

## TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

The ESCAMBIA COUNTY BOARD OF COUNTY COMMISSIONERS approved the Downtown Pensacola Multi-Use Sports and Events Venue as one of five priority projects for Triumph first round submittal. The Escambia County BCC will provide a letter of support pending Triumph pre-application review and development of a full application.

### **APPLICANT INFORMATION:**

**Name of Individual/Entity/Organization:** Escambia County Board of County Commissioners

**Brief Description of Background of Individual/Entity/Organization:** The Escambia County Board of County Commissioners is one of the eight disproportionately affected counties in Northwest Florida.

### **Contact Information:**

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**Names of co-applicants, partners or other entities, organizations that will have a role in the proposed project or program:** Escambia County has received an unsolicited proposal to establish a public-private partnership for a commercial style development that includes both a multi-use sports tourism venue along with a multi-use event venue. Per Florida Statute 255.065 the County is seeking competing proposals for a similar development until November 14, 2017. A public-private partnership with the selected respondent could be entered pending approval by the Escambia County Board of County Commissioners. Although not publicly financed, the proposal also includes the development of a hotel, pedestrian plaza, parking solution and various mixed-use commercial parcels. Additional partners include the Pensacola Sports Association.

### **REQUIRED EXECUTIVE SUMMARY:**

In a maximum of three (3) pages, please describe the proposed project or program, including (i) the amount of funds being sought from Triumph Gulf Coast; (ii) the amount and identity of other sources of funds for the proposed project or program; (iii) the location of the project or program; (iv) summary description of the proposed program, including how the program will be transformational and promote economic recovery, diversification, and enhancement of the disproportionately affected counties, and (v) a summary timeline for the proposed project or program.

**1) Amount of funds being sought from Triumph Gulf Coast:**

Escambia County is requesting \$25 million from Triumph Gulf Coast.

**2) Amount and Identity of Other Sources of Funds for The Proposed Project:**

A private partner will provide the capital for the construction, operation and maintenance of the proposed project. The total project cost is estimated to be \$80 million.

**3) Location of the Project or Program:**

The first potential site is located at 201 East Gregory Street, Pensacola, FL 32502 and is the location of the existing Pensacola Bay Center facility. This site is currently owned by Escambia County.

Escambia County and the developers will evaluate alternative site locations in Downtown Pensacola and mutually agree on the most appropriate final site for the Project. The request from Triumph Gulf Coast will be the same regardless of which site is ultimately selected.

**4) Summary Description of the Proposed Program:**

Escambia County owns the 10,000 seat Pensacola Bay Center in Downtown Pensacola. Built in 1985, the facility has hosted numerous concerts, conferences, tradeshow, and is home to the three-time Southern Professional Hockey League President's Cup champions, the Pensacola Ice Flyers.

While the Bay Center has had a successful run, the facility is out of date and does not meet the needs of event center industry standards of today. Escambia County has issued a request for letters of interest for a Multi-Use Sports and Event Venue Public Private Partnership to replace the Pensacola Bay Center.

Specifically, the proposed events center development will replace an aging and costly Bay Center facility that was constructed some thirty years ago. The new facility will operate more efficiently and be designed to provide for a wider range of entertainment options than are available at the current facility. This facility will become the new home for the Pensacola Ice Flyers who have been a staple in the community for twenty-five years. In addition, it is anticipated that the new events center may also become home to a NBA Development League ("G League") team.

The sports tourism field house project is based on the results of a feasibility study undertaken by a third-party firm, Crossroads Consulting Services ("Crossroads"), on behalf of Escambia County and Pensacola Sports Association in February 2016. The study found a significant deficiency within the region for sports tourism related activities and recommended the development of field house which would accommodate multiple sports and provide significant economic benefits for the City of Pensacola and Escambia County.

This study indicated that Escambia County could expect to realize more than \$25 million in economic impact each year from sports tourism. In addition, the study estimated some 450 new jobs would be directly created in the County (in addition to substantial indirect job creation) and more than 50,000 hotel night stays would be expected annually.

Studies of similar facilities completed in other markets show that the multipurpose events center project will bring to the county an estimated \$12 -15 million of additional economic growth. When the private investment in commercial development is considered, the impact to the community will be significant and will provide employment opportunities to many of those in need.

Escambia County understands the need for long term financial sustainability for these facilities and as such will work with the selected private partner to develop a lease structure and venue fee schedule to cover the long-term operation and maintenance costs associated with the facilities.

In addition, Escambia County will strive to develop an environmentally sustainable facility. Solar energy will be utilized, as appropriate, to supplement electrical consumption and reduce facility operating costs. The Escambia County Low Impact Design Manual will be utilized to reduce impervious surfaces by incorporating green roofs, pervious pavement, and bioswales to capture and treat stormwater runoff before discharging to Pensacola Bay.

Development of the site will promote walkability from Pensacola's downtown core and around the development site and will be scaled to pedestrian activity. This concept will not only reduce the individual need for motorized transportation within the entertainment district, and from the district to downtown, but will promote alternative methods of sharing transportations.

Development of the Multi-Use Sports and Events Venue will allow the Pensacola Metro Area to capitalize on the sports tourism niche market. The results of the Crossroads study indicate total earnings for the sports facility could alone generate \$12.7 to \$14.6 million in annual earnings to the local area. This project has the potential to have a "cluster impact" for targeted and related industries. Sports medicine has the potential to cluster and grow around the sports tourism economy. The multi-use nature of the facility will attract users for conferences and entertainment to serve and attract the information technology and cybersecurity, financial, research and development industries. The Multi-Use Sports and Events Venue, with the investment in energy efficiency, connectivity, and sustainability will serve as the catalysts that spur the growth of multiple enterprises that cluster and mature together.

The Escambia County Board of County Commissioners approved the Downtown Pensacola Multi-Use Sports and Events Venue as one of five priority projects for Triumph first round submittal. The Escambia County BCC will provide a letter of support pending Triumph pre-application review and development of a full application.

**5) Summary Timeline for the Proposed Project or Program:**

The request for letters of interest for the Multi-Use Sports and Events Venue Public Private Partnership will close on November 14, 2017. The Escambia County BCC will discuss the letters of interest in December 2017. Based on the discussion, a public-private partnership could be entered in the first quarter of 2018 with design complete by the fourth quarter of 2018. Construction could commence the first quarter of 2019 and be complete by the first quarter of 2020.