

City of Dunedin & Toronto Blue Jays

Commission Workshop
September 26, 2016



DUNEDIN
Home of Honeymoon Island

Introductions



Toronto Blue Jays

- ⦿ **Mark Shapiro**, President & CEO
- ⦿ **Andrew Miller**, Executive VP, Business Operations
- ⦿ **Matthew Shuber**, VP, Business Affairs & Legal Counsel
- ⦿ **Shelby Nelson**, Director of Florida Operations

Introductions



Other Consultants

- ① Mike Sabatini, Principal, Populous
- ① David Wood, Associate Principal, Populous
- ① Brian London, Economist, Bonn Marketing
- ① Andrew Lafiosca, Nielsen Sports
- ① John Webb, Director, Florida Sports Foundation

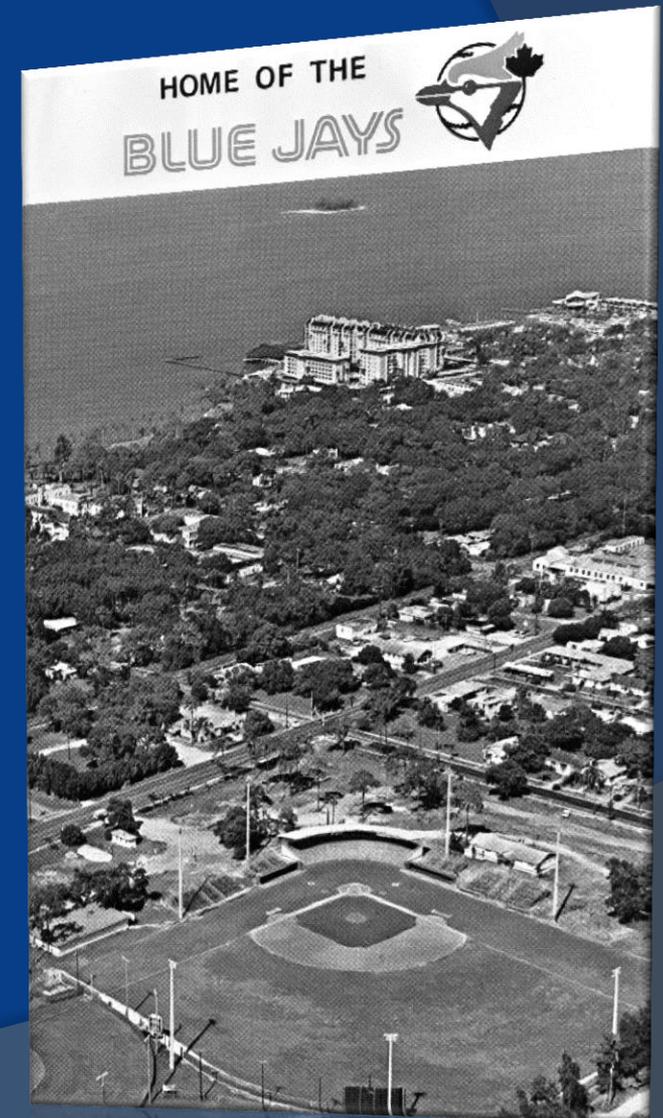
Agenda



1. History & Site Selection
Parks & Recreation
2. Blue Jays Comments & Video
Mark Shapiro
3. Design Concepts
Blue Jays & Populous
4. Traffic & Parking
Engineering
5. Economic & Media Impact
Bonn Marketing &
Nielsen Sports
6. Grant & Project Funding
Finance Department &
FL Sports Foundation
7. Project Timeline
Interim City Manager
8. Commission Comments & Public Input

History

- 1930 Grant field built
- 1954 Bleacher seating
- 1977 Blue Jays Expansion team
- 1990 Stadium renovations



