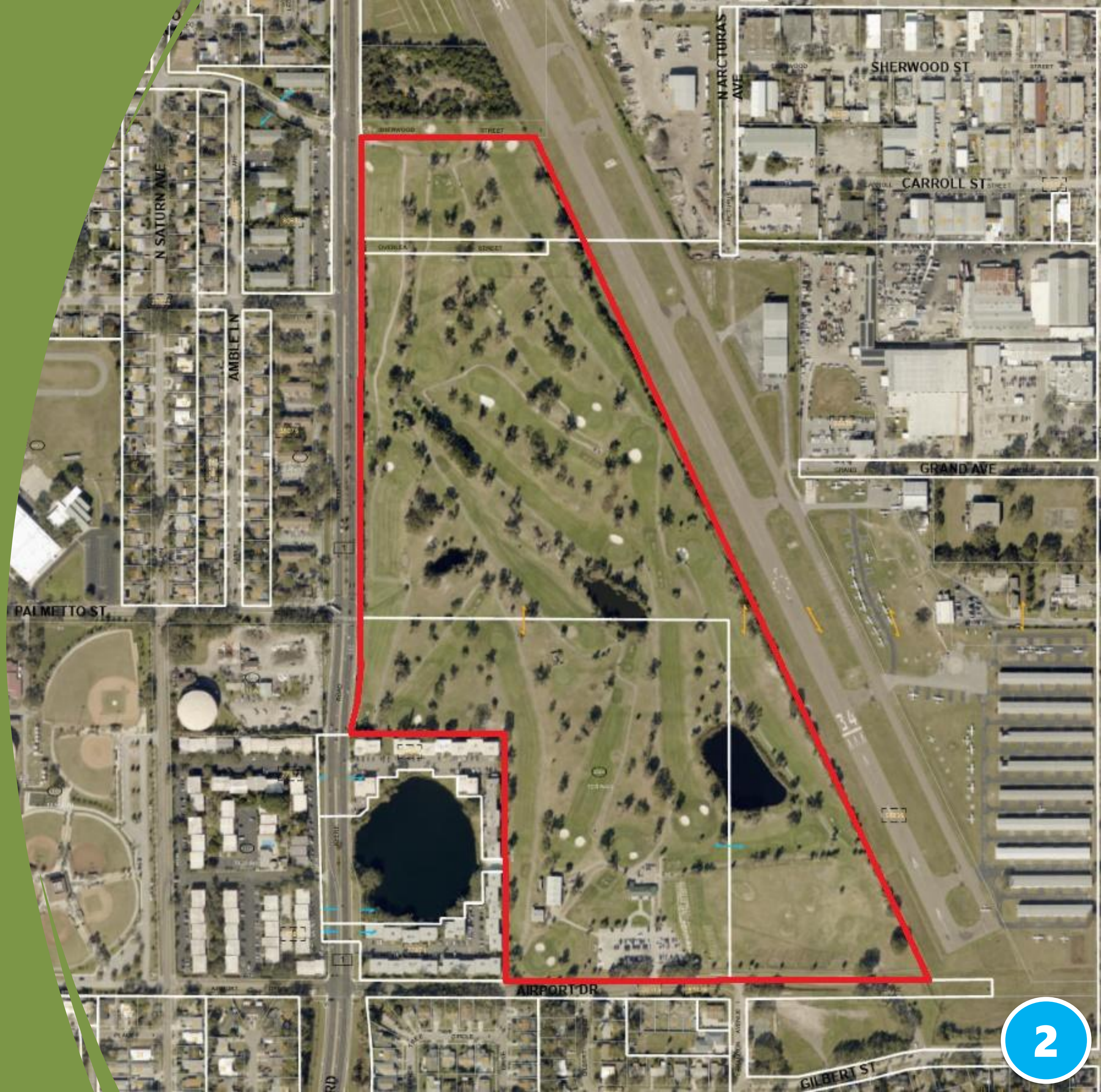




**A CLEARWATER
RECREATION FACILITY
FOR EVERYONE**

USE OF THE PROPERTY

- The Property has an existing zoning designation of OS/R with a corresponding future land use of R/OS.
- Approval of this Project will not change the zoning or land use for open space recreation.
 - The proposed site plan includes only recreational and supportive uses, the same as what exists on the site today.
 - Moreover, the existing Landings Golf Course is managed by a private entity, the same structure that will exist if the Property becomes a Sports Complex.
- Property identified as R/OS "may be leased for an existing use, without referendum...."
 - The City is not selling the Property, only changing the terms of the lease which is permitted by Code.
- The question is not whether recreation stays on the Property—it is what recreation best serves Clearwater today and in the future.





WHY THIS PROJECT IS GOOD FOR CLEARWATER

- Recreation evolves:
 - The Landings was developed in 1970 when recreational needs were different. Clearwater Country Club was already in existence and Chi Chi Rodriguez Golf Club was added in 1989.
 - During the 1970s & 80s golf served a much larger demand of recreation so 3 municipally-owned golf courses seemed appropriate.
 - Today, 307 of the 646 acres in the City of Clearwater designated for special use recreation are allocated towards golf courses (48%).
 - Many of the municipal athletic complexes that residents know today such as Eddie C. Moore, Sid Lickton, Countryside Sports Complex, & Joe DiMaggio, were built in the 1970s and 80s.
 - Today, only 10 rectangular multi-purpose fields exist in Clearwater compared to 27 recreational diamond fields

SPORT	1980	TODAY	TREND
GOLF	DOMINANT MUNICIPAL INVESTMENT	STABLE ADULT PARTICIPATION	→
BASEBALL	MAJOR YOUTH SPORT	MATURE	→
SOFTBALL	MAJOR YOUTH SPORT	FLAT	→ / ↓
SOCCER	EMERGING	ONE OF FL'S LARGEST YOUTH SPORTS	↑↑
GIRLS FLAG FOOTBALL	DID NOT EXIST	FASTEST-GROWING GIRLS TEAM SPORT	↑↑↑
LACROSSE	NICHE	RAPID GROWTH	↑↑
PICKLEBALL	DID NOT EXIST	FASTEST-GROWING PARTICIPATION SPORT AMONG ADULTS	↑↑↑



WHY THIS PROJECT IS GOOD FOR CLEARWATER

- New Development is Held to Higher Standards
 - Improved stormwater systems, water quality standards, and environmental stewardship for the Property.
