

Flagler County Sports Complex

JLL Phase I Presentation
Monday, October 6, 2025

Agenda

- 1** Project Overview and Scope
- 2** Data Collected & Reviewed
- 3** Phase I Summary
- 4** Next Steps



Sports Complex Review



On April 7, 2025, at a county commission workshop, a presentation was made by Synergy Sports of a proposed future regional sports complex through a private public partnership (P3).



There was interest from the commission to learn more about the project with a consensus for staff to continue conversations with Synergy and conduct a deeper level of due diligence to answer some additional questions and overall concerns.



Upon recommendation from the county's bond counsel, staff engaged Jones Lang LaSalle (JLL) to conduct a thorough independent review and analysis of all aspects of the proposal.



JLL's Scope of Work is divided into two phases and today's presentation is the result of Phase 1 findings.



Phase 1

Market Analysis

- Validate local and regional market conditions affecting the sports complex
- Review competitive facilities within the market area
- Confirm projected visitor and participant demographics
- Review the reasonableness of Synergy's sports tourism projections
- Confirm the proposed venue mix against market demand (indoor courts, outdoor fields, etc.)

Outcome: Deliver independent market assessment including confirming visitor projections (250,000-400,000 unique visitors) and proposed venue programming relative to regional demand.

Project Check In – Market Study Check in

After JLL has completed Phase 1, JLL will review the results with Flagler County. Flagler County will provide confirmation to proceed with Phase 2.



Project Overview and Scope

Project Overview

- Current sports facility inventory includes 23+ fields with over 13 well-lit
- The City of Palm Coast initiated a comprehensive study and market analysis from Sports Facilities Advisory which was completed in August 2023
- In May 2025, Flagler County received a ±\$100M regional sports complex unsolicited proposal from Synergy Sports through a public-private partnership
 - Complex includes indoor and outdoor facilities including a 100,000 square foot indoor multi-purpose facility, 20 outdoor fields, stadium, amenities and ±3,000 parking spots
 - The project is projected to generate 250,000-400,000 unique visitors annually and 100,000-125,000 hotel room nights

JLL Knows Destinations

100+ Tourism, destination, and
sports planning clients

50+ Public-private
and governance
advisory projects

35 Multi-jurisdictional
destination plans



Global Partners



North American Clients



Global Clients



Youth Sports – A \$40 Billion Industry

Youth Sports Market Size & Scale

- Youth sports industry generates ~\$40 billion in annual revenue
- The industry's revenue is forecasted to grow at a compound annual growth rate (CAGR) of 9.70% from 2024 to 2031
- The youth sports industry significantly outperforms other entertainment industries, greatly outperforming the domestic box office which earned \$8.7 billion in 2023

Youth Sports Participation & Investment

- 60 million children participate in organized sports nationwide
- Average family spend of over \$1,000 per child's primary sport in 2024
- 46% increase in spending since 2019

Source: Aspen Institute



Boombah Sports Complex (Sanford, FL)



ESPN Wide World of Sports Complex (Orlando, FL)

Data Collected & Reviewed

Documents Collected & In Review

Document Received	JLL Received	JLL Validated
08.2023 Palm Coast Sports Facilities Advisory Final Report*	Yes	Reviewed
08.2023 Palm Coast Sports Facilities Advisory 5-year Operating Pro Forma*	Yes	Reviewed
sports facility - Synergy 2.2024-FINAL *	Yes	Reviewed
11.30.2023 City of Palm Coast Flagler County Parks and Recreation Master Plan	Yes	Reviewed
04.07.2025 Synergy Sports Complex Presentation BOCC	Yes	Reviewed
05.19.2025 Synergy Sports Flagler County Sports Complex Unsolicited Proposal	Yes	Reviewed
07.14.2025 County Comp Plan Transmittal Hearing Presentation	Yes	Reviewed
2023 Palm Coast and the Flagler Beaches Economic Impact Report	Yes	Reviewed
2024 Flagler County National Community Survey Report	Yes	Reviewed
A. Future Land Use Element	Yes	Reviewed
B. Transportation Element	Yes	Reviewed
C. Housing Element	Yes	Reviewed
D. Infrastructure Element	Yes	Reviewed
E. Conservation Element	Yes	Reviewed
F. Coastal Management Element	Yes	Reviewed
G. Economic Development Element	Yes	Reviewed
H. Recreation & Open Space Element	Yes	Reviewed
I. Intergovernmental Coordination Element J. Capital Improvements Element	Yes	Reviewed

