

# INDOOR SPORTS COMPLEX WORK SESSION

Board of County Commissioners Meeting

May 13, 2025

# Outline / Agenda

1. Background/History
2. Tourism Improvement District (TID) and Tourism Development Tax (TDT) Update
3. Indoor Sports Complex Opportunity
4. Next Steps
5. Discussion and Questions

# 1. Background / History

- 1. May 9, 2023, BCC & Tourist Development Council Work Session:** Tourist Development Tax (TDT) review and forecast; initial Tourism Improvement District (TID) discussion; Indoor Sports Facility draft study review
- 2. May 14, 2024, BCC Tourism Work Session:** Presented the TID and Indoor Sports Facility concepts and economic impact forecast
- 3. February 25, 2025, BCC Meeting:** TID Formation Ordinance and TID Advisory Board Approved by BCC
- 4. March 11, 2025, BCC Meeting:** TID Levy of Assessment Approved by BCC

# Outline / Agenda

1. Background/History
2. Tourism Improvement District (TID) and Tourism Development Tax (TDT) Update
3. Indoor Sports Complex Opportunity
4. Next Steps
5. Discussion and Questions

# Seminole County Visitor Data

Calendar 2024

Visitors: **2,225,100**

Direct Visitor Spending: **\$772,360,300**

Room Nights: **1,409,600**

2024 STR Hotel Trends Report		
Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)
69.6%	\$109	\$76

*Source: Monthly Report Downs & St. Germain, STR Monthly Trends Report*

# Seminole County Visitor Data

Calendar 2024

2024 STR Hotel Trends			
Day of Week	Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)
Weekday	67.5%	\$103.70	\$69.99
Weekend	76.9%	\$113.00	\$86.86

