

**ATV Ad Hoc Committee Meeting
August 11, 2016 6PM
North Collier Regional Park**

- I. Call to Order**
- II. Approval of Agenda**
- III. Approval of previous minutes**
- IV. Old Business**
 - a. Update on "Tickets to Ride" program**
 - b. ATV Park Business Plan Review**
- V. Public Comments/Board Comments**
- VI. Adjournment**



July 14, 2016

MINUTES OF THE MEETING OF THE PARKS AND RECREATION ATV
PARK SITE AD HOC COMMITTEE

Naples, Florida, July 14, 2016

LET IT BE REMEMBERED, the Collier County Parks and Recreation ATV Park Site Ad Hoc Committee in and for the County of Collier, having conducted business herein, met on this date at 6:00 P.M. in REGULAR SESSION at North Collier Regional Park, Administrative Building, 15000 Livingston Road, Naples, Florida with the following members present:

CHAIRMAN: Joseph Pelletier
VICE CHAIRMAN: Jeff Close
William Combs
Mario Menendez (Excused)
Robert Anderson, Jr. (Excused)
William Scott (Excused)
Greg Westgate (Excused)

ALSO PRESENT: Barry Williams, Director
Jeanine McPherson, Assistant Director
Jason Rummer, Public Services Operation Analyst
Miguel Rojas Jr., Administrative Assistant
Ilonka Washburn, Operations Manager

I. Roll Call

Chairman Pelletier called the meeting to order at 6:05 PM.

II. Workshop

Mr. Pelletier opened the *Workshop discussion*.

III. New Business

Mr. Williams updated the Committee on the status of the environmental study by Passarella and Associates, Inc. for the proposed ATV Recreation Park at the Immokalee Airport site for the purpose of identifying concerns regarding permitting noting:

- Gopher Tortoises are present on the site. The Tortoises and their burrows are on the Florida endangered species list and prior to any land clearing a permit is required from the Florida Fish and Wildlife Conservation Commission (FWC) for relocation permission.
- A Scrub Jay habitat on the roadway leading to the property has been discovered. The Florida Scrub Jay is listed as a threatened state and federal species by the Florida Fish and Wildlife Conservation Commission and the United States Fish and Wildlife Commission and their presence could pose a concern in the permitting process.
- There is a secondary Florida Panther zone on the site and the habitat would require relocation. 3400 Panther Habitat Units (PHU's) would have to be purchased at a cost of \$700 each. The expense incurred would be part of the development cost.
- All end users including the FAA would be held responsible for satisfying the environmental regulations.

Mr. Williams reached out to environmental agencies to schedule meetings in August to discuss the findings and determine guidelines.

Passarella and Associates, Inc. anticipate the final report will be available in September and

Mr. Williams will invite them to the October meeting to review with the Committee.

a. Review of SCORE guidelines for Business Plan

Mr. Williams met with Jim Dallet of SCORE Naples for guidance in developing an ATV Business Plan for presentation to the Board of County Commissioners (BCC) and the Federal Aviation Administration (FAA). He distributed a summary titled "*Meeting with Jim Dallet and Regarding ATV Business Plan*" to the Committee highlighting the following item for consideration:

- A conversation with Justin Lobb, Airport Manager, indicated the FAA is looking for a long term Lease Agreement or Memo of Understanding (MOU) specifying an annual rental fee for the 300 acres of land based on "fair market value."

During Committee discussion the following concepts were introduced for rent calculation:

- Annual rent negotiated on current land value.
- Rent as a percentage of gross dollar receipts.
- Rent defined as a combination of base figure amount and a percentage of gross receipts, *or*
- A sliding scale whereby rent would adjust as the Park's revenue increases.

b. Review Existing ATV Park Operations

The Committee reviewed the operations of existing ATV parks including Lazy Springs Recreation Park and Bone Valley ATV Park. Staff will request these parks share their business plan including

startup costs, maintenance and insurance expense, annual revenue, rider capacity, entry fee structure, hours of operation, amenities offered and auxiliary sources of revenue.

c. Overview of Recreation Components of Park

The Park will consist of Tracks and Trails. Hours of operation will be Friday – Sunday plus holidays or 150 days per year. Minimum amenities will be made available to patrons until the Park is established including:

- Portable potties
- Porta showers
- Camping area
- Pavilion's
- Water/hose for equipment cleaning
- Food trucks or concession stand
- Generator tower lights for events

d. Potential Sources of Revenue

A five year projection itemizing capital expenditures and revenue streams will be developed.

