

# WELLEN PARK & WINCHESTER RANCH

## Regional Market Study, Fiscal Impacts, and Economic Impacts on Sarasota County and North Port

A comprehensive assessment of demographic, economic, and land use conditions for planning and investment.

## STUDY OVERVIEW

### ▶ Market Study

- ▶ Population and Demographics
- ▶ Income, Employment, and GDP
- ▶ Construction Activity
- ▶ Land Availability and Use

### ▶ Fiscal Impacts

- ▶ Development Activity & Taxable Value
- ▶ Ad Valorem Revenue
- ▶ Cost of Service & Expenditure Attribution
- ▶ Net Fiscal Position & Cost Recovery

### ▶ Economic Impacts

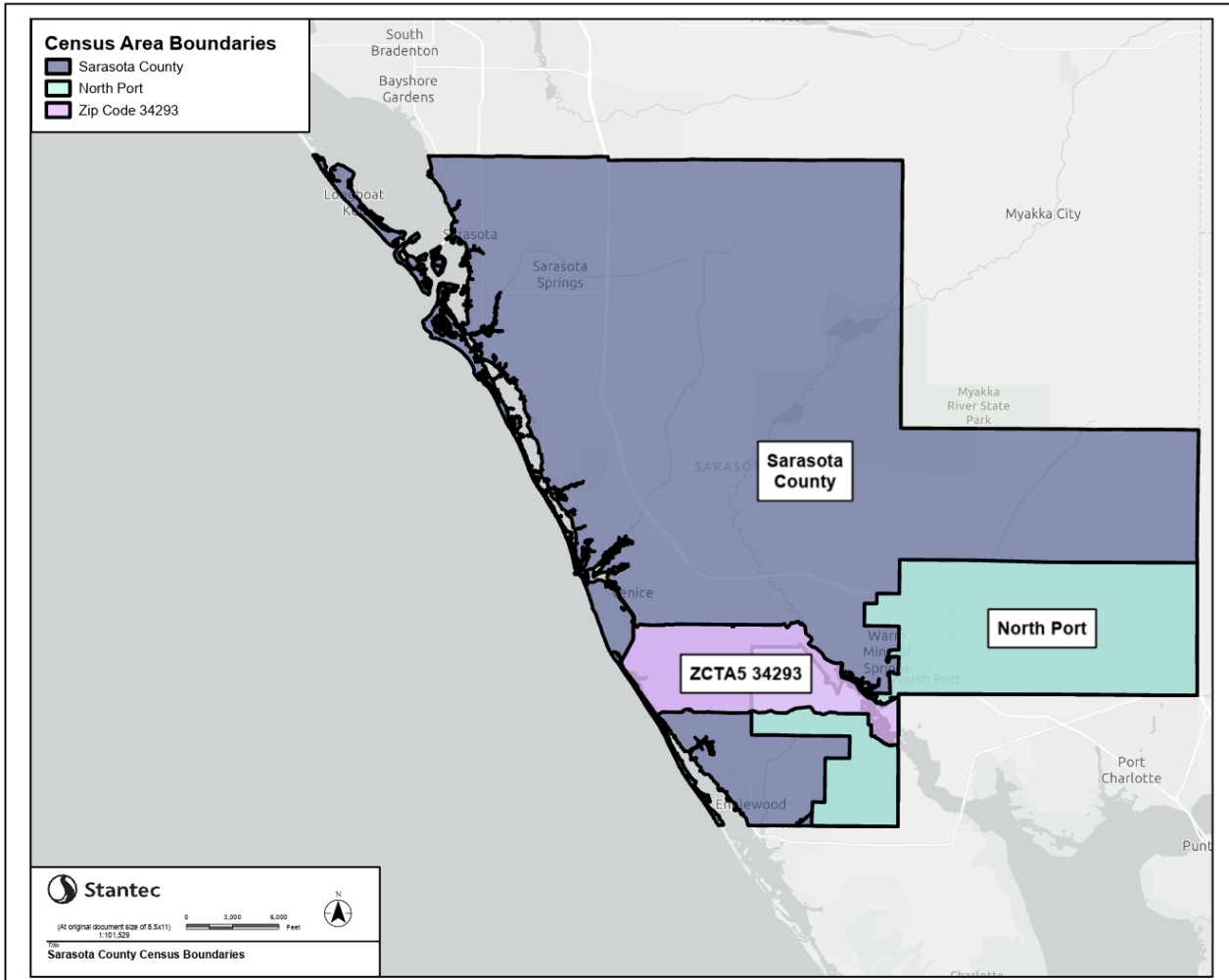
- ▶ Horizontal Construction Costs
- ▶ Vertical Construction Costs
- ▶ Economic Impacts of Construction
- ▶ Stabilized Community Economic Impacts
- ▶ CoolToday Park Implications

# Purpose and Background

## Purpose

- Any additional and future land annexation of Wellen Park and Winchester Ranch into the City of North Port.
  - Analyze the fiscal and economic implications to the City of North Port and Sarasota County associated with land annexation.
- **Market Study:** Integrates demographic and economic data with supply and competitive context to assess whether sufficient market support exists to absorb the full development program.
  - **Fiscal Impacts:** Estimates the net fiscal effect, annually and cumulatively from 2026 to 2040, of Wellen Park and Winchester Ranch on the local governments of Sarasota County and the City of North Port.
  - **Economic Impacts:** Estimates the employment, labor income, and economic output generated by Wellen Park and Winchester Ranch, during both the construction phase and at stabilized operations (when the area is at full buildout).

# STUDY AREA OVERVIEW



## Geographic Context

- Part of Sarasota County, bordered by Manatee Co. (N), Charlotte Co. (S), and Desoto Co. (E)
- Part of North Port-Sarasota-Bradenton MSA (~900K+ residents)
- Access to world-class amenities: beaches, arts, healthcare, and outdoor recreation
- I-75 corridor provides regional connectivity and drives economic growth

## Jurisdictions

- Sarasota County (Unincorporated)
- City of Sarasota
- City of North Port ★**
- City of Venice
- Town of Longboat Key

# WINCHESTER RANCH & WELLEN PARK | STUDY SNAPSHOT

## MARKET STUDY

**459.5K**

Sarasota County Population

**+17%**

County Pop. Growth (2014–2024)

**\$83,416**

County Median HH Income (12% above FL avg)

**~22,500**

Projected Units at Build-Out (2040)

## FISCAL IMPACT

**\$8.8B**

Projected Added Taxable Value at Buildout

**\$514.9M**

Cumulative Net Surplus (2026–2040)

**>1.39**

Cost Recovery Throughout Projection Period

**1.60-1.97**

Cumulative Cost Recovery (Sarasota County City of North Port)\*

\*Cumulative cost recovery shows revenue generated per \$1 of cumulative spending from 2026–2040. North Port receives \$1.60 per \$1 spent, and Sarasota County receives \$1.97.

## ECONOMIC IMPACT

**40,476**

Total Employment Supported at Full Buildout

**\$7.60B**

Annual Output Supported at Full Buildout

**\$5.18B**

Labor Income During Construction

**68,664**

Total Employment Supported Throughout Construction Period

# MARKET STUDY



## **Purpose:**

Integrates demographic and economic data with supply and competitive context to assess whether sufficient market support exists to absorb the full development program.

