

Project: PICKLE

Pensacola City Council

Monday, Nov. 7, 2022





Sports Tourism in the U.S.

\$98B economic impact

635K full-time / part-time jobs



Sports Tourism in Escambia County, 2021:

24,804 hotel rooms

\$25 million economic impact

33,065 visitors



Youth Sports in the U.S.

\$19B industry

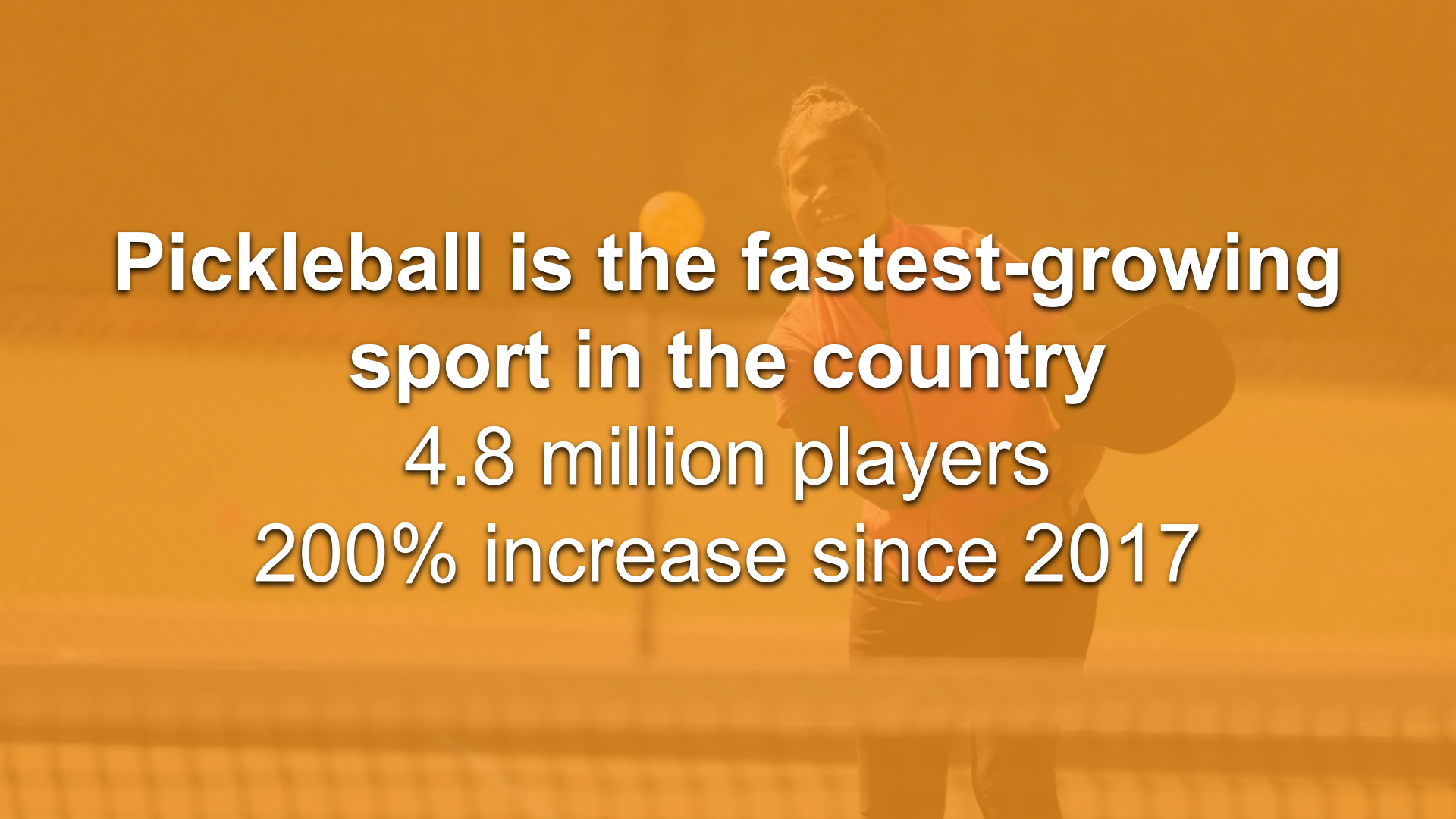
60 million kids



PLAY **PENSACOLA**TM
PARKS & RECREATION

6,800 Participants

*excludes Roger Scott & Osceola

A woman in a red shirt is playing pickleball on an outdoor court. She is holding a paddle and looking towards the camera. The background is a blurred outdoor setting with a yellow ball in the air.

**Pickleball is the fastest-growing
sport in the country
4.8 million players
200% increase since 2017**



An aerial photograph of an industrial or commercial facility, overlaid with a semi-transparent orange filter. The scene features a large, long, light-colored warehouse with a gabled roof in the center. To the left, a canal or dock area contains a white boat. In the foreground, there are several large, rectangular storage tanks or containers. The background shows a residential or commercial neighborhood with various buildings and trees. The sky is filled with scattered clouds.