**Sports Facility visitors are 78% more likely to use an Accommodation.**

*Source: STR Monthly Trends Report, Zartico Sports Facility Visitor study*

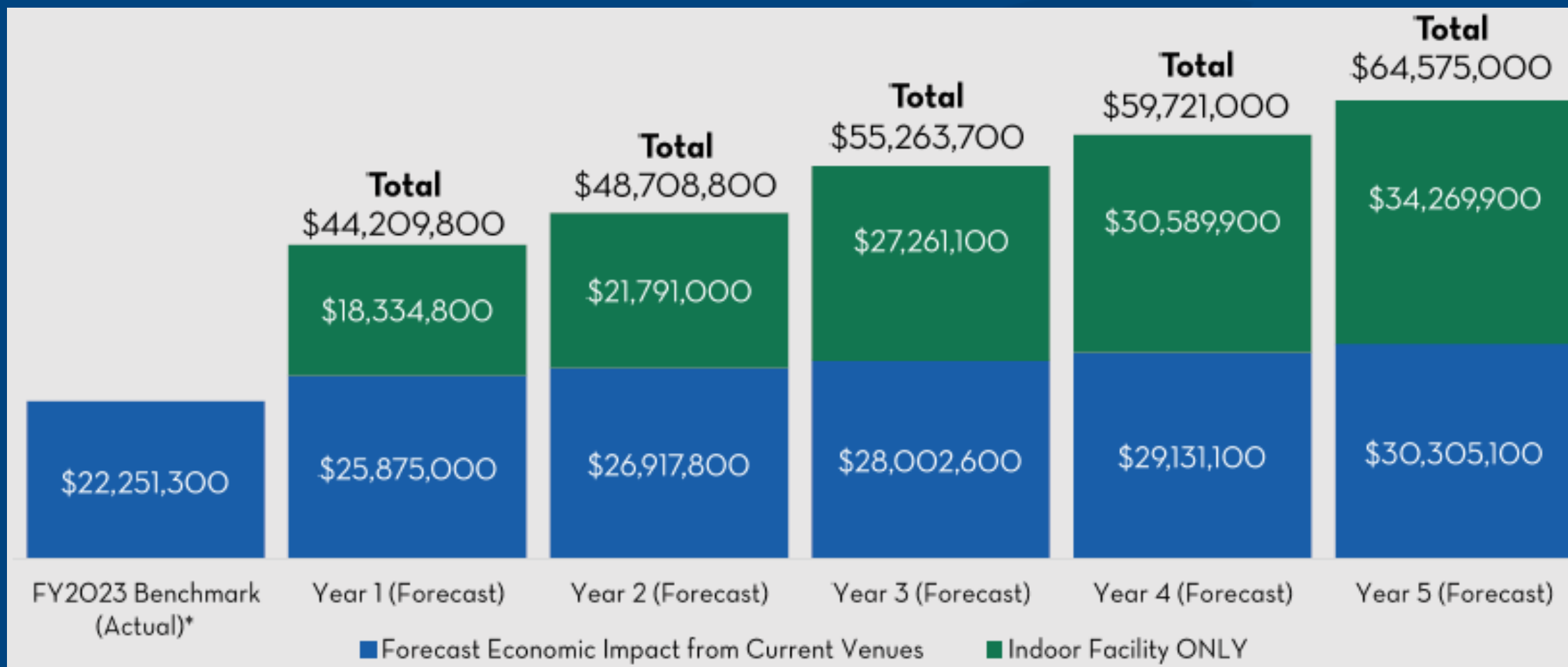
# Seminole County Forecast

## STR Forecast

Metrics	2024	2025	2026