## **Outline**

Population and Demographics

Income, Employment, and GDP

Construction Activity

Land Availability and Use

**459.5k**

**Sarasota Co. Population**

Current Estimate  
ACS 5Year

**84.6k**

**North Port Population**

Current Estimate  
ACS 5Year

**50.2k**

**Zip Code 34293**

Current Estimate  
ACS 5Year

**+17%**

**Percent Change (2014-2024)**

vs. FL avg 14.1%

**+42%**

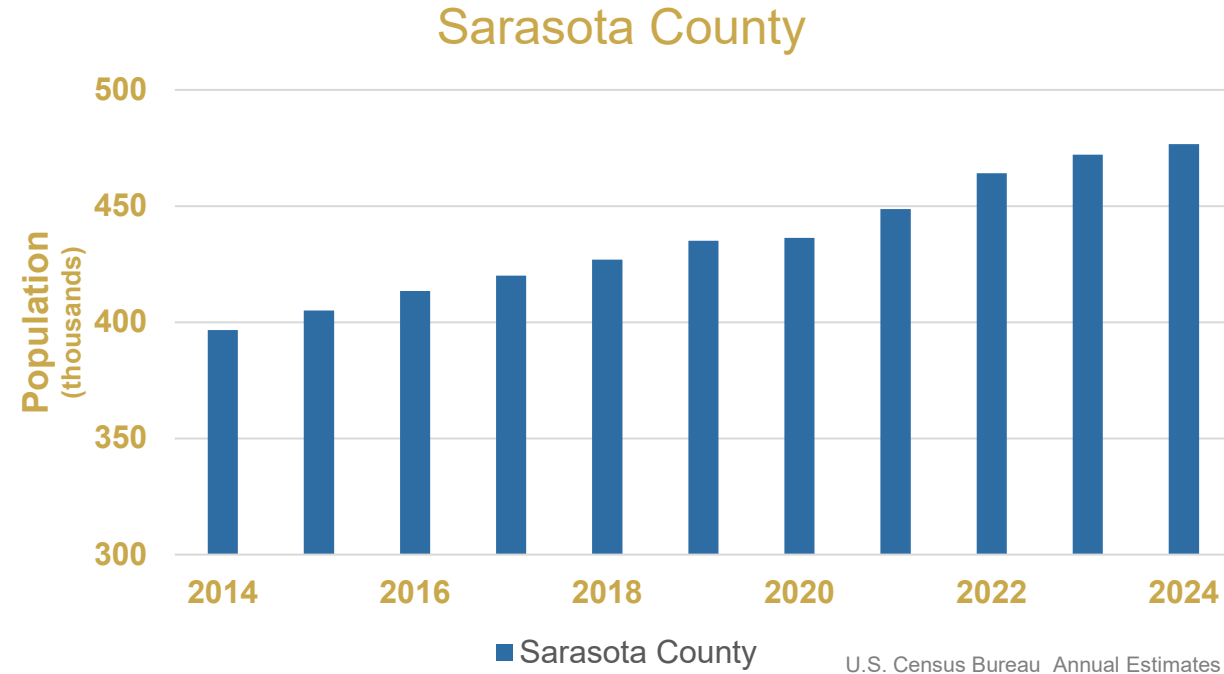
**Percent Change (2014-2024)**

vs. FL avg 14.1%

**+46%**

**Percent Change (2014-2024)**

vs. FL avg 14.1%



Source: U.S. Census Bureau American Community Survey (ACS) 2024 5-Year Estimates | data.census.gov

## Growth Dynamics

County growth driven primarily by net in-migration

Top origin state: New York

North Port growing faster than county average; emerging as primary growth node

North Port's younger age population helps balance out Sarasota County's older demographics

Sarasota County  
Poverty Rate

**8.6%**

vs. FL 12.6%

Sarasota County  
Median Gross Rent

**\$1,818**

vs. FL \$1,669

Sarasota County  
Foreign Born  
(Diversity)

**13.0%**

vs. FL 21.9%

North Port  
Poverty Rate

**6.7%**

vs. FL 12.6%

North Port  
Median Gross Rent

**\$1,894**

vs. FL \$1,669

North Port  
Foreign Born  
(Diversity)

**13.3%**

vs. FL 21.9%

Zip:34293  
Poverty Rate

**7.7%**

vs. FL 12.6%

Zip:34293  
Median Gross Rent

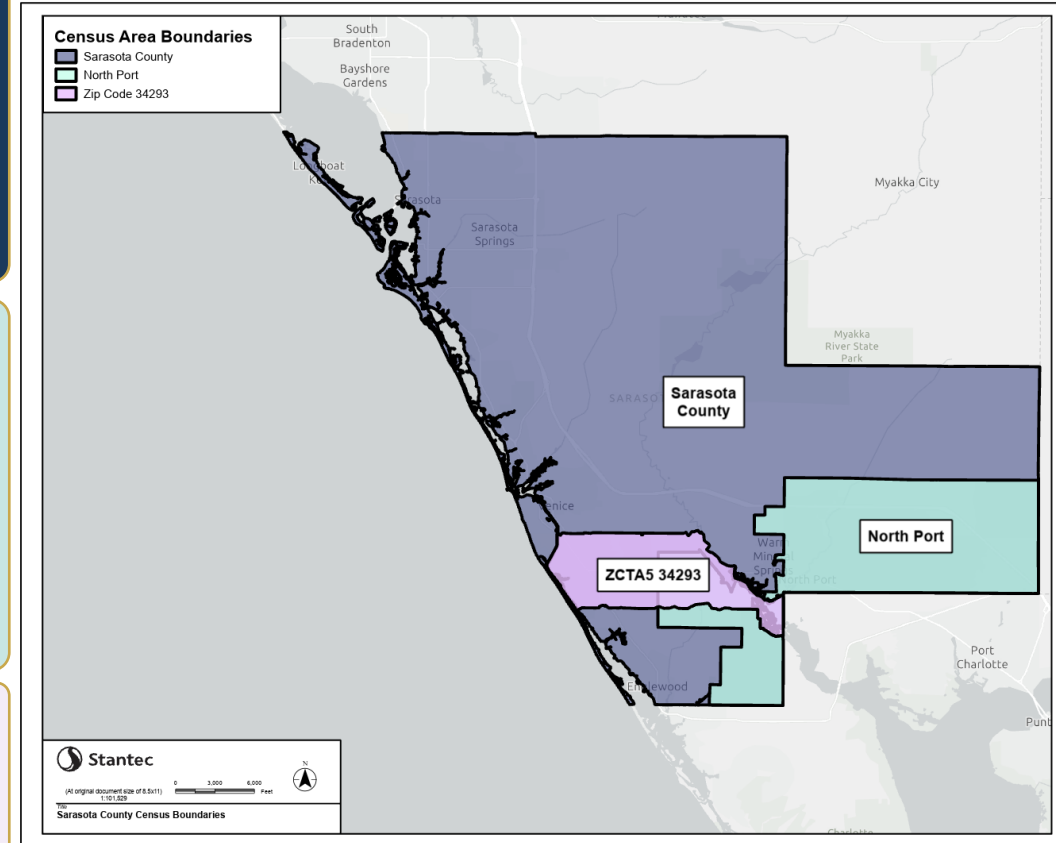
**\$1,907**

vs. FL \$1,669

Zip:34293  
Foreign Born  
(Diversity)

**8.6%**

vs. FL 21.9%



Source: U.S. Census Bureau American Community Survey (ACS) 2024 5-Year Estimates | data.census.gov

Sarasota County  
Median HH Income

**\$83,416**

vs. FL \$74,568

North Port  
Median HH Income

**\$84,049**

vs. FL \$74,568

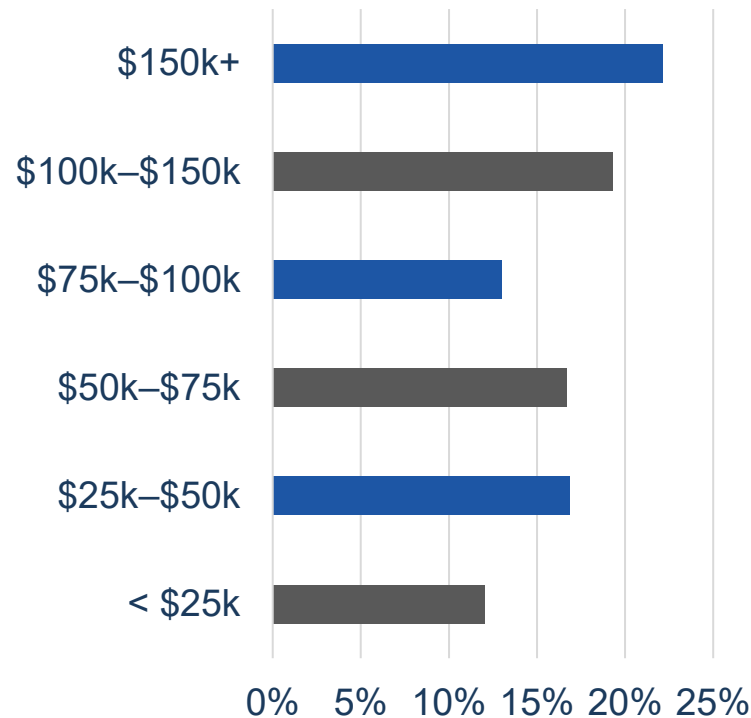
Zip: 34293  
Median HH Income

**\$90,038**

vs. FL \$74,568

## Income Distribution — Sarasota County

### 2024 Household Income Distribution



## Income Context

### Current Levels:

County median income is roughly 12% above the Florida median, with North Port being slightly above the County

### Income Inequality:

Income inequality in the County exceeds the state slightly, whereas North Port has a markedly more even income distribution.

### Income Trend:

County Median HHI 10-year growth has exceeded state level growth

Source: U.S. Census Bureau American Community Survey (ACS) 5-Year Estimates | data.census.gov

**197.1k**

**Sarasota County  
Total Labor Force**  
Current Estimate  
ACS 5Year

**4.8%**

**Unemployment**  
10-year avg.

Source: U.S. Census Bureau American Community Survey (ACS) 5-Year Estimates | data.census.gov

