



LOCATION USAGE RATE PROFORMA ECONOMIC IMPACT

**PALM BAY, FL
ANALYSIS**



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ABOUT THIS ANALYSIS

To Whom It May Concern,

It is our pleasure to present the following packet of information that has been assembled based on current trends of usage, event attendance, revenue, expenses and economic impact.

The following data was compiled with the following facility assumptions.

1. The facility is a USA BMX Adaptive All-Wheel Park
 - a. Adaptive All-Wheel Parks are constructed using concrete, allowing for reduced maintenance, increased up-time, and increased passive use by the community.
2. The facility and USA BMX programming is operated internally through the Palm Bay Parks and Recreation Department. (Similar to Rock Hill BMX)
 - a. If the facility is operated through a use agreement with a 3rd party association, there needs to be at a minimum, a guaranteed partnership between the recreation department and the 3rd party association whereas the 3rd party association operates the USA BMX racing program on behalf of the recreation department and all programs are promoted via the recreation department as a Palm Bay Recreation Program.
3. The facility is operational at least 11 months of the year: January through the end of November.
4. The facility receives a minimum of one Florida State Championship Qualifying event, every other year.
5. Of note is that Palm Bay is expected to reach higher overall usage rates than the facilities used in the comparison. Along with the overall growth rate of BMX racing in Florida outpacing the national average, it will be the second of it's type in the region.
6. All Data is compared to the Third-Party Location Analytics Platform; Placer.ai.
 - a. All Placer.ai reports are provided to show both attendance traffic compared to USA BMX known averages as well as the attendance traffic of local sporting facilities used for comparisons.

ABOUT USA BMX RACING

BMX RACING IS AN ORGANIZED CYCLING SPORT

- Practices and races are held multiple times each week.
- All events are held on a USA BMX sanctioned track.
- The USA BMX racing season runs all year, from Jan. 1 to Dec. 15 (weather permitting in certain areas.)

USA BMX RACING FACILITY AND PROGRAM

- Facilities are typically owned by local Park and Rec Departments.
- Maintenance and operations arrangements vary, ranging from 100% Park and Rec operated to allowing a parent's association to operate and maintain the program on behalf of the Park and Rec Department.

AGE AND ABILITY

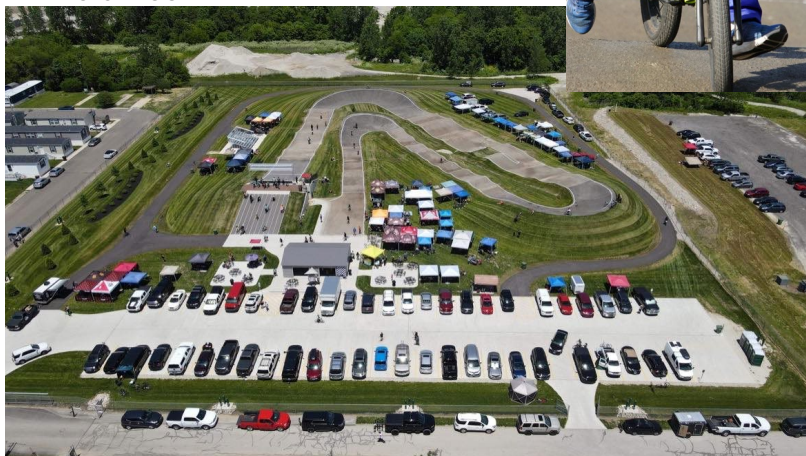
- Toddlers, usually around two, typically start racing on balance bikes.
- Age classes range from 2 & under all the way through 66 & over.
- Motos (heat races) are arranged by age and skill level, so everyone is able to participate on a fair and competitive basis.

USA BMX WEEKLY PROGRAMMING

- Open and coached practice times.
- Beginner Racing League.
- Open races (like a swim meet).

ENTIRE FAMILIES

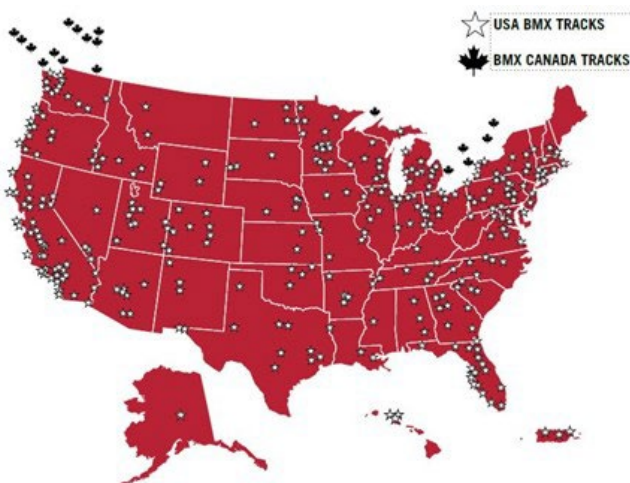
- Get involved whether as a racer, spectator, pit crew or volunteer



USA BMX SANCTIONING

USA BMX IS THE SANCTIONING BODY OF BMX RACING

- USA BMX sanctioning allows your program/facility to operate as part of the USA BMX national network of facilities.
- Provides access to our Race Manager Software
- Provides access to our integrated business management website/database network.



INTERCONNECTIVITY

- Unlocking this network allows your facility access to more than 50,000 USA BMX members by hosting events that are critical to District, State, Regional, and National Series rankings.

INSURANCE

- All sanctioned events are covered by USA BMX's insurance program, which includes
- \$5 million-dollar general liability coverage and secondary medical coverage for our members.

EVENTS

- USA BMX sanctions, activates, and operates all National Series events annually.
- USA BMX sanctioned clubs operate:
 - 80 Gold Cup Regional events
 - 280 State Championship Series events
 - 14,000 local events across the US



FINDINGS AT A GLANCE

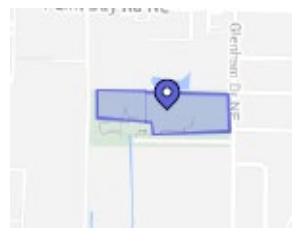
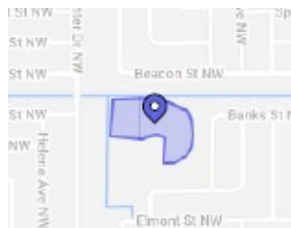
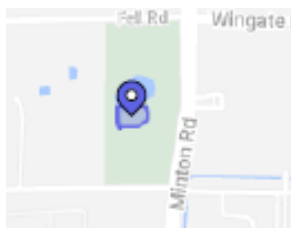
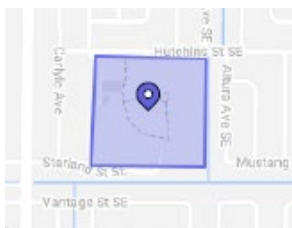
USA BMX ADAPTIVE – ALL WHEEL PARK

Description	Quantity
Total Projected Annual Visits	64,890
• Passive Visits	18,000
• Program Visits	46,890
Potential Operational Revenue	\$220,000
Projected annual economic Impact	\$3,500,000

REGION ATHLETIC FACILITIES

Facility	Annual Visits
Knecht Park – Palm Bay Little League	24,400
West Oak Park – Palm Bay Little League West	45,100
Liberty Park	42,000
Melbourne Skatepark	25,000

All Placer.ai reports are provided in the third-party reports section.



POTENTIAL LOCATION within “The Compound”

705 Osmosis Drive SW, Palm Bay

- Enough space for a National or State level event.
- Ease of access to the most amount of population
- On the closest edge of “The Compound” to current development, with easy access from the neighborhood directly east on Osmosis Dr.
- There is a building on site that could potentially be re-purposed as office/storage
- There is plenty of room for parking on the east side of the parcel, allowing for distance (and easy utility access) between the track and cell phone tower.



COST ROUGH ORDER OF MAGNITUDE

USA BMX Adaptive – All Wheel Facility: \$3.5M to \$6M

Cost variance is due to lighting, amenity, shade, parking and total square footage options.





USAGE RATE OVERVIEW

Two categories are used for Usage Rates; USA BMX Programmed Use and Community Passive Use.

USA BMX Programmed Use – Annual Usage Rate

The demographics used for Palm Bay as based on the ease of access to the entire Brevard County Region.

The projected usage rate for Palm Bay is presented with five years of projections.

The three current facilities used for comparison were Okeeheelee BMX located in West Palm, FL., Cape Coral BMX located in Cape Coral, FL., and Sarasota BMX, located in Sarasota, FL. Demographic data for cities and counties are included as both play important roles in facilities of these calibers.

As demonstrated, an Adaptive All-Wheel Park in Palm Bay has the ability to very quickly reach Usage Rates at the level of the Okeeheelee BMX track in roughly 5 years' time.

Community Passive Use

Although peak use times on weekends can see as many as 50 to 75 users, there are times during inclement weather and school session where passive use is reduced. The adjusted industry average for pump track or skate park use is 30 users per day. The usage of an Adaptive All-Wheel Park will likely measure higher; however it is always prudent to use the lower of known averages.

Passive Use Projections

Average Daily Use	Total Days	Total Passive Usage
50	360	18,000



USA BMX USAGE RATE COMPARISONS

	Okeehetee BMX	Cape Coral BMX	Sarasota BMX
Key Usage Data	2023	2023	2023
Total Memberships	1384	489	652
Total Events	219	167	304
Total Participants	23,844	9,584	12,529
Total Spectators	47,368	19,168	25,058
Total Attendance	71,368	28,752	35,578
Placer.AI Total Visits	65,300	38,000	32,300
City	West Palm Beach	Cape Coral	Sarasota
City Pop	111,000	194,000	58,000
City MHH Income	\$55,000	\$61,000	\$53,000
Area	Palm Beach County	Lee County	Sarasota Metro
Area Pop	1,400,000	750,000	800,000
Area MHH Income	\$63,000	\$57,000	\$59,000

	Palm Bay	Palm Bay	Palm Bay	Palm Bay	Palm Bay
Key Usage Data	Year 1	Year 2	Year 3	Year 4	Year 5
Total Memberships	100	175	250	425	600
Total Events	128	128	168	168	168
Total Participants	3,120	4,200	8,665	10,855	16,554
Total Spectators	6,240	8,400	19,010	21,710	35,988
Total Attendance	9,360	12,600	27,675	32,565	52,542
City	Palm Bay	Palm Bay	Palm Bay	Palm Bay	Palm Bay
City Pop	135,000	135,000	135,000	135,000	135,000
City MHH Income	\$62,000	\$62,000	\$62,000	\$62,000	\$62,000
Area	Brevard County	Brevard County	Brevard County	Brevard County	Brevard County
Area Pop	644,000	644,000	644,000	644,000	644,000
Area MHH Income	\$71,000	\$71,000	\$71,000	\$71,000	\$71,000

ECONOMIC IMPACT OVERVIEW

SPORTS TOURISM IMPACT

USA BMX has unprecedented Sports Tourism programs that every facility and community can benefit from.

Description	Amount
Projected Annual Usage Rate	64,000
Average Revenue	\$91,000
Projected Annual Economic Impact	\$2.5M+
Marque Event Impact	\$1.5M
5-year Economic Impact	\$10M+



Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

2021 Per Traveler Spending
Day.....\$75
Overnight.....\$317



PROFORMA OVERVIEW

The below Estimated Annual Profit figures were completed using calculations from the Proforma Tabs in the attached excel spreadsheet. All revenue and expense calculations were made using the expected usage rate charts for USA BMX programmed use.

Revenue Sources Included:

- Race Entry Fees
- Organized Practice Fees
- Coaching/Lesson Fees
- Concession Sales

Expenses Included:

- Awards
- USA BMX Event Insurance
- USA BMX Sanction Fees
- Utilities
- Operations
- Maintenance

Estimated Annual Profit

	Year 1	Year 3	Year 5
Race Fees Only	\$13,000	\$11,000	\$50,000
Room For Salaries	N/A	\$30,000	\$60,000
Race Fees + Concession Sales	\$16,000	\$73,000	\$137,000
Room for Salaries	\$30,000	\$60,000	\$150,000

The Importance of Concessions

As demonstrated by the chart, the operation of a concession stand is valuable to every USA BMX program. Each event has attendees at the venue for between 2 and 4 hours leading to the concession sales goal of only \$3/attendee at a 35% profit margin. This type of revenue generation is typically not possible at passive use only venues.



USAGE RATES

DETAILED COMPARISONS

Year	Okeehoelee BMX 2023	Cape Coral BMX 2023	Sarasota BMX 2023
Memberships			
Total Paid Memberships	907	297	406
Free Trial Memberships/Races given to community	477	192	246
Total ALL Memberships	1384	489	652
Open Event Count			
Total Open Local Competitions (like a swim meet)	67	59	46
Total Open Practice Events	94	50	89
Total Open Events	161	109	135
Open Event Participants			
Average Participant Registration per Comp/Practice Event	131	69	60
Total Participants for all Open Events	21,091	7,521	8,100
Other Local Event Participation			
Total Lesson/Rental Events	50	50	161
Average Participants for Lesson/Rental Events	19	17	20
Total Participants for Lesson/Rental Events	950	850	3,220
Total Participation of Local Events			
Total Annual Participants of All Local Events	22,041	8,371	11,320
Special Event Participation			
Race For Life Participants	133	82	57
Bob Warnicke Scholarship Race Participants	160	56	83
Earned Double Participants	142	92	98
State Championship Qualifier Participants	819	983	971
State Championship Finals Participants			
Regional Qualifier (Gold Cup) Participants	389		
Total Participants Special Events	1,643	1,213	1,209
Local Annual Totals			
Total Annual Participants of all Events	23,684	9,584	12,529
Spectator to Participant Ratio	2 to 1	2 to 1	2 to 1
Total Annual Spectators	47,368	19,168	25,058
Total Annual Attendees (Participants+Spectators)	71,052	28,752	37,587
National Event Data			
National / Gold Cup Final Participation			
Days	3	3	3
Total National Event Participation	0	0	0
Spectator to Participant Ratio	3.2 to 1	3.2 to 1	3.2 to 1
Total National Event Spectators	0	0	0
Total National Event Attendance (Participants + Spectators)	0	0	0
Combined Facility Usage			
Total Annual Participants	23,684	9,584	12,529
Total Annual Spectators	47,368	19,168	25,058
Total Annual Attendees (Participants+Spectators)	71,052	28,752	37,587



USAGE RATES DETAILED 5-YEAR PROJECTIONS

Year	Palm Bay Year 1	Palm Bay Year 2
Memberships		
Total Paid Memberships	50	100
Free Trial Memberships/Races given to community	50	75
Total ALL Memberships	100	175
Open Event Count		
Total Open Local Competitions (like a swim meet)	40	40
Total Open Practice Events	40	40
Total Open Events	80	80
Open Event Participants		
Average Participant Registration per Comp/Practice Event	30	40
Total Participants for all Open Events	2,400	3,200
Other Local Event Participation		
Total Lesson/Rental Events	40	40
Average Participants for Lesson/Rental Events	10	15
Total Participants for Lesson/Rental Events	400	600
Total Participation of Local Events		
Total Annual Participants of All Local Events	2,800	3,800
Special Event Participation		
Race For Life Participants	40	50
Bob Warnicke Scholarship Race Participants	40	50
Earned Double Participants	40	50
State Championship Qualifier Participants	900	0
State Championship Finals Participants		
Regional Qualifier (Gold Cup) Participants		
Total Participants Special Events	1,020	150
Local Annual Totals		
Total Annual Participants of all Events	3,820	3,950
Spectator to Participant Ratio	2 to 1	2 to 1
Total Annual Spectators	7,640	7,900
Total Annual Attendees (Participants+Spectators)	11,460	11,850
National Event Data		
National / Gold Cup Final Participation		
Days		
Total National Event Participation		
Spectator to Participant Ratio		
Total National Event Spectators		
Total National Event Attendance (Participants + Spectators)		
Combined Facility Usage		
Total Annual Participants	3,820	3,950
Total Annual Spectators	7,640	7,900
Total Annual Attendees (Participants+Spectators)	11,460	11,850



