



Proposed Indoor Sports Complex
Port of Pensacola

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Whitesell-Green Construction



WHITESSELL-GREEN INC

Construction Management

- Building & construction industry for 35 years
- Pensacola-based, female-owned, family construction company in business for 53 years.
- Commercial, industrial, defense, and aviation construction.
- ServisFirst Bank Building, Admirals Row Condominiums, and the Snack Crate building on Tarragona Street.



The Concept

Port of Pensacola

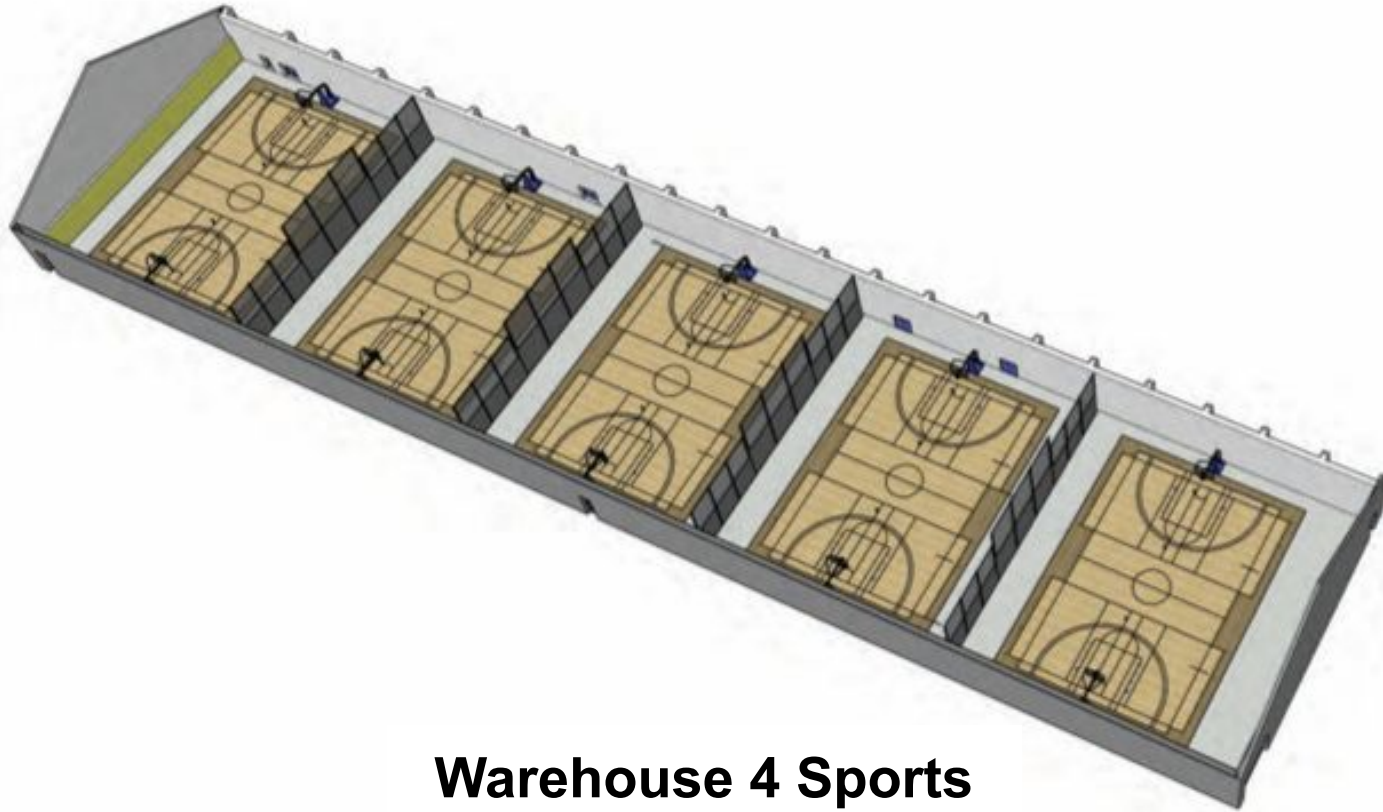
Warehouse 4

Main Street

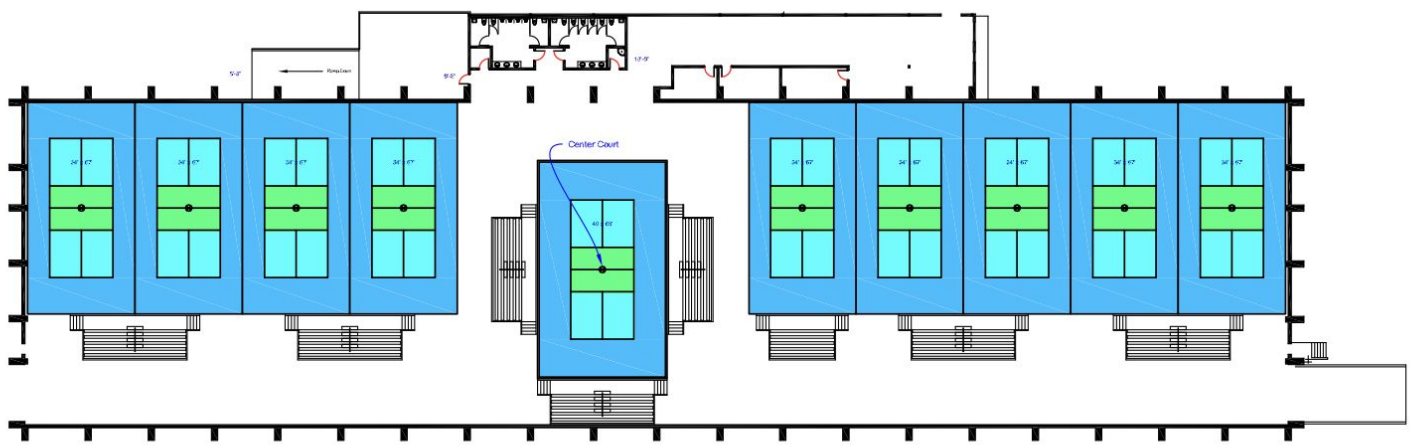
Pensacola Bay City Ferry

Ferry Terminal

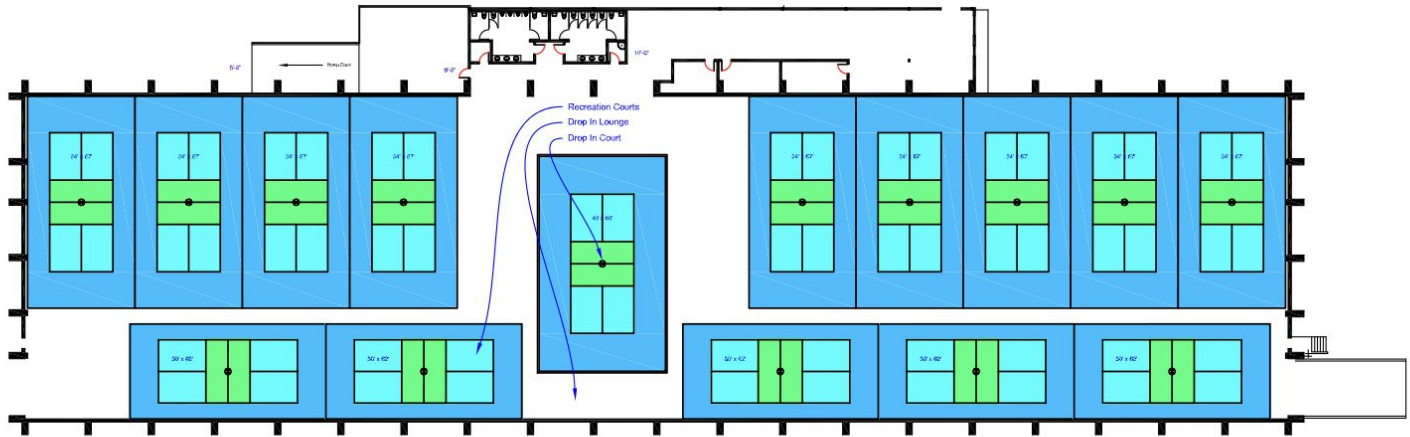