- City of Clearwater's Investment in Youth Sports:
 - During the late 1980s, Clearwater made its last major wave of investment in new recreation facilities which have been maintained in excellent condition and improved over the last 35+ years.
 - Youth sports growth has exploded since 1990 with different sports leading that growth, many of which are the most underserved in the City of Clearwater.
 - We believe the Clearwater Sports & Recreation Campus is the next chapter in that legacy.

MODERN STORMWATER STANDARDS:

Approval of this Project will:

- Introduce much needed modern stormwater standards to the Property by replacing aging drainage infrastructure to meet today's environmental regulations
- Significantly improve the quality of water leaving the Property before it reaches Stevenson Creek and Tampa Bay
- Reduce flooding potential by increasing on-site water storage and treatment capacity
- Improve management of heavy rainfall compared to the existing golf course drainage system
- Improve water quality by installing new water treatment systems which capture sediments, nutrients, oils, and pollutants before runoff leaves the Property
 - This will lead to healthier downstream conditions for Stevenson Creek and surrounding waterways



ENVIRONMENTAL STEWARDSHIP

➤ Brownfield Opportunity

- Approximately 20-acres of the Property contains a historic landfill
- As part of this Project, we are willing to pursue a Brownfield designation and work with environmental regulators to ensure the Property is managed responsibly
- This creates an opportunity to address legacy environmental issues rather than simply leaving them in place

➤ Partnership with Environmental Groups

- We want to work collaboratively with organizations such as the Stevenson Creek Watershed Partnership and Stevenson Creek Advocacy Group
 - The Stevenson Creek Advocacy Group has acknowledged improvement of the stormwater infrastructure on the Property is “critically important to the long-term health of Stevenson Creek.”
- Our goal is to identify additional opportunities for habitat enhancement, native landscaping, and water-quality improvements beyond minimum regulatory requirements to further upgrade the Property.

