

New Orleans Pelicans

NBA Development League RFP



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1. Location Information

- ▶ A three hour drive east from downtown New Orleans is Pensacola, America's first settlement, founded by the Spanish conquistador Don Tristan de Luna in 1559.
- ▶ While our waterfront downtown district highlights our rich history, Downtown Pensacola continues to evolve on all fronts with chic shops and trendy restaurants.
- ▶ The epicenter of the downtown core is Palafox Street, named one of the Greatest Streets in America by the American Planning Association in 2013.
- ▶ Signature events held in downtown Pensacola draw crowds upwards of 50,000 people at a time.
- ▶ Pensacola Beach and Perdido Key both are home to Florida's Gulf Islands National Seashore, the longest stretch of national seashore, and was awarded "Florida's Best Beach" by USA today in 2015.



2017 Mardi Gras Parade



- ▶ The Greater Pensacola Area is accessible East/West through Interstate 10.
- ▶ The United States Department of Defense is the largest economic driver in Greater Pensacola, with more than **\$7.8 Billion** in total economic impact.
- ▶ Naval Air Station Pensacola is known as "The Cradle of Naval Aviation" and is home to the Navy's Blue Angels.
- ▶ Our Key industries include aviation manufacturing & maintenance repair & overhaul, defense, homeland and cyber security, offshore vessel service and support, and financial services.

1. Location Information

- ▶ The Pensacola region is home to the Andrews Institute of Orthopedics & Sports Medicine. Under the leadership of internationally renowned orthopedic sports surgeon **Dr. James Andrews**, the Institute offers a full continuum of care, from surgery, to physical therapy, to performance-based athlete care
- ▶ Andrews Institute is conveniently located just **minutes** away from downtown Pensacola.



- ▶ Pensacola International Airport (PNS) is the largest airport located between New Orleans and Jacksonville.
- ▶ PNS currently provides non-stop services to 17 U.S. destinations including: Chicago, Dallas, Houston, Washington, D.C., Charlotte, Atlanta, Orlando, Tampa, and Miami, with connections worldwide.

7 Airlines

1.5 MILLION
PASSENGERS
PER YEAR

2 MILES
FROM THE
INTERSTATE



Major Employers

- ▶ Navy Federal Credit Union
- ▶ Sacred Heart Health System
- ▶ Gulf Power
- ▶ Studer Group
- ▶ Airbus
- ▶ Boeing
- ▶ Lockheed Martin
- ▶ NAS Pensacola
- ▶ Andrews Institute
- ▶ Ascend Performance Materials
- ▶ International Paper
- ▶ AppRiver
- ▶ Baptist Health Care
- ▶ West Florida Health

2. Lease Terms & Questions



*All items to be approved by the Escambia County Board of County Commissioners

A. Term*

- ▶ 1. The initial term and potential term renewal will be determined by Escambia County, owners of the Pensacola Bay Center upon approval of project.
- ▶ 2. All amenities and any associated improvements to be determined by the Escambia Board of County Commissioners upon their approval of project.

B. Rent *

- ▶ The Team agreed to pay The Pensacola Bay Center a rate to be determined by Escambia County, owners of the Pensacola Bay Center, for exhibition, regular season, and playoff games each term year, which fee includes normal game set-up fees, tear down fees, staffing levels and Team game day expenses. The Team shall be responsible for any additional amounts actually incurred beyond the estimate. Any taxes attributable to the rental of the arena and equipment may be deemed and expense of and be paid by the team.



3. Facility Requirements

A. Locker Rooms

- ▶ 1. The Pensacola Bay Center contains two (2) locker rooms (See Schedule B & C). Each locker room contains showers and bathroom facilities. Team may have the option to build out old locker rooms to feature locker space of the Team's design at Team's expense with Escambia County approval.

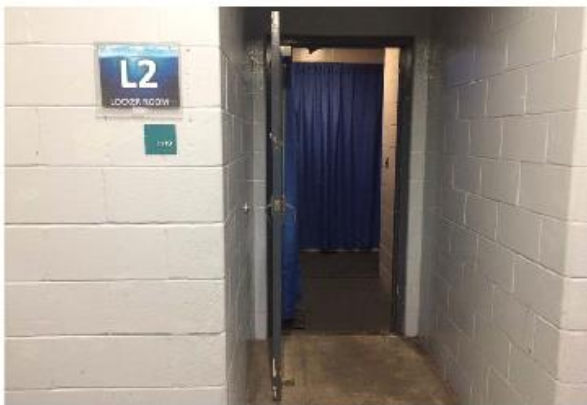
Team also acknowledges that during and upon conclusion of Team's season, Team may be requested to vacate use of locker rooms for other Pensacola Bay Center tenants or events. In doing so, Team may be asked to leave any build-outs/improvements intact. *

The Pensacola Bay Center has a laundry room that may require upgrades that will be the responsibility of the Team upon approval of the Pensacola Bay Center Management and Escambia County.