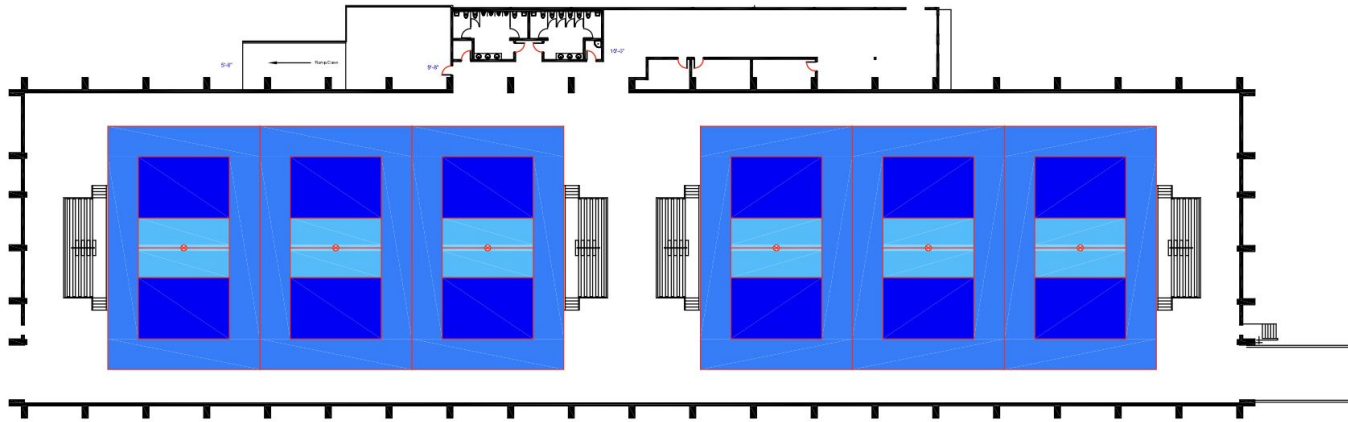
Warehouse 4 Sports



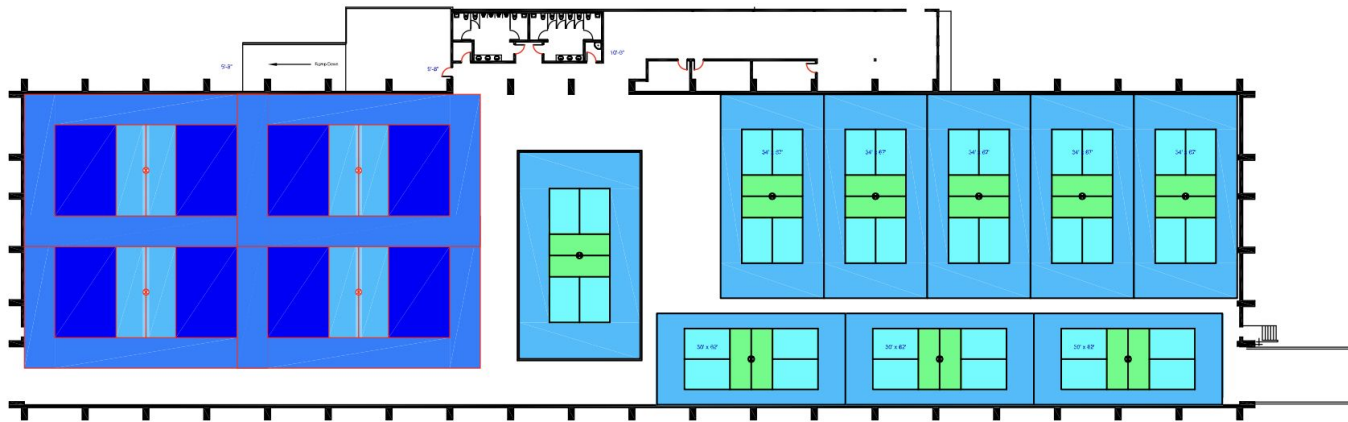
Pickleball Tournament



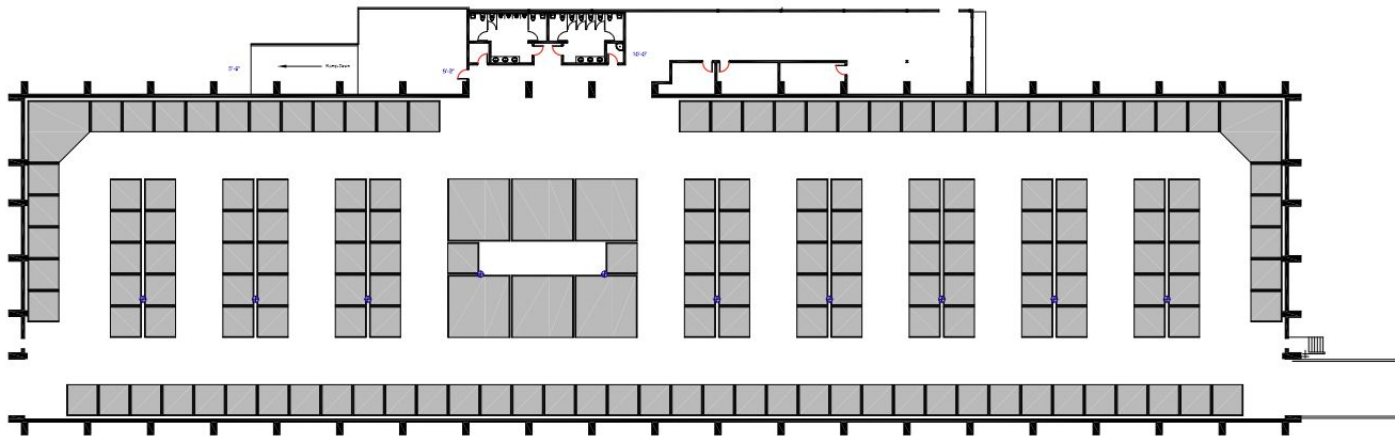
Pickleball Day Play



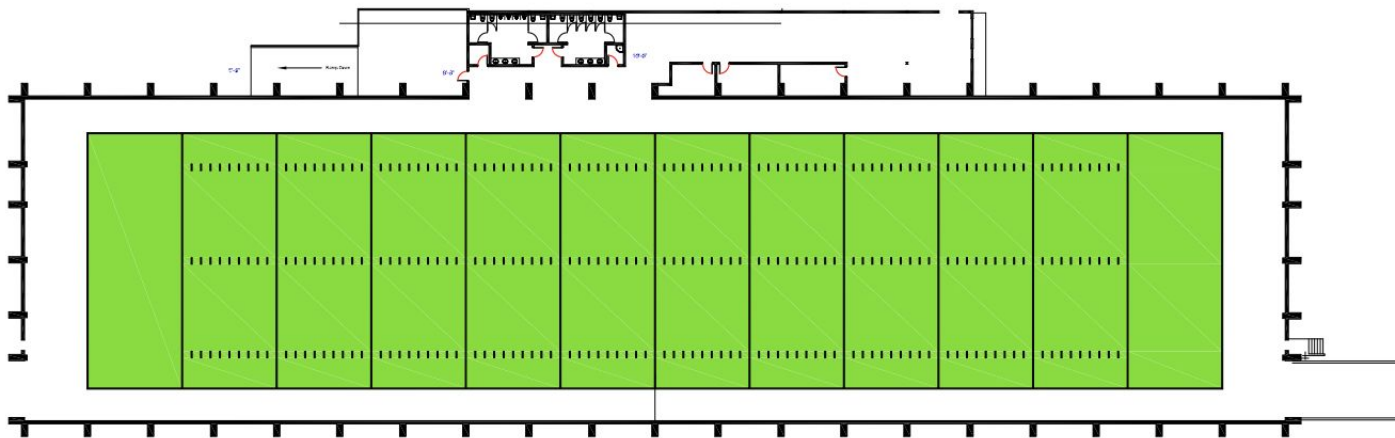
Volleyball Tournament



Volleyball Season Practice



Expo / Trade Show



Combine / Football Camp



The Reasons

It's Time

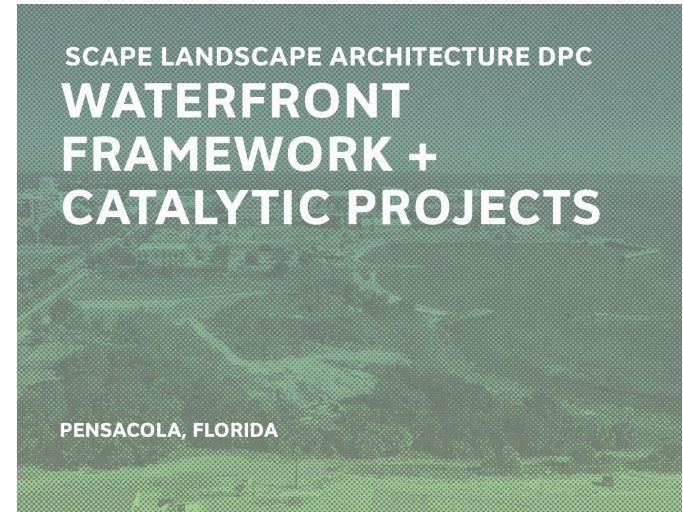
- There have been nine (9) Port studies since 1986. Let's do something.
- Every major study since 2004 recommends integrating the Port with the surrounding downtown area:

2004 Gindroz Study | 2010 CRA Plan

2011 URAC Report | 2011 Port Advisory Committee

2019 SCAPE Plan | 2019 Portside Vision Plan

2022 Triumph Proposal



It's in Your Plan

