

Sports Complex Update

County Commission Workshop

April 7, 2025





SYNERGY

S P O R T S



National sports consulting firm



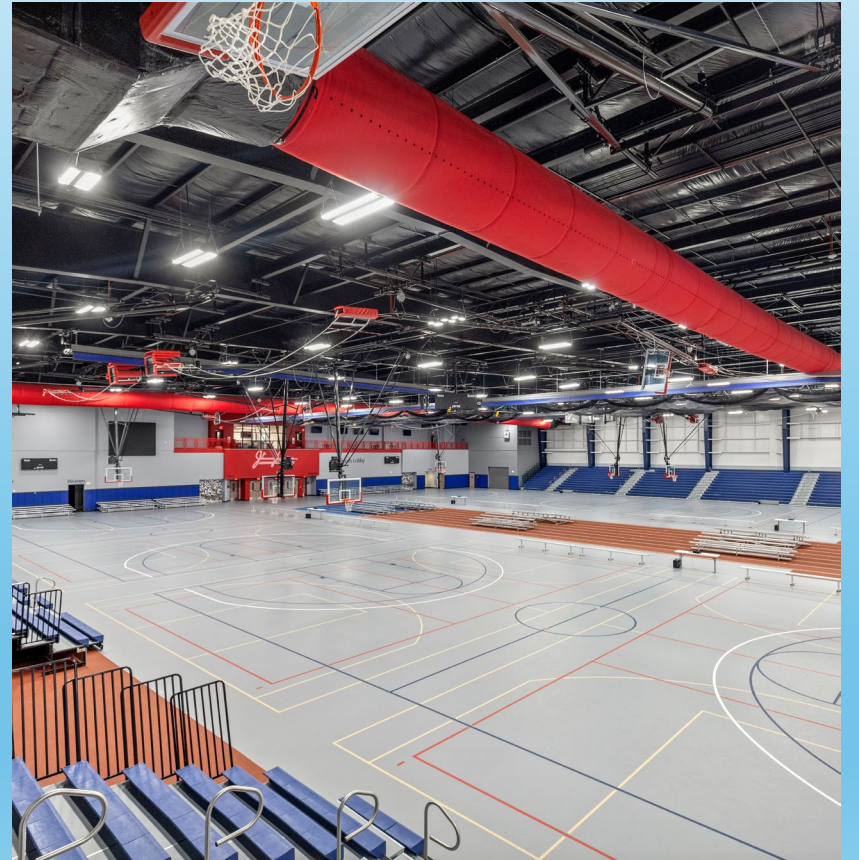
Expertise in creating public/private sports partnerships with municipalities, colleges, and universities



Currently over 30 sports complex projects in development nationally as public private partnerships

Representative Projects (FL)

- **Lake County**
 - 500-acre park
 - ~\$100M project
 - Working with TDC on final structure
- **Alachua County Sports & Event Center (Gainesville)**
 - \$45M Indoor Court Facility
 - Host of 2025 World Indoor Masters Track Meet
 - Currently operating (Opened 2023)
- **Sebring**
 - 150,000 Sqft. Indoor Sports Complex
 - 9 Diamonds
 - 12 Flat Fields
 - \$80- \$90M
 - Fields are operational; final TDC/ County presentations for indoor
- Operating partners currently have ~20 facilities in operation across the country



Executive Summary



Multiple feasibility studies were done; all recommend an indoor facility + flat field outdoor sports complex that is designed for both community use and sports tourism revenue.



The proposed complex is the cornerstone of the westward expansion and the catalyst that drives visitors to other areas in the development



There is a pathway for a privately funded complex through a public private partnership



The County's partnership through intergovernmental agreements with local municipalities, the creation of reserve accounts, and utilizing naming rights capital and newly generated tax revenue/ TDC revenue can help support long-term sustainability.