USAGE RATES

DETAILED 5-YEAR

PROJECTIONS

USA BMX Facility Usage Rate Data			
Year	Palm Bay Year 3	Palm Bay Year 4	Palm Bay Year 5
Memberships			
Total Paid Memberships	150	275	400
Free Trial Memberships/Races given to community	100	150	200
Total ALL Memberships	250	425	600
Open Event Count			
Total Open Local Competitions (like a swim meet)	80	80	80
Total Open Practice Events	40	40	40
Total Open Events	120	120	120
Open Event Participants			
Average Participant Registration per Comp/Practice Event	50	75	100
Total Participants for all Open Events	6,000	9,000	12,000
Other Local Event Participation			
Total Lesson/Rental Events	40	80	100
Average Participants for Lesson/Rental Events	20	25	30
Total Participants for Lesson/Rental Events	800	2,000	3,000
Total Participation of Local Events			
Total Annual Participants of All Local Events	6,800	11,000	15,000
Special Event Participation			
Race For Life Participants	60	85	110
Bob Warnicke Scholarship Race Participants	60	85	110
Earned Double Participants	60	85	110
State Championship Qualifier Participants	900	0	900
State Championship Finals Participants			
Regional Qualifier (Gold Cup) Participants		300	
Total Participants Special Events	1,080	555	1,230
Local Annual Totals			
Total Annual Participants of all Events	7,880	11,555	16,230
Spectator to Participant Ratio	2 to 1	2 to 1	2 to 1
Total Annual Spectators	15,760	23,110	32,460
Total Annual Attendees (Participants+Spectators)	23,640	34,665	48,690
National Event Data			
National / Gold Cup Final Participation			
Days	2		3
Total National Event Participation	0		0
Spectator to Participant Ratio			
Total National Event Spectators	0		0
Total National Event Attendance (Participants + Spectators)	0		0
Combined Facility Usage			
Total Annual Participants	7,880	11,555	16,230
Total Annual Spectators	15,760	23,110	32,460
Total Annual Attendees (Participants+Spectators)	23,640	34,665	48,690



ECONOMIC IMPACT DETAILED 5-YEAR CALCULATOR

USA BMX Facility Usage Rate Data					
Year	Palm Bay Year 1	Palm Bay Year 2	Palm Bay Year 3	Palm Bay Year 4	Palm Bay Year 5
Local Facility Usage					
Programmed Use	2,800	3,800	6,800	11,000	15,000
Passive Use	18000	18000	18000	18000	18000
Total All Use	20800	21800	24800	29000	33000
Local Economic Impact					
Daily value per person	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75
Total Local Economic Impact	\$ 1,560,000	\$ 1,635,000	\$ 1,860,000	\$ 2,175,000	\$ 2,475,000
Special Event Economic Impact					
State Race	900	0	900	0	900
State Race Day Trip	450	0	450	0	450
State Race Overnight	450	0	450	0	450
State Race Economic Impact	\$ 176,400	\$ -	\$ 176,400	\$ -	\$ 176,400
Gold Cup Qualifier	0	0	0	300	0
Gold Cup Day Trip				75	
Gold Cup Overnight				225	
Gold Cup Economic Impact				\$ 76,950	
State Finals	0	0	0	0	0
State Finals Day Trip					0
State Finals Overnight					0
State Finals Economic Impact					\$ -
Total Special Event Impact	\$ 176,400	\$ -	\$ 176,400	\$ 76,950	\$ 176,400
Marquee Event Economic Impact					
Gold Cup Finals	0	0	0	0	0
National Events	0	0	0	0	0
Overnight value per person			\$ 317		\$ 317
Total nights			2		3
Total Marquee Event Economic Impact			\$ -		\$ -
Total Economic Impact	\$ 1,736,400	\$ 1,635,000	\$ 2,036,400	\$ 2,251,950	\$ 2,651,400
					\$ 10,311,150
Daily Value	\$ 75				
Overnight Value	\$ 317				



THIRD PARTY REPORTS

Okeeheelee BMX

Forest Hill Boulevard, Palm Beach Farms, FL 33415

2023

Over 10 Min

+

ap error

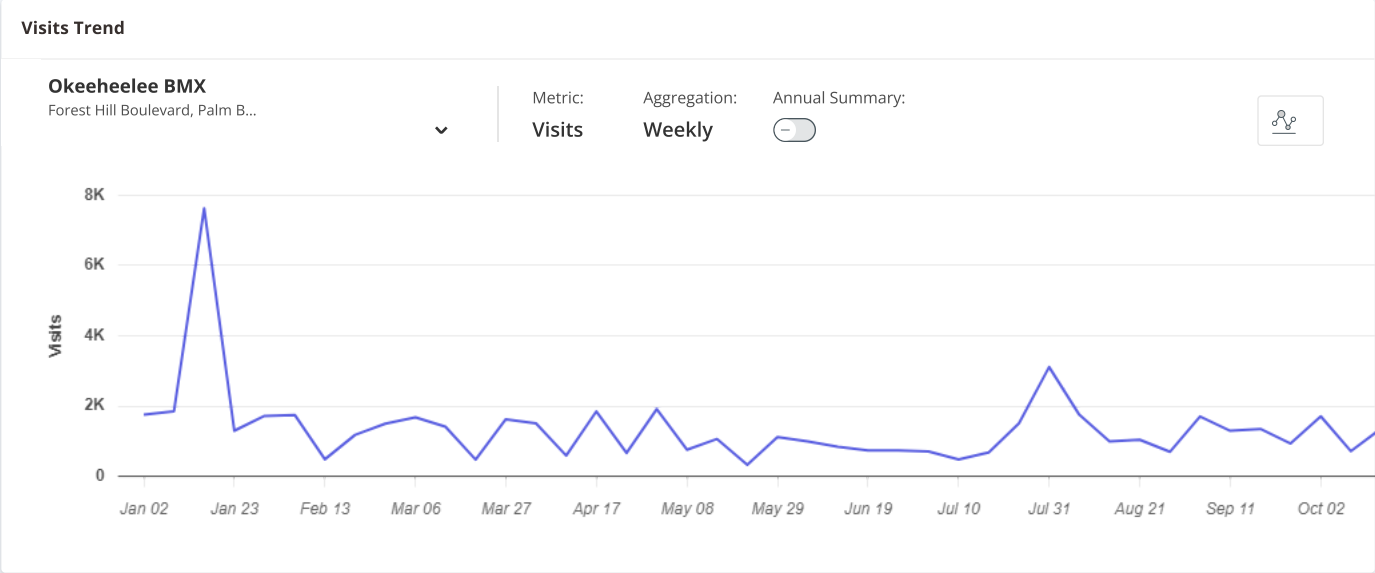
Okeeheelee BMX is a custom POI and only available for your account.

Learn More

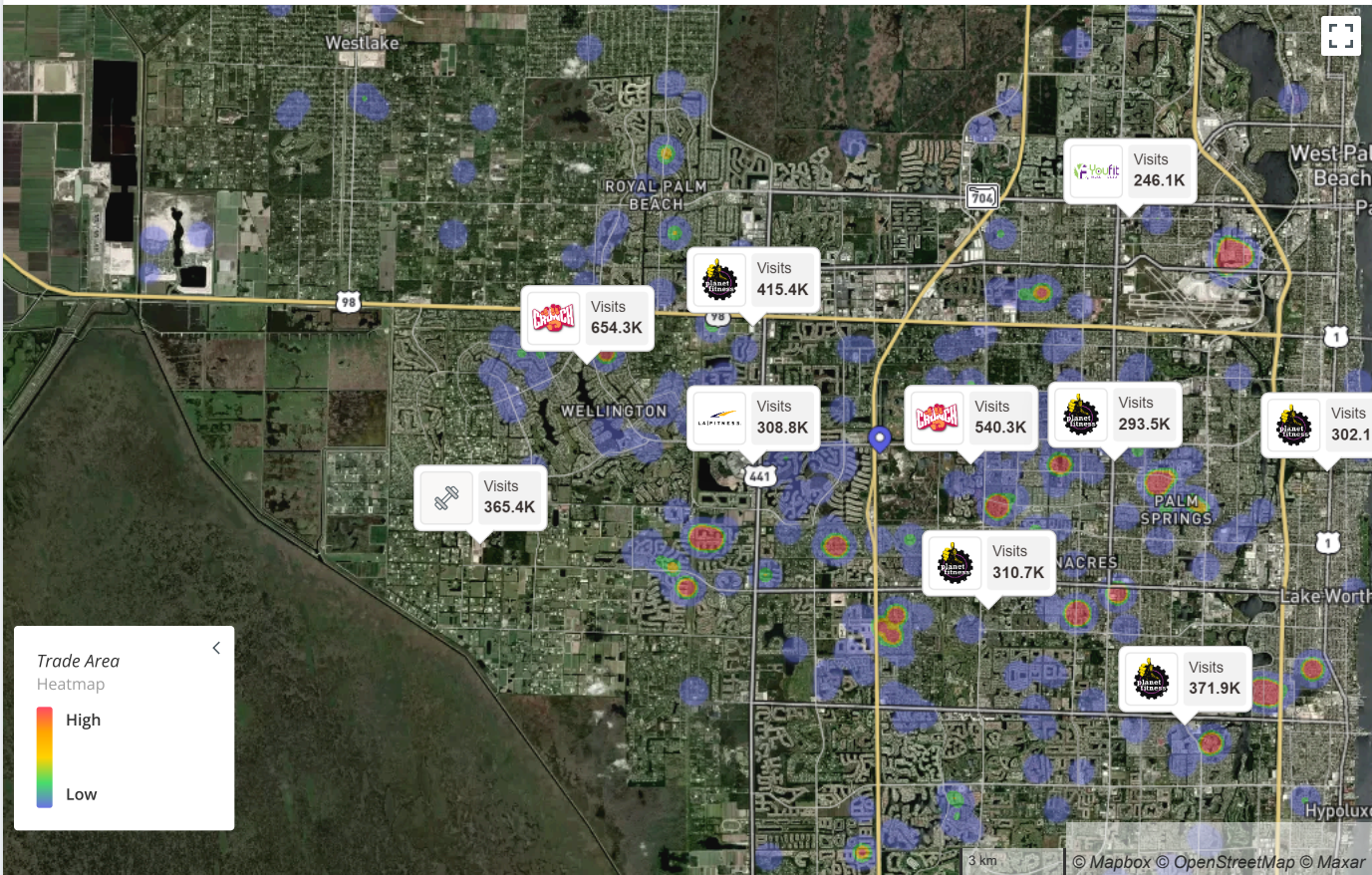
Metrics

Property:
Okeeheelee BMX / Forest Hill ...

Visits	65.3K	Avg. Dwell Time	146 min
Visits / sq ft	0.27	Panel Visits	3.6K
Size - sq ft	245.1K	Visits YoY	-27.3%
Visitors	9.8K	Visits Yo2Y	-23.8%
Visit Frequency	6.68	Visits Yo3Y	+18.4%



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

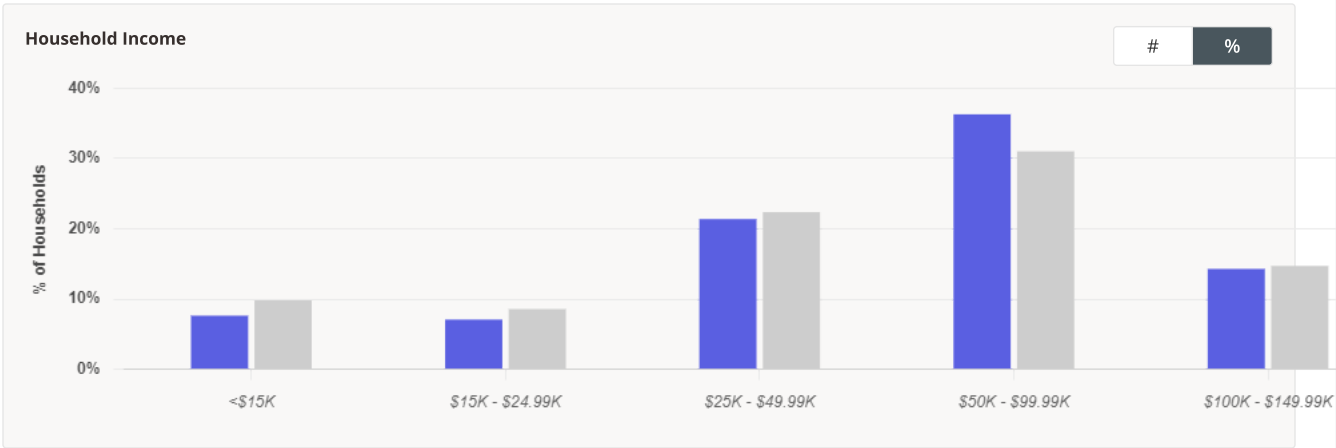
Audience Overview

Okeeheelee BMX
Forest Hill Boulevard, Palm B...

Dataset: Census 2021 View: Potential Market Compare to: Florida ▾



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Okeeheelee BMX Forest Hill Boulevard, ...	\$64.6K	27.5%	37.2	Hispanic or Latino (38.7%)	3.04
Florida	\$61.8K	31.5%	41.9	White (52.6%)	2.62



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Okeeheelee BMX
Forest Hill Boulevard, Palm B...



Benchmark: Category: Fitness Metric: Visits

Nationwide

123* / 170

View List ⓘ

28%

Florida

10* / 11

View List ⓘ

18%

Local: 15mi

1* / 1

View List ⓘ

0%

Favorite Places

Loading...

Visitor Journey

Loading...

Visitor Journey - Routes

Loading...

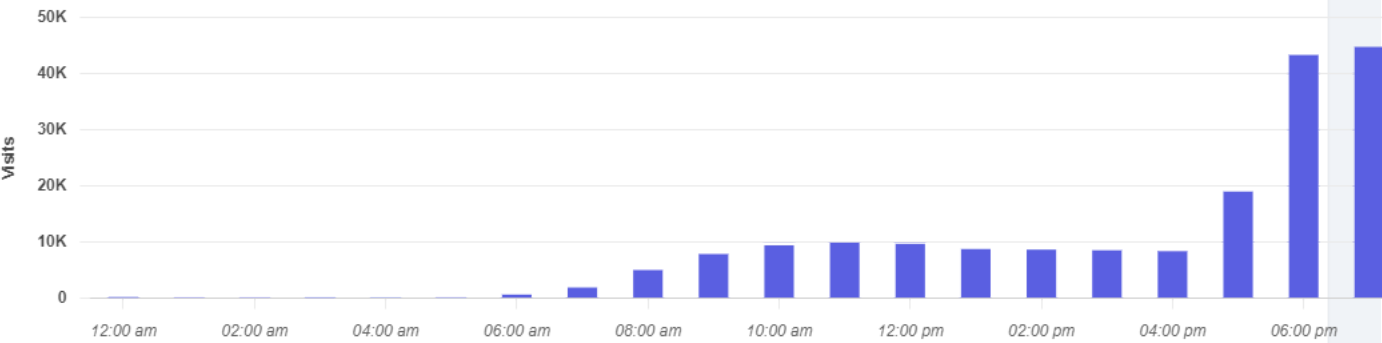
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Okeehseelee BMX
Forest Hill Boulevard, Palm B...



