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PRESS RELEASE

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Study Begins for McFarland Mall Site

Owner Engages Leading Consultant for New Sports and Event Complex

(Tuscaloosa, AL) February 17, 2021 – A demolition continue at MCFARLAND MALL, the project team is taking the next step towards bringing the Sportsplex to the City of Tuscaloosa.

Stan Pate and Amason & Associates, Inc. have engaged Sports Facilities Advisory, LLC (SFA) to begin a market study to determine the specific aspects of the future mixed-use, multi-sport, and events facility.

SFA is the planning arm of Sports Facilities Companies (SFC), one of the country's leading sports, recreation, wellness, and entertainment consultants. The organization offers planning, development, and management services for community-focused facilities. Since 2003, SFC has consulted with over 2,000 communities across the United States. SFC operates sports and recreation complexes in 16 states and hosts more than 25 million visitors annually.

Developer Stan Pate stated, “the engagement of SFA is the first step on a tall ladder as we climb to the top rung to reach our goal: the best sportsplex in the country. If you want to achieve the best, you work with the best. Coming together is a beginning. Keeping together is progress. Working together is success. As in sports, this project is a team effort, and SFA is the newest member of that team!”

District Seven Councilwoman Sonya McKinstry has championed the redevelopment of the Mall for years and has pledged her support for the development of the former McFarland Mall into a world-class sportsplex facility. Citing the redevelopment of the Mall as one of the key elements to revitalizing the East Tuscaloosa area, this project will have one of the most significant economic impacts the City and region has seen in years.

Evan Eleff, SFFC Principal, said, “this is the first step in determining the specifics for a new sports and entertainment complex in Tuscaloosa. This is a great destination. Stan Pate and his team’s vision of developing a complex that is differentiated from other facilities across the state and nation puts this project on the best path for success.”

Eleff and his team members began their work through a series of meetings with key members of the community and stakeholders groups. Their current scope of work is expected to be complete in March as they develop plans to move the project forward.