The Pensacola Bay Center has five (5) Star dressing rooms which may be used for referees. Each is equipped with individual shower and bathroom facilities.

- ▶ 2. The Pensacola Bay Center may provide a dedicated training room to Team for Team to equip, maintain, and furnish at Team's expense.*

Team also acknowledges that during and upon conclusion of Team's season, Team may be requested to vacate use of training room for other Pensacola Bay Center tenants or events. In doing so, Team may be asked to leave any build-outs/improvements intact.*



B. Parking

- ▶ 1. The Pensacola Bay Center has 1,026 regular parking spots and 41 handicap spots. The Pensacola Bay Center does not offer covered parking facilities. Spaces available for events will be determined by the Escambia Board of County Commissioners.

C. Floor Seats

- ▶ 1. The Team may be allowed to structure floor seating configurations utilizing NBA “Best Practices” model as space permits with Pensacola Bay Center approval and at Team expense.

D. Suites & VIP Areas*

- ▶ 1. The Pensacola Bay Center does not offer the “traditional Suite” set-up.
- ▶ 2. The Team may retain the right to sell suite inventory for its game and the revenue of which may be considered as a “season ticket” and included in gross game receipts. The Team may also have access to the courtside or designated VIP areas on all event days to host potential season ticket holders or sponsors and on non-event dates as the Pensacola Bay Center schedule permits and the basketball court is in place. *
- ▶ 3. See Section #2 above.

E. Court Usage*

- ▶ 1. Based on availability, the Pensacola Bay Center may have the court available to the Team on game day by 12:00 noon.
- ▶ 2. Team may be able to utilize court for up to one (1) hour after the game for fan engagement and other team needs.
- ▶ 3. The Team may be granted access to the court for other than Team home games for sponsor, season ticket holder, fan engagement and sales events based on availability and at Team’s expense for other than rent, if required.

F. Office Space

- ▶ 1. The City of Pensacola may negotiate rent to provide the Team office space at City Hall on an “as is” basis. If the Team deems the space inadequate, the team may retain the right to build out office space.
- ▶ The Team will be responsible for furniture, fixtures, and equipment of office space.

G. Practice Facility

- ▶ 1. The City of Pensacola has secured the Vickery Center as a practice facility. Pictures of the facility are located in the attachments. When such space is not available, the City of Pensacola will attempt to secure an alternative site and if rent required, will be at Team's expense. If the Vickery Center does not meet the needs of the Team, the City of Pensacola will work with team to secure an alternate practice facility.



H. Game Day Employees

- ▶ 1. The Pensacola Bay Center may provide the proper staff required to sufficiently perform the required tasks of hosting events in accordance with NBA G League standards. Term to be negotiated by Escambia County.
- ▶ 2. Pensacola Bay Center may provide appropriate Game Day Employee training with input from Team.
- ▶ Team to provide game day personnel as required by NBA G League standards.

I. Area Technology

- ▶ 1. Please refer to the Pensacola Bay Center Technical Information Package (Exhibit B)

J. Basketball Equipment

- ▶ 1. The Pensacola Bay Center features a Horner hardwood basketball court with overall dimensions of 112' x 60' with a playing surface of 94' x 50'.
- ▶ There are two (2) Hydra Rib Bases that attach to the backboard.
- ▶ Shot clocks and backup goals must be provided by the Team.
- ▶ The scoreboard system is a center hung Whiteway with a 16 color dot matrix display

4. Revenue Streams

A. Advertising & Sponsorships*

1. Team may retain a percentage to be determined by Escambia County of the revenues from its events from the following of which the team shall also provide at its expense.

- ▶ Courtside Rotational Signage
- ▶ On-Court Logos, Consistent with NBA D-League Standards
- ▶ Game Uniforms
- ▶ Ball Racks
- ▶ Basketball Stanchions
- ▶ Logos on Press Row Staff
- ▶ Logos on Ball Boy Staff
- ▶ Team Gear and Player Uniforms
- ▶ Player Bench Areas
- ▶ Player Chair Backs
- ▶ VIP Row Seating Placards/Backs/Covers
- ▶ Ticket Back Advertising
- ▶ Event Promotion
- ▶ Game Programs & other team produced collateral material
- ▶ Temporary Courtside Clubs and Hospital Areas
- ▶ Digital and Social Media Rights
- ▶ Temporary Parking Lot Naming Rights/Lot Advertising
- ▶ Concourse/Exit Ways

2. The Team may also have the right to product placement at concession stands subject to competitive pricing and a third part agreement with the Pensacola Bay Center concessionaire.