Capital Expenditures

Cost of construction for Florida Tracks & Trails and Bone Valley ATV Park was \$2.4 million and \$2.1 million respectively. The capital expenditure for this park will not be less than \$1.5 million excluding the \$2.4 million potential development cost for panther mitigation.

Revenue Generated

Sources of revenue for consideration include:

- Entrance fees
 - Day passes
 - Two and three day passes
 - Annual passes
 - Children's passes discounted
- Camp ground fee
- Pavilion fee
- Shower fee
- Food concession – outsourced (the ATV would receive a percentage of gross sales)
- Go Cart track
- Drag strip
- Other potential venues such as Paint Ball, a BMX track or Zip Lines.
- Special events quarterly charging fees to race and for spectators. *An independent contractor would be retained to conduct the event with a percentage of revenue contributed to the ATV.*

The Committee discussed a daily entrance fee scale in the \$15 - \$25 range per person (children under twelve would pay a discounted rate; children under six would be admitted free).

The Committee projected 6000 ticket sales for the first year with incremental increases each year.

Staff noted Lazy Springs Recreation Park's annual volume is in the \$400K range.

e. Overview of major expenses of Park

Discussion occurred on operational costs associated with the Park as follows:

Personnel

For planning purposes, Staff will assume 4.5 full time maintenance crew to service the Park. Key areas include track maintenance (grading and watering) and minimal trail maintenance.

Equipment

A bulldozer and water truck are required for track maintenance.

Staff will research rental options for the equipment.

Porta potties and showers.

Staff will research outsourcing options for these items.

Medical Staff

Staff will meet with the Department of Risk Management to confirm industry standard requirements for Emergency Medical Technician staff presence and construction of a first aid tent.

f. Next Steps

Mr. Williams met with Collier Enterprises and King Ranch representatives to apprise them of the ATV project as their land is contiguous to the future park. Their response was supportive to the concept however; King Ranch expressed a concern regarding spraying of the citrus groves and noted the park could not be open during spray applications.

Mr. Williams reported, based on the Committee's input, Staff will present a Business Plan recommendation for the ATV Park at the August 11, 2016 meeting.

V. Public Comments/Board Comments

Mr. Bevins, Realtor, endorsed the strategy of visiting other ATV park sites and securing appropriate information for application to the formation of the Committee's Business Plan.

He recommended securing preliminary approval from environmental agencies prior to the Committee's investment of substantial funds in order to preserve capital.

VI. Adjournment

There being no further business for the good of the County, the meeting was adjourned by order of the chair at 7:25 pm.

NEXT MEETING

August 11, 2016

**North Collier Regional Park -Administrative Building, 15000 Immokalee Road
Naples, FL 34142**

July 14, 2016

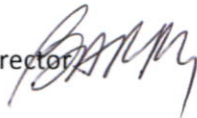
Parks and Recreation ATV Park Site Ad Hoc Committee

Joseph Pelletier, Chairman

These minutes approved by the Board/Committee on _____, 2016 as presented _____
or as amended _____.

Memo

To: Commissioner Donna Fiala, District 1
Commissioner Georgia A. Hiller, Esq., District 2
Commissioner Tom Henning, District 3
Commissioner Penny Taylor, District 4
Commissioner Tim Nance, District 5

From: Barry Williams, Parks and Recreation Division Director 

Subject: "Tickets to Ride" Program for ATV Riders in Collier County

Date: July 1, 2016

Commissioners, I am writing to thank you for your support of our Division's Tickets to Ride program implemented from Board action on December 8th, 2015 (Item 16D24) and to update you regarding the status of the program. At that time, the Board authorized the use of the ATV Trust Fund to purchase tickets for Collier County residents to ride at either the Lazy Springs site near Felda or the Croom motorcycle area within the Withlacoochee State Park.

