



**DEVELOPMENT & OPERATION
OF PUBLIX SPORTS PARK**

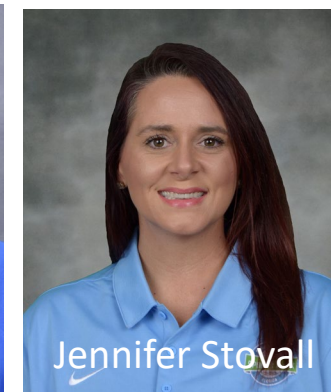
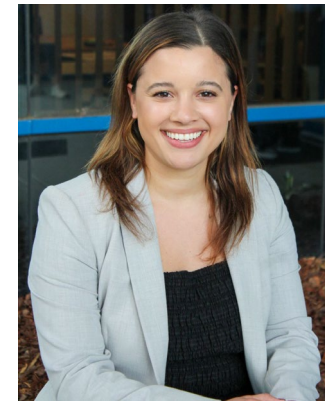
INTRODUCTIONS

Visit Panama City Beach staff

- Chris O'Brien – Director Sports Tourism 9 years
- Justin Kelley – Sports Marketing Operations Manager 2 years
- Kristen Krasinskas – Business Development Manager 3 months

Sports Facility Staff

- Joe Hanson – AGM SFM Client Services– 2 years
- Marissa Guarneiri – AGM SFM Operations– 6 months



VISIT PCB SPORTS MARKETING

The Panama City Beach Convention and Visitors Bureau (CVB), dba Visit Panama Beach is the destination marketing arm of the Bay County Tourist Development Council (TDC).

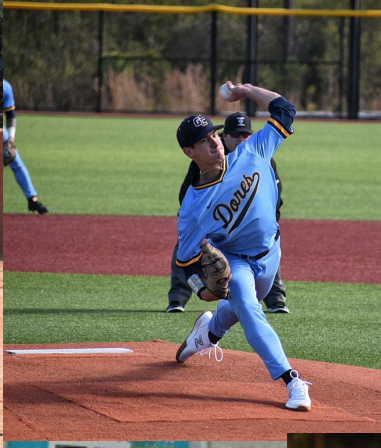
Within this framework the sports marketing team:

- Collaborates with national rights holders and local venues within Bay County to attract events and visitors.
- Works closely with City of Panama City Beach and other parks and recreation venues within Bay County.
- Partners with county schools, local clubs and Gulf Coast State / FSU to develop and maximize annual events.

Tactics

- Maintain relationships with event rights holders
- Facilitate growth for events, add days, weeks
- “Trade up” on size of events
- Attend National Tradeshows and prospect
- Host events like FSF Summit, FAMs, Site Visits
- Use social media and PR
- Manage yearly schedule to maximize visitation

