

# City of Gainesville 8<sup>th</sup> and Waldo

---

Sports Facility Feasibility & Pro Forma Study

# City of Gainesville Sports Facility Feasibility & Pro Forma

---

- The City of Gainesville is interested in exploring the opportunity to invest in an additional rectangular sports facility, and/or field house, expansion of MLK Recreation Center and Stadium upgrade all within 36 acres. The continued success of these existing facilities in providing recreational opportunities for residents as well as providing economic impacted related athletic venue for competitive sports has peaked the City's interest in amateur sports opportunities. Potential opportunities around public, private and public partnerships. Included here are the minimum details for the scope of services to provide for a pro forma and feasibility study to be completed for consideration of a sports facility in the City of Gainesville.



# Requested Information From Firm

---

- They provide a response with the minimum listed expectations
- Firms best recommendation for utilization of the area
- Firm is to gather community feedback
- Firm is to consider upon recommendation to include consideration of inclusive and adaptive sports.

# Detail of the Scope of Service

---

- MLK Facility expansion
  - Main building 60,000 sq foot floor space minimum.
  - Ceiling height should be a minimum of 30-35 feet of clear space
  - 4 Indoor Basketball Courts
  - Full size synthetic indoor retractable soccer field
  - Upgrade to the stage or temporary stage
  - 2<sup>nd</sup> floor mezzanine/ perimeter track (viewing area and/or reception area)
  - Fitness Center expansion ( to include locker rooms with showers and two additional rooms for fitness classes)
  - First aid station for events
  - Outdoor hallway extension for Pool Access
  - Renovations of existing pool (upgraded locker rooms, enhancement of pool deck, better office space and upgrade of equipment and pool liner.)

# Detail of the Scope of Service

---

- Outdoor Field Sports Complex (Citizen's Park Fields)
  - 6 multi-use rectangular fields
  - LED Lights
  - Options of Synthetic or Bermuda turf fields or a combination
  - Restroom facilities
  - Improvement on drainage system
  - Ample Parking to meet 1,000 plus cars
  - Approx. 3 to 4 RV parking spots for day time use only.
  - Maintenance shop
  - Centralized pavilion are/covered
  - Playground
  - Paved fitness trail around facility
  - Outdoor fitness equipment
  - Scoreboards
  - Storage facility
  - PA System for entire complex
  - Streaming technology on all fields.



# Detail of the Scope of Service

---

- Upgrade /Renovation of Stadium (Citizen's Field)
  - Increase seating to approx. 8,000 – 10,000
  - Create high school-sized track around existing field with all track and field amenities
  - High School official size football field
  - Synthetic turf or Bermuda turf
  - Maintenance entrance gate to enable maintenance equipment transit in and out of stadium
  - Grounds need to sustain weight of maintenance equipment and mobile stage
  - Four locker rooms (2 on each side of stadium)
  - Press box
  - Ticket booths on both sides of stadium
  - Meeting rooms
  - Fully equipped concessions stand
  - PA System
  - Streaming technology with Wi-Fi access for hosts

# What are we asking in the Feasibility Study?

---

- Clearly identify the feasibility for the City to consider this develop (summary/overview, facility description and features, target market, SWOT analysis, typical activities, hotel infrastructure, traffic and operations)
- Establish what can be done with the space given to meet the minimum expectations
- Estimated costs for development
- Estimated costs for ongoing operations
- Revenue projections both through operations and economic impact
- Existing Hotel availability and growth in the surrounding area of the complex.
- Evaluation on traffic impact for the surrounding area.

# What are we asking in a Pro Forma?

---

- Event Plan which should include a 1 to 5 year plan of realistic sampling of event opportunities to include types of events, anticipated participation, room nights generated as well as total economic impact type events.
- Estimated Operating Financials
  - 5 year expected expenditures and revenue breakdown.
  - Cost breakdown of annual expenditures to include personnel, operating, capital and miscellaneous costs
- Personnel/ Staffing & Contracted Services
  - Expected organizational chart structure and needs:
    - Full-time staff
    - Part-time staff
    - Seasonal/Event staff
    - Contracted Services
- Alternative funding sources beyond user and rental fees, considering potential grants, sponsorships and partnership opportunities locally, regionally and nationally.



# Recommendation

---

- To proceed with creating an RFP for the Feasibility Assessment & Pro Forma.
  - This will assist in knowing the approximate expenditure, revenue, economic impact and traffic impact for a Sports Complex on 8<sup>th</sup> and Waldo.