As of this date, the program has been viewed as a tremendous success both by staff and your appointed ad hoc committee.

Statistics related to the program are as follows:

ATV Park	Total # Purchased	Total Cost of Purchase	Tickets Issued	Inventory of Tickets	Tickets Redeemed	Percent of Total	Tickets Remaining to be Redeemed	Value of Tickets yet to be Redeemed
Lazy Springs	450	\$9,000	450	0	299	66.4%	151	\$3,020
Croom	50	\$750	50	0	24	48%	26	\$390
Totals	500	\$9,750	500	0	323	64.6%	177	\$3,410

The Committee has voted to not recommend purchasing more tickets until the tickets previously purchased and issued have been redeemed. They have gotten feedback that this gesture was appreciated by many in the ATV riding community that were able to participate. The ad hoc committee will review the status of the program at their August 11, 2016 meeting.

If you have any questions, please do not hesitate to contact me at 252-4035.

Cc: Leo Ochs, County Manager
Nick Casalanguida, Deputy County Manager
Steve Carnell, Public Services Department Head

Outsourced Vendor

Elements	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
Personnel Costs	N/A	N/A	N/A	N/A	N/A
Operating and Maintenance	\$ (243,850.00)	\$ (256,042.50)	\$ (268,844.63)	\$ (282,286.86)	\$ (296,401.20)
Capital Outlay	\$ (125,000.00)	N/A	N/A	N/A	N/A
Total Operating Costs	\$ (368,850.00)	\$ (256,042.50)	\$ (268,844.63)	\$ (282,286.86)	\$ (296,401.20)
Revenues	\$ 419,500.00	\$ 419,500.00	\$ 419,500.00	\$ 419,500.00	\$ 419,500.00
Remittance to the Immokalee Airport	\$ (74,925.00)	\$ (74,925.00)	\$ (74,925.00)	\$ (74,925.00)	\$ (74,925.00)
Net Revenues	\$ 344,575.00	\$ 344,575.00	\$ 344,575.00	\$ 344,575.00	\$ 344,575.00
Net Operating cost / revenue	\$ (24,275.00)	\$ 88,532.50	\$ 75,730.38	\$ 62,288.14	\$ 48,173.80

Operating		2019 Budget
080702-10 Departmental Administration/Overhead		\$ 30,000.00
xxxxxx - 001	631400 Engineering Fees	\$ 500.00
xxxxxx - 001	634999 Other Contractual Services	\$ 20,000.00
xxxxxx - 001	641700 Cellular Telephone	\$ 1,400.00
xxxxxx - 001	643100 Electricity	\$ 17,700.00
xxxxxx - 001	643300 Trash And Garbage Disposal	\$ 10,000.00
xxxxxx - 001	643400 Water And Sewer	\$ 35,000.00
xxxxxx - 001	645260 Auto Insurance	\$ 4,000.00
xxxxxx - 001	646317 Fencing Maintenance	\$ 3,000.00
xxxxxx - 001	646320 Landscape Materials	\$ 20,000.00
xxxxxx - 001	646360 Maintenance of Grounds	\$ 4,000.00
xxxxxx - 001	646430 Fleet Maint Inf Labor And Overhead	\$ 17,300.00
xxxxxx - 001	646440 Fleet Maint Inf Parts And Sublet	\$ 12,000.00
xxxxxx - 001	646445 Fleet Non Maint	\$ 1,500.00
xxxxxx - 001	646970 Other Equip Repair Maintenance	\$ 30,000.00
xxxxxx - 001	649010 Licenses And Permits	\$ 1,800.00
xxxxxx - 001	651930 Minor Office Furniture	\$ 300.00
xxxxxx - 001	652110 Clothing And Uniform Purchases	\$ 2,050.00
xxxxxx - 001	652130 Clothing And Uniform Rental	\$ 1,300.00
xxxxxx - 001	652140 Personal Safety Equipment	\$ 2,000.00
xxxxxx - 001	652210 Fort Herb Chem	\$ 10,000.00
xxxxxx - 001	652490 Fuel And Lub	\$ 6,000.00
xxxxxx - 001	652910 Minor Operating Equipment	\$ 5,000.00
xxxxxx - 001	652990 Other Operating Supplies	\$ 9,000.00
xxxxxx - 001	Total Annual Operating Cost	\$ 243,850.00