VARIETY OF SPORTS



VENUES



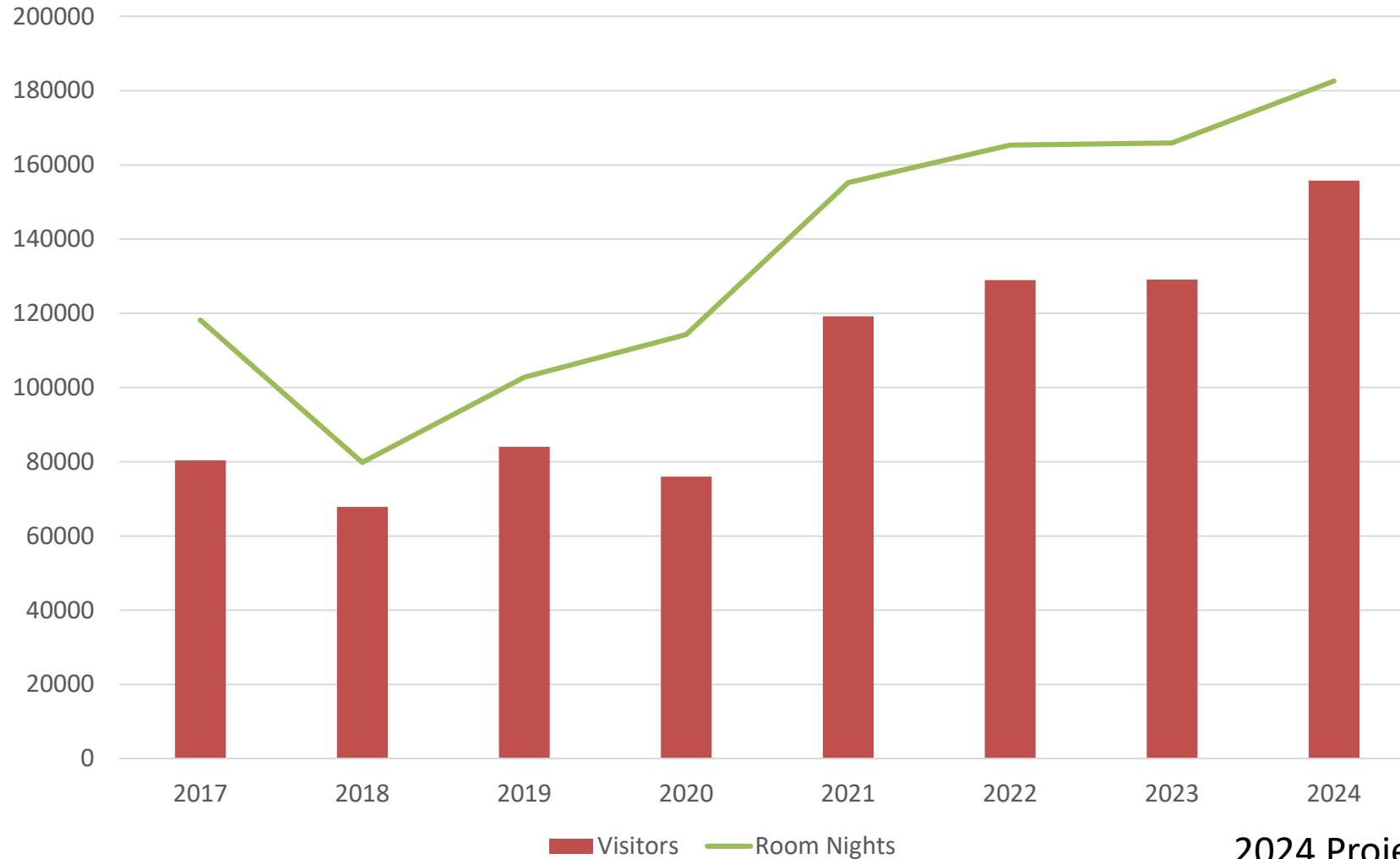
- Publix Sports Park
- Frank Brown Park

MEMORIES



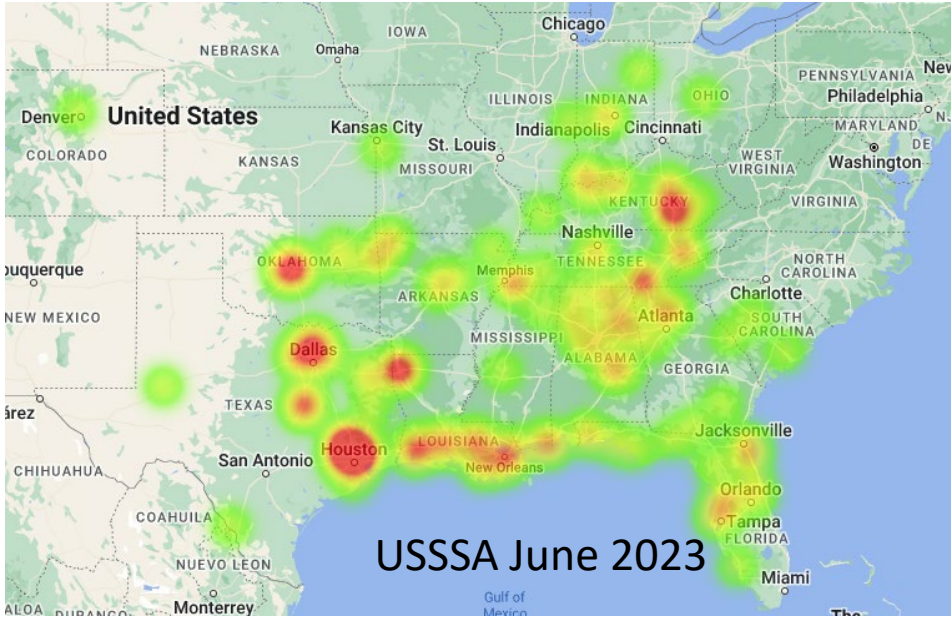
SPORTS SINCE 2017

