



50 Chip Seal Pkwy
Panama City Beach
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PRESS RELEASE

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Publix Sports Park Hires General Manager Following National Talent Search

Mike Higgins hired by Sports Facilities Companies to oversee day-to-day operations at the newly renamed Publix Sports Park

[Panama City Beach, FL] April 25, 2022 - Publix Sports Park is not only one of the largest sports parks in the southeast but also a premier sports and recreation destination in the panhandle area of Florida. Visit Panama City Beach in a partnership with Sports Facilities Companies (SFC) has chosen Mike Higgins to lead the sports complex team.

Higgins brings a wealth of sports administration knowledge to his new role, most recently serving as Director of Championships for the National Association of Intercollegiate Athletics (NAIA) in their national office in Kansas City. While at the NAIA, Higgins led initiatives to improve student-athlete experience at national championships and he oversaw the iconic NAIA Men's Basketball Championship serving as Tournament Director, greatly improving the financial viability of the event. Higgins career in sports also included serving as General Manager of minor-league baseball teams and spearheading the return of Triple-A baseball and professional soccer with a nearly \$40 million renovation of the downtown Portland, Oregon stadium.

"Publix Sports Park will benefit greatly from the variety of sports leadership positions that Mike has served in during his three decades in sports administration," says Jack Adams, Account Executive at Sports Facilities Companies. "Mike will be able to excel as General Manager based on his expertise in all aspects of running a large complex like the Publix Sports Park, including financial oversight, supervision of construction projects, fostering sponsorships, developing marketing and public relations initiatives, and more."

About the opportunity to lead Publix Sports Park, Higgins adds, "I am honored to represent this exceptional facility, Publix Sports Park, and very excited about the future opportunities as we embark upon the new indoor complex." Higgins continued, "I am excited to continue to cultivate our partnership with Visit Panama



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City Beach and I am confident that we will continue to grow sports tourism and local programming at the park."

Publix Sports Park features 13 rectangular fields including nine with artificial surfaces and two championship fields. The flexible design allows for soccer, lacrosse, rugby, football and flag football, as well as baseball and softball to be played. A \$41 million indoor sports complex, recently approved by the Panama City Beach Tourist Development Council, will be added to the complex in 2023.

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About Publix Sports Complex

The Publix Sports Complex is located within the Breakfast Point development and is the premier destination for travel sports tourism in the Florida panhandle. The facility is a member of the SFM Network, the nation's largest and fastest growing network of sports facilities and is operated by the industry-leader in outsourced operations, Sports Facilities Companies. Publix Sports Park features 13 rectangular fields including nine with artificial surfaces and two championship fields. The flexible design allows for soccer, lacrosse, rugby, football and flag football, as well as baseball and softball to be played. For more information, visit: www.playpanamacitybeach.com

About Visit Panama City Beach

Visit Panama City Beach is the official destination marketing organization for Panama City Beach, Florida. The award-winning organization has earned industry accreditation (DMAP) from Destinations International, the world's leading authority in destination marketing, and exists to drive economic opportunity, job creation, community sustainability and quality of life for its residents through marketing, promotion and stewardship of the destination's REAL.FUN.BEACH. brand and attributes, tourism development, special event production, and managing beach re-nourishment and maintenance programs.

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