



AGENDA
PARKS, RECREATION AND ARTS COMMITTEE
OF COUNCIL MEETING
City Hall, 690 Chesterfield Parkway West, Room
101
Tuesday, March 11, 2025
5:30 PM

I. APPROVAL OF MEETING SUMMARY

II. NEW BUSINESS

- A. Sculpture on the Move
- B. Community Garden Proposal
- C. Disposal of Surplus Property
- D. Fencing around Central Park Playground
- E. Park Operations

Amphitheater Market Position

Recreation Programs

Athletic Complex SWOT

- F. Informational Updates

Municipal Parks Grant - Central Park Playground

Chesterfield Aquatics Replacement RFP

Forestry Management Program

Amphitheater BOH and Restroom Project

CVAC Bullpens

III. UNFINISHED BUSINESS

IV. ADJOURNMENT

NOTE: The Parks, Recreation & Arts Committee of Council will consider and act upon the matters listed above and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

PERSONS REQUIRING AN ACCOMMODATION TO ATTEND AND PARTICIPATE IN THE PARKS, RECREATION & ARTS COMMITTEE OF COUNCIL MEETING SHOULD CONTACT ANN-MARIE STAGOSKI AT (636)812-9501 AT LEAST TWO (2) BUSINESS DAYS PRIOR TO THE MEETING.



Memorandum

To: Jason Baucom, Supt. of Arts & Entertainment *SB*

From: Dominic Schneider, Recreation Specialist – Arts & Entertainment

Date: 03/04/2025

Subject: Creative Community Alliance – Sculpture on the Move

This memo is to present information for the process of the sculpture selection for the Creative Community Alliance's (CCA) Sculpture on the Move program. The overall goal of this memo is to have our secured sculpture choice approved by Council.

About CCA and Sculpture on the Move:

Creative Community Alliance (CCA) is a coalition of municipal and nonprofit organizations dedicated to the development of community arts in the St. Louis region. Sculpture on the Move is a program developed by the CCA that streamlines processes and bridges relationships with artists and communities. This program makes it as easy as possible to install high quality, original artwork in our community and to enhance public spaces, with minimal cost and short-term (2 year) commitment.

Sculpture Selection:

On February 5th, I attended the 2025 Sculpture on the Move artwork presentation via Zoom. Following the meeting, the 2025 Sculpture on the Move presentation link was forwarded to the Parks, Recreation, and Arts Advisory Committee with a request for each member's top five sculpture choices and an explanation of how each individual's top five list would be combined to configure a top ten sculpture list as a city overall. The top five lists from the committee were due on Sunday, February 23rd. On Tuesday, February 25th we held an in-person voting meeting which concluded with the formulation of the 2025 Chesterfield Top Ten sculpture list. On March 4th, I represented the City of Chesterfield in the art draft. Chesterfield was the 20th of 21 cities to choose a sculpture and I was able to secure our second choice of "To Bee, or Not To Bee" by Alexander Mendez. Please find photographs and information on the sculpture listed below and let me know if you have any further questions.

"To Bee, or Not To Bee" by Alexander Mendez

Dimensions: 5' x 2' x 6'

Medium: Stainless Steel

Maintenance: None

Price: \$5,200

From: Indiana

Description: An abstracted bumblebee in flight.

Additional Notes: All sculptures can be installed by the artist without assistance.


Sculptures can be bolted or welded in spot.





Memorandum

To: Mike Geisel, City Administrator

From: Kari Johnson, Superintendent of Recreation 

Date: December 18, 2024

Subject: Eberwein Community Garden Expansion

As you are aware, the Chesterfield Parks, Recreation and Arts Department has managed the Eberwein Community Garden since 2012. Due to its growing popularity, the city established an additional community garden off the Parkway, initially located near Bishop's Post and called the Parkway Community Garden. However, following the purchase of land for a senior living facility, the garden was relocated across Chesterfield Parkway from Sachs Library to a loaned parcel of land. This program has seen such demand that over 80 individuals are currently on the waitlist for a garden plot.

Unfortunately, due to the recent sale of the land and ongoing construction, the Parkway Community Garden must be dismantled, leaving 45 gardeners without a plot. We have received numerous inquiries from these gardeners requesting to find another location.

In response to the identified need, the team has evaluated multiple solutions. Expanding the Eberwein Community Garden presents the most viable and cost-effective option. While this expansion will not accommodate all current members, it will provide space for approximately 30 additional plots and can be executed within the existing operational budget. Developing a new location would incur substantial costs, including land acquisition and the installation of necessary infrastructure, such as a water supply system.

The proposed expansion of Eberwein involves extending the existing fence approximately 25 feet to southeast and 110 feet to the rear, covering an area of approximately 2,750 additional square feet. The new fence will match the current fence in material and will be painted white to ensure uniformity. The expansion will include the construction of planter boxes, consistent with the existing garden plots, which are 4 feet by 8 feet in size and filled with garden mix. Additionally, new water connections will be routed to the expanded area, and the walkways will be surfaced with gravel to maintain consistency with the existing garden design.

In consultation with the Parks Superintendent, it has been determined that the Eberwein Garden expansion can be executed in-house by Park Maintenance.

Subject to favorable weather conditions, this work can be completed during the winter months. The estimated cost for the project is \$5,000, which will cover all required materials, including lumber, paint, hardware, concrete, soil, rock, and water connection infrastructure.

Approximate Costs are broken down as follows:

Lumber:	\$645.00 60 2x12 treated
	\$755.00 60 2x8 treated
	\$550.00 16 6x6 treated
Paint:	\$470.00 10 gallons
Hardware:	\$200.00 - 3" screws
Concrete:	\$120.00 - 20 bags
Garden mix:	\$700.00
Gravel:	\$1,100.00
Water connections:	\$250.00

Approximate Total: \$4,790.00

Due to the condition of materials at Parkway Community Garden, it will not be feasible to salvage them for reuse. The existing vinyl fencing differs from the wood fencing used at Eberwein Garden, and it is unlikely that the vinyl fencing will remain structurally sound upon removal. Additionally, the lumber used for the planter boxes at Parkway Garden is 1x6 untreated lumber, selected to minimize costs, whereas Eberwein Garden utilizes 2x12 treated lumber. The removed lumber will not be in usable condition and will not meet the specifications required for the Eberwein Garden. It is estimated that the project will require approximately 200 man-hours to complete.

We acknowledge the concerns regarding the expansion of Eberwein Community Garden, particularly given the park's intended purpose as a passive, neighborhood park. However, staff assess that the expansion will have a minimal impact on the park's overall function. At present, only a limited number of gardeners tend their plots at any given time, primarily during weekends. These gardeners generally remain for short durations and do not engage in disruptive activities. As such, we anticipate that the expansion will result in minimal disruption to the park's intended atmosphere.

Attached is a diagram of the additional plots within Eberwein Community Garden.

Staff is requesting the proposal of the expansion of the existing garden request be moved to the Parks, Recreation & Arts Committee of Council as they directed staff to look for options.

If you have any questions or require additional information, please advise.




Please forward to PRA for their review and recommendation

McTeish 2025-3-7



Memorandum

To: Mike Geisel, City Administrator
Jeannette Kelly, Director of Finance

From: Tony Moore, Superintendent of Parks Maintenance 

Date: 2/26/2025

Subject: Disposal of surplus property PK-297

PK-297 Koro FTM is a fraise mower that attaches to the rear of a properly sized tractor. The Koro is designed to remove unwanted surface matter to depth of 2" in Bermuda turf sports fields. The matter is removed to level the surface and promote new growth on the field.

Parks purchased PK-297 Koro fraise mower in 2016 from Commercial Turf & Tractor for the amount of \$33,060.00. Previous staff believed that PK-297 was a necessary piece of equipment to maintain the fields at CVAC. It currently has an asset value of \$3,306.00 with a depreciated cost of \$29,754.00.

Since 2017, Dan Duff has been the maintenance supervisor for CVAC that is responsible for maintaining all-natural turf. He has a BS in Agronomy over 30 years of experience maintaining turf. Dan has not put PK-297 to use since 2020 and recommends no longer using it. As such, the attachment is surplus equipment that can be disposed of while it still has value. Field leveling and soil conditioning is accomplished with the use of this other current equipment: verti-drain aerator, pull behind de-thatcher and material handler spreader.


Parks makes every effort to trade in used equipment when purchasing new ones. This brings more value to the used equipment as opposed to going to auction as vendors want the Parks business. The difference in a vendor purchase can often be due to a higher trade in value as new equipment prices can be the same. Staff has been tasked with trying to get a trade in value for PK-297 for the past couple years when getting quotes for new equipment. Unfortunately, no equipment vendors have expressed interest in providing a trade in value for this specialized equipment.

As there are no vendors willing to offer a trade in value for PK-297, Parks only has the options of sending it to auction or finding a buyer.

Core Turf Solutions is not an equipment or any other vendor for Parks. A former employee with Parks currently works for the company. He reached out to staff with regards of purchasing PK-297 as CTS uses this equipment to renovate athletic fields. CTS has offered to purchase PK-297 for the price of \$8,500.00

I recommend that the City of Chesterfield authorize the disposal of surplus property by the sale of PK-297 to Core Turf Solutions in the amount of \$8,500.00

If you have any other questions or require additional information, please advise.

Concurrence: 
Mike Geisel, City Administrator

Concurrence: 
Jeannette Kelly, Director of Finance

Please forward to the Parks, Recreation and Arts Committee for review and concurrence to authorize the disposal as surplus property.

 2025-2-26

Anthony Moore

From: Lee Martin <lee.martin@coreturfsolutions.com>
Sent: Tuesday, February 25, 2025 11:10 AM
To: Anthony Moore
Cc: Keith Bullock
Subject: Campey Koro FTM

Good morning, Tony -

I hope this message finds you well! On behalf of Core Turf Solutions, we would like to offer a total sum of \$8,500.00 for the used Campey Koro FTM machine. Please let us know if the bid is approved and we can schedule to pick up at your convenience. Thanks in advance, and enjoy the rest of your day!



Lee Martin

o: (314) 408 - 2560

c: (314) 550 - 3510

www.coreturfsolutions.com

OK S/V
P.O. 2016-14

COMMERCIAL TURF & TRACTOR

Date: 3/23/2016
Invoice #75224

PO Box 724
Chillicothe, MO 64601
800-748-7497
comturf@greenhills.net

Bill to:
City of Chesterfield - Parks
690 Chesterfield Parkway West
Chesterfield, MO 63017

Ship to:
City of Chesterfield - Parks
690 Chesterfield Parkway West
Chesterfield, MO 63017
Attn: Brian Winka
314-680-9815

Salesperson	P.O.	Shipping Method	Delivery Date	Due Date
Bryan Wood	2016-00000014	Our truck	March 23, 2016	Upon Delivery

Qty	Item #	Description	Unit Price	Discount	Line Total
1	FTM 1500	Imants Field Top Maker 1500 MK V with elevator Serial #031293 and Universe 4 Rotor Serial #026976 complete with blades	\$36,060.00		\$36,060.00
		Discount for contracting service performed spring 2015		-3,000.00	
		Includes delivery and training			

Subtotal	\$33,060.00
Sales Tax	Tax Exempt
Total	\$33,060.00

www.commercialturfandtractor.com

Asset View

Fraise Mower - Imants Field Top Maker 1500MDV With Elevator/Universe 4 Rotar

Asset Tag ID	2016-021
Purchase Date	03/31/2016
Cost	\$33,060.00
Brand	
Model	

Site	
Location	
Category	Machinery & Equipment
Sub Category	
Department	084-Parks and Recreation
Assigned to	
Status	Available

Asset Details

Miscellaneous

Serial No	23377
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Purchased from	
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Custom fields

Group	PARKS
GL Account #	119-084-5440
Vehicle/Equipment ID #	PK297

Fund	119-Parks
Accum. Depr. as of 12/31/2022	\$21,489.00
Other Information-Comments	British Patent/made in Neatherlands

Depreciation

Depreciable Cost	\$33,060.00
Salvage Value	\$0.00
Date Acquired	03/31/2016

Asset Life (months)	120
Depr. Method	Straight Line

Creation

Date Created	03/24/2024 08:35 AM
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Created by	Jeannette Kelly
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Events

No events found!

Documents

Description	File Type	File Name	Upload Date	Upload By	Action
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Photos

No images found!

Depreciation

Date Acquired	Depreciable Cost	Salvage Value	Asset Life (months)	Depr. Method
03/31/2016	\$33,060.00	\$0.00	120 months	Straight Line

Depreciation monthly stats...