2017-2024 Visitors and Room Nights



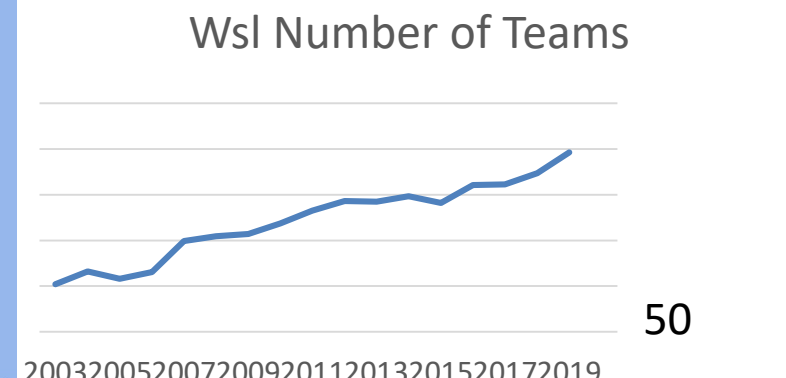
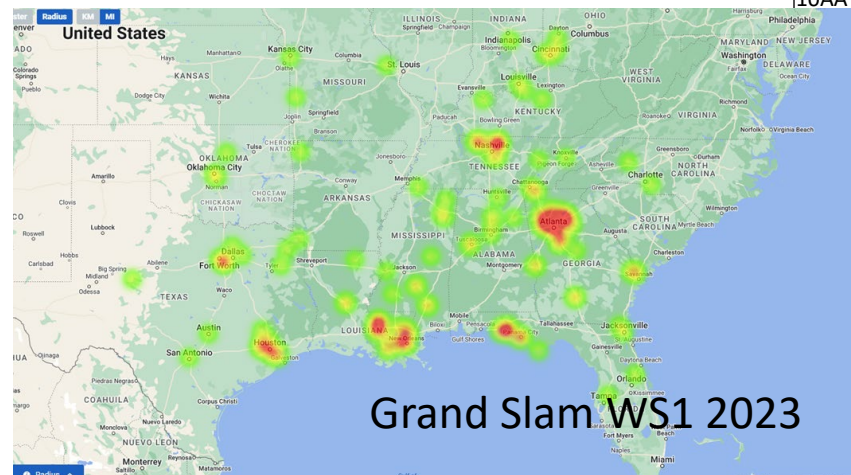
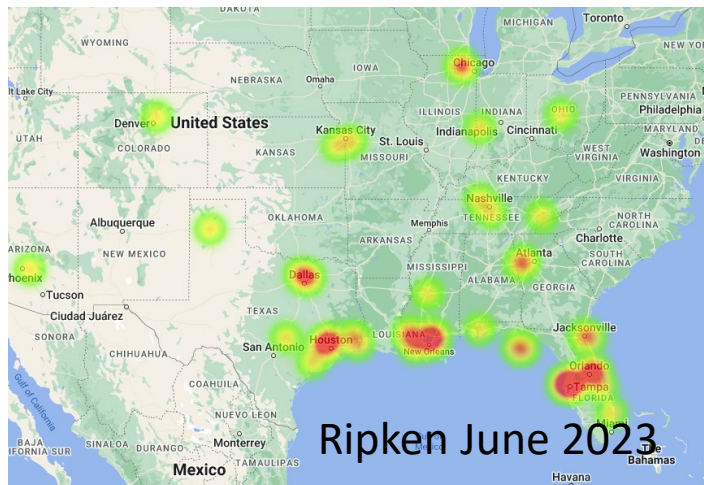
2024 Projected