KEY ENVIRONMENTAL FINDINGS

- Sandy soils suitable for redevelopment across most of the Property
- Localized areas of historical fill containing glass, metal, wood, and other debris
- Shallow groundwater typical of the Clearwater area
- Localized metals and legacy pesticide impacts identified in soil
- No confirmed groundwater contamination identified to date
- Additional soil and groundwater investigations will be completed before redevelopment
- Environmental conditions are localized, well understood, and can be safely managed using proven engineering practices





LONG-TERM ENVIRONMENTAL INVESTMENT

- This Project represents millions of dollars of private investment into public infrastructure.
- The proposed improvements to the Property will remain long after completion of construction and benefit the community regardless of who operates the facilities.
- Approval of this Project will not simply result in replacing a golf course with a sports complex—it will replace 50-year old infrastructure with modern environmental systems which:
 - Improve water quality
 - Reduce runoff
 - Address legacy environmental challenges
 - Leave the Property in better environmental condition than it exists today

WHAT WILL THE CLEARWATER SPORTS & RECREATION CAMPUS OFFER?

- 12 Multi-Purpose Rectangular Fields
- 1 Championship Field
- 24 Pickleball Courts
- 12 Sand Volleyball Courts
- Two 18-Hole Putting Courses
- Family Entertainment Center
- Fitness & Wellness Offerings
- Water Entertainment Facility
- Food & Beverage Options to Enhance the Recreational Offerings





PROPOSED SITE PLAN

TRANSPORTATION ANALYSIS

Keene Road Sports Complex

Prepared for:

Sunshine Recreational and Entertainment, LLC



TRANSPORTATION ANALYSIS

- Transportation Analysis was prepared for the project to evaluate potential impacts on the adjacent roadways.
- Results show Keene Road would operate at an acceptable level of service with the addition of the project.
- Results show all intersection movements would operate at a volume to capacity ratio of less than 1.0 with the addition of the project.
- Results show that northbound right turn lanes and southbound left turn lanes on Keene Road will be provided at both project driveways.

GENERALIZED LINK ANALYSIS

Roadway	From	To	LOS Standard	Lanes	Peak		Background Traffic (3)	Project Traffic (4)	Available Capacity
					Peak Hour Capacity (1)	Season Traffic (2)			
Keene Road	Drew Street	Sunset Point Road	D	4LD	3,024	2,150	2,193	460	371

(1) Source: FDOT Generalized Level of Service Tables.
Local 4LD C3R: 3,360 x 0.90 = 3,024

(2) See Figure 4, Peak Season Traffic, of this report.

(3) See Figure 5, Background Traffic, of this report.

(4) See Figure 2, Project Traffic, of this report.

ACCESS RECOMMENDATIONS

Intersection	Movement	Peak Hour Volume (1)	Turn Lane Warranted?	Queue Storage	Deceleration Length (2)	Required Length	Existing Length
Keene Road and Driveway A/Palmetto Street	SBL	14/60	Y	100'	185'	285'	-
	NBR	15/61	Y	50'	185'	235'	-
Keene Road and Driveway B/Sherwood	SBL	15/61	Y	50'	185'	235'	200'
	NBR	14/60	Y	0'	185'	185'	-
Airport Drive and Driveway C/Gilbert Street	EBL	6/28	N	-	-	-	-
	WBR	0/0	N	-	-	-	-

(1) See Figure 6 from the report.

