

## Seminole County's proposed indoor sports facility to generate \$1.4B in net new spending

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The site of Seminole County's proposed indoor sports facility is near both the Boombah Sports Complex and Sanford Orlando International Airport.

A new study revealed where Seminole County may build the facility, how much it would cost, how many events it may be able to host and more.

The study, conducted by real estate advisory firm Hunden Strategic Partners in Chicago, provided more insight into where Seminole County could build the facility, how much it would cost, how many events it may be able to host and more.

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**Why it matters:** Seminole County's sports tourism industry helps draw visitors to the region who spend money at local businesses, including hotels, restaurants, shops and entertainment.

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Most notably, the study cited that "the project is expected to generate more than \$1.4 billion in net new spending, \$649 million in net new earnings and 382 net new full-time equivalent jobs" over 30 years.

In addition, the facility is estimated to cost \$61.1 million and create 101 temporary construction jobs.

The study recommends a 139,000-square-foot facility to house a minimum of nine hardwood basketball courts that can convert into 18 volleyball courts with 900 seats, as well as other amenities, including 900 parking spots, plus concessions/food areas, a restaurant/cafe, a stage, a play area/lounge space, a performance/physical therapy area, meeting rooms and more.

Here are more tidbits from the study:

- The facility can help generate more than 17,000 new hotel room nights in its first year and nearly 30,000 new hotel room nights in its 30th year.
- The facility may welcome more than 236,000 visitors its first year and increase to more than 318,000 by the 30th year.
- The facility could host as many as 32 events its first year and nearly 60 in the 30th year. Most of those events would be basketball and volleyball tournaments.

The study did not share any details on the construction timeline. The study identified a site called "Moore's Station Fields" that *OBJ* [previously reported consists of 35 to 40 county-owned acres](#) near or adjacent the northwest corner of Moores Station Road and East Lake Mary Boulevard, where the facility likely would rise.

Guilherme "Gui" Cunha, the administrator for Seminole County's Office of Economic Development and Tourism, said the next county commission meeting on May 9 will look further into the next steps of the project.

Also, he previously told *Orlando Business Journal* the facility could be used for additional purposes.

"We'll be able to now host larger events like expos, meetings and conventions," Cunha said. "The big factor here is it will also be the first location for [Seminole County Public Schools] students to graduate and host commencements — so they won't be going outside of the county at that point. It would also be the county's largest shelter option" for emergencies like hurricanes.

Seminole County's existing sports complex — Boombah Sports Complex — had a \$31 million economic impact in fiscal year 2021, according to the most recent data. This new facility can further add to that economic impact.