3. The Team may have an exclusive use of video board and LED or digital signage during Team games. Any software or physical upgrades will be at the Team's expense.

4. The Team may retain the right to create and sell inventory within the arena for revenue generating and retain a negotiated percentage of those revenues at Team's expenses and with a written request/description and Pensacola Bay Center approval.

B. Pouring Rights

- ▶ 1. The Pensacola Bay Center retains all pouring rights.

C. Building Name Rights

- ▶ 1. The Pensacola Bay Center retains all naming rights.

D. Ticketing*

- ▶ 1. The Pensacola Bay Center utilizes Ticketmaster.com as its ticketing system. It is a web based ticketing system and provides 24/7 service via charge-by-phone, box office, and internet at www.penascolabaycenter.com
- ▶ 2. The team may receive a percentage to be negotiated of gross revenue including full season, partial season, and group, hospitality, and single game tickets.
- ▶ 3. The Team may use the Pensacola Bay Center's ticketing system for all pre-season, regular season, and playoff individual game ticket sales. The Pensacola Bay Center may be recognized as the Primary Box Office for the purposes of selling Team's tickets and reconciling all accounts.
- ▶ 4. The Pensacola Bay Center may work with Team to establish market appropriate convenience charges. The venue's current agreement with Ticketmaster provides the facility with complete flexibility in establishing convenience charges.
- ▶ 5. The Pensacola Bay Center may serve as the primary ticket office for all sales related to the Team.

E. Retail & Merchandise

- ▶ 1. The Team may retain the right to manage full merchandise operations and will be responsible for all associated cost and revenues. The team will not sell merchandise for any other building tenant without Escambia County approval. The Team may retain all revenue from Team related merchandise.
- ▶ 2. Team may produce its own programs and novelties to be sold or given to attendees and will be responsible for all associated costs and revenues.
- ▶ 3. The Pensacola Bay Center may provide retail space for Team merchandise based upon space availability. Designated retail space may be temporary and for Team game use only.
- ▶ 4. The Pensacola Bay Center may provide two open-air spaces to sell Team merchandise. Storage for team merchandise will depend on space availability.

F. Concessions

- ▶ 1. Team to negotiate a percentage of gross concession revenues during its games. Rate to be negotiated by Escambia County.
- ▶ 2. Team may retain the right to receive a negotiated percentage of gross revenues for specialty establishments which would not be considered general concessions provided establishments that are controlled by the Pensacola Bay Center concessionaire.
- ▶ 3. The Team and the Escambia Board of County Commissioners may agree to negotiate at-cost concessions for special promotions in exchange for the Team reducing its negotiated percent commission for the items involved in the promotion.

G. Broadcast & Telecast*

- ▶ 1. The Pensacola Bay Center offers streaming capability on a game-by-game basis. If the Pensacola Bay center cannot meet requirements in-house than equipment will be provided at Team's Expense.



5. Scheduling*

- ▶ Team may receive fifty (50) available dates by February 1 of each year for the next year with the following additional parameters.
 - ▶ A. A minimum of twenty five (25) evenly-distributed Friday or Saturday nights from November 15 to April 15 each year (or during the Regular Season timeframe as defined by the league).
 - ▶ B. A minimum of fifteen (15) evenly-distributed weekdays (M-Th.) with a minimum of twelve (12) which are non-adjacent to other submitted dates.
 - ▶ C. Reserve eleven (11) evenly-distributed dates between April 5 and April 10 for D-League Playoffs. Six of those dates must be Friday and Saturday nights.
 - ▶ D. Provide a minimum of ten (10) additional dates, as a part of the usage agreement, for the following types of events: a) Ticket Sales "Open House" Events; b) Meet the Team Events; c) Fan Fest Events or any other community fan engagement events as the team sees fit.



6. Insurance

- ▶ The Pensacola Bay Center is owned by Escambia County and is managed by SMG. SMG is insured by Marsh, USA, and Escambia County also has their own insurance plan.

7. Marketing & Promotion*

- ▶ The Pensacola Bay may incorporate the New Orleans G League franchise into its house marketing plans of its own self-promoted events to include but not limited to:
 - ▶ Printed sales materials such as the season ticket brochure
 - ▶ Target emails
 - ▶ Featured attraction on the Pensacola Bay Center Website
 - ▶ Event listed on exterior building marquee
 - ▶ Local and regional advertisement
 - ▶ Social Media Ads



- ▶ In addition to marketing and promotions from the Pensacola Bay Center, the City of Pensacola and Pensacola Sports may partner with the Team to enhance their local marketing efforts through traditional and social media outlets.