**38.7k**

**North Port  
Total Labor Force**  
Current Estimate  
ACS 5Year

**5.0%**

**Unemployment**  
10-year avg.

**19.3k**

**Zip Code 34293  
Total Labor Force**  
Current Estimate  
ACS 5Year

**5.4%**

**Unemployment**  
10-year avg.

## Labor Context

### Current Levels:

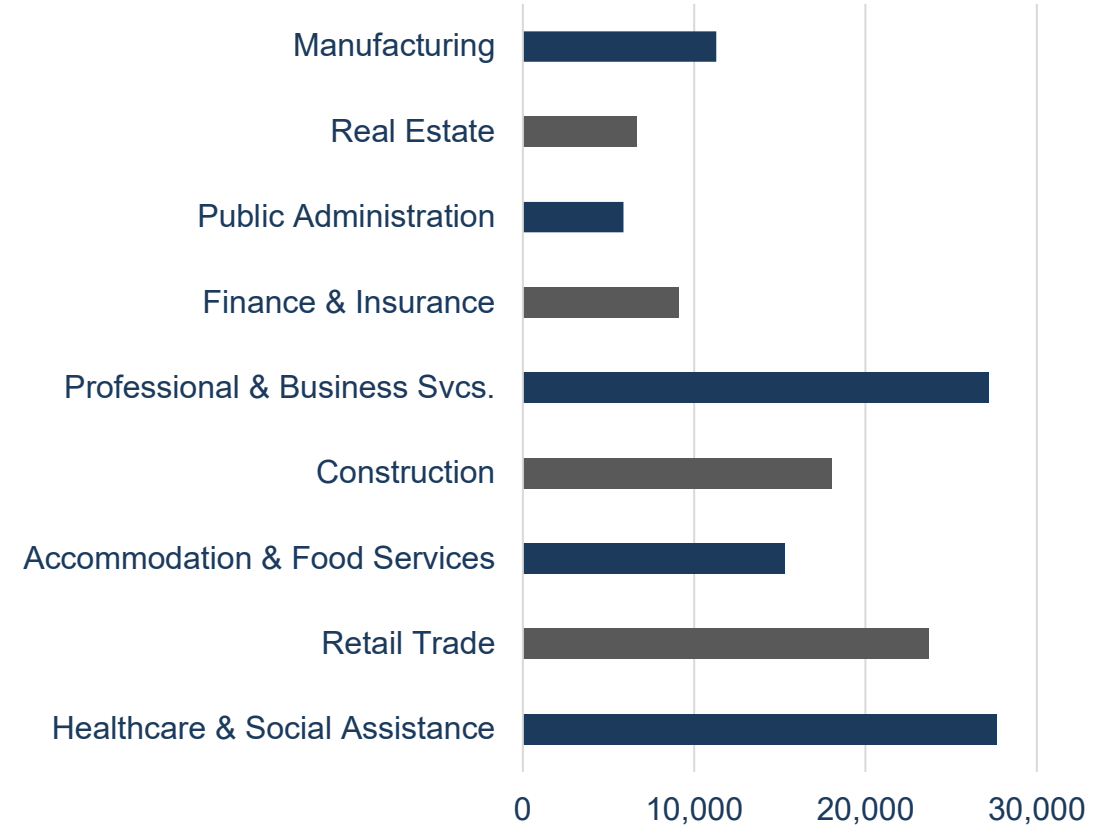
Labor force participation is lower in the County than compared to the state, likely contributed to an aging demographic

### Unemployment:

The state of Florida has had higher levels of structural unemployment however the County and North Port have experienced lower levels

## Employment Sector Distribution — Sarasota County

### 2024 Employment Sector



## SERVICES

82.5%

Sarasota Co.  
% of GDP  
vs. FL 80.0%

## GOODS

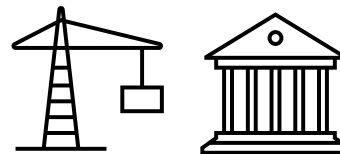
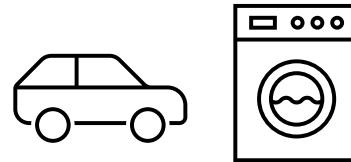
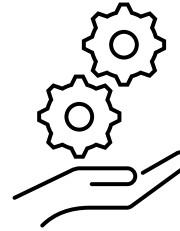
11.9%

Sarasota Co.  
% of GDP  
vs. FL 10.9%

## GOVERNMENT

5.6%

Sarasota Co.  
% of GDP  
vs. FL 9.0%



Sarasota County  
Gross Domestic Product

\$35,891

(millions)

vs. FL \$1,726,710

Sarasota County  
GDP per Capita

\$78,100

vs. FL \$77,030

BEA Regional Accounts

## Housing Units

**15.8%**  
Sarasota Co.  
Total Housing Units  
Growth Rate  
10-year avg.

**43.9%**  
North Port

**45.7%**  
Zip Code 34293

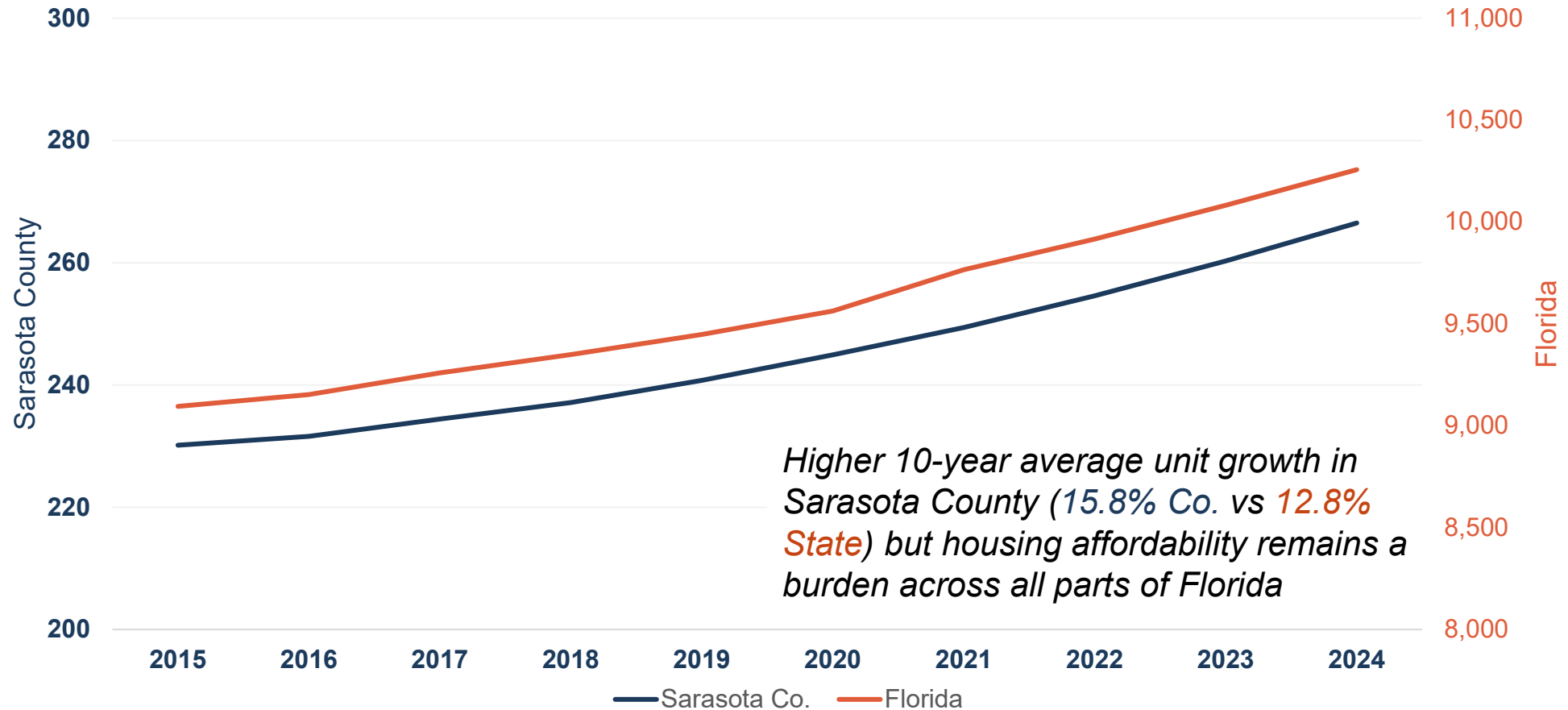
## Vacancy Rates

**22.8%**  
Sarasota Co.  
Vacancy Rates  
Growth Rate  
10-year avg.

**15.3%**  
North Port

**20.5%**  
Zip Code 34293

Total Housing Units  
(in thousands)



Source: U.S. Census Bureau American Community Survey (ACS) 5-Year Estimates | data.census.gov

## MSA Construction Spending Growth

Non-residential construction spending growth across the Metropolitan Statistical Area (MSA) peaked in 2023, supported by low interest rates and catch-up investment after strong residential growth in 2021–2022.

Strong alignment between MSA and state trends indicates the pattern is driven primarily by macro forces rather than local dynamics.

