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# BMX Operations Update

Parks & Recreation Department



# Presentation Agenda

- Facility highlights & programming potential
  - Org Chart & Proposed Scheduling
    - Proposed Operation Hours
    - Potential Revenue Streams
      - Proposed Fee Structures
      - Proposed Rental Inventory
- Proposed Point of Sale & Concession Solutions
  - Construction & Branding Update



# BMX Update

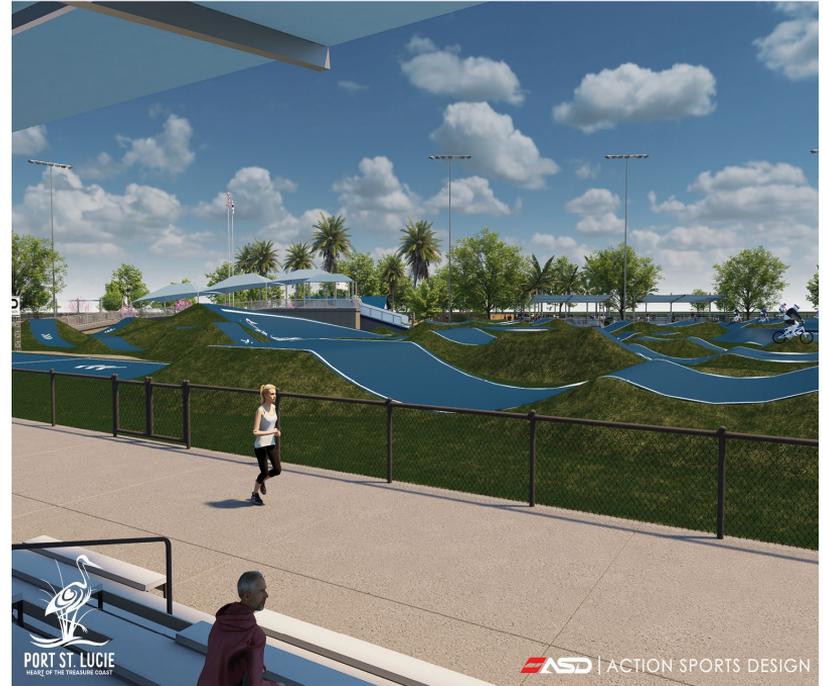
- Previous update to Council in August 2025 provided an early look at the project and the potential avenues of operation
- Council provided input on fees, operational models, and staffing
- Department is providing this presentation to provided key updates in these areas and more
- Agreement received from USA BMX; pending final Legal review and Council approval

# Facility Highlights & Potential Programming

- PSL's BMX track will be the **only one of its kind** to offer scheduled and free public access.
- An **all-inclusive destination** - facility accommodates bikes, scooters, skateboards, inline skates, and electric RC cars
- **All-wheel adaptive surface** also provides for lower maintenance, leading to higher usability
- **Open access** during non-sanctioned hours
- Youth clinics, after school programs, and private rentals
- United Cycling International (UCI) pump track eligibility

# Guiding Goals

- Maximize use by residents and visitors
- Support daily programming and event hosting
- Generate revenue to support sustainability
- Align with national best practices

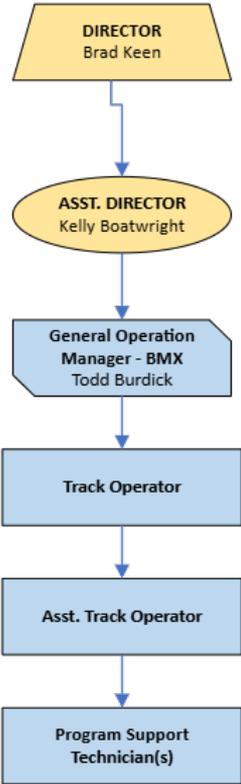


# Staff Research

- Action Sports Design Mike McIntyre
  - Oldsmar BMX
  - Rock Hill BMX
  - Durango BMX
- Houston Rock Star Energy Park



# Organizational Chart



- Volunteers**
  - USA BMX Operations



# Proposed Operations Schedule

Mon 12:00-9:00 | Tue-Sat 9:00-9:00 | Sun 12:00-7:00

## Every week features:

- 1 USA BMX race night
- 2 USA BMX practice blocks
- 1 grassroots beginner clinic block
- 6 open ride / programming blocks
- 3 *FREE* ride blocks



