

STADIUM OF THE FUTURE



TM

JACKSONVILLE FLORIDA



STADIUM OF THE FUTURE

WHAT OTHER CITIES AND TEAMS HAVE DONE SINCE 1995

NEW STADIUMS



MAJOR RENOVATIONS



NEW STADIUMS IN NEW CITIES



NEW STADIUMS UNDER CONSTRUCTION



PATH TOWARDS THE STADIUM OF THE FUTURE



- **Jaguars Initiate Public Dialogue** (March 2016)
- **Building Engineering Assessment** (July 2020)
- **Stakeholder Survey** (March 2022)
- **Conceptual Design Competition** (April 2022)
- **Conceptual Design Selection - HOK** (December 2022)
- **Schedule, Sequencing, and Renovation Pricing Estimate - AECOM-Hunt/Barton-Malow** (May 2023)
- **Jaguars Public Outreach Regarding Design and Plan** (June/July 2023)
- **City of Jacksonville & Jaguars Host Joint Community Meetings** (May 2024)
- **Legislation Introduced at City Council** (May 2024)




STAKEHOLDER & FAN INPUT



STADIUM OF THE FUTURE RESEARCH UPDATE

✓
5,842
responses
were received


51%
respondents were
season ticket holders



Concert Promoters



RESULTS



Shade Canopy
rated as **most important** addition in renovation



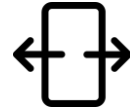
Airflow
most respondents felt improved airflow was 'very' or 'extremely' important



Rain Cover
majority felt rain cover was 'very' or 'extremely' important



Increased vertical transportation
throughout the stadium



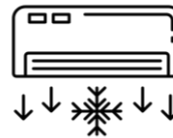
Wider Concourses
were identified as an area of improvement



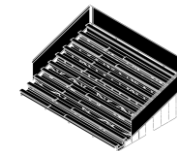
Restrooms
better and more restrooms throughout the stadium



Concessions
upgraded concessions including local food offerings



More AC Space
throughout the stadium



Flexible Capacity
63,000+ for Jaguars games with ability to flex above 70,000+ for FL/GA & other major events





AS OF MAY 14, 2024



AS OF MAY 14, 2024







EverBank Stadium

12:38
10

EverBank Stadium

JAGUARS

JAGUARS

AS OF MAY 14, 2024



FLORIDA GEORGIA GAME



GATOR BOWL



CONCERT

FAN METRICS



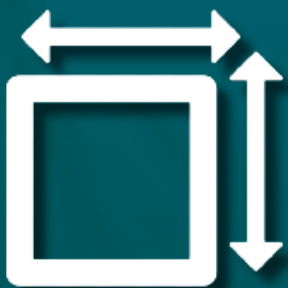
CONCOURSES

MAIN CONCOURSE: DOUBLED WIDTH

▲ 140% AREA INCREASE

UPPER CONCOURSE WIDTH: 360 CONNECTIVITY

▲ 175% AREA INCREASE



VENUE SIZE

1.82 MILLION SQUARE FEET

▲ 110K SF INCREASE



ESCALATORS

16 NEW ESCALATORS

▲ 60% INCREASE



ELEVATORS

12 NEW ELEVATORS

▲ 100% INCREASE



AIR CONDITIONING

586K SQUARE FEET

▲ 156K SF INCREASE



FOOD + BEVERAGE

POINTS OF SALE DOUBLED

▲ 190 NEW POINTS OF SALE



RESTROOMS

RENOVATED + EXPANDED

▲ 12 NEW RESTROOMS



FAN COMFORT

IMPROVED COMFORT

▼ 15 °F REDUCTION IN TEMPERATURE

▲ 100% SEATS COVERED IN SHADE

STADIUM OF THE FUTURE ECONOMIC IMPACT

\$26.0 Billion

Estimated economic impact of the Stadium of the Future to the Jacksonville economy throughout the 30-year lease

\$2.4 Billion

Estimated one-time economic impact to the Jacksonville economy during construction of the Stadium of the Future

Source: Tourism Economics economic impact study commissioned for the Stadium of the Future; extrapolates 30-year impact from 25-year study