Site Plan

Conceptual Cost
Estimate: \$90- \$100M

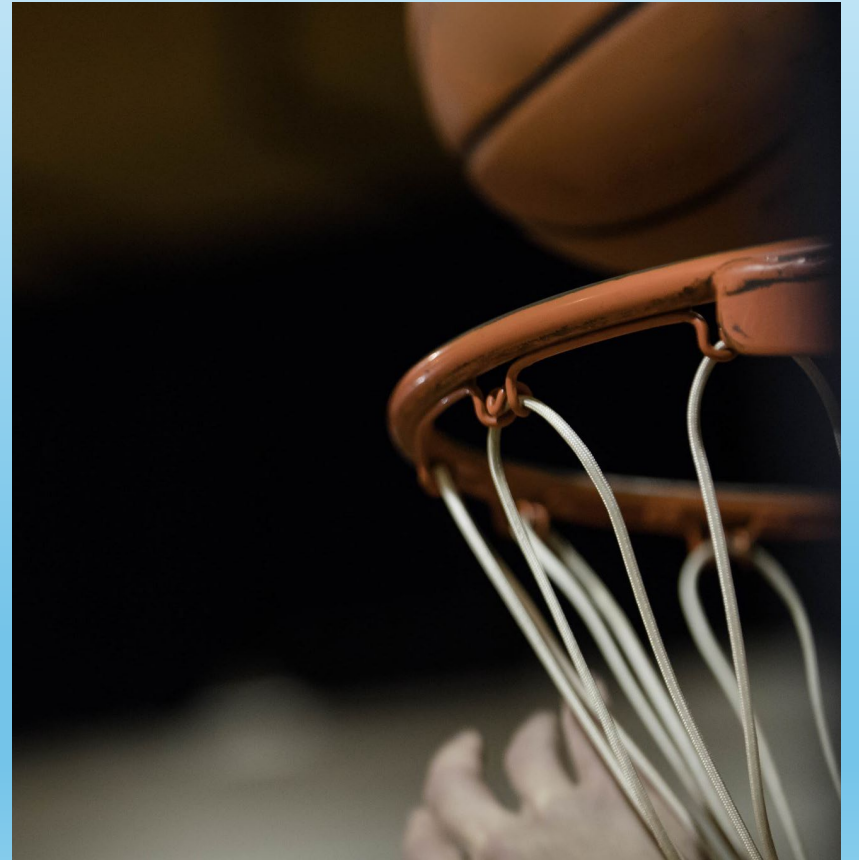
LEGEND

- ① Indoor Recreation Center
- ② Tournament Stadium - Natural Turf
- ③ Parking Area
- ④ Multi-Use Field (Soccer, Lacrosse, Football) - Natural Turf
- ⑤ Maintenance Complex
- ⑥ Multi-Use Field (Soccer, Lacrosse, Football) - Synthetic Turf
- ⑦ Preservation Area



Indoor Sports Complex

- **Indoor Court Facility**
 - 10 Full-Size Basketball Courts
 - 24 Full-Size Volleyball Courts
 - 30-36 Pickleball Courts
 - Ability to accommodate a 200m Indoor Track (1 publicly available in FL)
 - Ability to host 150+ team tournaments
 - ~100,000 sqft of indoor event space
 - Graduations, Concerts, Meetings, non-sports events
 - Hospitality spaces, restaurants, leasable space (medical, PT, fitness)



Outdoor Sports Complex

- **Outdoor Components**
 - 20 Flat Fields (FIFA Regulation)
 - 16 Turf
 - 4 Grass
 - Lights, Bleachers, & Scoreboards for all fields
 - Stadium
 - Grass Field
 - 2500- 3500 seats
 - Lights, Scoreboard, & Pressbox
 - Amenities
 - Multiple Concession/ Restroom Buildings
 - Playgrounds
 - Parking for ~3000



Interested Organizations / LOIs



Naming
Rights &
Sponsorship
Revenue
Potential



POV: Flagler County Sports Complex

Contractually Obligated Income Projection: Gainey Sports Ventures projects 5-year COI of commercial revenue generation for the Flagler County Sports Complex at **\$33,455,000 (includes Naming Rights at ten years).**

Annual Commercial Revenue Forecast:

- \$4,300,000 Year 1
- \$4,730,000 Year 2
- \$5,250,000 Year 3
- \$5,575,000 Year 4
- \$6,100,000 Year 5

Funding Options



Issue Bonds

- Generally unpopular
- Long timeline
- Costly
- Better used for infrastructure
- Not Recommended



Capital Improvement Budget

- Funds typically don't materialize
- Long term
- Other priorities take precedent
- Not Recommended



Developer Funded/Private

- Developers don't get the same return on sports as on other projects
- High cost of capital
- Not recommended



P3 Partnership

- Able to leverage private capital
- Ability to combine resources
- Least risk for municipality
- Recommended

How does a P3 partnership work?