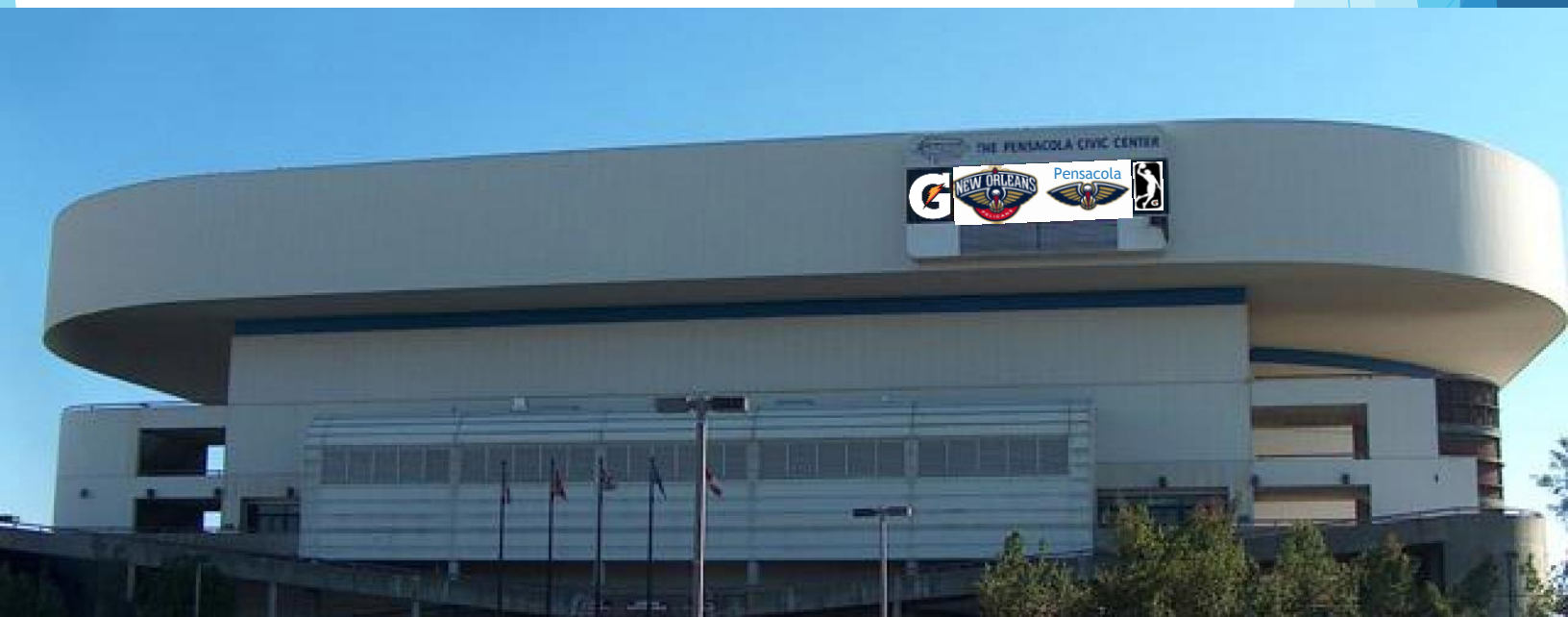


Exhibit A: NBA Gatorade League Security Regulations

- ▶ The Pensacola Bay Center may agree to provide the required security and staffing personnel, with the cost to be included in the game rental fee. However, during the course of the season or term of the agreement due to experience, Gatorade League regulations or building logistics, the Pensacola Bay Center reserves the right to revise staffing requirements.