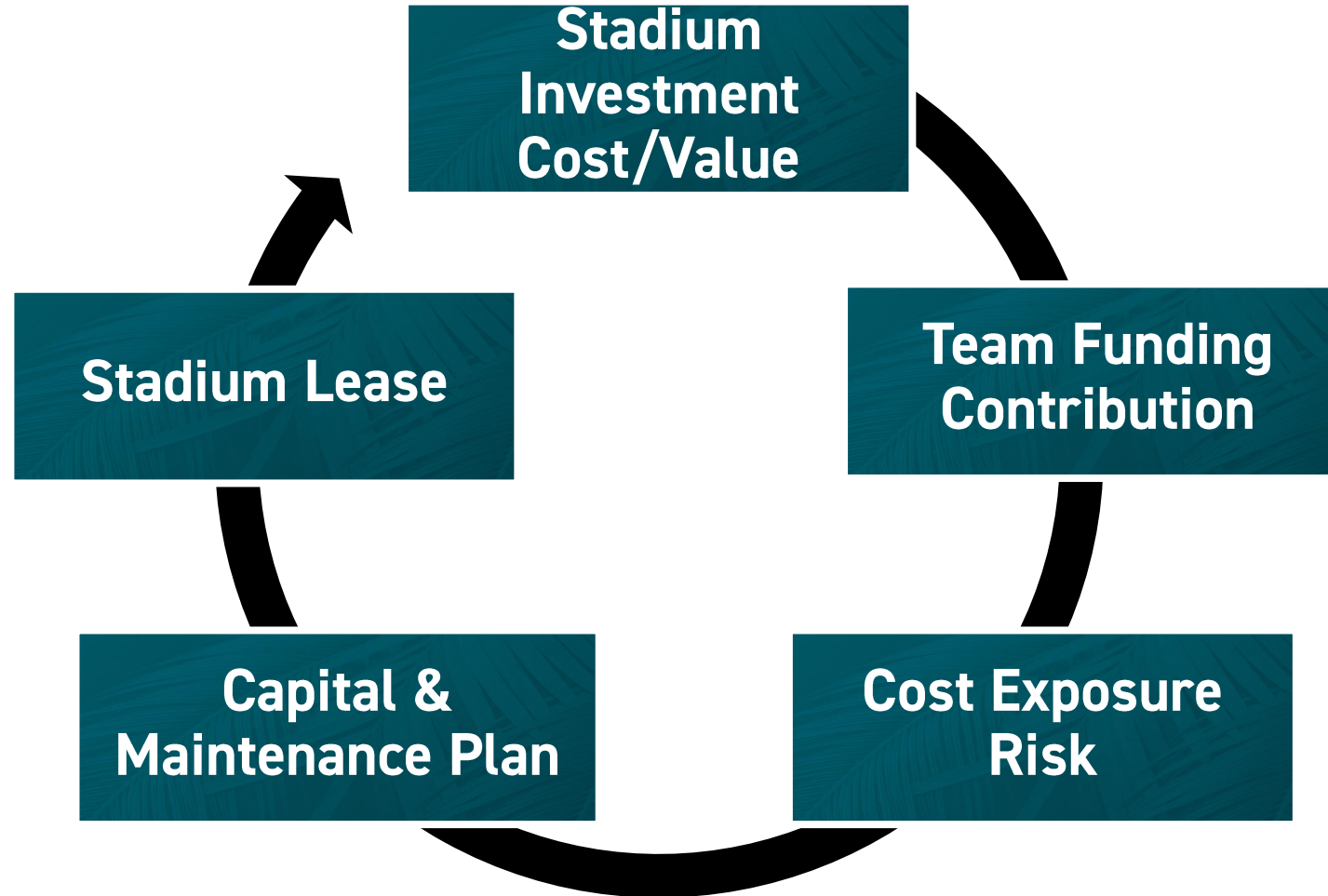
KEY CONSIDERATIONS IN ANY STADIUM AGREEMENT

Create a fair & balanced deal between the City of Jacksonville and the Jaguars that:

- **Protects the Taxpayers**
- **Secures Jaguars in Jacksonville and Positions the Stadium to Retain Florida/Georgia, Gator Bowl and Attract More Major Stadium Events to Jacksonville**
- **Benefits the Entire Community**

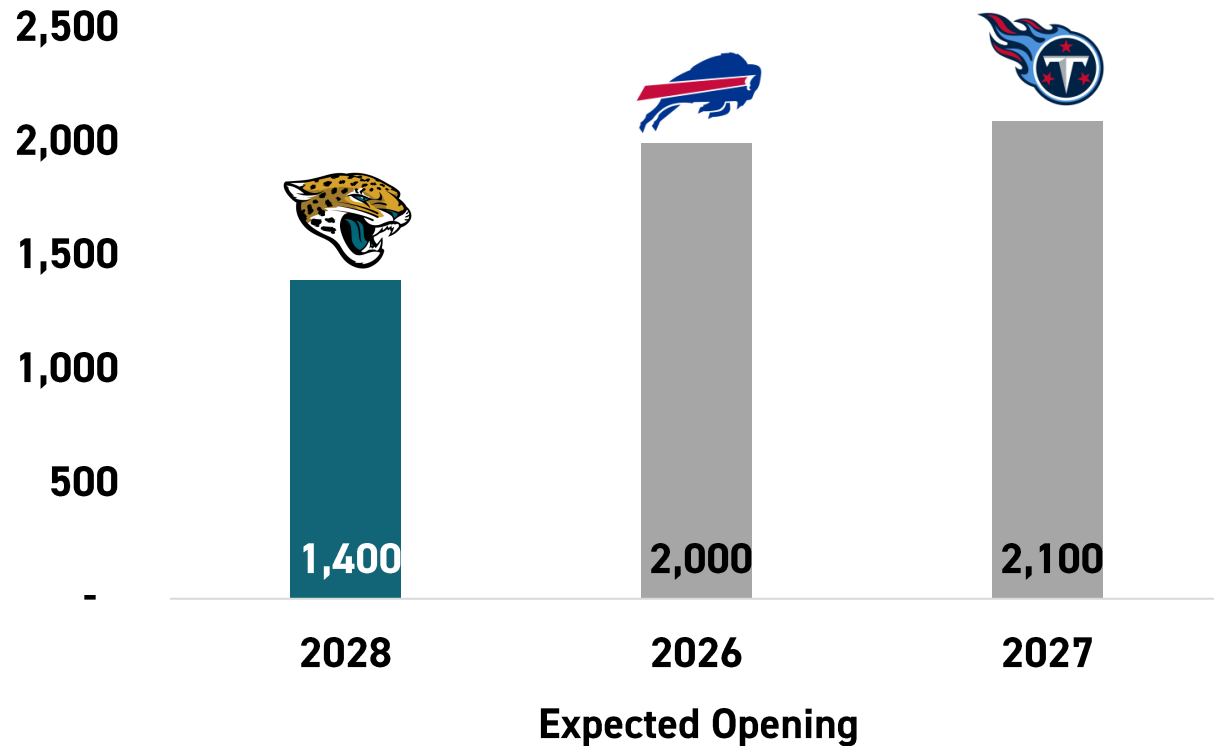


PROTECTS THE TAXPAYERS



RENOVATION VS. NEW BUILD

Estimated Stadium Costs: Renovation vs. New Build (\$M)