Metric:
Visits



Okeeheelee BMX

Visits



Okeeheelee BMX

Visits



146 mi

134 mi



1346 Southwest 6th Place, Cape Coral, FL 33991

[Learn More](#)

Property:

Cape Coral BMX / Southwest 6...



Visits	38.2K	Avg. Dwell Time	82 min
Visits / sq ft	0.27	Panel Visits	2.6K
Size - sq ft	143.1K	Visits YoY	+6.2%
Visitors	7.7K	Visits Yo2Y	-16.8%
Visit Frequency	4.93	Visits Yo3Y	+48.5%

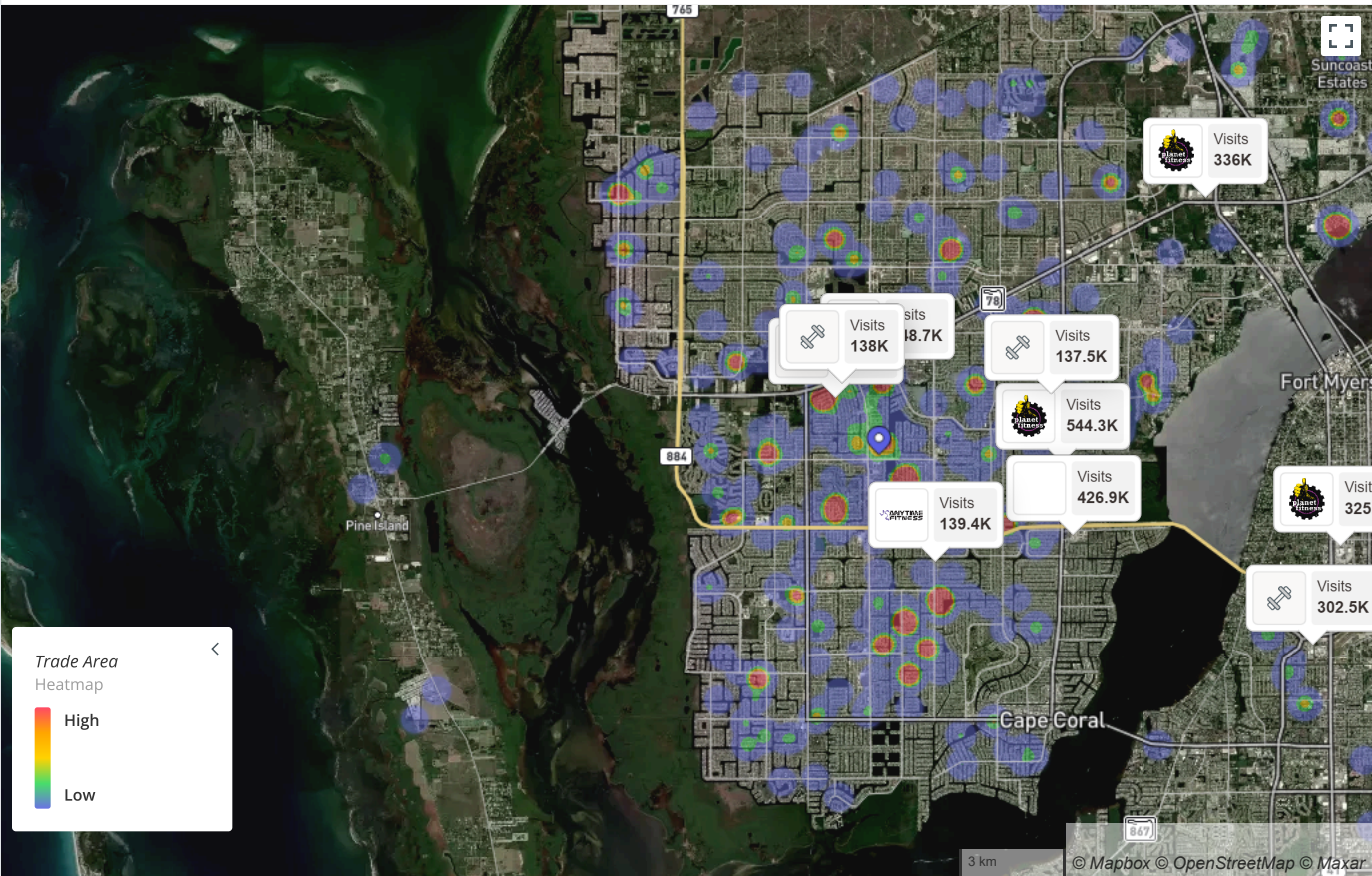
Cape Coral BMX

1346 Southwest 6th Place, Ca...

Metric: **Visits** Aggregation: **Weekly** Annual Summary:



Market Landscape



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Audience Overview

Cape Coral BMX
1346 Southwest 6th Place, Ca...

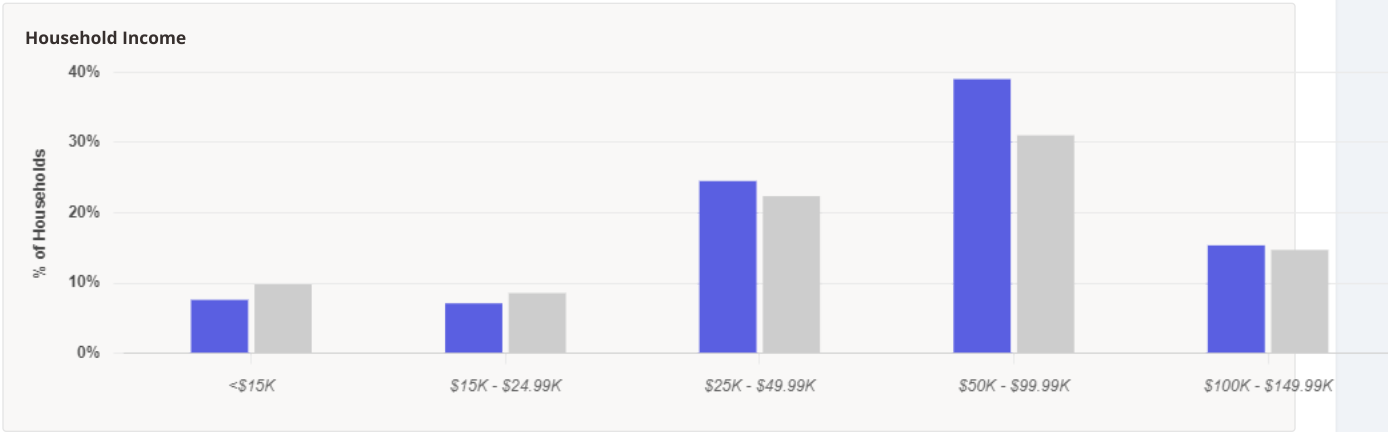
Dataset:
Census 2021

View:
Captured Market

Compare to:
Florida



Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
Cape Coral BMX Southwest 6th Place, Cape C...	\$58.7K	20.4%	White (72.7%)	2.35
Florida	\$61.8K	31.5%	White (52.6%)	2.62



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

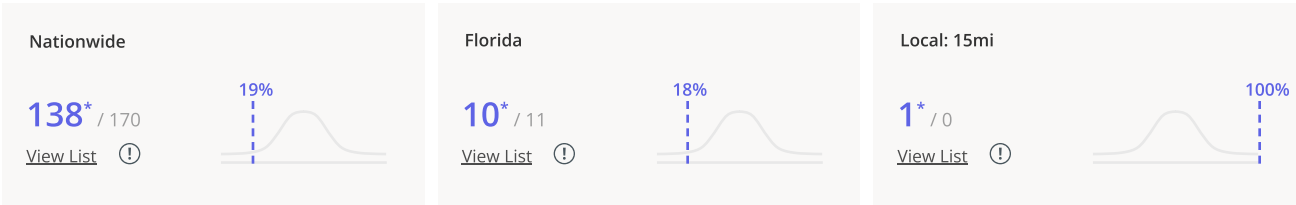
Ranking Overview

Cape Coral BMX
1346 Southwest 6th Place, Ca...



Benchmark:
Category: Fitness

Metric:
Visits



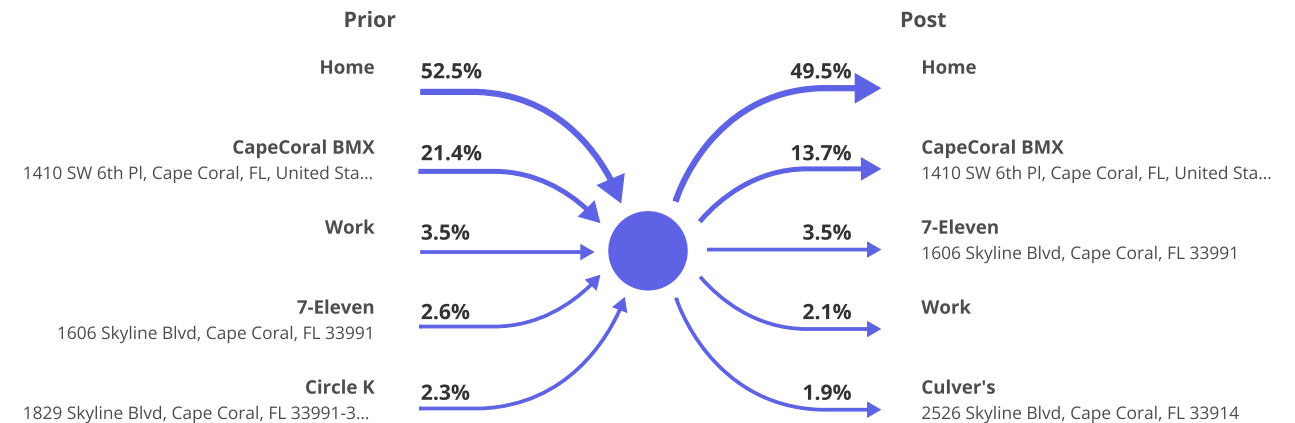
Favorite Places

Category:
 Categories (46) ▾
 Min. Visits:
 1

Cape Coral BMX / Southwest 6th Place, Cape Coral, FL			
Rank	Name	Distance	Visitors
1	CapeCoral BMX / 1410 SW 6th Pl, Cape Coral, FL 33991	0.1 mi	6.3K (80.7%)
2	Downtown Cape Coral Florida / 4817 Milton St, Cape Coral, FL 33904	4.9 mi	4.2K (54.2%)
3	The Shops at Midpoint Center / 2522 Santa Barbara Blvd, Cape Coral, FL 33914	1.6 mi	3.8K (48.8%)
4	Page Field Commons / 5043 S Cleveland Ave, Fort Myers, FL 33907	7.8 mi	3.2K (41.9%)
5	Walmart / 1619 Del Prado Blvd, Cape Coral, FL 33990	3.2 mi	3.2K (41.8%)

Visitor Journey

Property:
 Cape Coral BMX / Southwest 6...
 Show by:
 Location Category Category Group
 Show Home/Work:
 On



Visitor Journey - Routes

Property:
[Cape Coral BMX / Southwest 6...](#)

Journey Direction:

To Property

From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Dismiss

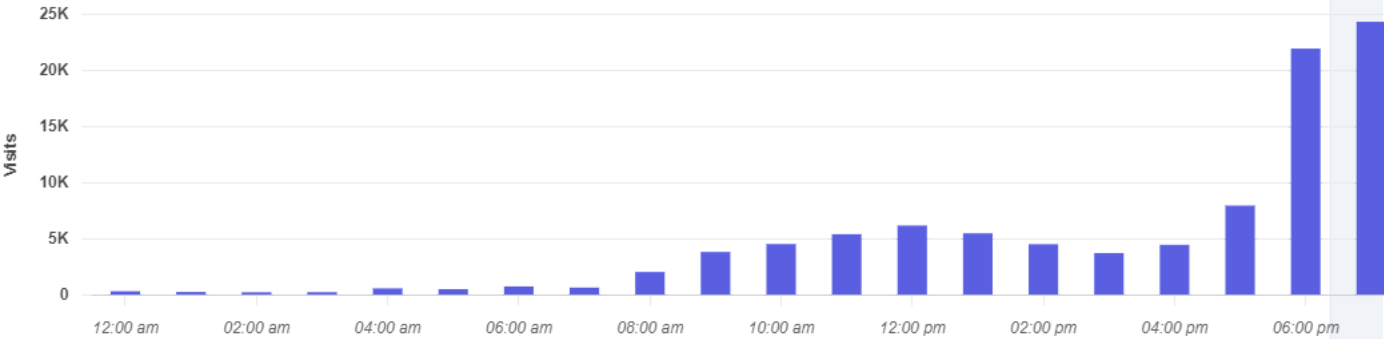
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Cape Coral BMX
1346 Southwest 6th Place, Ca...



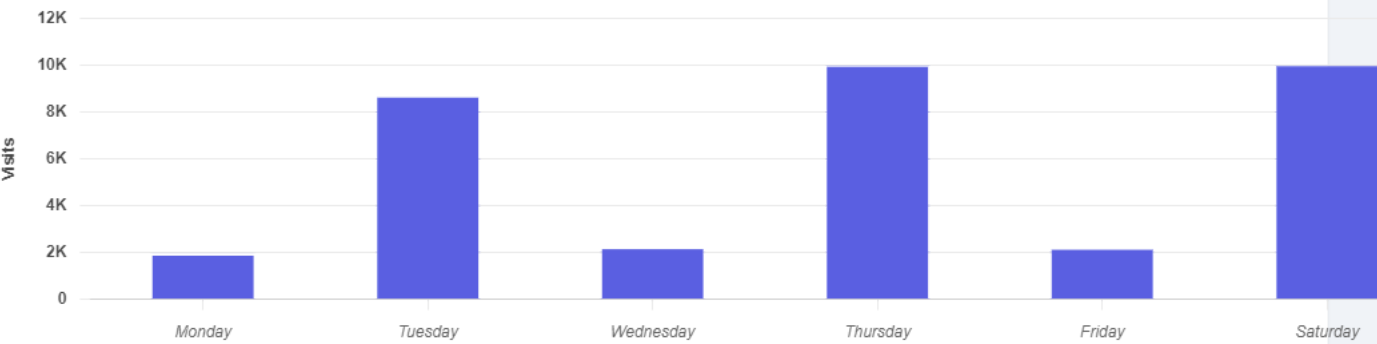
Metric:
Visits



Daily Visits

Cape Coral BMX
1346 Southwest 6th Place, Ca...