### Economist's Corner

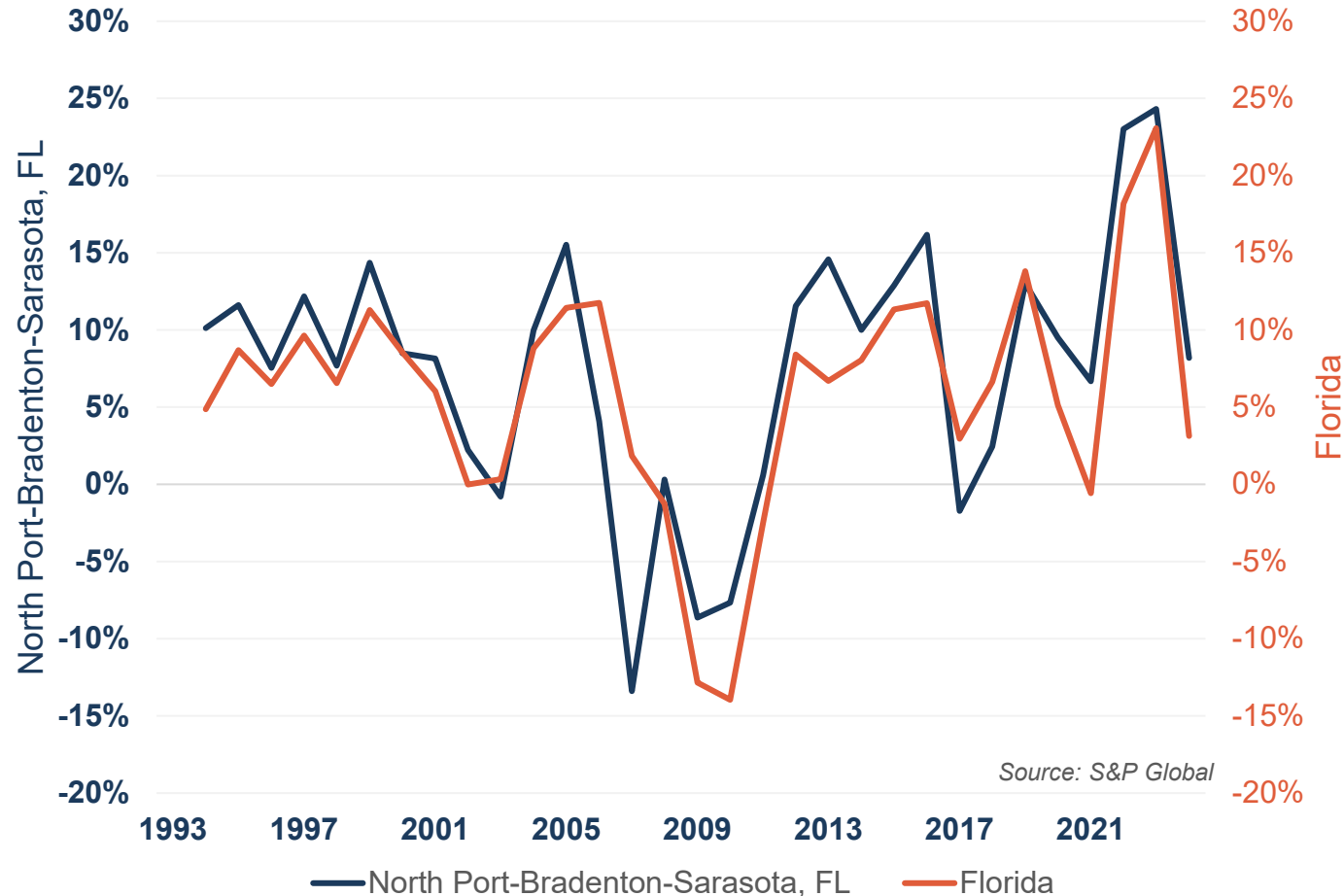
**Current Levels:**

Initial partial-year 2025 data suggests growth has turned negative, with non-residential construction now contracting alongside the residential market.

**Future Expectations:**

Interest rates have fallen significantly since their 2023 peak. Our analysis shows mortgage rates lead non-residential construction spending by ~3 years, suggesting a cyclical rise in 2026.

Non-Residential Construction Spending  
Year-Over-Year



# LAND AVAILABILITY & USE

**379.8k**

Sarasota Co.  
Total Land Area  
(acres)

**67.1k**

North Port  
Total Land Area  
(acres)

**21.4k**

Zip Code  
**34293**  
Total Land Area  
(acres)

**26.4k**

Zip Code  
**34223**  
Total Land Area  
(acres)

**5.8%**

Sarasota Co.  
Vacant Land

**19.4%**

North Port  
Vacant Land

**5.7%**

Zip Code  
**34293**  
Vacant Land






**4.8%**

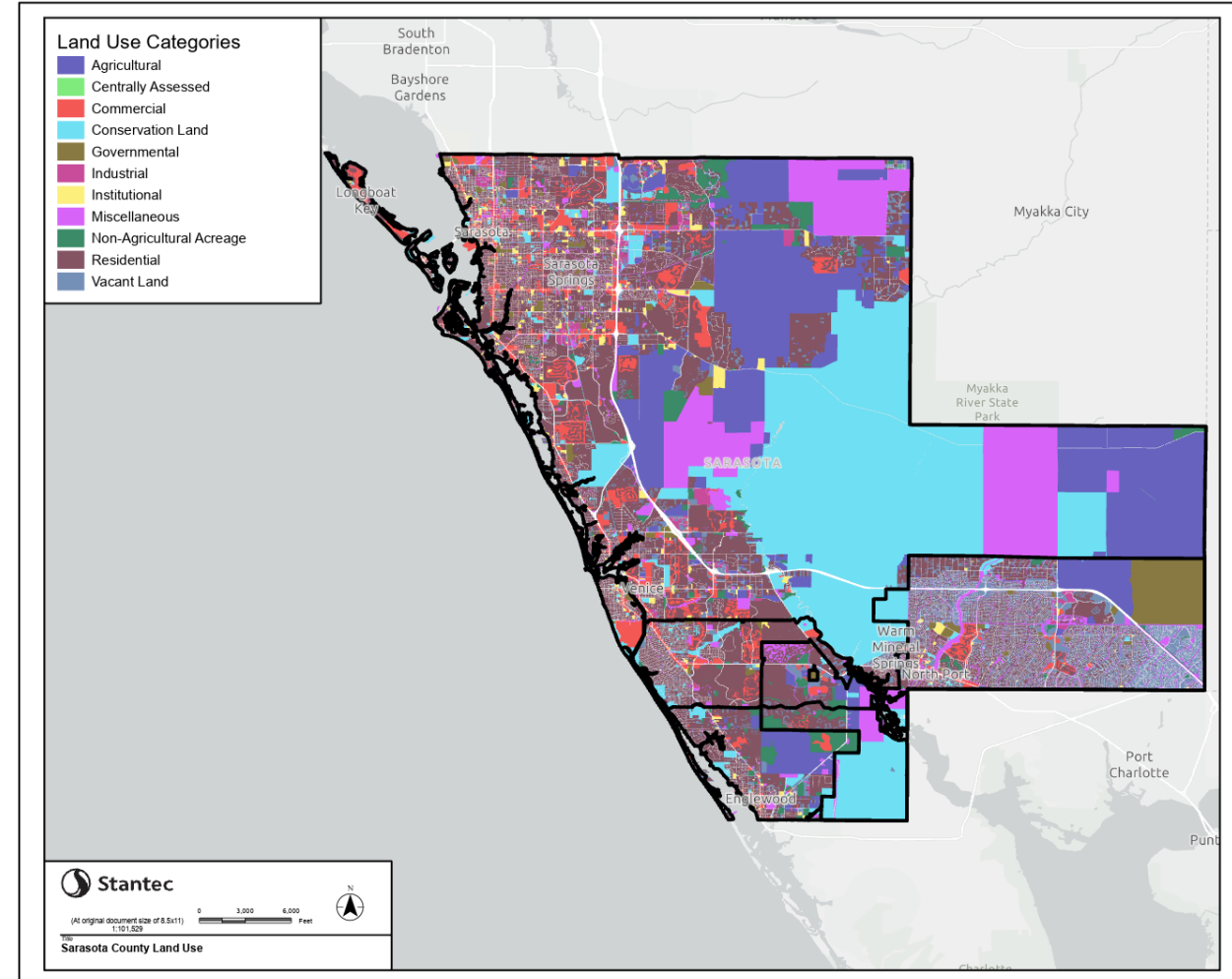
Zip Code  
**34223**  
Vacant Land

To account for new development areas for Winchester Ranch, Zip Code **34223** was added to this section of the analysis