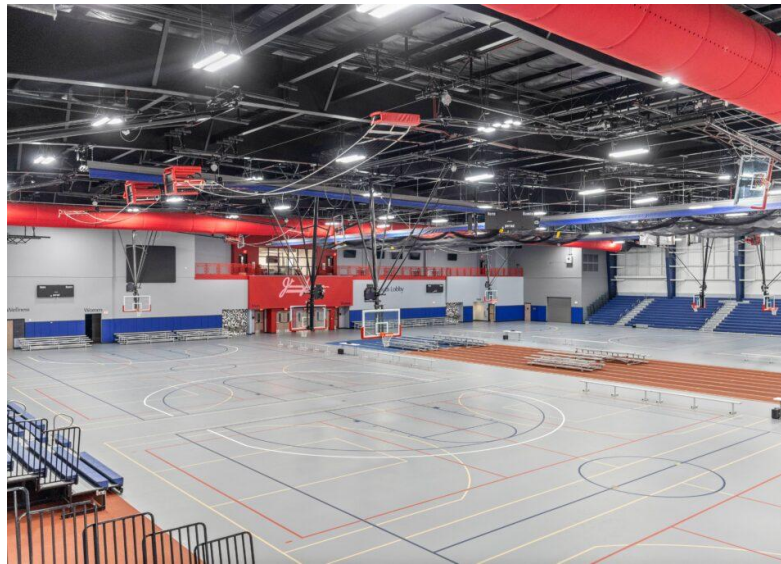
**Primary documents reviewed during Phase I*

Data Points

Phase I Data Points	Validation	Notes
Executive Summary of Research	✓	JLL Validated
Demographic Information (xx, xx)	✓	Positive indication of county's population growth (+14% from 2020 to 2025)
Economic Indicators	✓	Positive indication of region's household income and recreation spending
SWOT Analysis	✓	JLL Validated
Regional Participants by Asset Type	✓	JLL Validated
Existing Local Competitive Facilities	✓	JLL Validated, continued on slides 9-10
Existing Regional Competitive Facilities	✓	JLL Validated, continued on slides 9-10
Hotel/Lodging Landscape	✓	JLL researched, hotel supply will be critical for tournament growth
Destination Amenities	✓	JLL researched, destination amenities will be critical for tournament growth
Average Daily Expenditure Per Person	✓	\$195 per attendee in Year 1
Number of Annual Events	✓	46 events in Year 1
Number of Annual Attendees	✓	250,000 attendees in Year 1
Event Mix by Sport Type	✓	Mix of revenue spread across 8 events types
Phase II Data Points	Validation	Notes
Proposed Indoor Programming	✓	Phase II, JLL Validating 10 basketball courts, 24 volleyball courts, 30-36 pickleball courts
Proposed Outdoor Programming	✓	Phase II, JLL Validating 20 fields and 2,500 to 3,500 seat stadium
Projected Revenue	✓	Phase II, JLL Validating \$3.5 million annual revenue in Year 1
Projected Expenses	✓	Phase II, JLL Validating \$821,000 annual NOI in Year 1
Projected Construction Costs	✓	Phase II, JLL Validating \$90-\$100 million cost

Competitive Facilities Analysis

- JLL reviewed the identified competitive facilities from Sports Facilities Advisory's analysis.
- JLL studied and confirmed the 92 local facilities and 141 regional facilities, offerings, and distances.
- JLL identified two regional facilities most competitive to the proposed project in Flagler County.
- Additionally, JLL found eight additional regional sports projects in the pipeline.