VISITOR TRACKING



STATES	COUNT
AL	14
AR	6
CO	1
FL	16
GA	7
IL	1
IN	5
KY	12
LA	21
MO	1
MS	5
OH	1
OK	10
SC	2
TN	13
TX	34
Grand Total	149

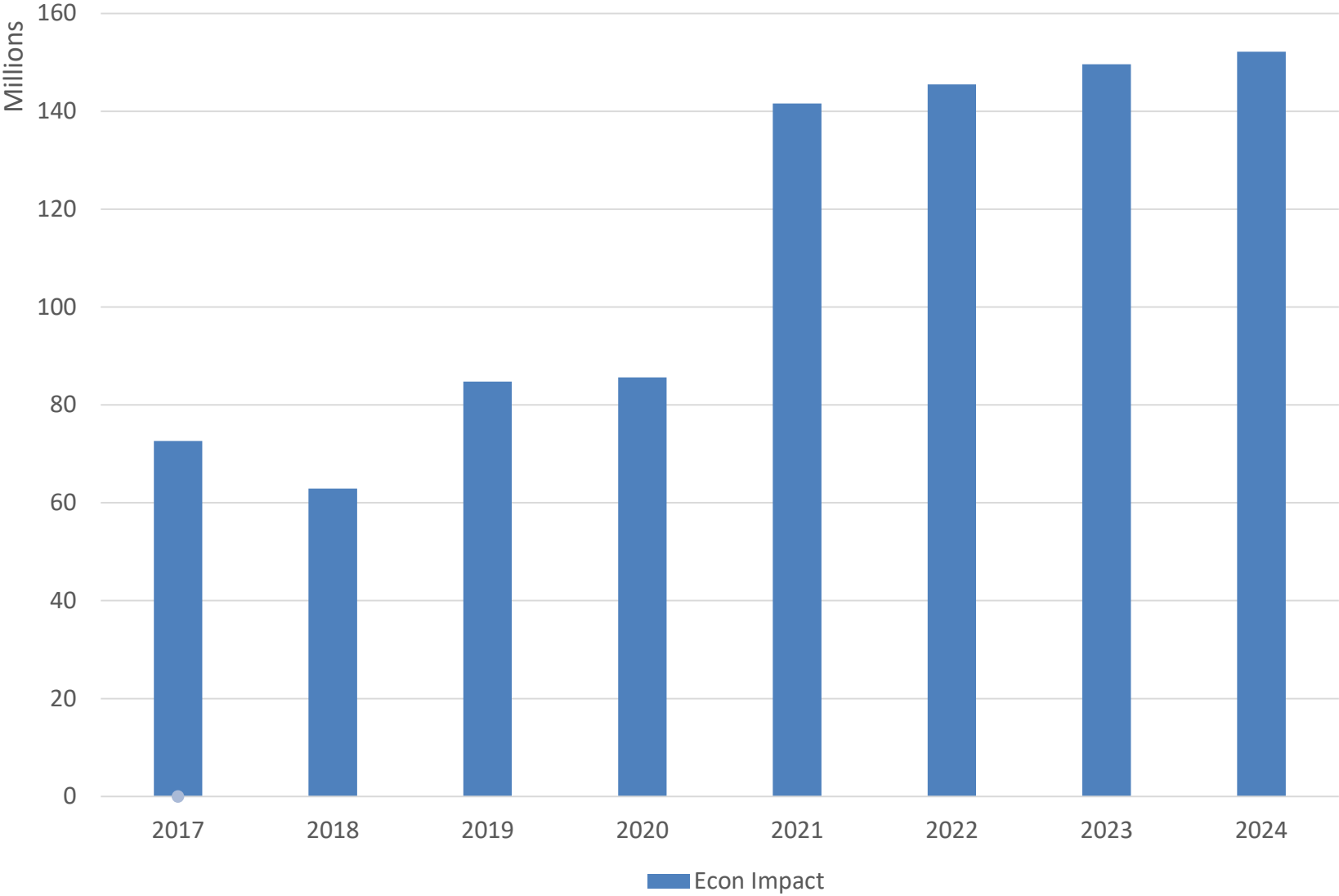
8A	Alabama Xtreme ALX	Moody	AL	35004	238
8AA	Central KY Sliders	Danville	KY	40444	520
8AA	Cheaha Elite 8U	Oxford	AL	36268	231
8AA	Dynasty Baseball 8U	Harmony	FL	32832	306
8AAA	Oklahoma Bombers	Moore	OK	73165	758
8AA	Riverdogs	Rome	GA	30161	283
8AA	T.A.G. 8U	Jasper	TN	37397	346
8AA	Velocity	Perry	GA	31047	204
9AA	CBC 9U Brindle	St. John's	FL	32092	257
9AA	MACON IMPACT	MACON	GA	31032	236
9AA	North Florida Chop	HILLIARD	FL	32046	233
9AA	OC Texas Rangers	Dallas	TX	75208	673
9AA	SFL Thunder - Black	Jupiter	FL	33458	412
9AA	SG Dragons	BAINBRIDGE	GA	39819	89
9A	Speed 9U Hopkins	Speed 9U Hopkins	AL	35640	300
9AA	TG Diamondbacks 9U - East Side	Marietta	GA	30068	273
9AA	Tallahassee Flamingos	Tallahassee	FL	32303	91
9AA	WGPA 9U	winter garden	FL	34772	308
10AA	10U BC Hawks	Macclenny	FL	32087	211
10A	Alabama Hotshots 10U	Hoover	AL	35244	226
10AA	Florida 9 Baseball	Longwood	FL	32779	284
10AA	MC Falcons 10u	TOMPKINSVILLE	KY	42167	451
10AA	Monticello Outlaws	Monticello	GA	31064	248
10AA	Oklahoma Outlaws	Tulsa	OK	74063	724
10A	Pike Road Baseball 10U	Pike Road	AL	36064	149
10AA	Richmond Royals 10u	Richmond	KY	40475	529
SG	SG Dragons	Colquitt, Ga	GA	39837	93



ECONOMIC IMPACT

All Sports Tourism Events

Year	# of Events
2017	56
2018	53
2019	70
2020	51
2021	62
2022	88
2023	91
2024	98



AWARDS

2023 PUBLIX SPORTS PARK named USSSA Venue of the Year

2024 Florida Sports Foundation Award Best Mid Market Venue

**Finalist for Mid Market event of the year –
Gameday USA Baseball / Softball Festival**

2024 Sports Events Media Readers Choice Awards

**Emerging Sports Events Industry Leader–Chris O’Brien
Best Long Term Relationship –
Visit PCB IRONMAN/ IRONMAN Group
Grand Slam Tournaments
Best Sports Event Planner – Larry Thompson
All Star Multipurpose Venue – Publix Sports Park**

Champions of Economic Impact Sports Destination Magazine

**United States Fastpitch World Series 2023 and 2022
Grand Slam World Series 2023 and 2022
Gameday USA New Year’ Eve Baseball / Softball Festival 2023
Visit PCB IRONMAN Florida part of VinFast IRONMAN US Series 2022
Ripken Select Tournaments in PCB 2022**



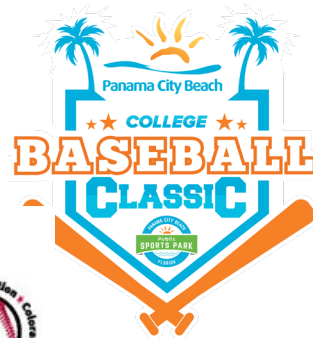
PUBLIX SPORTS PARK



- Established 2019
- 250 tourism events in 58 months
- Approximately 400,000 visitors
- Over 1.3 million visitor days
- Direct Spending of \$271 m