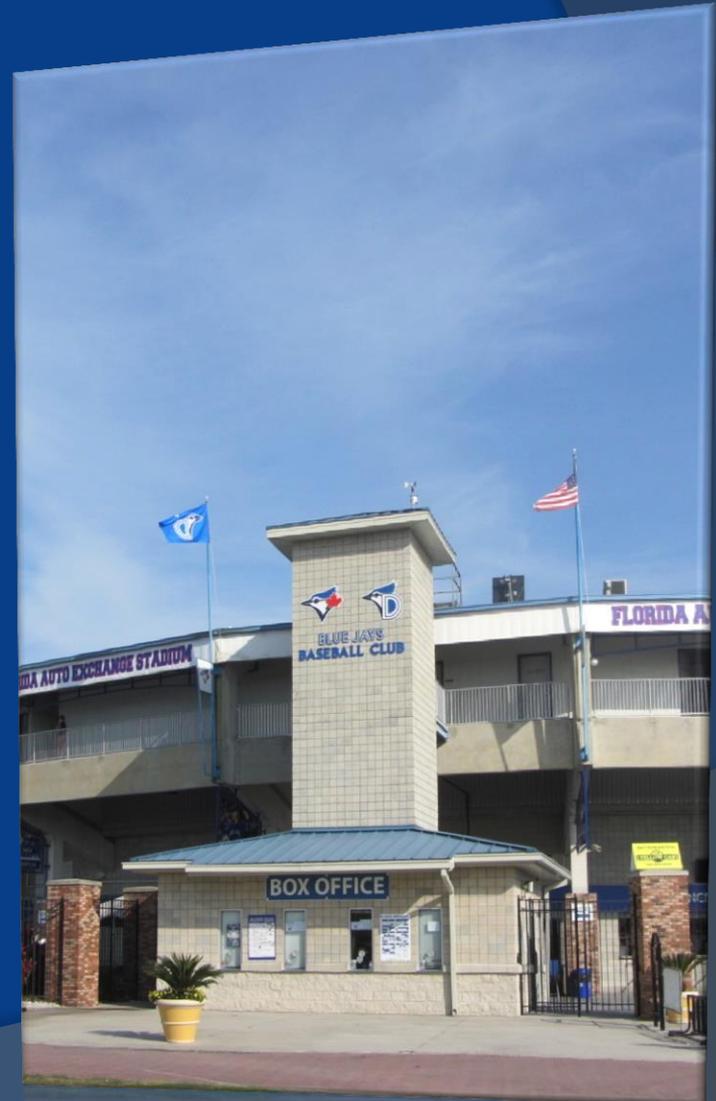
History

- 2000's another renovation
- Florida Auto Exchange Stadium
- Only MLB team to never change Spring Training site



History

- Use Agreement expires December 31, 2017
- Resolution 13-16
- Confidentiality agreement
- First public meeting
- Big picture

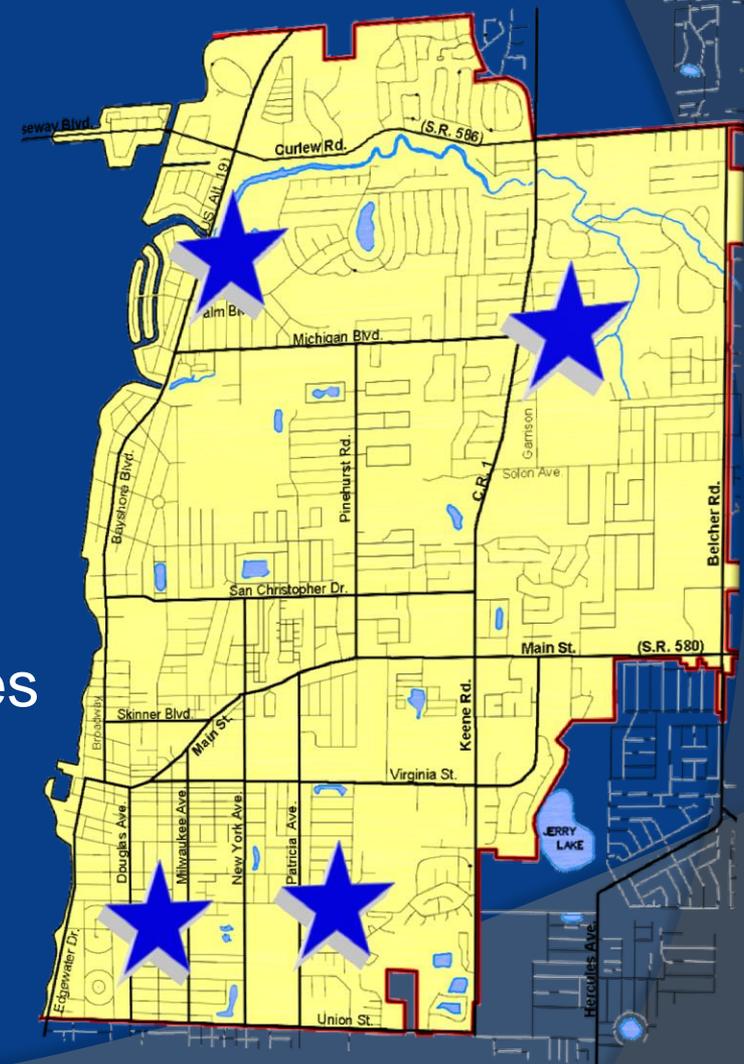


Site Selection



4 Sites Evaluated

- Existing Stadium site
- Nielsen Site
- Dunedin Stirling Links
- Vanech / Englebert Complexes

