gains access to vital data-driven insights
- Pinellas County maximizes economic impact



PINELLAS COUNTY: AT THE CENTER OF THE NETWORK

WITH SFC, YOU CAN IMMEDIATELY PLUG INTO THE LARGEST & FASTEST GROWING NETWORK OF FACILITIES, VENDORS, EVENTS, TALENT, AND MORE.



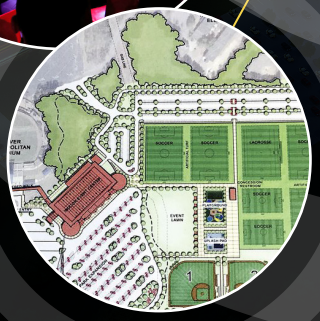




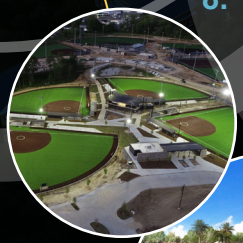


Pinellas County
Purchasing & Risk











SFC NETWORK COMPONENTS:

1. Traditional Sports Events & Tournaments
2. Non-Sports Events & Entertainment
3. E-sports Entertainment (ASM Partnership)
4. Development Partners
5. Industry Leading Talent
6. Potential Sponsors/Partners
7. Industry Conferences & Associations
8. Turf, Lightning, and Athletic Equipment Vendors
9. Unique Entertainment/Attraction Partners

COST OF ENVIRONMENTAL MONITORING



Environmental monitoring for the portion of the Site occupied by the development is anticipated to include indoor air, ground settlement, and cap integrity monitoring. We assume that monitoring will be performed on a quarterly basis, until a demonstration can be made that a reduced monitoring frequency is acceptable. Based on an assumed 10 structures, we estimate that quarterly monitoring events may take approximately one day each and include an associated report documenting findings. Based on these assumptions, the annual cost for environmental monitoring is estimated to be approximately $20,000.

This is in addition to the $750,000 that the county is already spending on the site.

COMMITMENT TO SUSTAINABILITY

At SFC, we are deeply committed to sustainability and actively integrate environmentally responsible practices into every aspect of our facility development. A core principle of our approach is prioritizing the use of recycled materials, ensuring that up to 80% of the materials in our projects are derived from recycled products. This not only reduces waste but also minimizes the need for virgin resources, contributing to a circular economy.

For the Youth Sports Park, we are exploring innovative ways to incorporate recycled materials into key components of the infrastructure. This includes sourcing sustainable options for field surfaces, turf, bleachers, and shade structures, all of which can be made from recycled or repurposed materials. By doing so, we aim to create a state-of-the-art facility that also reflects our dedication to reducing environmental impact.

In addition to material sourcing, we are implementing a range of sustainable management practices to further enhance the park's eco-friendliness. One of the key initiatives is the use of recycled rainwater for irrigation and other non-potable purposes. This approach will not only conserve fresh water but also significantly reduce the demand on local municipal water systems. By using rainwater for landscaping, we can maintain lush, green spaces while preserving valuable drinking water resources for the community.

Our commitment to sustainability goes beyond construction, extending into long-term operational strategies. Through the integration of energy-efficient lighting, solar power, and waste reduction programs, the Youth Sports Park will serve as a model for environmentally responsible development. At SFC, we believe that building for the future means being mindful of our planet, and we are dedicated to creating spaces that foster both community engagement and environmental stewardship.



VISION AND VIABILITY



VISION & VIABILITY

SFC's vision for this facility is to create a world-class sports tourism destination right here in our backyard in partnership with Pinellas County. As an industry leader in sports tourism, no other firm has more experience in successfully planning, developing, and operating these types of facilities than SFC. The fact that this site is less than 8 miles from our corporate headquarters gives us a unique ability to leverage our support center staff to ensure operational success.

To further the Toytown development and operational viability, SFC is willing to leverage our industry relationships to get industry best products, pricing, warranties, and vendor support. Furthermore, SFC has the most robust network of industry content. By partnering with Visit St. Pete-Clearwater, SFC will leverage its relationships with national governing bodies (NGB's), rights holders, promoters, and event owners to create the most vibrant destination possible for Pinellas County. SFC understands the required 80% weekend sports tourism use and is uniquely positioned to exceed county expectations.

SFC's service-based partnership will ensure long-term success of Toytown for area residents and visiting guests!