(2) Based on FDOT Standard Plans 212-1 and a design speed of 45 mph on Keene Road and 30 mph on Airport Drive.

ESTIMATED INTERSECTION

Volume to Capacity Ratio Analysis

Intersection	Movement	AM Peak Hour Background Plus Project Traffic			PM Peak Hour Background Plus Project Traffic		
		Left	Through	Right	Left	Through	Right
Keene Road and Airport Drive	EB	0.35	0.35	0.35	0.40	0.40	0.40
	WB	0.23	0.23	0.23	0.72	0.72	0.72
	NB	0.07	*	*	0.07	*	*
	SB	0.09	*	*	0.15	*	*
Keene Road and Palmetto Street/Driveway A	EB	0.86	0.86	0.86	0.46	0.46	0.46
	WB	0.08	0.08	0.08	0.38	0.38	0.38
	NB	0.52	0.28	0.01	0.19	0.54	0.07
	SB	0.03	0.72	0.72	0.42	0.40	0.40
Keene Road and Sherwood Street/Driveway B	EB	0.83	0.83	0.83	0.26	0.26	0.26
	WB	0.10	0.10	0.10	0.60	0.60	0.60
	NB	0.10	*	*	0.08	*	*
	SB	0.02	*	*	0.15	*	*
Airport Drive and Gilbert Street/Driveway C	EB	0.00	*	*	0.02	*	*
	WB	0.00	*	*	0.00	*	*
	NB	0.01	0.01	0.01	0.00	0.00	0.00
	SB	0.01	0.01	0.01	0.02	0.02	0.02

* Freeflow movement

An aerial photograph of a large sports complex featuring several green soccer fields arranged in a grid, separated by reddish-brown running tracks. Numerous people are visible on the fields and tracks, suggesting an active event or tournament. In the background, there are some buildings and a large parking lot filled with cars. A central structure with a dark roof is located between the fields.

TOURNAMENTS & PROGRAMMING

An aerial photograph of a golf course. The course features several green fairways, sand traps, and palm trees. In the upper left, there is a clubhouse building and a parking lot with several cars. A black rectangular box with white text is overlaid in the center of the image.

LOCAL PROGRAMMING

(INCLUDING ADULT LEAGUES & COMMUNITY EVENTS OTHER THAN SPORTS)

