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1. Natural Grass Field Cost Recovery Objectives Analysis

Natural Grass Field Maintenance & Repair Costs (Example Based on SFA's Experience)						
Equipment and Supply Costs						\$/Field
<i>Fuel & Lubricants</i>						\$1,450
<i>Equipment Maintenance</i>						\$1,000
<i>Irrigation</i>						\$3,500
<i>Chemical Applications</i>						\$2,500
<i>Fertilizer</i>						\$1,500
<i>Cultural Practices, Aeration, Vertical Mowing</i>						\$2,400
<i>Topdressing</i>						\$2,000
<i>Overseeding</i>						\$500
<i>Turf Replacement / Worn Areas</i>						\$3,000
<i>Specialized Equipment Maintenance</i>						\$500
<i>Miscellaneous Maintenance Supplies</i>						\$600
Labor Costs	Frequency	Hours/Occurrence	Annual Hours	Rate	\$/Field	
<i>Trash removal</i>	116 times per year	0.8	92.80	\$25	\$2,320	
<i>Mowing</i>	84 times per year	1.5	126.00	\$25	\$3,150	
<i>Amenity Inspections</i>	32 times per year	0.6	19.20	\$25	\$480	
<i>Irrigation Maintenance and Repairs</i>	2 times per year	8.0	16.00	\$25	\$400	
<i>Lighting Maintenance and Repairs</i>	2 times per year	2.2	4.40	\$25	\$110	
<i>Fencing Maintenance and Repairs</i>	1 time per year	2.6	2.60	\$25	\$65	
<i>Field Renovation</i>	1 time per year	8.3	8.30	\$25	\$208	
<i>Goal Maintenance and Repairs</i>	Every 2 years	8.0	4.00	\$25	\$100	
<i>Bench/Bleacher Maintenance and Repairs</i>	Every 3 years	4.2	1.40	\$25	\$35	
<i>Signage Maintenance and Repairs</i>	Every 4 years	1.8	0.45	\$25	\$11	
Annual Cost of Maintenance and Repairs (Per Field)						\$25,829

Field Utilization Standards		
Maximum Utilized Hours per Week	Maximum Number of Weeks per Year	Maximum Number of Annual Hours
24	42	1,008

Hourly Rental Rates by Cost Recovery Objective				
Cost Recovery Goal	Annual Field Cost	Revenue Target	Hours Rented	Hourly Rate
<i>100% Cost Recovery</i>	\$25,829	\$25,829	1,008	\$25.62
<i>80% Cost Recovery</i>	\$25,829	\$20,663	1,008	\$20.50
<i>60% Cost Recovery</i>	\$25,829	\$15,497	1,008	\$15.37
<i>40% Cost Recovery</i>	\$25,829	\$10,332	1,008	\$10.25
<i>20% Cost Recovery</i>	\$25,829	\$5,166	1,008	\$5.12
<i>0% Cost Recovery</i>	\$25,829	\$0	1,008	\$0.00