Personnel	
xxxxxx - 001	Burden Package for 2 FTEs (1 for ATV and 1 for maint)
xxxxxx - 001	156313-111 512100 Regular Salaries
xxxxxx - 001	156313-111 513100 Other Salaries And Wages
xxxxxx - 001	Total PS

Revenues	
xxxxxx - 001	347400 Special Event
xxxxxx - 001	347276 Admission
xxxxxx - 001	347909 Permit Membership Sales
xxxxxx - 001	347908 Taxable Concession (Vendor)
xxxxxx - 001	Total Revenues

Airport Remittance: \$1,000 monthly rent, + 15% from Gross Revenue \$ 74,925.00

xxxxxx - 001	T-Mark Schmidt Grant funds - anticipated - possible
xxxxxx - 001	xxxxxx - 881300 Remittance to the Immokalee Airport

xxxxxx - 001	Capital includes: maintenance machinery, office furniture,
xxxxxx - 001	Total Capital

xxxxxx - 001	Development costs:
xxxxxx - 001	permits, mitigation and design
xxxxxx - 001	construction (Admissions booth, parking trail system, utilities)
xxxxxx - 001	Total Development costs

1 Senior Park Prog \$ 67,000.00
2 Job Bankers \$ 28,802.00 \$ 1,786.72 benefits
Maintenance \$ 59,606.00

\$10 for 300 people for 4 events
\$35 for 50 people for 150 days
\$250 for 100 people for annual pass
\$ vendors at \$20/hr x 8 hours x 150 days

negotiable percentage of the revenue

Parks and Recreation

Elements	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
Personnel Costs	\$ (155,408.00)	\$ (159,293.20)	\$ (163,275.53)	\$ (167,357.42)	\$ (171,541.35)
Operating and Maintenance	\$ (288,950.00)	\$ (303,397.50)	\$ (318,567.38)	\$ (334,495.74)	\$ (351,220.53)
Capital Outlay	\$ (125,000.00)	N/A	N/A	N/A	N/A
Total Operating Costs	\$ (569,358.00)	\$ (462,690.70)	\$ (481,842.91)	\$ (501,853.16)	\$ (522,761.88)
Minus New Revenues	\$ 419,500.00	\$ 419,500.00	\$ 419,500.00	\$ 419,500.00	\$ 419,500.00
Remittance to the Immokalee Airport	\$ (74,925.00)	\$ (74,925.00)	\$ (74,925.00)	\$ (74,925.00)	\$ (74,925.00)
Net Revenues	\$ 344,575.00	\$ 344,575.00	\$ 344,575.00	\$ 344,575.00	\$ 344,575.00
Net Operating cost / revenue	\$ (224,783.00)	\$ (118,115.70)	\$ (137,267.91)	\$ (157,278.16)	\$ (178,186.88)
New Personnel (FTE)	2	2	2	2	2