1. The County and the private sector each bring value to the project
2. The current landowner is willing to donate the land required to develop the sports complex to the County.
3. The private side brings the balance of the capital required to fund the project along with development expertise, sports experience, vendor relationships, and operating expertise
4. The land is leased by the County to the private side for \$1
5. The private side then develops the project as a private project with an agreement to lease the improved facility back to the County for a pre-determined amount
6. Doesn't use County's bond capacity and ensures the County maintains control of the use of the facility (as Master Leaseholder)
7. The private side operates the complex

Flagler County Sports Complex- Financial Model

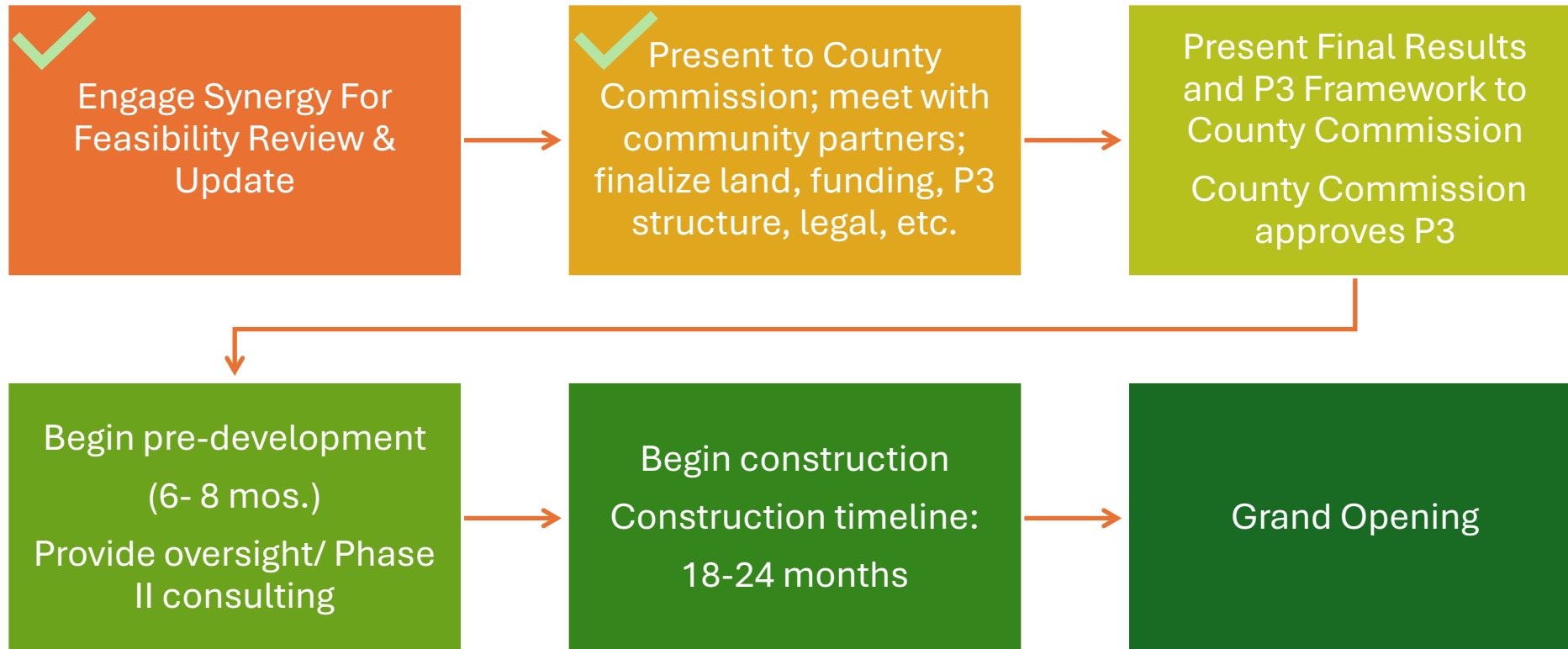
	YR1	YR2	YR3	YR4	YR5
Total Income	\$ 3,462,000	\$ 3,462,000	\$ 3,982,000	\$ 4,578,000	\$ 5,265,000
Total Expenses	\$2,813,820	\$2,747,150	\$3,009,280	\$3,298,670	\$3,660,070
Net Operating Income	\$ 821,280	\$ 887,950	\$ 1,171,820	\$ 1,508,230	\$ 1,868,180

Economic Impact

- 250,000- 400,000 unique visitors (Year 1)
- 100,000- 125,000 hotel room nights (Year 1)