EXISTING SPORTS TOURISM VENUES IN FLORIDA

- **ESPN Wide World of Sports Complex,** Orlando, FL
  - » 17 fields adaptable for football, soccer, baseball, softball, and more.
- **Boombah Sports Complex at Seminole County**, Sanford, FL
  - » 15 multi-purpose fields suitable for baseball, softball, soccer, football, lacrosse, and field hockey.
- **IMG Academy**, Bradenton, FL
  - » More than 20 multi-purpose fields and a dedicated soccer stadium, along with a 6-plex baseball complex.
- **Launch Pad Sports Complex.** Cocoa, FL
  - » 6 large baseball fields, a championship field with a 4,700-seat stadium, and 4 softball fields.
- **Frank Brown Park,** Panama City Beach, FL
  - » 9 full-size baseball/softball diamonds and 6 lighted soccer fields.
- **USSSA Space Coast Complex,** Viera, FL
  - » 15 AstroTurf fields, including five NCAA softball-approved fields and five NCAA baseball-approved fields.
- **Lake Myrtle Sports Complex,** Auburndale, FL
  - » 11 soccer fields and 9 baseball fields, hosting various top-level sports events.
- **Seminole Soccer Complex,** Sanford, FL
  - » Dedicated soccer park with over 11 fields and a soccer-specific stadium.
- **Nations Park,** Newberry, FL
  - » An open invitational baseball tournament complex with 16 stadiums.
- **Paradise Coast Sports Complex,** Naples, FL
  - » Features 9+ professional-level synthetic turf fields for soccer, lacrosse, football, and more.
- **Publix Sports Park,** Panama City Beach, FL
  - » 9+ full-size baseball/softball diamonds designed for tournament-level play and six lighted soccer fields.
- **Premier Sports Campus,** Lakewood Ranch Lakewood Ranch, FL
  - » 23 FIFA-regulation fields suitable for soccer, lacrosse, rugby, and other field sports.
- **Tampa Bay Sportsplex,** Tampa, FL
  - » 15 full-size fields that can accommodate soccer, lacrosse, football, and other sports.
- **Wiregrass Ranch Sports Campus,** Wesley Chapel, FL
  - » 8 multi-purpose fields suitable for soccer, lacrosse, and other outdoor sports, along with an indoor facility for basketball and volleyball.
- **Coastal Florida Sports Park,** Cocoa, FL
  - » 11 lighted NCAA baseball fields, including a renovated 5,000-seat MLB stadium, and 8 fields suitable for football, soccer, and lacrosse.

PINELLAS COUNTY TOYTOWN SPORTS PARK: FLORIDA'S FUTURE #1 SPORTS TOURISM DESTINATION

Florida boasts an impressive lineup of sports tourism venues, from IMG Academy and ESPN Wide World of Sports to Paradise Coast Sports Complex and Tampa Bay Sportsplex. Each venue has unique strengths, but none offer the strategic advantages, size, and accessibility of the upcoming Pinellas County Toytown Sports Park.

Why Toytown Stands Above the Rest

✓Unmatched Capacity & Versatility

- 20 Baseball/Softball Diamonds – Among the highest in the state.
- 17 Multi-Purpose Fields – Ideal for soccer, football, lacrosse, and more.
- Ranks in the top 5% of field capacity statewide, making it one of Florida's most versatile sports destinations.
- All synthetic turf: While some of the complexes around the state have turf fields, most are hybrid or all grass, which limits the amount of time and quantity that they can be used. This will Pinellas County a huge leg up on our two biggest competitors of Premier Sports Campus in Manatee and Tampa Bay Sports Plex in Hillsborough.

✓Prime Location & Accessibility

- Centrally located in Pinellas County, the most densely populated county in Florida.
- Built on the largest undeveloped land tract in the area, maximizing potential growth.
- Immediate highway access for easy regional and national team travel.
- Tampa International Airport, St. Pete Clearwater International Airport, and Sarasota International airport provide ample national and international transportation options to reach this venue.
- Close proximity to top-tier hotels, world-famous Gulf beaches, and entertainment options – making it an attractive all-in-one destination for teams, families, and tourists.

✓Competitive Edge Over Existing Venues

- While premier venues like Lake Myrtle Sports Complex (11 soccer fields) and Boombah Sports Complex (15 fields) are impressive, Toytown surpasses them in both size and field versatility.
- Unlike USSSA Space Coast Complex (focused mainly on baseball/softball) or Premier Sports Campus (dominated by soccer), Toytown serves multiple sports at a championship level – making it a more well-rounded destination.
- Many other venues, such as Frank Brown Park and Launch Pad Sports Complex, cater to specific sports but lack the large-scale infrastructure that Toytown will provide.

A GAME-CHANGER FOR FLORIDA SPORTS TOURISM

With its elite field count, unbeatable location, versatile turf fields, and proximity to Florida's best attractions, Pinellas County Toytown Sports Park is set to become the most sought-after sports destination in the state. This facility will attract national tournaments, major sports organizations, and visiting teams year-round, while also boosting the local economy through increased tourism, lodging, and entertainment spending.

✓Toytown isn't just another sports complex—it's Florida's next sports tourism powerhouse!