The Concept



Warehouse 4 Sports

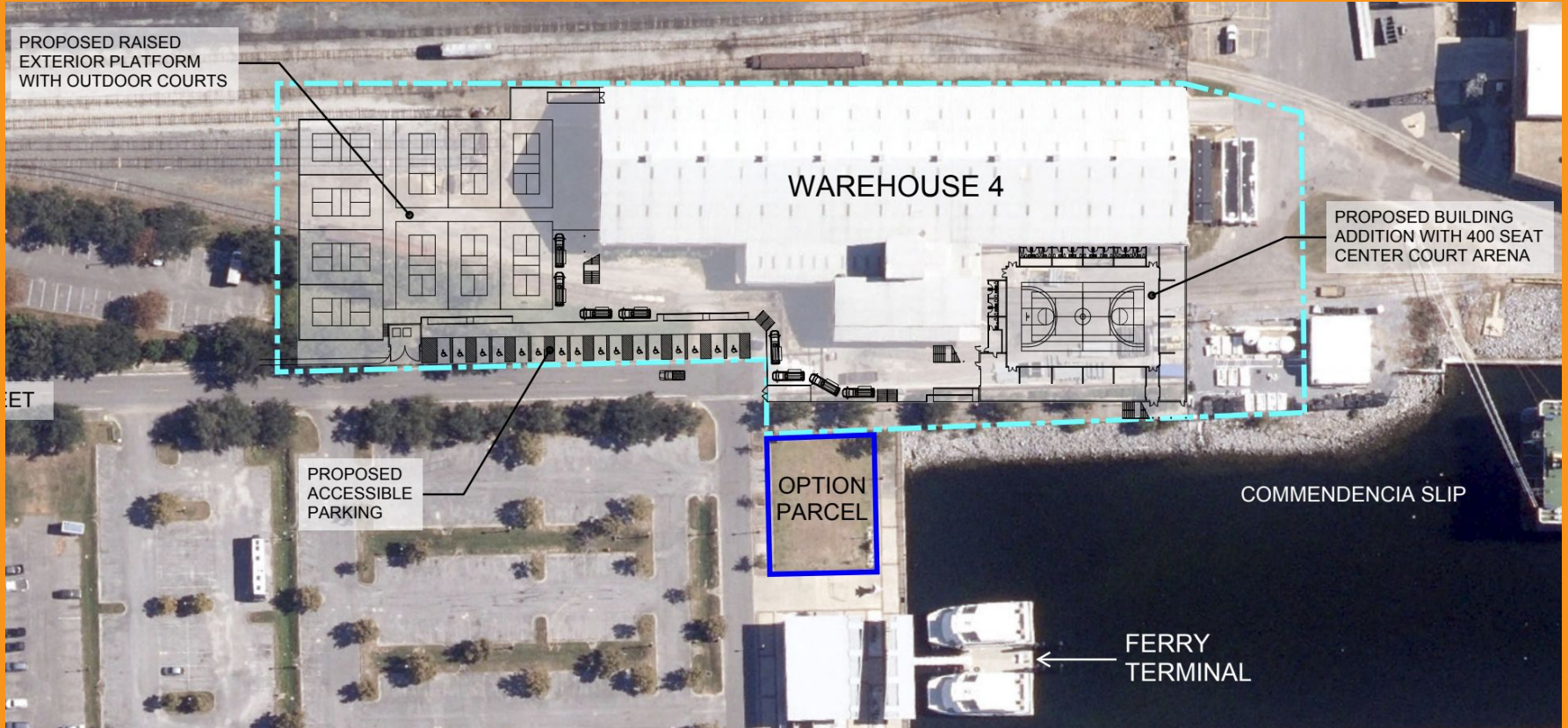
Modular-court indoor sports facility

Day use, membership, and tournament play

Activate and integrate the Port into downtown

Expand recreational and tourism offerings

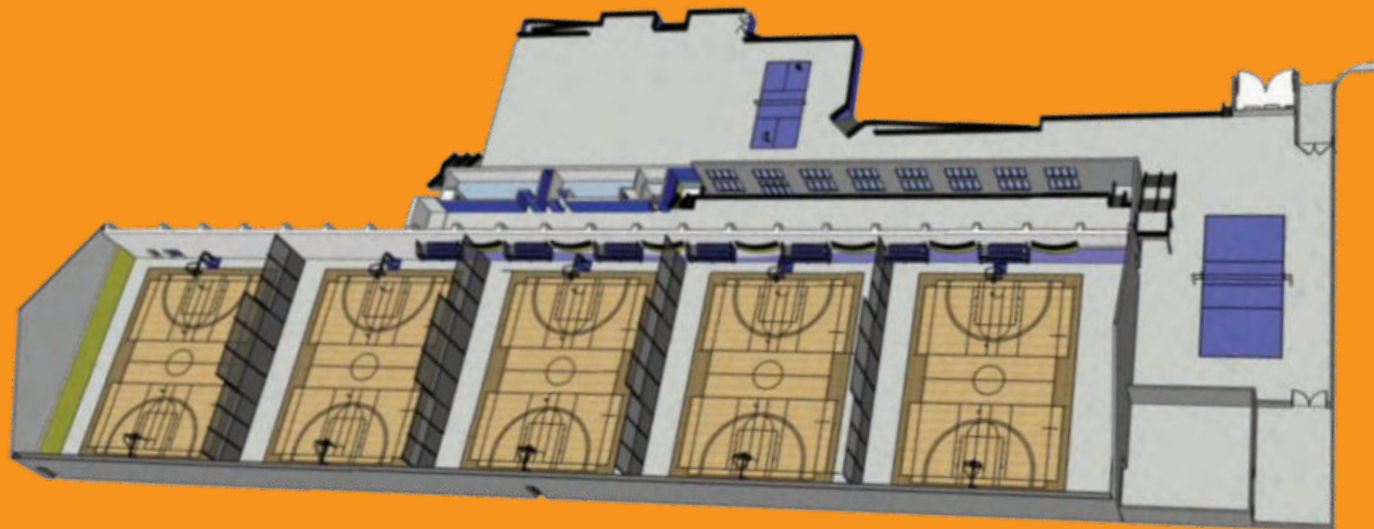
Conceptual Site Plan



Phase 1



Phase 2



Phase 3



Phase 4



A 3D architectural rendering of a basketball arena. The central feature is a wooden basketball court with standard court markings, including the three-point arc, key, and center circle. Two basketball hoops are positioned at opposite ends of the court. Surrounding the court are tiered bleachers with blue seats. The arena has a high ceiling with a complex steel truss structure. The text "Main Arena" is overlaid in the center of the court area.