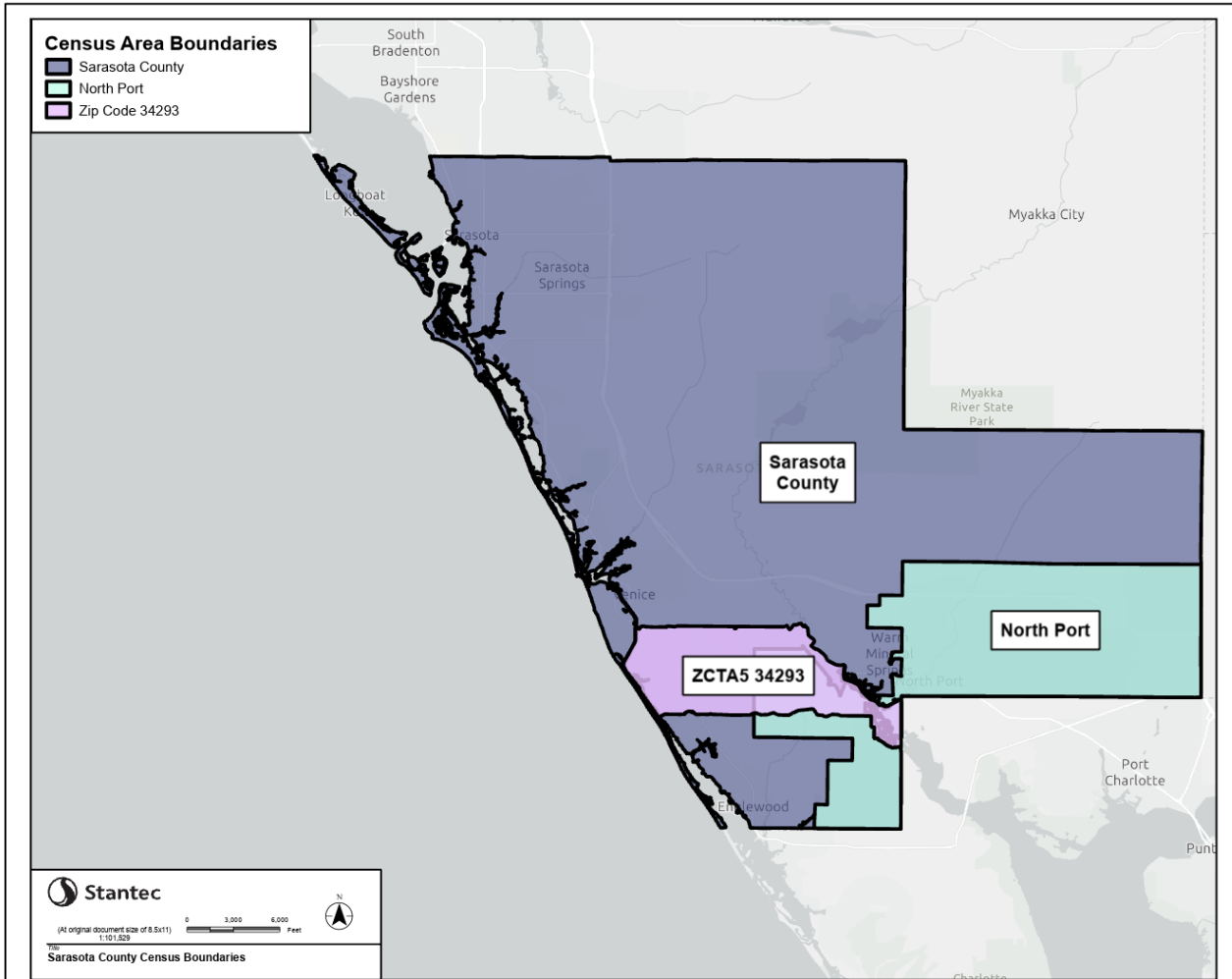
Source: Florida Department of Revenue

## County Land Use Distribution Percent of Total Land Area

	Residential	26.2%
	Commercial	5.6%
	Industrial	0.9%
	Agricultural	19.9%
	Conservation/Open Space	24.1%



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## HOW THE ANNEXED AREA COMPARES TO NORTH PORT

### LAND AREA

18.6% of city land area

### REVENUE

50.9% of projected city revenue

### COST

36.8% of projected city cost

*\* Revenue and cost comparisons use full buildout projections at 2025 dollars vs. 2025 North Port budget + annexed land.*

**At full buildout, the annexed area represents 18.6% of North Port’s land but generates 50.9% of projected city revenue and accounts for only 36.8% of projected city costs — a strongly positive fiscal contribution.**

# FISCAL IMPACTS



## **Purpose:**

Estimates the net fiscal effect of Wellen Park and Winchester Ranch on the local governments of Sarasota County and the City of North Port.

## **Notes:**

All costs and impact values are in 2025 dollars

## **Outline**

- Development Activity & Taxable Value
- Ad Valorem Revenue
- Cost of Service & Expenditure Attribution
- Net Fiscal Position & Cost Recovery

# ZERO CITY CAPITAL REQUIRED FOR BACKBONE INFRASTRUCTURE & LAND DEVELOPMENT

Wellen Park is funding the full infrastructure backbone of Winchester Ranch, making annexation a net fiscal gain for North Port with zero capital burden on the city.

**\$741M+**

Total Developer Infrastructure and Land Development Investment (Net of Impact fee Credits)  
FY2015–2040

**\$207M**

Road Infrastructure  
City, County & Offsite Roads — Developer Funded

**\$130M**

Water & Wastewater  
Treatment Plant Investment — Developer Funded

**\$39M**

Fire, Police & Parks  
Public Safety & Recreation — Developer Funded

**\$176M**

Impact Fee Credits  
Roads, Water, Fire, Police, Parks — Offset to City

**\$0**

City of North Port Capital Burden

**\$50M**

Trails, Wayfinding, Lift Stations, Irrigation & Earthwork

The city absorbs zero capital cost for backbone infrastructure: roads, water, wastewater, fire stations, and parks are all developer-funded commitments.

- ▶ **No general fund exposure:** Wellen Park funds all master development infrastructure prior to transferring public assets to the City of North Port and the West Villages Improvement District
- ▶ **Impact fee credits as fiscal alignment:** \$176M in credits earned at full build out across roads, water, fire, police, and parks confirm the developer has pre-paid community capacity at scale.
- ▶ **Phased delivery:** Infrastructure investment from FY2015 through FY2040 is synchronized with development absorption, protecting fiscal balance throughout build-out.

# MASTER DEVELOPMENT INFRASTRUCTURE INVESTMENT SCHEDULE

All major infrastructure categories funded entirely by Wellen Park, including roads, utilities, public safety facilities, and community amenities.

INFRASTRUCTURE CATEGORY	TOTAL*	ACTUAL 2015–2026	FORECAST 2026–2040
Arterial Roads (Net of District Spending)	\$167.5M	\$94.6M	\$72.9M
Offsite Roads	\$39.2M	\$37.3M	\$1.9M
Wastewater Treatment Plant	\$78.5M	\$52.5M	\$26.0M
Water Treatment Plant	\$39.3M	\$37.7M	\$1.6M
Future Water Capacity Reservation	\$12.0M	\$0.0M	\$12.0M
Fire, Police & Parks	\$39.1M	\$16.0M	\$23.1M
Trails, Wayfinding, Lift Stations & Master Irrigation	\$49.9M	\$34.8M	\$15.1M
<b>TOTAL MD INFRASTRUCTURE</b>	<b>\$425.5M</b>	<b>\$272.9M</b>	<b>\$152.6M</b>

## Year-to-Date Actual costs partially offset \$176M in Impact Fee Credits remitted to developer

- ▶ **Developer builds, city receives:** All roads, utilities, and public safety facilities are constructed at Wellen Park’s expense and conveyed to City of North Port or the West Villages Improvement District upon completion.
- ▶ **Bond financing offsets:** \$169.8M in Improvement District bond proceeds assist in financing, resulting in a net developer outlay of \$741M across the project horizon.
- ▶ **Remaining investment forecast:** \$152.6M in master development infrastructure spending is still ahead, primarily county road improvements tied to development absorption through FY2035.
- ▶ **Offsite impact:** \$39.2M in offsite road improvements extends infrastructure benefits beyond the project boundary at no cost to surrounding jurisdictions.

# WINCHESTER RANCH & WELLEN PARK

## FISCAL IMPACT ANALYSIS

Sarasota County | City of North Port

- **Zero up front capital** for backbone infrastructure provided by Sarasota County and City of North Port
- **Positive cost recovery throughout the projection horizon** for both Sarasota County (2.55×) and the City of North Port (1.58×) from 2026-2040
- **Cumulative net fiscal benefit of \$515M** generated across both tax authorities over the full FY 2026–2040 study period.
- **Taxable value projected to grow to \$8.4B (FY2040)**, driving substantial ad valorem revenue growth across both jurisdictions.

2 Tax Authorities

Modeled

FY 2026–2040

Projection Horizon

1.60×–1.97×

Cumulative Cost Recovery

# DEVELOPMENT OVERVIEW - WINCHESTER RANCH & WELLEN PARK, FL

FISCAL IMPACTS

9,177

Cumulative Units Built  
(thru 2025)

*SF + MF combined*

~22,500

Projected Units at  
Build-Out (2040)

*Based on developer estimates*

~890

Units Added Per Year

*From 2026-2040*

1.33M SQFT

Non-Res Built  
(thru FY2025)

7.06M SQFT

Projected Non-Res  
SQFT at Build-Out

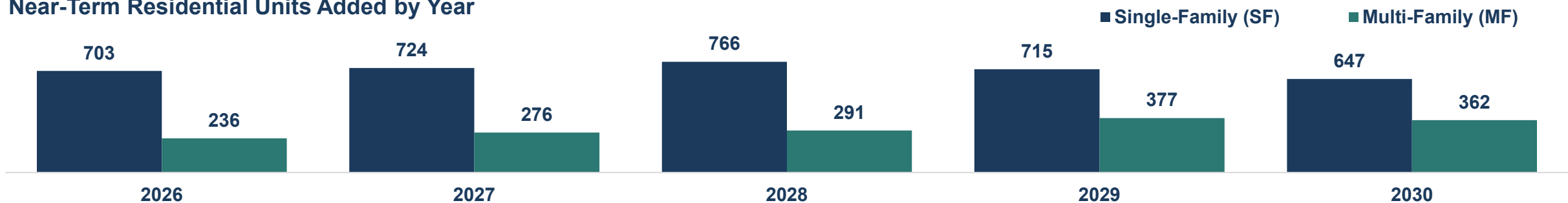
14.2%

Expected Ratio of Non-Res SQFT to Res SQFT

**Build-Out Profile:** ~8,200 single-family + 5,100 multi-family units to be added from FY 2026 through 2040. Cumulative population at build-out estimated at 41,000+.