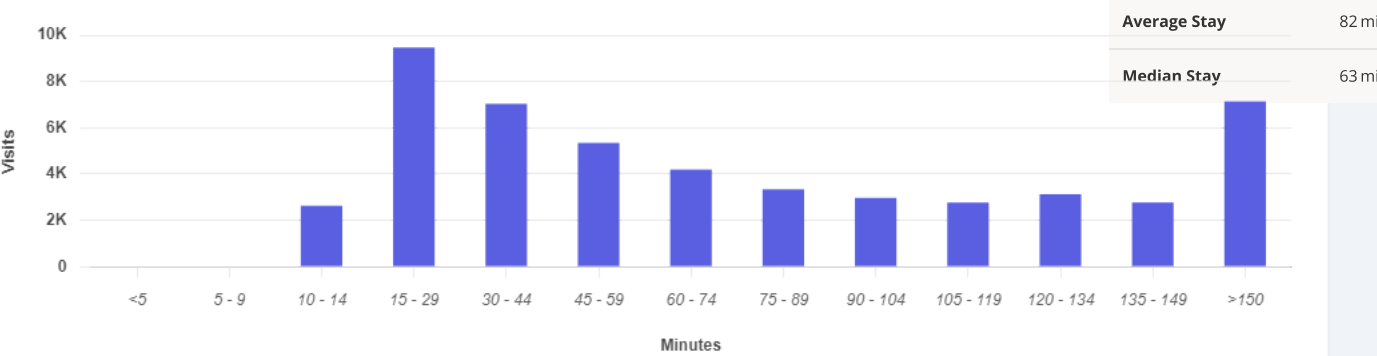
Metric:
Visits

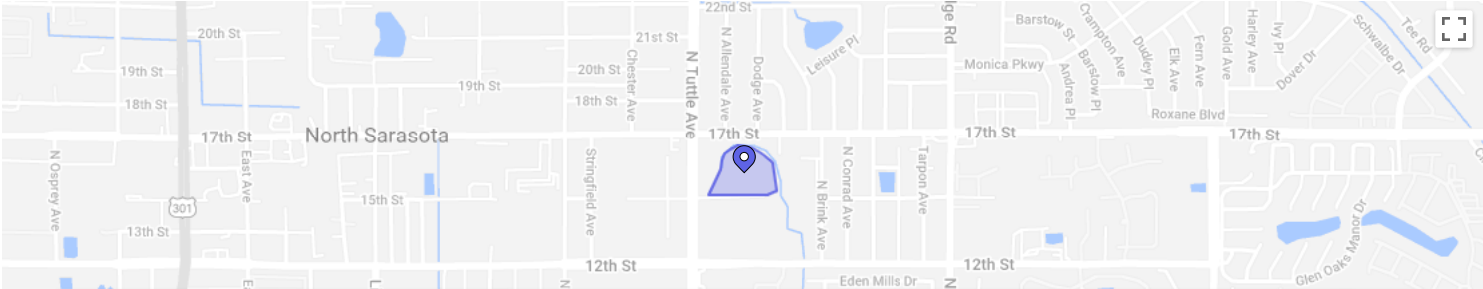



Visit Duration

Cape Coral BMX
1346 Southwest 6th Place, Ca...

Metric:
Visits

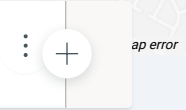






Sarasota BMX

17th Street, Sarasota, FL 34235



 2023 

 Over 10 Min 





 Sarasota BMX is a custom POI and only available for your account.

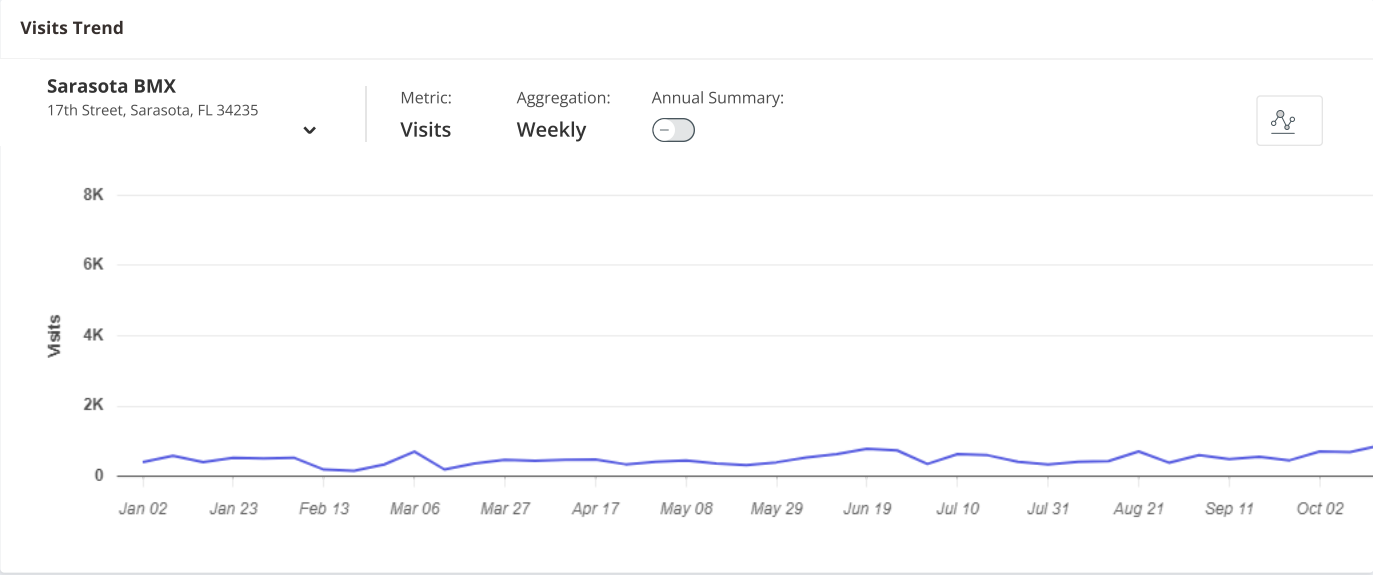
[Learn More](#)

Metrics

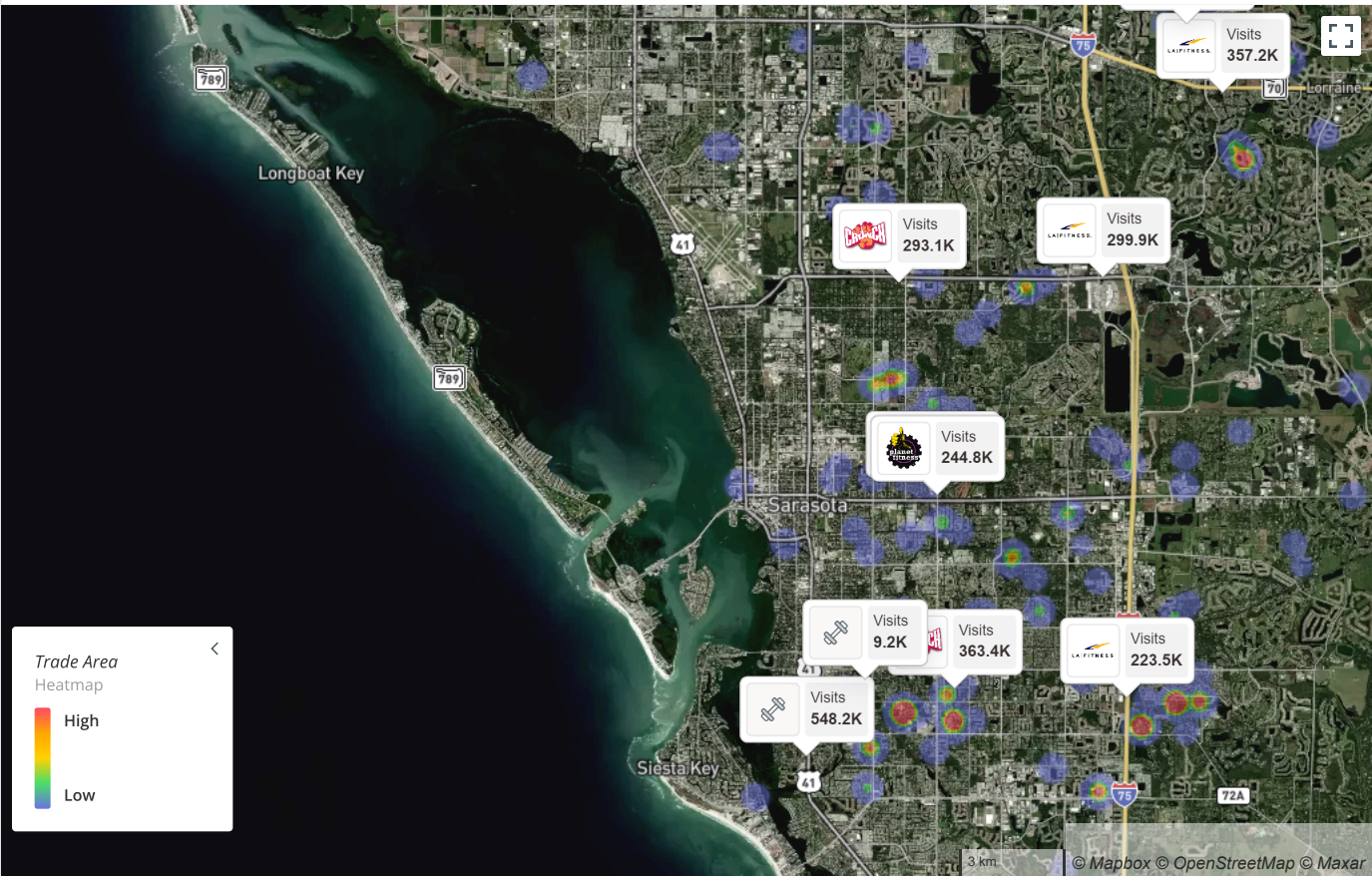
Property:
[Sarasota BMX / 17th Street, S...](#)



Visits	32.3K	Avg. Dwell Time	103 min
Visits / sq ft	0.12	Panel Visits	1.9K
Size - sq ft	267.4K	Visits YoY	+32.9%
Visitors	6.3K	Visits Yo2Y	+13.8%
Visit Frequency	5.15	Visits Yo3Y	+10.2%



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

Audience Overview

Sarasota BMX
17th Street, Sarasota, FL 34235

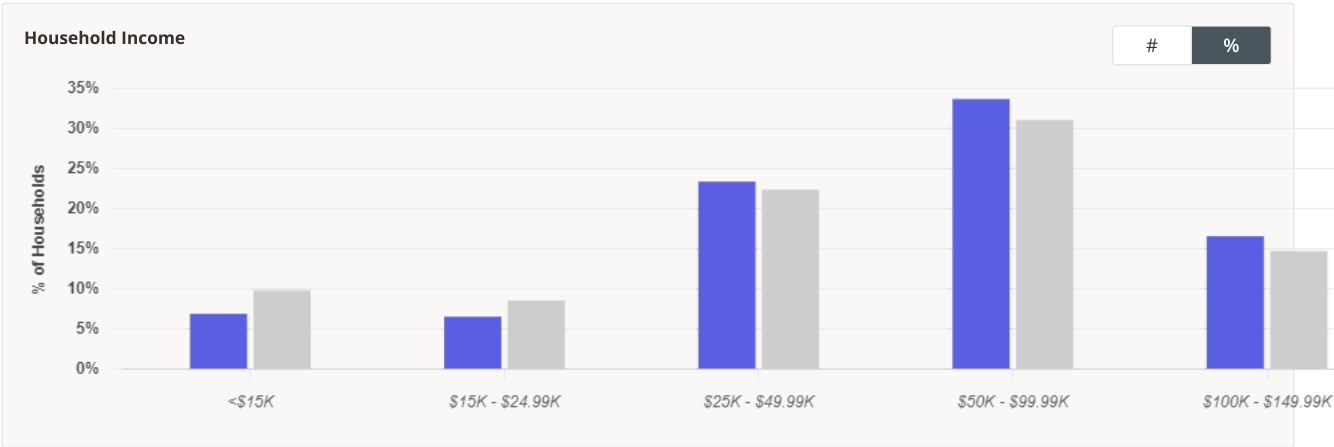
Dataset:
Census 2021

View:
Potential Market

Compare to:
Florida



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Sarasota BMX 17th Street, Sarasota, ...	\$67K	29.6%	46.3	White (71.2%)	2.54
Florida	\$61.8K	31.5%	41.9	White (52.6%)	2.62



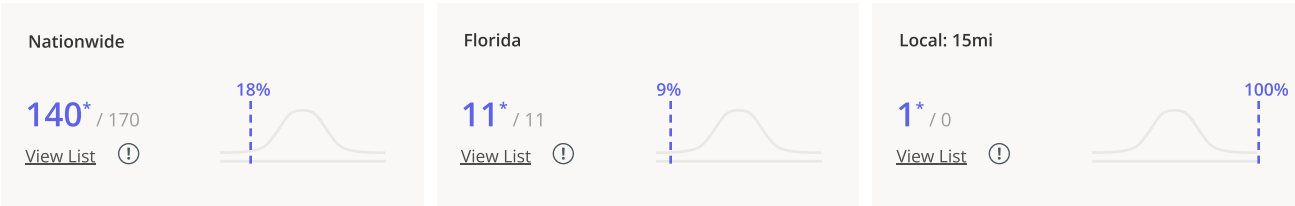
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Sarasota BMX
17th Street, Sarasota, FL 34235

Benchmark:
Category: Fitness

Metric:
Visits



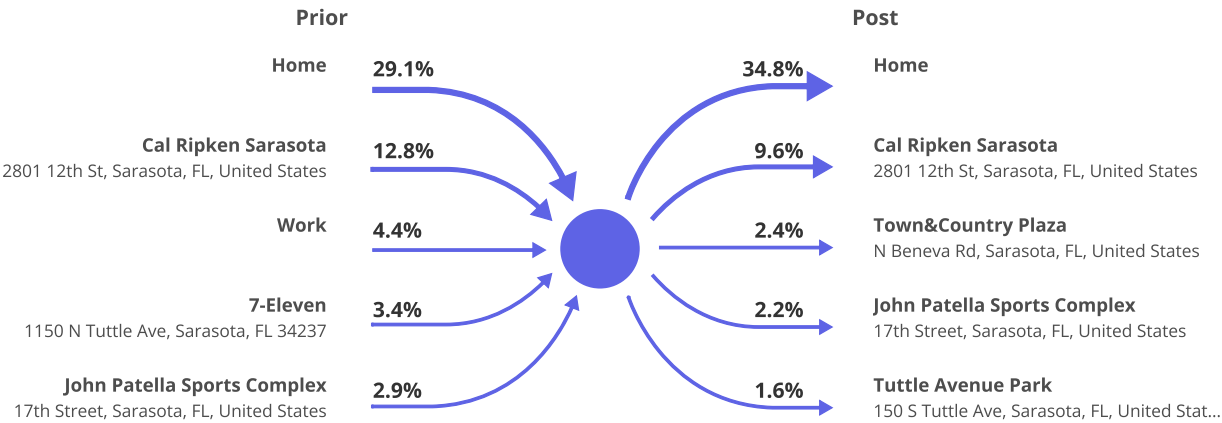
Favorite Places

Category:
 All Categories
 Min. Visits:
 1

Sarasota BMX / 17th Street, Sarasota, FL			
Rank	Name	Distance	Visitors
1	Sarasota BMX / 1500 N Tuttle Ave, Sarasota, FL 34237	0 mi	5.2K (83.5%)
2	Cal Ripken Sarasota / 2801 12th St, Sarasota, FL 34237	0.1 mi	3.7K (59.8%)
3	UTC Shopping Center / 257 N Cattlemen Rd, Sarasota, FL 34201	4.3 mi	3.6K (57.9%)
4	The Mall at University Town Center / 140 University Town Center Dr, Sarasota, FL 34243	4.4 mi	2.7K (43.1%)
5	Sarasota Crossings / 5411 Fruitville Rd, Sarasota, FL 34232	3.2 mi	2.3K (36.8%)

Visitor Journey

Property:
 Sarasota BMX / 17th Street, S...
 Show by:
 Location
 Category
 Category Group
 Show Home/Work:
 On



Visitor Journey - Routes

Property:
Sarasota BMX / 17th Street, S...