Main Arena

All the Sports



5 courts

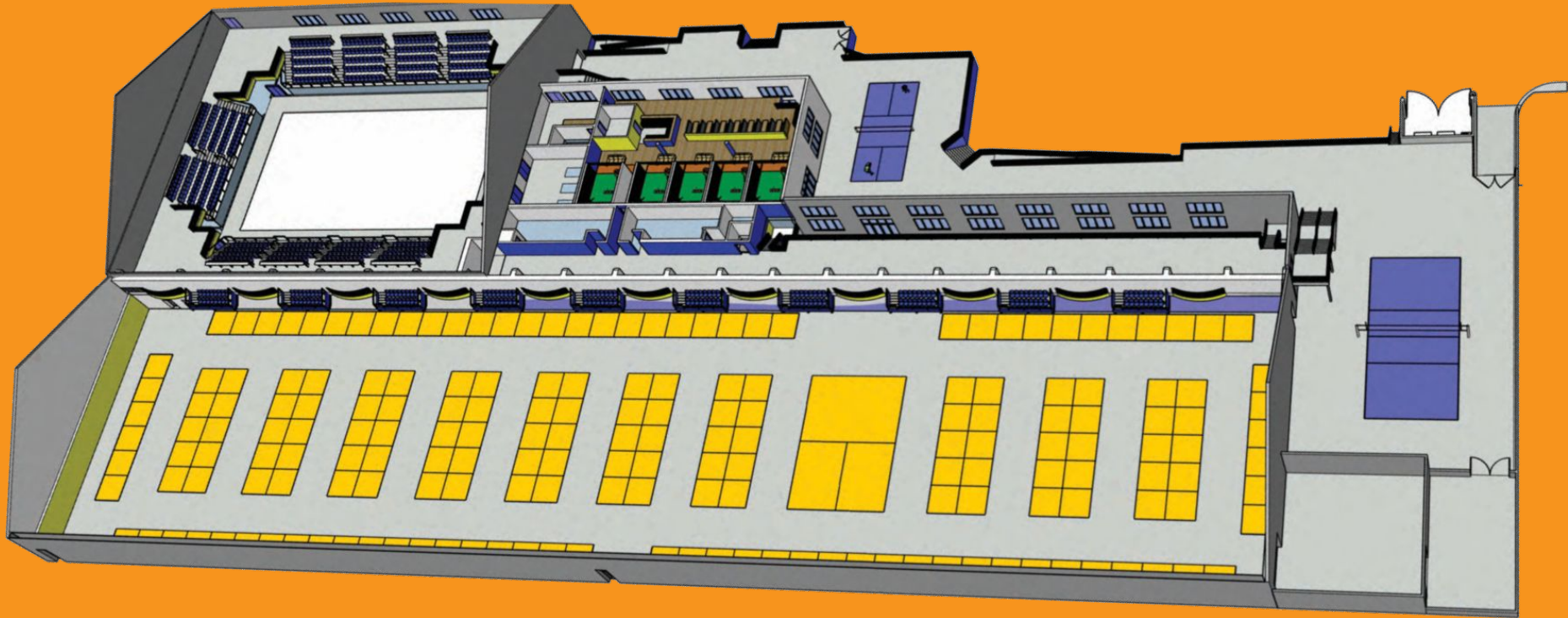
**for Basketball, Futsal, or
Tennis**

11 courts

**for Volleyball or
Pickleball**

plus 12 outdoor multi-use courts

Exhibition Hall



Proposal Impact

- UWF Haas Center (years 1-6):
 - \$28 million economic impact
 - \$253,000 local taxes generated
- Internal estimates:
 - \$1.8 million in annual tourism impact
 - 200+ construction jobs, 15-20 PT/FT jobs

Proposal Overview

- Minimum \$2M private investment, nominal lease payments in initial years.
- Revenue sharing for parking & ticket sales
- Property taxes on building & improvements
- Improvements & facility convey back to Port at end of lease.