2. Sampling of Local Field Providers

Facility	Location	# Fields	Field Types
31st Street Sports	St. Petersburg	4	4 multipurpose
Azalea Middle School	St. Petersburg	1	Long multipurpose field with track
Azalea Sports Complex	St. Petersburg	4	2 multipurpose, 1 practice diamond, 1 softball
Bartlett Park Sports Complex	St. Petersburg	2	2 multipurpose
Campbell Park Sports Complex	St. Petersburg	3	2 baseball, 1 multipurpose
Childs Park Sports Complex	St. Petersburg	3	2 multipurpose, 1 baseball
Coquina Key Park	St. Petersburg	2	2 multipurpose
Fossil Park Sports Complex	St. Petersburg	4	1 baseball, 3 youth diamonds
Huggins-Stengel Sports Complex	St. Petersburg	1	1 baseball
Jack Puryear Sports Complex	St. Petersburg	5	5 multipurpose
Lake Vista Sports Complex	St. Petersburg	2	2 baseball
Lakewood Baseball Complex	St. Petersburg	4	1 softball, 2 youth diamonds, 1 T-ball diamond
Lakewood Soccer Complex	St. Petersburg	4	4 multipurpose
Meadowlawn Middle School Sports Complex	St. Petersburg	1	1 multipurpose
North Shore Sports Complex	St. Petersburg	1	1 softball
Northeast Baseball Park	St. Petersburg	3	1 baseball, 2 youth diamonds
Northwest Sports Complex	St. Petersburg	6	1 baseball, 5 youth diamonds
Sawgrass Park	St. Petersburg	2	2 multipurpose
Walter Fuller Sports Complex	St. Petersburg	4	4 multipurpose
Wildwood Sports Complex	St. Petersburg	2	2 youth diamonds
Woodlawn Park	St. Petersburg	5	5 softball
Arthur F Engle Memorial Park	Pasco	8	3 baseball, 1 softball, 4 multipurpose
John S Burks Memorial Park	Pasco	10	6 baseball, 2 softball, 2 multipurpose
Oak Ridge	Pasco	2	2 softball
Pinehill Park	Pasco	4	1 baseball, 3 youth diamonds
Samuel W. Pasco Athletic Complex	Pasco	9	1 baseball, 4 youth diamonds, 4 multipurpose
San Antonio Athletic Complex	Pasco	3	1 baseball, 2 youth diamonds
W H Jack Mitchell Jr Park	Pasco	11	3 softball, 8 multipurpose
Wesley Chapel District Park	Pasco	17	4 baseball, 1 softball, 2 youth diamonds, 10 multipurpose
Land O' Lakes Recreation Complex	Pasco	16	2 baseball, 2 softball, 4 youth diamonds, 8 multipurpose
Veterans Memorial Park	Pasco	6	3 softball, 3 multipurpose
J. Ben Harrill Recreation Complex	Pasco	8	1 baseball, 3 youth diamonds, 4 multipurpose
Williams Owen Pass Sports Complex	Hillsborough	11	4 softball, 7 multipurpose
Skyway Park	Hillsborough	6	2 baseball, 2 youth diamonds, 1 grass football, 1 synthetic football
Larry Sanders Progress Village Sports Complex	Hillsborough	6	4 baseball, 2 multipurpose (1 synthetic)
Fishhawk Sports Complex	Hillsborough	12	2 soccer, 2 multipurpose, 1 baseball, 1 softball, 6 youth diamonds
Ed Radice Sports Complex	Hillsborough	19	5 baseball, 5 softball, 9 soccer
Northeast Regional Park	Polk County	6	6 multipurpose synthetic
Simmers-Young Park	Polk County	12	12 soccer
Waverly Park	Polk County	4	3 soccer, 1 softball
Westwood Park	Polk County	2	2 soccer
Snively-Brooks Park	Polk County	3	2 softball, 1 multipurpose
Poinciana Community Park	Polk County	7	3 multipurpose, 4 softball
Polk City Park	Polk County	5	4 softball, 1 multipurpose
East Central Park	Polk County	4	3 small baseball, 1 regulation baseball
Hunt Fountain Park	Polk County	15	2 regulation baseball, 5 small baseball, 2 softball, 6 multipurpose fields
Loyce E. Harpe Park	Polk County	19	9 small baseball, 4 softball, 6 multipurpose fields
Loughman Park	Polk County	4	4 soccer
Blackstone Park	Manatee County	8	2 soccer, 3 softball, 3 small baseball
Barden River Park	Manatee County	10	3 soccer, 2 regulation baseball, 5 small baseball
G.T. Bray Park	Manatee County	15	5 soccer, 1 football, 1 multipurpose, 4 softball, 3 small baseball, 1 regulation baseball
Buffalo Creek Park	Manatee County	3	2 soccer, 1 football, 1 regulation baseball, 3 small baseball, 1 softball
Greenbrook Park	Manatee County	3	3 soccer
Lakewood Ranch Park	Manatee County	22	7 soccer, 2 multipurpose, 1 football, 4 softball, 4 small baseball, 2 regulation baseball, 2 T-ball
Lincoln Park	Manatee County	3	1 soccer, 1 football, 1 multipurpose
Palma Sola Park	Manatee County	5	1 regulation baseball, 3 softball, 1 football