Local vs. Tourist Usage

Project Usage

- **Designed for 50% Local and 50% non-local usage**

Partnerships with Local Organizations

- **Drives local participation during the weekdays**

Membership Models and Leagues

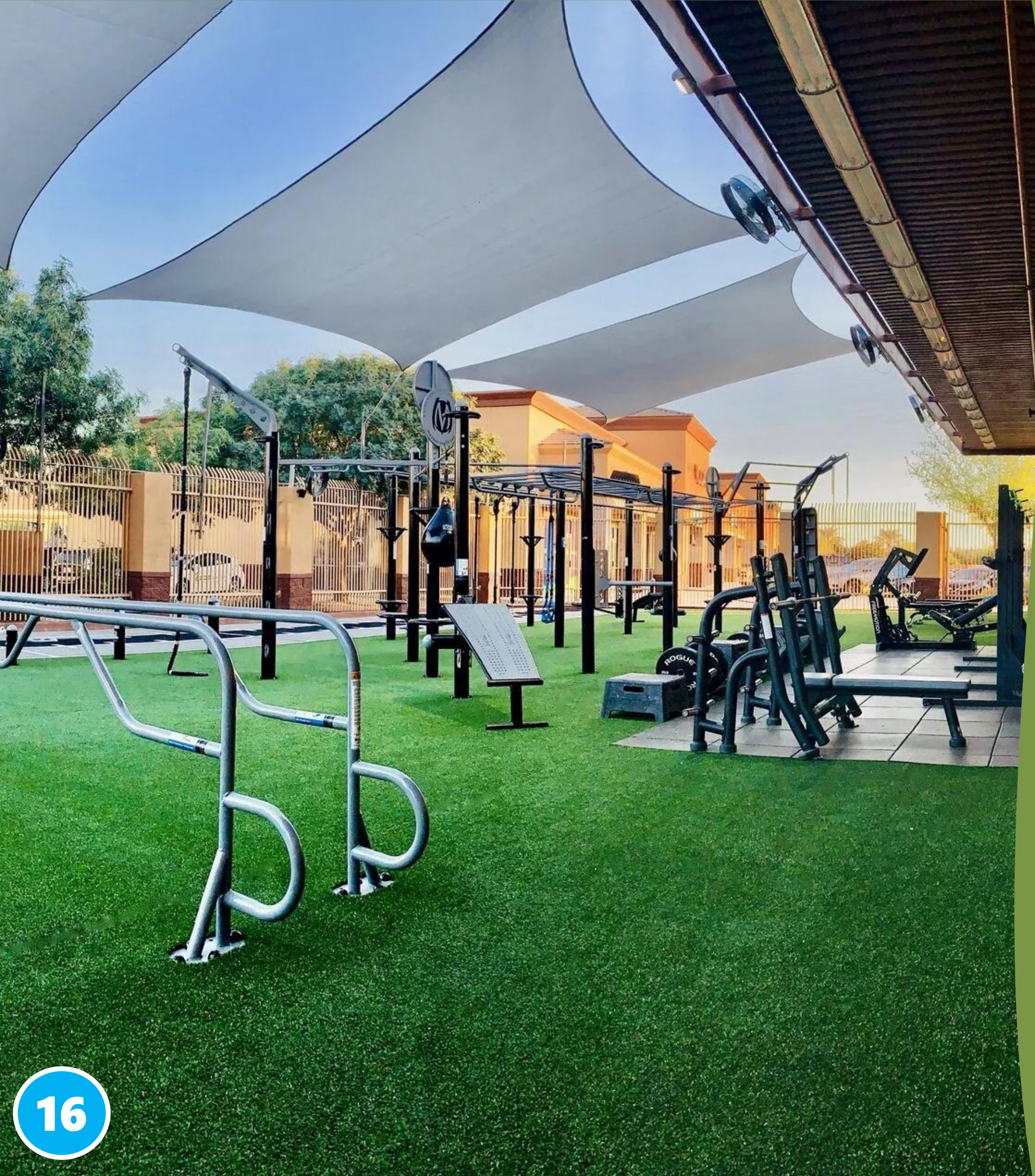
- **Participation only by local residents**

Fitness Trails

- **Utilized by locals at no cost**



SERVING THE YOUTH OF PINELLAS COUNTY



FITNESS

- The fitness venue is planned to be a mix of group fitness concepts such as:
 - CrossFit
 - Pilates
 - Yoga
 - Run clubs
- Sports performance will be the other major focus at the fitness venue including:
 - Sport-specific training
 - Team training
 - Injury prevention
 - Nutritional guidance

WELLNESS

- Unlike a traditional spa, this venue is intended to serve multiple audiences—from tournament athletes recovering after competition to local residents seeking stress relief, improved mobility, and overall enhanced wellness
- This area is designed to promote healthier living, recovery, and longevity through wellness experiences in a relaxing environment
- The wellness experiences would include mineral pools with varying temperatures, traditional and infrared saunas, cold plunge therapy, and recovery technologies such as red-light therapy, oxygen therapy (EWOT), and massage

WATER AMENITY AREA

- This is a resort-style water amenity designed to provide year-round recreation for Clearwater residents, tournament families, and visitors
- One side of the venue is designed for families, while another offers a relaxing adult environment with cabanas, poolside dining, and social gathering spaces
- Features will include:
 - Resort-style pools
 - Lazy river
 - Water slides
 - Children's splash/play areas
 - Cabanas
 - Poolside food & beverage
- Key Benefits of the Resort-Style Water Park:
 - Accessible recreation for families
 - Local quality of life enhancement
 - Youth and community programming
 - Economic retention in the community
 - Year-round activation of the Property