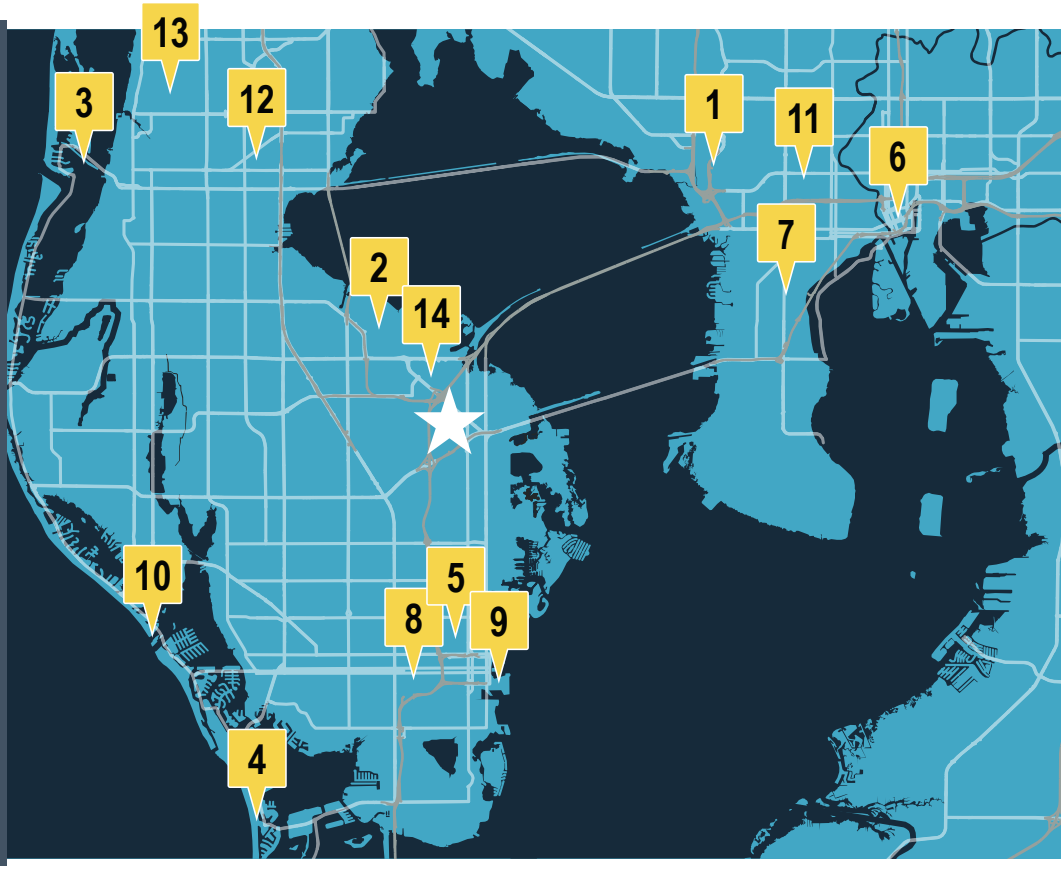
SPREADING ECONOMIC DEVELOPMENT

This map highlights the surrounding areas to Pinellas Park that will be impacted by the addition of a new sports tourism destination, a development aimed at capitalizing on the rapidly growing youth sports tournament industry. According to Sports ETA, the national sports tourism market generated a direct spending impact of $52.2 billion and a total economic impact of $128 billion in 2023, underscoring the significant benefits of such ventures. The proposed site programs and designs for this new facility will need to balance several key factors, including development costs, land utilization, operating viability, and long-term economic benefits, all while minimizing the public contribution to capital costs. The map aims to provide a clear visual representation of the project's scope and its potential influence on the surrounding areas of Pinellas Park, supporting decisions that optimize the economic and community impact.

PROXIMITY MAP

KEY

1. TAMPA INT.
2. ST. PETE CLEARWATER INT.
3. DOWNTOWN CLEARWATER & BEACH
4. ST. PETE BEACH
5. DOWNTOWN ST. PETE
6. DOWNTOWN TAMPA, AMALIE ARENA, SPARKMAN WHARF, WATER STREET
7. SOUTH TAMPA
8. TROPICANA FIELD, CENTRAL AVE.
9. AL LANG STADIUM, DALI MUSEUM, ST.PETE PIER, MAHAFFEY THEATRE
10. JOHNS PASS, MADEIRA BEACH
11. RAYMOND JAMES STADIUM & STEINBRENNER FIELD
12. BAYCARE BALLPARK
13. TD BALLPARK
14. CARILLON PARK



POTENTIAL PARTNERSHIPS

On the following pages, you will find Letters of Intent (LOI) from partners eager to join our team in helping the city bring its vision for the Youth Sports Park Development and Operations to life. These partners bring a wealth of expertise in sports infrastructure, event management, and community engagement, all of which are critical to the success of this ambitious project. Their commitment reflects a shared belief in the potential of the Youth Sports Park to drive economic growth, promote youth athletics, and elevate the region's standing in the national sports tourism landscape.

FLORIDA YOUTH SOCCER ASSOCIATION

A: 2828 Lake Myrtle Park Road,
Auburndale, FL 33823

W: www.fysa.com

T: 863-268-8220

January 15, 2025

Youth Sports Park Development and Management in Pinellas County

To whom it may concern:

On behalf of the Florida Youth Soccer Association (FYSA), I am thrilled to offer our support to The Sports Facilities Companies in their pursuit of the Youth Sports Park Development and Management in Pinellas County.

FYSA is the governing body for club soccer throughout the entire state. We're the fourth largest state for youth soccer in the country, representing 113,000 youth soccer players and 20,000+ adults. We have a long, proud history with soccer in Florida and know the facilities market extremely well. We would be very excited to continue our support of the Tampa Bay market at the Pinellas County Youth Sports Park along with The Sports Facilities Companies.