Alachua County Sports & Event Center (Gainesville)

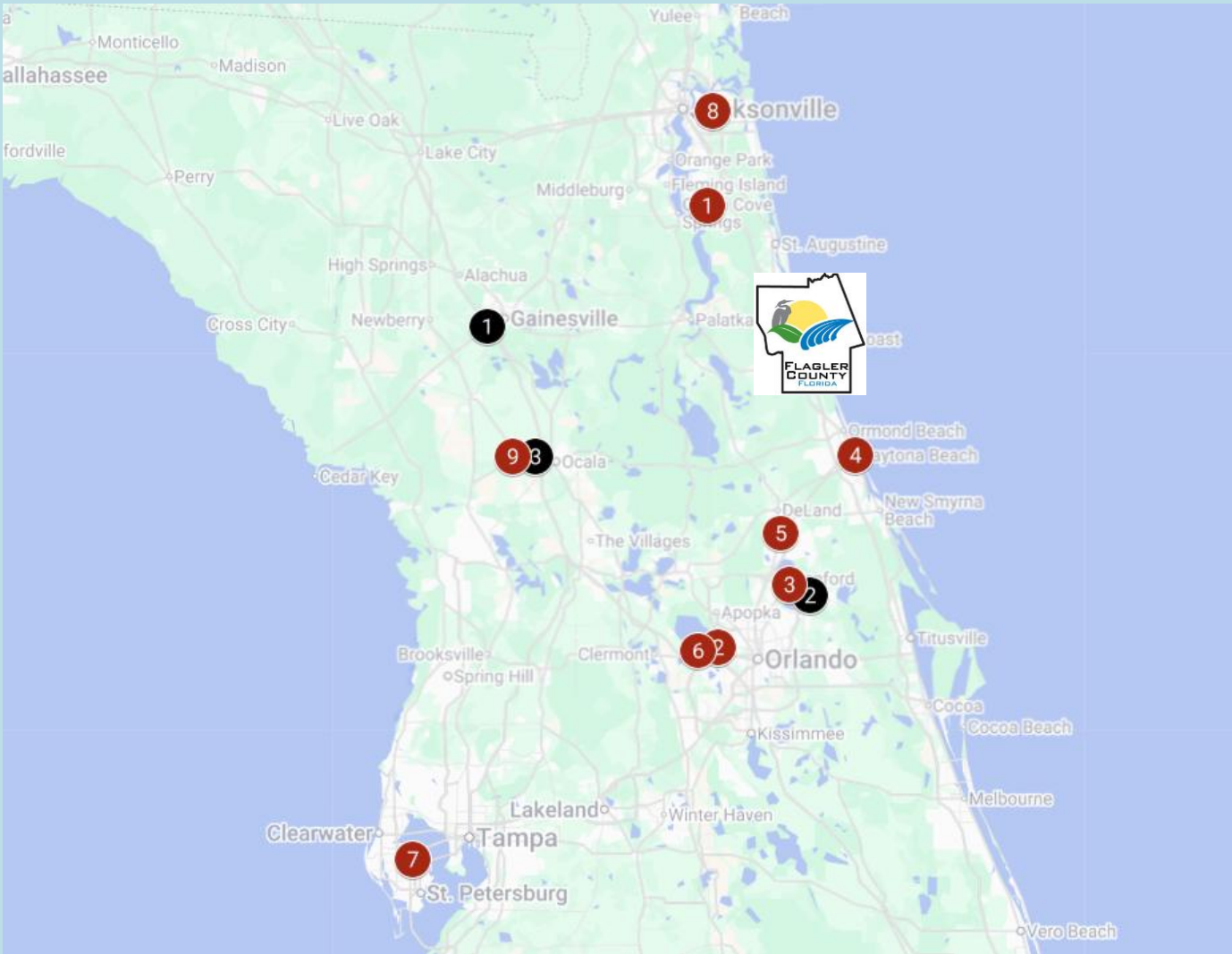


Boombah Sports Complex (Sanford)