NEIGHBORHOOD INPUT

- Traffic on Airport Drive & Parking
- Buffers for Noise Mitigation
- Lighting
- Operating Hours
- Restaurant Operations
- On-Site Security
- Campus Operations & Public Safety Dept.
- Stevenson Creek Advocacy Group



Economic Impact of Redevelopment

Economic Impact Drivers: Years 1-5

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	199,652	237,215	272,392	277,565	280,190
Room Nights	46,325	55,186	63,436	64,570	65,070

Economic Impact: Years 1-10

	Year 1	Year 2	Year 3	Year 4	Year 5
Per Person Spending	\$194.28	\$197.19	\$200.15	\$203.15	\$206.20
Total Economic Impact	\$38,787,803	\$46,776,698	\$54,518,819	\$56,387,663	\$57,774,748

	Year 1	Year 2	Year 3	Year 4	Year 5
County Sales Tax (1% on Spending)	\$387,878	\$467,767	\$545,188	\$563,877	\$577,747
Ad Valorem Tax (\$120 MM Valuation)	\$2,156,961	\$2,221,669	\$3,051,091	\$3,142,624	\$3,236,903
Hotel/Motel Tax (6% on Lodging)	\$722,667	\$873,821	\$1,019,512	\$1,053,297	\$1,077,375
Total Tax Revenue Generation	\$3,267,506	\$3,563,257	\$4,615,791	\$4,759,798	\$4,892,025

Economic Impact Drivers: Years 6-10

	Year 6	Year 7	Year 8	Year 9	Year 10	10-Year Total
Non-Local Days in Market	282,992	285,822	288,680	291,567	294,483	2,710,560
Room Nights	65,720	66,377	67,041	67,712	68,389	629,826

Economic Impact: Years 6-10

	Year 6	Year 7	Year 8	Year 9	Year 10	10-Year Total
Per Person Spending	\$209.29	\$212.43	\$215.62	\$218.85	\$222.13	
Total Economic Impact	\$59,227,783	\$60,717,362	\$62,244,404	\$63,809,851	\$65,414,668	\$565,659,800

	Year 6	Year 7	Year 8	Year 9	Year 10	10-Year Total
County Sales Tax (1% on Spending)	\$592,278	\$607,174	\$622,444	\$638,099	\$654,147	\$5,656,598
Ad Valorem Tax (\$120MM Valuation)	\$3,334,010	\$3,434,030	\$3,537,051	\$3,643,163	\$3,752,457	\$31,514,959
Hotel/Motel Tax (6% on Lodging)	\$1,104,471	\$1,132,248	\$1,160,725	\$1,189,917	\$1,219,843	\$10,553,876
Total Tax Revenue Generation	\$5,030,759	\$5,173,452	\$5,320,220	\$5,531,179	\$5,626,447	\$47,725,433

**10-Year Total
Tax Revenue
Generation:
\$47,725,433**

**\$9,582,170 of the \$31,514,959
will go to the City of Clearwater**

***Statistics from the Pinellas County Property Appraiser**

JOB CREATION

CONSTRUCTION

CATEGORY	ESTIMATED JOBS
AVERAGE ON-SITE CONSTRUCTION WORKFORCE	145-170
PEAK ON-SITE CONSTRUCTION WORKFORCE	215-250
GC OFFICE / MANAGEMENT	8-11
SUBCONTRACTOR OFFICE SUPPORT	86-144
DESIGN & PROFESSIONAL SERVICES	18-32
SUPPLIERS / FABRICATION / LOGISTICS	36-63
TOTAL CONTRUCTION-RELATED JOBS SUPPORTED	290-420

OPERATIONS

- **615 jobs created across all venues**
 - 65 of the 615 jobs are above the average median income for Pinellas County