The Sports Facilities Companies already has a great reputation in Florida! They manage both Paradise Coast in Naples and Publix Sports Park in Panama City. Both facilities partner with FYSA and host our events for us and our clubs.

The Sports Facilities Companies are dedicated to providing access to local youth soccer clubs within FYSA. Like FYSA, they're a mission focused company with significant ties to the community.

Please feel free to reach out with any questions!

Yours in sport,

Joel P. Dragan
Executive Director
Florida Youth Soccer Association

Club Sport & Rec Dec
380 105th Terrace NE
St. Petersburg, FL 33716
Phone: 877-820-2582
Fax: 877-749-8749

Selection Committee

Toy Town RFQ
Pinellas County

Dear Selection Committee,I hope this letter finds you well. We are writing to express our formal intent to collaborate with The Sports Facilities Companies (SFC) on programming options at any future Sports Complex at the Toy Town Landfill Site in Pinellas County. We view SFC as an essential partner in ensuring the success of this project. We are ecstatic about working together on developing soccer as well as other sports-oriented tourist and local participation within Pinellas County and St. Petersburg.

Club Sport is Florida's and Tampa Bay's largest provider of adult social sports leagues. We have over 48,000 adults and young professionals playing in our weekly leagues a year. While Club Sport has a wide footprint in the bay area, field space is always a challenge, and this project would fill a huge need in our sports community for weekly, social players. Club Sport would love to bring its weekly offerings to this site for both long fields (soccer, flag football) as well as diamond sports (kickball, softball). Participating in weekday social sports is a great outlet for the areas young professionals. It is instrumental in keeping a highly desired workforce engrained in the area, promoting growth and wellness. We also partner with many of the area's leading employers to provide wellness offerings to their employees through weekly sports participation.

We currently operate the nearby Rec Dec, a casual volleyball bar with beer & wine offerings as well as social games. This project would be a great location for this concept – ideally a space with a physical bar structure adjacent to 6-8 sand volleyball courts and outdoor event/spectator turf areas. This merging of Club Sport sand volleyball leagues with an event space is ideal for social events, corporate teambuilding events, and casual bar leagues (cornhole, darts, giant pong, etc). This is meant as a casual concept not to compete with any full service restaurants slated for this project.

Club Sport and Rec Dec are positive, deeply entrenched local organizations with a shared commitment to providing accessible social sports opportunities for our community. We are excited about the potential impact this partnership can have on Pinellas County and look forward to the opportunity to work together on this important project.

Thank you for considering our letter as part of SFC's larger proposal. We are eager to contribute to the continued growth of the region and its sports infrastructure.

Sincerely,

Ian Elston
Club Sport & Rec Dec

Letter of Intent Between St. Petersburg Aztecs Football Club and Sports Facilities Companies (SFC)

Project: Toy Town Redevelopment

Effective Date: 1/24/2025

1. Purpose

This Memorandum of Understanding (MOU) is entered into by and between **St. Petersburg Aztecs Football Club**("Aztecs") and **Sports Facilities Companies (SFC)** to affirm our support for SFC's proposal to reimagine and redevelop Toy Town into a premier sports and community destination.

2. Background

The Aztec Football Club formed in 1986 and has organically grown over the past 30 years into four teams winning numerous state titles, Suncoast league cup and division tournament trophies. Since its inception, we have registered over 400 local players and competed in 2000+ matches under the Aztec crest. Our current and former players have credentials from the US, French, Swedish national caps, NCAA (all divisions), USL, MLS. Many players start with one of the men's teams, then move on to the over-40 and over-50 teams, becoming life-long Aztecs.

2024 teams
- Four Semi Pro teams in the FL West Conference of the USPL, the largest national semi-professional league in the country.
- Two teams in the FL Suncoast Soccer League
- Three teams in the local weeknight leagues in Tampa Bay Club Sport

Toy Town presents a unique opportunity for regional economic growth, community engagement, and multi-sport development. In addition to soccer, the opportunity to have a dynamic complex with flexibility to host or home other sports properties, such as lacrosse, flag football, sand soccer, beach volleyball, endurance multi-sport races. The Aztecs strongly support SFC's commitment to revitalizing the site into a mixed-use destination that will serve athletes, families, and the broader community.

The St. Petersburg Aztecs Football Club has a high demand for access to quality soccer pitches and is actively working on expansion initiatives. The Toy Town redevelopment presents a strategic opportunity to align with this effort, enhancing soccer and sports infrastructure and programming across the region.

3. Commitment

- The Aztecs will provide letters of support and assist with community outreach to promote the project.
- The Aztecs will collaborate with SFC to develop soccer tournaments, weekend and weekday clinics, seasonal programming, community activation events, and player education and development initiatives within the proposed redevelopment.
- Both parties will work together to identify funding and partnership opportunities to maximize the impact of the new Toy Town development.

