



BMX Facility Operational Model – Overview & Options

Prepared for City Manager | July 2025

Presented by Zak Sherman, Parks & Recreation

Purpose of Presentation:

- Provide a progress update on the BMX facility
- Share findings from research and site visits
- Present operational models under consideration
- Outline staffing and revenue opportunities
- Request direction on preferred approach



Where We Are Now:

- Construction contract approved June 23, 2025
- Groundbreaking underway; 4-month timeline (weather permitting)
- Operational planning now a key priority
- Focus: Access, programming, financial sustainability



Background Timeline

- Feb 2, 2023 – Letter of Intent to USA BMX
- July 10, 2023 – Design contract awarded to Action Sports Design
- June 23, 2025 – Construction contract approved
- Site visits completed: Okeeheelee and Oldsmar in Florida; Travis County, San Antonio, and Houston in Texas
 - *Our track will be unique — believed to be the only BMX facility of its kind designed for public access.*
- Emerging decision: City-run vs. hybrid operational model
 - *A City-operated component is expected under any model*

Facility Highlights & Programming Potential

- PSL's BMX track will be the only one of its kind to offer scheduled free public access.
- Accommodates bikes, scooters, skateboards, RC cars (all inclusive)
- All-wheel adaptive surface = lower maintenance, high usability
- Open access during non-sanctioned hours
- Youth clinics, after-school programs, team practices, and private rentals
- Potential UCI pump track qualifier eligibility

Our Guiding Goals

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

Operational Model Options

Option 1: Hybrid Model

- City oversees site; 501(c)(3) partner handles USA-BMX sanctioned programming
- Potentially less City staff required; more volunteer-led programming in evenings
- 501(c)(3) collects revenue from USA BMX sanctioned activities
- City retains revenue from general use and rentals outside race times
- Potential staff requirements: 6-8 FTEs

Option 2: City-Run Model

- City oversees all operations: staffing, scheduling, maintenance, programming, rentals, races, sponsorships, and revenue generation
- All revenues flow directly to the City to support operations, programming, and long-term maintenance
- Coverage supports all regular hours, evenings, weekends, and all BMX-sanctioned and special events
- Staff requirements: 6–10 FTEs

Revenue Opportunities

- Bike Rentals – \$31,200
- Weekly Clinics & Practices – \$20,000
- Local Races (70/year) – \$105,000
- Track Rentals – \$15,000
- Concessions & Merchandise – \$40K–\$70K
- Sponsorships – \$10K–\$20K
- State/National Race/UCI Pump Qualifier – \$TBD

Note: Revenue projections assume a seven-day operational schedule with appropriate marketing support and the ability to hire coaches as 1099 contractors. A 20–30% year-over-year growth rate is considered reasonable under these conditions.



Estimated Total Annual Revenue: \$221,200



Recommended Option – City-Run:

- Ensures full City control over daily use and programming
- Retains revenues from rentals, concessions, races, special events, and sponsorships
 - BMX sanctioned events revenue subject to sanctioning fees
- Supports expanded community access (open rides, clinics, afterschool programming, and children's safety play space)
- Allows for more consistent branding and maintenance standards



Revenue Structure Options

General Fund: Most common model for Parks & Recreation assets

Revenues help offset costs, but may not fully fund operations

Allows for broader public access and integration with other City services

Recommended starting point for BMX operations

Potential Future Option – Enterprise Fund: Typically used for high-revenue, self-sustaining facilities (e.g., golf courses, marinas)

Requires ability to fully cover operating and capital costs from program-generated revenue

May be considered if BMX revenues demonstrate sustained growth over time

Next Steps

- Await legal review of the draft USA BMX sanctioning agreement (submitted)
- Prepare staffing plan:
 - If City-run: hire all staff
 - If hybrid model: hire necessary staff and coordinate with a 501(c)(3) for USA BMX-sanctioned events
- Work with USA BMX to develop a full-year programming and event schedule

Questions?