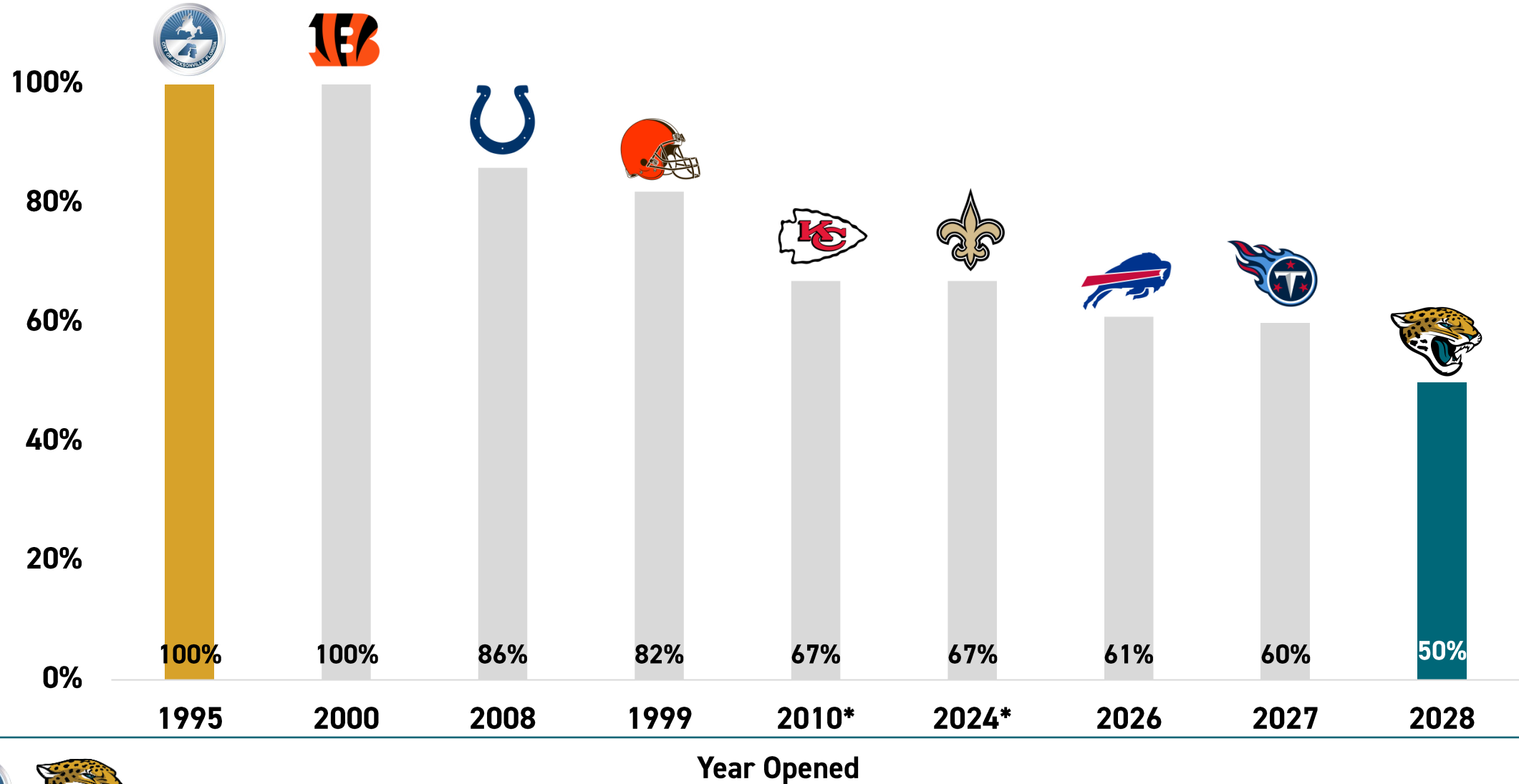


Construction Cost Sharing (\$M)

	Total	COJ	Jaguars
Budgeted Stadium Construction	\$1,250	\$625 50%	\$625 50%
Deferred + On-Going Capital and Maintenance/Start Up	\$150	\$150 100%	- 0%
TOTAL	\$1,400	\$775 55%	\$625 45%