Journey Direction:

To Property

From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

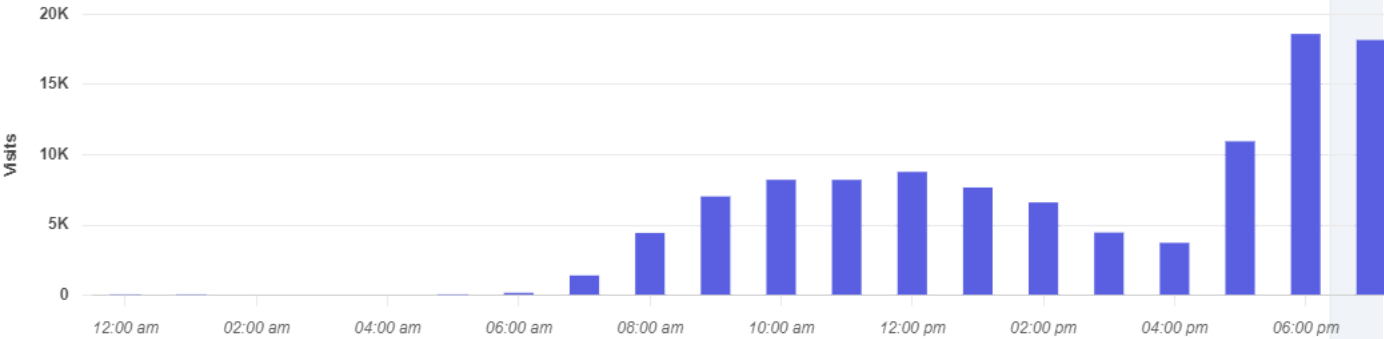
Dismiss

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Sarasota BMX
17th Street, Sarasota, FL 34235

Metric:
Visits



Sarasota BMX

Metric:

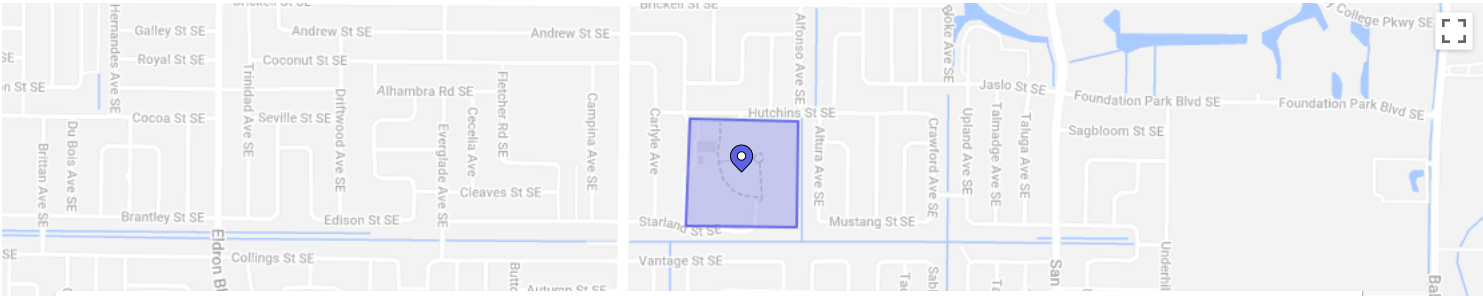
Day	Visits
Monday	1000
Tuesday	5500
Wednesday	3500
Thursday	4000
Friday	8000
Saturday	7500

Sarasota BMX

Metric:

Minutes	Visits (K)
<5	0
5 - 9	0
10 - 14	2.4
15 - 29	5.3
30 - 44	4.7
45 - 59	2.7
60 - 74	3.0
75 - 89	2.7
90 - 104	2.8
105 - 119	3.8
120 - 134	3.8
135 - 149	3.1
>150	9.1

Average Stay: 103 min
Median Stay: 94 min



Liberty Park

Starland Street Southeast, Palm Bay, FL 32950

2023

Over 10 Min

Liberty Park is a custom POI and only available for your account.

Learn More

Metrics

Property:
[Liberty Park / Starland Street...](#)

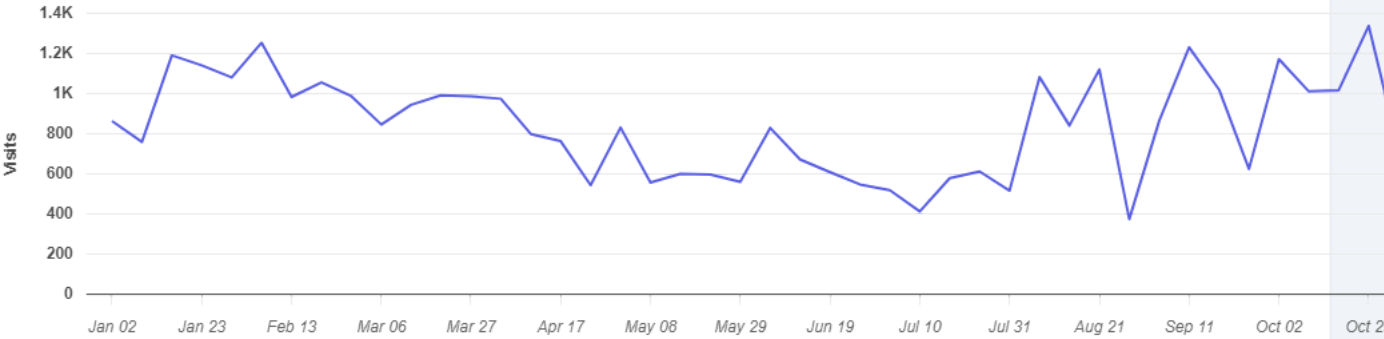


Visits	42.3K	Avg. Dwell Time	58 min
Visits / sq ft	0.03	Panel Visits	2.9K
Size - sq ft	1.2M	Visits YoY	-9.6%
Visitors	10K	Visits Yo2Y	-7.8%
Visit Frequency	4.23	Visits Yo3Y	-2.4%

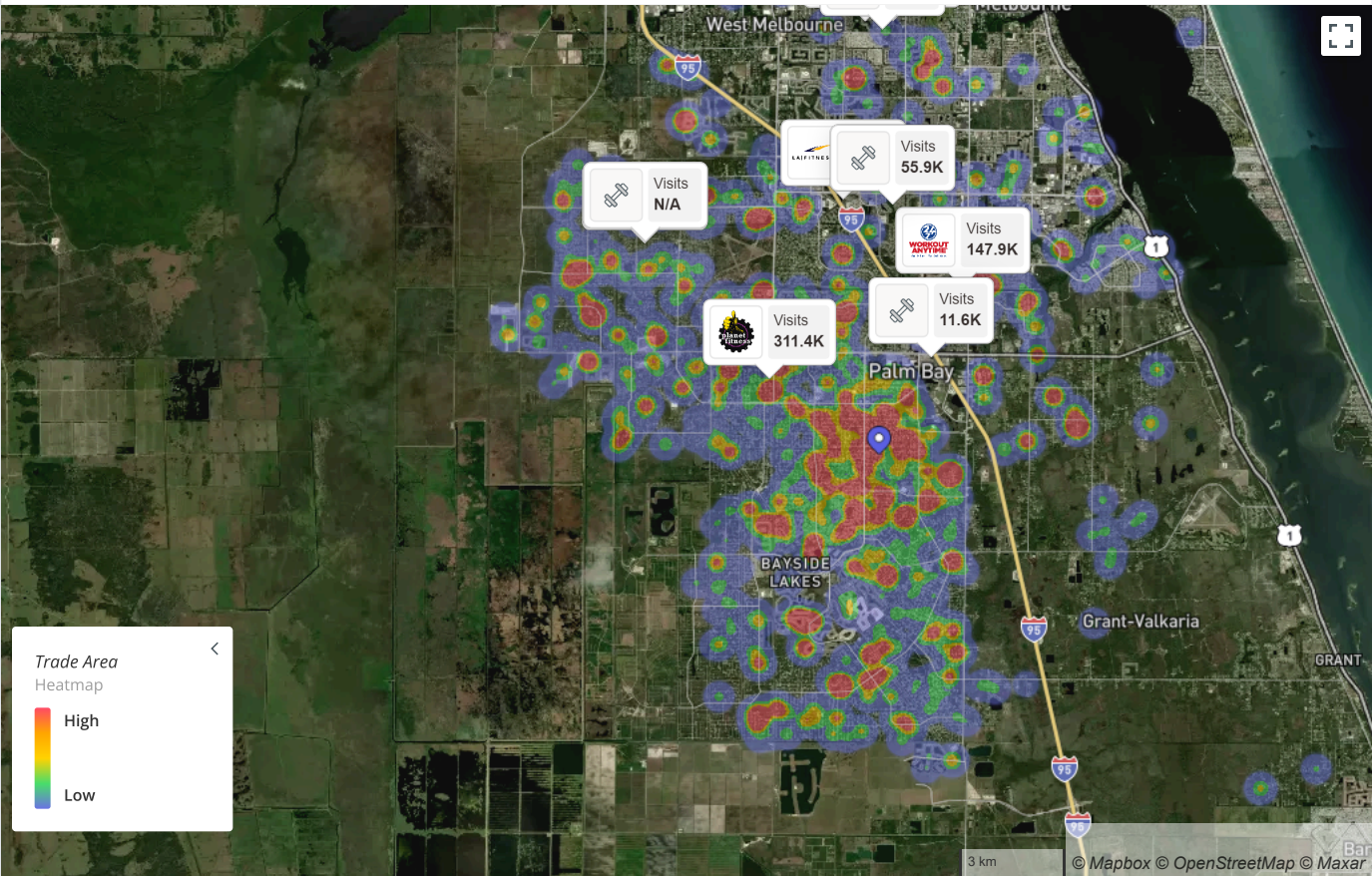
Visits Trend

Liberty Park
Starland Street Southeast, Pa...

Metric: Visits
Aggregation: Weekly
Annual Summary: ☐



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

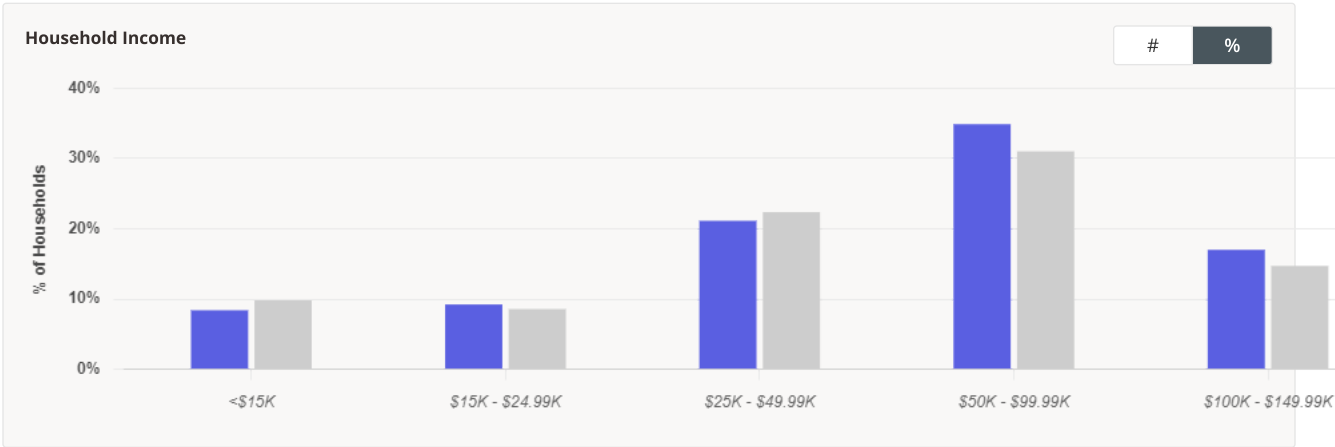
Audience Overview

Liberty Park
Starland Street Southeast, Pa...

Dataset: **Census 2021** View: **Potential Market** Compare to: **Florida** ▾



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Liberty Park Starland Street South...	\$62.9K	26.1%	43.0	White (61%)	2.77
Florida	\$61.8K	31.5%	41.9	White (52.6%)	2.62



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Liberty Park
Starland Street Southeast, Pa... ▾

Benchmark: **Category: Fitness** Metric: **Visits**

Nationwide

135* / 170

[View List](#) ⓘ

21%

Florida

10* / 11

[View List](#) ⓘ

18%

Local: 15mi

1* / 0

[View List](#) ⓘ

100%

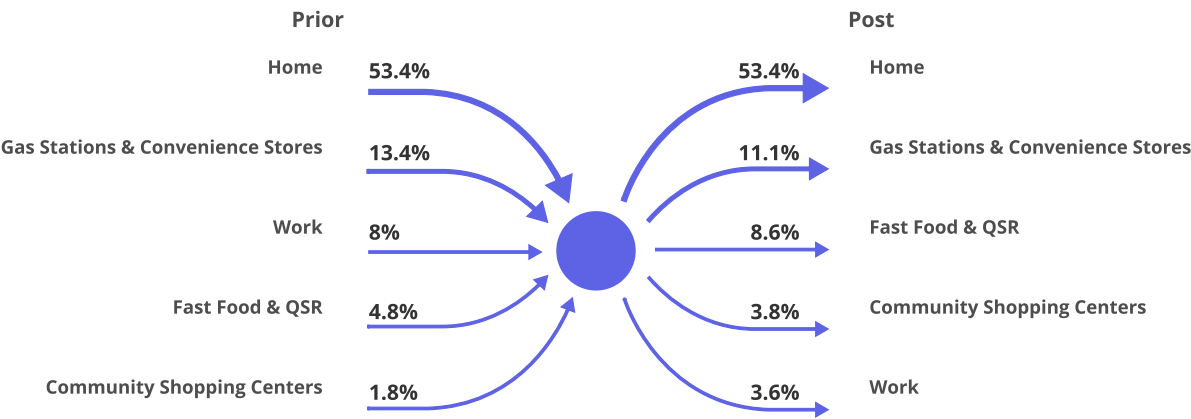
Favorite Places

Category: All Categories ▼ Min. Visits: 1

Liberty Park / Starland Street Southeast, Palm Bay, FL			
Rank	Name	Distance	Visitors
1	Hammock Landing / 205 Palm Bay Rd NE, Melbourne, FL 32904	4.3 mi	8.7K (87.4%)
2	Melbourne Square / 1700 W New Haven Ave, Melbourne, FL 32904	7 mi	8K (79.5%)
3	Walmart / 1040 Malabar Rd SW, Palm Bay, FL 32907	1.2 mi	7.6K (76.2%)
4	Palm Bay West / 160 Malabar Rd, Palm Bay, FL 32907	2.2 mi	7K (70%)
5	Shoppes of Palm Bay / 1150 Malabar Rd, Palm Bay, FL 32907	1.4 mi	6.7K (67.3%)

Visitor Journey

Property: Liberty Park / Starland Street... Show by: Location **Category** Category Group



Visitor Journey - Routes

Property:
[Liberty Park / Starland Street...](#)

Journey Direction:

To Property

From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

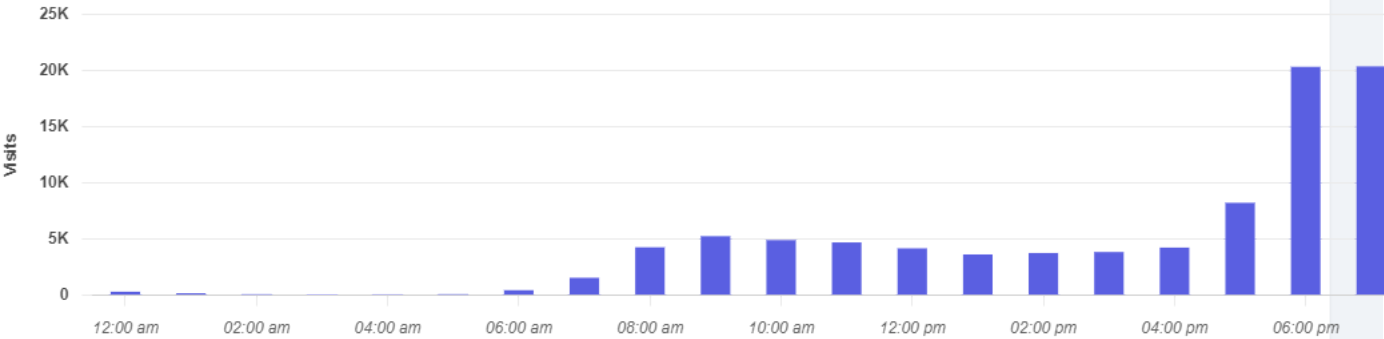
Dismiss

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Liberty Park
Starland Street Southeast, Pa...
▼

