



Village of
ESTERO

COUNCIL PRESENTATION UPDATE
03/18/2026

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Estero River Park North



Vision- Residential

The Village-owned ±32-acre tract north of the river presents an opportunity to develop a gated residential neighborhood centered around single-family homes. The project is intended to respond to market demand for quality housing while complementing the character of the surrounding entertainment and waterfront areas.

By combining residential living with neighborhood-serving commercial spaces, the development will promote walkability, daily activity, and year-round economic engagement. The project is positioned to function as a catalytic investment that strengthens the district and supports long-term community growth through collaboration between public and private stakeholders.



Vision- Mixed Used/ Food & Beverage

The proposed development will create an activated, river-oriented district where residents live above restaurants, cafés, and retail spaces in a cohesive pedestrian-friendly environment. The design emphasizes connectivity, outdoor gathering areas, and a continuous level of activity throughout the day and evening.

This mixed-use neighborhood is intended to establish a recognizable identity for the area while supporting local businesses and encouraging future investment along the corridor. The goal is to deliver a lasting community asset that enhances both quality of life and economic vitality for the Village. The project will also incorporate boutique food and beverage restaurants designed to provide unique dining experiences and further enhance the district's character and appeal.



Conceptual Land-Use Plan



P3 Statutes

Florida Statute §255.065 — Public-Private Partnership Process

What the Statute Allows

Chapter **255.065, Florida Statutes** authorizes counties, municipalities, and special districts to partner with private entities to finance, design, construct, operate, and/or maintain public facilities. Unlike traditional procurement (low bid), this statute allows a **negotiated procurement process** based on value, experience, financing capability, and project concept.

It permits:

- Long-term ground leases or concessions
- Developer financing or co-financing
- Revenue sharing agreements
- Availability payments
- Design-Build-Finance-Operate-Maintain (DBFOM)
- Mixed-use projects with public components
- The statute also allows **unsolicited proposals**, which is one of its most powerful features



Potential P3 Structures

The proposed development in Estero, Florida spans approximately 32.42 acres with about 1.16 million square feet of buildable area. The project has various structures that are recommended as follows:

- Land Sale
- Long-term ground lease (30–99 years)
- Concession agreement
- Revenue share based on Land Input
- Design-Build-Finance-Operate-Maintain structure (DBFOM)

Village Participation

Through a land sale we estimate approximately \$450,000 / Acre of potential revenue. The Village of Estero is projected to receive approximately **\$400,000 – \$600,000 in annual revenue**, for the above scenarios depending on final commercial negotiations and structure selection, providing recurring municipal income while retaining long-term participation in the project.



Recommendations moving forward

In summary we believe this plot has potential to provide positive impact to Estero by creating an in-demand, old Florida-themed residential area in close proximity to mixed-use retail, food and beverage, and water-based activity amenities.

We foresee the following for next steps:

- Council Approval of Public Private Partnership Plan of Action
- Issue P3 Solicitation, similar to the Entertainment Campus
- Quantify public investment / cash flow for Village of Estero
- Confirm developer and stakeholder acceptance into plan direction





VILLAGE
CENTER

ESTERO

DRIVING RANGE

Executive Summary

The Village is evaluating development of a golf driving range facility within the Sports Park Campus to serve as a year-round recreational amenity and revenue-generating component of the park. The facility is intended to complement surrounding athletic fields, and entertainment uses while attracting both local residents and visitors.

The project will be delivered on a site prepared and turned over **pad-ready by Suffolk Construction in mid-September**, after which vertical construction can commence. The development budget is currently established at **\$5,000,000 total project cost**.

The following presentation will provide the following structure options:

- A. Option A = Kemper P3 proposal
- B. Option B = Village owned driving range



P3 Option

Option A — Public-Private Partnership (P3) – KEMPER PROPOSAL

Under a P3 structure, a private operator would finance portions of equipment and/or operations and assume responsibility for managing the driving range facility.

Key Characteristics

- Private partner operates and maintains facility
- Revenue sharing or lease payments to the Village
- Reduced operational burden on the Village
- Operational expertise and marketing driven by operator
- Lower financial risk exposure to the Village
- Less direct control over programming and pricing