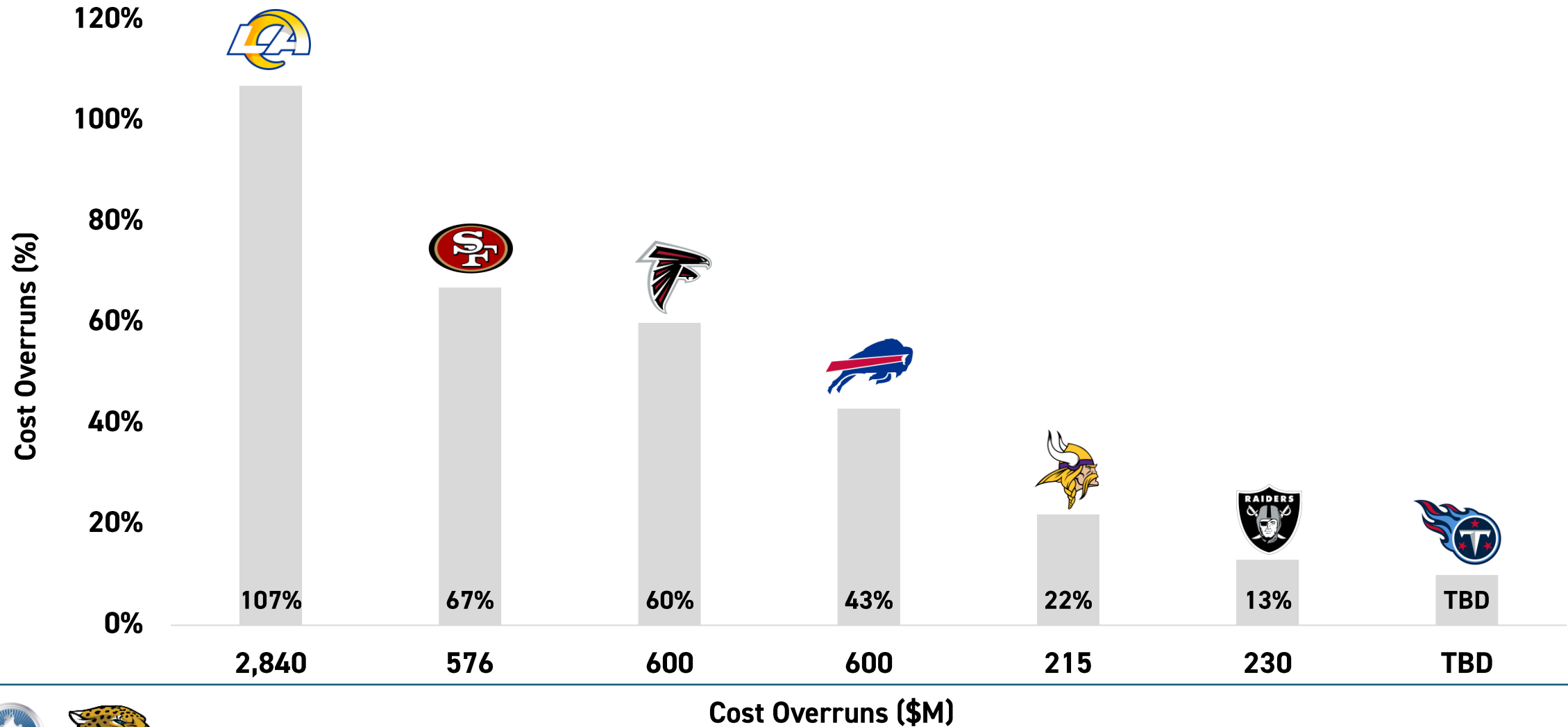


PEER MARKET: BUDGETED STADIUM CONSTRUCTION COST SHARING

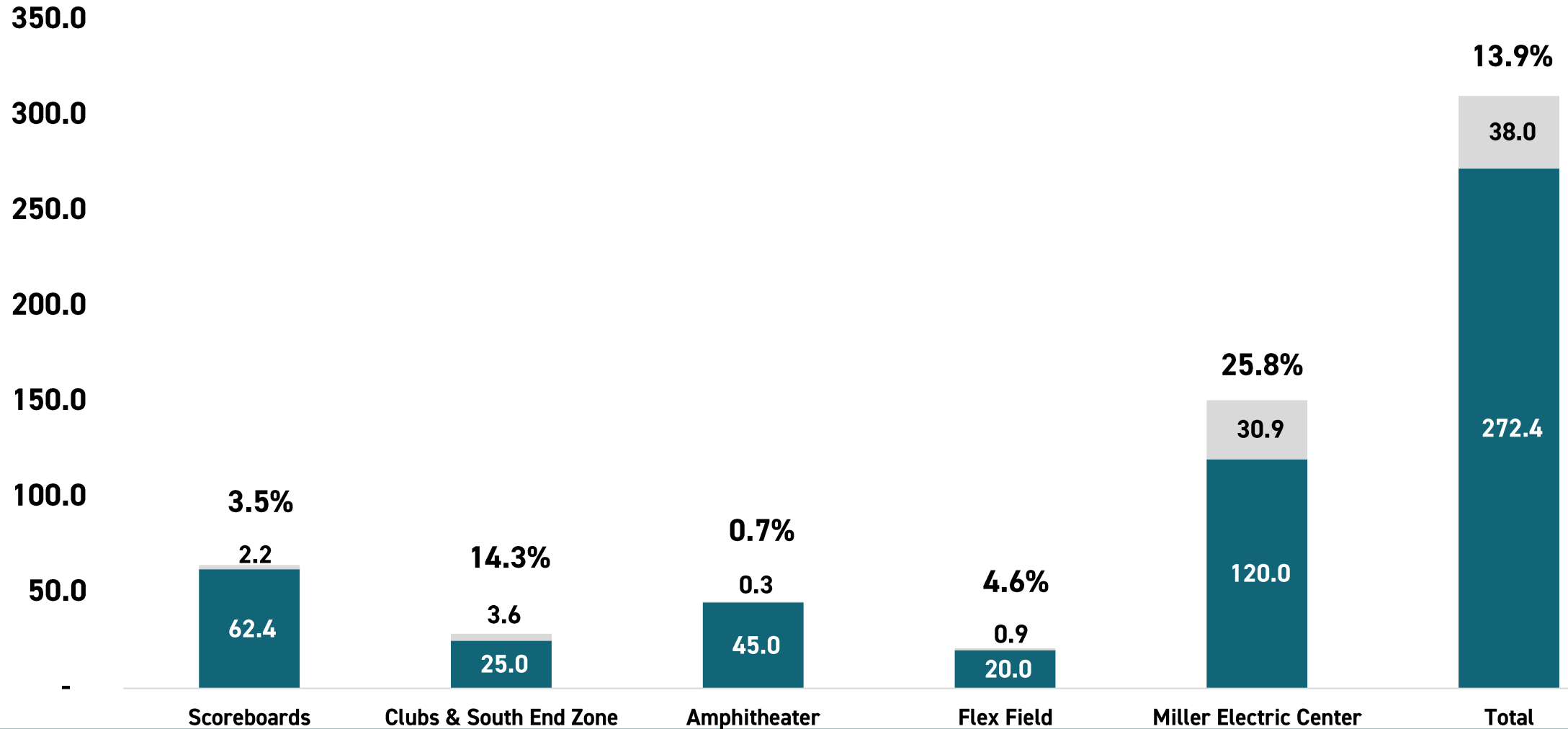


*Most recent renovation

CONSTRUCTION COST OVERRUNS (\$M)