**Non-Residential Phasing:** Wellen Park-projections + Stantec additional estimates extend to FY2040.

## Near-Term Residential Units Added by Year



# TAXABLE VALUE GROWTH - WINCHESTER RANCH & WELLEN PARK, FL

FISCAL IMPACTS

**\$3.64B**

Cumulative Taxable Value  
(2026)

*Non-School District*

**\$5.43B**

Projected Taxable Value  
(2030)

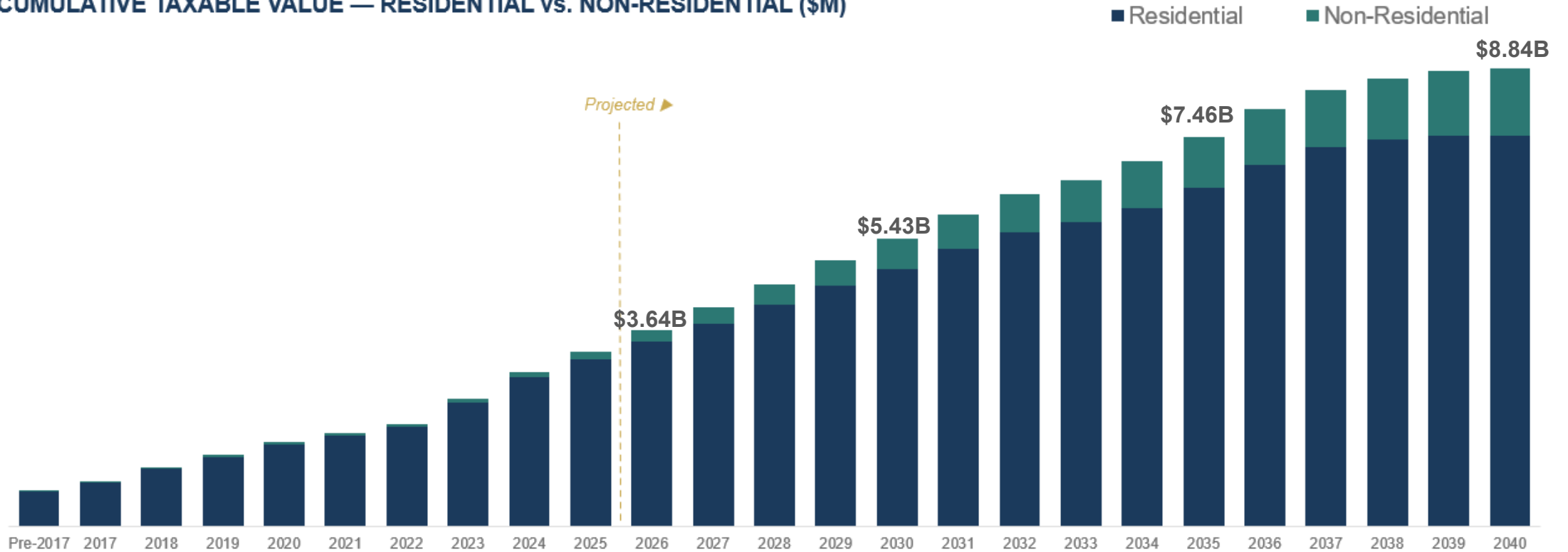
*Residential + Non-Res*

**\$8.84B**

Projected Taxable Value  
(2040)

*Full Build-Out*

CUMULATIVE TAXABLE VALUE — RESIDENTIAL vs. NON-RESIDENTIAL (\$M)

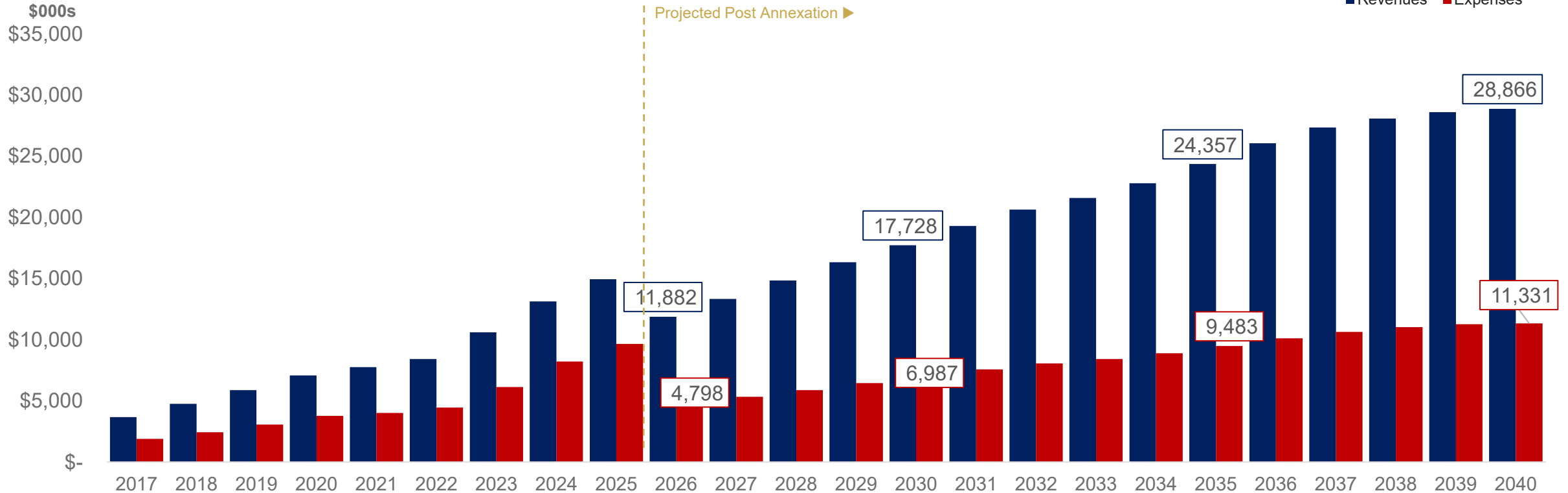


# FISCAL IMPACT - SARASOTA COUNTY GENERAL FUND ATTRIBUTION

FISCAL IMPACTS

<p style="font-size: 24pt; font-weight: bold; text-align: center;">\$11.88M</p> <p style="text-align: center;">GF Revenue Attributed (FY2026 Proj.) <i>Ad val. + other revenues</i></p>	<p style="font-size: 24pt; font-weight: bold; text-align: center;">\$4.80M</p> <p style="text-align: center;">GF Expenses Attributed (FY2026 Proj.) <i>Cost allocation by functional population</i></p>	<p style="font-size: 24pt; font-weight: bold; text-align: center;">\$7.08M</p> <p style="text-align: center;">Net Fiscal Surplus (FY2026 Proj.) <i>Revenue over expenses</i></p>	<p style="font-size: 24pt; font-weight: bold; text-align: center;">2.48×</p> <p style="text-align: center;">Cost Recovery Ratio (FY2026) <i>Revenue / Expense</i></p>
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## ATTRIBUTED REVENUE vs. EXPENSES (\$000s) — SARASOTA COUNTY

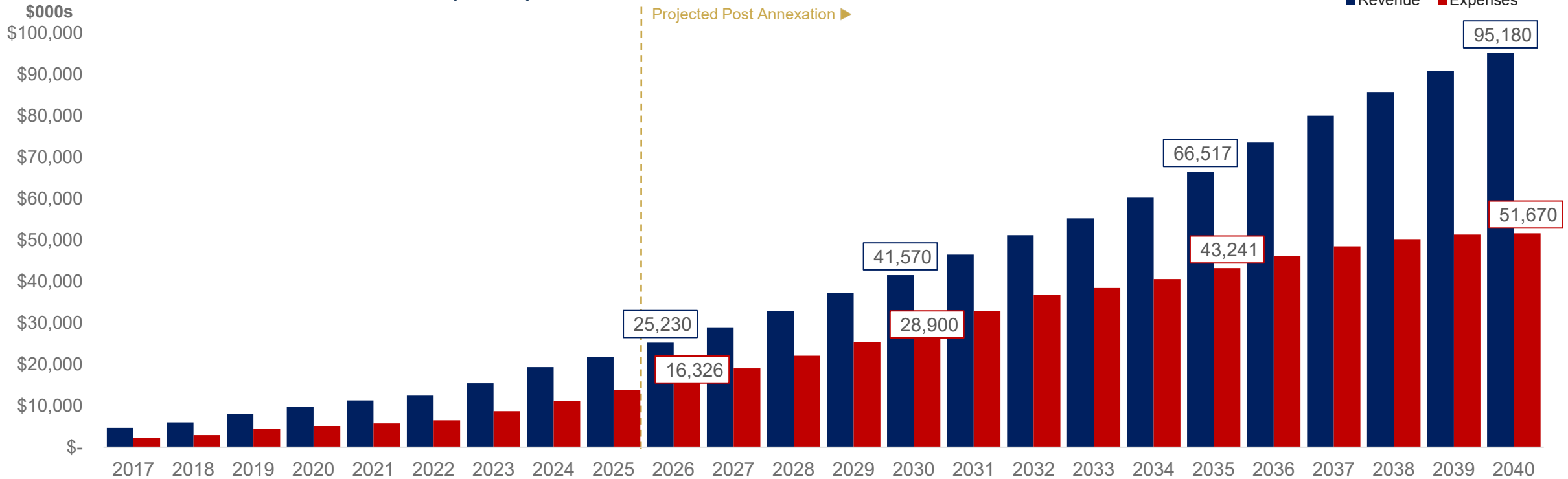


# FISCAL IMPACT - CITY OF NORTH PORT GENERAL FUND ATTRIBUTION

FISCAL IMPACTS

<p><b>\$25.23M</b></p> <p>GF Revenue Attributed (FY2026 Proj.)</p> <p><i>Ad val. + other revenues</i></p>	<p><b>\$16.33M</b></p> <p>GF Expenses Attributed (FY2026 Proj.)</p> <p><i>Cost allocation by functional population</i></p>	<p><b>\$8.90M</b></p> <p>Net Fiscal Surplus (FY2026 Proj.)</p> <p><i>Revenue over expenses</i></p>	<p><b>1.55×</b></p> <p>Cost Recovery Ratio (FY2026)</p> <p><i>Revenue / Expense</i></p>
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ATTRIBUTED REVENUE vs. EXPENSES (\$000s) — CITY OF NORTH PORT