KOKOLAKIS CONTRACTING

integrity@jkokolakis.com
jkokolakis.com

Date: January 28, 2025

Joseph J. Kokolakis President
Kokolakis Contracting, Inc.
202 East Center Street Tarpon
Springs, Florida 34689

Jason Clement & Eric
Sullivan Partners
Sports Facilities Companies
17755 US Hwy 19 N, Ste. 300
Clearwater, FL 33764

LETTER OF INTENT

Dear Pinellas County Selection Committee,

I hope this letter finds you well. This Letter of Intent is related to RFP 25-0007 "Youth Sports Park Development and Operations in Pinellas County." I am writing to express our formal intent to undertake the development, construction, and operation of a new parking garage facility at the Youth Sports Park Development in partnership with The Sports Facilities Companies (SFC). As you can see in our submission, Kokolakis Contracting, Inc. has significant experience in the design and construction of similar projects, to include:

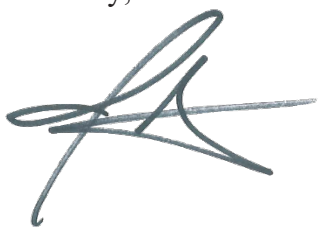
- North Beach Parking Plaza, Clearwater Beach, Florida | $12.2 million, new seven-story, 702-space structured parking garage.
- Design-Build Parking Structure, New Port Richey, Florida | $6.5 million, new four-story, 355-space structured parking garage.
- Artisan Mixed-Use Facility, Dunedin, Florida | $17 million, including a new two-story, 357-space parking garage below the four-story 65-residence luxury apartments with retail space.
- Army Reserve Center, Farmingdale, New York | $88 million, including a new stand-alone two-story, 116-space structured parking garage.

In preparing this response, we have worked with SFC to understand the facility's current parking challenges and future parking needs. We have analyzed the existing land and property, of the development and calculated adequate parking necessary to address current challenge and accommodate future development and growth.

We are excited about this opportunity to partner with SFC on this transformative project. Their exceptional track record of operating the Nation's best sports destinations is well established. The majority of Kokolakis employees are residents of Pinellas County and share a vested interest in this

project's success. Thank you for considering our proposal. We look forward to the opportunity to work together on this project and contribute to the growth of Pinellas County!

Sincerely,



Joseph J. Kokolakis
President

Letter of Intent

Selection Committee
Toy Town RFQ
Pinellas County

Dear Selection Committee,

I hope this letter finds you well. We are writing to express our formal intent to collaborate with The Sports Facilities Companies (SFC) on youth programming at the future Sports Complex at the Toy Town Landfill Site in Pinellas County. We view SFC as an essential partner in ensuring the success of this project, and we are enthusiastic about working together on developing soccer within Pinellas County and St. Petersburg.

Tampa Bay United and St. Pete FC are one of the largest youth soccer organizations in the Tampa Bay Area and we understand the greater need for soccer fields within our county to provide more access to programming. This site is an ideal location to host camps, clinics, leagues, tournaments, and free public events, and we are confident that our presence will enhance the overall success of the complex.

Both TBU, SPFC, and SFC are local organizations with a shared commitment to providing accessible soccer opportunities for our community. We are excited about the potential impact this partnership can have on Pinellas County and look forward to the opportunity to work together on this important project.

Thank you for considering our letter as part of SFC's larger proposal. We are eager to contribute to the continued growth of the region and its sports infrastructure.

Sincerely,
Shane Burroughs

Shane Burroughs

Business Development Director
Tampa Bay United/ St. Petersburg Football Club

FUNDING AND FINANCIAL MODEL



FUNDING AND FINANCIAL MODEL

Facility Program

Outdoor Athletic Facilities

Space	Outdoor Programming Product/Service	Count	Dimensions L (')	Dimensions W (')	Approx. SF each	Total SF	% of Footprint
390' BB/SB Fields	Regulation Turf Field (with dugouts, warm-up, viewing area)	12	390' Fence		131,624	1,579,486	61.1%
	Multi-Purpose Field	12	360	249	Over 390' Fields		0.0%
	Total 390' Baseball/Softball Fields Sq. Ft.					1,579,486	61.1%
225' BB/SB Fields	Regulation Turf Field (with dugouts, warm-up, viewing area)	8	225' Fence		50,625	405,000	15.7%
	Total 225' Baseball/Softball Fields Sq. Ft.					405,000	15.7%
MP Fields	Natural Grass Field - (With 12' Apron)	0	384	249	95,616	0	0.0%
	Synthetic Turf Field - (With 12' Apron)	4	384	249	95,616	382,464	14.8%
	Total Outdoor Multi-Purpose Fields Sq. Ft.					382,464	14.8%
Champ MP Field	Synthetic Turf Field - (With 12' Apron)	1	384	249	95,616	95,616	3.7%
	Stadium Bleachers (1500 Seats)	1	-	-	9,000	9,000	0.3%
	Total Championship Multi-Purpose Field Sq. Ft.					104,616	4.0%
Sand VB	Sand Volleyball Courts	12	60	30	1,800	21,600	0.8%
	Total Sand Volleyball Courts Sq. Ft.					21,600	0.8%
Outdoor Courts	Pickleball Courts (44'x20' with Clear Space)	24	64	34	2,176	52,224	2.0%
	Court-Side Pavliions	12	20	20	400	4,800	0.2%
	Total Outdoor Courts Sq. Ft.					57,024	2.2%
Support Buildings	Primary Support Building						0.0%
	Kitchen	1	40	30	1,200	1,200	0.0%
	Café Seating Area/Lobby	1	50	50	2,500	2,500	0.1%
	Restrooms	2	25	20	500	1,000	0.0%
	Training Rooms	1	15	10	150	150	0.0%
	Check-In/Ticketing Office	1	10	10	100	100	0.0%
	Ref Rooms	1	10	8	80	80	0.0%
	Large Flex/Meeting Rooms	1	40	25	1,000	1,000	0.0%
	Office/Control	1	20	20	400	400	0.0%
	Lawn/Outdoor Games Space	1	-	-	5,000	5,000	0.2%
	Secondary Support Buildings	5	50	50	2,500	12,500	0.5%
	Press Box	3	50	50	2,500	7,500	0.3%
	Total Support Buildings Sq. Ft.					31,430	1.2%
Maint.	Maintenance Buildings	1	125	30	3,750	3,750	0.1%
	Total Maintenance Sq. Ft.					3,750	0.1%
Total Estimated Outdoor Athletic Facilities SF						**2,585,370**	100%
Total Outdoor Athletic Facility Acreage						**59.35**	

