

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Soldiers Creek Park – Proposal to Develop and Operate

DEPARTMENT: Library & Leisure Services **DIVISION:** Parks & Recreation

AUTHORIZED BY: J. Suzy Goldman **CONTACT:** Joe Gasparini **EXT.** 2001
J. Suzy Goldman, Director

Agenda Date <u>6/13/06</u> Regular Consent <input type="checkbox"/> Work Session <input type="checkbox"/> Briefing X Public Hearing – 1:30 <input type="checkbox"/> Public Hearing – 7:00 <input type="checkbox"/>
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MOTION/RECOMMENDATION:

Requesting Board of County Commissioners direction on partnership offer for the operation of Soldiers Creek Park.

BACKGROUND:

On February 14, 2006 the BCC approved a site plan for the development of Soldiers Creek Park as a baseball complex. Direction was given to pursue a partnership with an outside entity to operate the park. The current project budget is \$4.9 million.

A Request for Proposal was issued and one proposal was received from the National Association Management Company (NAMCO). The proposal outlines a plan to affiliate with the American Amateur Baseball Congress (AABC) and to act as a training and host site for AABC leagues and tournaments. AABC leagues, unlike Babe Ruth and Little League, are not boundary restricted allowing for more flexible player participation. AABC affiliated programs also compete nationally with other sanctioned baseball programs such as the Amateur Athletic Union (AAU) and the United States Specialty Sports Association (USSSA).

The respondent has presented different options for operating the park that would be reflected in their development and operating contribution. The minimum acceptable contract term stated by NAMCO is three (3) years.

Development Contribution

Option A
\$10,000 per year not to exceed \$100,000, or

Option B
Act as Project Construction Manager with the value of these services in place of a cash contribution. Any construction cost savings exceeding \$100,000 to be shared by NAMCO and the County.

Reviewed by: Co Atty: _____ DFS: _____ Other: _____ DCM: <u>JS</u> CM: <u>CG</u> File No. <u>BLLP01</u>
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Operating Contribution

Option A

If NAMCO is responsible for the landscaping and grounds maintenance, NAMCO will provide the County with 5.9% of revenue generated with 3.7% of this portion held in a reserve fund for future park facilities not to exceed \$1,500 per month in total (\$18,000 per year)., or

Option B

If the County is responsible for the landscaping and grounds maintenance, NAMCO will provide the County with 11.7% of revenue generated with 3.7% of this portion held in a reserve fund for future park facilities not to exceed \$3,500 per month in total (\$42,000 per year).

The respondent has verbally indicated a preference for an alternate site plan to include an 8,000 square foot training facility in lieu of one field.

Staff Recommendation

Development

Staff does not recommend eliminating a field to build a training facility. The plan approved by the Board maximizes the number of fields and is the best use of the site to meet the County's long term needs for athletic fields. In that the respondent does not have direct experience with the development of public sports complexes and is not offering a substantial contribution towards the overall cost of the project, staff recommends that the County develop and construct this site. Therefore, the offer of \$10,000 per year for the duration of the contract not to exceed \$100,000 would be the maximum contribution to the County.

Operations

Staff recommends the concept of the County providing building, grounds and field maintenance for the site with a partner, such as NAMCO, handling all aspects of recreation programming to include booking fields, collecting revenue, organizing and running leagues and tournaments, etc. Based upon preliminary calculations, it is estimated that the value derived from the services offered by the partner would be approximately \$100,000 per year. The proposal assumes that the partner would collect all revenue derived from the site (estimated at \$150,000 - \$250,000) with a percentage due to the County not to exceed \$42,000 per year. NAMCO is a developing program with four (4) baseball teams.