Winchester Ranch & Wellen Park are projected to generate more revenue than it costs to serve across both Sarasota County and the City of North Port throughout the entire development period from 2026-2040

## SARASOTA COUNTY

Cumulative Cost Recovery (2026-2040)

**2.55x**

Minimum: 1.54x (2025)

## CITY OF NORTH PORT

Cumulative Cost Recovery (2026-2040)

**1.58x**

Minimum: 1.39x (2032)

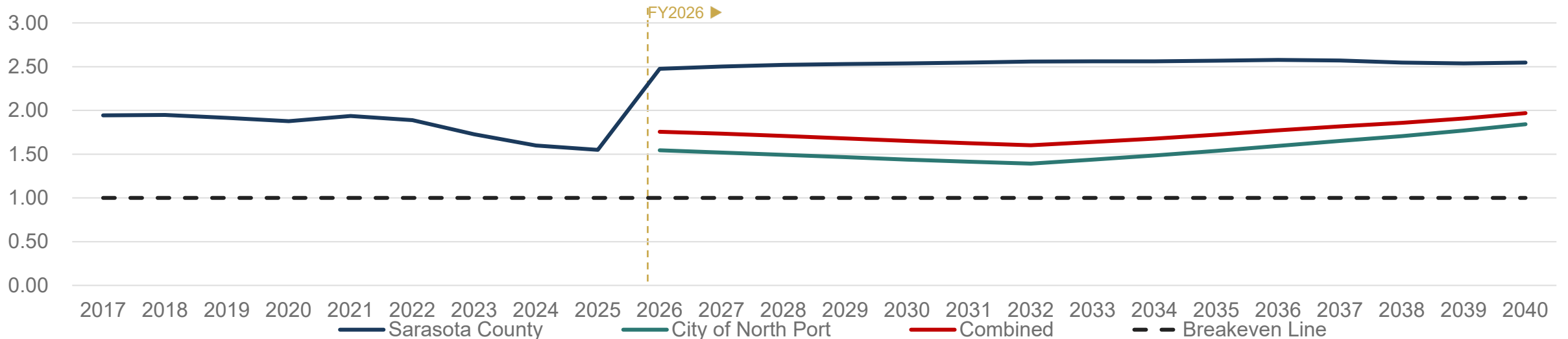
## COMBINED

Cumulative Cost Recovery (2026-2040)

**1.72x**

Minimum: 1.60x (2032)

## COST RECOVERY RATIO TREND 2017–2040



# ECONOMIC IMPACTS



## Purpose:

Estimates the employment, labor income, and economic output generated by Wellen Park and Winchester Ranch, during both the construction phase and at stabilized operations (when the area is at full buildout).

## Notes:

- All costs and impact values are in 2025 dollars
- Economic impact is estimated using IMPLAN, an input-output model
- Gran Paridiso and Island Walk are included in the estimates as they impact the annexation. To account for this development the economic impact section uses residential buildings starting from 2006 despite Wellen Park not having residential units sold until nearly a decade later

## Outline

Horizontal Construction Costs

Vertical Construction Costs

Economic Impacts of Construction

Stabilized Community Economic Impacts

CoolToday Park Implications

# Economic Impact Summary

Wellen Park Development — Economic Output



## Construction

**\$16.8B**

Total Economic Impact

2006 – 2040

Vertical & horizontal  
construction combined



## Stabilized Community

**\$7.60B**

Annual Economic Impact

At Full Buildout in 2040

Employment impact for  
labor force at full buildout



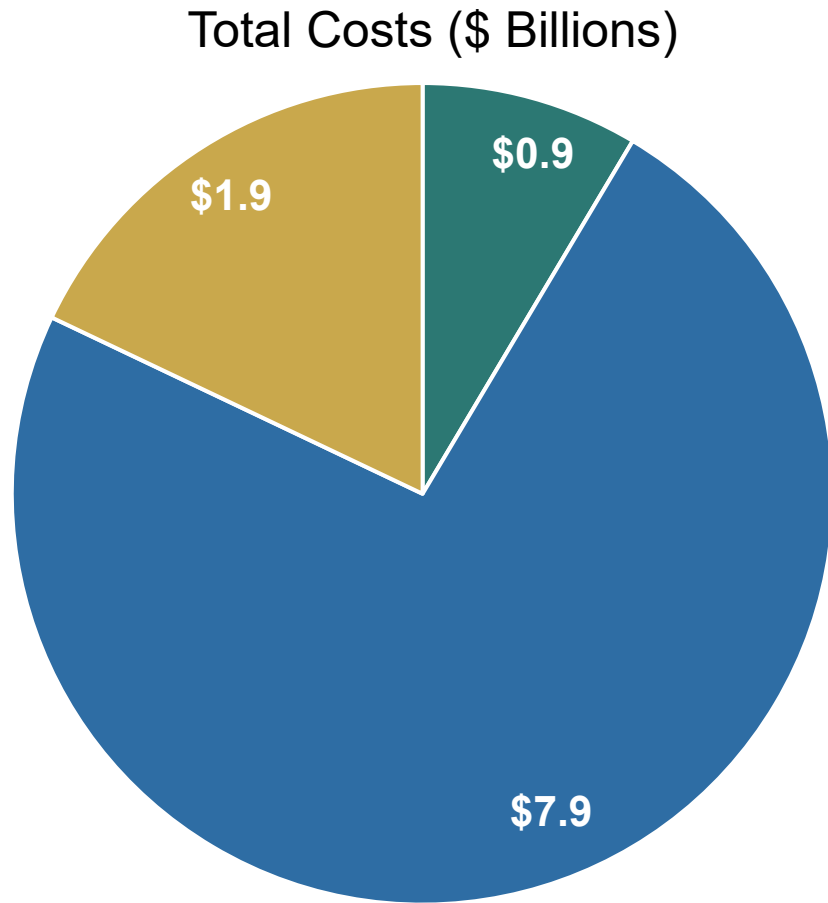
## CoolToday Park

**\$116.8M**

Annual Economic Impact




Current Spring Training Facility Study

Atlanta Braves  
spring training facility



**\$10.75 B**  
In 2025 Dollars

### Cost Component

	Horizontal Infrastructure (includes contingency)	8%
	Vertical Construction — Residential	74%
	Vertical Construction — Non-Residential	18%

# HORIZONTAL CONSTRUCTION COSTS

## Construction Costs for All Horizontal Development, 2006-2040 (millions of 2025 dollars)

Construction of New Highways and Streets		Construction of other New Nonresidential Structures		Architectural, Engineering, and Related Services		Construction of New Commercial Structures	
City Roads	\$128.0	Wastewater Plant	\$91.6	Master Earthwork	\$13.2	Fire, Police, Parks	\$41.0
County Roads	\$51.0	Water Plant	\$55.8	Village Common Costs	\$119.3	Downtown LD	\$42.0
Offsite Roads	\$41.2	Master Irrigation and Utilities	\$11.2	Site Specific Costs	\$252.4	<b>Landscape and Horticultural Services</b>	
US 41 Sidewalk and Landscape	\$2.8	Lift Stations	\$10.8			Trails, Wayfinding, and Garden	\$14.2
						<b>Environmental and Other Technical Consulting Services</b>	
						Entitlement, Prof Fees, Other	\$45.0

**\$919.4 M**  
 Total Horizontal Construction Costs in millions of 2025 dollars

# VERTICAL CONSTRUCTION COSTS

Construction Costs for All Vertical Development, 2006-2040 (millions of 2025 dollars)

Building Type	Historical Development Costs 2006-2025	Current Pipeline Costs 2026-2040	Future Development Potential 2026-2040
<b>Construction of New Commercial Structures</b>			
Retail	\$3.4	\$150.2	\$26.5
Mixed Use	\$75.9	\$107.5	\$52.5
Auto Sales with Repair	\$0.6	\$10.9	\$8.8
Hospitals/Medical Clinics	\$7.3	\$127.2	\$103.3
Hospital/Mixed Use	\$331.5	\$335.1	-
Industrial Buildings	\$5.8	\$54.2	\$44.0
Office	\$6.4	\$62.6	\$50.8
Public Assembly	\$1.5	\$26.8	\$21.8
Recreational	\$2.4	\$42.3	\$34.3
Warehouses	\$1.9	\$18.1	\$14.7
<b>Construction of Educational and Vocational Structures</b>			
Schools	-	\$200	-
<b>Construction of New Residential Structures</b>			
Residential	\$3,270.2	\$6,204.1	-

## Total Vertical Construction Costs

**\$3.27 B**  
 Historical Development Costs  
 2006-2025  
 In 2025 dollars

**\$6.20 B**  
 Current Pipeline Costs  
 2026-2040  
 In 2025 dollars

**\$0.357 B**  
 Future Development Potential  
 2026-2040  
 In 2025 dollars

## Economic Impacts for All Construction Investments, 2006-2040 (2025 dollars)

### Total Employment

**68,664**

One full-time equivalent position sustained for one year.