3. Sampling of Local Field Pricing

Operator	Location	Field Type	General Field Rental	Youth Rates	Adult Rates	Recreational Rates	Competitive Rates	Non-profit Rates	For-Profit Rates
St. Petersburg Parks & Recreation	St. Petersburg	Multipurpose	Without lights: \$10/hour. Lighted: \$15/hour. 2 hour minimum rental. Field lining: \$200	Without lights: \$1/hour. Lighted: \$3/hour. 2 hour minimum rental, \$15/hour staff	n/a	n/a	n/a	Without lights: \$20/hour. Lighted: \$45/hour. 2 hour minimum rental. \$20/hour staff	Without lights: \$30/hour. Lighted: \$65/hour. 2 hour minimum rental. \$20/hour staff
St. Petersburg Parks & Recreation	St. Petersburg	Diamond	Without lights: \$15/hour. Lighted: \$20/hour. 2 hour minimum rental. Field preparation: \$50. Base rental: \$20. Mound rental: \$25	Without lights: \$5/hour. Lighted: \$10/hour. 2 hour minimum rental, \$15/hour staff	n/a	n/a	n/a	Without lights: \$25/hour. Lighted: \$65/hour. 2 hour minimum rental. \$20/hour staff	Without lights: \$35/hour. Lighted: \$75/hour. 2 hour minimum rental. \$20/hour staff
Pasco County Parks & Recreation	Pasco County	Multipurpose	n/a	Flag Football: \$35/player. Co-Sponsored Youth Leagues: \$5 (if on free/reduced lunch), \$10 (Pasco resident), \$15 (Pasco non-resident)	7v7 Flag Football: \$300/team. 4v4 Flag Football: \$275/team	\$0/hour (lighted: cover electric). \$0 field preparation, \$0 field striping	n/a	\$8/hour (\$23/hour lighted) \$140 field preparation, \$50 field striping	\$15/hour (\$35/hour lighted). \$160 field preparation, \$60 field striping
Pasco County Parks & Recreation	Pasco County	Diamond	n/a	Co-Sponsored Youth Leagues: \$5 (if on free/reduced lunch), \$10 (Pasco resident), \$15 (Pasco non-resident)	Softball: \$475/team. Non-Pasco co-resident: \$20/player	\$0/hour (lighted: cover electric). \$0 field preparation, \$0 field striping	n/a	\$8/hour (\$23/hour lighted) \$30 field preparation, \$12 field striped and raked	\$15/hour (\$35/hour lighted). \$450 field preparation, \$20 field striped and raked
Hillsborough County Parks & Recreation	Hillsborough County	Multipurpose/Diamond	Field Preparation: \$50. Staff: \$40/hour	Soccer/Flag Football: \$25/player	Flag Football: \$500/team (or 30% of contracted league). Softball: \$350/team	Practice (with or without lights): \$60/hour (2 hour min)	Games/Tournaments: \$275/day (\$375/day with equipment)	n/a	n/a
Polk County Parks & Recreation	Polk County	Multipurpose/Diamond	Residents: Without lights: \$12.5/hour. Lighted: \$25/hour. Daily: \$70 (\$82.5 lighted)	Residents: \$4/player. Non-residents: \$15/player	Residents: \$6/player. Non-residents: \$20/player	n/a	n/a	n/a	n/a
Polk County Parks & Recreation	Northeast Regional Park (synthetic turf)	Multipurpose	Field lining: \$65	Non-residents: \$15/player	Non-residents: \$20/player	n/a	n/a	Residents: \$75/hour. Non-residents: \$100/hour.	Residents: \$100/hour. Non-residents: \$125/hour.
Manatee County	Manatee County	Multipurpose	Manatee County sponsored leagues: Without lights: \$20/hour. Lighted: \$50/hour. Daily without lights: \$75. Daily lighted: \$185	n/a	n/a	n/a	Resident/AAU/Home School: Without lights: \$25/hour. Lighted: \$60/hour. Daily without lights: \$80. Daily lighted: \$195	n/a	Without lights: \$50/hour. Lighted: \$110/hour. Daily without lights: \$150. Daily lighted: \$380
Manatee County	Manatee County	Diamond	Manatee County sponsored leagues: Softball/Small Baseball: Without lights: \$10/hour. Lighted: \$30/hour. Regulation Baseball: Without lights: \$15/hour. Lighted: \$40/hour. Daily without lights: \$75. Daily lighted: \$185	n/a	n/a	n/a	Resident/AAU/Home School: Softball/Small Baseball: Without lights: \$15/hour. Lighted: \$40/hour. Regulation Baseball: Without lights: \$25/hour. Lighted: \$60/hour. Daily without lights: \$80. Daily lighted: \$195	n/a	Softball/Small Baseball: Without lights: \$30/hour. Lighted: \$70/hour. Regulation Baseball: Without lights: \$50/hour. Lighted: \$110/hour. Daily without lights: \$150. Daily lighted: \$380