Occupancy	69.6%	70.2%	69.0%
ADR	\$109	\$110	\$112
% Change	-	+0.9%	+1.4%
RevPAR	\$76	\$77	\$77
% Change	-	+1.8%	-0.4%

Source: 2025 STR Forecast presentation

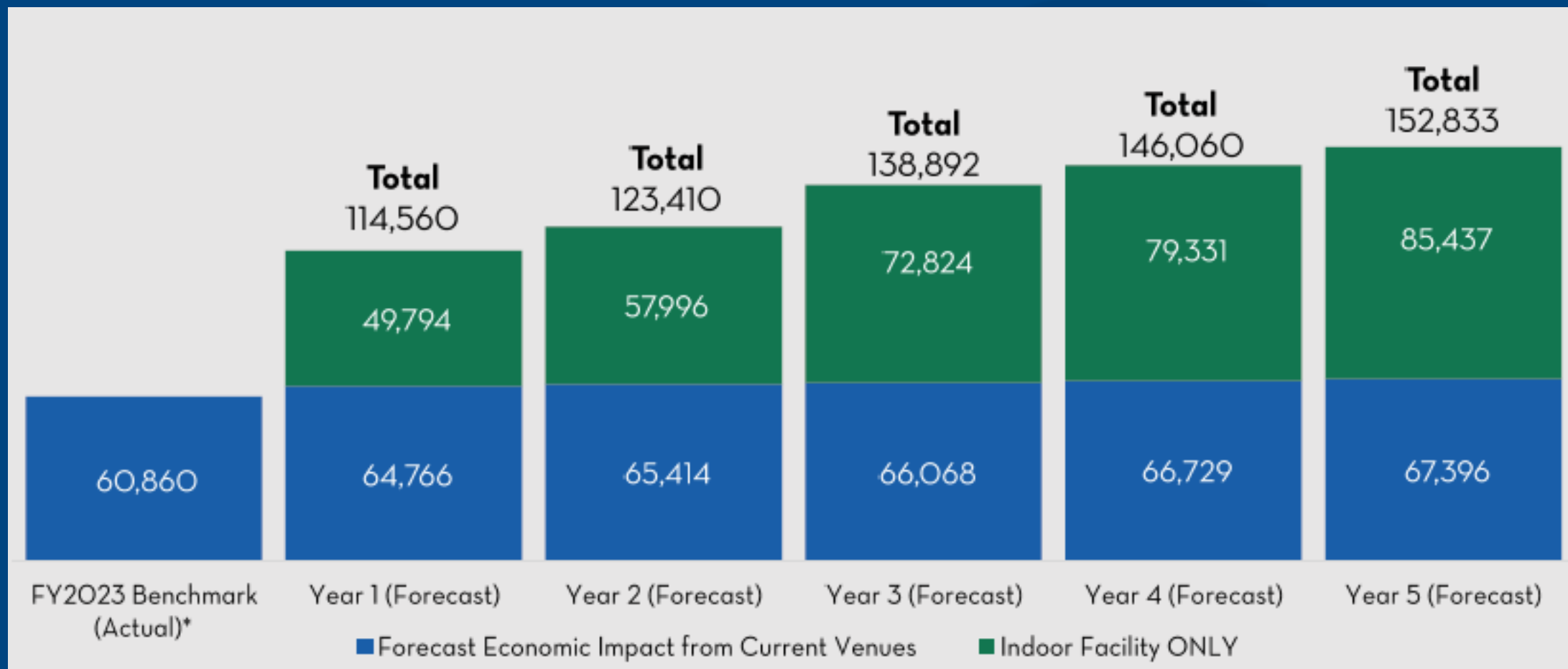
# Projected Out-of-County Visitor Economic Impact