### Labor Income

**\$5.18 B**

Includes wages, salaries, and proprietor income.

### Output

**\$16.8 B**

Total value of goods and services produced in the county.

# HORIZONTAL CONSTRUCTION ECONOMIC IMPACTS

ECONOMIC IMPACTS

## Total Employment

**7,525**

One full-time equivalent position sustained for one year.

## Labor Income

**\$615.5 M**

Includes wages, salaries, and proprietor income.

## Output

**\$1,481.1 M**

Total value of goods and services produced in the county.

### Economic Impacts for Horizontal Construction Investments, 2006-2039 (millions of 2025 dollars)

Impact Type	Employment (Person Yrs)	Labor Income (\$M)	Output (\$M)
Historical Horizontal Development 2006-2025	5,003	\$410.9	\$989.8
Current Pipeline 2026-2040	2,522	\$204.6	\$491.3

# VERTICAL CONSTRUCTION ECONOMIC IMPACTS

ECONOMIC IMPACTS

## Total Employment

**61,138**

One full-time equivalent position sustained for one year.

## Labor Income

**\$4,567 M**

Includes wages, salaries, and proprietor income.

## Output

**\$15,304 M**

Total value of goods and services produced in the county.

### Economic Impacts for Vertical Construction Investments, 2006-2040 (millions of 2025 dollars)

Impact Type	Employment (Person Yrs)	Labor Income (\$M)	Output (\$M)
<b>Historical Vertical Development 2006-2025</b>	20,159	\$1,502	\$5,102
<b>Current Pipeline 2026-2040</b>	38,325	\$2,860	\$9,662
<b>Future Development Potential 2026-2040</b>	2,654	\$205	\$539

## Annual Economic Impacts Supported by Full Build Out (2025 dollars)

### Total Employment

40,476

One full-time equivalent position sustained for one year.

### Labor Income

\$2.45 B

Includes wages, salaries, and proprietor income.

### Output

\$7.60 B

Total value of goods and services produced in the county.

*The **Stabilized Community Economic Impact** is the benefit accrued to the County from increased population moving for the new homes once full build out is complete.*

*This is the annual value added due to the build out, above what was there before.*

# CoolToday Park IMPLICATIONS 2025 SEASON AT A GLANCE

The CoolToday Park is the location for Spring Training games for the Major League Baseball team Atlanta Braves. Thousands of visitors each game produce a positive economic impact for the county.

**\$116.8M**

**Total Economic Impact**

Direct + Indirect + Induced

**\$68.8M**

**Total Direct Spending**

Attendee expenditures

**100,855**

**Total Attendance**

Spring Training & Breakout  
games

**16 Games**

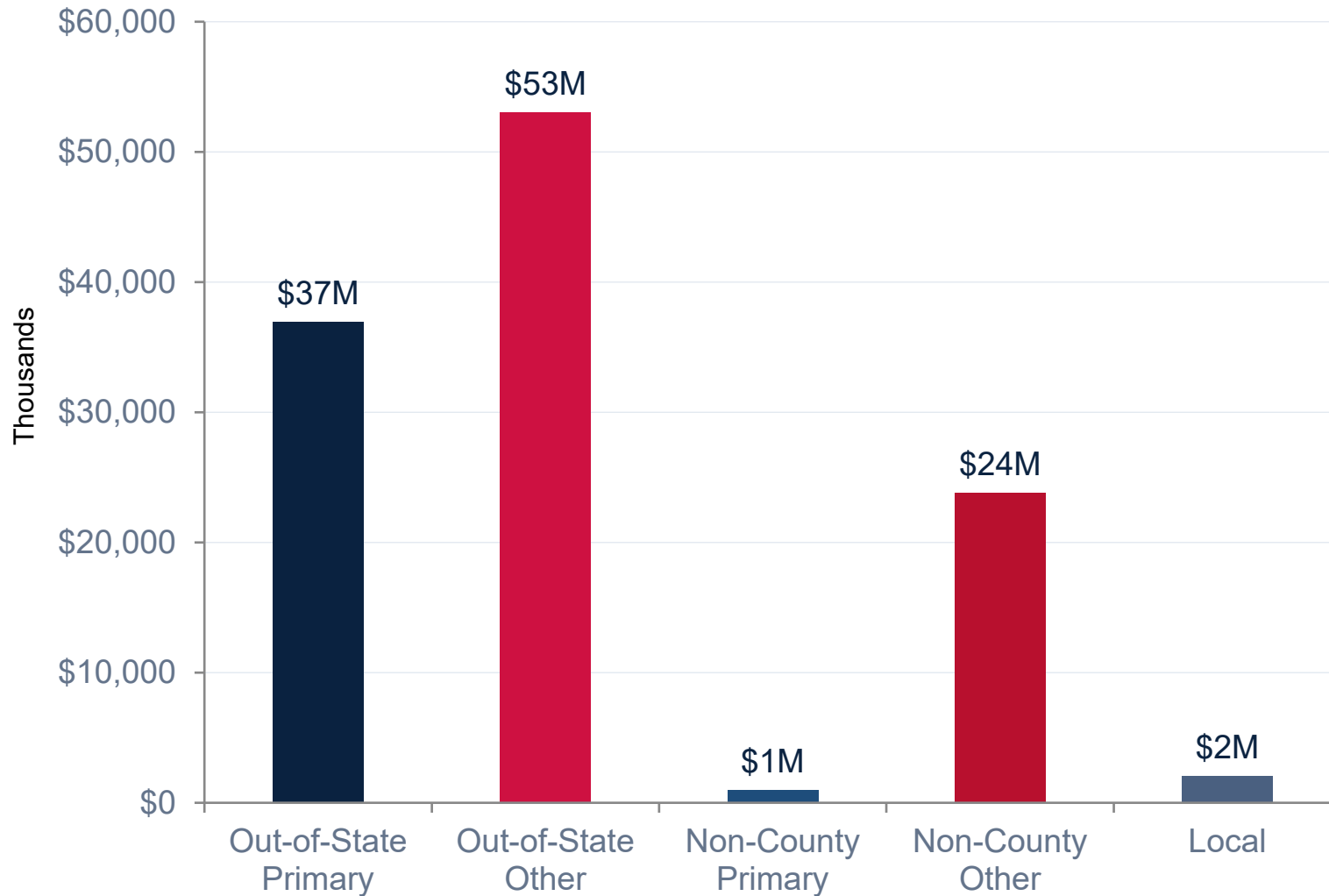
**Home Games Played**

Avg. 6,303 attendees/game

*Economic impact calculated using methodology from the 2009 MLB Florida Spring Training Economic Impact Study (Florida Sports Foundation & Bonn Marketing Research Group)*

*This is a summary of a report provided by Wellen Park and is not a report made by Stantec*

# ECONOMIC IMPACT BY VISITOR TYPE



Visitor Type	Direct Spend	Multiplier	Total Impact
Out-of-State Primary	\$21.7M	1.7x	\$36.9M
Out-of-State Other	\$31.2M	1.7x	\$53.0M
Non-County Primary	\$0.6M	1.7x	\$1.0M
Non-County Other	\$14.1M	1.7x	\$23.8M
Local Residents	\$1.2M	1.7x	\$2.0M
<b>TOTAL</b>	<b>\$68.8M</b>	<b>—</b>	<b>\$116.8M</b>

*This is a summary of a report provided by Wellen Park and is not a report made by Stantec*

# KEY TAKEAWAYS

## *Atlanta Braves Spring Training at CoolToday Park*

01

### **\$116.8M Total Economic Impact**

Spring Training generates more than \$116 million in combined direct, indirect, and induced economic activity for Sarasota County each year.

02

### **100,855 Fans Through the Gates**

Across 16 home games in 2025, averaging 6,303 attendees per game — with over 76% coming from outside Sarasota County.

03

### **\$68.8M in Direct Visitor Spending**

Out-of-state visitors drive the majority of direct spending, with an average of \$371–\$395 per party per day on lodging, dining, and entertainment.

04

### **~\$127M Stadium Investment**

Built through a public-private partnership split roughly 50/50 between private (Braves/Developer) and public (County, State, City) funds.

*This is a summary of a report provided by Wellen Park and is not a report made by Stantec*

SARASOTA COUNTY & NORTH PORT | ECONOMIC IMPACTS

# SARASOTA COUNTY & CITY OF NORTH PORT

MARKET STUDY & ECONOMIC ANALYSIS

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## Discussion