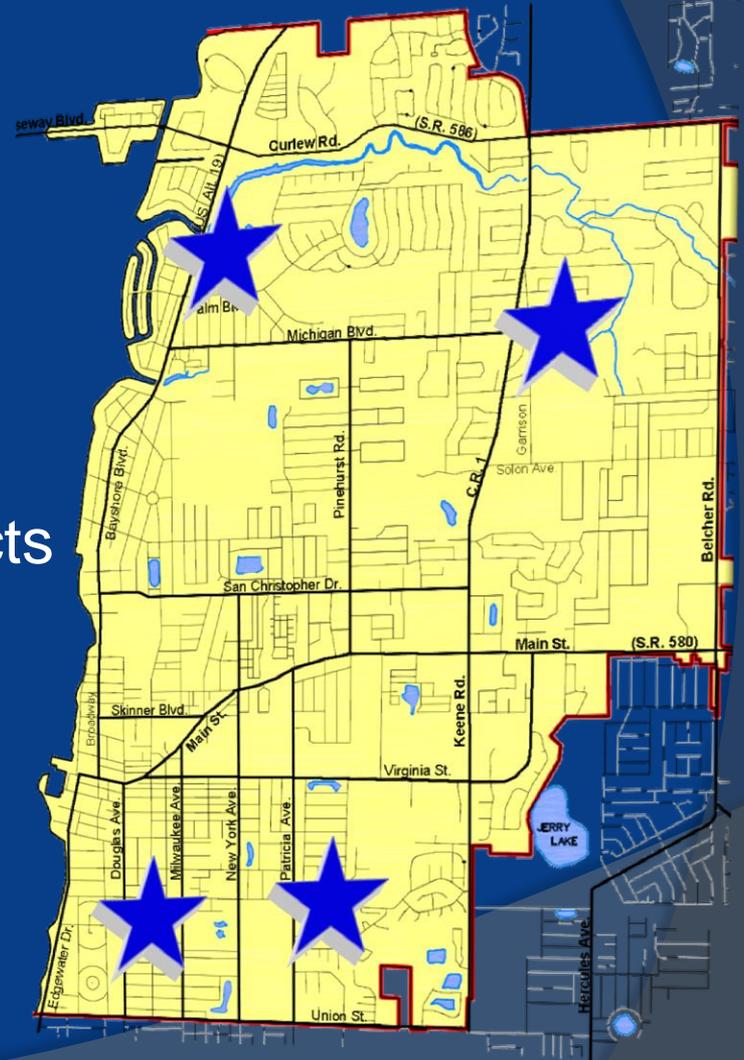


Site Selection



Evaluation Criteria

- Available parking
- Automobile accessibility
- Potential neighborhood impacts
- Construction costs
- Environmental impacts



Site Selection

Existing Stadium Site

- Land owned by City
- No adequate space for additional practice fields
- Relocate Library
\$10-12 Million



Site Selection

Nielsen Site

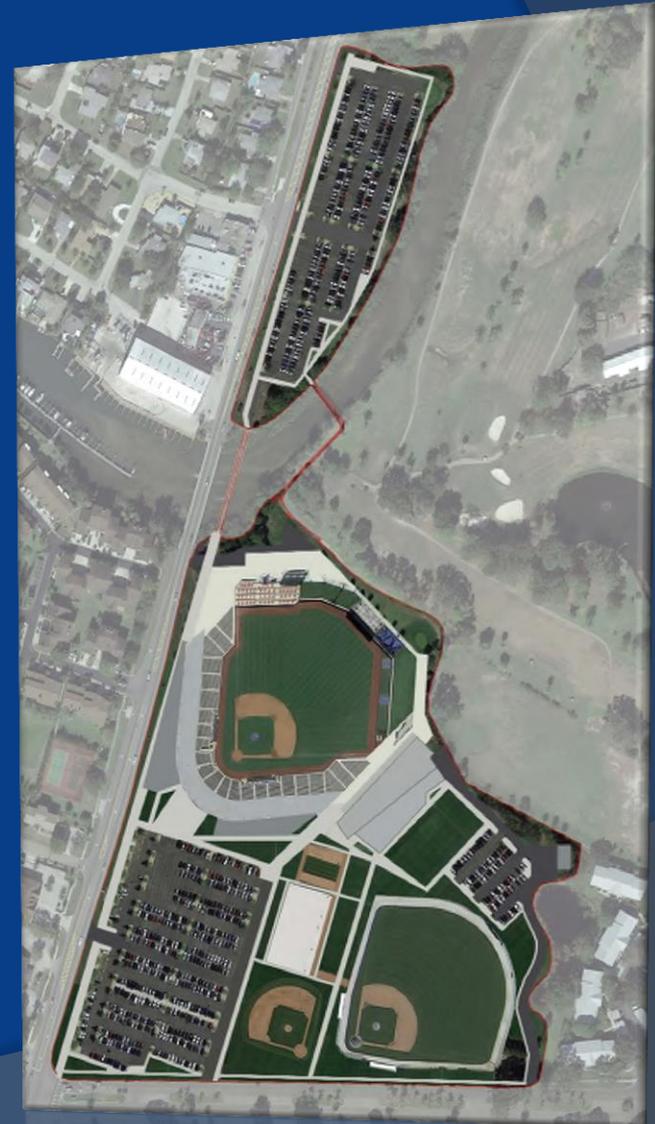
- Need to buy land
- Adequate space for Stadium and practice fields
- Limited parking
- Potential neighborhood impacts



Site Selection

Dunedin Stirling Links

- Land owned by City
- Room for Stadium and practice fields
- High visibility
- Good on-site parking
- Potential neighborhood impacts



Site Selection

Vanech / Englebert

- Land owned by City
- Only site for Stadium and all training facilities
- Not good visibility
- Limited parking
- Potential neighborhood impacts

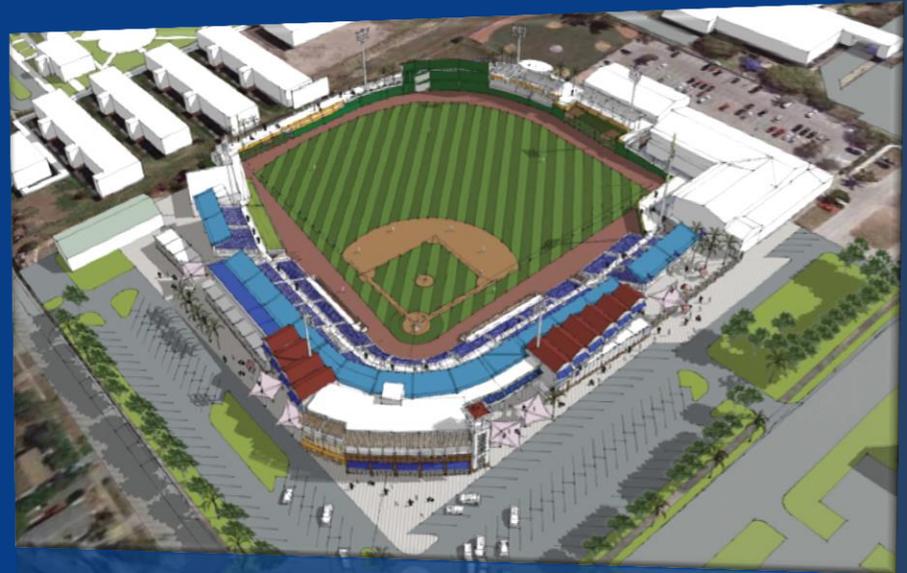


Site Selection

Recommendations

Keep Game Day Stadium
on Douglas

- Renovations
- Improve fan experience
- Limited neighborhood impacts
- Populous presentation



