



FESTIVAL PARK USER FEES

SEPTEMBER 09, 2026

PRESENTATION OBJECTIVES

1

Establish rental rates for artificial turf fields

2

Establish rental rates for natural turf fields

3

Establish rental rates for the amphitheater

4

Establish subsidy level for each of the three rates



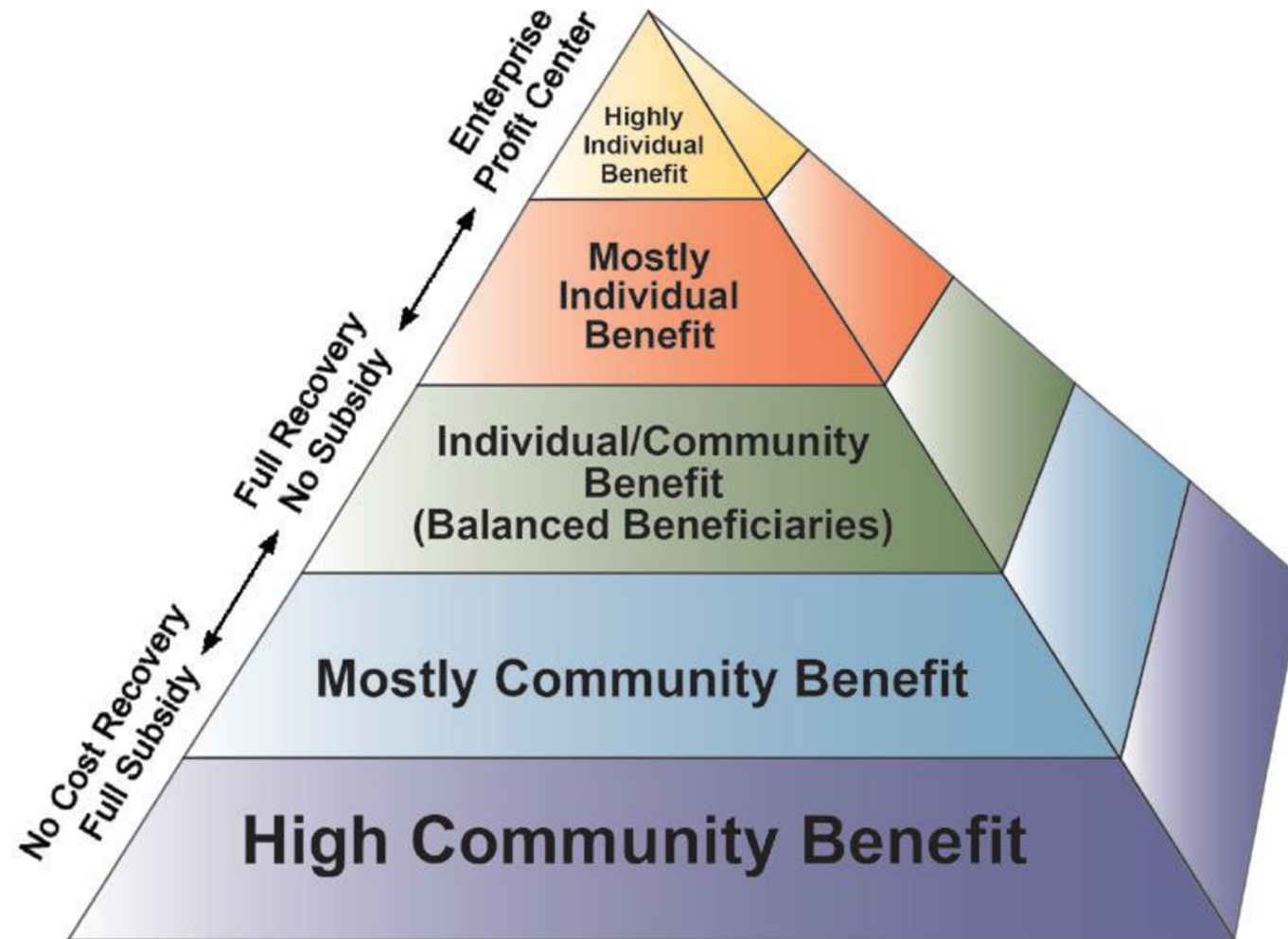
COST RECOVERY CONSIDERATIONS

1. Life Cycle Replacement Expense
 - A. Field Returfing/Replacement- Artificial 8-12yrs
Natural 8-10yrs
 - B. Light Replacement- 20-25yrs
 - C. Fencing Replacement- 20-30yrs
 - D. Capital Accessories- Irrigation/Drainage System
Replacement 15-20yrs

2. Full Cost Annual Expense (based on previous actuals
compared with proposed budget amounts)
 - E. Landscaping
 - F. Utilities
 - G. Chemicals/Supplies
 - H. Repairs
 - I. Personnel Labor Expense



COST RECOVERY BENEFIT PYRAMID



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EXAMPLE OF ATHLETIC FIELD USE COST RECOVERY TIERS

Tier	User Category	Cost Recovery Target	Subsidy
1- Community Benefit	City-sponsored programs/leagues; free public drop-in	0-25%	75-100%
2- Government/Institutional	Lee County School District instructional use	26-50%	50-75%
3- Individual/Community	Non-profit resident leagues	51-100%	2-50%
4- Mostly Individual	Non-resident leagues; travel/select clubs charging registration fees; showcase or camp operators	101-125%	0%
5- Highly Individual/Commercial	For-profit clinics, camps, tournaments, filming, and any user charging admission or generating profit	150%	0%

AMPHITHEATER USE COST RECOVERY TIERS

Tier	User Category	Cost Recovery	Subsidy