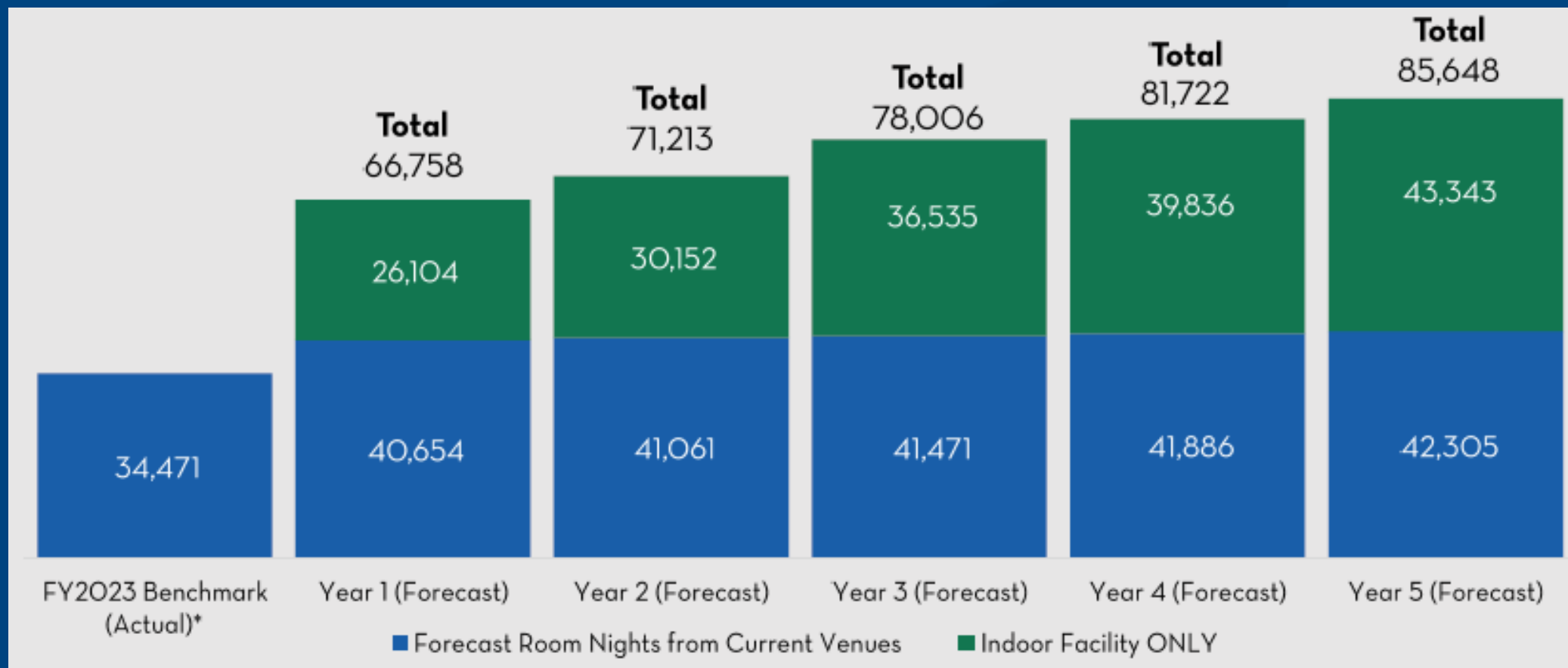
Source: Downs & St. Germain Research



# Projected Out-of-County Visitors



# Projected Total Room Nights



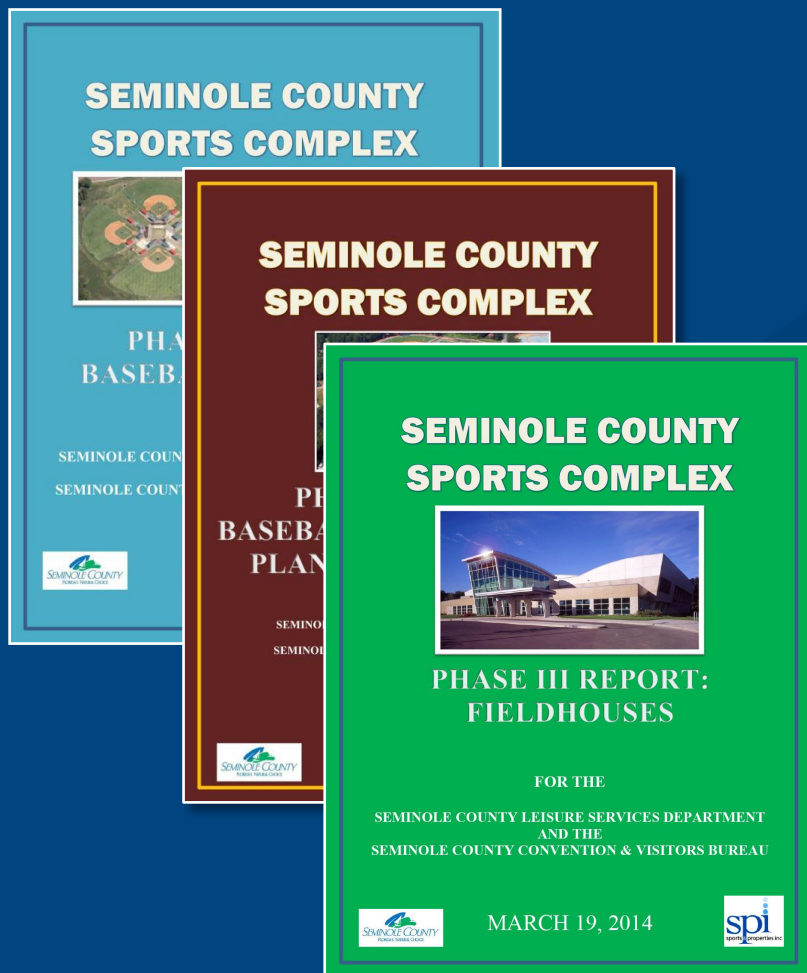
# Potential Tourism Future Challenges

- Travel Demand Plateau
- FL Statute 125.0104 TDT Constraints
- Legislative Uncertainty
- Increased Competition
- Increased Risk Due to Venue Limitations

# Outline / Agenda

1. Background/History
2. Tourism Improvement District (TID) and Tourism Development Tax (TDT) Update
3. Indoor Sports Complex Opportunity
4. Next Steps
5. Discussion and Questions

# Timeline of Sports Facility Studies & Investments



**2013** Sports Complex Volumes I and II Reports Completed:  
I. Facility Development Program Study  
II. Facility ProForma