Exhibit B: Signage



Daktronics 6'3" tall x 16'8",
256 x 80 pixel display



Daktronics 8'8" tall x 29'1",
384 x 112 pixel display



Schedule A

Floor Plan

Basketball

Floor: 132

Risers: 372

Lower Level: 5,250

Upper Level: 4,408

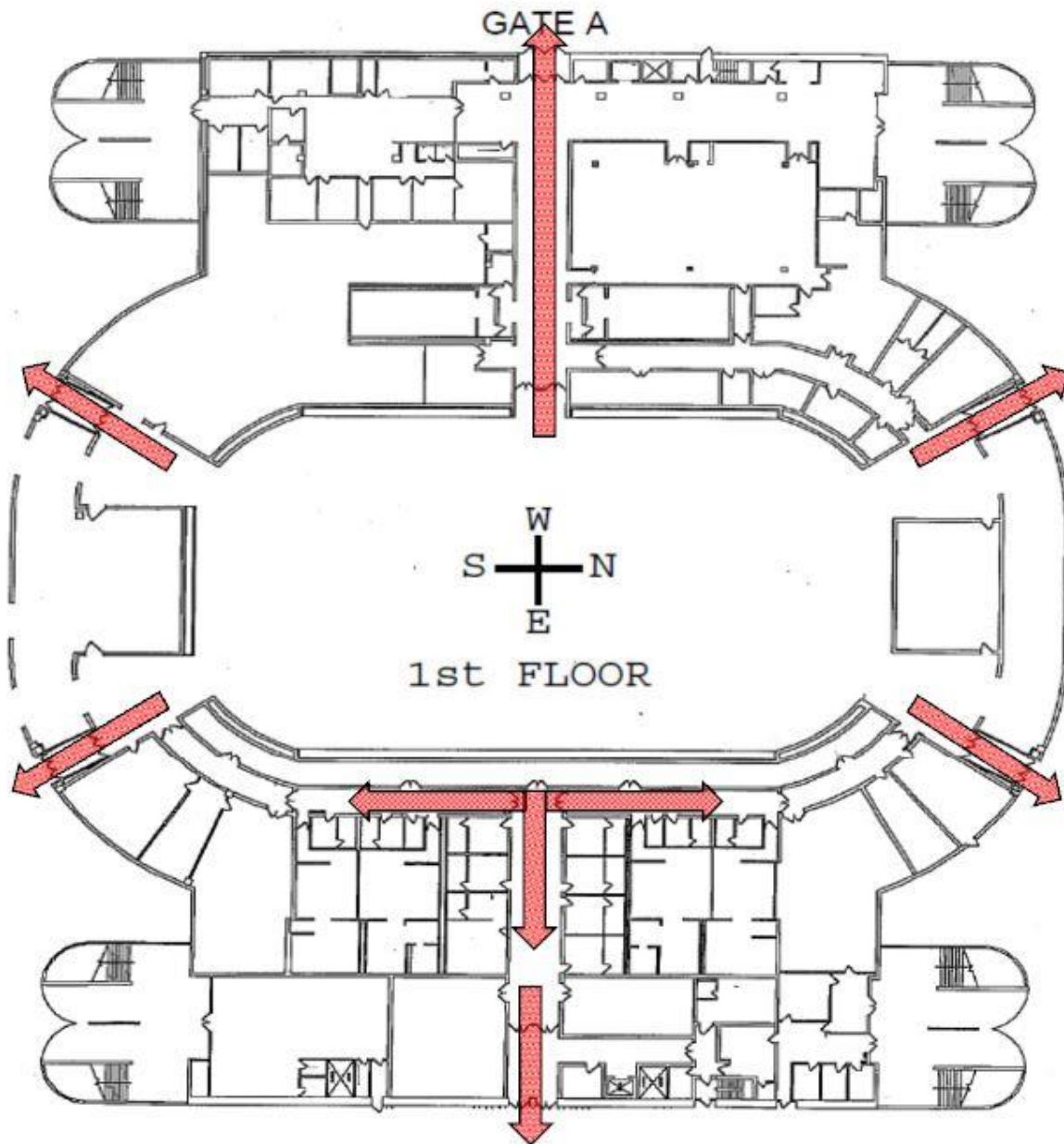
Accessible: 50

Total: 8,212

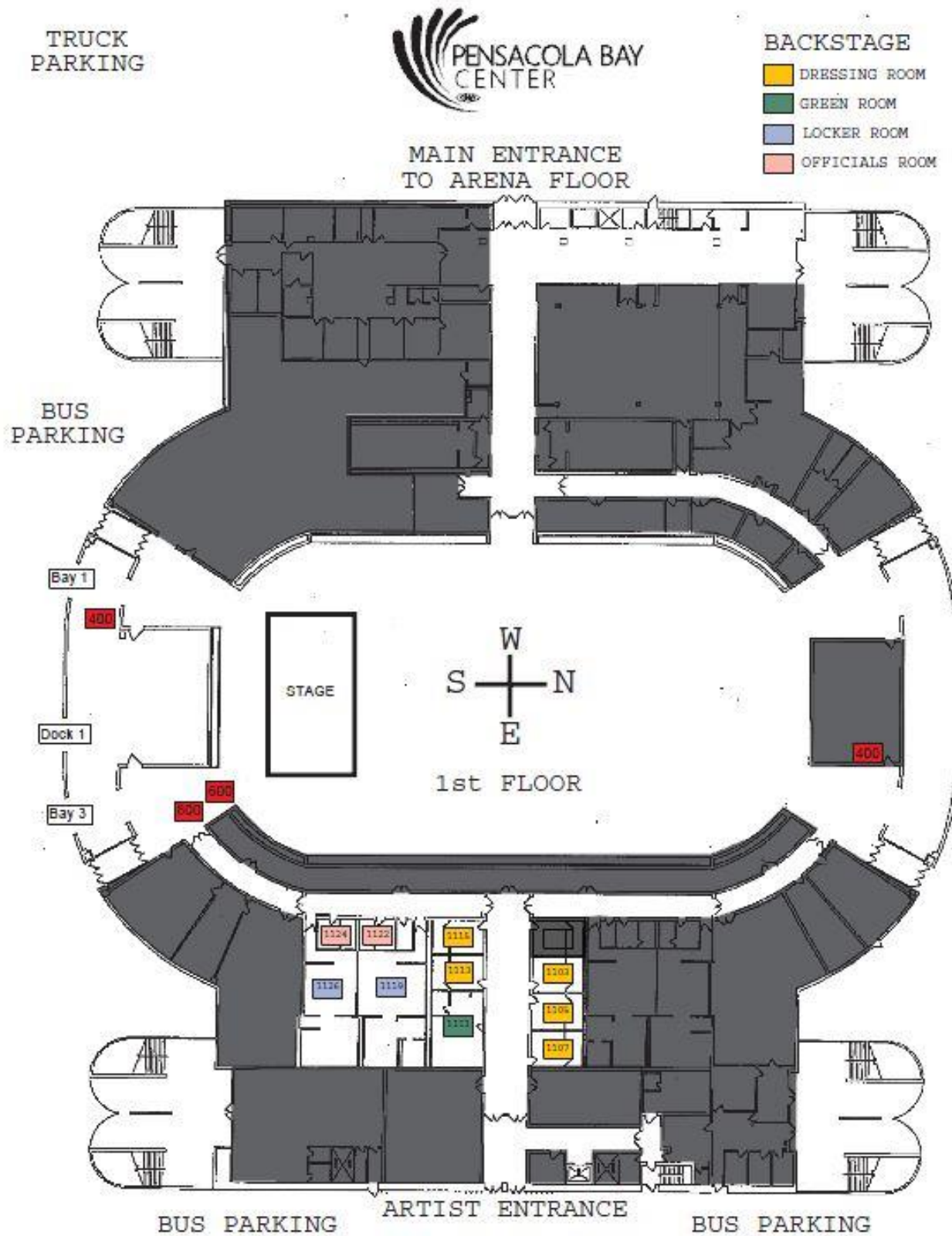


Schedule A

PENSACOLA BAY CENTER EXIT ROUTES 1ST FLOOR



Schedule A Floor Plan



Schedule A

Locker Room 1 (Away)



Schedule A

Locker Room 2 (Home)

