

# NEW SMYRNA BEACH SPORTS COMPLEX



Sports Complex Manager – David Ray  
Athletic Coordinator – Miranda Carhart  
Equipment Operator – Scott Rome  
Equipment Operator – Mike Card  
Equipment Operator – Elliot Hardock  
Equipment Op/Irrig. Spec – David Field

# Playing Areas Include

- ▣ 3 Lighted Softball Fields
- ▣ 4 Lighted Youth Baseball Fields
- ▣ 1 Lighted Baseball Stadium Field
- ▣ 3 Lighted Full Size Soccer Fields
- ▣ 1 Lighted Football Stadium Field
- ▣ 2 Lighted Multipurpose Fields



# Sports Complex Business Plan

- ▣ Objectives
  - ▣ Provide well maintained fields
  - ▣ Increase rentals from year to year
  - ▣ Organize and develop sport leagues
  - ▣ Build and Maintain relationships with tournaments and directors
- ▣ Keys to Success
  - ▣ Knowledgeable/qualified staff and management
  - ▣ Appearance of complex
  - ▣ Playability of the fields
  - ▣ Business partnerships and community relationships
- ▣ Services
  - ▣ Affiliates
  - ▣ City Run Leagues
  - ▣ Tournaments
  - ▣ Rentals
- ▣ Market Analysis
  - ▣ Dedicated Athletes
  - ▣ Youth Athletes
  - ▣ Parents/Guardians
  - ▣ Senior Citizens
  - ▣ Tourist
- ▣ Financial Summary
  - ▣ New Fees for 2020 fiscal year
  - ▣ From 2014-2019 revenue has grown 338%
    - ▣ Affiliate User Fees
    - ▣ City Run Programs
    - ▣ Sponsorship
    - ▣ Field Rentals
    - ▣ Tournament Rentals
    - ▣ Team Sponsorship
    - ▣ Vendor Programs

# Field Turf

- Field would have permanent lines for Football and Soccer
- Save up to 4,420,000 gallons of water per year
- Reduce 12 treatments of Pesticide/Herbicide/Fertilizer per year
- Allow increase use of the field. Natural grass can be played on 900 hours of play per year. A field turf field can be played on 3,000 hours of play.
- Would add a significant amount of opportunities to use the field.
- Would increase ability to gain sponsorship opportunities.
- Ability to have youth soccer and pop warner practice on the turf field, which would lower the wear and tear on the soccer and multi purpose fields
- Ability to bring in special events to the Football Stadium
  - Concerts
  - Movies in the park
- A significant decrease in the amount of injuries on field turf



# Field Turf - Breakdown

	Natural Grass	Field Turf
Material and Installation	N/A	\$950,000
Maintenance – Sod, overseeding, chemicals	$\$35,000 \times 30 \text{ years} = \$1,050,000$	$\$5,000 \times 30 \text{ year} = \$150,000$
Field Paint Football	$\$5,000 \times 30 \text{ years} = \$150,000$	N/A – Permanent Lines
Field Paint Soccer	$\$2,500 \times 30 \text{ years} = \$75,000$	N/A – Permanent Lines
Replace Turf	N/A	Year 12 - \$400,000 Year 24 - \$400,000
Man hours for Painting	$280 \text{ hours} \times \$14.97 \times 30 \text{ years} = \$125,748$	N/A
Man hours for mowing and detail work	$416 \text{ hours} \times \$14.97 \times 30 \text{ years} = \$186,825$	N/A
Extra services – Verticutting, aerating, fraze mowing, sand, top dressing thatch & core removal	$\$16,000 \times 30 \text{ years} = \$480,000$	N/A
Irrigation supplies	$\$5,000 \times 30 \text{ years} = \$150,000$	N/A
<b>Total</b>	<b>\$2,217,573</b>	<b>\$1,900,000</b>
Scheduling Possibilities	$25 \text{ Hours} \times 25 \text{ weeks} \times 30 \text{ years} = 18,750 \text{ hours}$	$68 \text{ Hours} \times 44 \text{ week} \times 30 \text{ years} = 89,760 \text{ hours}$
Average cost per hour of use	\$118.27	\$21.16

# LED Stadium Field Lights

- Currently we have 482 metal halide 1500 watt lights
- 2018 over 2400 hours of lights were used
- LED lights would lower the cost of electric 65-75% and could be even more with the ability to change the levels of the lights based on games, practices, maintenance, ect.
- Provide instant on/off
- Potential to have installed at one time or phased on over 6 phases.
- Reduce environmental footprint
- Real time monitoring of light status at the fixture and system level
- Change the the look and feel of a big game or tournament with dynamic scene animations for player introductions, halftime performances, touchdown celebrations, ect.
  - <https://www.youtube.com/watch?v=tu9QSchQpLc&feature=youtu.be>
- Life expectancy of metal halide – 12-20,000 hours. LED 50-100,000 hours
- Total over 30 years current metal halide - \$3,873,810 – LED Lights \$2,481,650

	Metal Halide Bulbs	LED Fixtures
<b>Initial Cost</b>	Current	\$1,587,000
<b>Energy Cost</b>	\$104,127 x 30 years = \$3,123,810	\$29,155 x 30 years = \$874,650
<b>Maintenance and Bulb Replacement</b>	\$25,000 x 30 years = \$750,000	Will be covered under life expectancy. Estimate of 36 replacements at \$550 per = \$20,000 over the course of 30 years

# FRPA Impact Report

- \$1.2 Million in incremental property values
- \$4,882 in incremental tax revenue
- \$2.6 million in annual health care cost savings
- \$29.6 million in annual direct spending
- \$51,900 in environmental savings
- 478 in related employment
- 22,680 in out of school programming
- Adding LED Stadium Field Lights and artificial turf would immediately make the Sport Complex the destination for tournaments and events in Volusia County.

Questions?