**2014** Analysis / Benchmarks Completed for Potential Indoor Complex

**2014** A/E Design Services Contract Awarded  
CMAR Contract Awarded, for:  
1. Sports Complex  
2. Soldiers Creek Park Complex  
3. Indoor Sports Complex

# Timeline of Sports Facility Studies & Investments



- 2016** Sports Complex Construction Completed
- 2017** Soldiers Creek Construction Completed
- 2017** Indoor Complex Concept Revisited (Internal)
- 2019** Park System Master Plan Update (Internal)
- 2023** Tourism Update / Work Session
- 2024** 10-Year Park System Master Plan Update
- 2024** Updated Indoor Sports Facility Study / Work Session



# Indoor Complex Concept 2014 - 2017



## Benchmarked "The Top 20"

◀ **The Big House**  
Tavares, FL

**Myrtle Beach Sports Center** ▶  
Myrtle Beach, SC



◀ **AdventHealth Arena**  
Bay Lake, FL

**Sports Pavilion** ▶  
Lawrence, KS



# LakePoint Indoor Sports Facility Case Study

Emerson, GA

## Features:

- Opened in May 2016
- \$32M Construction Cost
- 170,000+ SF Building
- 125,000 SF of clear-span floor space
- 12 Basketball Courts
- 24 Volleyball Courts
- 9 Meeting Rooms
- Video Wall
- 12 Digital Scoreboards
- Food Court
- 16,600 SF of Storage and Locker Rooms





# Potential Types of Hosted Events/Activities



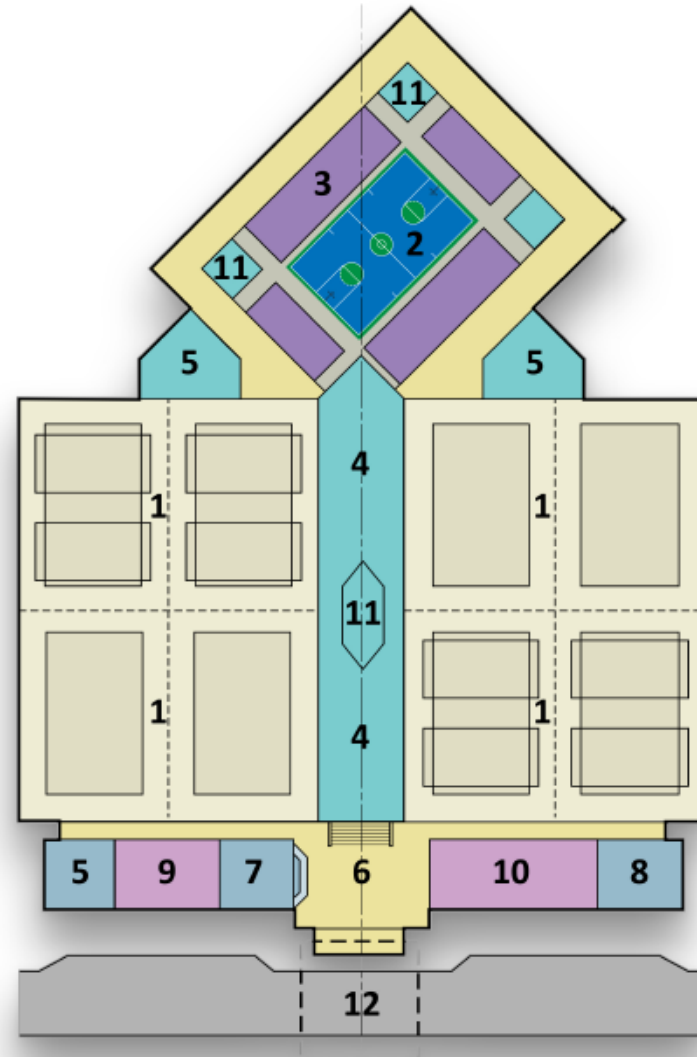
- Basketball
- Volleyball
- Wrestling
- Cheer/Dance
- Pickleball
- Graduations
- Banquets/Special Events