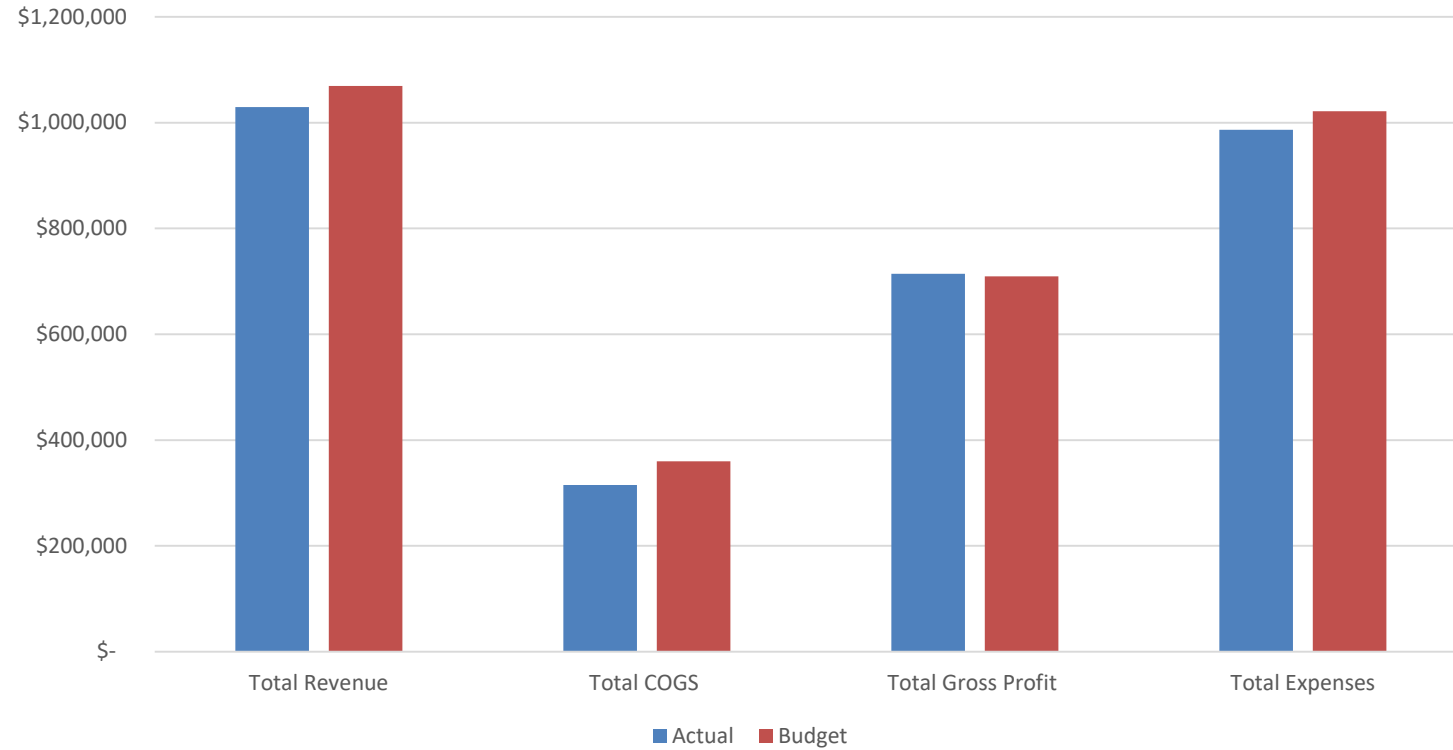


PUBLIX SPORTS PARK NATIONAL PARTNERS

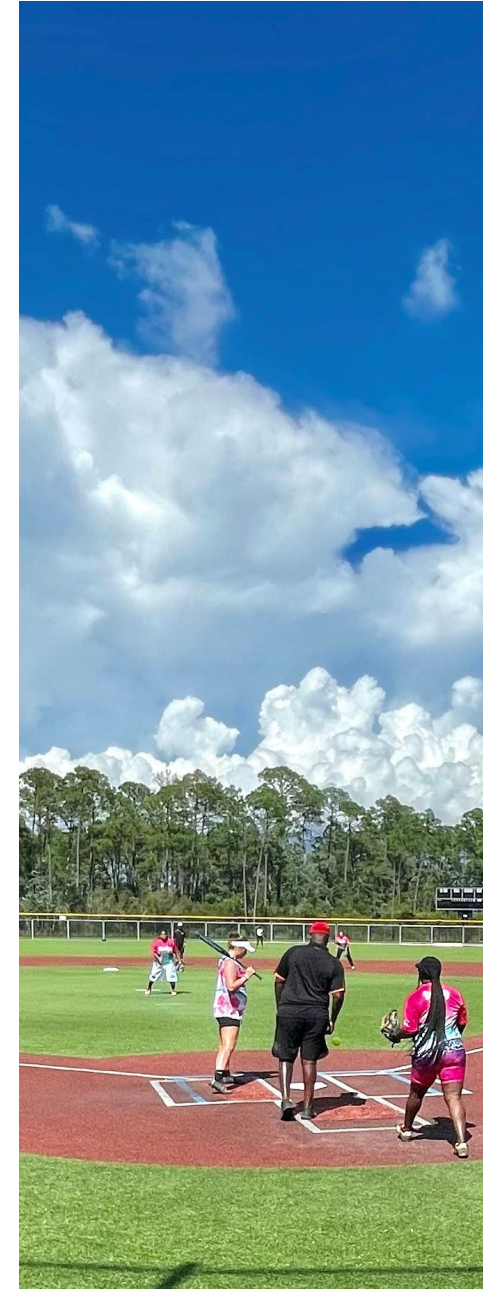