Site Development

		Quantity	Dimensions L (')	Dimensions W (')	Approx. SF each	Total SF	% of Total
Parking Spaces Total	Parking (Structured - 5 Stories)	2,194	20	20	400	877,600	39.6%
	Setbacks, Green Space, Trails, etc.		25% Indoor/Parking, 50% Outdoor			1,336,565	60.4%
Total Estimated Site Development SF						**2,214,165**	100%
Total Estimated Site Development Footpring SF						**1,512,085**	
Total Site Development Acreage						**34.71**	

Total Complex Acreage	**94.06**

SFC commends the County on the two-step RFP process for this project. Based on the unique considerations of the site, remediation efforts necessary, and nature of the public-private partnership, it would be impossible to come with a "fully baked" plan to execute development and financing. SFC's approach was to align with the most experienced brownfield development team and most experience sports team to create the most complete and robust solution to support the successful re-development of Toytown for Pinellas County.

BROWNFIELDS RE-DEVELOPMENT

As you have seen from the proposed organization structure and team member overview, SFC has partnered with some of the most experienced and successful brownfields developers. Within our team, Micheal R. Goldstein, Esq. provides unparalleled expertise related to the legal, financial, and overall development opportunities for brownfields sites. Mr. Goldstein has immense experience with the public-private partnership, senior capital, and grant opportunities for the project.

In addition to The Goldstein Environmental Law Firm, Mr. Goldstein is also founding principal of Goldstein Kite Environmental ("GKE"). GKE identifies, acquires, and repositions environmentally contaminated real estate for beneficial reuse. For this project, GKE will provide advanced technical, regulatory, legal, and incentive-based solutions to lower the cost of clean-up, reduce exposure to liability risk, and compress the time frame from capital deployment to asset disposition for the County. GKE has experience with Brownfield Site Rehabilitation Act (BSRA) that offers tremendous incentives to developers seeking to remediate and develop these stigmatized properties. Additionally, GKE will bring solutions to Pinellas County and SFC related to bond financing, grants, impact fee waivers, infrastructure incentives, low interest loans, property tax abatement programs, tax credits, tax refunds, zoning considerations, and more. In phase two of this RFP, GKE will play an imperative role helping to determine the most advantageous development and capital structure for the project.

From the RFP it is our understanding "…the County intends to retain ownership of the site to manage legal risk, likely entering into a ground lease with the selected respondent." Furthermore, we understand the County has obligations with the LTC permit from the FDEP. Our plan is to work with the County in Phase 2 to determine the optimal capital strategy, ownership structure, and development plan to execute on this re-development opportunity.



SPORTS TOURISM

The opportunity to generate new tourism opportunities for Pinellas County is at the heart of this RFP. No other firm has the experience SFC does related to planning, developing, and operating sports tourism destinations. With this project literally in our backyard, we are committed to creating a world-class destination for Pinellas County that serves both tourism and local use for decades to come.

An important aspect of financing sports tourism venues is the distribution of hotel taxes, sales taxes, and other tourism revenue sources to support the destination. For this purpose, SFC has completed a detailed pro forma and economic impact analysis for the project. This is an updated evaluation of the program plan and operating plan from the original feasibility study provided in the RFP.