Month	Depreciation expense	Accumulated depreciation at month-end	Book value at month-end
			\$33,060.00
1 Mar 2016	\$275.50	\$275.50	\$32,784.50
2 Apr 2016	\$275.50	\$551.00	\$32,509.00
3 May 2016	\$275.50	\$826.50	\$32,233.50
4 Jun 2016	\$275.50	\$1,102.00	\$31,958.00
5 Jul 2016	\$275.50	\$1,377.50	\$31,682.50
6 Aug 2016	\$275.50	\$1,653.00	\$31,407.00
7 Sep 2016	\$275.50	\$1,928.50	\$31,131.50
8 Oct 2016	\$275.50	\$2,204.00	\$30,856.00
9 Nov 2016	\$275.50	\$2,479.50	\$30,580.50
10 Dec 2016	\$275.50	\$2,755.00	\$30,305.00
2016	\$2,755.00	\$2,755.00	\$30,305.00
11 Jan 2017	\$275.50	\$3,030.50	\$30,029.50
12 Feb 2017	\$275.50	\$3,306.00	\$29,754.00
13 Mar 2017	\$275.50	\$3,581.50	\$29,478.50
14 Apr 2017	\$275.50	\$3,857.00	\$29,203.00
15 May 2017	\$275.50	\$4,132.50	\$28,927.50
16 Jun 2017	\$275.50	\$4,408.00	\$28,652.00
17 Jul 2017	\$275.50	\$4,683.50	\$28,376.50
18 Aug 2017	\$275.50	\$4,959.00	\$28,101.00
19 Sep 2017	\$275.50	\$5,234.50	\$27,825.50
20 Oct 2017	\$275.50	\$5,510.00	\$27,550.00
21 Nov 2017	\$275.50	\$5,785.50	\$27,274.50
22 Dec 2017	\$275.50	\$6,061.00	\$26,999.00
2017	\$3,306.00	\$6,061.00	\$26,999.00
23 Jan 2018	\$275.50	\$6,336.50	\$26,723.50
24 Feb 2018	\$275.50	\$6,612.00	\$26,448.00
25 Mar 2018	\$275.50	\$6,887.50	\$26,172.50
26 Apr 2018	\$275.50	\$7,163.00	\$25,897.00
27 May 2018	\$275.50	\$7,438.50	\$25,621.50
28 Jun 2018	\$275.50	\$7,714.00	\$25,346.00
29 Jul 2018	\$275.50	\$7,989.50	\$25,070.50

	Month	Depreciation expense	Accumulated depreciation at month-end	Book value at month-end
30	Aug 2018	\$275.50	\$8,265.00	\$24,795.00
31	Sep 2018	\$275.50	\$8,540.50	\$24,519.50
32	Oct 2018	\$275.50	\$8,816.00	\$24,244.00
33	Nov 2018	\$275.50	\$9,091.50	\$23,968.50
34	Dec 2018	\$275.50	\$9,367.00	\$23,693.00
	2018	\$3,306.00	\$9,367.00	\$23,693.00
35	Jan 2019	\$275.50	\$9,642.50	\$23,417.50
36	Feb 2019	\$275.50	\$9,918.00	\$23,142.00
37	Mar 2019	\$275.50	\$10,193.50	\$22,866.50
38	Apr 2019	\$275.50	\$10,469.00	\$22,591.00
39	May 2019	\$275.50	\$10,744.50	\$22,315.50
40	Jun 2019	\$275.50	\$11,020.00	\$22,040.00
41	Jul 2019	\$275.50	\$11,295.50	\$21,764.50
42	Aug 2019	\$275.50	\$11,571.00	\$21,489.00
43	Sep 2019	\$275.50	\$11,846.50	\$21,213.50
44	Oct 2019	\$275.50	\$12,122.00	\$20,938.00
45	Nov 2019	\$275.50	\$12,397.50	\$20,662.50
46	Dec 2019	\$275.50	\$12,673.00	\$20,387.00
	2019	\$3,306.00	\$12,673.00	\$20,387.00
47	Jan 2020	\$275.50	\$12,948.50	\$20,111.50
48	Feb 2020	\$275.50	\$13,224.00	\$19,836.00
49	Mar 2020	\$275.50	\$13,499.50	\$19,560.50
50	Apr 2020	\$275.50	\$13,775.00	\$19,285.00
51	May 2020	\$275.50	\$14,050.50	\$19,009.50
52	Jun 2020	\$275.50	\$14,326.00	\$18,734.00
53	Jul 2020	\$275.50	\$14,601.50	\$18,458.50
54	Aug 2020	\$275.50	\$14,877.00	\$18,183.00
55	Sep 2020	\$275.50	\$15,152.50	\$17,907.50
56	Oct 2020	\$275.50	\$15,428.00	\$17,632.00
57	Nov 2020	\$275.50	\$15,703.50	\$17,356.50
58	Dec 2020	\$275.50	\$15,979.00	\$17,081.00
	2020	\$3,306.00	\$15,979.00	\$17,081.00
59	Jan 2021	\$275.50	\$16,254.50	\$16,805.50
60	Feb 2021	\$275.50	\$16,530.00	\$16,530.00
61	Mar 2021	\$275.50	\$16,805.50	\$16,254.50
62	Apr 2021	\$275.50	\$17,081.00	\$15,979.00
63	May 2021	\$275.50	\$17,356.50	\$15,703.50

	Month	Depreciation expense	Accumulated depreciation at month-end	Book value at month-end
64	Jun 2021	\$275.50	\$17,632.00	\$15,428.00
65	Jul 2021	\$275.50	\$17,907.50	\$15,152.50
66	Aug 2021	\$275.50	\$18,183.00	\$14,877.00
67	Sep 2021	\$275.50	\$18,458.50	\$14,601.50
68	Oct 2021	\$275.50	\$18,734.00	\$14,326.00
69	Nov 2021	\$275.50	\$19,009.50	\$14,050.50
70	Dec 2021	\$275.50	\$19,285.00	\$13,775.00
	2021	\$3,306.00	\$19,285.00	\$13,775.00
71	Jan 2022	\$275.50	\$19,560.50	\$13,499.50
72	Feb 2022	\$275.50	\$19,836.00	\$13,224.00
73	Mar 2022	\$275.50	\$20,111.50	\$12,948.50
74	Apr 2022	\$275.50	\$20,387.00	\$12,673.00
75	May 2022	\$275.50	\$20,662.50	\$12,397.50
76	Jun 2022	\$275.50	\$20,938.00	\$12,122.00
77	Jul 2022	\$275.50	\$21,213.50	\$11,846.50
78	Aug 2022	\$275.50	\$21,489.00	\$11,571.00
79	Sep 2022	\$275.50	\$21,764.50	\$11,295.50
80	Oct 2022	\$275.50	\$22,040.00	\$11,020.00
81	Nov 2022	\$275.50	\$22,315.50	\$10,744.50
82	Dec 2022	\$275.50	\$22,591.00	\$10,469.00
	2022	\$3,306.00	\$22,591.00	\$10,469.00
83	Jan 2023	\$275.50	\$22,866.50	\$10,193.50
84	Feb 2023	\$275.50	\$23,142.00	\$9,918.00
85	Mar 2023	\$275.50	\$23,417.50	\$9,642.50
86	Apr 2023	\$275.50	\$23,693.00	\$9,367.00
87	May 2023	\$275.50	\$23,968.50	\$9,091.50
88	Jun 2023	\$275.50	\$24,244.00	\$8,816.00
89	Jul 2023	\$275.50	\$24,519.50	\$8,540.50
90	Aug 2023	\$275.50	\$24,795.00	\$8,265.00
91	Sep 2023	\$275.50	\$25,070.50	\$7,989.50
92	Oct 2023	\$275.50	\$25,346.00	\$7,714.00
93	Nov 2023	\$275.50	\$25,621.50	\$7,438.50
94	Dec 2023	\$275.50	\$25,897.00	\$7,163.00
	2023	\$3,306.00	\$25,897.00	\$7,163.00
95	Jan 2024	\$275.50	\$26,172.50	\$6,887.50
96	Feb 2024	\$275.50	\$26,448.00	\$6,612.00
97	Mar 2024	\$275.50	\$26,723.50	\$6,336.50

Month		Depreciation expense	Accumulated depreciation at month-end	Book value at month-end
98	Apr 2024	\$275.50	\$26,999.00	\$6,061.00
99	May 2024	\$275.50	\$27,274.50	\$5,785.50
100	Jun 2024	\$275.50	\$27,550.00	\$5,510.00
101	Jul 2024	\$275.50	\$27,825.50	\$5,234.50
102	Aug 2024	\$275.50	\$28,101.00	\$4,959.00
103	Sep 2024	\$275.50	\$28,376.50	\$4,683.50
104	Oct 2024	\$275.50	\$28,652.00	\$4,408.00
105	Nov 2024	\$275.50	\$28,927.50	\$4,132.50
106	Dec 2024	\$275.50	\$29,203.00	\$3,857.00
2024		\$3,306.00	\$29,203.00	\$3,857.00
107	Jan 2025	\$275.50	\$29,478.50	\$3,581.50
108	Feb 2025	\$275.50	\$29,754.00	\$3,306.00
109	Mar 2025	\$275.50	\$30,029.50	\$3,030.50
110	Apr 2025	\$275.50	\$30,305.00	\$2,755.00
111	May 2025	\$275.50	\$30,580.50	\$2,479.50
112	Jun 2025	\$275.50	\$30,856.00	\$2,204.00
113	Jul 2025	\$275.50	\$31,131.50	\$1,928.50
114	Aug 2025	\$275.50	\$31,407.00	\$1,653.00
115	Sep 2025	\$275.50	\$31,682.50	\$1,377.50
116	Oct 2025	\$275.50	\$31,958.00	\$1,102.00
117	Nov 2025	\$275.50	\$32,233.50	\$826.50
118	Dec 2025	\$275.50	\$32,509.00	\$551.00
2025		\$3,306.00	\$32,509.00	\$551.00
119	Jan 2026	\$275.50	\$32,784.50	\$275.50
120	Feb 2026	\$275.50	\$33,060.00	\$0.00
2026		\$551.00	\$33,060.00	\$0.00

Warranty

No warranty has been added.

Maintenance

No maintenance has been added.

Contracts / Software Licenses

Mike Geisel

City Administrator



690 Chesterfield Pkwy W

Chesterfield MO 63017

Phone 636-537-4711

Fax 636-537-4798

TO: Parks, Recreation and Arts Committee

Date: March 5, 2025

RE: Chesterfield Amphitheater

Financial Performance and Market Position

The purpose and intent of this communication is to provide background and operational information relative to the Chesterfield Amphitheater. Over the course of the last fiscal year, there have been multiple comments related to amphitheater operations, improvements, revenues and expenditures. As with any Chesterfield program, our elected officials establish policy and City Staff execute. It is absolutely essential that staff are aligned with the City Council's desired market niche' and that our actions are congruent with our elected official's expressed policies. Staff cannot be successful if they are not working and collaborating with the Council's desired outcomes. As such, this communication is intended to assure that our operations are congruent, and if not, Council must provide direction as to what our desired market position is.

As protective as City Council has been regarding the "Chesterfield Brand", we must recognize the Chesterfield Amphitheater and Central Park as primary exhibits of "The Chesterfield Brand".



Introduction

The Chesterfield Amphitheater (ChAmp) is a stunning outdoor venue owned and operated by the City of Chesterfield. An open-air community Amphitheater with an estimated capacity of 3,210 that is unique to the St. Louis region; lush landscaping, scenic lake and wooded backdrop, beautifully designed terraces, and state of the art design providing acoustic perfection for any performance.

The Chesterfield Amphitheater is one of many projects that were funded by the passage of Proposition P in November of 2004. Multiple bond issuances were used to construct approximately \$30 million of park improvements. The Central Park expansion was accomplished in multiple phases. Veteran's Place roadway and Linear Park, Construction of Lake 2, pedestrian bridges, stream walks, bathrooms, pavilion, riparian trail, lake trail, and finally the Chesterfield Amphitheater were built between 2006 through 2011.

In 1994, a group of City officials flew to Kettering Ohio, to view their municipal amphitheater, returning to Chesterfield with an expressed commitment that the City's Central Park Plans would include an amphitheater. Construction of a municipal amphitheater became one of the stated priorities in the evolution of our park amenities.