PSP PERFORMANCE YTD

YTD - 5.31.24

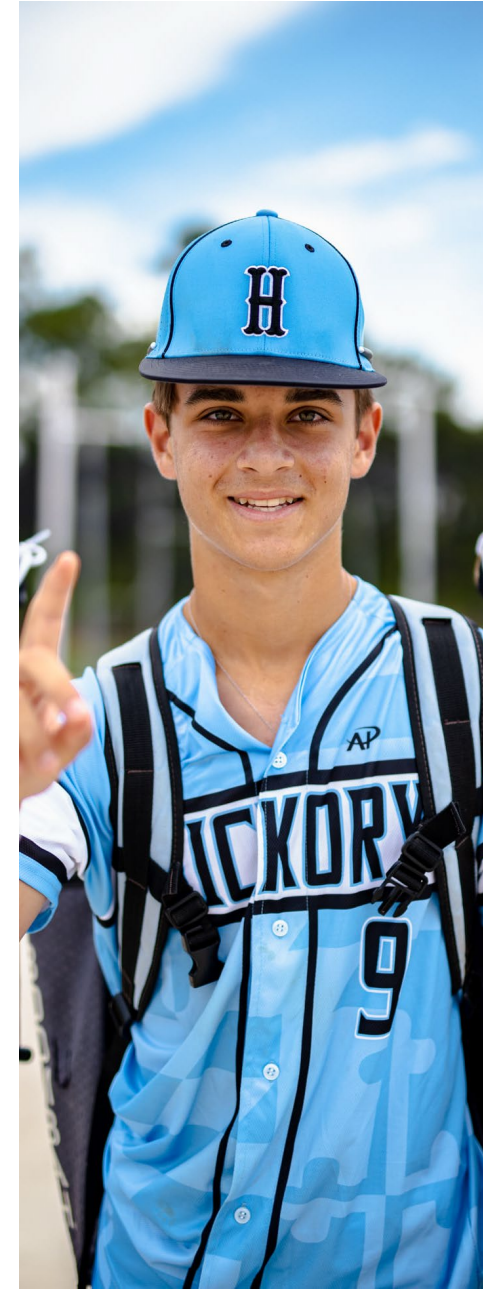
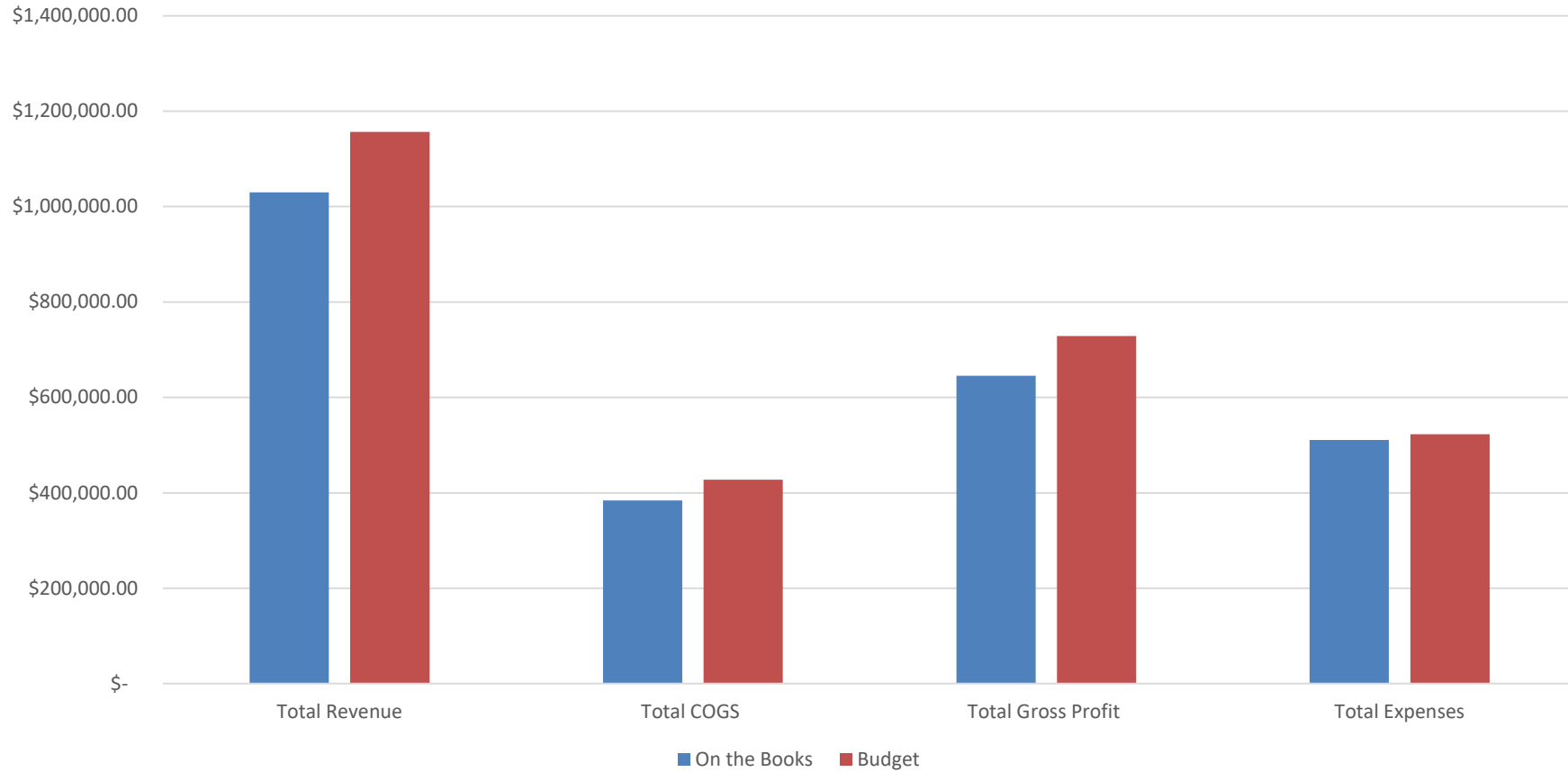