4. Sampling of Regional Field Providers

Facility	Location	# Fields	Field Types
Lake Mary Sports Complex	Lake Mary	5	3 baseball, 1 softball, 1 multipurpose field
Taylor County Sports Complex	Perry	10	2 regulation baseball, 2 small baseball, 3 small multipurpose, 3 large multipurpose
Ormond Beach Sports Complex	Ormond Beach	29	5 softball, 4 regulation baseball, 8 soccer, 10 small baseball, 2 multipurpose
Northwest Recreation Complex	Apopka	26	6 soccer, 4 multipurpose, 2 lacrosse, 2 flag football, 6 baseball, 6 softball
Meadows Soccer Complex	Tallahassee	10	10 soccer
Soccer Town Miami	Miami	1	1 synthetic 8v8 (broken into 3 mini fields)
Miami Soccer 5 (Kendall Soccer Park)	Miami	5	5 synthetic turf soccer fields
Cape Coral Sports Complex	Fort Myers	14	4 baseball, 5 softball, 5 soccer
Hollywood West Sports Park	Hollywood	3	1 synthetic turf, 1 soccer, 1 softball
Dowdy Sports Park	Hollywood	2	1 synthetic turf, 1 soccer
Driftwood Sports Park	Hollywood	3	1 regulation baseball, 1 softball, 1 T-ball
Rotary Sports Park	Hollywood	8	4 softball, 4 T-ball
Washington Sports Park	Hollywood	2	1 softball, 1 multipurpose
Mullins Park	Coral Springs	12	8 multipurpose (1 synthetic), 4 baseball/softball
Cypress Park	Coral Springs	9	5 baseball, 4 soccer (2 synthetic)
Central Broward Regional Park	Broward County	5	1 circular event field, 4 multipurpose
Brian Piccolo Park & Velodrome	Hollywood	13	6 baseball/softball, 2 youth diamonds, 5 multipurpose
Tradewinds Park	Coconut Creek	7	4 baseball/softball, 3 multipurpose
Barber Park	Orange County	2	2 soccer
Barnett Park/Barnett Gym	Orange County	2	2 softball
Bear Creek Recreation Complex	Orange County	5	1 baseball, 1 small baseball, 2 softball, 1 multipurpose
Bithlo Community Park	Orange County	6	1 baseball, 3 small baseball, 2 T-ball
Downey Park	Orange County	5	1 baseball, 1 softball, 3 small baseball
Dr. P. Phillips Community Park	Orange County	3	1 softball, 2 multipurpose
George Bailey Park	Orange County	6	1 baseball, 2 small baseball, 3 T-ball
South Orange Youth Sports Complex	Orange County	8	2 baseball, 4 small baseball, 2 T-ball
Vogt-Meloon Park	Orange County	3	1 baseball, 2 small baseball
Fred Lee Park	Palm Bay	4	4 softball
Knecht Park	Palm Bay	4	1 baseball, 1 softball, 2 small baseball
Liberty Park	Palm Bay	4	4 softball
Lynbrook Park	Palm Bay	2	2 softball
Palm Bay Regional Park	Palm Bay	17	4 softball, 2 baseball, 6 soccer, 5 multipurpose
West Oaks Park	Palm Bay	3	1 baseball, 2 small baseball
Countess deHoernle Park	Boca Raton	8	4 softball, 4 multipurpose
Boca Raton Community High School	Boca Raton	4	1 softball, 2 multipurpose, 1 synthetic football