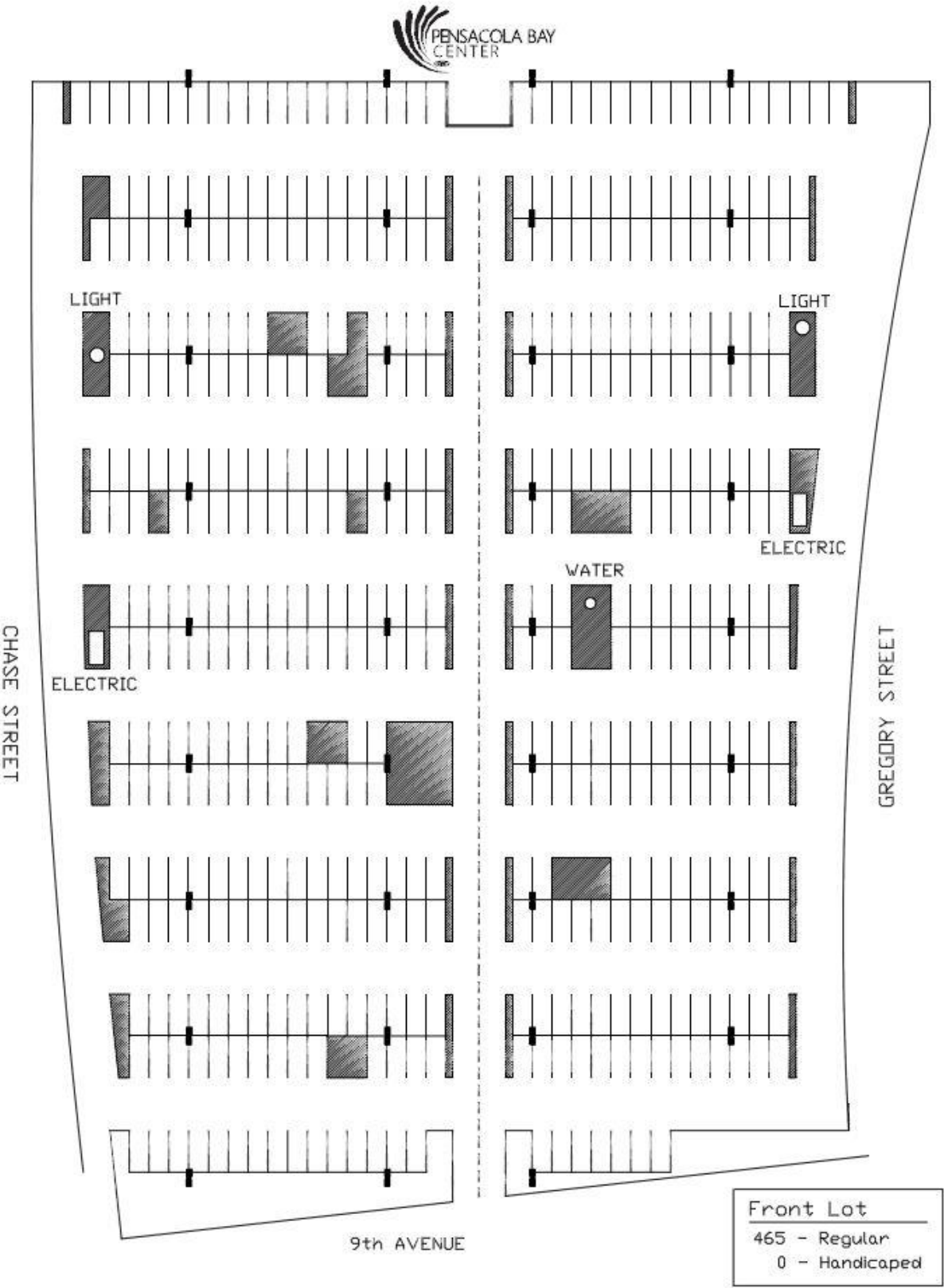


Schedule A

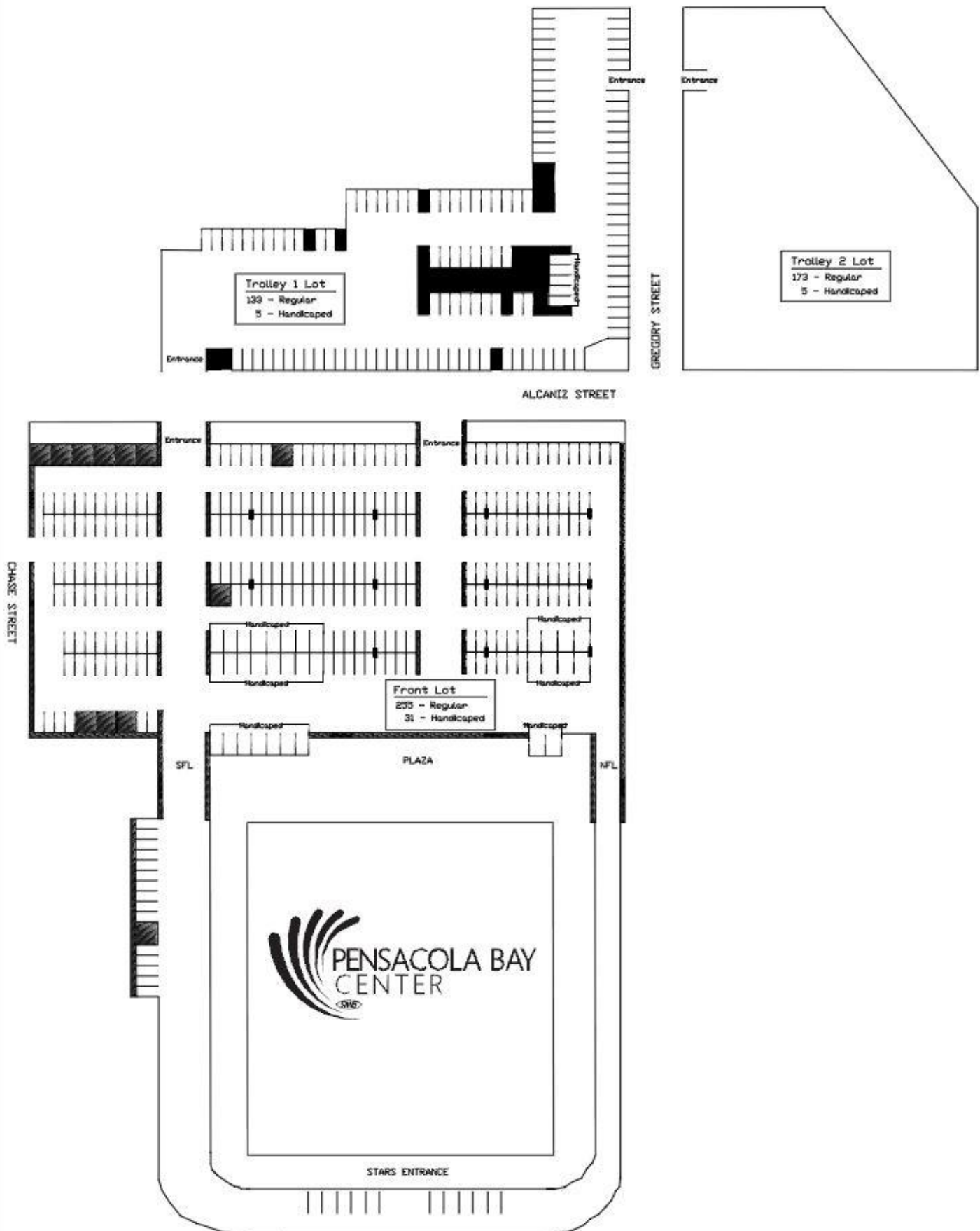
Officials Dressing Rooms



Schedule B Parking Lot 1