“Some key proposed projects include... a shift of the port's security fence to allow public access to facilities such a *proposed indoor sports facility.*”

PNJ, 2/1/2023



It's the Economy

- \$3.7 million: Sunbelt Men/Women Basketball (7 days)
- \$2.4 million: SEC Women's Soccer (7 days)
- \$2.4 million: Gulf Coast Volleyball (3 days- Mobile, AL)
- \$2 million: Opelika Pickleball Tournaments (5 events)



It's the Right Thing

- Activates the waterfront for the public
- Brings a new amenity to the community
- Creates opportunities for local athletes
- Supports health and wellness for people of all ages and abilities
- One-of-a-kind facility to showcase all that Pensacola has to offer



It's a Good Deal

Item	Project Pickle	WH4 Storage 2022	WH4 Storage 2021
Capital Improvements (Annual Minimum based on \$4MM Commitment over 15 years)	\$266,666.67	(Unknown)	(Unknown)
Additional Rent	\$26,000.00	\$60,000.00	\$234,000.00*
Building Insurance	\$26,000.00	(\$26,000.00)	(\$26,000.00)
Real Estate Tax Generated (Est.)	\$55,000.00	N/A	N/A
Direct Sales Tax Revenue (Est.)	\$52,500.00	\$3,300.00	\$12,870.00
Sales Tax on Construction	\$20,000.00	N/A	N/A
TOTAL ANNUAL FINANCIAL IMPACT	\$446,166.67	\$37,300*	\$220,870*
Improve Quality of Life for Residents	YES	NO	NO
Revenue from Ticket Sales	YES	NO	NO
Additional Parking Revenue	YES	NO	NO
Economic Impact on Local Business	YES	NO	NO
Enhance Bed Tax	YES	NO	NO
Fun!	YES	NO	NO

*Project Pickle does not supplant this revenue as the Port can continue to generate storage income from other empty port facilities or land—so the Port does not stand to lose any revenue from agreeing to Project Pickle.



Thank You!



An aerial photograph of an industrial or commercial facility. The central focus is a large, long, light-colored warehouse with a gabled roof and several loading docks. To the left, a body of water is visible with a white boat docked at a pier. In the foreground, there are several large white storage tanks and a smaller, curved structure. The background shows a town with various buildings and a large body of water under a blue sky with scattered white clouds. The text "Additional Slides" is overlaid in the center of the image.

