

Alachua County FY26/27
Sports Event Center
Schedule of Fees and Charges for Services



Prepared by Office of Management & Budget

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Sports Event Center (SEC)

Main Arena

Arena	Rate
• Track and Field	
○ Weekends (Friday – Sunday)	\$12,000
○ Weekdays (Monday-Thursday)	\$8,400
• Zones A, B, C + Meeting Rooms A & B	
○ Weekends (Friday – Sunday)	\$10,230
○ Weekdays (Monday-Thursday)	\$8,140
Main Arena	Rate
• Zones A, B, C	
○ Weekends (Friday – Sunday)	\$9,240
○ Weekdays (Monday-Thursday)	\$7,392
• Zones A, C or B, C	
○ Weekends (Friday – Sunday)	\$6,270
○ Weekdays (Monday-Thursday)	\$5,016
• Zones A, B	
○ Weekends (Friday – Sunday)	\$6,160
○ Weekdays (Monday-Thursday)	\$4,928
• Zones C	
○ Weekends (Friday – Sunday)	\$4,400
○ Weekdays (Monday-Thursday)	\$3,520
• Zones A or B	
○ Weekends (Friday – Sunday)	\$3,300
○ Weekdays (Monday-Thursday)	\$2,640
• Track Sprint Lanes Area (Non-training)	
○ Weekends (Friday – Sunday)	\$3,300
○ Weekdays (Monday-Thursday)	\$2,640

NOTE: Rates are based on a 12-hour rental period. Additional hours will be billed in 4-hour increments at 30% the rental rate. The facility manager may pro rate partial day rentals for no less than 50% (half-day) rental rate. The facility manager may honor 2026 rates for agreements executed or quotes during 2026 for 2027 commitments.

Meeting Rooms

Rooms	Rate
• Meeting Room A	
○ Weekends (Friday – Sunday)	\$75 per hour/\$450 per day
○ Weekdays (Monday-Thursday)	\$50 per hour/\$300 per day
• Meeting Room B	
○ Weekends (Friday – Sunday)	\$75 per hour/\$450 per day
○ Weekdays (Monday-Thursday)	\$50 per hour/\$300 per day

Rooms	Rate
• Springs Room	
○ Weekends (Friday – Sunday)	\$200 per hour/\$1,000 per day
○ Weekdays (Monday-Thursday)	\$150 per hour/\$750 per day
• Sun Room	
○ Weekends (Friday – Sunday)	\$100 per hour/\$600 per day
○ Weekdays (Monday-Thursday)	\$75 per hour/\$450 per day
• West Lobby	
○ Weekends (Friday – Sunday)	\$200 per hour/\$1,000 per day
○ Weekdays (Monday-Thursday)	\$150 per hour/\$750 per day

NOTE: Meeting Room hourly rates are based on a 3 Hour Minimum rental. Daily Rates are based on a 9-hour rental period. The West Lobby is considered common area and a part of the Arena rental and is provided in the Meeting Room rate schedule in the case of rental independently of the Arena. Meeting Rooms A and B may be provided at no cost to local non-profit organizations during normally staffed and non-peak hours at the discretion of facility manager. Springs Room, Sun Room and West Lobby may be provided at a 10% discount to local non-profit organizations during non-peak hours.

Additional Fees	Rate
• Dedicated Wi-Fi	\$200 Per Day
• Dedicated Wired Internet	\$200 Per Day Per Line
• Cleaning & Supplies	10% of Facility Rental
• Excessive Cleaning & Damage Fee	Cost/Lost Revenue + 10%
• Additional Staff Hours	\$100 per hour per staff member
• Holidays	Additional fee of up to 20%
• Hourly Access Prior to 8 am and after 10 pm	Up to \$150/hour facility Fee
• Track & Field Season Timing Buyout	\$550 per day
• Concessions Buyout	Up to \$5,000 per event per day or 20% of gross sales
• Convenience Fee for Credit Card Payments	Up to 4% of total credit card charge

NOTE: Arena rental of two or more zones may be discounted up to 20% for rentals in August through December at the discretion of the facility manager. Set-up and teardown days may be discounted up to 100% dependent on accessibility of space for other rentals at the discretion of the facility manager.