- Food & Beverage, COGS - 32%
- Contract Labor, COGS - 12%



ON THE BOOKS

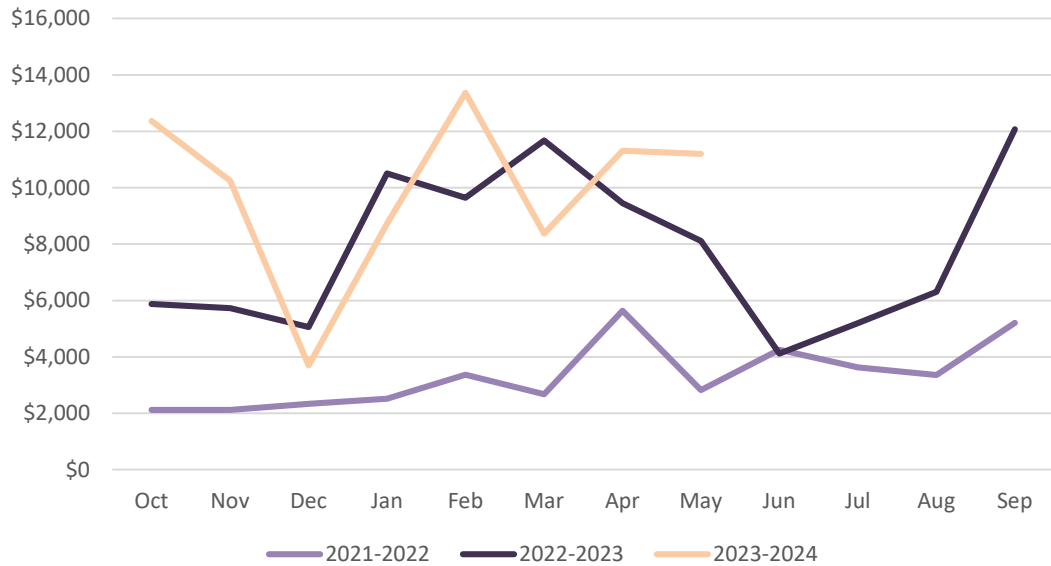
June - September



LOCAL USE

Publix Sports Park Rental Revenue

Local Revenue by Month (YOY)



May
New PCBSC Master

S	M	T	W	T	F	S
28	29	30	1	2	3	4 18
RAIN DA Daryl	Daryl 9u Ballh Five Sta 7u Panh Bay Uni +2	Co-Ed k Bay Uni Florida I Five Sta 10U Tro 850 Wa +2	Daryl Five Sta 10U GC 10U Tro Adult b +2	Florida I Bay Uni Panhan Five Sta 850 Wa		Marissa Snap Sc
5	6	7	8	9	10	11 19
Marissa Snap So	Daryl 9u Ballh Pearls E 7u Panh Bay Uni +2	Co-Ed k Bay Uni Florida I Five Sta 10U Tro 850 Wa	Daryl Five Sta 12U PC PCB Wo Adult b Soccer	Florida I Bay Uni Five Sta 10U Tro 850 Wa		Travel E Bay Uni PCB Ru FL Root
12	13	14	15	16	17	18 20
Travel B Daryl	9u Ballh 7u Panh Bay Uni	Co-Ed k Arnold I Bay Uni Five Sta 850 Wa	15U Tea Florida I 9u Ballh Five Sta 10U Tro +4	11U ZT I Bay Uni Riptides 8U Pear Five Sta +2	Perfect Game ba 10U Wil 13u MV 8U Capi 12U Car +3	Coastal
19	20	21	22	23	24	25 21
Perfect I	9u Ballh 7U Prim 7u Panh Adult b	Co-Ed k FL Spor Bay Uni Florida I 8U Pear +2	15U Tea Five Sta 12U PC Adult b FI Roots +2	Bay Uni 7U Prim 8U Pear Five Sta 850 Wa		Travel E
26	27	28	29	30	31	1 22
Travel B	9u Ballh 7u Panh	Co-Ed k Bay Uni Florida I Five Sta 850 Wa +2	FL Root 15U Tea Five Sta 10U GC 10U Tro +4	Florida I PCB Pel Five Sta 850 Wa FI Roots KH Adu		2D Baseball (Jes Ripken FL Root
2	3	4	5	6	7	8 23
Ripken Baseball- Ripken Experience (Heather Raburn) All star	Global S	7U Prim	Daryl M Five Sta FI Roots KH Adu +2	7U Prim Global S 12U PC FI Roots +4		USSSA FL Root