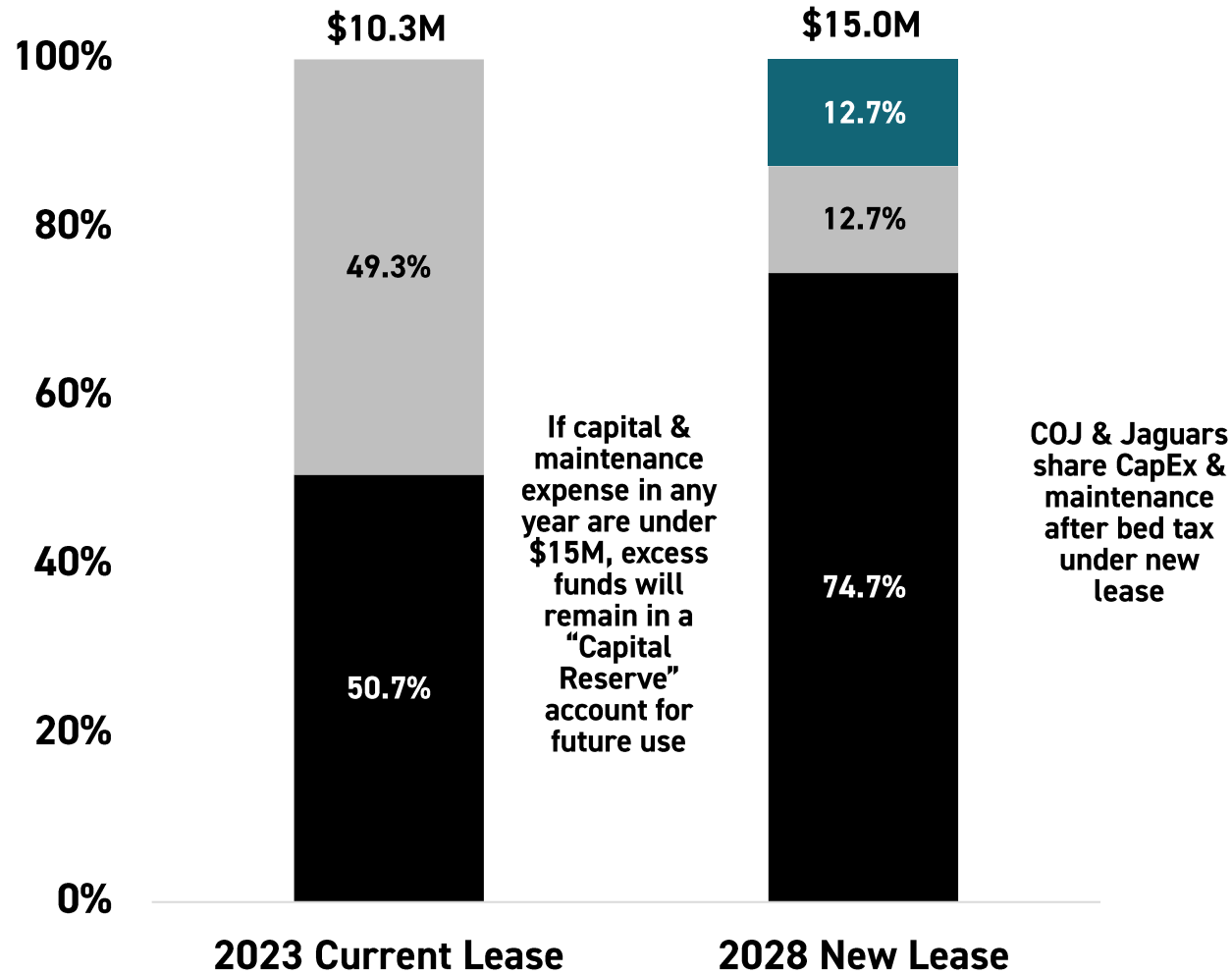


HISTORY OF COJ & JAGUARS CAPITAL PROJECT OVERRUNS (\$M)



■ Budget ■ Cost Overruns

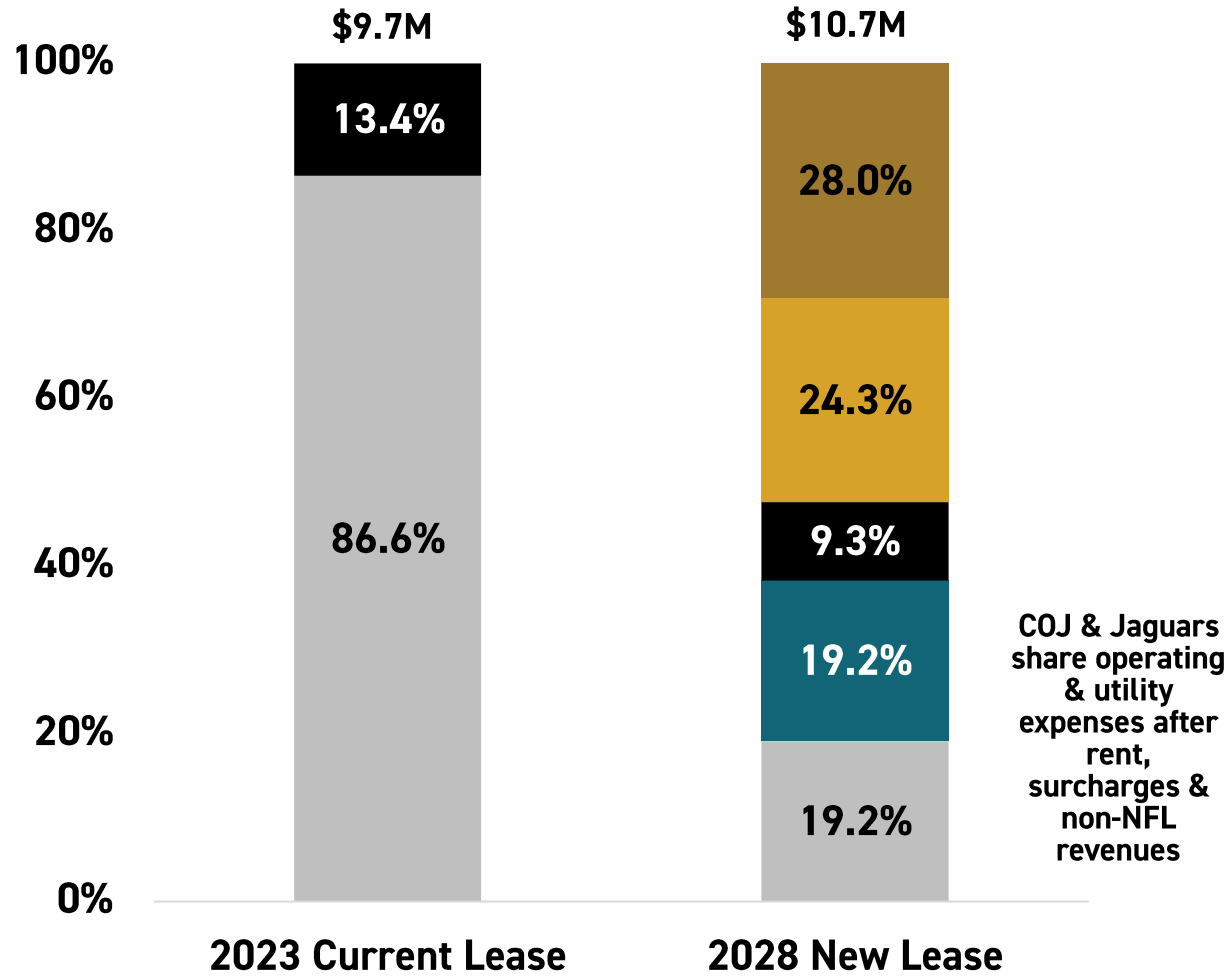
ON-GOING CAPITAL & MAINTENANCE EXPENSES (\$M)



■ Bed Tax ■ COJ ■ Jaguars

Jaguars & COJ split cost overruns for capital & maintenance expenses up to \$10M; any amount in excess of that up to \$20M is the obligation of COJ