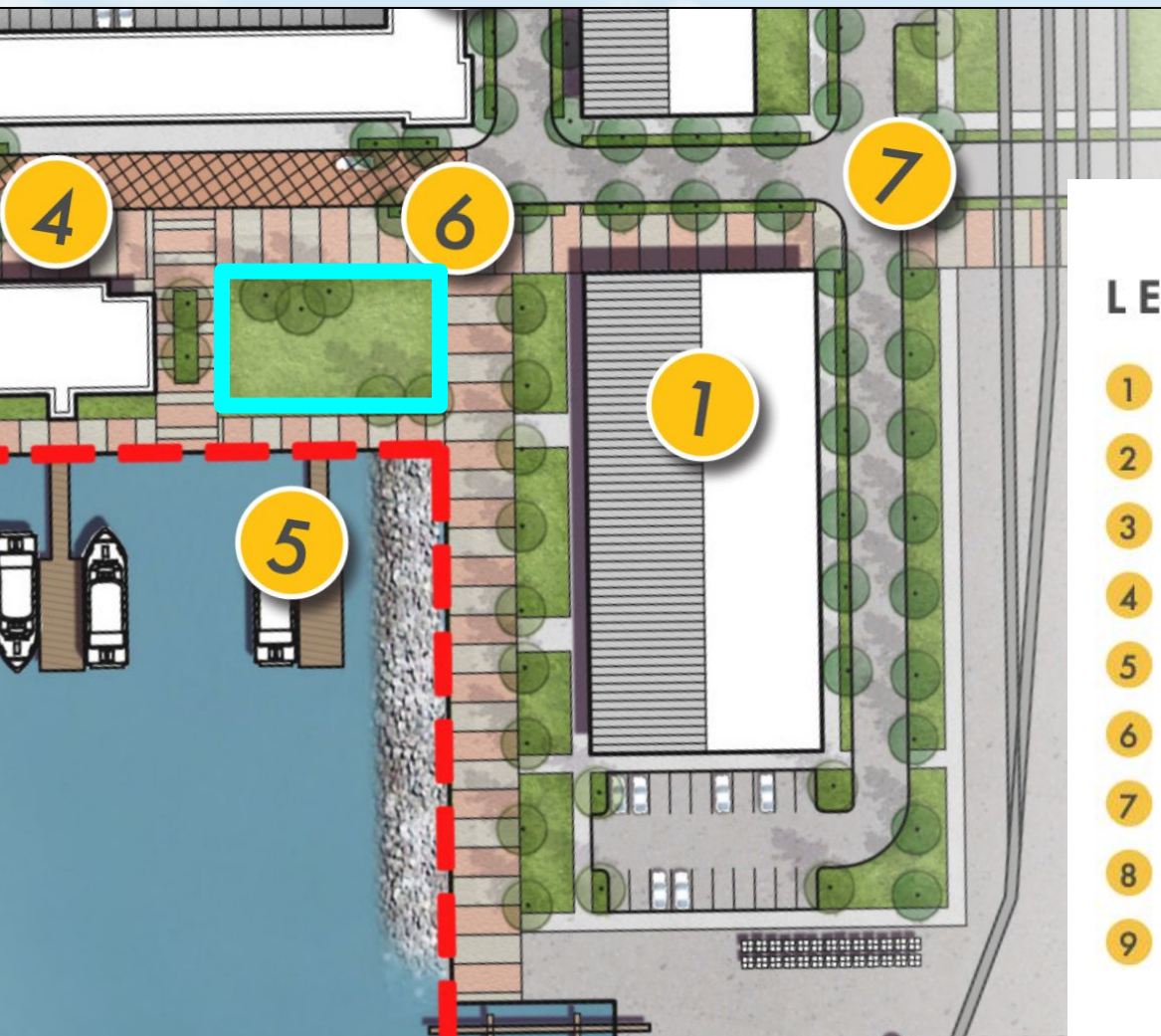
Additional Slides

Financial Impact

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* Revenue still possible at different locations on Port

Portside Vision Plan



LEGEND

- 1 MARINE RESEARCH AND OCEAN SCIENCES (38K SF)
- 2 RESEARCH VESSELS AND TRAVEL LIFT
- 3 PENSACOLA MARITIME HERITAGE CENTER (14.5K SF)
- 4 PENSACOLA BAY FERRY TERMINAL
- 5 PENSACOLA BAY FERRY DOCK
- 6 LUNA BASIN WATERFRONT PARK
- 7 STREETScape & WAYFINDING ENHANCEMENTS
- 8 PARKING DECK (+/- 400 SPACES)
- 9 COMMERCIAL USE (14K SF)

SCAPE Hashtag Plan



Example Scenario

1 Volleyball tournament with 48 teams = 480 players

Average spectator number is 1.8 = 864 spectators

\$1 surcharge on spectator tickets x 2 days = \$1,728

3 people per car, \$25 weekend pass(?), 50% to City = \$5,600

Total revenue = \$7,328 for one weekend

* Does not include hotel stays, restaurants, sales taxes, or economic multiplier effects