Additional Fees/Deliveries and Packages	Rate
• Light packages (0-10 lbs.)	\$5 per package
• Medium packages (11-30 lbs.)	\$10 per package
• Heavy packages (31-60 lbs.)	\$15 per package
• Oversized/Over 60 lbs.	\$25 per package
• Pallets and crates	\$50 per package

Additional Fees/Storages	Rate
• Light-Medium packages	\$5 per package per day
• Heavy packages	\$10 per package per day
• Oversized/Over 60 lbs	\$25 per package per day
• Pallets and crates	\$50 per package per day

NOTE: Deliveries may be made up to 5 days prior to the event, and packages may be held up to 2 days following the event, Storage for packages outside of this time frame may be charged at storage rates listed above.

Concession Fees	Rate
• Concession Buyout	Up to \$5,000 per event per day or 20% of gross sales
• Food Truck Fee	Up to \$200 per food truck per day or 10% of gross sales
• Concessionaire	Up to 20% of gross sales
• Preferred Caterer Fee	\$50 application fee + 10% of gross sales
• Preferred Caterer Vendor/Supplier Fee	\$50 application fee + 10% of gross sales

NOTE: Concessionaire rates do not imply nor intend to serve as a long-term service agreement but are on an event-specific basis.

Incidentals/Items	Rate
• Chair-Additional	\$1 per chair
• Hurdles (set of 5)	\$20 per set
• Barricades	\$10 per barricade
• Table – Additional	\$7 per table
• Table Linens	\$10 per linen
• Scoreboard (weekly court rental)	\$50 per court per day
• Pipe and Drape	\$10 per linear foot
• Projector (LCD)	\$100 per day

Incidentals/Services	Rate
• Third Pary Rentals/Incidentals/Services	Cost + 10%
• Custodial Staffing	\$32 per hour per person/\$48 for overtime
• Event Staffing	\$32 per hour per person/\$48 for overtime

Merchandise	Rate
• Spikes (bag of 10-12)	\$5 per bag

NOTE: Event Rentals include the following minimum number of facility personnel. Additional personnel will be charged at the above rates. Third Party rentals include goods or services procured by Alachua County for the event, upon request of the event rights holder.

Space	Event Personnel	Custodial Personnel
Track	5	2
Full Arena	4	2
Arena 2 Zones	2	1
Arena 1 Zone	1	1
Meeting Rooms	1	0

NOTE: Event rentals include an appropriate number of tables and chairs consistent with event type. Additional tables and chairs requested may be charged at the rate(s) above. Expos, trade shows, and large meetings utilizing excessive tables and chairs shall be charged at the rate(s) above.

Court Type	Hourly Rate – M-TH-4pm-9pm	Hourly Rate – M-TH-8am-4pm
Basketball	\$100 per court	\$50 per court
Volleyball	\$125 per two courts or \$100 per one court	\$65 per two courts or \$50 per court
Pickleball	\$35 per hour per court (8 guests max)	\$20 per court (8 guests max)

NOTE: No one person or organization may rent more than 75% of the available courts more than one day per week.

Holidays or Friday – Sunday non-event weekend rates are subject to an up to 50% increase over Monday – Thursday 4pm-9pm rates

Convenience fee for credit card payments of up to 4% of total credit card charge may be applied

Discounts

Court Hours	Discount
• 300 Court Hours per year	10% OFF
• 600 Court Hours per year	15% OFF
• 1,000 Court Hours per year	20% OFF

Open Gym Rates:

Open Gym Activity	Rate
• Basketball Open Gym	\$10 per person
• Batting Cage Rental	\$20 per person
• Pickleball Open Gym	\$5 per person
• Pickleball Open Gym with Paddle Rental	\$10 per person
• Track and Field Practice Sessions	\$10 per person
• Track and Field Team Practice (Exclusive – Non-Event Days)	\$250 per hour
• Track and Field Training Off Season – High Jump	\$50 per hour (minimum 3 hours)
• Track and Field Training Off Season Sprint Lanes	\$100 per hour
• Volleyball Open Gym	\$10 per person

Advertising

Benefit	Annual Fee
• 10 x 10 sign in main Arena	\$5,000
• Logo on ACSEC Website	\$3,500
• Digital Advertising on Lobby Monitors	\$3,000
• Track Railing Sign (Seasonal)	\$2,000
• Materials in Brochure Rack in Lobby	\$1,000
• All Benefits Above	\$10,000

The general manager of the Alachua County Sports and Events Center shall have discretion in the negotiation of the rental fee to be charged and may adjust the rental fee and/or waiver an expense when it is in the best interest of Alachua County, aligns with the objectives of the ACSEC, and in accordance with this policy.