The City's intent in developing Central Park and the Amphitheater specifically, was to create a "Community sense of place". Prior to the development of Central Park, the Chesterfield Community was frequently described as a collection of neighborhoods. Chesterfield was a geographic location, but not a community. That characterization changed rapidly after Central Park was improved and the Chesterfield Amphitheater (ChAmp) opened in 2011. Any current visitor to Central Park can objectively observe that this intent/goal has been achieved.

The Chesterfield Amphitheater was conceived as a municipal amphitheater, intended for community events, local performances, and festivals. The City spent more than \$10 million on the assorted new Central Park amenities, with no anticipation of revenue generation or cost recovery. During its initial design and conception, there was no intent to host commercial, ticketed events. All operations were anticipated to be subsidized and fully funded through City revenues, including those generated by the successful ½ cent sales tax for Parks.

However, the Amphitheater, as constructed, immediately exceeded all expectations. The grand opening performance of national recording artist Edwin McCain, whet the appetite of our community and demonstrated the capability and possibilities of this facility. City Council shifted the operational focus and authorized/directed City Parks Staff to pursue limited revenue generating performances to offset the operational expenses. The direction was clear, the revenue generating performances were intended to offset costs of operation, support heavily subsidized community events, and any commercial events should be structured to limit the City's risk.

As with any outdoor concert venue, it was understood that individual events came with some degree of weather-related risk. Our Superintendent of Arts and Entertainment has successfully negotiated agreements such that we have generated significant and growing gross revenues each performance season.

The City of Chesterfield faced difficult financial circumstances and were forced to “right-size” in 2010, reducing 22 employee positions City-wide, while concurrently staffing the rapid expansion of the parks system associated with \$30 million of bond related improvements. Due to financial limitations of Park revenues, many park related expenditures were expensed and/or subsidized by the capital and general funds simply to balance the budget. Revenue generation within Parks became a significant goal, and over time, the Parks Department boasted \$2 million internally generated revenue to fund park programs and facilities. Over the last decade, expenses have been charged to the appropriate cost center and the five-year projections show the Parks budget as the only operating function with a positive revenue over expenditures over the five-year projection.

Historical Gross Revenue – Chesterfield Amphitheater

2024:	\$359,831	
2023:	\$485,992	
2022:	\$321,473	
2021:	\$668,183	\$518,183 + \$150,000 sponsorship
2019:	\$503,730	
2018:	\$321,378	
2017:	\$259,272	
2016:	\$153,906	
2015:	\$ 92,859	
2014:	\$ 38,016	
2013:	\$ 38,078	
2012:	\$ 21,280	
2011:	\$ 17,681	

Market Position

Since opening the Chesterfield Amphitheater has been graced with amazing performances from national recording artists from all genres such as; [Cody Johnson](#), [Jason Isbell](#), [Billy Currington](#), [Zach Bryan](#), [Koe Wetzel](#), [Jon Pardi](#), [Lee Brice](#), [Gary Allan](#), [Tracy Lawrence](#), [Riley Green](#), [Jamey Johnson](#), [Whiskey Myers](#), [Kip Moore](#), [Jordan Davis](#), [Aaron Lewis](#), [Clint Black](#), [Flatland Cavalry](#), [Margo Price](#), [Shane Smith & The Saints](#), [Warren Zeiders](#), [Dwight Yoakam](#), [Sammy Kershaw](#), [Aaron Tippin](#), [Collin Raye](#), [Lainey Wilson](#), [Chris Janson](#), [Eli Young Band](#), [Scotty McCreery](#), [Phoebe Bridgers](#), [The Strumbellas](#), [Mt. Joy](#), [JJ Grey and Mofro](#), [Weird Al Yankovic](#), [Marcus King Band](#), [Blackberry Smoke](#), [Randy Rogers Band](#), [Wade Bowen](#), [Casey Donahew Band](#), [Kolby Cooper](#), [Pecos and the Rooftops](#), [Paul Cauthen](#), [Morgan Wade](#), [Maggie Rose](#), [Cooper Alan](#), [Diamond Rio](#), [Jerrod Niemann](#), [Frankie Ballard](#), [Steve Earle](#), [Whitey Morgan](#), [The Wild Feathers](#), [The Steel Woods](#), [Chris Bandi](#), [Blues Traveler](#), [Umphey's McGee](#), [Lucero](#), [Charles Wesley Godwin](#), [Old Crow Medicine Show](#), [Trampled By Turtles](#), [Mandolin Orange](#), [Yonder Mountain String Band](#), [Railroad Earth](#), [Keller Williams](#), [Steep](#)

Canyon Rangers, Son Volt, Dark Star Orchestra, Little Feat, Leftover Salmon, Puddle of Mudd, Saliva, Tantric, Three Dog Night, Ozark Mountain Daredevils, Ace Frehley, Kenny Loggins, Blue Oyster Cult, WAR, Head East, Jon Anderson (from YES), STS9, Barely Alive, Virtual Riot, Mix Master Mike, Dubloadz, Bear Hands, Big Head Todd and the Monsters, Otis Clay, Royal Southern Brotherhood, Samantha Fish, HAIRBALL, Edwin McCain, Erin Bode, The Urge, Trent Harmon, The Weeks, The Schwag, Switch, Henry Cho, Gladys Knight, Peabo Bryson, Theo Peoples, Brian Culbertson, Boney James, The Yellowjackets, The Wooten Brothers, Dave Weckl, Bach to the Future, David Benoit, Tracy Silverman, Eric Marienthal, Paul Taylor, Pieces of a Dream, Najee, Maysa, Simon Phillips and Protocol, Eric Darius, Grace Kelly, etc.

The Amphitheater has also hosted significant regional events:

- Country Fair – World-class three-day music festival
- Taste of St. Louis – Hosted premier regional event for five yrs
- Open Highway Music Festival
- Chesterfield Jazz and Wine Fest
- Gateway Jazz Fest
- Soul Food Festival
- Bluegrass Festival
- KSHE Car Show
- Burbs Music and Arts Festival

The Chesterfield Amphitheater fills an important market niche for the City of Chesterfield. First and foremost, it represents and demonstrates the Chesterfield brand more than any other public facing feature within the City. It provides a unique, local, high quality community friendly venue for an annual series of six free professional concerts, complete with top-quality sound and lighting. The quality of the facility assists in attracting professional touring artists.

When referencing the quality of artists that our Parks Superintendent has brought to the Chesterfield Amphitheater, we boast 17 individual grammy winning performers, 21 additional grammy nominees, and we've scheduled another grammy winner and three more grammy nominated performers for our 2025 concert offerings. A grand total of 42 grammy nominated or grammy winning artists have performed at the ChAmp. These are not just local bands but sought after touring performance artists. The ability of our Superintendent (Jason) to successfully contract with these artists is a direct result of a few things: 1) Jason's tenacity, and 2) The quality and aesthetics of the facilities, and 3) schedule coincidence with tour routes, and 4) accommodations and audience response (e.g. environment), and 5) Council's authorization for attending the annual Talent Buyers Conference in Nashville and allowing Jason to "sign" performers in October/November for the following year prior to approval of the fiscal budget.



2024 Chesterfield Amphitheater Overview

Expenses	
Sounds of Summer	\$ 58,622
Our Ticketed Shows	\$ 154,748
Co-Produced Shows	\$ 38,236
Rentals	\$ -
Community Events	\$ 51,880
Total	\$ 303,487
Net Revenue	
Sounds of Summer	\$ (44,540)
House Ticketed Shows	\$ 85,116
Co-Produced Shows	\$ 23,455
Rentals	\$ 35,450
Community Events	\$ (43,541)
Total	\$ 55,940

Gross Revenue	
Sounds of Summer	\$ 14,082
Our Ticketed Shows	\$ 239,864
Co-Produced Shows	\$ 61,596
Rentals	\$ 35,950
Community Events	\$ 8,339
Total	\$ 359,831
Overall Summary	
Expenses	\$ 303,487
Gross Revenue	\$ 359,831
Net Revenue	\$ 55,940
Most Profitable Show	Taylorville

Overall Attendance	38,088
Overall Tickets Sold	14,088
Number of Events	31

Average SOS Attendance	2,383
Average Ticketed Attendance	1,409

Our Ticketed Shows	Tickets Sold	Expenses	Gross Revenue	Net Revenue
Breakfast in America	1,192	\$ 7,939.41	\$ 24,060.62	\$ 16,121.21
Hard Promises	956	\$ 8,542.83	\$ 22,838.35	\$ 14,295.52
Dogs of Society	1,560	\$ 8,363.14	\$ 28,076.82	\$ 19,713.68
Mr. Blue Sky	802	\$ 7,225.60	\$ 12,858.00	\$ 5,632.40
Shane Smith & the Saints	918	\$ 95,635.22	\$ 63,311.11	\$ (32,324.11)
7 Bridges	1,056	\$ 13,224.03	\$ 31,675.91	\$ 18,451.88
Taylorville	3,000	\$ 7,965.85	\$ 39,406.39	\$ 31,440.54
Big Love	1,153	\$ 5,852.35	\$ 17,637.00	\$ 11,784.65
Total	10,637	\$ 154,748.43	\$ 239,864.20	\$ 85,115.77

Co-Produced Shows	Tickets Sold	Expenses	Gross Revenue	Net Revenue
JJ Grey & Mofro	1,726	\$ 13,782.43	\$ 36,054.89	\$ 18,407.27
Jamey Johnson	1,725	\$ 17,462.00	\$ 25,541.00	\$ 5,048.00
Total	3,451	\$ 31,244.43	\$ 61,595.89	\$ 23,455.27

Sounds of Summer	Attendance	Expenses	Gross Revenue	Net Revenue
Grand Allusion	4,000	\$ 9,529.09	\$ 3,010.00	\$ (6,519.09)
Pyromaniacs	1,500	\$ 9,777.35	\$ 1,625.00	\$ (8,152.35)
Night Fever/Dancing Queen	4,000	\$ 10,475.55	\$ 4,454.00	\$ (6,021.55)
Turn Back Time	1,500	\$ 9,593.61	\$ 2,381.00	\$ (7,212.61)
Infatuation	1,700	\$ 9,515.81	\$ 2,015.00	\$ (7,500.81)
Backstoppalooza - Black Magic	1,600	\$ 9,730.62	\$ 597.35	\$ (9,133.27)
Total	14,300	\$ 58,622.03	\$ 14,082.35	\$ (44,539.68)

Rentals	Attendance	Expenses	Gross Revenue	Net Revenue
Cure SMA Walk	200	\$ -	\$ 400	\$ 400.00
PanCan PurpleStride Walk	800	\$ -	\$ 4,125	\$ 4,125.00
Kite Festival	50	\$ -	\$ 300	\$ 300.00
Israel Independence Day	350	\$ -	\$ 5,200	\$ 5,200.00
Global 6K Walk	200	\$ -	\$ 400	\$ 400.00
Hydrocephalus Walk	200	\$ -	\$ 725.00	\$ 725.00
Walk to End Lung Cancer	1,000	\$ -	\$ 2,850	\$ 2,850.00
Walk to End Alzheimers	3,000	\$ -	\$ 7,650	\$ 7,650.00
TruFusion Pilates Summer Class	300	\$ -		\$ -
TruFusion Pilates Fall Class	100	\$ -		\$ -
2022-23 Walk to End Alzheimers	3,500		\$ 13,800.00	\$ 13,800.00
St. Louis CITY SC Promotion (Other)	N/A	N/A	\$ 500.00	\$ -
Total	9,700	\$ -	\$ 35,950.00	\$ 35,450.00

Community Events	Attendance	Expenses	Gross Revenue	Net Revenue
MUTS - Elementals	800	\$ 5,117.30	\$ 1,009.00	\$ (4,108.30)
MUTS - Barbie	500	\$ 5,448.56	\$ 337.00	\$ (5,111.56)
Shakespeare in the Park	100	\$ 1,500.00		\$ (1,500.00)
Fall Festival	6,000	\$ 39,814.35	\$ 6,993.00	\$ (32,821.35)
Total	7,400	\$ 51,880.21	\$ 8,339.00	\$ (43,541.21)

These concert performances are highly valued by the Chesterfield Community. These events that many of our community would not otherwise have the opportunity to attend. These are opportunities for entire families to attend in a familiar, safe, and welcoming location. These are first rate events where residents often invite their regional friends and family. In addition, such events provide a local venue, creating opportunities for our residents to experience high quality performances, conveniently and affordably, that would otherwise not be available. The popularity of these events amongst our residents is demonstrated by their overwhelming attendance/participation at both our free and ticketed events.