Metric:
Visits



Daily Visits

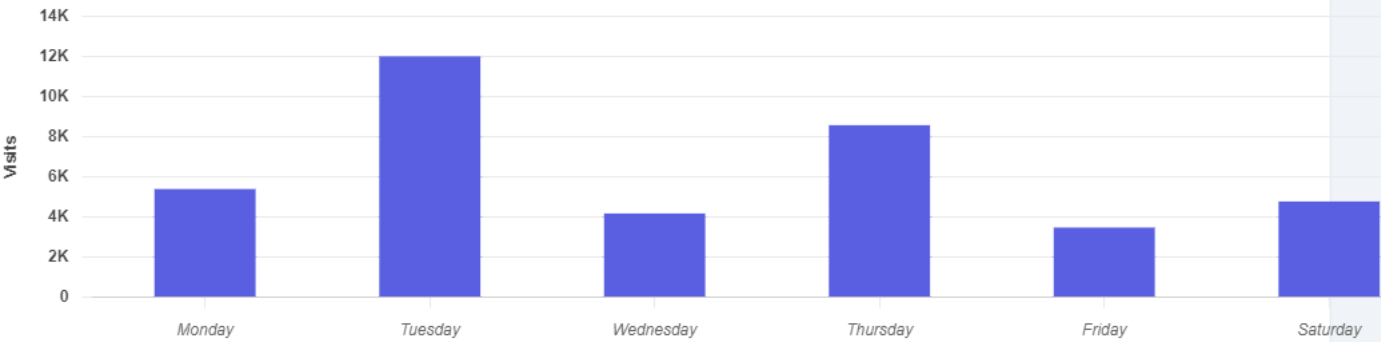
Liberty Park

Starland Street Southeast, Pa...



Metric:

Visits



Visit Duration

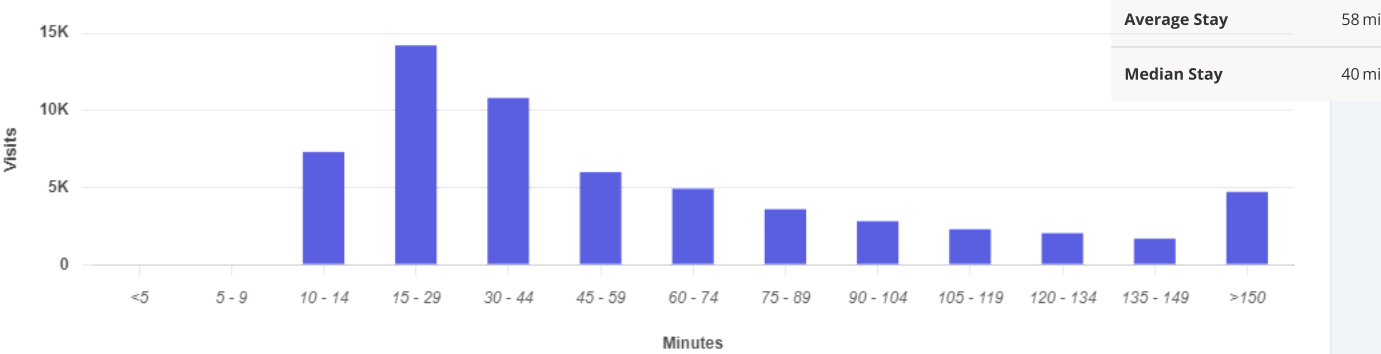
Liberty Park


Starland Street Southeast, Pa...



Metric:

Visits





Palm Bay Little League Primary

Field Walkway, Palm Bay, FL 32905

2023

▼

Over 10 Min

▼



Palm Bay Little League Primary is a custom POI and only available for your account.

Learn More

Metrics

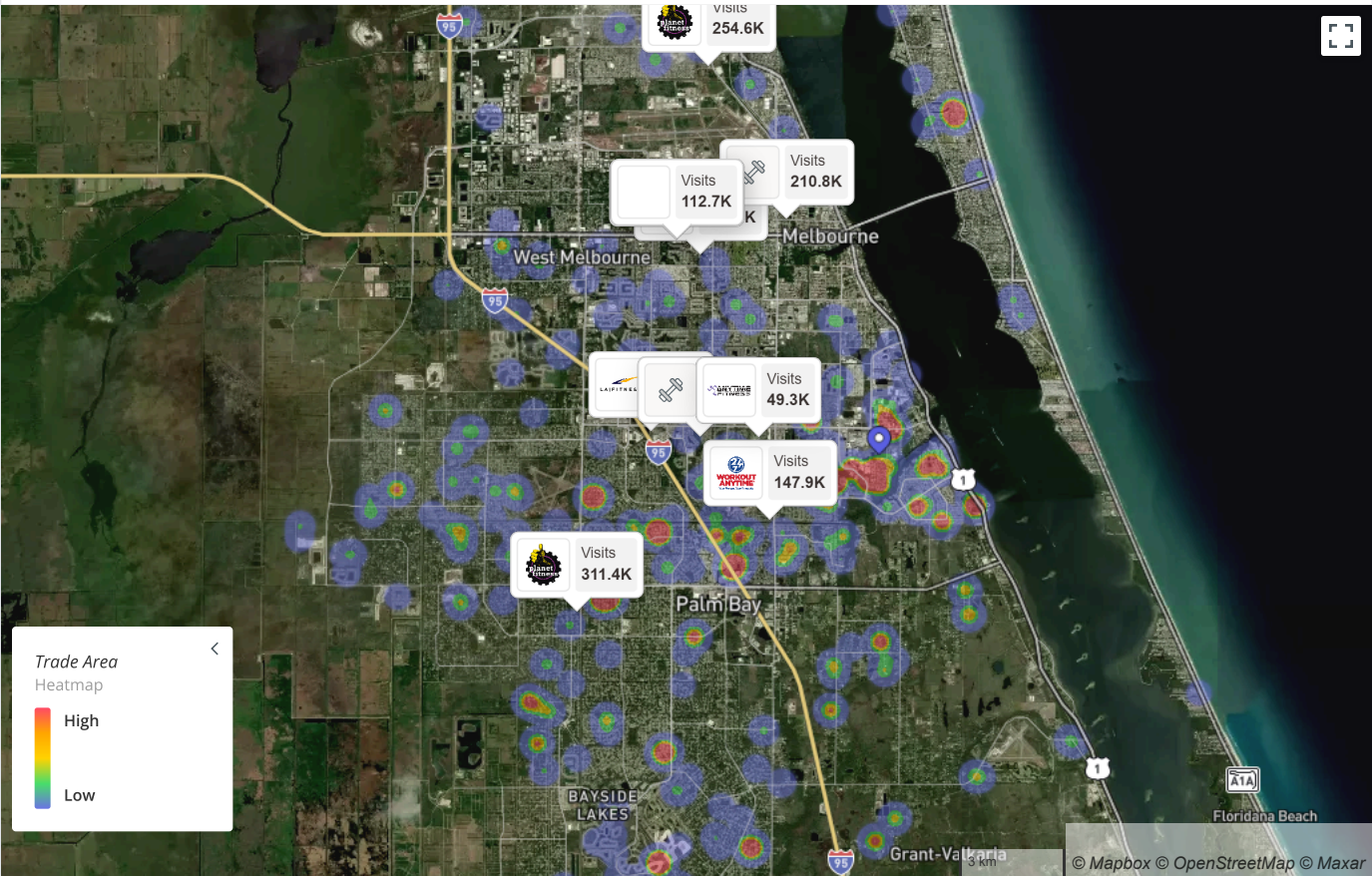
Property:

Palm Bay Little League Prima...

Visits	24.4K	Avg. Dwell Time	112 min
Visits / sq ft	0.06	Panel Visits	1.6K
Size - sq ft	412.6K	Visits YoY	-25.9%
Visitors	4.5K	Visits Yo2Y	-12.8%
Visit Frequency	5.47	Visits Yo3Y	+29%



Market Landscape



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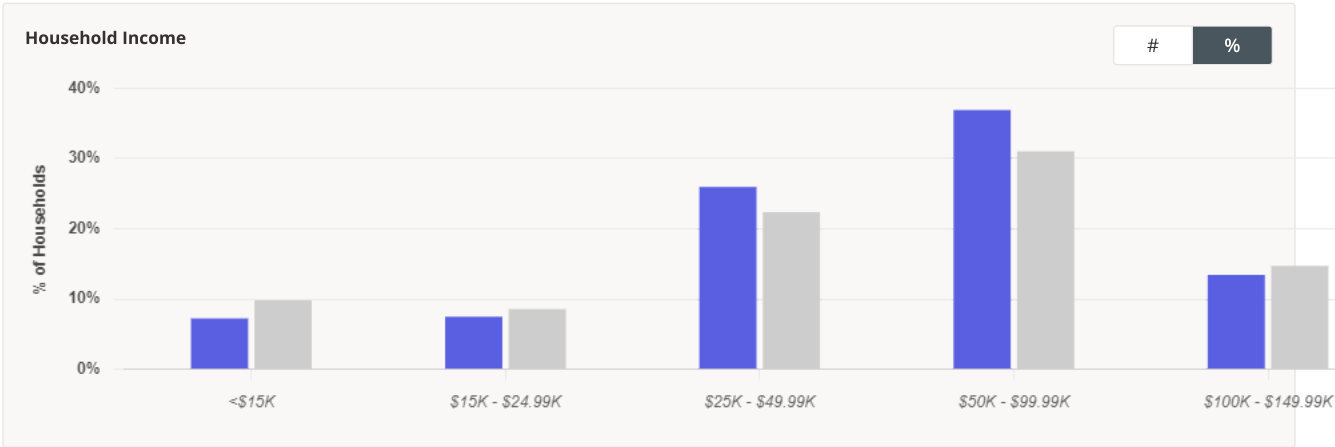
Audience Overview

Palm Bay Little Leag...
Field Walkway, Palm Bay, FL 3...

Dataset: **Census 2021** View: **Potential Market** Compare to: **Florida** ▼



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<div><div></div><div>Palm Bay Little Le...</div><div>Field Walkway, Palm B...</div></div>	\$57.9K	26.2%	42.7	White (64.3%)	2.70
<div><div></div><div>Florida</div></div>	\$61.8K	31.5%	41.9	White (52.6%)	2.62



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Palm Bay Little Leag...
Field Walkway, Palm Bay, FL 3... ▼

Benchmark: **Category: Fitness** Metric: **Visits**

Nationwide

145* / 170

View List ⓘ

15%

Florida

11* / 11

View List ⓘ

0%

Local: 15mi

1* / 0

View List ⓘ

100%

Favorite Places

Loading...

Visitor Journey

Loading...

Visitor Journey - Routes

Loading...

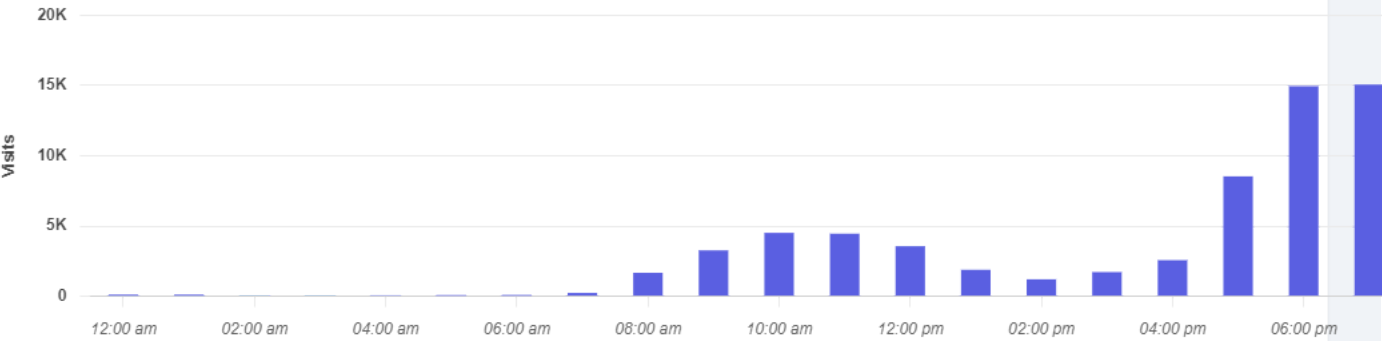
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Palm Bay Little Leag...
Field Walkway, Palm Bay, FL 3...



Metric:
Visits



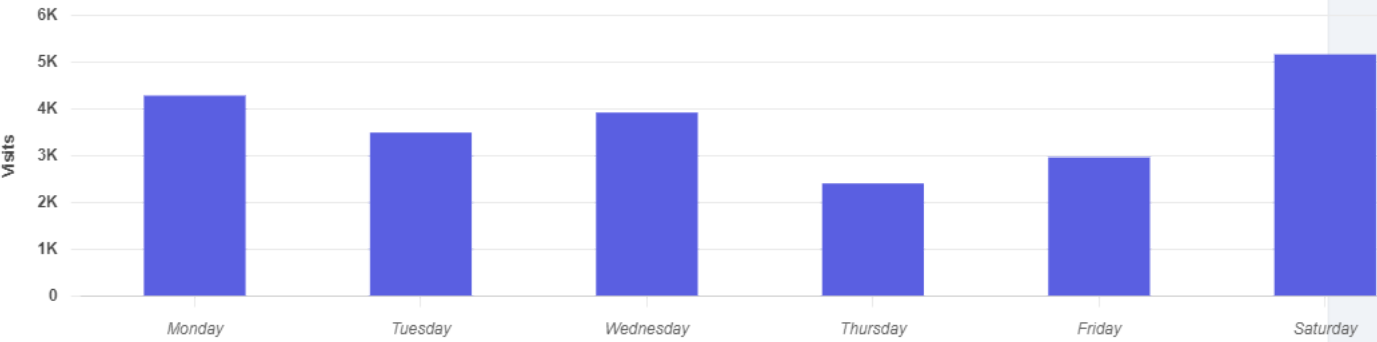
Daily Visits

Palm Bay Little Leag...

Field Walkway, Palm Bay, FL 3...



