



**ALACHUA COUNTY SPORTS AND EVENTS CENTER  
FEE SCHEDULE**

***DRAFT PENDING APPROVAL***

**MODIFIED: 11.18.2025**



## Introduction

This document presents the proposed Fee Schedule for the Alachua County Sports and Events Center (ACSEC), covering rental of all athletic facilities, multi-purpose space, equipment and ancillary services. The establishment of these fees is essential for ensuring the financial sustainability of the Center, allowing it to operate and maintain a world class facility for visitors and residents, while minimizing the reliance on tourist development tax revenues.

The primary objectives of this Fee Schedule are fiscal responsibility, market competitiveness, and equitable access. The fee structure was developed using a comprehensive, three-pronged methodology common to public facility management, balancing the need for cost recovery with the commitment to driving tourism activity to Alachua County and providing community accessibility during non-peak times.

The fee structure takes into consideration revenue goals and cost recovery of direct variable and allocated fixed costs. To ensure the ACSEC remains competitive and maximize revenue generation, fees were benchmarked against comparable facilities and use dynamic pricing with varying tiers for peak and non-peak times.

The Fee Schedule is categorized into five categories of fees: event rentals, court rentals, open play, incidentals, and advertising. Each category has its own structure of fees utilizing the same methodology, which ensures fees are consistent, fair, transparent, easily administered, and aligned with Alachua County's revenue goals and commitment to excellence.

The Fee Schedule will be reviewed annually, with any recommended edits being brought to the Alachua County Board of County Commissioners for approval. Any non-typical instances for the collection of fees not addressed in this Fee Schedule may be approved by the County Manager when formal editing and approval of this document by the Alachua County Board of County Commissioners is not practical, so long as it is in the best interests of Alachua County.



## Event Rental Rates

### Main Arena

Main Arena	Weekends (Friday-Sunday)	Weekdays (Monday-Thursday)
Track & Field	\$12,000	\$8,400
Zones A, B, C + Meeting Rooms A & B	\$9,300	\$7,400
Zones A, B, C	\$8,400	\$6,720
Zones A, C or B, C	\$5,700	\$4,560
Zones A, B	\$5,600	\$4,480
Zone C	\$4,000	\$3,200
Zone A or B	\$3,000	\$2,400

### Meeting Rooms

Meeting Rooms	Weekends (Friday-Sunday)	Weekdays (Monday-Thursday)
Meeting Room A	\$75 per hour / \$450 per day	\$50 per hour / \$300 per day
Meeting Room B	\$75 per hour / \$450 per day	\$50 per hour / \$300 per day
Springs Room	\$200 per hour / \$1,000 per day	\$150 per hour / \$750 per day
Sun Room	\$100 per hour / \$600 per day	\$75 per hour / \$450 per day
West Lobby	\$200 per hour / \$1,000 per day	\$150 per hour / \$750 per day

- Main Arena daily 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) of the daily rental rate.
- Meeting Room hourly rates are based on a 3-hour minimum rental
- Meeting Room 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



## Event Rental Rates – continued

### Additional Fees

Additional Fees	Rate
Security Deposit	25% of the Rental
Dedicated WIFI	\$200 Per Day
Dedicated Wired Internet	\$200 Per Day Per Line
Cleaning & Supplies	10% of Facility Rental
Additional Staff Hours	\$100 per hour per staff member
Holidays	Additional fee of up to 10%
Hourly Access Prior to 8am and after 10pm	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

### Discounts

- Arena rentals 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



## Incidentals

Item / Service Type	Rate
Chair - Additional	\$1 per chair
Custodial Staffing	\$32 per hour per person
Event Staffing	\$32 per hour per person
Food Truck Fee	Up to \$200 per food truck per day or 20% of gross sales
Concessionaire	Up to 20% of gross sales
Hurdles (set of 5)	\$20 per set
Pipe and Drape	\$10 per linear foot
Preferred Caterer Fee	\$150 application fee + 10% of gross sales
Preferred Vendor/Supplier Fee	\$150 application fee + 10% of gross sales
Rentals / Incidentals	Cost + 10%
Spikes (bag of 10-12)	\$5 per bag
Table - Additional	\$7 per table
Table Linens	\$10 per linen

- Event rentals include the following minimum number of facility personnel. Additional personnel will be charged at the above rates.

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

- 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.
- Concessionaire rate does not imply nor intend to serve as a long-term service agreement but is on an event specific basis.



## Court Rentals

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)

- 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

<b>Open Gym Activity</b>	<b>Rate</b>
Basketball Open Gym	\$10 per person
Batting Cage Rental	\$20 per hour
Pickleball Open Gym	\$5 per person
Pickleball Open Gym with Paddle Rental	\$10 per person
Track & Field Practice Sessions	\$10 per person
Track & Field Team Practice (Exclusive - Non Event Days)	\$250 per hour
Track & Field Training Off-Season - High Jump	\$50 per hour (minimum 3 hours)
Track & 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	\$4,000
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

## Advertising Terms and Conditions

- Banners will be produced by Alachua County in accordance with ACSEC standards
- Images provided by advertisers shall be subject to ACSEC standards and shall include a logo and website address. Telephone numbers, QR codes, or special offers or calls to actions shall not be permitted.
- Images may not include any obscene, defamatory, immoral, fighting words, or hateful words or symbols.
- Images may not include any sexual or excretory words or symbols.
- Images may not promote any illegal activity or violence.
- Alachua County reserves the right to reject any request to advertise.



## Rate Negotiations Policy

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.

Examples of acceptable justification for rate negotiations or waiver of expense include:

- Interlocal utilization
- Alachua County sponsored, hosted, or owned event
- State of Florida owned event
- Major tourism driving bid event hosted by Alachua County and/or the Gainesville Sports Commission
- High visibility event that brings marketing and media value to Alachua County
- Tourism driving event that leads to generation of larger, more impactful events, and aligns with an approved tourism strategy

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 & 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.