The "Sounds of Summer" free concert series comes with an annual price tag of approximately \$60,000 (\$58,622 in 2024); not including permanent staffing, utilities, facility maintenance expenses, nor any capital recovery. The City also schedules multiple other commercial events throughout the season, and multiple co-promoted concert events. Ticket revenues, concession revenues, and rental charges all combine to generate revenues off-setting operational expenses and routine maintenance. Even when including the \$60,000 expense for free concerts, and an additional ~\$45,000 for our Fall Festival and other City sponsored programs, the amphitheater operated on a net positive fiscal basis.

Our residents boast about this community. The summer concert series has become both a source of pride and a family tradition for many. It should be clear that the quality of the venue and performance is a projection of our brand, and a lesser quality experience would not result in equal community value. Saturday attendance at the free concert series ranges from 1,500 to 4,000 patrons. Commercial events have routinely performed exceptionally well, providing substantial net positive revenues to fund other operations, while concurrently advertising our community as a community of choice. I would be remiss if I did not emphasize the diligence of our Parks Staff in selecting appropriate talent and attempting to book up and coming performance artists that are well along in their ascent.

I have provided the 2024 Chesterfield Amphitheater Concert over-view, which shows that the music venue operated at \$108,571 NET POSITIVE REVENUE FROM TICKETED AND CO-PROMOTED EVENTS. IN ADDITION, THE CHAMP ADDED \$35,450 IN RENTAL REVENUES, FOR A TOTAL NET POSITIVE CASH FLOW OF \$144,021. In turn, \$43,541 was consumed by community events/programs: Movies Under The Stars (MUTS), Shakespeare in the Park, and the Fall Festival. Finally, \$58,622 was used to provide the free Sounds of Summer Concert series, including Backstoppalooza.

It is critically important to recognize that Chesterfield Residents make up the majority of ticket purchases for the commercial events. They generally are in the top two zip codes of ticket purchasers for each show. The summer concert series has become both a source of pride and a family tradition for many. It should be clear that the quality of the venue and performance is a projection of our brand, and a lesser quality experience would not result in equal community value.

2023 Chesterfield Amphitheater Analytics

May 5 – Rock Out Hunger

- 1. Chesterfield - 63017
- 2. St. Louis - 63103
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. St. Peters- 63304

Sept. 16 - Dogs of Society

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. O'Fallon - 63366

Sept. 8 - Mr. Blue Sky

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. O'Fallon - 63366

June 2 – Breakfast in America

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. St. Peters - 63304

Sept. 22 - The Four Horseman

- 1. Chesterfield - 63017
- 2. St. Louis - 63103
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. Lake St. Louis - 63367

June 16 - Open Highway Music Festival

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Ballwin - 63011
- 4. Chicago - 60602
- 5. St. Charles - 63303

Sept. 15 - Kolby Cooper and Pecos and the Rooftops

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Chicago - 60602
- 4. Columbia - 65201
- 5. St. Charles - 63303

August 25 - Clint Black

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. St. Peters - 63304

Sept. 29 - Anthology

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. O'Fallon - 63366

2024 Chesterfield Amphitheater Analytics

April 20 - JJ Grey & Mofro

- 1. St. Louis-63103
- 2. Chicago-60602
- 3. Ballwin-63011
- 4. St. Charles-63303
- 5. Chesterfield-63017

June 21 - Breakfast in America

- 1. St. Louis-63103
- 2. Ballwin-63011
- 3. Chesterfield-63017
- 4. St. Charles-63303
- 5. St. Peters-63304

August 9 - Hard Promises

- 1. Chesterfield-63017
- 2. Ballwin-63011
- 3. Ballwin-63021
- 4. Chesterfield-63005
- 5. St. Peters-63304

September 7 - Dogs of Society

- 1. St. Louis-63103
- 2. Chesterfield-63017
- 3. Ballwin-63011
- 4. St. Charles-63303
- 5. O'Fallon-63366

September 13 - Mr. Blue Sky

- 1. Chesterfield-63017
- 2. St. Louis-63103
- 3. Ballwin-63011
- 4. St. Charles-63303
- 5. O'Fallon-63366

September 14 - Shane Smith & The Saints

- 1. St. Louis-63103
- 2. Chesterfield-63017
- 3. St. Charles-63303
- 4. Ballwin-63011
- 5. Columbia-65201

September 15 - Jamey Johnson

- 1. Chesterfield-63017
- 2. Fenton-63026
- 3. Chesterfield-63005
- 4. Wentzville-63385
- 5. Lafayette,CO -80026

September 19 - 7 Bridges

- 1. St. Louis - 63103
- 2. Chesterfield - 63017
- 3. Ballwin - 63011
- 4. St. Charles - 63303
- 5. Fenton - 63026

September 20 - Taylorville

- 1. St. Louis-63103
- 2. Chesterfield-63017
- 3. Ballwin-63011
- 4. St. Charles-63303
- 5. Chicago-60602

October 3 - Big Love

- 1. St. Louis-63103
- 2. Chesterfield-63017
- 3. Ballwin-63011
- 4. St. Charles-63303
- 5. St. Peters-63304

Chesterfield MO 411



Mark Gellman
is with Wendy Kaufman Gellman in Chesterfield, MO.

March 2 at 4:30 PM ·

Why are Wendy and I so excited and bullish on Wildhorse Village and Downtown Chesterfield that we built a home?

The eventual walkability to restaurants and shopping, that is getting closer to reality as the Old Chesterfield Mall comes down and there are now no contiguous buildings standing. The rest of the mall will come down over the next few months.

The developments will take time, but outside our front door lanai and large balcony, we overlook a .75 mile walking trail, around an amazing lake that will be eventually surrounded by more incredible real estate, restaurants and retail.

Chesterfield Amphitheater, within .25 miles of our house continues to expand and will have fantastic concerts all throughout the spring - summer and fall.

Chesterfield continues to thrive as developers are investing Billions, with a B in this community. This is small radius of massive development, while there are other huge projects going on in Chesterfield, including The Hub and Factory entertainment area and venue which is drawing thousands of people to the venue and restaurants.

No municipality in St. Louis or surrounding has this type of growth and development going on. Some of my most favorite shopping/eating districts in the United States are:

- ✓ Legacy in Dallas
- ✓ Kierland/Scottsdale Quarter in Scottsdale
- ✓ Santana Row in San Jose
- ✓ Mercato Naples
- ✓ Country Club Plaza in Kansas City

Downtown Chesterfield will rival them all. The inspiration for Downtown Chesterfield is the Domain in Austin Texas.....

Saturday attendance at the free concert series ranges from 1,500 to 4,000 patrons. Commercial events have routinely performed exceptionally well, providing substantial net positive revenues to fund other operations, while concurrently advertising our community as a community of choice. I would be remiss if I did not emphasize the diligence of our Parks Staff in selecting appropriate talent and attempting to book up and coming performance artists that are well along in their ascent.

The Chesterfield Amphitheater construction was funded by bond debt, which was made possible by the sales tax proceeds from Proposition P, the ½ cent sales tax for parks. Initially, ½ of the sales tax revenue was planned to initially fund capital improvements, while the other half was dedicated to the operation and maintenance of the burgeoning parks system. The Amphitheater, similar to ALL of the capital improvements, was not intended to be financially self-sustaining. The Chesterfield Amphitheater is a beautiful, small municipally owned and operated venue that is primarily oriented towards meeting the needs and desires of their community by providing a multitude of free family-friendly events and concerts. The venue has shown itself to be proficient at hosting local, regional, and tier 3-4 national touring artists and its success is quantified by Chesterfield residents' enthusiastic participation.



To be absolutely clear, the City's market niche is not designed to maximize revenues and not to financially compete with other performance venues. We will, however, occasionally compete for specific performance artists or specific shows, but we are not pursuing the quantity of shows necessary, nor do we intend to increase our venue capacity in an attempt to be revenue positive. The amphitheater was not intended to be revenue positive, but to create a unique experience and sense of place. To judge the success of the Amphitheater and Central Park by terms of positive revenue generation, is to discount all of the other community benefits. It also fails to recognize the multiple negative impacts which would result from a more robust operation of the venue as a competitive commercial concert venue in Central Park and the impacts on our surrounding neighborhoods.

While the Amphitheater is an impressive municipal amenity, there are inherent deficiencies and facility features which restrict and/or limit its' use and competitiveness for revenue generating or touring focused revenue events. It should be accepted and understood that this facility opened in 2011, fourteen years ago. Any such facility requires ongoing maintenance, capital upgrades, technical upgrades, and updated/expanded amenities to maintain the quality experience and stature of the Chesterfield Brand.

Limitations that prevent the Amphitheater from being a more commercial/touring focused venue.

1. Size/capacity – new outdoor amphitheaters have gone to a minimum capacity for 5,000. That refers not only to the space for patrons, but the accoutrements that go along with additional patrons, such as restrooms, concessions, access, and parking.
2. Lack of premium seating options – pit area is too small only allowing for eighty seats, 304 fixed position stadium seating is insufficient.
3. Only one premium reserved space (VIP deck)
4. Stage is too small and too short at 36'. Not deep or wide enough for larger touring acts. Backstage openings are less than eight feet wide, eliminating 8' rolling risers and other production pieces to be switched out during concert.
5. Roof – beautiful, but not functional. The upstage roof height is less than ten ft and needs to be a minimum ten feet taller and same for downstage. Cannot accommodate theatrical performances due to the inability to build necessary backdrops. It would require expansion to fully cover wings of stage used by audio/lighting technicians for production mixing and backline.
6. Insufficient rigging points and weight limits. Downstage rigging points should be located further downstage, instead of 4' in from the stage edge, causing lighting issues with artists.
7. Lack of parking for artists and visitors. Tier 3 artists typically travel with two or three busses and one or two semi-trailers. We have to get creative and maintain a fire lane. Shore power is only available behind stage.
8. Competition – The Factory, Pageant, St. Louis Music Park, Stifel, and Fox are all close in size. In addition, so many new amphitheaters around the country have been built in the past five years providing so many options that match their requirements and has really impacted tours/routing.
9. Outdoor weather limitations
10. Park visitors and show balance – residents have made their frustrations known when the schedule limits their usage of the space.
11. No LED screens for IMAG – standard in touring amphitheaters
12. Operating limitations are associated with proximity to residential neighborhoods.

Advantages as a Community Amphitheater

1. Beautiful venue and grounds
2. Park setting – within Central Park, lake and wooded backdrop, walking trails, and art.
3. Intimate for artists and patrons
4. Centrally located in St. Louis region and direct access to major interstate
5. Ease of Access
6. Size – nice size for a community amphitheater
7. Atmosphere – visitors have a sense of safety and well-being while attending events with their family, friends, and community.
8. Well managed with a warm and welcoming staff
9. Prices and fees – prices at concessions and ticket prices/fees.
10. Community treasure committed to balanced programming and focused on positively impacting the residents by providing concerts, cultural experiences, and family friendly activities throughout the season.
11. Ticketed events subsidize the hosted free community events
12. Chesterfield residents have always ranked in the top five and usually in the top two ticket buyers.

Location: Chesterfield Missouri, 25 minutes from downtown St. Louis and conveniently located in western St. Louis County, and in close proximity to St. Charles, Jefferson and Franklin counties, which allows for a strong regional draw. The venue is in a bowl/fan shape and tucked away in a public park (Central Park) with a beautiful backdrop comprised of a lake, forest, and walking trails.

Capacity: Chesterfield Amphitheater can accommodate up to 3,210 patrons and provides a 2,184 sq ft (52' maximum width at widest point, 42' maximum depth at center stage) performance stage. Capacity is comprised of 80 seated or 200 standing room only Pit, 304 fixed seats with cutouts for an additional six more spots to accommodate persons with accessibility needs, the terraced lawn can be general admittance or can hold up to 892 reserved seats, a 40 person VIP deck, and a sloped upper lawn that can accommodate up to 1500 patrons.

Concessions: One main concession building and three smaller temporary concession stands are located throughout the venue. These stands do not have the size or capacity to prepare fresh food. No food preparation occurs inside these facilities, they are with snacks and ready-to-drink beverage options for purchase. An entertainment plaza is located at the Amphitheater entrance where food trucks/vendors reside providing nice bistro lighting, artificial turf, drink rails, and picnic tables. This area also has a 40' container with half acting as a concession stand and the other half a flex space that retracts down unveiling a stage that can be used for performing artists or merchandise sales. It also has a viewing deck with great views to the main stage. There is a 280 sq. ft outdoor walk-in cooler located to the north of the main concession building.