Primary Benefit: Risk transfer and operational certainty

Primary Tradeoff: Reduced long-term revenue capture



Village Self Operated

Option B — Village Self-Operation + High 5 Food & Beverage

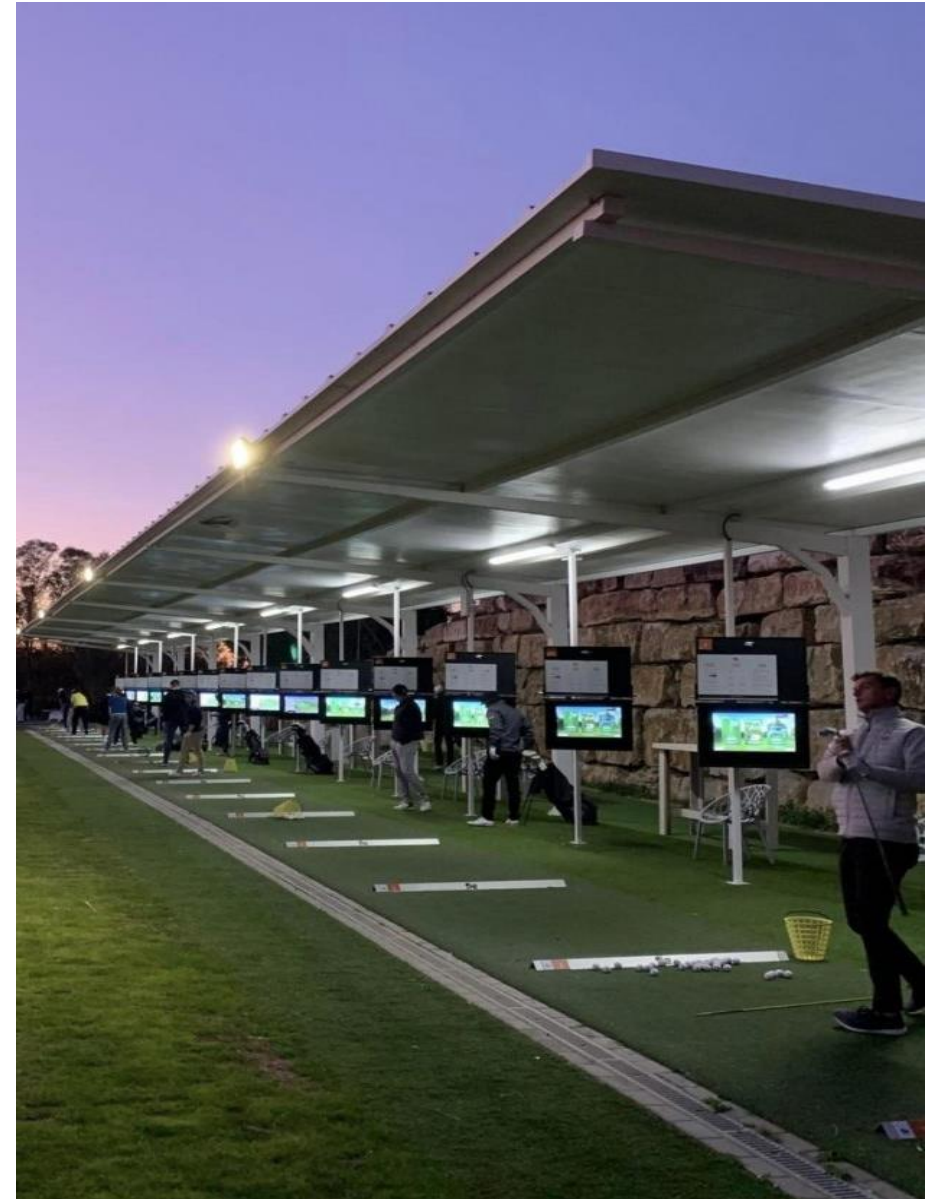
Under this model, the Village retains operational control of the driving range while contracting High 5 to provide food and beverage services.

Key Characteristics

- Village operates range and retains revenue
- High 5 provides concession/restaurant services
- Greater control over pricing, programming, and scheduling
- Higher potential long-term revenue to Village
- Increased staffing and operational responsibility
- Higher operational risk

Primary Benefit: Long-term revenue potential and control

Primary Tradeoff: Operational responsibility and risk



Recommendation

Based on the preliminary analysis, it is recommended that the Village advance both operating alternatives for further evaluation:

Option A – Kemper P3 Proposal: Continue direct negotiations with Kemper Sports without issuing a public RFP in order to expedite project delivery, while refining commercial terms, risk allocation, and revenue sharing structure under a public-private partnership model.

Option B – Village-Owned Driving Range: Concurrently advance planning and cost validation for a Village-owned and operated facility to maintain control over programming, pricing, and long-term financial performance.

Advancing both options in parallel will allow the Village to compare financial outcomes, operational risks, and implementation timelines before making a final selection. This approach preserves negotiating leverage, validates market assumptions, and ensures the Village selects the structure that best supports long-term stewardship of the Sports Park asset.





Boomer Estate



BOOMER ESTATE EXECUTIVE SUMMARY

The Boomer Estate is being considered as a waterfront event venue integrated with Estero River Park as part of a broader Historic District destination. The concept blends preserved-style architecture with outdoor park amenities to create a signature event location that supports tourism and community activation.

A high-resolution satellite site plan will illustrate the venue layout, including ceremony lawn, reception hall, suites, terraces, parking, service access, and waterfront areas, along with walking distances to demonstrate guest flow and operations.

The facility would remain publicly owned and operated by a private event operator through a concession/lease agreement with the State. Slides will be reserved to present proposed deal terms and responsibilities.