For the purposes of this RFP, SFC utilized as much of the available real estate as possible to maximize both revenue and economic impact. The result is a maximized operation that breaks even in year two (2) and generates a positive operational cashflow to help offset development costs. Note, additional revenue from tourism taxes and other means will need to be identified in phase two of the RFP process to further offset development costs. The table below represents revenue and expenses for the park years 1 – 5:

Total Revenue & Expenses - 5-Year Detail

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Cumulative
Outdoor In-House Baseball/Softball Tournaments	$207,200	$414,400	$665,280	$665,280	$814,968	$2,767,128
Outdoor Rental Baseball/Softball Tournaments	$191,000	$171,000	$188,100	$232,100	$243,705	$1,025,905
Outdoor Baseball/Softball	$75,800	$92,476	$119,017	$133,200	$149,534	$570,027
Outdoor Rental Multi-Purpose Field Tournaments	$122,000	$130,000	$190,300	$215,600	$226,380	$884,280
Outdoor Soccer	$71,050	$88,619	$116,712	$132,212	$150,317	$558,910
Outdoor Football	$22,857	$28,754	$38,208	$43,487	$49,687	$182,993
Outdoor Field Rental	$389,694	$409,179	$472,601	$496,231	$521,043	$2,288,749
Outdoor Pickleball	$89,473	$107,368	$129,646	$142,611	$157,229	$626,327
Outdoor Rental Sand Volleyball Tournaments	$16,800	$23,200	$26,840	$35,640	$37,422	$139,902
Outdoor Sand Volleyball	$63,372	$73,288	$91,846	$100,829	$110,931	$440,265
Outdoor Sand Volleyball Court Rentals	$67,200	$69,216	$74,857	$77,103	$83,387	$371,763
Gate Fees	$187,110	$284,340	$372,540	$389,340	$427,140	$1,660,470
Parking Fees	$217,463	$277,875	$381,600	$412,650	$436,275	$1,725,863
Food & Beverage	$1,153,350	$1,337,282	$1,627,661	$1,858,100	$1,934,660	$7,911,053
Hotel Rebates	$207,588	$238,266	$305,081	$347,193	$365,858	$1,463,986
Retail	$56,038	$62,833	$74,374	$82,099	$83,679	$359,022
Sponsorship/Advertisement Revenue	$350,000	$350,000	$350,000	$350,000	$350,000	$1,750,000
Total Revenue	**$3,487,995**	**$4,158,094**	**$5,224,664**	**$5,713,674**	**$6,142,214**	**$24,726,642**
Cost of Goods Sold	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Cumulative**
Outdoor In-House Baseball/Softball Tournaments	$141,720	$283,140	$414,666	$414,666	$474,574	$1,728,766
Outdoor Rental Baseball/Softball Tournaments	$19,100	$17,100	$18,810	$23,210	$24,371	$102,591
Outdoor Baseball/Softball	$25,772	$31,442	$38,082	$42,620	$46,420	$184,337
Outdoor Rental Multi-Purpose Field Tournaments	$12,200	$13,000	$19,030	$21,560	$22,638	$88,428
Outdoor Soccer	$17,661	$22,028	$27,556	$31,216	$34,598	$133,059
Outdoor Football	$4,663	$5,866	$7,480	$8,514	$9,533	$36,057
Outdoor Field Rental	$19,485	$20,459	$23,630	$24,812	$26,052	$114,437
Outdoor Pickleball	$15,791	$18,950	$22,882	$25,170	$27,750	$110,543
Outdoor Rental Sand Volleyball Tournaments	$1,680	$2,320	$2,684	$3,564	$3,742	$13,990
Outdoor Sand Volleyball	$19,860	$22,371	$27,277	$29,945	$32,509	$131,963
Outdoor Sand Volleyball Court Rentals	$3,360	$3,461	$3,743	$3,855	$4,169	$18,588
Gate Fees	$20,580	$24,360	$28,140	$30,660	$31,920	$135,660
Parking Fees	$48,929	$62,522	$85,860	$92,846	$98,162	$388,319
Food & Beverage	$634,343	$735,505	$895,214	$1,021,955	$1,064,063	$4,351,079
Hotel Rebates	$0	$0	$0	$0	$0	$0
Retail	$39,227	$43,983	$52,062	$57,469	$58,575	$251,315
Sponsorship/Advertisment Expense	$87,500	$87,500	$87,500	$87,500	$87,500	$437,500
Total Cost of Goods Sold	**$1,111,871**	**$1,394,007**	**$1,754,616**	**$1,919,562**	**$2,046,576**	**$8,226,631**
Gross Margin	**$2,376,124**	**$2,764,088**	**$3,470,048**	**$3,794,113**	**$4,095,638**	**$16,500,011**



Optimized as a sports tourism destination and utilizing more than 80% of the weekend for tourism activities, the proposed plan would generate more than $350M in the first five (5) years of operation. SFC has the event schedule ramping up from 48 events held in the first full year of operations to 67 events in year five (5). Below is a summary of the direct economic impact of the project. Note, this is only new direct spending in the market, it does not include construction impact, job creation, and indirect economic impact which are all additional benefits of the project.