Restrooms: One air-conditioned restroom facility connected to the main concession building. The men's room has six urinals, four toilets, and five sinks.

Female restroom has ten toilets and five sinks. *New additional restroom approved by City Council located in the Entertainment Plaza.

Parking: Severe lack of available parking capacity. This not only limits patrons but also restricts performers and revenue. Parking is generally free, but extremely limited. The limited parking also frequently results in patrons driving and parking in the open green space, damaging turf, leaving ruts and dead vegetation. The City only owns/controls the Central Park Aquatic facility lot with 188 total spaces: including 10 accessible spaces. ADA compliant parking for the Amphitheater is problematic.

Backstage: 350 sq ft Green Room with two restrooms. 250 sq ft production office/storage. 2 Shore power outlets can accommodate up to 2 buses behind stage. Artist parking is limited. Load-in is from an adjacent road (no dock), staging area, and loading ramp. *The new back of house currently under construction. Two dressing rooms w/showers, two tour manager offices, kitchen/dining area, crew lounge, and laundry room. Added backstage canopy, dock and renovations to approach.

Stage: Concrete 52' x 42' (52' maximum width at widest point, 42' maximum depth at center stage). 36" tall. Covered by an architecturally pleasing roof, however fraught with limitations. Upstage height = 9' 8" Downstage height = 20'. 4 rigging points 1750 lbs. max per outer points (PA) 1000 lbs max per inner points (30' light truss). The roof does not cover the entire performance platform leaving wings and backstage open to weather. *BOH construction will address some of the stage right canopy issues with the addition of Kingspan, however funding was unavailable for stage left.

Ticketing: 4 window air-conditioned ticket booth, located outside of front gate. House ticketing platform is Eventbrite, but open to mutually agreeable substitute.

Technical: Mix position, permanent 14' x 8' covered area located located 60' from the front center stage edge.

House Lighting:

Down Stage

- 12 Maverick Storm 1 Wash (30' truss)
- 8 Quad (Chauvet ColorDash) SR, SL Pillars

Up Stage:

- 12 Chauvet Rogue R2 Wash (36' theater batten)
- 4 Rogue R1 FX-B
- 4 Martin Era 300 Profile

House Sound

- 2023 PK Sound Trinity T10 (6/stack)
- 12 PK Sound Trinity T10 line array elements
- 6 PK Sound Trinity-T218 subwoofer
- 2 QSC K10.2 (front fill)

Power

- One 200 Amp, 3 Phase Camlock (stage right)
- One 400 Amp, 3 Phase Camlock (stage right)
- 60' of feeder required from stage left to panels
- Individual 30A circuits located all over stage, including each column

Audio Policy (limit audio volume and time of performance)

- 96 decibels at top of upper terrace, sound curfew: 10pm(S-Th), 10:30(F/S)









THE COUNTRY FAIR

MAY 2022
CHESTERFIELD, MO



MAY 19 - 21

FAIRGROUNDS AT CHESTERFIELD AMPHITHEATER



ZACH BRYAN

THURSDAY, MAY 19



JON PARDI

FRIDAY, MAY 20



CHRIS YOUNG

SATURDAY, MAY 21

MORE INFO AT WWW.CHESTERFIELDCOUNTRYFAIR.COM



BUD LIGHT AMPHITHEATER STAGE
 Ticketed Shows Featuring:
 • Food Network Celebrities
 • National Concerts
 • Local Chefs & Bands
 • Beers of the World Tastings
 • Grand Tasting Experience

SAUCE MAGAZINE'S RESTAURANT ROW
 40 Restaurants with food for purchase

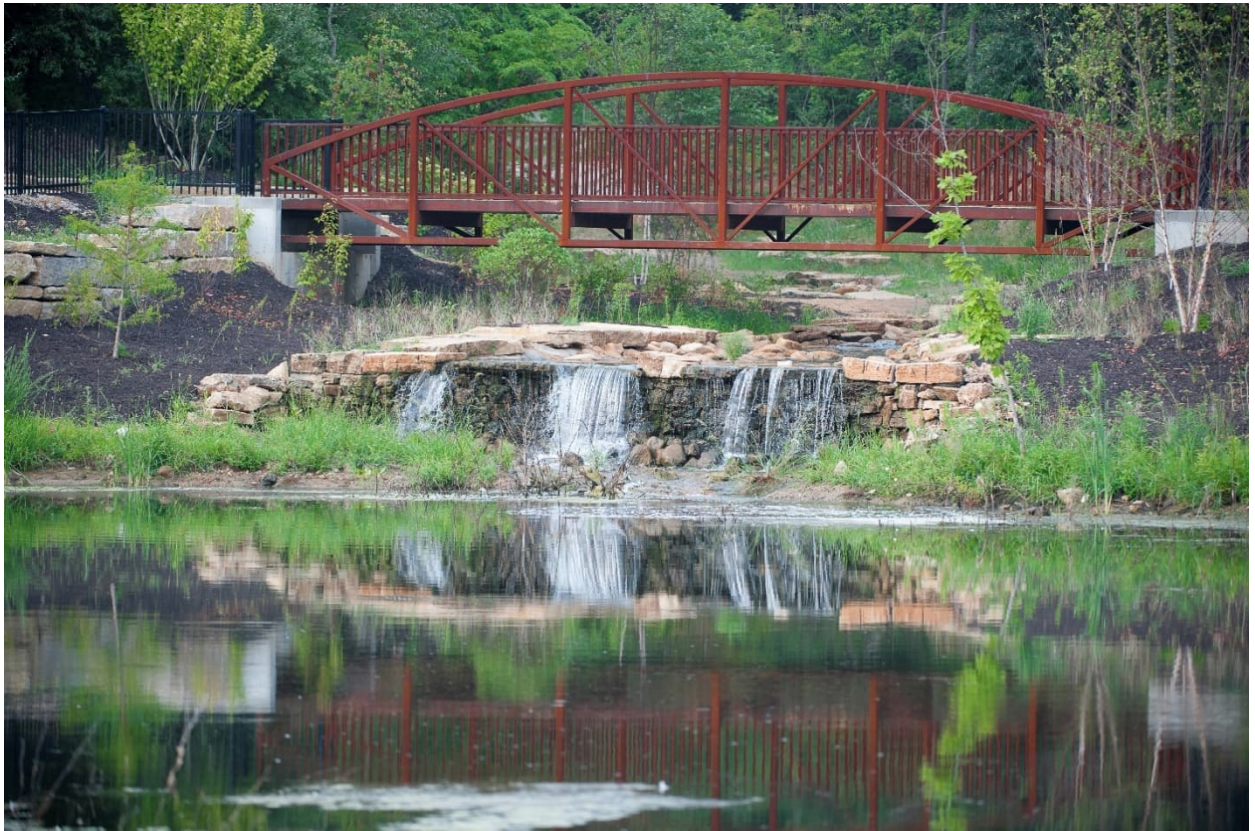
STELLA ARTOIS CHEF BATTLE ROYALE on the **HOLLYWOOD CASINO CULINARY STAGE**

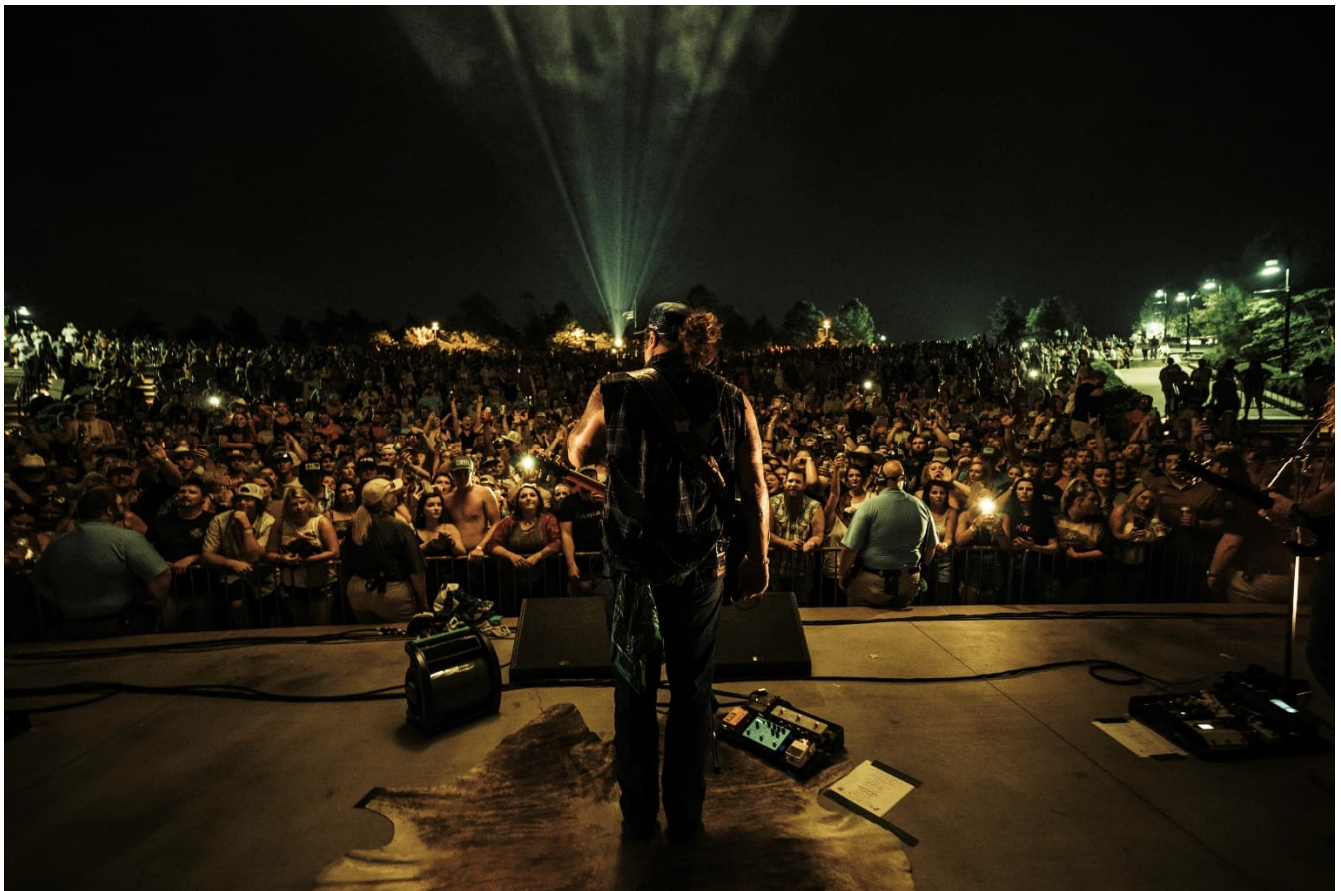
SHOWCASE STAGE
 Culinary Showcases

ART & WINE WALK presented by **Sachs Properties**
 • 30 Local & National Artists
 • A. Bommarito Wines

MARKETPLACE
 Local businesses, giveaways and more

KID CITY
 Educational & interactive activities and giveaways for kids of all ages







Mike Geisel

City Administrator

690 Chesterfield Pkwy W

Chesterfield MO 63017

Phone 636-537-4711

Fax 636-537-4798

TO: Parks, Recreation and Arts Committee

Date: March 7, 2025

RE: Recreational Program
Operational Analysis

The purpose and intent of this communication is to update City Council and provide detailed information relative to the expansive effort by our recreation division, to provide a comprehensive series of activities for our community. More importantly, is the municipal philosophy and policies that are in place which guide staff's decision making. It is critically important that policies and procedures are aligned with our elected officials and where differences exist, efforts be initiated to assure congruency. We appreciate any response or feedback where differences may be apparent, such that we can seek to re-direct.

The Chesterfield Parks, Recreation, and Arts Department provides a wide array of programs and events aimed at meeting the expectations of Chesterfield residents. The Department, through its various divisions, focuses on five key program areas as outlined in the Parks, Recreation, and Arts Master Plan. The Recreation Division faces the challenge of catering to the diverse needs of the community. Chesterfield is a diverse community culturally and demographically, making it essential that the City provide a wide-array of programs to satisfy the varied expectations.

The Parks, Recreation and Arts Department focuses on five core program areas: Youth, Seniors, Aquatics, Sports, and Community. While these areas may be our focus, we also offer valuable programs in outdoor recreation and adult activities. The core areas were emphasized in the City's adopted 2019 Parks Master Plan. However, the Department continuously evaluates community trends, communications and participation to ensure the City's program offerings stay relevant. As a result, programs are continuously added, adjusted, or discontinued

based on multiple factors such as attendance, staffing, participant feedback and/or cost.