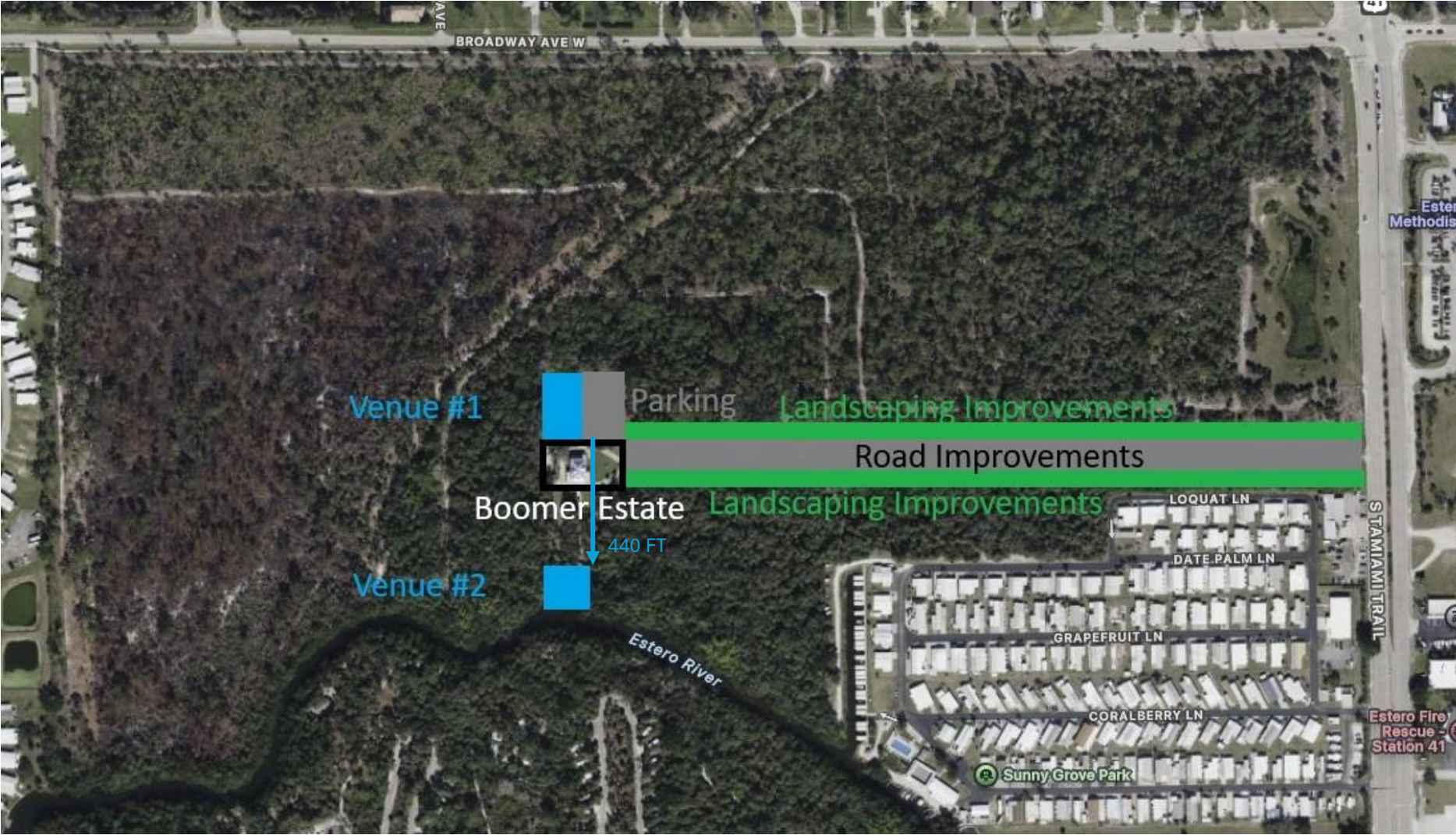
Overall, the Boomer Estate is intended to serve as both a premier event venue and an anchor attraction enhancing the identity and economic activity of the Estero River Park Historic District.



POTENTIAL HISTORIC DISTRICT



BOOMER SITE



BOOMER EVENT VENUE

Event Spaces

- Reception hall / ballroom
- Outdoor ceremony lawn & pavilion
- Cocktail terrace / veranda
- Bridal & groom suites
- Catering kitchen & restrooms

Site Amenities

- Waterfront boardwalk & gardens
- Fire pit / gathering areas
- Outdoor bar locations & decorative lighting

Operations

- Admin office & storage building
- Vendor loading / service drive
- Trash enclosure & maintenance area

Parking & Access

- Guest parking
- Drop-off loop / rideshare area
- Walkways

Revenue & Future Expansion

- Dock / photo features
- Future expansion space

Infrastructure

- Utilities, drainage & irrigation
- Event power hookups & security systems



Concession Agreement

- Agreement between State of Florida and Village of Estero

Lease Agreement

- Agreement between Village of Estero (Lessor) and Event Operator (Lessee)

Possible Direct Cost Reimbursement

- Village improves infrastructure including roads and utility service
- Lessee provides a return on infrastructure investment in the lease payment

Revenue Share

- Village receives a % of gross revenues generated by lessee for the lease term

