



Buncombe County Sports Park Field Management RFP

Presented by

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Recreation Services



Use Agreement Overview

- Authorizes a vendor (typically a youth league) the ability to program a County-owned space in exchange for maintenance and upkeep.
 - This allows the operator to operate their own athletic league, host tournaments, recruit tournaments, and rent field space to other organizations.
 - Under these agreements the County is typically authorized a certain number of use days to host its own events.
- The use agreements generally apply to athletic fields or others specific spaces within a larger County park (i.e. the soccer fields at the Buncombe County Sports Park or the baseball fields at Charles D. Owen Ponds).
- The vendor operates those specific spaces while the County continues to operate and maintain the larger County park.



Use Agreement Benefits County

- Offsets County's costs for operation of athletic facilities.
- Creates opportunities for recreation leagues to be seeded and grow.
- Offsets the County's cost of staffing via external programming.
- Creates opportunities for expanded funding availability through engaging Public Private Partnerships for County properties thus further offsetting major capital improvement costs.
- Reduces liability on the County by transitioning sports programming to another entity.



Use Agreement Elements



Field Maintenance

Admin Staff (+Bi-Lingual Staff)

Website and Social Media

Accounting/Bank (Registration Fees, etc.)

Placement and Ranking of Players

Coach and Volunteer Recruitment Retention and Training

Uniform purchases and distribution

Parent and Stakeholder Management

Trash/Garbage Cleanup

Equipment Maintenance

Sponsorships

Scheduling

License/Certifications

Tournament Scheduling

Games Scheduling

Concession Operations

Official Coordination

Risk Management

Sport Development and Coordination

Deferred Cost Considerations

| Table 6: Cost of Equipment, Supplies, and Labor (TRC) | | | |
|----------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|-------------------------|
| Synthetic Turf | | Natural Grass | |
| Water (for cooling) | \$6,000-35,000 | Irrigation | \$6,000-35,000 |
| Sprayer for water application | \$1,000-35,000 | Equipment for irrigation | \$3,000-31,000 |
| Sweeper | \$1,500-20,000 | Mower | \$13,000-69,000 |
| Mechanical broom | \$500-3,000 | Fertilizer applicator | \$1,000-3,000 |
| Line painter | \$500-\$3,000 | Line painter | \$700-3,000 |
| Groomer | \$1,500-2,000 | Rollers | \$2,000-4,000 |
| Cart (for towing equipment) | \$7,000-16,000 | Cart (for towing equipment) | \$7,000-18,500 |
| Field magnet | \$500-1,000 | Aerator | \$3,500-17,000 |
| Rollers | \$250-2,000 | Vacuum | \$2,100-5,000 |
| Top dresser | \$4,500-10,000 | Top dresser | \$4,500-20,000 |
| Total | \$23,250-127,000 | Total | \$42,800-205,500 |
| Source: Turfgrass Resource Center. (no date.) "Natural Grass and Artificial Turf: Separating Myths and Facts." | | | |



Deferred Cost Considerations

| Annual Operating Cost | | | |
|------------------------------------------|----------|-----------|---------------------|
| | Quantity | Cost | Total Line Cost |
| New FTE Labor Requirements | 7 FTEs | \$ 81,542 | \$ 570,794 |
| Annual Cost of Maintenance Synthetic | 3 fields | \$ 77,000 | \$ 539,000 |
| Annual Cost of Maintenance Natural Grass | 5 fields | \$ 57,000 | \$ 399,000 |
| Total Annual Cost | | | \$ 1,508,794 |

| Estimated Start Up Cost | |
|--------------------------------------|-------------------|
| Technology and Software | \$ 50,000 |
| Soccer Goals | \$ 72,000 |
| Synthetic Turf Maintenance Equipment | \$ 127,000 |
| Natural Grass Maintenance Equipment | \$ 205,000 |
| Total One Time Cost | |
| | \$ 404,000 |



Deferred Cost Considerations

- Estimates are based on comps and pre-COVID cost considerations.
- Estimates do not consider reimbursable costs associated with running soccer programs (i.e. concessions, uniforms, etc.). The actual budget demand in terms annual capital needs will be considerably higher based on program design.
- Additional infrastructure cost would need to be incurred including the ability for the County to accept credit card payments and online registrations (which would create new demands in other departments).
- The County would likely need to reassess its insurance coverage to accommodate the new operational model.
- The county would also need to increase its HR capacity for volunteer recruitment, processing, and screening.



Use Agreement Benefits Vendor

- Provides stable position for athletic organization thus allowing for consistency in programming and providing opportunities for stable and sustainable growth.
- Creates opportunities for revenue generation thus offsetting the organization's operating costs.
- Typically allows for additional revenue based on location-based advertising sales (i.e. sponsorships).



Buncombe County Sports Park Use Agreement - Current

- Authorizes Asheville Buncombe Youth Soccer Association (ABYSA) rights to program Fields 1-7 of the Buncombe County Sports Park (BSCP) for youth and adult soccer programming.
- ABYSA shall not unreasonably restrict other users; however, ABYSA is allowed to make determinations regarding field use schedules as it pertains to maintaining competition quality fields.
- County maintains common areas of the BCSP.
- County reserves up to 12 coordinated special events each year (that would interfere with field use)
- ABYSA handles all maintenance of the fields including irrigation, fertilization and planting schedules, along with enhanced mowing schedule.



Buncombe County Sports Park Use Agreement – Request for Proposals

- Will create an open process to solicit proposals for the operation of Buncombe County Sports Park's athletic fields.
 - The Request for Proposals will seek an agreement that runs parallel to the current agreement.
 - Bids will be evaluated through Buncombe County's adopted procurement procedures.
 - The highest scoring bidder will negotiate potential agreement terms that will then be presented to the Buncombe County Board of Commissioners for approval.



Buncombe County Sports Park Use Agreement – Request for Proposals

- Seek to minimize disruption to residents in terms of both programming and opportunity availability.
- Will ensure that fields are operated by a non-profit entity for a larger community purpose
- Require “competition quality” levels of service from the vendor via knowledge of artificial turf, grass fields, and athletic field scheduling and operations.
- Require that the vendor participate in recruitment of hotel nights in alignment with Enka Recreation Destination funding requirements
- Provide affordable equitable athletics access to all residents across age, ability, skill-level, and economic status.
- Require timely reporting of field use levels, tournament requirement, recreation league players, and other data as available and necessary.





Enka Heritage Trail Conceptual Layout

Key Features

- | | | |
|---------------------------------------|------------------------------------------|----------------------------------------------|
| A. Pedestrian Connector Bridge | F. Multi-Use Athletic Field | K. New Sidewalk Connection to Biltmore Lake |
| B. Repurposed Rail Road Trestle | G. Challenge Course | L. New Vehicular Road to Fletcher Partners |
| C. Dog Park | H. Yalp Toro (4-way Soccer/Hockey Court) | M. New Vehicular Bridge to Fletcher Partners |
| D. Educational Pavilion and Restrooms | I. Athletic Agility Course | |
| E. Rivercane Interpretative Area | J. Potential Fire Station Location | |

Tentative RFP Process and Schedule

Completed by November 10, 2021 - Information gathering and listening session

October 27, 2021, 7:00pm Community Listening Session (Virtual)

November 2, 2021, 12:15pm Community Listening Session (Virtual)

November 15, 2021 – Request for Proposals Issue Date

January 3, 2022 - Request for Proposals Due Date

January 4 -18, 2022 Contract Negotiations

February 1, 2022 Contract Award via Board Action

May 2, 2022 Contract Effective Date and Organizational Handoff