Site Selection

Recommendations

Expand Training Facilities @ Vanech / Englebert

- Englebert already used by Blue Jays
- Limited neighborhood impacts
- 3 fields available for City use



Site Selection

Recommendations

Expand Training Facilities
@ Vanech / Englebert

Unanswered questions

- Replace dog park
- Replace softball complex
- Funding & locations to be determined





Blue Jays Presentation

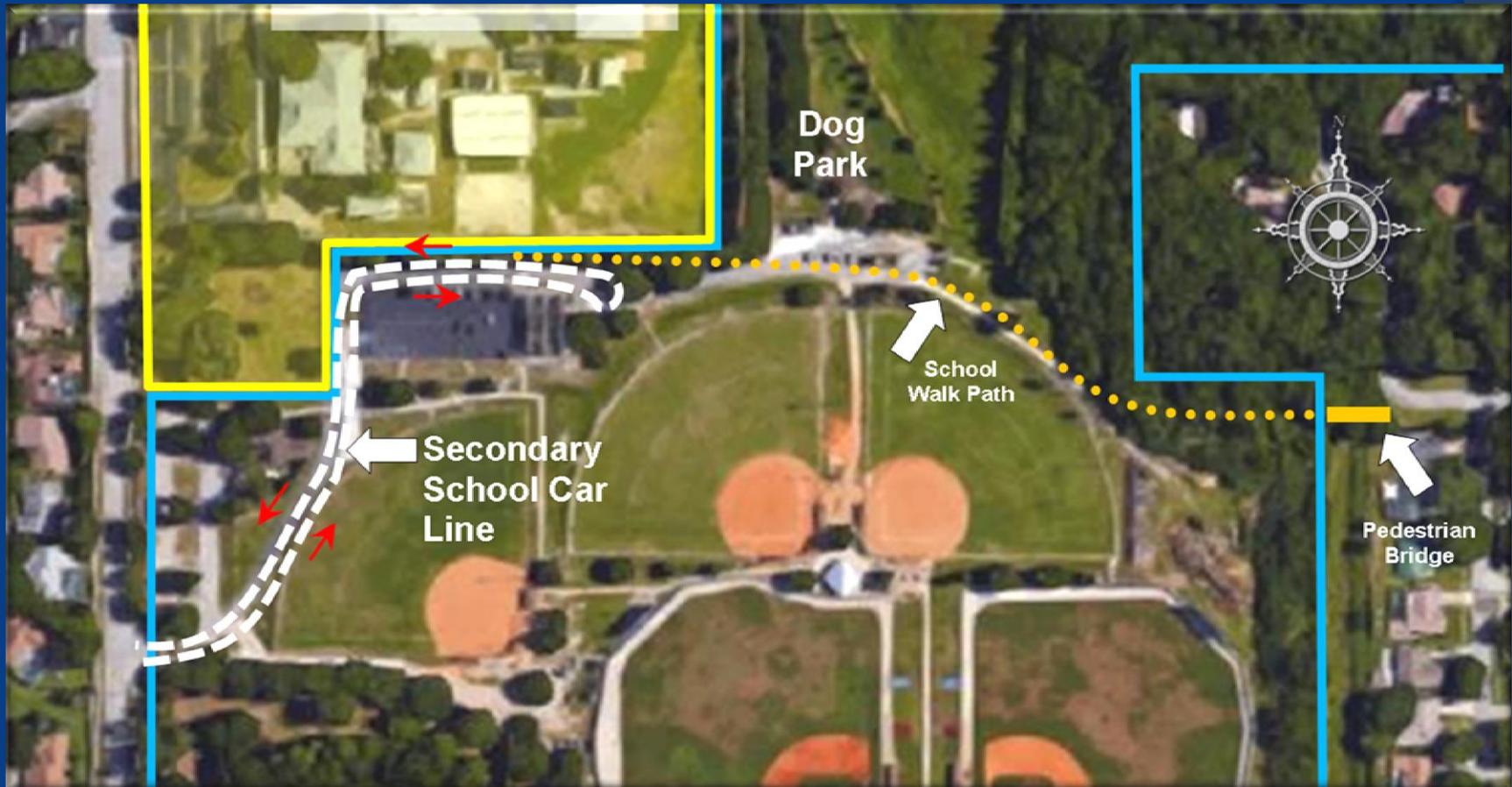


Traffic & Parking

Joan Rice
Engineering Department

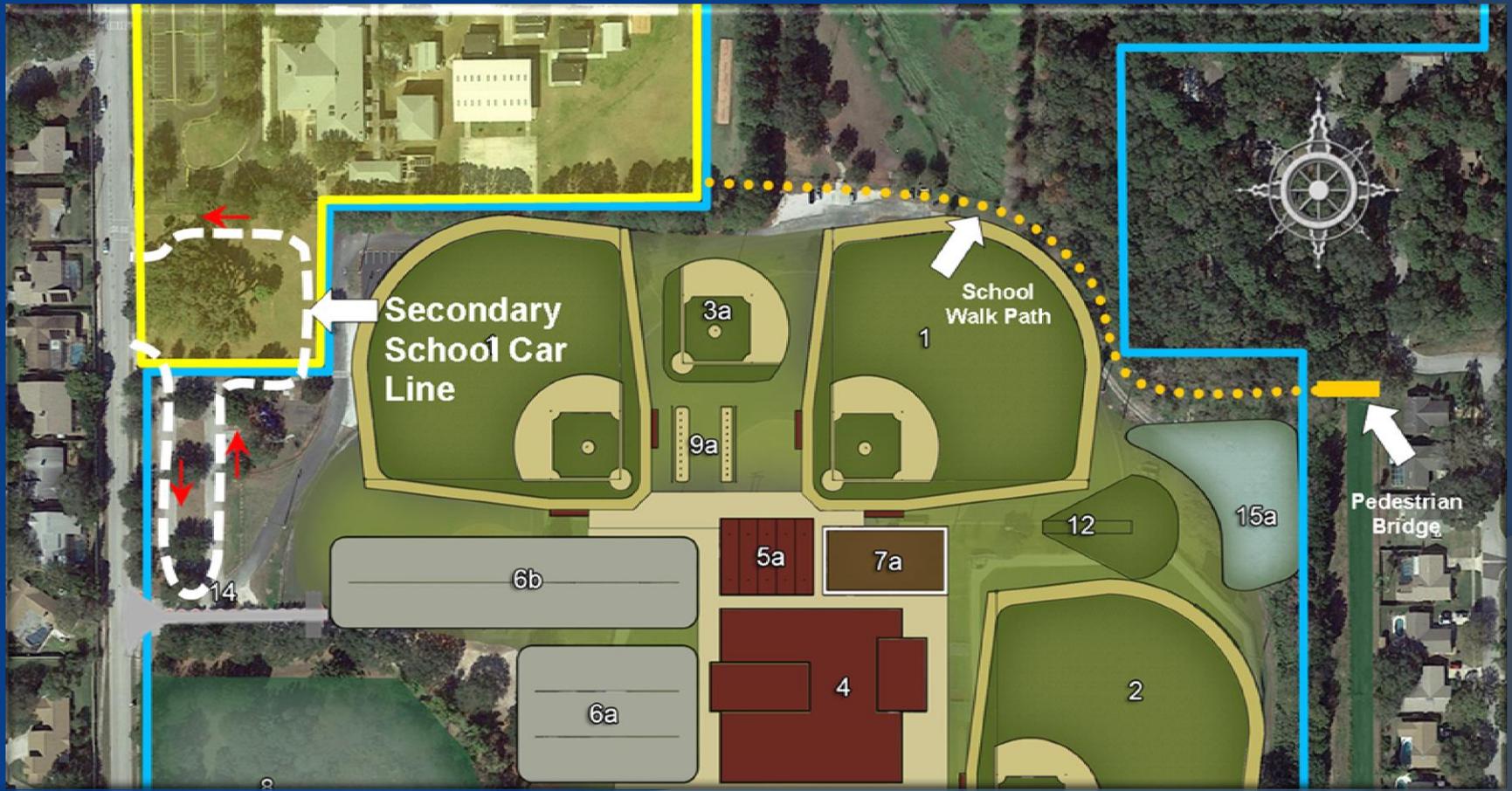
Traffic & Parking

Conceptual Vanech Traffic Plan - Existing



Traffic & Parking

Conceptual Vanech Traffic Plan - Proposed



Traffic & Parking



Stadium Parking Plan - Proposed



Conceptual Shuttle Route



New Parking Lots



Potential Parking Lots
(4 & 6)