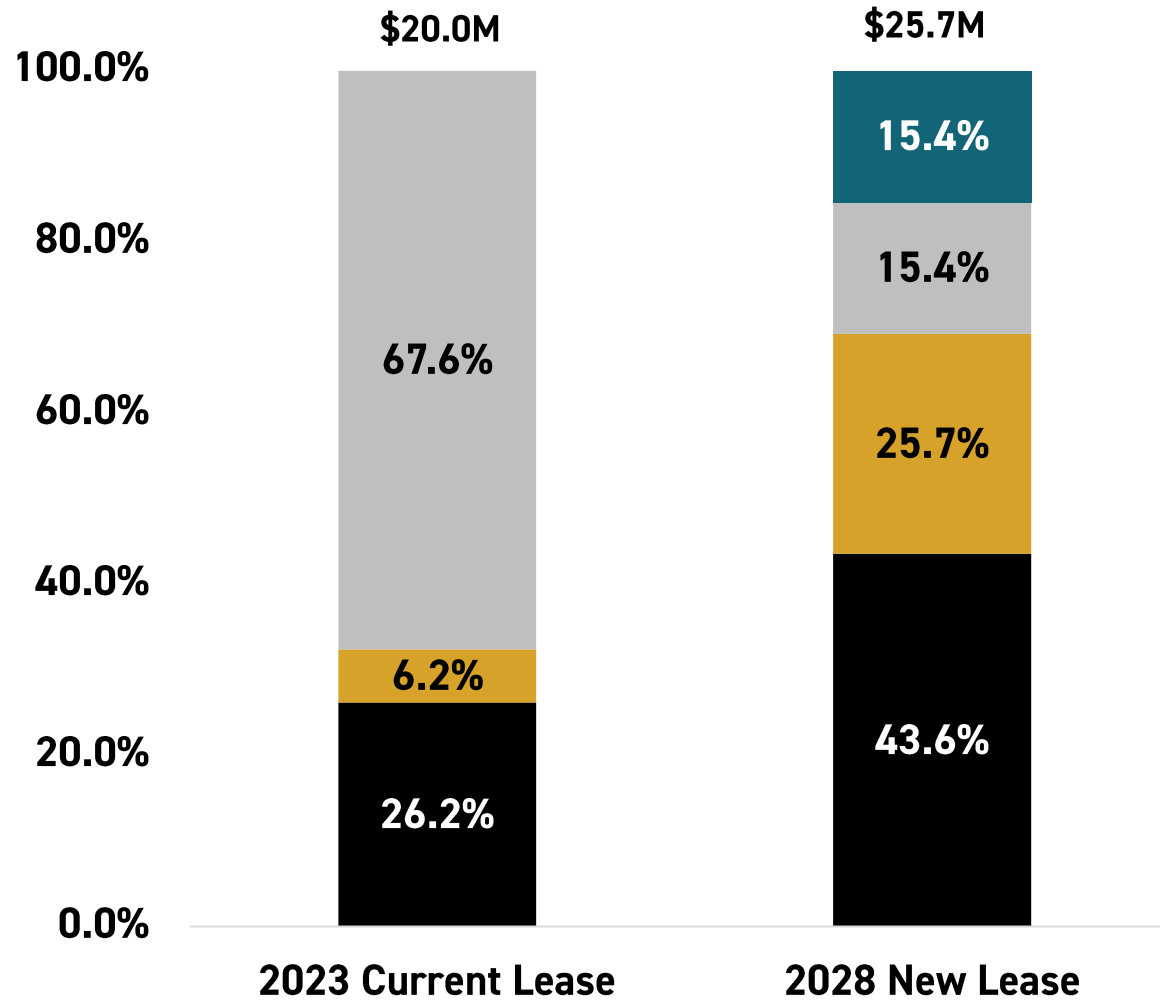
ON-GOING STADIUM OPERATING & UTILITY EXPENSES (\$M)



■ COJ ■ Jaguars ■ Rent ■ NFL & Other Surcharges ■ Non-NFL Event Profits

COJ & Jaguars share any budget overage up to \$5M; any amount in excess of that is the obligation of Jaguars

ON-GOING CAPITAL, MAINTENANCE, STADIUM OPERATIONS AND UTILITIES (\$M)



■ Bed Tax ■ Rent, Surcharges & Non-NFL Event Profits ■ COJ ■ Jaguars

MAXIMIZES JACKSONVILLE'S SPORTS & ENTERTAINMENT POTENTIAL

**Secures the Jaguars and positions Florida/Georgia and Gator Bowl in Jacksonville.
Positions the stadium to attract more major events to Jacksonville.**



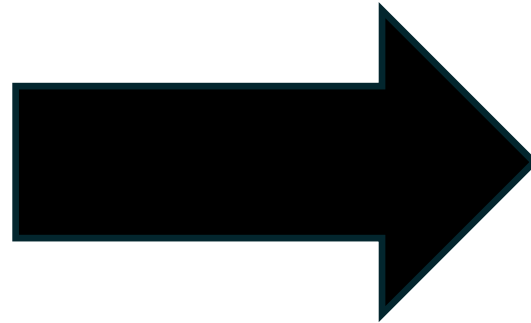
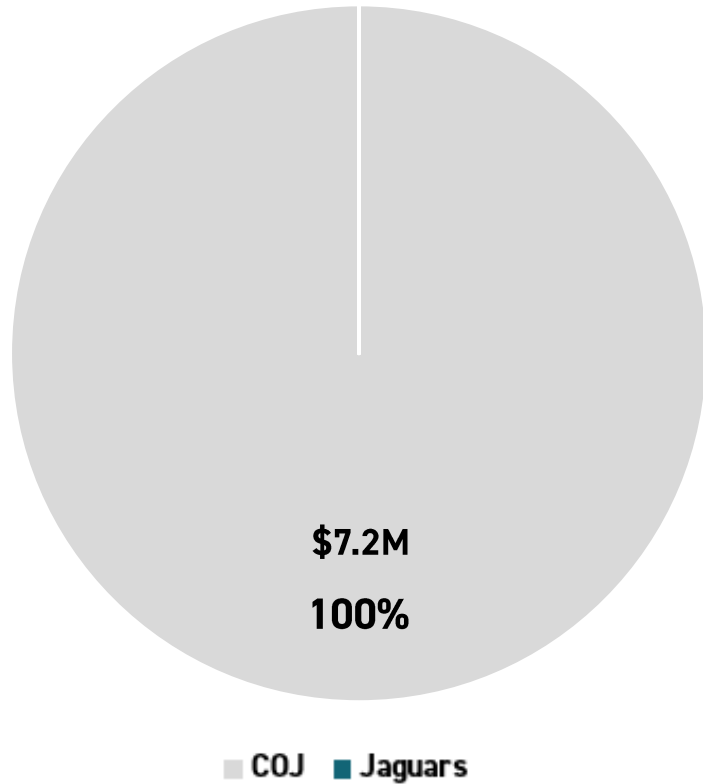
30-year lease