Economic Impact

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**

Per Person Spending By Category

	Year 1	Year 2	Year 3	Year 4	Year 5
Lodging/Accommodations	$55.00	$55.83	$56.66	$57.51	$58.37
Dining/Groceries	$68.00	$69.02	$70.06	$71.11	$72.17
Transportation	$11.56	$11.73	$11.91	$12.09	$12.27
Entertainment/Attractions	$23.80	$24.16	$24.52	$24.89	$25.26
Retail	$21.76	$22.09	$22.42	$22.75	$23.10
Miscellaneous	$18.36	$18.64	$18.91	$19.20	$19.49
Total	**$198.48**	**$201.46**	**$204.48**	**$207.55**	**$210.66**

Economic Impact Drivers

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market - Overnight	251,175	286,452	363,546	413,133	431,985
Room Nights	59,910	68,764	88,047	100,200	105,587

Economic Impact

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Direct Spending - Overnight	$49,853,244	$57,707,727	$74,337,605	$85,744,140	$91,001,812
Total Indirect Spending	$0	$0	$0	$0	$0
Total Economic Impact	**$49,853,244**	**$57,707,727**	**$74,337,605**	**$85,744,140**	**$91,001,812**

SFC's ethos is to hyper-collaborate with local tourism bureaus to make the overall destination a success. We are hopeful for the opportunity to partner with Visit St. Pete – Clearwater to identify even more ways to maximize the positive impact of this project to the County!

If developed to its full potential, SFC believes this is approximately $150-200M project. This level of project will take supreme collaboration between the County, SFC Team, and all stakeholders to accomplish. It is our goal that you see from the work we have done to date, team we have assembled for this development, and track record of performance we earn the opportunity to partner with the County in phase 2 of this RFP process to help create the right capital, development, and public-private partnership plan.

APPENDIX



2024 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

FILED
Apr 29, 2024
Secretary of State
8863465458CC

DOCUMENT# L12000126436

Entity Name: SPORTS FACILITIES MANAGEMENT, LLC

Current Principal Place of Business:

17755 US HWY 19 N
SUITE 300
CLEARWATER, FL 33764

Current Mailing Address:

17755 US HWY 19 N
SUITE 300
CLEARWATER, FL 33764 US

FEI Number: 46-1145091

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

CLEMENT, JASON
17755 US HWY 19 N
SUITE 300
CLEARWATER, FL 33764 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: JASON CLEMENT 04/29/2024

Electronic Signature of Registered Agent — Date

Authorized Person(s) Detail :

Title	MANAGER
Name	SPORTS FACILITIES COMPANIES, LLC
Address	17755 US HWY 19 N SUITE 300
City-State-Zip:	CLEARWATER FL 33764

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: BRANDON GALVAO ASSISTANT GENERAL COUNSEL 04/29/2024

Electronic Signature of Signing Authorized Person(s) Detail — Date

VENDOR SUBMITTAL ACKNOWLEDGEMENT FORM

It is the policy of Pinellas County, Board of County Commissioners, to accept the lowest responsive and responsible or highest ranked submittal received meeting specifications. No changes requested by a vendor due to an error in pricing will be considered after the advertised solicitation opening date. By signing this Vendor Submittal Acknowledgment Form, vendors are attesting to their awareness and acceptance of this policy and agreeing to all solicitation of terms and conditions, including any insurance requirements.

Vendor Name (as shown on W-9): Sports Facilities Management, LLC

Doing Business As (DBA) (if applicable):

Mailing Address (as shown on W-9): 17755 US Highway 19 N STE #300

City, State, Zip (as shown on W-9): Clearwater, FL 33764

Vendor Email (primary company email): esullivan@sportsfacilities.com

Remit to address (as shown on vendor invoice):

Federal Tax ID (FEIN) #: 46-1145091

SAM.gov UEID No.:

Dun & Bradstreet D-U-N-S® UEID No. (if applicable): 045527239

Vendor Contact Information

Contact Name: Eric Sullivan

Phone Number: 727-330-0816

Email Address: esullivan@sportsfacilities.com

Payment Terms: Net 45 (per Florida Statute F.S. 218.73) N/A **%** N/A **Days**

Deposit (if required) has been paid in the amount of $ N/A

Proper Corporate Identity is needed for a firm registered with the Florida Division of Corporations. Please visit *dos.myflorida.com/sunbiz/* for this information. It is essential to return a copy of your W-9 with your submittal.

I hereby agree to abide by all terms and conditions of this solicitation, including all insurance requirements, and certify that I am authorized to sign this solicitation for the vendor.

Authorized Signature: Eric Sullivan

Digitally signed by Eric Sullivan
Date: 2024.12.12 13:28:42 -05'00'

Print Name: Eric Sullivan

Title: Partner

THIS FORM MUST BE RETURNED WITH YOUR RESPONSE



FOUNDED IN 2003

THE SPORTS FACILITIES COMPANIES

OUR MISSION

IMPROVE THE HEALTH & ECONOMIC VITALITY OF THE COMMUNITIES WE SERVE

3,000 COMMUNITIES SERVED

$15 BILLION IN PLANNED & FUNDED FACILITIES

25 MILLION ANNUAL VISITS TO SFM FACILITIES

2,500+ TEAM MEMBERS AND GROWING

PLANNING
DEVELOPMENT
OPTIMIZATION
MANAGEMENT

THE VOICE OF THE INDUSTRY

ICMA
INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION

THE ASPEN INSTITUTE
PROJECT PLAY
— 2024 —

FRPA
FLORIDA RECREATION & PARK ASSOCIATION

THE SFNETWORK

THE SINGLE LARGEST & FASTEST GROWING SPORTS TOURISM NETWORK

WWW.THESFNETWORK.COM