# Proposed Example of Staff Scheduling

Mon 12:00-9:00 | Tue-Sat 9:00-9:00 | Sun 12:00-7:00

Position	MON	TUES	WEDS	THUR	FRI	SAT	SUN	Total Hrs.
Track Operator	Noon-9p	OFF	OFF	Noon-9p	Noon-9p	8a-5p	10a-7p	40
Prog. Supp. Tech	Noon-9p	Noon-9p	Noon-9p	OFF	OFF	8a-5p	10a-7p	40
Prog. Supp. Tech	Noon-9p	Noon-9p	OFF	8a-5p	8a-5p	8a-5p	OFF	40
Prog. Supp. Tech	8a-5p	8a-5p	8a-5p	8a-5p	Noon-9p	OFF	OFF	40
Prog. Supp. Tech	OFF	8a-5p	8a-5p	Noon-9p	Noon-9p	Noon-9p	OFF	40
Prog. Supp. Tech	Noon-9p	Noon-9p	OFF	OFF	Noon-9p	3-9p	10a-7p	40

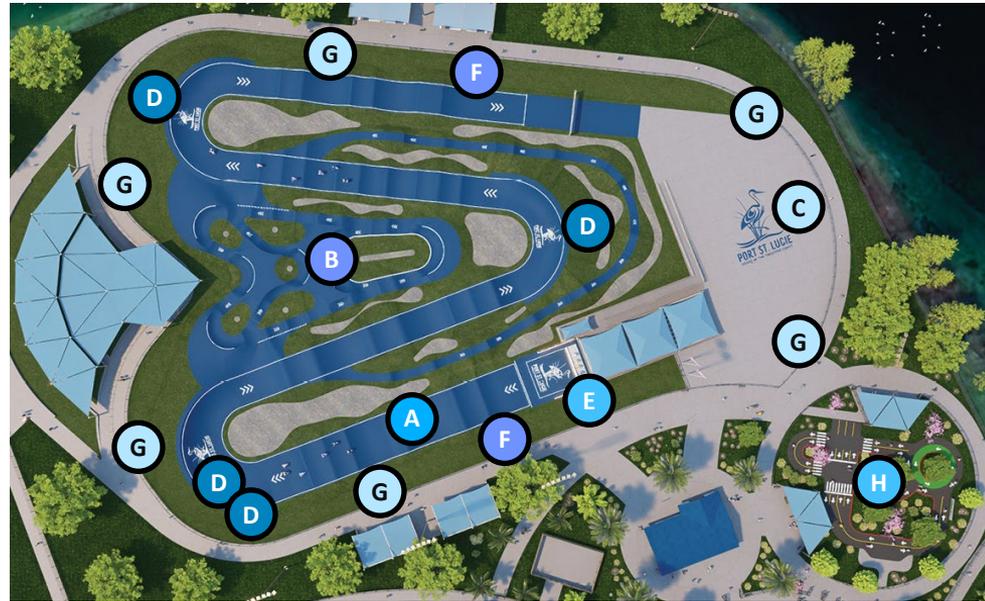
# Potential Revenue Streams

- **USA BMX programming**
  - *Memberships / Race & practice fees / Camps / Clinics / Large events*
- **Track rentals**
  - *Pro clinics / Private Lessons / Race teams / Birthday parties*
- **Rental program**
  - *Rental bikes / Rental helmets*
- **Additional programming & special events**
  - *Electric RC races / Live music / After-school & summer camps / Coaching & Lessons*
- **Concessions**
- **Merchandise**
- **Sponsorships**

# Potential Sponsorship Opportunities

- **Potential Options**

- **A** *BMX Track Naming Rights / Building Wrap*
- **B** *Pump Track Naming Rights*
- **C** *Staging Area Logo Placement*
- **D** *Corner / Obstacle Naming*
- **E** *Gate Naming*
- **F** *Feather Flags*
- **G** *Banners*
- **H** *Learning Area Naming Rights*
- **I** *Jersey Logo Placement*



# Proposed Fee Structure

- Open sessions - \$10/rider
- Tiered membership program
- Free ride schedule blocks *three* times per week
- Bike rentals - \$10
- Helmet rentals - \$5
- Pricing fee structures for coaching, lessons, clinics & track rentals based on national best practices
- USA BMX pricing



# Proposed Rental Inventory

- *Chase Edge* BMX race bikes – full size and mini-pro
- *DK Bicycles* 26" dirt jumper bikes
- *Sun Baja* trike – adaptive BMX cycles
- *Strider* – kids push bikes
- *6D* helmets – full size range