Non-relocation agreement

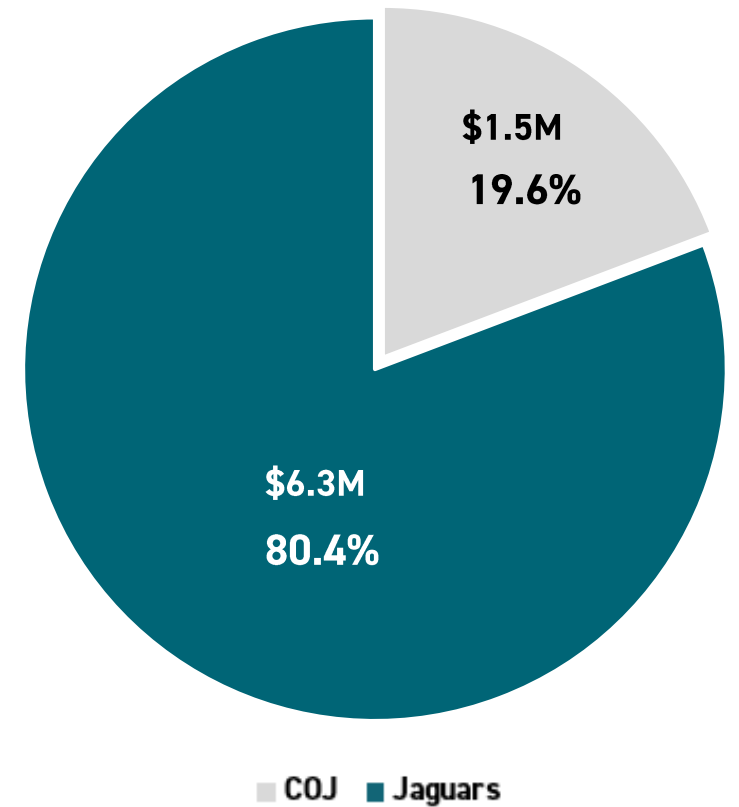


NFL GAME DAY EXPENSES (\$M)

2023 Current Lease



2028 New Lease



STADIUM RENT (\$M)

The Jaguars will pay annual stadium rent equivalent to our NFL peers, and the average annual base rent under the new lease will be 54% higher than the average annual base rent under the existing lease.



	Jacksonville Current (avg)	Jacksonville New (avg)	Buffalo	New Orleans	Nashville	Cleveland	Indianapolis	Kansas City	Cincinnati
Base Annual Rent (\$M)	0.875	1.35	0.90	0.80	\$3/ticket non- NFL events	0.25	0.25	0.45 + % gross receipts	City pays team 3.3

The Jaguars stadium rent will be dedicated to annual stadium operations & utilities.



MAJOR STADIUM EVENTS

The City & Jaguars will partner on all major stadium events except for the Florida/Georgia and Gator Bowl games:

- **Expect the new stadium to attract more major concerts, festivals, soccer and other events beyond football**
- **Net profits from non-NFL events will be dedicated to fund stadium operations & utilities**
- **If the parties do not agree to proceed on a particular event, either party can opt out of the event with the remaining party accepting full financial responsibility for the event if they choose to move forward**



JAGUARS OFFICE SPACE

In the current lease, the Jaguars office space is in the stadium and provided at no cost by the City. In the new lease, the Jaguars offices will move out of the stadium and be funded by the Jaguars. This will also open additional space inside the stadium to be used for meeting space & incremental event day stadium revenue.



ADVERTISING RIGHTS

Consistent with the current lease, the City will have approval rights for naming rights, and the City & Jaguars will mutually agree upon prohibited advertising categories. Also consistent with the current lease & NFL peers, the Jaguars will retain all NFL game day, advertising and naming rights revenue.



	Jacksonville Current	Jacksonville New	Buffalo	New Orleans	Nashville	Cleveland	Indianapolis	Kansas City	Cincinnati
NFL Game Day Advertising & Naming Rights Revenue	Team	Team	Team	Team	Team	Team	Team	Team	Team



INTERNATIONAL GAMES

**Current
Lease**



**New
Lease**

Not specifically addressed in
lease

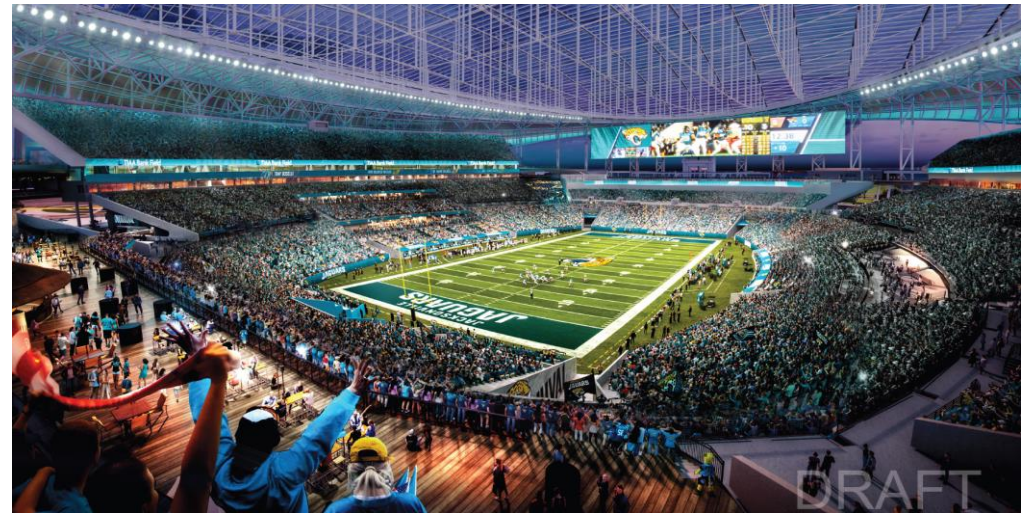
All pre & post season games in
Jacksonville, and consistent with
historical years, limit of 1 game
each year in London plus any NFL
required International Games



STADIUM MANAGEMENT

The Jaguars will assume stadium management responsibilities to include:

- Day-to-day stadium operations
- All annual budgets and capital & maintenance plans subject to joint approval by City & Jaguars
 - Create and manage the annual operating budget
 - Create the annual and 3-year capital plan
 - Execute all capital projects
 - Create the annual and long-term maintenance plan
 - Execute all maintenance projects
- Maintain the facility to the standards detailed in the definitive agreements



FLORIDA-GEORGIA FOOTBALL IN JACKSONVILLE

An important goal in any agreement was to position Jacksonville to retain the Florida-Georgia game and have flexible capacity to accommodate the game's needs.



