

VILLAGE CENTER HUB

Public-Private Partnership Opportunities

VILLAGE OF ESTERO, FL



VILLAGE
CENTER

ESTERO

VILLAGE OF ESTERO, FL

The Village of Estero is nestled within the southwest region of Florida, just south of Ft. Myers, north of Bonita Beach. The Village currently has approximately 40,000 residents, is approximately 20 square miles in size and enjoying significant growth. It boasts one of the lowest property tax rates in the State of Florida and has no local sales tax. The Village just celebrated its 10th year as a Florida Municipal Corporation and espouses a “government lite”, Manager managed governance structure.

Chart 1. Population by Age, 2022

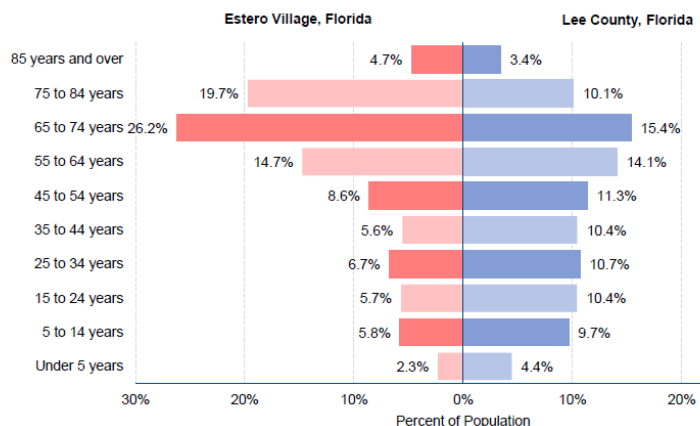
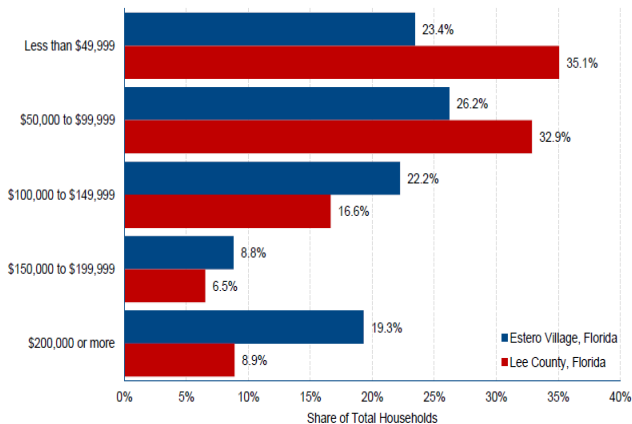


Chart 3. Total household income, 2022

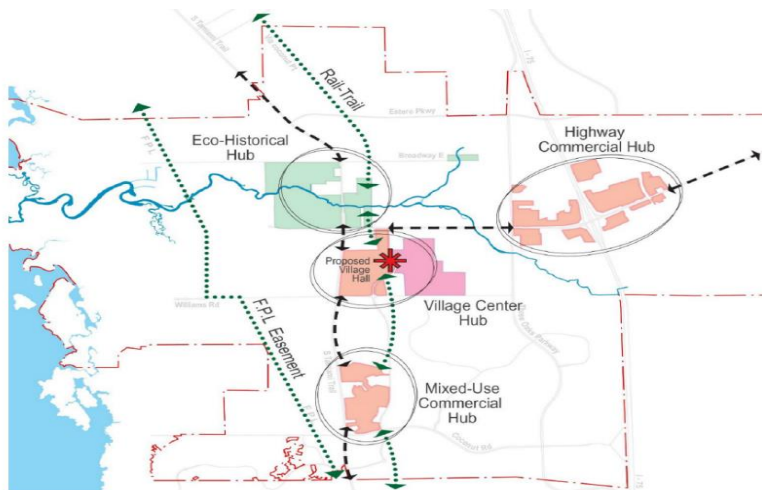


2019 Open Space Master Plan

As part of the approved 2019 Open Space Master Plan, the Village of Estero has identified four areas (sometimes referred to as hubs) of focus for “placemaking” – developing these areas to incorporate community aesthetic features and connecting them to each other through multi-modal corridors as destinations for the benefit of residents and visitors.

A Central Gathering Point

The “Village Center” is one of the first areas of focus and will become an active, vibrant, urban-style downtown center for Estero. It is comprised of an Entertainment Campus, SportsPark Campus, and a significant amount of dense, vertical mixed-use development is in various stages of development.