Strider 12 Sport



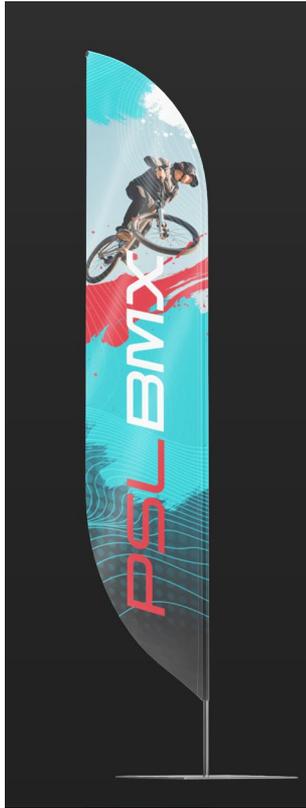
# Construction Update Video



# Proposed Branding

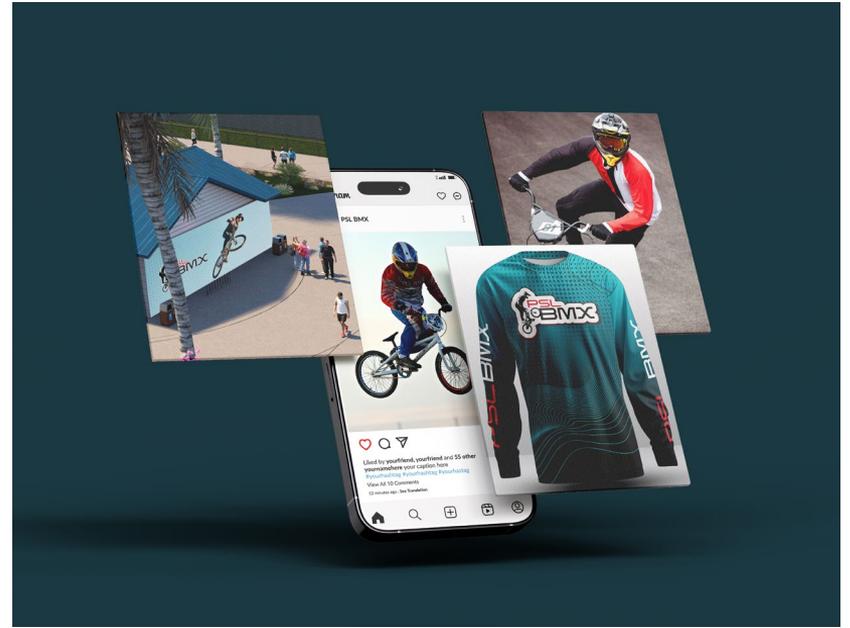
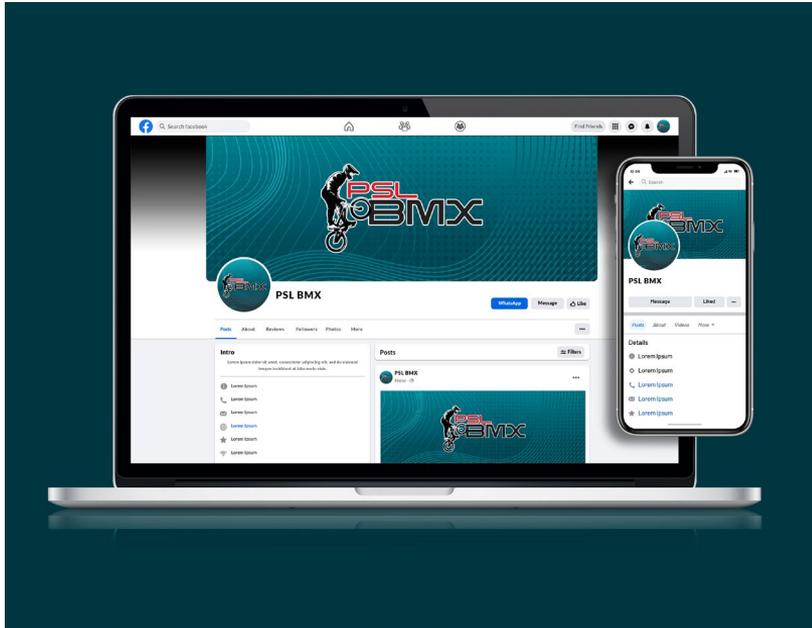


# Proposed Branding



# Social Media & Communications

- Landing page on USA BMX website
- Social media accounts (Facebook, Instagram & YouTube)



# Point of Sale

- **Track Programming (USA BMX and non-USA BMX)**
  - Race/practice fees
  - Camps/clinics
  - Lessons
  - Facility Entrance
- **Rental program**
  - Fees
  - Asset Management

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Questions?