BENEFITS THE ENTIRE COMMUNITY – CONSTRUCTION PERIOD



During construction, commitment to local community will be driven by:

- **Construction Workforce Development Programs** – Jaguars to continue funding construction training programs to build the local construction workforce and employ graduates on the stadium project
- **Jacksonville Small & Emerging Businesses (JSEB)** – maximize procurement through local suppliers, contractors and subcontractors, and at a minimum, achieve the JSEB % established in the definitive documents
- **Local Companies & Residents** – maximize use of local vendors and labor to improve the local economy



CONSTRUCTION WORKFORCE SUCCESS STORY



- The Jaguars partnered with Construction Ready to graduate 87 construction students to date
- The workforce readiness program allows local residents 18 years and older an opportunity to begin a career in construction
- Instructor-led classes are free-to-students and run for four consecutive weeks
- Upon graduation, students receive eight industry-recognized credentials and a full-time job with local construction companies
- Several students worked on our sports performance center, Miller Electric Center, through their employers
 - 27 of those students are still working on our Office Building and Marina project



BENEFITS THE ENTIRE COMMUNITY – ON-GOING



\$300 MILLION TOTAL INVESTMENT

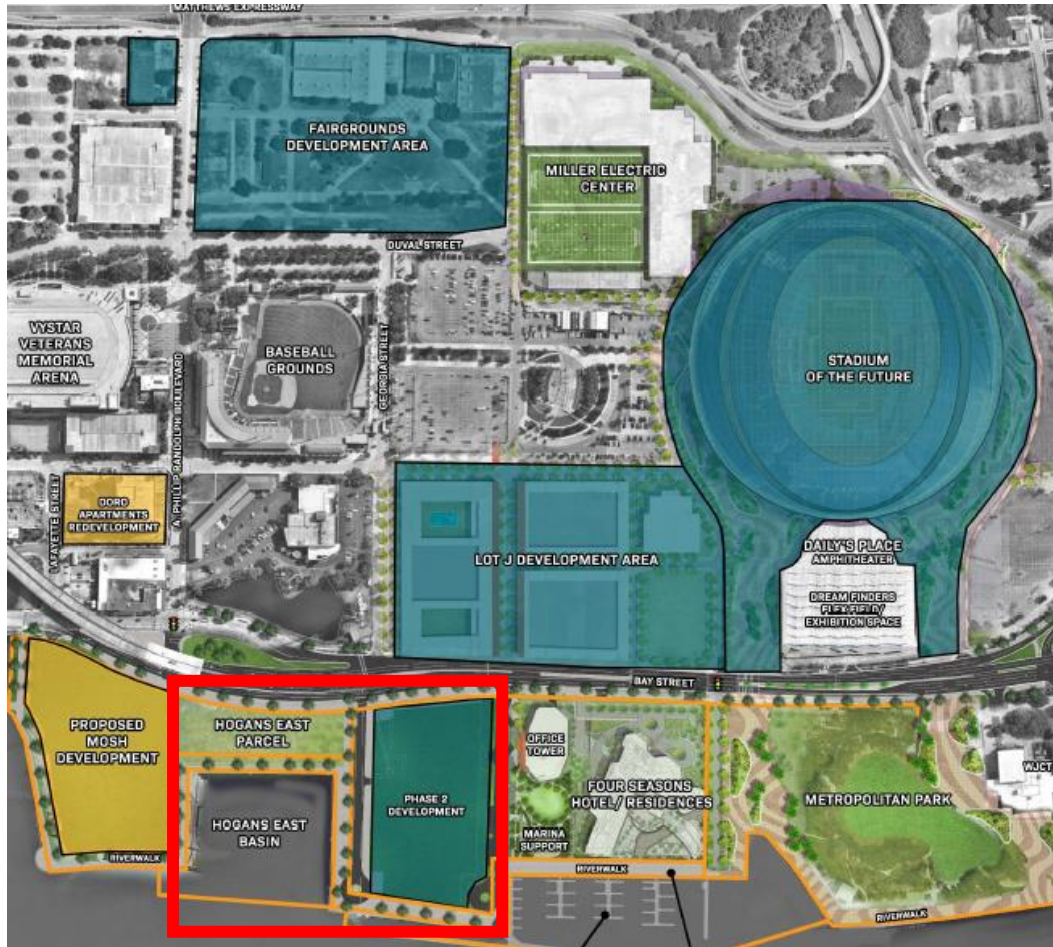
\$150M invested upfront by the City & \$150M invested by the Jaguars over the term of the lease in targeted community initiatives including:

- **OUTEAST Neighborhood:** Community Development & Affordable Housing/Homelessness
- **Countywide:** Workforce Development & Affordable Housing/Homelessness
- **Parks:** Development of the Riverfront Plaza, Shipyards West Park, Metropolitan Park and Flex Field Conversion on the Northbank of the St. Johns River & Public Park Upgrades Combined with Youth Sports Programming throughout Duval County

	Total	COJ	Jaguars
OUTEAST	\$105M	\$30M	\$75M
Countywide	\$125M	\$50M	\$75M
Parks	\$70M	\$70M	\$0
Total	\$300M	\$150M	\$150M



DEVELOPMENT COMMITMENT



Jaguars & its affiliates have a strong commitment to continue investing downtown on the Northbank:

The Jaguars & its affiliates commit to complete a mutually agreeable development with a minimum value of \$100M within 4 years of opening the renovated stadium



NEXT STEPS



- **Potential Final City Council Vote on Legislation** (June 25, 2024)
- **NFL Owners Approval** (October 2024)
- **Construction Begins** (February 2025)
- **Jaguars Play 2025 NFL Season in Jacksonville with 60,000+ Capacity**
- **Jaguars Play 2026 NFL Season in Jacksonville with a Reduced Stadium Capacity** (approximately 43,500)
- **Jaguars Play 2027 NFL Season Away from Jacksonville**
- **Facility Opening** (August 2028)

