

THE BAY CENTER OPTION

Replacing the Bay Center with a facility that provides for indoor sporting events, a performance arena, trade shows, business conferences and flexible meeting space provides the most benefit to the community as a whole.

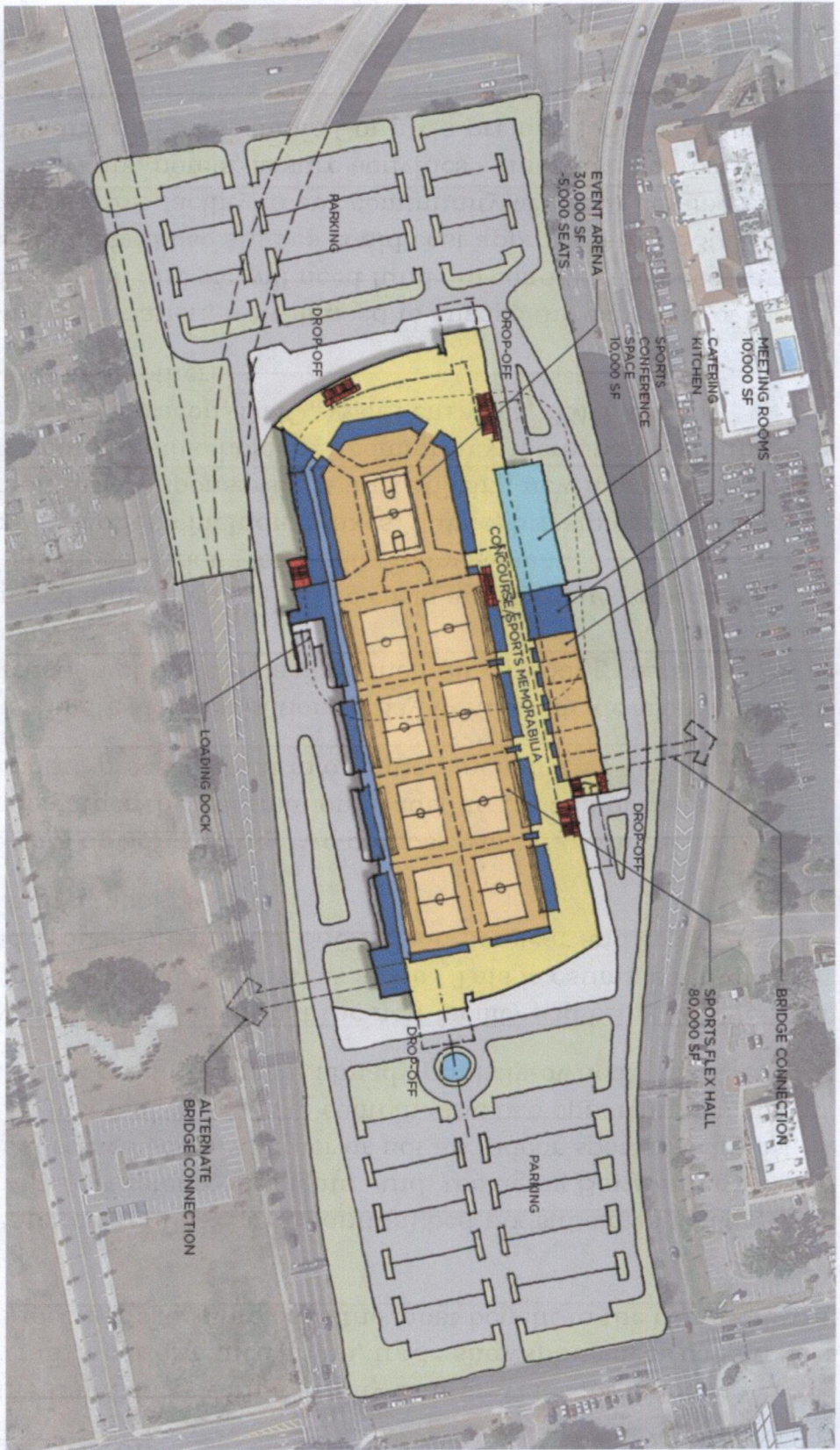
The Bay Center currently requires annual bed tax subsidies while producing very few hotel room nights. And, the aging Bay Center will have to be addressed soon, whether or not an indoor sports facility is considered. It just makes sense to combine the two opportunities and build a facility on property that is already publicly-owned.

A feasibility study has shown that the new facility will bring 50,000 room nights a year for the sports activities alone. This is estimated to have a direct-spend economic benefit of \$30 million per year and create 450 direct and indirect jobs.

To explore this option further, we propose working with the community to gather the information needed to make a decision on whether or not to proceed. That information includes:

- Cost estimates for demolition of Bay Center, site development and construction of the new facility, including parking costs and options.
- Estimated annual maintenance costs and revenue projections.
- Recommended options for facility management.
- Financing options including taxes, public/private partnerships, Triumph funds, sponsorships and utilizing new market tax credits.
- Input from key stakeholders – community recreational groups, UWF, PSC, Pensacon, DMO, Visit Pensacola, SMG, City of Pensacola and others.

To gather this information, we will need to engage the expertise of the county and city staff and we will need funds to conduct the necessary studies. We estimate those studies could cost approximately \$300,000. We believe having this facility in our community will spur commercial growth – restaurants, hotels, leisure activities -- increase tax revenues for the county and make Escambia County a premier location for indoor sports tournaments, business conferences, trade shows and public performances.



OPTION 1 GROUND LEVEL

PENSACOLA BAY CENTER SITE