1- Community Benefit	City-sponsored events, City co-presented programs	0-50%	50-100%
2- Government/Institutional	Non-profit events, Lee County School District, and other governmental co-sponsors	50-100%	0-50%
3- Highly Individual/Commercial	For-profit concerts, festivals, corporate events, filming, any event charging admission or generating profit	101-150%	0%

BUILD-UP FOR FIELD USE COST RECOVERY RATES

	Artificial Turf Field	Natural Turf Field	Amphitheater
Full Cost- Direct/Indirect	\$271,391	\$271,391	\$15,639
Lifecycle Sinking Fund (Replacements)	\$183,469	\$88,190	\$115,075
Total Annual Full Cost	\$454,860	\$359,581	\$130,714
Sustainable Annual Hours*	3,200	1,200	500
Full Cost Per Hour	≈ \$142	≈ \$300	≈\$261

*Industry standard ranges- Artificial 2,500-3,200, Natural 700-1,200, Amphitheater 400-800

FIELD USE HOURLY RENTAL FEES BY TIER EXAMPLE

Tier	Cost Recovery %	Subsidy	Artificial Turf	Natural Turf
1- Community Benefit	15%	85%	\$21	\$45
2- Government/Institutional	40%	60%	\$57	\$120
3- Individual/Community	75%	25%	\$107	\$225
4- Mostly Individual	115%	0%	\$163	\$345
5- Highly Individual/Commercial	150%	0%	\$213	\$450

AMPHITHEATER RENTAL FEES BY TIER

EXAMPLE

Tier	Cost Recovery %	Subsidy	Half Day- 4 hrs	Full Day- 8 hrs	Extended Day- 12 hrs
1- Government/Institutional	25%	75%	\$260	\$520	\$780
2- Community/Individual	75%	25%	\$800	\$1,600	\$2,400
3- Highly Individual/Commercial	125%	0%	\$1,305	\$2,610	\$3,915

NEXT STEPS

- Council direction to establish tiers of user fees/tax subsidy
- Develop rate structure for Festival Park
- Adopt fee structure pursuant to direction



Thank you