Traffic & Parking

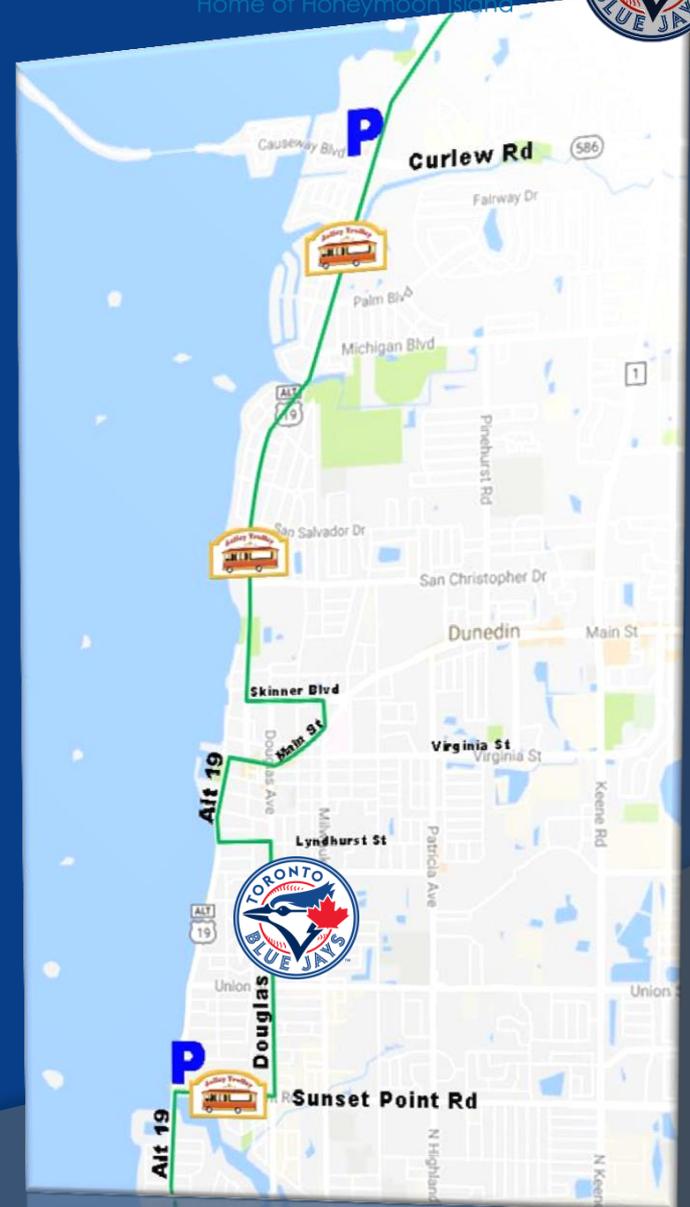
Jolley Trolley Route



Spring Training Route
(7 Days)

P

Potential Parking Areas





Economic Benefits

Brian London
Economist, Bonn Marketing

Key Findings

2016 Toronto Blue Jays MLB Spring Training



\$70.6 Million

Total economic contribution attributed to visitor spending during the 2016 Toronto Blue Jays MLB Spring Training Season

\$28.4 Million

Labor income to the county; \$17.1 Million from visitors stating their primary purpose was to attend Toronto Blue Jays Spring Training games

799 Jobs

Full/Part-time jobs supported by total visitor spending during 2016
(552 jobs from direct visitor spending)

\$481.61

Per Party Per Day spent by out of state visitors primarily travelling for Spring Training

7.4

Average # of nights spent in Pinellas County, Fl. by out of state visitors primarily travelling for Spring Training

24,862

Numbers of Room Nights generated by out of state visitors during a six week period attending Blue Jays MLB Spring Training games.

Economic Impact

Executive Summary



Total Attendance: 72,652

(Non-County Attendance: 57,395)

| Visitor Origin Trip Purpose | Out of State: Spring Training | Out of State: Other | Non-County: Spring Training | Non-County: Other | | | |
|---------------------------------|----------------------------------|------------------------|--------------------------------|-----------------------------------|--|----------------|--|
| % of Attendance | 32.4% | 26.1% | 14.2% | 6.3% | | | |
| # Nights | 7.4 | 7.9 | 0.8 | 0.6 | | | |
| # People | 3.3 | 3.5 | 3.1 | 3.6 | | | |
| Per Party Per Day | \$481.60 | \$419.04 | \$196.81 | \$314.90 | | | |
| Direct Spending | \$25.4 Million | \$17.9 Million | \$541,519 | \$240,220 | | | |
| Total Expenditure | \$41.8 Million | \$27.5 Million | \$923,231 | \$421,360 | | | |
| Direct Spending (All Groups) | | \$44.1 Million | | Total Expenditure (All Groups) | | \$70.6 Million | |

Blue Jays Direct Spending

Average Annual Economic Contribution in Pinellas County

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\$9.4 Million

Direct Spending



\$21.4 Million

Total Economic
Contribution

\$10.9 Million

Labor Income



214

Full/Part-Time Jobs

Overall Valuation

Economic Contribution & Media Exposure



| | Average Year | 25 Year Projection (straight line) |
|--|---------------------|---------------------------------------|
| Economic Contribution from Toronto Blue Jays' Spending | \$21.4 Million | \$534.4 Million |
| 2016 Spring Training Total Economic Contribution | \$70.6 Million | \$1.7 Billion |
| Media Exposure | \$5 Million | \$124.2 Million |
| TOTAL | \$97 Million | \$2.4 Billion |
| Number of Room Nights | 24,862 | 621,550 |
| Toronto Blue Jays Direct Spending | \$9.4 Million | \$235 Million |



Media Value

Andrew Lafiosca
Nielsen Sports

Media Value



**\$5
Million**



Television, online, social media and earned mentions in peripheral programming across North America.



**\$124.2
Million**



Combined value over 25 years.