ESTERO VILLAGE CENTER

Geographically, the “Village Center” is defined by:

- Corkscrew Road to the north,
- S. Tamiami Trail/US 41 to the west,
- Williams Road to the south, and
- River Ranch Road to the east (excluding the residential area in the northeast quadrant)



The Village Center is already home to the Village’s civic uses, Estero High School, and Estero Community Park and Recreation Center. Through a **public-private approach**, the “Hub”, located in the southeastern section of the Village Center, will soon include interconnected mixed-use sports and entertainment campuses. The vision for "The Hub" is to create a **"park once and stay the day"** environment, blending family entertainment, lifestyle, sports, and recreation opportunities for a multigenerational audience. Community access for residents and sports tourism events are both priorities for this area.

THE “HUB”

ENTERTAINMENT CAMPUS

The Entertainment Campus is comprised of approximately 20 acres and is situated on the Hub's western edge. The master plan offers three different development parcels for a compatible blend of uses to emerge, with the first being developed by **High 5 Entertainment**. High 5 will offer 26 bowling lanes, 18 holes of miniature golf and 21 indoor and outdoor pickleball courts. High 5 also offers a high-end, scratch kitchen food & beverage operation. It is scheduled to open in Spring 2026.

The Village expects complimentary sports and recreation concepts to join High 5 and is encouraging potential “Lifestyle” partners that specialize in health, wellness, fitness, food and nutrition programs to join. No SportsPark short of Disney Wide World of Sports offers this level of family entertainment options for its athletes and spectators.



“THE HUB”

ENTERTAINMENT CAMPUS

The Village of Estero is seeking proposals from qualified private entities to enter into a Public-Private Partnership (P3) for the development, operation, and management of commercial sports-related parcels within Estero, Florida. These parcels are intended for sports-related commercial uses, such as sports complexes, retail facilities, entertainment venues, and hospitality services, contributing to the town's economic growth and community engagement.

Private sector participants are invited to propose innovative solutions for the development of parcels within “The Hub” designated for commercial sports activities. The proposed project will create a vibrant gathering place for both residents and visitors, fostering a destination for recreational and sports tourism, as well as creating long-term revenue and job opportunities.

The specific parcels available for development will include:

- Sports complexes: Featuring a range of sporting facilities (e.g., indoor and outdoor arenas, courts, fields).
- Retail and hospitality venues: Sports-oriented retail, restaurants, and retail destinations.
- Entertainment and event spaces: Venues for concerts, tournaments, and community events.
- Fitness and wellness facilities: Including gyms, spas, and wellness centers integrated with sports services.

The goal is to create a self-sustaining commercial sports environment that enhances Estero's reputation as a destination for sports tourism while also benefiting the local economy and residents.

Public-Private Proposals

The Village welcomes creative proposals that take full advantage of all applicable financial incentives, tax credits, and arrangements and will score the proposals' entire capital stack.

The formation of real public-private partnerships where private businesses are truly sharing risks and profits with local governments must include a few conditions. Those are:

- Limited and Quantifiable Risk
- Mutual Skin in the Game
- A Realistic Chance for a Positive Return
- A Proportionate Share in the Gain
- Will be owned by the responsible public entity upon completion, expiration, or termination of the comprehensive agreement and upon payment of the amounts financed



THE “HUB”

SPORTSPARK CAMPUS

In 2024, the Village of Estero entered into a 99-year lease agreement with the Lee County School District. The Village will make significant investment into the Sports Park Campus over the next five (5) years to enhance the Jeff Sommer Stadium, competition fields, facilities, and hardcourts, while also creating greenspace and walking trails.

The Village will activate and maintain the Sports Park Campus with priority use given to interscholastic sports use by Estero High School. This collaborative effort sets the stage for a win-win-win situation between the Village, the School District, and the community.

The approximate 70-acre SportsPark master plan includes long field, diamond and flex-field assets. By virtue of a 99-year lease with the Lee County School Corporation, the Village gained access to several existing assets that it is improving as part of the development plan. The SportsPark also includes property acquired from Lee County that contains additional existing assets. Given contractual obligations with both the County and school corporation as well as protecting FHSAA competition for Estero High School, the SportsPark development will have a phased approach. In the end, the plan offers one dedicated long field, one dedicated softball diamond, one dedicated baseball diamond and three flex fields, accommodating both long field and diamond sports. The plan also includes large open spaces for active and passive uses.