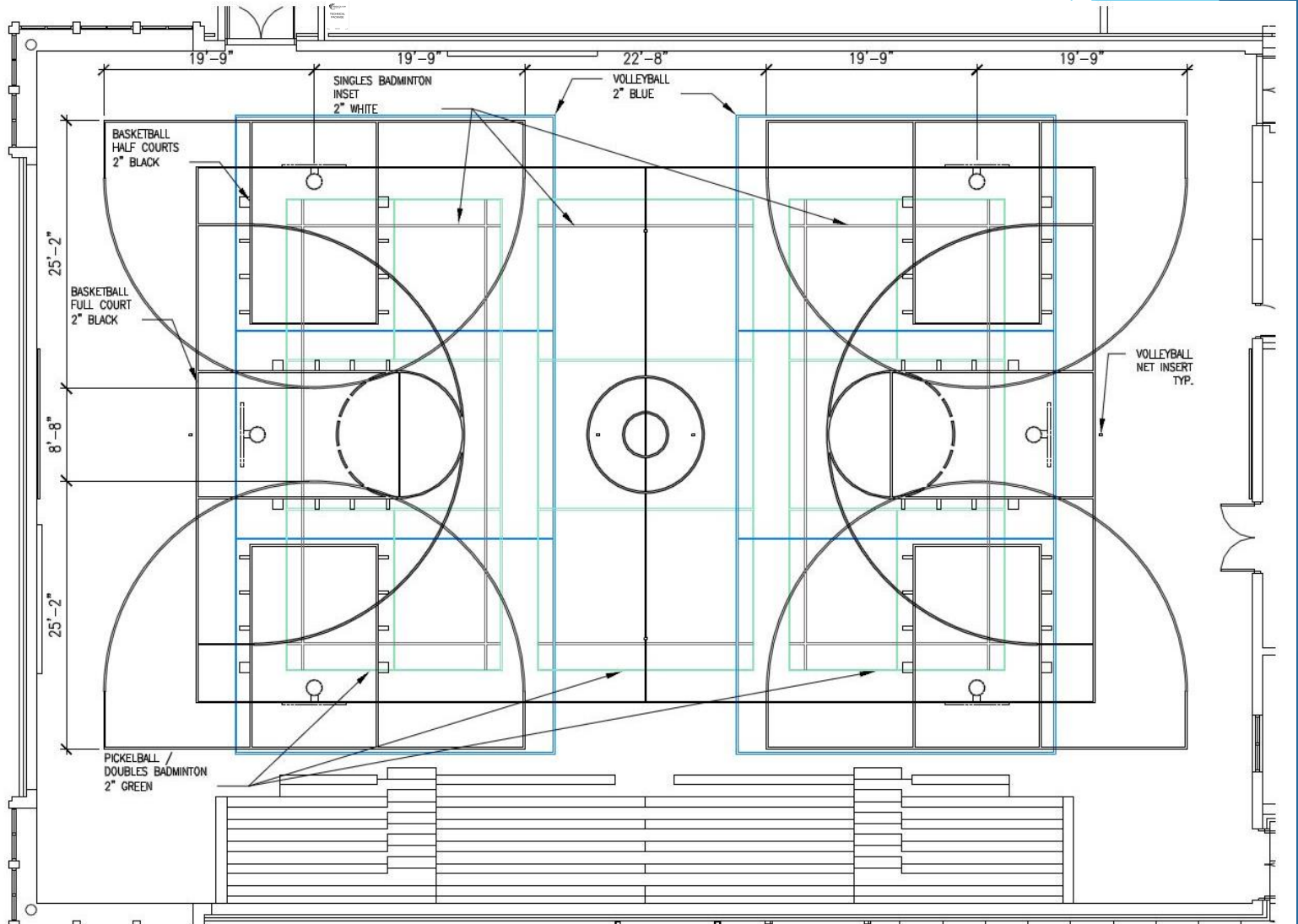
Schedule B Parking Lot 2



Schedule C

Practice Facility

Vickery Center Floor Plan



COURT LINE LAYOUT

SCALE: 1/4" = 1'-0"