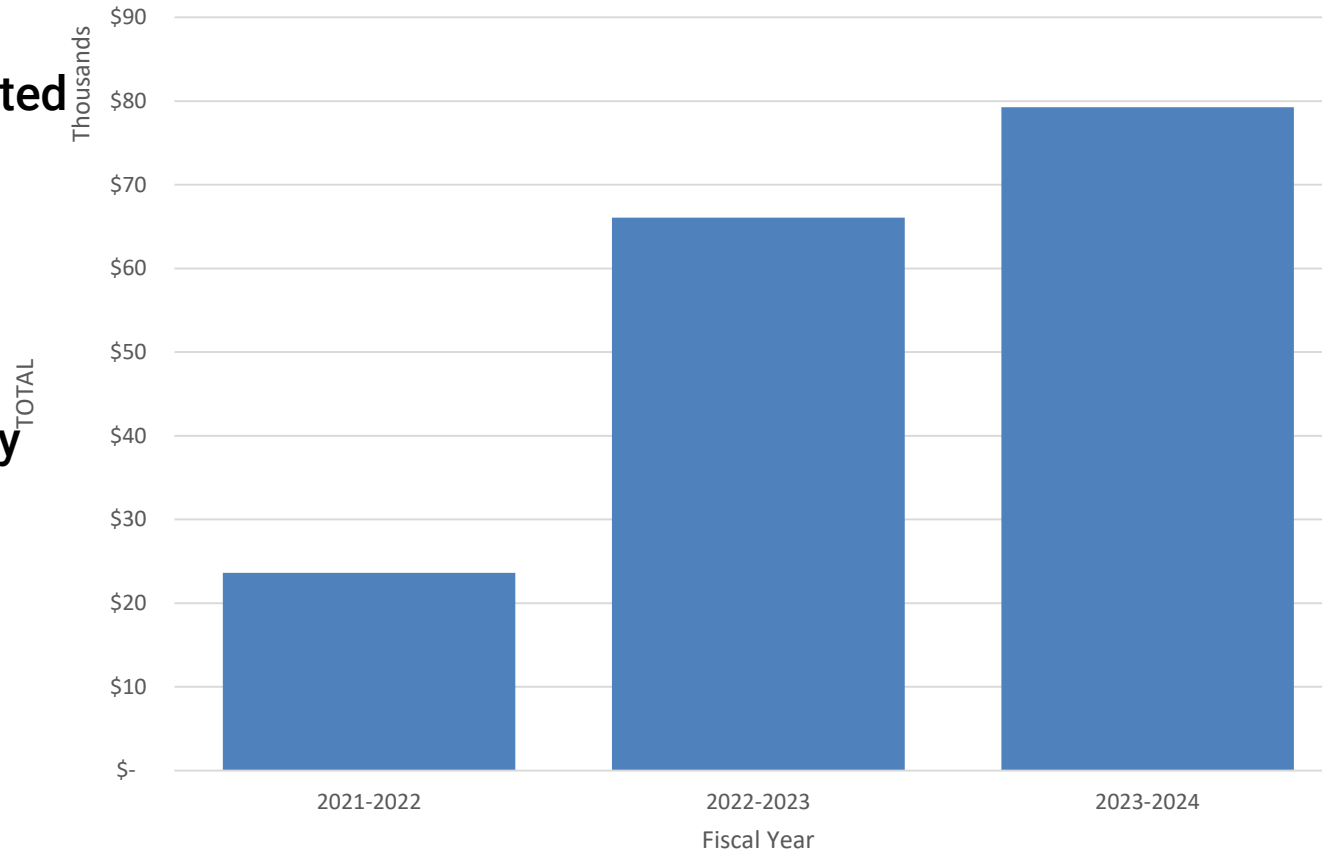
LOCAL USAGE



Highlighted Partners

Kings Hammer Bay United
FL Roots Soccer
Arnold High
University Academy
N. Bay Haven
5 Star Club baseball
Rutherford, Mosley, Bay

YTD Revenue Comparison (Oct-May)



QUESTIONS?



SPONSORSHIP UPDATE



Publix.



Indoor Hitting and Training Facility



11501 Panama City Beach Parkway, PCB, FL 32407
(850)249-0709