		Year 1	Year 2	Year 3	Year 4	Year 5
Annual Direct Spending		\$48,750,000	\$53,746,875	\$59,255,930	\$65,329,662	\$72,025,953
Indirect/Induced Spending	63%	\$30,712,500	\$33,860,531	\$37,331,236	\$41,157,687	\$45,376,350
Total Annual Economic Impact		\$79,462,500	\$87,607,406	\$96,587,165	\$106,487,350	\$117,402,303
County Sales Tax	0.50%	\$394,875	\$435,350	\$479,973	\$529,170	\$583,410
Hotel Occupancy Tax/ New TDC Revenue	5.00%	\$781,250	\$861,328	\$949,614	\$1,046,950	\$1,154,262
Tax Impact to County		\$1,176,125	\$1,296,678	\$1,429,587	\$1,576,120	\$1,737,672
Operating Income Before Lease		\$821,280	\$887,950	\$1,171,820	\$1,508,230	\$1,868,180
Naming Rights Capital		\$4,300,000	\$4,730,000	\$5,250,000	\$5,575,000	\$6,100,000
Total Available for Leaseback Payment		\$5,121,280	\$5,617,950	\$6,421,820	\$7,083,230	\$7,968,180
Municipal Lease		(\$6,000,000)	(\$6,000,000)	(\$6,000,000)	(\$6,000,000)	(\$6,000,000)
Operating Income After Lease		(\$878,720)	(\$382,050)	\$421,820	\$1,083,230	\$1,968,180
Use of Dedicated Sports Complex Reserve Fund		\$878,720	\$382,050	\$0	\$0	\$0
Net Income		\$0	\$0	\$171,820	\$508,230	\$868,180
Dedicated Sports Complex Reserve Fund	\$3,000,000	\$2,121,280	\$1,739,230	\$1,739,230	\$1,739,230	\$1,739,230

Development Process



FAQs

Q: What are the terms of the lease?

- A: The lease is amortized over 30 years at 5- 6%. Typically, municipalities can pay off the lease sooner. A lease doesn't affect the County's bond rating

Q: Who owns the facility?

- A: Our funding partners would own the facility until the last lease payment is made. It's then turned over to the municipality

Q: How are non-appropriations handled?

- A: Non-appropriation risk is factored in. Ultimately, if the municipality does not appropriate funds, the funding group would take possession of the facility and operate it to secure its ROI

Q: Who operates the facility?

- A: We have several operators we work with that are well-vetted and have a proven track record. A private operator is better suited to manage the day-to-day operations, balance community use, and partner with the municipality to bring in a variety of events, both sport and non-sport

Q: Who's responsible for repairs & maintenance?

- A. The operator handles all daily operations, maintenance, repairs, etc. A deferred maintenance account is established for capital improvements in the future

Next Steps

- Consensus to move the project forward
- Consensus to allow County Staff to work with Synergy Sports to draft a pre-development agreement and funding MOU/ Term Sheet to bring back to you for consideration in 30-60 days
 - Pre-Development Agreement: Full Architectural, Engineering, Surveying, Environmental, etc., plans
 - Funding MOU/ Term Sheet: Outlines the term, rate, and details of the private funding
 - **To be presented to County Commission for Final Vote To Approve**

Questions





SYNERGY
S P O R T S
— GLOBAL —

Improving lives, bringing families
and communities together, through sport

www.SynergySportsGlobal.com



Palm Coast is a great area that would attract many competitors from well outside of the area. Our competitors really enjoy competing in destinations that has so much to offer, especially the climate. We definitely look to host our State Championships, as well as our Interstate Championships, which draw close to 500 competitors, in Palm Coast. This area would be a great location for our events!

X 

Dustin Hoffman
Florida State Director, American Cornhole Le...

UNITED FLAG FOOTBALL LEAGUE

5200 FAN PALM AV COCOA FL 32927

321.537.0965 STONECOLDNORM@YAHOO.COM



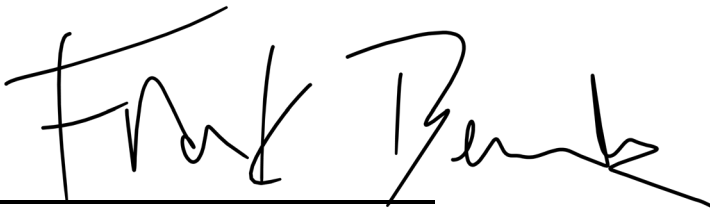
Excited to learn more about the potential new facility that will be coming to Palm Coast. Once completed, we would love to bring multiple events to Palm Coast and utilize the new facility. Generally, when a new complex is completed, the excitement from participating teams and individuals is high, which then correlates to more participants and a greater economic impact for the community. Look forward to learning more regarding the new facility.

X

Norm Mclean
President/Owner



United Youth Sports is a youth sports organization that hosts many events across the country in a variety of sports. We're always in need for first class venues that could host our lacrosse, cheerleading, and youth tackle football events. Palm Coast is an ideal location for hosting these events and would be very interested in bringing our competitions to the area!