Operating		2019 Budget
080702-10 Departmental Administration/Overhead		\$ 30,000.00
xxxxxx - 001 631400 Engineering Fees		\$ 500.00
xxxxxx - 001 634999 Other Contractual Services		\$ 20,000.00
xxxxxx - 001 641700 Cellular Telephone		\$ 1,400.00
xxxxxx - 001 643100 Electricity		\$ 17,700.00
xxxxxx - 001 643300 Trash And Garbage Disposal		\$ 10,000.00
xxxxxx - 001 643400 Water And Sewer		\$ 35,000.00
xxxxxx - 001 645100 Insurance General		\$ 22,500.00
xxxxxx - 001 645260 Auto Insurance		\$ 4,000.00
xxxxxx - 001 646317 Fencing Maintenance		\$ 3,000.00
xxxxxx - 001 646320 Landscape Materials		\$ 20,000.00
xxxxxx - 001 646360 Maintenance of Grounds		\$ 4,000.00
xxxxxx - 001 646430 Fleet Maint Isf Labor And Overhead		\$ 17,300.00
xxxxxx - 001 646440 Fleet Maint Isf Parts and Sublet		\$ 12,000.00
xxxxxx - 001 646445 Fleet Non Maint		\$ 1,500.00
xxxxxx - 001 646970 Other Equip Repair Maintenance		\$ 30,000.00
xxxxxx - 001 647110 Printing		\$ 800.00
xxxxxx - 001 648170 Marketing And Promotional		\$ 5,000.00
xxxxxx - 001 649010 Licenses And Permits		\$ 1,800.00
xxxxxx - 001 649930 Credit Card Fees		\$ 11,500.00
xxxxxx - 001 651110 Office Supplies		\$ 600.00
xxxxxx - 001 651930 Minor Office Furniture		\$ 300.00
xxxxxx - 001 652110 Clothing And Uniform Purchases		\$ 2,050.00
xxxxxx - 001 652130 Clothing And Uniform Rental		\$ 1,300.00
xxxxxx - 001 652140 Personal Safety Equipment		\$ 2,000.00
xxxxxx - 001 652310 Pest Herb Chem		\$ 10,000.00
xxxxxx - 001 652490 Fuel and Lub		\$ 6,000.00
xxxxxx - 001 652510 Household & Institutional Supplies		\$ 2,000.00
xxxxxx - 001 652720 Medical Supplies		\$ 1,000.00
xxxxxx - 001 652910 Minor Operating Equipment		\$ 5,000.00
xxxxxx - 001 652990 Other Operating Supplies		\$ 9,000.00
xxxxxx - 001 654360 Other Training Ed Exp		\$ 1,700.00
Total Annual Operating Cost		\$ 288,950.00

Personnel	
Burden Package for 2 FTEs (1 for ATV and 1 for maint)	
xxxxxx - 001 156313-111 512100 Regular Salaries	\$ 126,606.00
xxxxxx - 001 156313-111 513100 Other Salaries And Wages	\$ 28,802.00
Total PS	\$ 155,408.00

Revenues	
xxxxxx - 001 xxxxxx-001 347400 Special Event	\$ 12,000.00
xxxxxx - 001 xxxxxx-001 347276 Admission	\$ 262,500.00
xxxxxx - 001 xxxxxx-001 347909 Permit Membership Sales	\$ 25,000.00
xxxxxx - 001 xxxxxx-001 347908 Taxable Concession (Vendor)	\$ 120,000.00
Total Revenues	\$ 419,500.00
xxxxxx - 001 Airport Remittance: \$1,000 monthly rent, + 15% from Gross Revenue	\$ 74,925.00

xxxxxx - 001 T-Mark Schmidt Grant funds - anticipated - possible \$ 100,000.00

xxxxxx - 001 Capital Includes: maintenance machinery,	\$ 100,000.00
xxxxxx - 001 office furniture,	\$ 25,000.00
Total Capital	\$ 125,000.00

xxxxxx - 001 Development costs:	
xxxxxx - 001 permits, mitigation and design	\$ 2,400,000.00
xxxxxx - 001 construction (Admissions booth, parking trail system, utilities)	\$ 600,000.00
Total Development costs	\$ 3,000,000.00

57*12*2

Liability

revenue x 2.75%

1 Senior Park Prog \$ 67,000.00
 2 job bankers \$ 28,802.00 benefits
 Maintenance \$ 59,606.00

\$10 for 300 people for 4 events
 \$35 for 50 people for 150 days
 \$250 for 100 people for annual pass
 5 vendors at \$20/hr x 8 hours x 150 days