Metric:
Visits



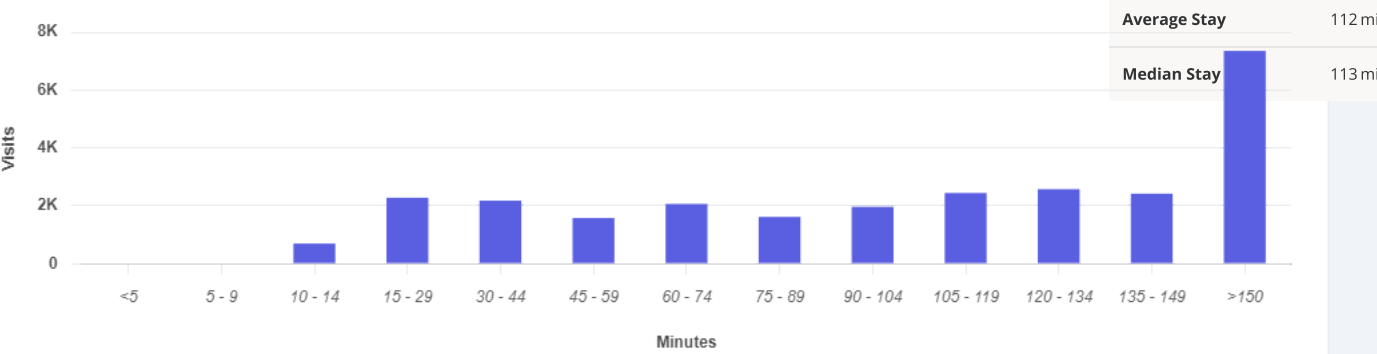
Visit Duration

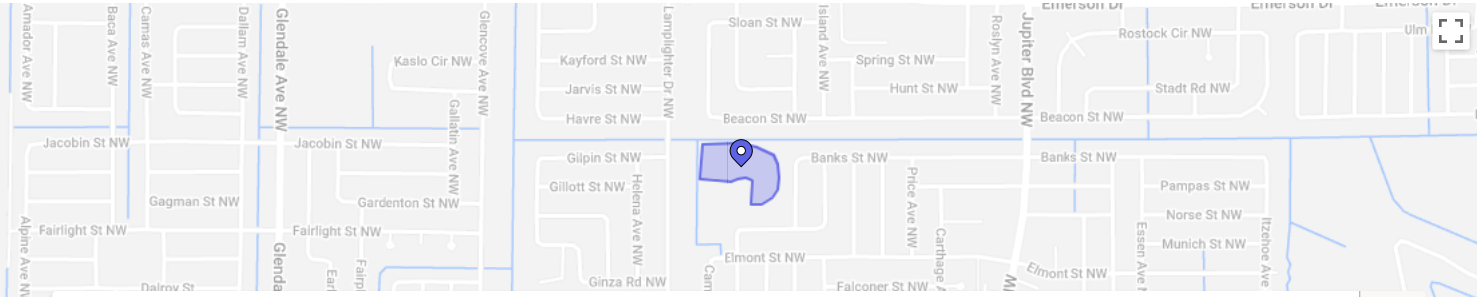
Palm Bay Little Leag...

Field Walkway, Palm Bay, FL 3...



Metric:
Visits





Palm Bay West Little League

Beacon Street Northwest, Palm Bay, FL 32907

2023

Over 10 Min

Palm Bay West Little League is a custom POI and only available for your account. [Learn More](#)

Metrics

Property:
[Palm Bay West Little League / ...](#)



Visits	45.1K	Avg. Dwell Time	113 min
Visits / sq ft	0.13	Panel Visits	3.1K
Size - sq ft	338K	Visits YoY	+42.5%
Visitors	7.5K	Visits Yo2Y	+73.2%
Visit Frequency	6	Visits Yo3Y	+153%

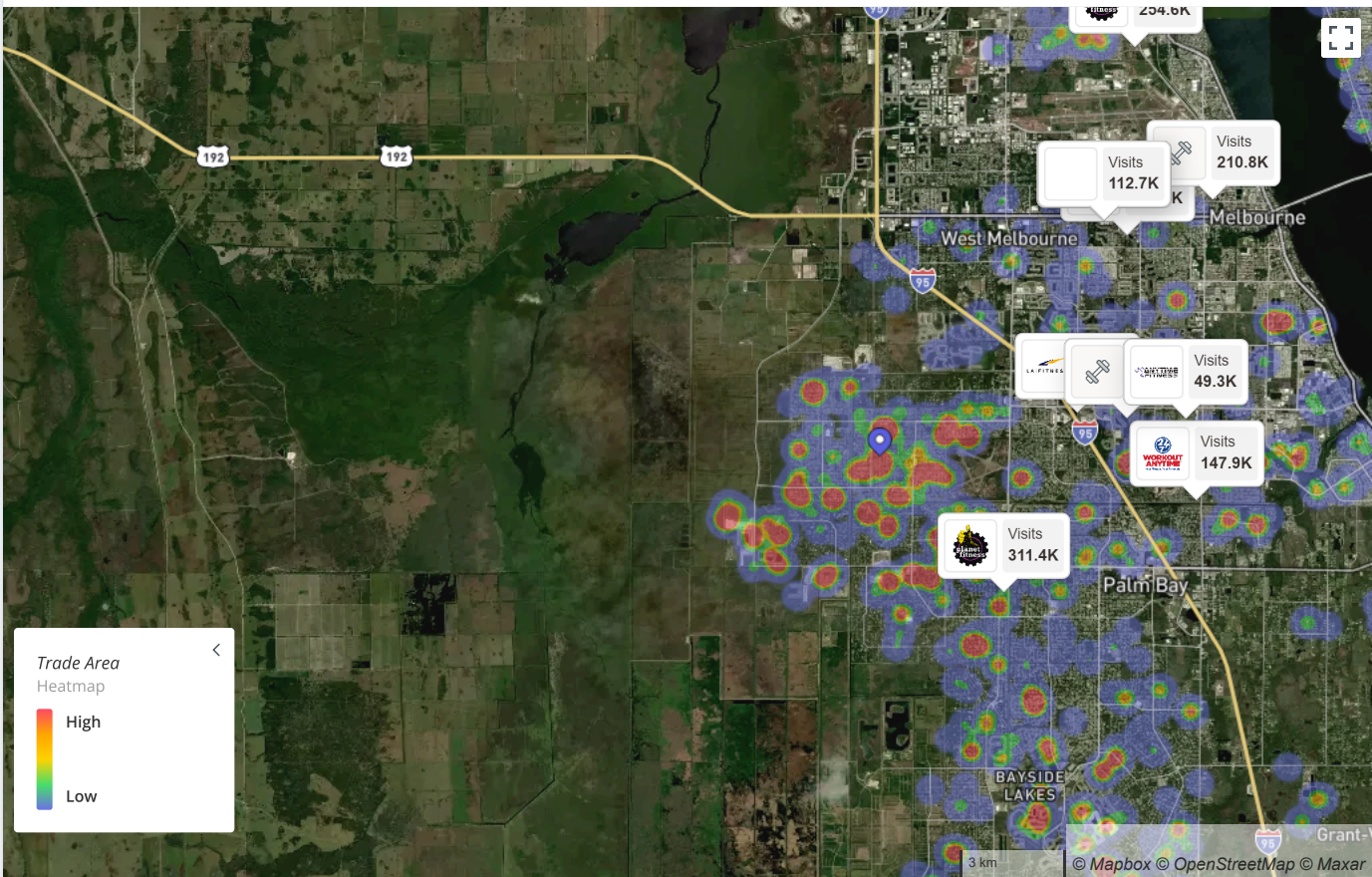
Visits Trend

Palm Bay West Little ...
Beacon Street Northwest, Pal...

Metric: Visits
Aggregation: Weekly
Annual Summary: ☐



Market Landscape



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Audience Overview

Palm Bay West Little ...
Beacon Street Northwest, Pal...

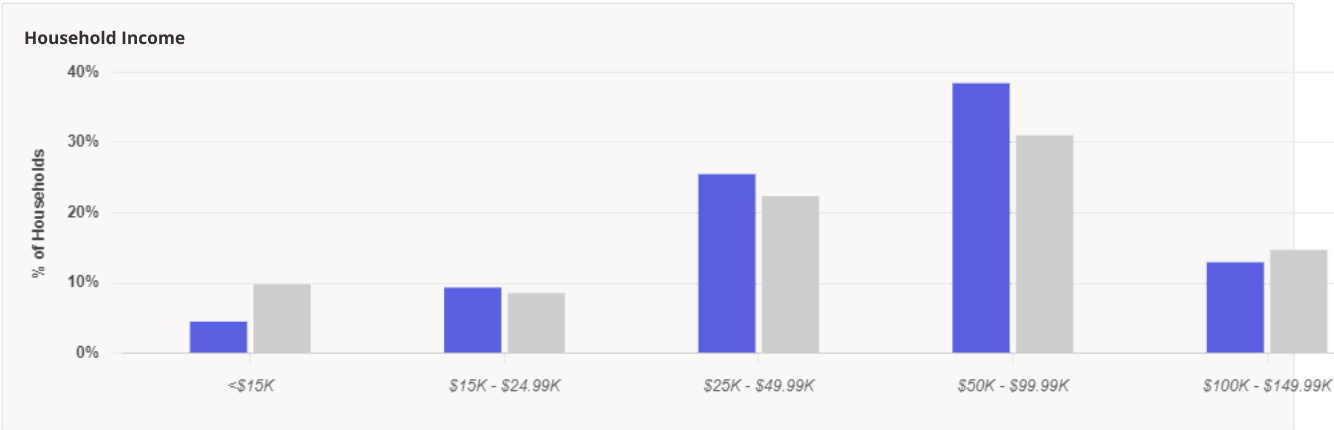
Dataset:
Census 2021

View:
Captured Market

Compare to:
Florida



Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
Palm Bay West Little L... Beacon Street Northwest, Pa...	\$59.1K	19.3%	White (53.7%)	3.05
Florida	\$61.8K	31.5%	White (52.6%)	2.62



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Palm Bay West Little ...
Beacon Street Northwest, Pal...



Benchmark:
Category: Fitness

Metric:
Visits

Nationwide

135* / 170

View List ⓘ

21%

Florida

10* / 11

View List ⓘ

18%

Local: 15mi

1* / 0

View List ⓘ

100%

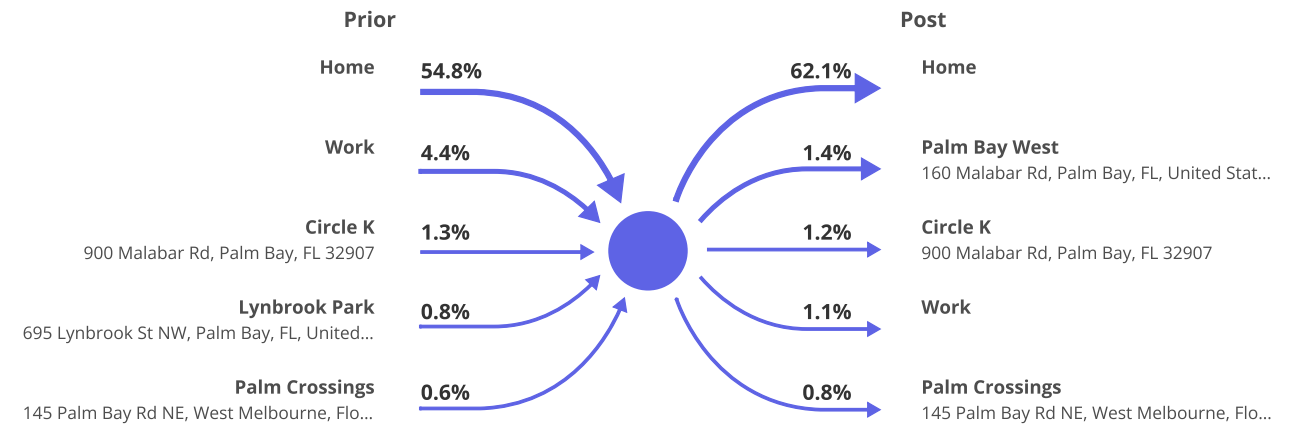
Favorite Places

Category: Categories (49) ▼ Min. Visits: 1

Palm Bay West Little League / Beacon Street Northwest, Palm Bay, FL			
Rank	Name	Distance	Visitors
1	West Oaks Park / 1161 Lamplighter Drive NW, Palm Bay, FL 32907	0 mi	6.6K (88%)
2	Hammock Landing / 205 Palm Bay Rd NE, Melbourne, FL 32904	2.7 mi	6.5K (86.6%)
3	Melbourne Square / 1700 W New Haven Ave, Melbourne, FL 32904	5 mi	6.2K (82.1%)
4	Palm Crossings / 145 Palm Bay Rd NE, West Melbourne, Florida 32907	2.3 mi	4.7K (63.2%)
5	Walmart / 845 Palm Bay Rd NE, West Melbourne, FL 32904	3.6 mi	4.6K (60.9%)

Visitor Journey

Property: Palm Bay West Little League / ... Show by: Location Category Category Group Show Home/Work: ☒ On



Visitor Journey - Routes

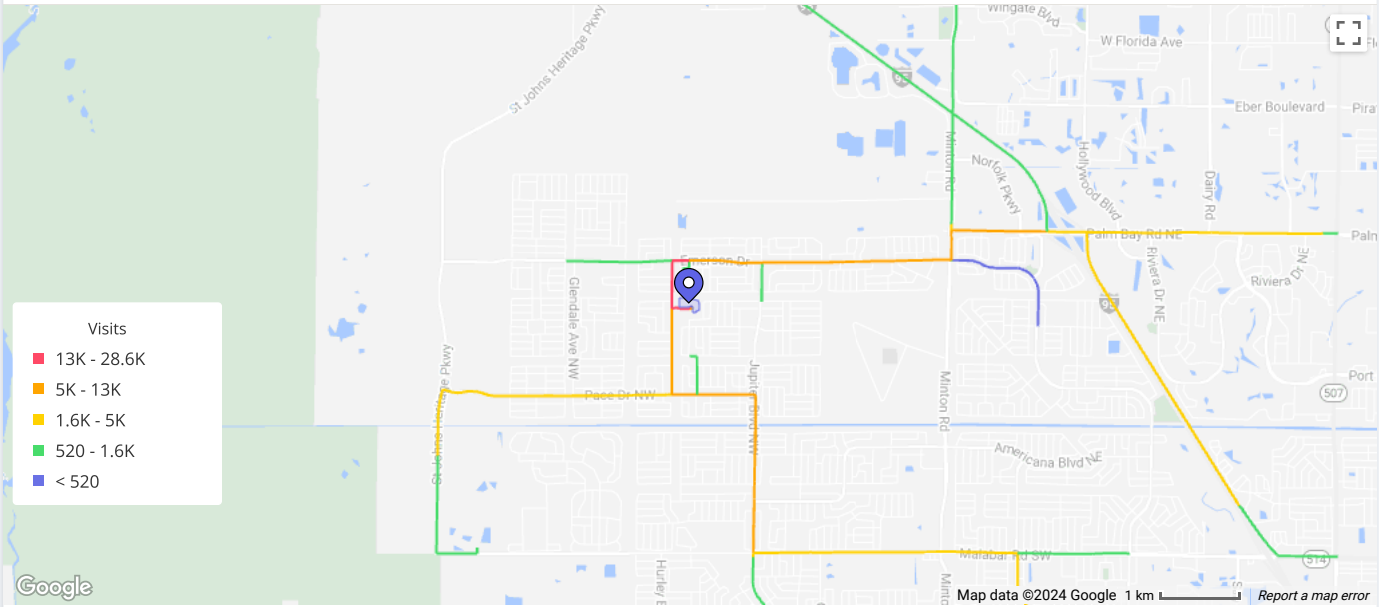
Property:
Palm Bay West Little League /...