X 

Frank Bermudez
Co-Owner, United Youth Sports

March 13, 2025



Greetings,

Dynasty Hoops is an International Youth Basketball Tournament provider. We were established in 2013 in Orlando, Florida. We host 22-25 events yearly. Travel teams from all over the world attend our events. We are highly interested and excited to bring some of our events to Palm Coast. Please do not hesitate to contact us. We are looking forward to hearing back from you.

Respectfully,
Lancelot Ault Jr.

Lancelot Ault Jr.

CEO of Dynasty Hoops

ault@dynastytournaments.com

407-925-1204

www.dynastytournaments.com



March 27, 2025

To whom it may concern:

We are excited about the expansion of the Palm Coast facility. Our organization has been doing events there for a while. It has always been a good event. With the expansion of fields, we will be able to do larger events and expand our field of teams and opportunities. We look forward to hearing about the progress.

Sincerely,

TOM WEST

F. Tom West
Florida Prep Lacrosse



4/2/2025

LETTER OF SUPPORT

To Whom It May Concern:

Sporting Club Jacksonville/Sporting Palm Coast is a dynamic and community-driven organization founded in 2020 by a local Florida ownership group. In 2023, the club was branded in collaboration with the Northeast Florida community to reflect our expanding vision and commitment to the region.

We are proud to operate a men's professional USL Championship club, a women's professional USL Super League club, as well as teams in USL League One, Two, and the W-League. Additionally, our youth soccer development is represented by the USL Youth Academy and ECNL. In partnership with local city and county authorities, we are focused on bringing world-class soccer opportunities to Northeast Florida. Our future plans include the development of a 15,000-capacity community stadium in Jacksonville, alongside several sportplex and training facilities across Northeast Florida that will serve as the foundation for our growing clubs.

Our ownership group, led by successful entrepreneur Ricky Caplin, includes renowned sporting legends such as Tim Tebow and Fred Taylor, as well as seasoned soccer executive Steve Livingstone. We are also proud to have University of Florida women's soccer coaching legend Becky Burleigh serving as a consultant to guide the growth of our women's professional team.

At Sporting JAX, we are deeply committed to the local community. Our organization is dedicated to providing opportunities for youth development, nurturing competitive spirits, and delivering exceptional professional soccer experiences. Currently, we operate in Flagler County as Sporting Club Palm Coast (formerly Florida Elite Palm Coast), and we are passionate about furthering the sport of soccer and its positive impact on our community.

The development of our stadium, facilities, and programs extends beyond soccer. We aim to build an inclusive environment for a wide range of sports and recreational activities. Our goal is to offer a "sporting chance" to the underserved and marginalized members of our community, promoting equality and opportunity for all.

We are excited to support Synergy Sports in their plan to create a multi-sport training facility in Flagler County. Sporting Palm Coast is eager to partner in this development and contribute to the success of the complex. Specifically, we anticipate using the facility in the following ways:

- Training facilities for Sporting Palm Coast Soccer Academy, serving our 500+ youth players.
- Tournament site to host 10-20 ECNL and USL youth soccer tournaments annually, drawing players from across Florida and the Southeastern U.S.
- Training venue for our USL League One (professional) and League Two (pre-professional) clubs.
- Development of a possible small community stadium venue (5,000 capacity) to host 10-20 USL pro and pre-pro club home matches annually.

We are confident that these programs and uses will have a significant economic and community impact on both Palm Coast and Flagler County. The synergy between our organization and the complex proposed by Synergy Sports would be a powerful driver for local development and engagement, enhancing both youth and professional sports opportunities.

In conclusion, Sporting JAX/Sporting Palm Coast is excited to support the Synergy Sports complex concept and is eager to see it come to fruition. We look forward to being an integral part of this important development and to furthering our shared mission of enriching the lives of the Flagler County community through sports.

Sincerely,



STEVE LIVINGSTONE
President/CEO



POV: Flagler County Sports Complex

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Revenue Design:

- One (1) title partner at \$1,500,000 annually with ten (10) years in term.
- Four (4) founding partners at \$250,000 annually with five (5) years in term.
- Sports/Facility Entitlement Partners (4) at \$200,000 with four (4) years in term.
- Ten (10) infrastructure partners at \$100,000 annually with three (3) years in term.
- Traditional partnerships will start at two-year terms.
- Test partners will include a premium on investment for a one-year term.

Rate Card Build:

- 7.5M total sell through

Additional Notes:

- Sell assets during build (Zero Year) to leverage borrowing rates.
- Unlock Streaming Revenue at initial build and tie to licensed content.
- Host influencer events (invite only) for prospects that qualify at the Naming Rights/Founding Partner level.
- Build out external sponsor activation space that can be owned monthly/quarterly by brands.
- Locally sourced food options.
- Integration partnerships tied to scale.