5. Sampling of Regional Field Pricing

Operator	Location	Field Type	Natural Grass	Synthetic Turf	Youth Rates	Adult Rates	Competitive Rates
Lake Mary Sports Complex	Lake Mary	Multipurpose/Diamond	Before 7PM: \$15 (baseball/softball), \$20 (multipurpose), \$10 (half field). After 7PM: \$25 (baseball/softball), \$30 (multipurpose), \$15 (half field). Plus tax	n/a	n/a	n/a	n/a
Taylor County Sports Complex	Perry	Multipurpose/Diamond	\$25/hour (large multipurpose), \$15/hour (small multipurpose), \$30/hour (large baseball), \$20/hour (small baseball)	n/a	n/a	n/a	n/a
Northwest Recreation Complex	Apopka	Multipurpose/Diamond	\$20/hour. \$30/hour lighted	n/a	n/a	n/a	n/a
Meadows Soccer Complex	Tallahassee	Multipurpose	Games: \$35.74 (11v11 field), \$8.06-\$26.61 (4v4-8v8). Practices: \$31.18 (full 11v11), \$8.06-\$23.65 (4v4-8v8). Lighting: \$42/first hour, \$11/hour after	n/a	n/a	n/a	n/a
Soccer Town Miami	Miami	Multipurpose	n/a	\$100 (non-peak), \$120 (peak) for 5v5 fields, \$160/hour for 8v8 field (Fri-Sat only)	n/a	n/a	n/a
Miami Soccer 5 (Kendall Soccer Park)	Miami	Multipurpose	n/a	Mon-Fri: \$75/hour (non-peak), \$95/hour (peak). Weekends: \$75/hour	n/a	n/a	n/a
Hollywood Parks & Recreation	Hollywood	Multipurpose/Diamond	\$40/hour (\$90/hour lighted). Field lining: \$150-\$275 (tackle football/soccer), \$75-\$100 (flag football), \$60 (baseball/softball). Diamond dry: \$20/bag	\$40/hour (\$90/hour lighted). Field lining: \$150-\$275 (tackle football/soccer), \$75-\$100 (flag football), \$60 (baseball/softball). Diamond dry: \$20/bag			n/a
Orange County Parks & Recreation	Orange County	Multipurpose/Diamond	Field rental: \$15/hour plus \$3-\$6/hour for lighting. Field preparation: Baseball: \$15. Multipurpose: \$30	n/a	All fee-based programs: \$2.5/player. Leagues/Tournaments: \$3.5/player	All fee-based programs: \$2.5/player. Leagues/Tournaments: \$3.5/player	n/a
Broward County Parks & Recreation	Broward County	Multipurpose/Diamond	\$25/hour (40/hour lighted). Baseball/softball tournaments: \$120/field. Baseball field lining: \$20. Multipurpose field lining: \$150 (first time), \$40 (relining). \$200 lining (tackle football)	n/a	n/a	n/a	n/a
Palm Bay Parks & Recreation	Palm Bay	Multipurpose/Diamond	Residents: \$10/hour, \$35/hour with lights. Non-residents: \$20/hour, \$65/hour with lights. Plus tax.	n/a	n/a	n/a	n/a
Boca Raton Parks & Recreation	Boca Raton	Multipurpose/Diamond	Residents: \$17.75/hour (baseball/softball), \$22.75/hour (soccer/football). Non-residents: \$106.5/hour (baseball/softball), \$136.5/hour (soccer/football). Field lining: \$25 (baseball/softball), \$35 (soccer/flag football), \$65 (tackle football).	n/a	Softball: \$155/player (residents), \$195/player (non-residents)	Soccer: \$110/player. Softball: \$400 (residents), \$500 (non-residents), \$350 (religious residents), \$440 (religious non-residents). Flag football: \$460 (residents), \$575 (non-residents)	Tournament fees: \$135, \$110, \$85 per field daily (1, 2, 3+ fields per park)



In today’s youth sports landscape, the number of youth sports tournaments and events is increasing by 5-10% each year. This is due to the continued development of competitive travel sports, wherein players are participating in their sport(s) of choice year-round and competing in anywhere from eight to 30 tournaments annually, depending on the sport.

As such, sports tourism – or travel sports – is the fastest growing segment of the sports, recreation, and tourism industries. According to Sports Travel Magazine, sports tourism accounts for \$200 billion annually and was the only sector of the tourism industry to grow in every year during the recent recession. Annually, 27% of all family trips taken are centered on a sports event.

In the past two decades there has been incredible growth in the number and availability of tournament-ready facilities. In the 1980s and 1990s, amateur tournament facilities were primarily confined to well-known destinations that possessed one-of-a-kind attractions such as the Baseball Hall of Fame and Disney World. In the late 1990s, municipalities and communities across the country began packaging their various sports assets together in an effort to attract and host large events that needed multiple – and often dozens – of fields. Today, the most progressive cities and counties are developing their own facilities, creating best-in-class competition venues that bring thousands of visitors and millions of dollars of direct spending.

The chart below shows general statistics for youth and amateur sports participation and serves to validate the reason travel sports is such a significant business in today’s world.

Youth Sport Statistics (Ages 5-18)	Data
Number of kids who play organized sports each year	35 Million
Percent of kids who play sports outside of school	60%
Percent of boys who play organized sports	66%
Percent of girls who play organized sports	52%
Percent of coaches who are dads coaching their own kids	85%
Percent of corporation executives who played sports	73%
High School Sports Statistics	Data
Number of boys playing high school soccer	284,000
Number of girls playing high school soccer	209,000
Number of boys playing high school football	1 Million
Number of boys playing high school basketball	500,000
Female Sports Statistics	
Female high school athletes are 92% less likely to get involved with drugs	
Female high school athletes are 80% less likely to get pregnant	
Female high school athletes are 3 times more likely to graduate than non-athletes	
Odds of Going Pro	
Odds of a High School football player making it to the NFL	1 in 6,000
Odds of a High School basketball player making it to the NBA	1 in 10,000
Odds of a High School soccer player receiving a full scholarship to a Division I or II School	1 in 90



7. Sports Participation Rates

Sport	SFIA - National	NSGA - National	NSGA - State
Baseball	4.50%	4.20%	2.30%
Basketball	8.30%	9.00%	6.00%
Football	4.50%	2.80%	2.40%
Soccer	6.10%	4.80%	2.40%
Softball	3.50%	3.70%	2.00%
Volleyball	2.20%	3.60%	1.80%
Lacrosse	0.60%	0.90%	-