Journey Direction:

To Property

From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Dismiss](#)
[Learn more](#)

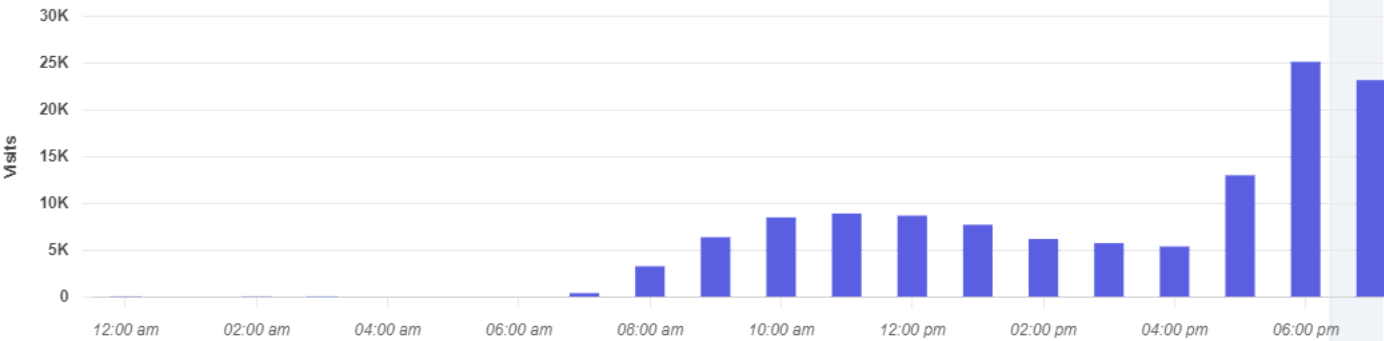


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Palm Bay West Little ...
Beacon Street Northwest, Pal...

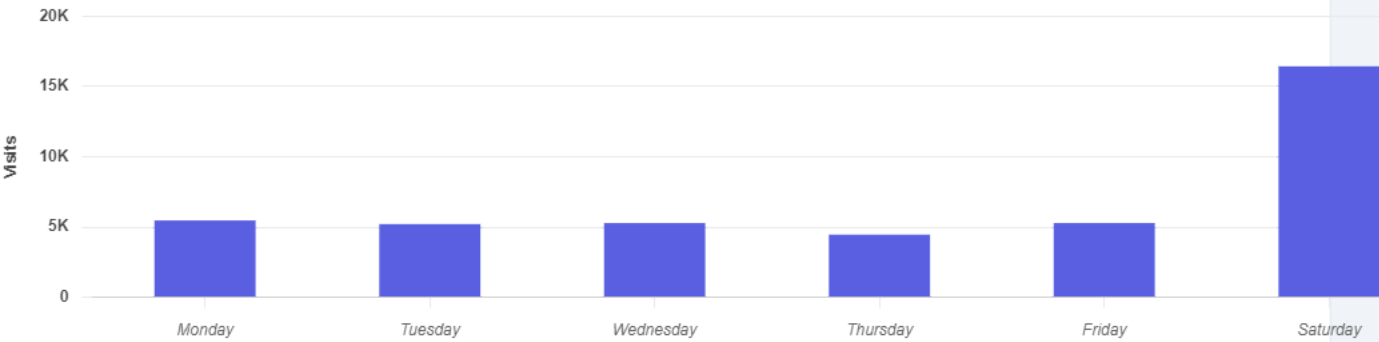
Metric:
Visits



Daily Visits

Palm Bay West Little ...
Beacon Street Northwest, Pal...

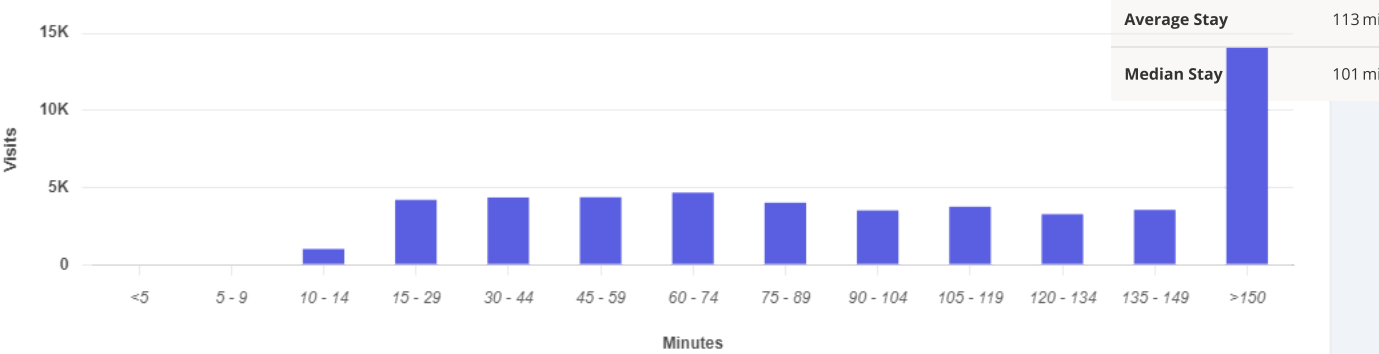
Metric:
Visits

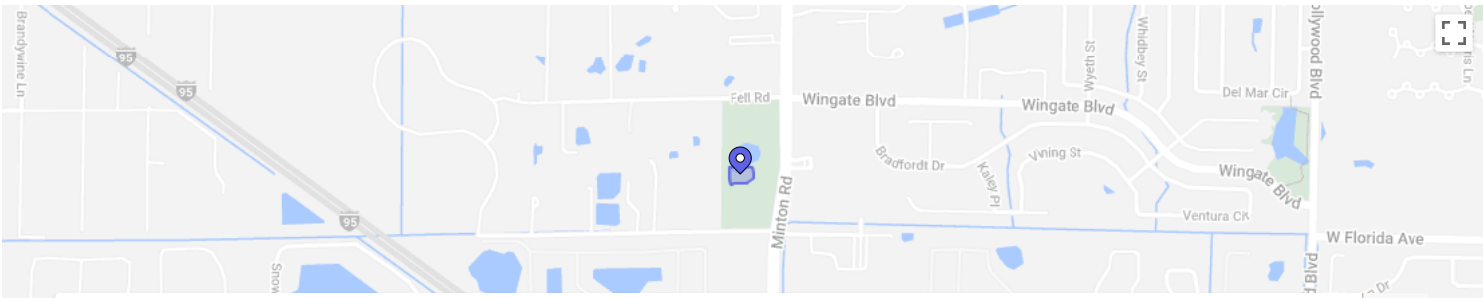


Visit Duration

Palm Bay West Little ...
Beacon Street Northwest, Pal...

Metric:
Visits





Melbourne Skatepark

Minton Road, FL 32904

2023

Over 10 Min

Melbourne Skatepark is a custom POI and only available for your account.

Learn More

Metrics

Property:
Melbourne Skatepark / Minto...



Visits	25K	Avg. Dwell Time	93 min
Visits / sq ft	0.6	Panel Visits	1.5K
Size - sq ft	41.4K	Visits YoY	+14.9%
Visitors	5K	Visits Yo2Y	-0.1%
Visit Frequency	4.98	Visits Yo3Y	-5.4%

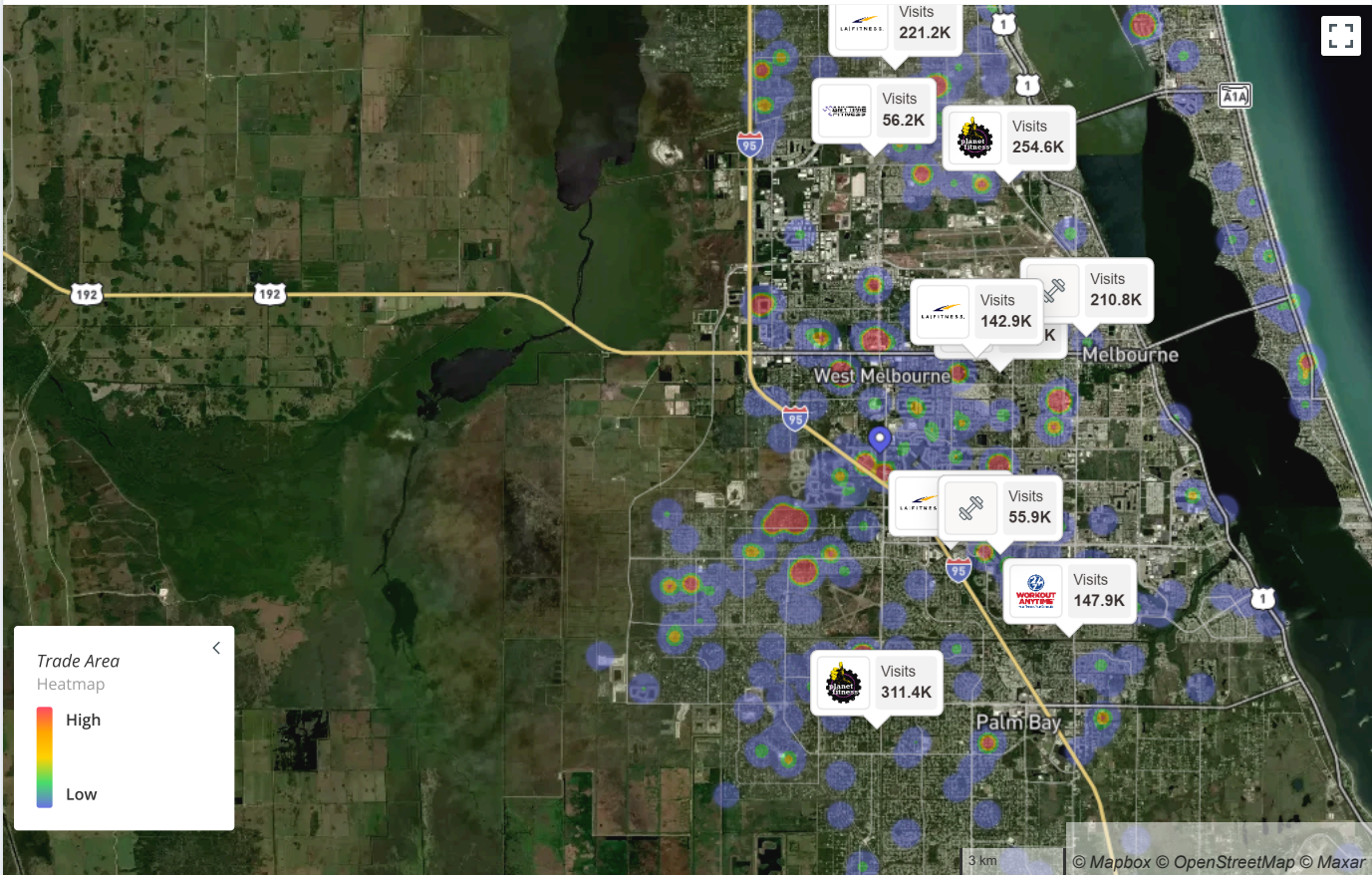
Visits Trend

Melbourne Skatepark
Minton Road, FL 32904

Metric: Visits
Aggregation: Weekly
Annual Summary: ☐



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

Audience Overview

Melbourne Skatepark
Minton Road, FL 32904

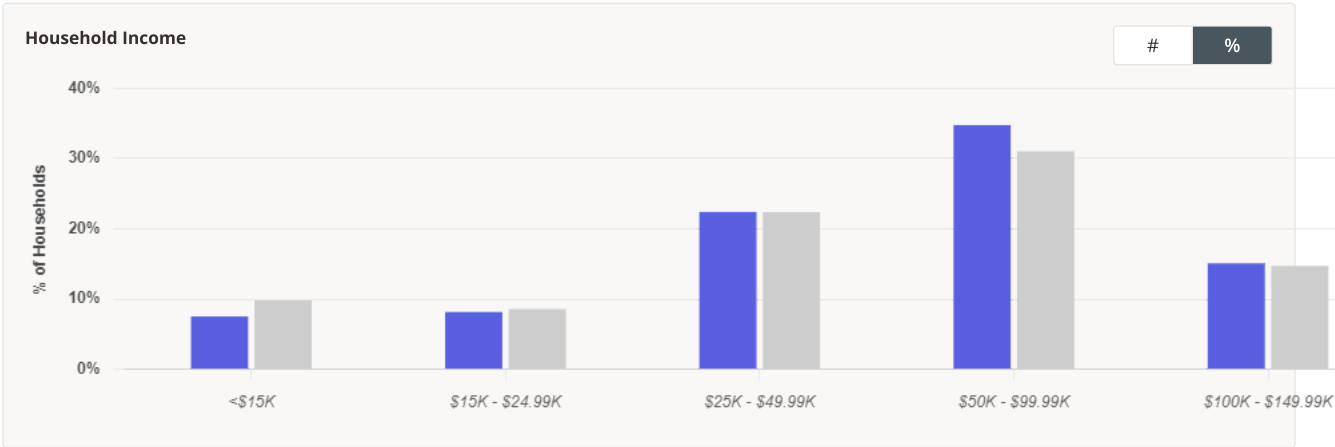
Dataset:
Census 2021

View:
Potential Market

Compare to:
Florida



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Melbourne Skate... Minton Road, FL	\$65K	32.0%	38.4	White (69%)	2.75
Florida	\$61.8K	31.5%	41.9	White (52.6%)	2.62



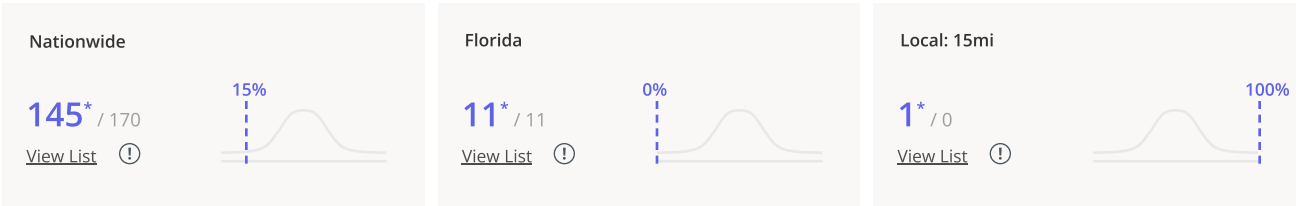
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Melbourne Skatepark
Minton Road, FL 32904

Benchmark:
Category: Fitness

Metric:
Visits



Favorite Places

Loading...

Visitor Journey

Loading...

Visitor Journey - Routes

Loading...

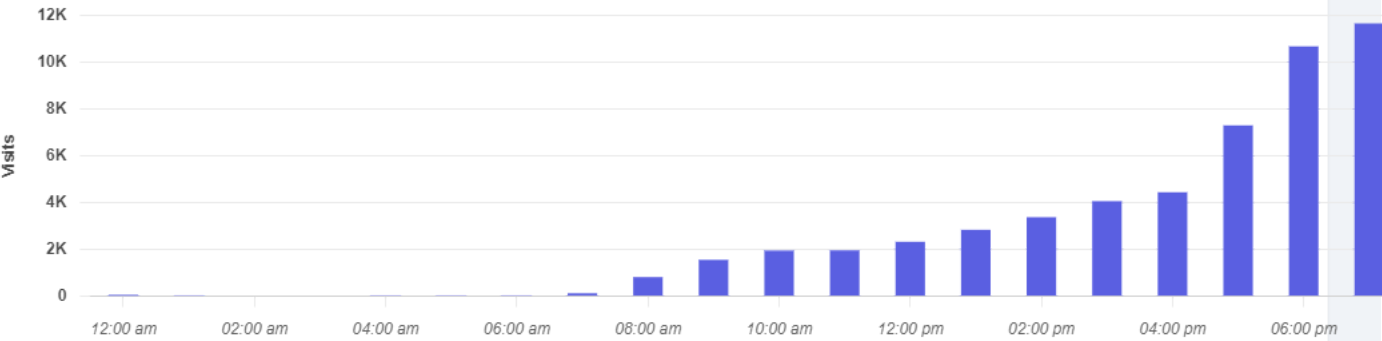
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Melbourne Skatepark
Minton Road, FL 32904



Metric:
Visits



Minton Road, FL 32904

Metric:

Visits



Metric:

Visits