Each program or event has established cost recovery targets which are associated with the intent to fully fund, partially fund/subsidize, or fully subsidize depending on the activity or program. Post-event cost recovery analyses, coupled with program evaluations, allowing the Department to assess the success of each program and identify areas for improvement. These evaluations provide for informed decisions whether to continue, expand, or discontinue specific programs, thereby ensuring that the Department remains nimble and can adapt to the evolving needs of the community.

The Youth Core Program Area consists of events and programs geared to children 17 and under with the purpose of promoting physical and educational activities. The goal is to provide a safe and enjoyable environment where youth can participate in a wide variety of leisure pursuits with or without prior experience. Examples of Youth Programs include: • Try-Athlon/Triathlon • Summer Camp • Youth Archery • Fishing Clinics • Kids Movies • Youth Soccer • Eggstravaganza • Trucks N Treats • Candy Cane Hunt • Back to School Bash.

The Seniors Core Program Area consists of activities and programs geared to individuals over the age of 55, promoting physical, social and educational activities. The goal of the Seniors Core Program Area is to impact and enrich older adults' lives through active programs for improved health and wellness. Examples of Senior Programs include: • Pickleball • Older Adult Bingo • Educational Programs • Senior Day Trips • BBQ Bash • Senior Expo's • Senior Holiday Carnival • Participation in LOAPS.

The Aquatics Core Program Area consists of programs associated with the aquatic center for all ages and abilities that promote safety, community, and healthy atmosphere. The goal is to provide a safe, clean, healthy environment for participants of all ages groups and families to enjoy water activities. Examples of Aquatic Programs include: • Group Swim Lessons • Tot Time • River Walk • Swim/Dive Team • K9 Splash • Dive in Movie • Scuba and Snorkeling lessons.

The Sports Core Program Area consists of providing programs primarily hosted at the Chesterfield Valley Athletic Complex for all ages and abilities that promote safety, community, and health. The goal is to provide quality sports programs in both team and individual formats to best accommodate the varying individual and team skill levels. Examples of Sport Programs include: • Youth Soccer • Lacrosse camp • Pitch Hit Run • Adult Softball Leagues • Adult Sand Volleyball • Adult Kickball.

The Community Special Events Area offers special events that provide a safe, enjoyable, and participatory atmosphere. The goal of Community Special Events is to assist with quality community events by providing needed support and equipment as well as providing a variety of quality special events within the Department. Examples of Community Special Events include: • Summer Concert Series • 4th of July Celebration • Turkey Trot • Earth Day/Recycles Day • Movies Under the Stars • Ticketed Events • Fall Festival • Art Exhibits • Shakespeare in the Park • Family bingo • Take a Hike • Bird Watching .

CORE PROGRAM EVALUATION

After each program or event, park staff conducts an after action evaluation to gauge the overall success or effectiveness of the program.

Youth

Participation rates in the City's Youth Programs are trending up. Most programs are either near, or at maximum capacity, at which point registrations are no longer accepted. Our Youth Try-Athlon/Triathlon is a great event at the Aquatic Center and Central Park. Each year we have seen an increase in participation. This event is a true competition of spirit, but witnessing the consistent cheers of support for other participants with every stroke, push of the pedal or stride is remarkable. Registration for Summer Camp is a program that typically reaches maximum capacity quickly. Staff has done a tremendous job of providing a safe and fun environment for the children each year. Many of the youth participants continue to come back year after year because of the fun they had, feeling of inclusion, and/or experiences with a counselor taking special time to help a child in need and an atmosphere to create more friends. We face a challenge with summer camp in not having an indoor space to take the kids during the extremely hot days or inclement weather. Staff has developed partners within the community to assist in



this effort, i.e. St. Louis County Library. Youth Archery and Fishing Programs have been a successful addition to the program offerings. The Parks Master Plan demonstrated the need to develop additional outdoor recreation activities. These activities have been very successful. Watching a kid learn to cast a line and catch their first fish, regardless of size or hitting the bullseye on the target is priceless. Our staff is certified to teach Level 1 archery classes, and as such we use in-house staff for these programs. However, due to limited facilities we do not provide higher level archery programming. This program will be discussed further in the Sports section of this communication. Kids Movies whether at the Aquatic Center (Dive in Movie) or at the Amphitheater (Movies Under the Stars) provide a unique experience which is very different viewing than what you experience at a movie theater. The outdoor movies provide a fun and relaxed atmosphere that both children and parents can enjoy. Eggstravaganza is a fun activity for our youth, but parents and grandparents have found it to be a favorite annual family tradition. The children are thrilled to race to the eggs and then break them open to see what is inside. Additional crafts and activities are provided around the hunt to occupy the children while they wait for their age group to be called. Certainly, no one can leave without getting their picture with the Bunny. Each year Staff attempts to add additional experiences to enhance the hunt. Trucks N Treats is one of the largest youth events of the year. This is event requires assistance from multiple departments throughout the City (Parks, Public Works and Police). Climbing on trucks, honking the horn, helicopters dropping candy is a child's dream. This event engages not only children, but also parents, grandparents, aunts and uncles.



Candy Cane Hunt, much like the Eggstravaganza, this event is targeted for the youth, but parents have fun as well.



They can take photos with all the Characters, especially Santa. Weather usually impacts the event and can dramatically impact its success. Since it occurs in December, you never know what the weather will be. Our 2024 Candy Cane Hunt benefited from absolutely perfect weather and everyone had a tremendous time.

Back to School Bash was a new event in 2024. We partnered with Monarch Fire Department and it turned out to be great success. One third of the parking lot for the Aquatic Center was closed off while water was sprayed from the fire truck. We cooked some hot dogs and provided activities for the kids. CCEAC participated by providing cute planters for the kids to plant their own native flowers and herbs. Through this program, we offered a give back opportunity to bring school supplies so we can help those who are less fortunate in the Chesterfield School Districts. Staff is already researching opportunities to build on the success of this event.



Seniors

As for senior programs, we continually see an increase in attendance throughout these programs. Although the vast majority of participants are Chesterfield residents, we also get participation from all of West County and a few even travel from St. Charles County. Our most successful programs are the Older Adult Bingo, Educational Seminars and Pickleball. Throughout the year, Older Adult Bingo has increased in participation. We average 85 participants for each bingo, but by the end of the year we were experiencing registration numbers over 95 a session, with our highest being 106. The partnerships that staff has developed throughout the years has allowed for vendors to gain a personal touch with the participants where they provide the lunch and prizes while we handle marketing, registrations and bingo supplies. This has truly been a tremendously successful program.



Pickleball participation has remained constant throughout the year. It is a popular sport not only among seniors, but also younger adults. This program can fall into both Core Programming offering of Sport and Seniors. John Callahan has assisted in providing technical expertise while staff handles the registrations. Clinics are held four times a week with a league offered three times per year (spring, summer and fall) on Saturdays. The educational seminars that are held multiple times a month have received a positive response. Participants come away with a better understanding of the topics meanwhile gaining that social interaction with the other participants. From a staffing perspective, we maintain the marketing and seek topics from businesses, but these seminars do not require any substantial amount of staff time to implement.



Participation levels for our special events, BBQ Bash, Trunk or Treat, Senior Holiday Carnival, and Ice Cream Social, continue to increase, not only from our participating seniors, but also our vendors and partner organizations. Our vendors see value participating but they also advise our older adults as to what resources are available to them as they experience various stages of their



life. The Trunk or Treat and Senior Carnival will have in upwards of 200 participants and the BBQ Bash and Ice Cream Social cap out at the first 100 persons to register. We brought back our Day Trips after Covid, as our seniors were ready to start



traveling in busses again. We ventured to Arthur, Illinois for an Amish experience and to Washington, Missouri. Both were tremendously successful. The fellowship, creating memories with friends and visiting



places they typically wouldn't visit on their own was invaluable. We did find a trip that just missed our mark. We had to cancel our trip to for the Missouri State Penitentiary Historical Tour in Jefferson City due to low attendance. So, this is an example of Staff being nimble and learning the various preferences of our patrons



and adjusting to their desired experiences. The trips are priced to generate a minimal net positive result for each trip. Losing the Community Center, which was funded temporarily by ARPA, meant our older adult programming was severely impacted. We continue to think outside the box and seek partners to assist. Thankfully, we were able to host multiple events at City Hall but did have to eliminate some popular and successful programs due to unavailability of space. Our Seniors who dropped in to play Bridge or Mahjong on a regular basis had to find a new home. The walkers from the Center do struggle trying to find places indoors, which are safe to stay active and not expensive. We were able to continue hosting the Mahjong and Bridge Clinics as these programs are revenue generating and have been wildly successful. Each session maxes out registration. We try to hit the key areas of social, physical and mental well-being in development of our senior programs and finding key partners to bring these beneficial elements. Bunco is a program we brought over as well, trying to keep it going for those seniors who participate. We will be having to cancel this program due to lack of interest since the move.



Aquatics

The core program of aquatics tends to multiple demographics throughout Chesterfield. As for the youth, we offer swim lessons, swim/dive team, dive clinics, Tot Time and Dive in Movies. For our adults and seniors, we have River Walk and Stand-Up Paddle Board.

Each of these programs has seen overall growth in the last few years. With growth there is always a concern on space and additional staff to assure the safety for the patrons in each of the programs. Every year we adapt to the changes if warranted. We are



currently in an uptick for overall attendance. However, weather can play a major factor. For instance, Tot Time is a successful program but you will see a few days where the weather was bad which caused our attendance to be low; however, when weather was good, we had great attendance. The same applies to Riverwalk and the other aquatic programming. Our



adults and seniors enjoy River walking every summer. We can get in upwards of 70 people walking in the river at a time. Due to the popularity, we extended only the river walking through the first three weeks of September operated by full time staff. We saw an uptick in non-residents as they were coming to Chesterfield for the program as others were closed. As for the Swim Team, we had lower participation numbers than previous years as we had not secured a Head Swim Coach until late. Now that we have a swim coach in place, we are optimistic in our numbers increasing. Staff continually looks for additional opportunities to make available to the patrons. One in particular is Water Aerobics. We were fortunate to offer it for one year with great success however, our instructor moved away and we had to stop offering the program as it has been very difficult to find a qualified instructor.

Sports

The City of Chesterfield offers a wide range of leagues and clinics at the Chesterfield Valley Athletic Complex. For adults, we provide leagues in slow-pitch softball, kickball, flag football, and pickleball. As mentioned underneath the core programming for Seniors, pickleball clinics continue attracting strong registration numbers. Staff has done a phenomenal job in growing the Slow-pitch softball league. There were a few years where the number of teams were dwindling but through hard work and dedication they are attracting strong registration numbers, maxing out in most areas, and remaining one of the most popular programs. However, the softball league occasionally faces challenges in securing enough umpires. Kickball and flag football are newer offerings that have not yet reached the desired participation levels. To address this, staff plan to explore new marketing strategies in the upcoming season to increase awareness and engagement for these programs.



Spring and fall soccer leagues as mentioned in the youth segment is such a successful program that provides the lacking element of a true fun recreational league. Due to staff continued oversight of the program we continue to see high



registration numbers, particularly for children ages 3-8. Feedback for these leagues has been overwhelmingly positive. However, a key challenge lies in registrations for ages 9-12, as many children in this age group transition to club soccer or discontinue playing. As a result, staff has decided to focus efforts on enhancing programs for the 3-8 age group to attract more participants. Overall, the

city remains committed to providing high-quality sport programs that promote health, wellness, and community engagement.

Community

Community Events have truly been one of the most successful components for the Parks, Recreation and Arts Department. Our residents spoke up during the Parks Master Plan stating they would like to see more. Staff has done a tremendous job in developing events all while catering to all demographics. Central Park has lent itself to being a focal point of the community and a true asset for gathering. Due to the lack of parking and development, we have been forced to move our larger events to the Athletic Complex.



The 4th of July Celebration is the largest, diverse event the city puts on (10,000+ patrons), bringing all the departments together to assure for a successful evening. The patrons enjoy their time with family and friends participating in all the activities and listening to the band perform. But the highlight is of course the Fireworks. Maintaining the largest fireworks display in the area on the 4th of July, you can hear the oohs and ahs and a roar of cheering and applause as the finale finishes such a remarkable display. Turkey Trot, Stars and Stripes Run, and Shamrock

Run, cater to both adults and youth but really provide a sense of community. These events continue to enjoy strong registration numbers; however, participation is sometimes impacted by weather conditions since they are held outdoors. The



Turkey Trot – largest of the three runs has become a great family tradition race with roughly 2,500 participants each year. Staff really enjoys watching these participants each year; the families who participate every year since the beginning (25 years!), the smiles on everyone's face and the Turkey Costume, Hats and Tu Tu's.