# Potential Site Location



# Potential Development Concept



- 1 Tournament Courts
- 2 Championship Court
- 3 Seating
- 4 Dining Above/Dressing Below
- 5 Mech./Storage
- 6 Lobby
- 7 Admin/Retail
- 8 Childcare
- 9 Sports Medicine
- 10 Meeting Rooms
- 11 Concession/Restroom
- 12 Drop Off/Driveway

**DRAFT**

Concept Plan 2023





# Potential Development Concept



# Potential Development Program - Updated

## Indoor Complex (Fieldhouse)

### **172,000 +/- SF Structure**

- 12 Basketball Courts
- 24 Volleyball Courts
- 6,000+ Guest Seating Capacity
- Stage / Special Events Flooring
- Full Size Synthetic Soccer Field
- Mezzanine/ Perimeter Track Level
- Cafe'/ Grille
- 8 Flexible Meeting Rooms
- Facility Offices
- First Aid Station
- Locker Rooms
- Maintenance/ Storage
- Restrooms/ Comfort Facilities

## Site Development

- Parking Deck/ Surface Parking Combination
- Landscaping/ Outdoor Public Space(s)
- Controlled Site Access
- Loading Zones/ Maintenance Area
- Signs & Wayfinding (Thematic)
- Required Utilities and Infrastructure

## Additional Development Opportunities

- Potentially 8 Acres +/- Remaining

## Potential Cost Estimates (Oct. 2023)

- ~~\$66—\$100M~~ +/- Based on  
**Development Program Options**

# Tourist Development Tax (TDT) Funding: Sports Facilities

## Current TDT Funding Allocations:

- Debt service on Sports Complex and Soldiers Creek construction:  
**\$1.64M Annually Through FY 2044**
- Debt service on the sports lighting for Sports Complex and Soldiers Creek:  
**\$300,000 +/- Annually Through October 2027**
- Funding for limited maintenance and minor upgrades at County Sports Facilities:  
**Current FY Funding \$431,679**
- Funding for artificial turf replacement from TDT Reserves:  
**\$5.3M FY 2025**

# Sports Facilities and Other County Funding Initiatives

## General Fund CIP/Unfunded (2024 Park System Master Plan)

- \$33.8M Identified Needs and Opportunities

## Infrastructure Sales Tax - Proposed

- Proposed Limited List of Facility End-of-Life Projects

## Enhanced Sponsorship Package - Proposed

- Evaluation of potential revenue opportunities in process

# Tourism Improvement District (TID) Funding: Status and Projections

- **Assessment Amount:** \$1.75 Per Room/Per Day
- **Assessment Began:** April 1, 2025
- **First Collection:** May 20, 2025
- **Collected monthly by Seminole County Tax Collector**
- **Term:** 10 years Unless Tied to a Bond
- **Estimated Gross TID Revenue:** \$3.2 million (per year)
- **Projected Bond Capacity:**
  - \$1M/Year Debt Service = \$16M Bond
  - \$3.2M/Year Debt Service = \$51.2M Bond



# Outline / Agenda

1. Background/History
2. Tourism Improvement District (TID) and Tourism Development Tax (TDT) Update
3. Indoor Sports Complex Opportunity
4. Next Steps
5. Discussion and Questions

# Next Steps

## 1. Direct Staff to Issue a Solicitation for a Facility Program Plan Manager

- Focus on Refining Development Program and Project Budgets by Building on Existing Analysis and Proforma
- Advise as Subject Matter Expert for Development Process/Options

## 2. Staff to Refresh Data on Comparable Indoor Sports Facilities

- Development Program Data
- Operational Budgets and Staffing

# Outline / Agenda

1. Background/History
2. Tourism Improvement District (TID) and Tourism Development Tax (TDT) Update
3. Indoor Sports Complex Opportunity
4. Next Steps
5. Discussion and Questions