205,000

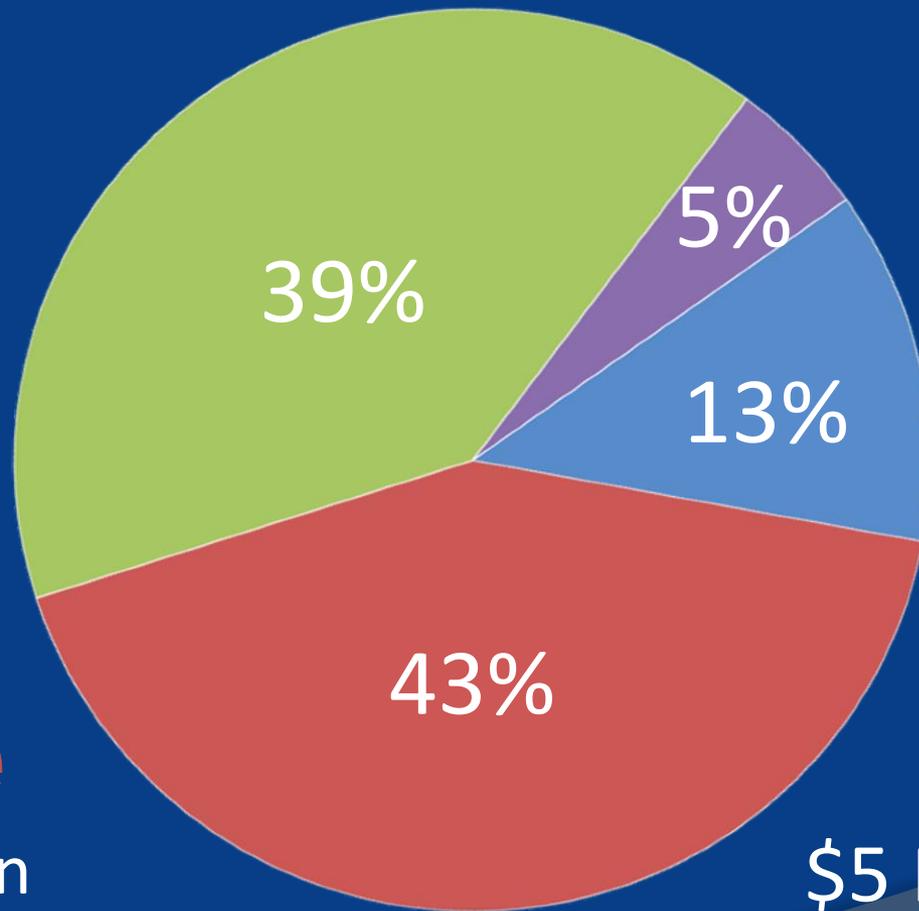


Average viewership per game.
2X+ higher than the average US team's audience.

Total Value by Media



Social Media
\$2 Million



Verbal
\$248,004

TV
\$631,944

Online
\$2.1 Million

\$5 Million
Total Value



Estimated Construction Costs

Joe Ciurro
Finance Director

Estimated Construction Costs



Pinellas County

\$46,100,000

Blue Jays

\$15,700,000

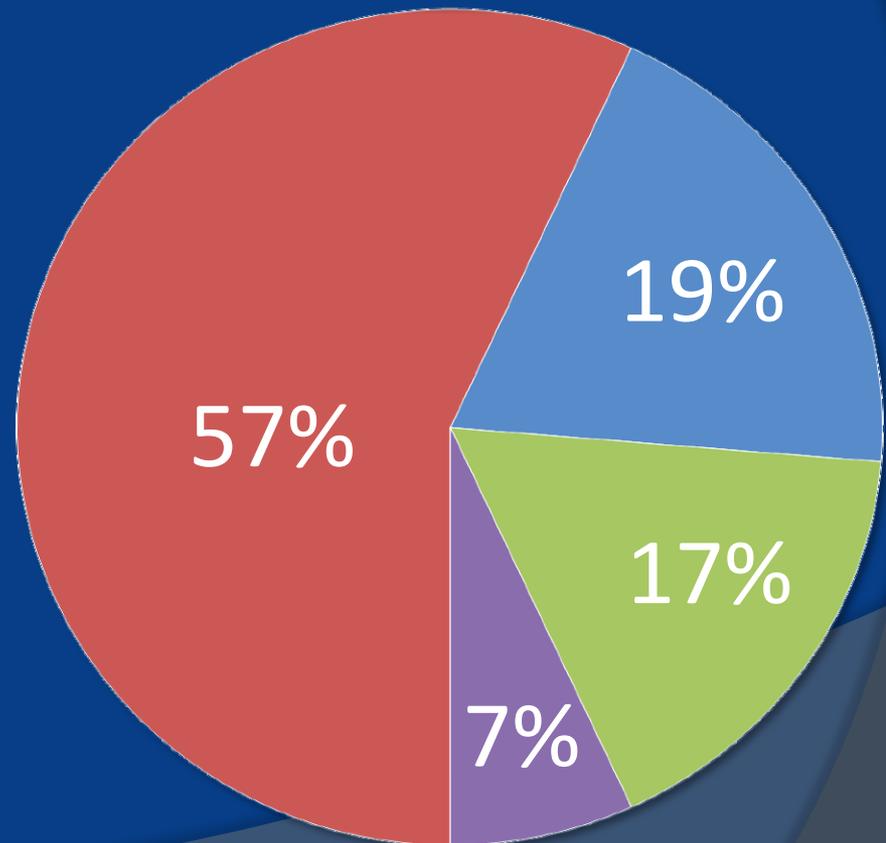
State of Florida

\$13,600,000

Dunedin

\$5,600,000

Total \$81 Million





Grant Funding

John Webb

Director, Florida Sports Foundation

Grant Funding



Spring Training in Florida

- 15 Teams
- 13 Stadiums



Grant Funding



State Funding Partnership Background

- 2001 – 5 teams
 - 2006 – 5 teams
 - 2012 – 1 team
 - 2015 - Began current funding (F.S. 288.11631)
- Capped at \$15 M matching State dollars per accepted application (F.S. 288.11631)

Capped at \$20 M Single Team
\$50 M 2-team facility

Grant Funding



State of Florida Funding Checklist

- Municipality
- Hold title to land
- Responsible for construction or renovation
- Signed minimum 20 year agreement w/ team
- Minimum 50% local match

Grant Funding



Performance Measures

- Paid attendance at least 50,000 / season
- In County w/ tourist development tax
- Not currently receiving funding under this statute
- Demonstrate
 - Improves local economy
 - Year-round facility
 - Intended Use of Funds
 - Length of Contract
 - Franchise history in destination



Funding & Project Timelines

Doug Hutchens
Interim City Manager

Funding Schedule



- Oct. 6, 2016 Commission approval to apply for funds
- Fall '16 Review TDC application w/ County
Apply for County TDC Funding
- Spring '17 Presentation to TDC / County Commission
Funding approval by County Commission
Update City Commission funding & negotiations
Apply for State Funding
- Summer '17 Approval of State Funding
Final presentation to City Commission w/
agreement & funding proposal

Project Timeline



Planning

We are here!