Central Park played host to the Fall Festival which is a great family, fun event with over 5,000 in attendance. Fall Festival has grown in such popularity through the years. From bands playing on a stage in the field, pumpkin patches, carnival rides and the ever-so popular hay rides. Variety of food and fall type beverages are available for all ages.

The ChAmp has really done a phenomenal job in the selection of Ticketed Concerts. There seems to always be a show for all to enjoy. Whether you are kicking it back with 7 Bridges (Eagles Tribute) or Jamey Johnson or dancing and singing the night away to the popular Taylorville, tribute to Taylor Swift, there is something for everyone.



Sounds of Summer Concerts pack the Amphitheater for our residents to gather and enjoy an evening of music and fellowship. The revenue from the Ticketed Events, have subsidized events such as our Sounds of Summer Concerts and Movies Under the Stars.

Movies Under the Stars continue to be a signature program, a great success for the whole family to come and enjoy a fun evening watching one of their favorites under the stars.

We evaluate each event and we often become our own worst critics as we maintain a high standard and high expectations. As we gaze at the crowds displaying laughter, smiles, cheering and dancing, staff tends to identify improvements that can be incorporated to make successive events an even better experience. One of the biggest challenges we face with the success at Central Park is parking. Staff tries to maximize every spot and coordinates with other divisions to assure we don't have multiple activities happening at the same time, i.e. pavilion rentals.



Art

The City of Chesterfield features a wide variety of artwork and sculptures throughout the City. Chesterfield City Hall exhibits professional and amateur artists working in two- or three-dimensional media within a rotating Art Exhibit. These exhibits are on display on the first floor and upper level at City Hall and are scheduled for 12-week periods. One challenge we face within the rotating Art Exhibit is finding multiple



artists for each quarter to showcase their artwork. Throughout the City and within our parks, there are numerous one-of-a-kind art sculptures that art lovers and visitors can appreciate and admire. The Creative Community Alliance facilitates the Sculpture on the Move program where members of the Parks, Recreation and Arts Citizens Advisory Committee (PRACAC) select a new sculpture to be installed within our parks for a two-year period. In 2024, the PRACAC chose the sculpture "Gotta Practice" by Lee Leuning and Sherri Treeby which is now featured at Logan Park.

Our Core Evaluation provides a brief overview of several program and event offerings. Reflecting on the accomplishments and challenges overcome in 2024, the Chesterfield Parks, Recreation, and Arts Department had a truly successful year. Building strong relationships with organizations and businesses such as STL Sup, Callahan Pickleball Academy, St. Luke's, and the Senior Resource Institute (to name a few) has enabled us to offer a wide range of unique opportunities to Chesterfield residents. As a result, we were able to deliver 728 programs in 2024. Looking ahead to 2025, we are excited to see how staff can continue to foster and expand these partnerships to further enhance the experience of what Parks, Recreation, and Arts can offer to the Chesterfield community.

Attached you will find a complete listing of the program offerings and the core program areas that each one meets.

If you have further questions or require additional information, please advise.

2024 PROGRAMS

Youth Programming	Number of Programs offered	Core Program Met
Camps (Spring+Summer) week 1	8	youth,
Skyhawks Lacrosse Camp - week 1	1	youth
Kids Movie	2	youth
Eggstravaganza	1	youth, communitiy
Youth Archery	6	youth
Trucks n Treats	1	youth, communitiy
Candy Cane hunt	1	youth, communitiy
Cookies with Clauses	1	youth
Fishing Clinic	1	youth
Babysitting	2	youth
Triathlon	1	youth
Try-a-thlon	1	youth
Splash-n-dash	1	youth
Play n learn - community center	1	youth
Youth Soccer (Spring & Fall)	2	youth
Pitch, Hit, Run	1	youth
Punt, Pass, Kick	1	youth
Back to School Bash	1	youth, communitiy
Total	33	

Senior programming		
Ice Cream Social	1	senior
Older Adult Bingo	23	senior
BBQ Bash	1	senior
Senior Sampler	1	senior
Puzzle Parties	2	senior
Yoga	4	senior
Spring Health Fair	1	senior
Senior Panel Discussion	9	senior
Don't Be a Victim	1	senior
Fox Talks	4	senior
Transitions for Senior Living	1	senior
Medicare Talk	2	senior
St. Luke's Talks	4	senior
Painting Parties	2	senior
Senior Trips	3	senior
Oasis	8	senior
Taxes	9	senior
Community Bridge	4	senior
Community Mahjong	4	senior
Golden Lunch Bunch	5	senior
Bunco	17	senior
Bridge Lessons	20	senior
Mahjong Lessons	20	senior
Strive 2 Fitness	3	senior
Line Dancing	18	senior
Matter of Balance	7	senior
Senior Carnival	1	senior
Card Making	0	senior
Pickleball Clinics	130	senior
Pickleball League (Spring, Summer, Fall)	3	senior
Yoga in the Park	6	senior
Senior Shuffle	4	senior
Play N Learn	6	senior
LOAP	18	senior
Total	342	

Adult Programming	Number of Programs offered	
Garden Club	4	adult
Puzzlepalooza	2	adult
Kayaking	2	adult
Community Garden - 96 gardeners	2	adult
Adult Softball (Spring, Summer, Fall) Coed	6	adult
Pickleball Clinics	130	adult
Pickleball League (Spring, Summer, Fall)	3	adult
Adult Archery	6	adult
Charcuterie	1	adult
Kickball	1	adult
Flag Football	1	adult
Yoga in the Park	6	adult
Total	164	

Community Events		
Sounds of Summer concerts	6	community
Movies Under the Stars	2	community, youth
Shakespeare in the Park	1	community
Chesterfield Fall Festival	1	community
Ticketed concerts	10	community
Pilates - large format	2	community
Art Exhibits/Receptions	4	community
Take a Hike	1	community
Bird Watching	1	community
Dog park events	3	community
Shamrock Run	1	community
Stars and Stripes Run	1	community
Turkey Trot	1	community
Family Bingo	3	community
Community CPR	4	community
4th of July	1	community
Total	42	

Aquatics		
Tot Time	12	aquatics
Swim Lessons - sessions	6	aquatics
Dive Team - 7 weeks	7	aquatics
Dive Clinic	2	aquatics
Swim Team - 7 weeks	7	aquatics
River Walk	99 days	aquatics
Splash n Play	8	aquatics
Dive N Movie	2	aquatics
Y Kiki programs	3	aquatics
k9 splash	1	aquatics
Total	147	

Partnerships		
STL Sup	April - October	Thurs-Sunday
Parly Proud Fitness	April - October	Sundays
Story Book Walk	2	every quarter

CHESTERFIELD
AQUATIC
CENTER

2024

LOOK INSIDE

Staff

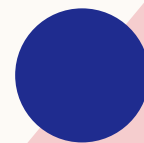
Attendance

Passes

Programs

Concessions

Facility



STAFF

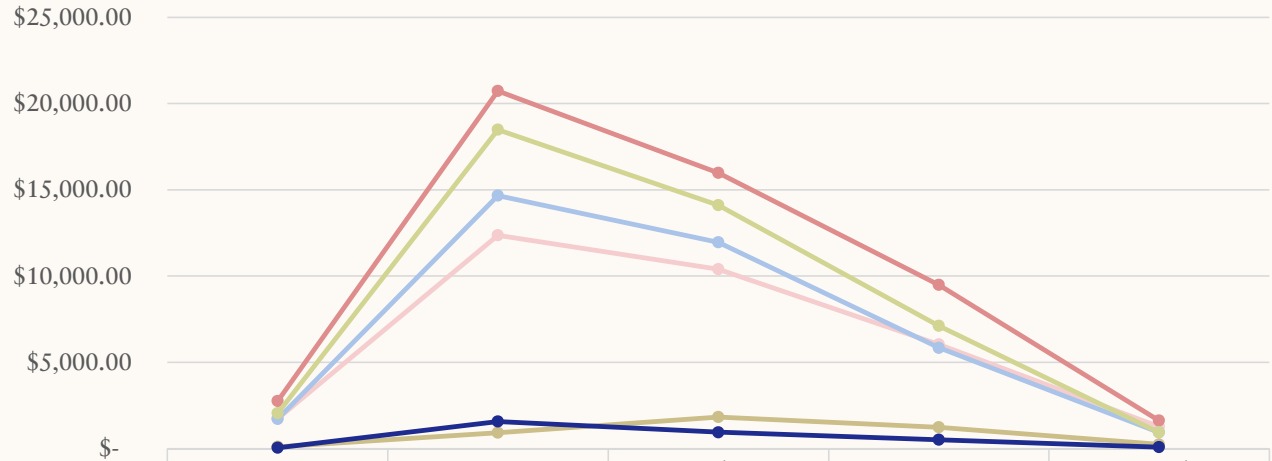
Staffing Numbers:

- Lifeguards: 63 hired and certified
- Pool Managers: 1
- Headguards: 7
- Aquatic Aids: 29
- Recreation Intern: 1
- Swim/Dive Coaches: 5



ATTENDANCE - 2024

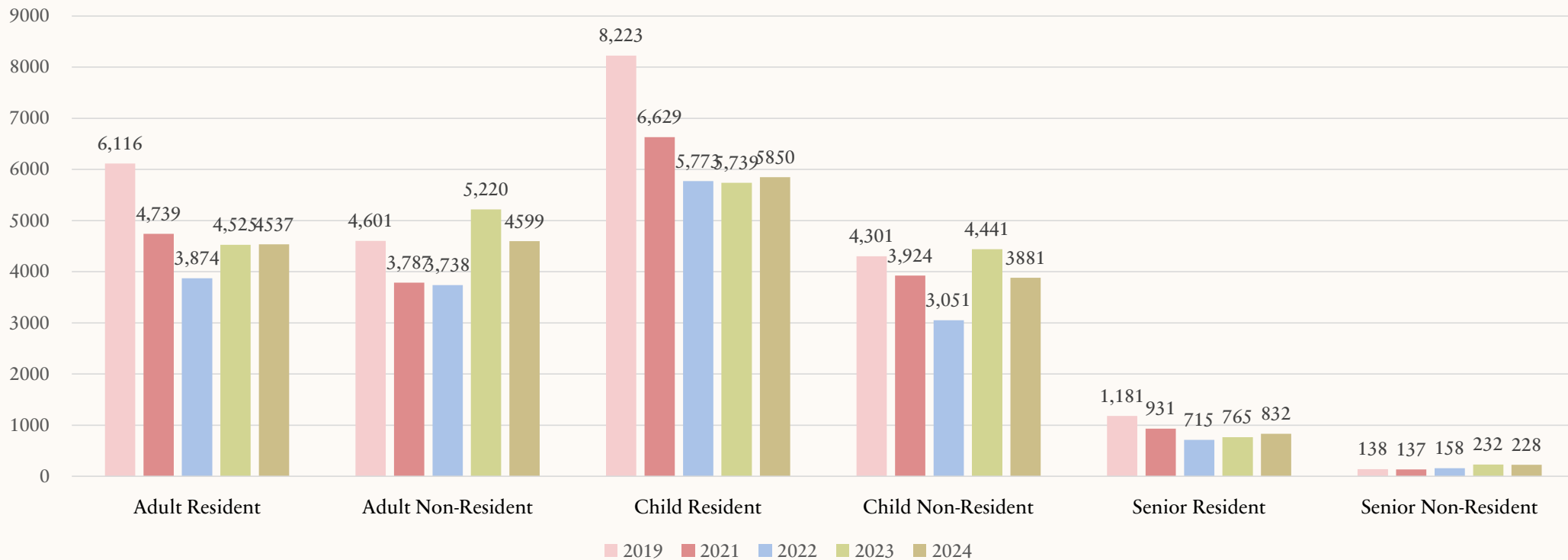
4



	May	June	July	August	September
Adult Resident	\$1,736.00	\$12,360.00	\$10,395.00	\$6,041.00	\$1,281.00
Adult Non-Resident	\$2,761.00	\$20,735.00	\$15,983.00	\$9,482.00	\$1,628.00
Child Resident	\$1,710.00	\$14,658.00	\$11,958.00	\$5,844.00	\$930.00
Child Non Resident	\$2,057.00	\$18,480.00	\$14,102.00	\$7,117.00	\$935.00
Senior Resident	\$108.00	\$924.00	\$1,830.00	\$1,236.00	\$240.00
Senior Non Resident	\$44.00	\$1,578.00	\$946.00	\$507.00	\$88.00