An accounting of adjusted rental fees/waiver of expenses shall be maintained and reported at the conclusion of each fiscal year. Authority shall be given for the adjustment of rental fees/waiver of expenses as follows:

ACSEC General Manager/Sports and Events Manager	\$5,000
Tourism and Economic Development Director	\$10,000
Assistant County Manager	\$25,000
County Manager	\$50,000
Board of County Commissioners	\$50,001+

Rental fees may be waived by the General Manager for Alachua County owned or created events that do not displace potential revenue driving business (peak event days). Any expenses incurred to host the event shall be incurred on the department or agency that is seeking use of the ACSEC.

Appendix

Delegation of Pricing Authority – Sports Event Center

The Board hereby authorizes the County Manager, or designee, to establish, negotiate, and adjust usage fees, which includes, rental rates, user fees, promotional pricing, discounts, package pricing, event sponsorship, and related charges for the use of the Sports Event Center (“SEC”) facilities and services, provided such adjustments are consistent with the operational, financial, and public-purpose objectives of the facility and comply with all applicable County policies, County ordinances, procurement requirements, and Florida law.

This delegation applies solely to routine operational usage fees associated with SEC facilities and services and does not include authority to approve facility sponsorship agreements, naming rights agreements, exclusive vendor agreements, capital improvement commitments, real property interests, or any agreement otherwise requiring Board approval under County policy or applicable law.

The County Manager, or designee, may exercise this authority without further Board approval under the following conditions:

1. Established Fee Framework

The Board of County Commission shall annually approve a general fee structure, pricing policies, and cost recovery standards.

For purposes of this section, “cost recovery standards” shall mean the minimum revenue thresholds established by the County for recovery of direct operational costs associated with facility use, including staffing, utilities, maintenance, and other operational expenses as calculated by County administration.

The County Manager, or designee, may establish temporary promotional pricing, seasonal incentives and adjustments, tournament recruitment incentives, and packaged pricing arrangements designed to maximize facility revenue, utilization, tourism, economic impact, and/or operational efficiency, provided such pricing remains consistent with SEC operational plan.

2. Negotiation Authority and Limitations

The County Manager, or designee, may negotiate individual rental arrangements and execute routine facility use agreements, provided that:

- a. all negotiated agreements comply with applicable County procurement policies, public contracting requirements, ethics provisions, nondiscrimination requirements, and public records laws;

b. discounts, premiums, promotional pricing, and negotiated rates are applied pursuant to written administrative guidelines designed to promote consistency, transparency, fairness, and nondiscriminatory treatment among similarly situated users;

c. any discounts, premiums, or promotional arrangement shall serve a documented public purpose consistent with County objectives, including but not limited to tourism development, economic impact, youth recreation, community engagement, or increased facility utilization;

d. the County Manager, or designee, shall not waive fees or provide discounts in a manner inconsistent with the SEC operational plan;

e. agreements executed under this authority shall not:

i. exceed three (3) years in duration;

ii. involve exclusive use rights extending beyond a single event or season; or

iii. involve aggregate County obligations or anticipated revenue impacts exceeding \$ _____.

f. pricing will not be reduced below County-established cost recovery standards unless specifically authorized in writing by the County Manager or approved by the Board; and

g. all negotiated pricing deviations from standard fee schedules shall be documented in writing and maintained in accordance with applicable public records retention requirements.

3. Reporting Requirement

A quarterly report shall be furnished to the Board summarizing actions taken pursuant to this delegated authority. Such reports shall include, at a minimum:

a. significant pricing adjustments and promotional programs implemented;

b. usage fee reductions or premiums exceeding thresholds established administratively by the County Manager;

c. major agreements executed under this authority;

d. agreements involving substantial economic impact or tourism-related activity; and

e. any pricing actions authorized below standard cost recovery thresholds.

4. Administrative Oversight and Internal Controls

The County Manager may establish additional administrative procedures, approval thresholds, documentation requirements, and internal controls necessary to ensure fiscal accountability, operational consistency, and compliance with the SEC Operational Plan, County policies and applicable law.

5. Board Oversight

The Board retains the authority to amend, suspend, limit, or revoke this delegation of authority at any time and may require specific agreements or categories of pricing decisions to be presented for Board approval.

6. Event registration fees and admissions

Recognizing the value of created events and its importance to the success of the SEC, the Board hereby authorizes the County Manager, or designee, to create County owned events and establish registration fees, admissions rates, and other customary event-related fees or earned revenue opportunities at reasonable market standards.