- Exploratory talks
- Public meetings
- Grant applications
- Detailed negotiations



Phase I

Design

- Financing in place
- Execute agreements
- Select architect
- Design and permitting



Phase II

Construction

- Select Contractor
- Reconstruct Training Complex
- Training Complex Opens
- Work @ Stadium begins



Opening Day

Est. Spring '19

- New Stadium opens
- First pitch
- 40 year City / Blue Jays partnership continues



Commission Comments & Public Input



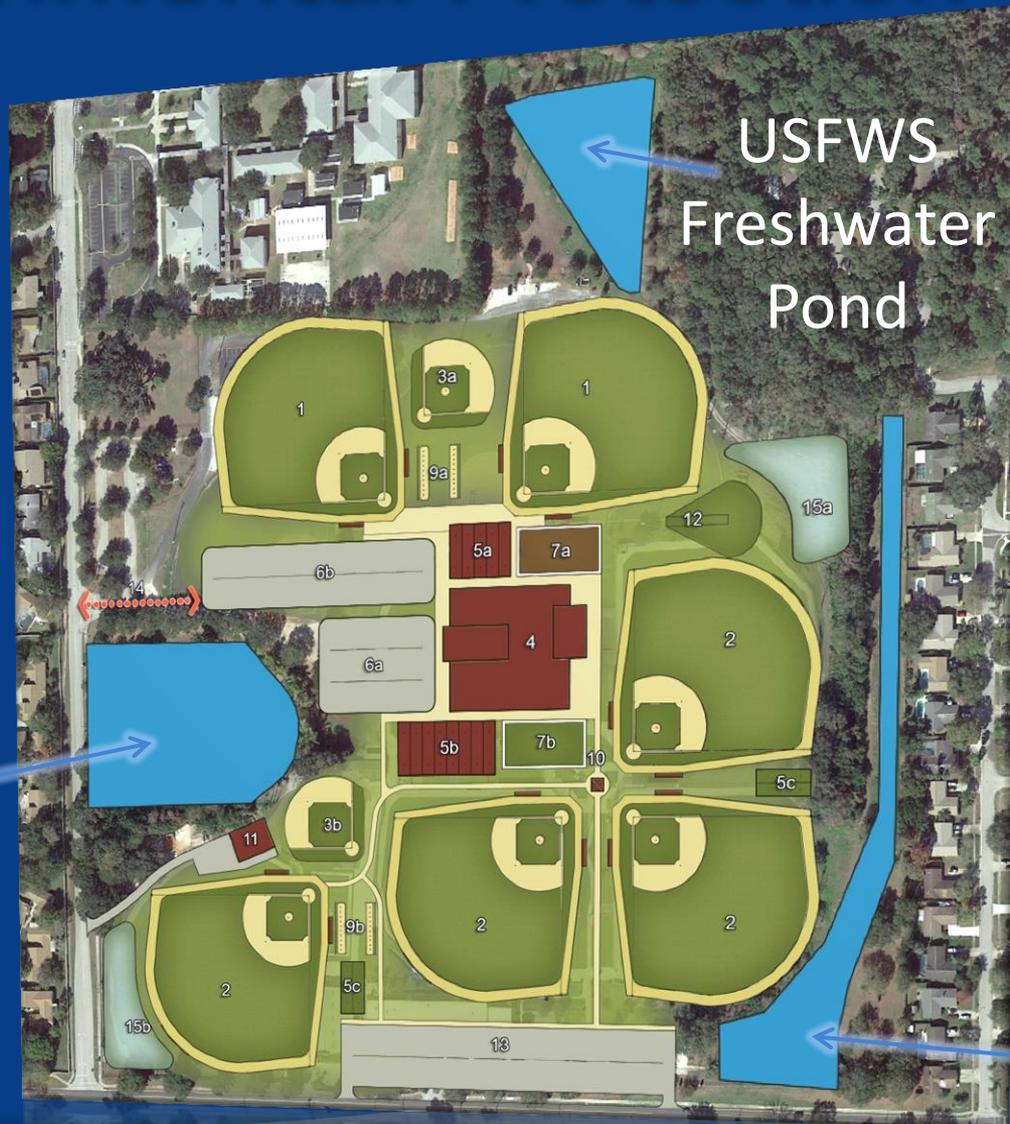
Open House & Public Input

Tuesday, September 27, 2016

5:30 - 8:00 pm

Hale Activity Center
330 Douglas Avenue
(Across from Stadium)

Environmental Protection



SWFWMD
Permitted
Facility

USFWS
Freshwater
Pond

SWFWMD
Permitted
Facility

Architectural Styles



Key West

Architectural Styles

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Retro

Architectural Styles

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Mediterranean