In March 2025 the Village of Estero acquired 26 acres of additional property from Lee County, increasing the SportsPark Campus from 70 to 96 acres. The addition of this property allows the Village of Estero to further increase sports and recreation assets within the SportsPark Campus.

There are two (2) parcels available in the SportsPark Campus for private partners to offer new sports and/or recreational uses. The Village of Estero has received a proposal from an Operator for the Driving Range parcel. These two (2) parcels will be made available by long-term ground lease from the Village of Estero to the private partner, to be outlined and agreed upon in the proposal document.



LIFESTYLE, HEALTH & WELLNESS

The Village Center is being designed with the below in mind so that incorporating wellness activities into a routine is simple and easy. The Village of Estero encourages private partners who promote these services to submit a proposal. By creating and maintaining parks, trails and green spaces, it encourages outdoor activities like walking, jogging, and cycling. These areas can also serve as venues for community events and fitness classes. Infrastructure additions and improvements to sidewalks, pedestrian crossings, and bike lanes will significantly increase physical activity and metabolic health. The fully integrated SportsPark and Entertainment campus serves to provide residents with various options to stay active close to home.

Living a healthy lifestyle is crucial for a person's overall well-being and longevity. Here are a few key reasons why lifestyle, health, and wellness activities are important to the Village community:

- **Physical Health:** Engaging in regular physical activity helps maintain a healthy weight, reduces the risk of chronic diseases such as heart disease, diabetes, and cancer, and improves cardiovascular health. Exercise also strengthens muscles and bones, enhancing mobility and reducing the risk of injuries.
- **Mental Health:** Wellness activities like meditation, yoga, and mindfulness can significantly reduce stress, anxiety, and depression. Regular physical activity releases endorphins, which are natural mood lifters, and can improve sleep quality, leading to better mental health.
- **Social Connections:** Participating in group activities, sports, or wellness classes can foster social connections and build a sense of community. Strong social ties are linked to lower rates of anxiety and depression, higher self-esteem, and greater empathy.
- **Cognitive Function:** A healthy lifestyle that includes regular physical activity and a balanced diet can improve cognitive function and reduce the risk of cognitive decline as we age. Activities that challenge the brain, such as puzzles and learning new skills, also contribute to mental sharpness.
- **Longevity:** Adopting healthy habits can extend life expectancy. Studies have shown that people who maintain a healthy lifestyle, including not smoking, eating a balanced diet, exercising regularly, and managing stress, tend to live longer and have a better quality of life.
- **Prevention:** Many health issues can be prevented through a healthy lifestyle. Regular check-ups, a balanced diet, and physical activity can prevent or manage conditions like hypertension, high cholesterol, and obesity.
- **Quality of Life:** Overall, a healthy lifestyle enhances the quality of life. It allows individuals to enjoy daily activities, pursue hobbies, and spend time with loved ones without the limitations that poor health can impose.



VILLAGE OBJECTIVES

1. Provide high quality lifestyle and entertainment options for residents of all ages;
2. Achieve an optimal balance of risk allocation between the Village and Private Partner;
3. Create ongoing revenue share for the Village;
4. Create an Economic Impact Drive for the village
5. Develop and maintain a streamlined project schedule; and
6. Provide the Village with a single point of accountability and collaboration for the Project's performance.

IN CONCLUSION

The Village encourages private partners who provide its residents and visitors of all ages a variety of entertainment & lifestyle opportunities. There are four (4) remaining parcels within "The Hub" that will serve as the first phase of a larger, interconnected Village Center. An entire parcel may be used for the project, or, if the private partner requires less space, proposals could reserve a portion of the total acreage.

Potential entertainment & lifestyle offerings could include but are not limited to restaurants, breweries, and family entertainment centers that could feature full-service kitchens, indoor playgrounds, trampolines, climbing, ropes courses, and obstacle courses. The Village will look favorably upon concepts that also offer workshop space for active and/or passive leisurely elements such as, but not limited to, cooking, crafts, pottery, etc.

Private Partner(s) must be complimentary, not competitive, to High 5 Entertainment. Private Partner(s) must also be willing to provide Village of Estero Residents some type of special resident benefits for both access and pricing.

***Proposals may include additional uses of the site not listed in this document in furtherance of the Village's objectives, to include additional revenue-generating uses.**