ESPN Worldwide of Sports Complex (Orlando)

Existing Competitive Facilities & Upcoming Developments



Existing Competitive Facilities		
Facility Name	Location	Distance to Flagler County
1 Alachua County Sports & Event Center	Gainesville	105 min
2 Boombah Sports Complex	Sanford	75 min
3 Sports at WEC Ocala	Ocala	120 min

Proposed Regional Competitive Facilities		
Facility Name	Location	Distance to Flagler County
1 St. Johns County Sports Complex (Under Construction)	St. Augustine	40 min
2 The Dynasty Ocoee (Beginning Construction in Late 2025)	Ocoee	90 min
3 Seminole County Indoor Sports Facility (Planning)	Sanford	75 min
4 Daytona Sports Complex (Proposed)	Daytona Beach	35 min
5 Volusia County Sports Complex (Proposed)	Orange City	56 min
6 Winter Garden Sports Complex (Proposed)	Winter Garden	90 min
7 Pinellas County Sports Complex (Proposed)	St. Petersburg	180 min
8 Momentous Sports & Sporting JAX - Jacksonville Sports Development (Proposed)	Jacksonville	40 min
9 Additional Sports Facilities at WEC Ocala (Proposed)	Ocala	120 min

Phase I Summary

Phase I Summary

- Initial JLL review shows strong demand for both indoor and outdoor sports. The projections provided by Synergy Sports fall within a reasonable range for similar facilities operated throughout the country.
- **With increased knowledge of this demand throughout the region, Flagler County would likely want to plan the development soon to capture the market share.** This development would not only add economic impact from attendees within the country but likely spark additional hotel and mixed-use development.

Demographic Data Validated

- County's population is forecasted to grow +14% from 2020 to 2025
- The population within one hour drive of Flagler County is forecasted to increase +10% from 2025 to 2030
- Median household income validated against state and national average

Competitive Facilities

- JLL has identified three competitive facilities and nine additional competitive facilities in the pipeline
- Given the documented demand across the region, Flagler County has a compelling opportunity to move quickly with planning to capture market share and establish itself as a premier sports destination

Quantitative Data Validated

- The county's demand for sports fields exceeds its current supply
- Palm Coast's 26 fields have had over 11,000 bookings from 2024 to 2025
- The U.S. youth sports industry generates ~\$40 billion in annual revenue and is forecasted to grow at a compound annual growth rate (CAGR) of almost 10% until 2031

Destination Considerations

- Destination amenities, food and beverage offerings, and nearby hotel supply are becoming increasingly critical considerations for sports complex development as they directly impact visitor experience and viability
- This development would catalyze additional hotel and mixed-use development, creating a comprehensive sports and hospitality district

Next Steps

Phase 2

Final Deliverables

Comprehensive written report
County presentation
Final review & quality
assurance

Feasibility Analysis

- Assess operational model & revenue projections
- Review proposed proforma
- Validate facility programming
- Analyze seasonal patterns & community use

Developer Track Record Assessment

- Research previous Synergy Sports projects
- Interview operators of existing facilities
- Review financial performance of comparable venues
- Evaluate past deal structures & performance

Cost Estimation/Validation

- Develop independent construction estimates
- Compare with Synergy's project cost
- Assess contingencies & escalation factors
- Review phasing options

Economic Impact Analysis

- Validate methodology & multipliers
- Assess visitor & hotel room projections
- Analyze tax revenue projections
- Evaluate job creation estimates

Deal Structure Review

- Review proposed P3 structure
- Analyze financing terms
- Assess financial obligations & risks
- Review naming rights & sponsorship assumptions

Risk Assessment & Mitigation Planning

- Financial risk analysis & stress testing
- Non-appropriation protection review
- Develop performance guarantees
- Create exit strategy recommendations