● Adult Resident
 ● Adult Non-Resident
 ● Child Resident
● Child Non Resident
 ● Senior Resident
 ● Senior Non Resident

5 YEAR COMPARISON – ATTENDANCE

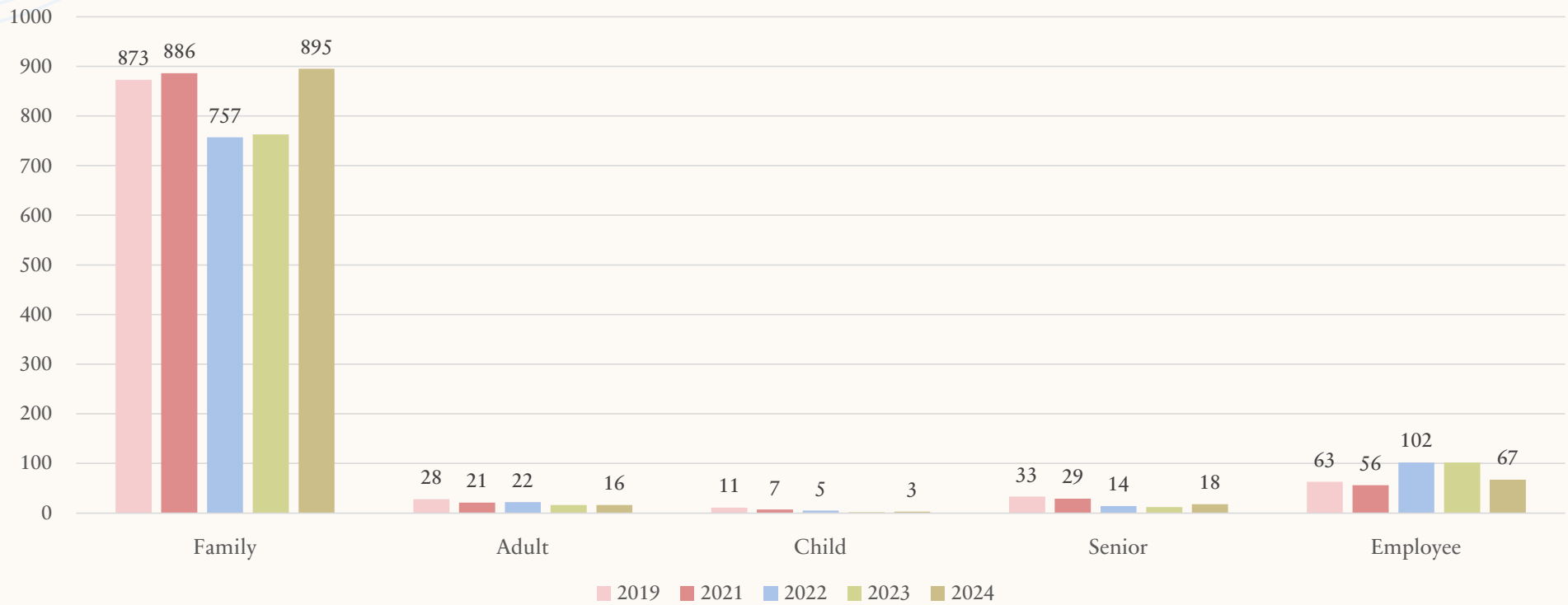


PASSES 2024 – CHART

6

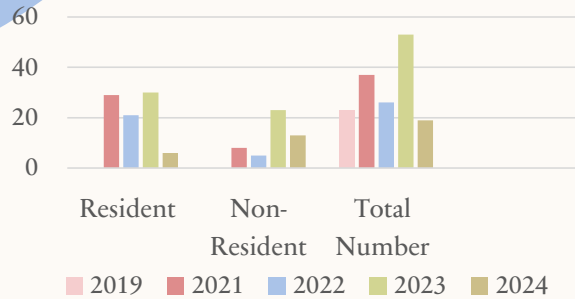
	Resident	Revenue	Non-Resident	Revenue	Total Pass Swipes
Family Season Pass	792	\$37,336	103	\$6,990	7519
Adult Pass	15	\$1,160	1	\$80	149
Child Pass	2	\$190	1	\$145	11
Senior Pass	16	\$1,430	2	\$290	247
Employee	67	\$400	N/A	N/A	236
Senior Couple	6	\$807	1	\$180	112
Adult Couple	7	\$1,002	3	\$613	98
Adult/Child	10	\$1,364	2	\$420	295
Senior/Child	2	\$250	0	\$0	9
Totals:	917	\$43,939	113	\$8,718	8,676

PASSES 5 YEAR TREND

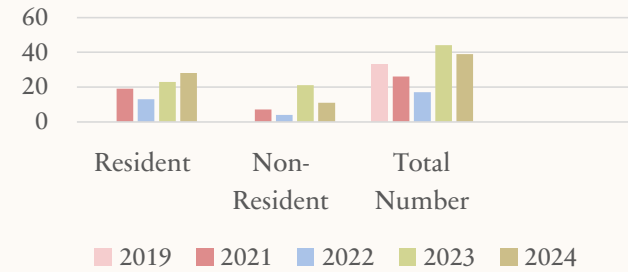


GROUPS SWIMS/B-DAY PARTIES

Group Swims



Birthday Parties



Total Group Swim Revenue:

2019: \$13,721
 2021: \$10,830
 2022: \$3,544.80
 2023: \$9,033.80
 2024: \$4,218.20

Total Birthday Party Revenue:

2019: \$6,447
 2021: \$4,680
 2022: \$3,629
 2023: \$8,505
 2024: \$7,763

PROGRAMS



CROC'S SWIM TEAM

Swimmers: 78

Divers: 10

Mini Crocs: 6



TOT TIME/ SPLASH & PLAY

Residents: 316

Non Residents: 661



SWIM LESSONS

Seahorse: 31

Starfish: 30

Guppy: 22



Y-KIKI PROGRAMS

Discover Snorkeling: 0

Discover Scuba: 5

Seal Team Camp: 0

PROGRAMS CONT.



YOUTH TRY/TRI

148 Participants



RIVER WALK

Passes Sold: 229
Daily Admission Sold: 1198



DIVE-IN MOVE

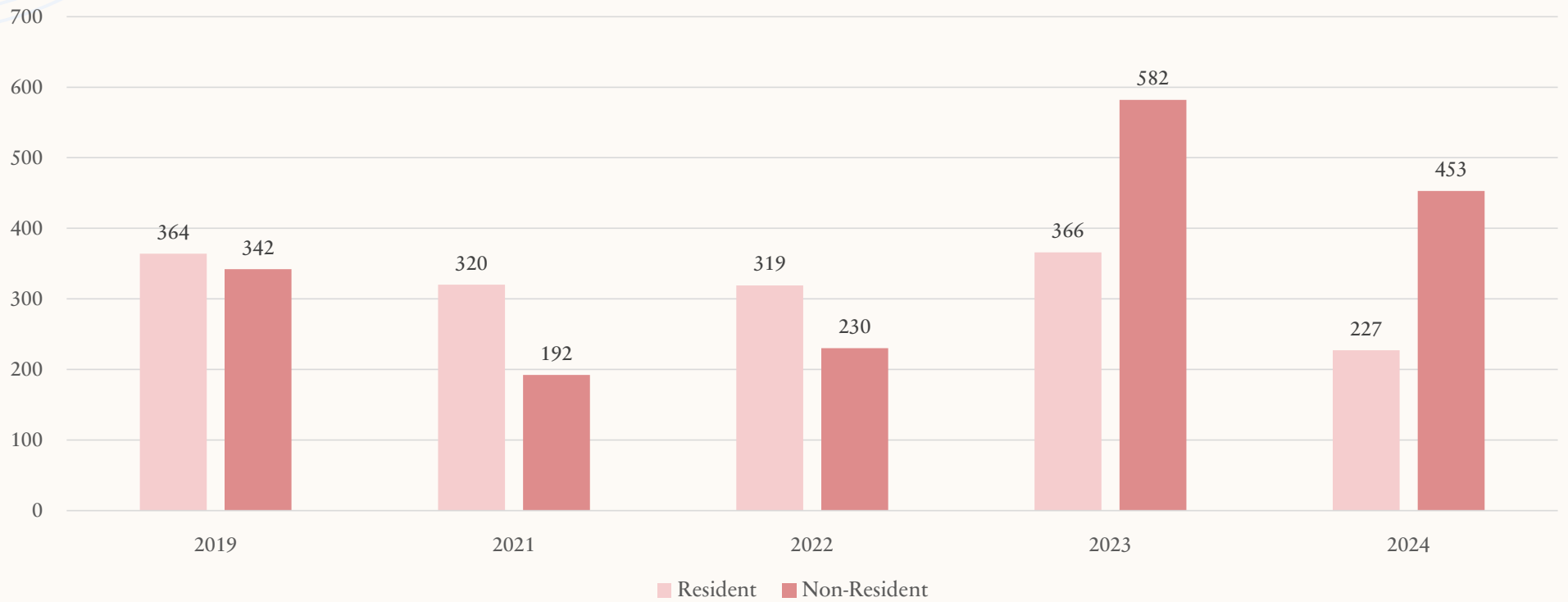
Participants: 177



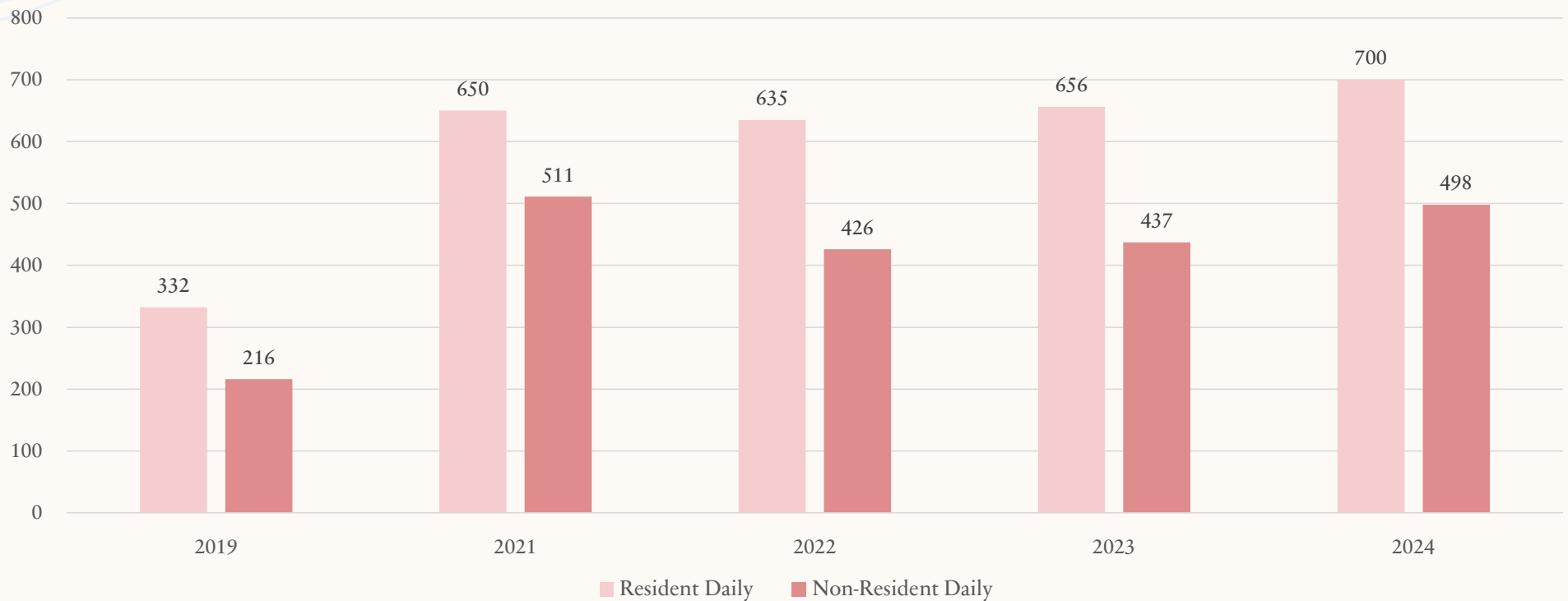
K-9 SPLASH

Dogs: 131
People: 215

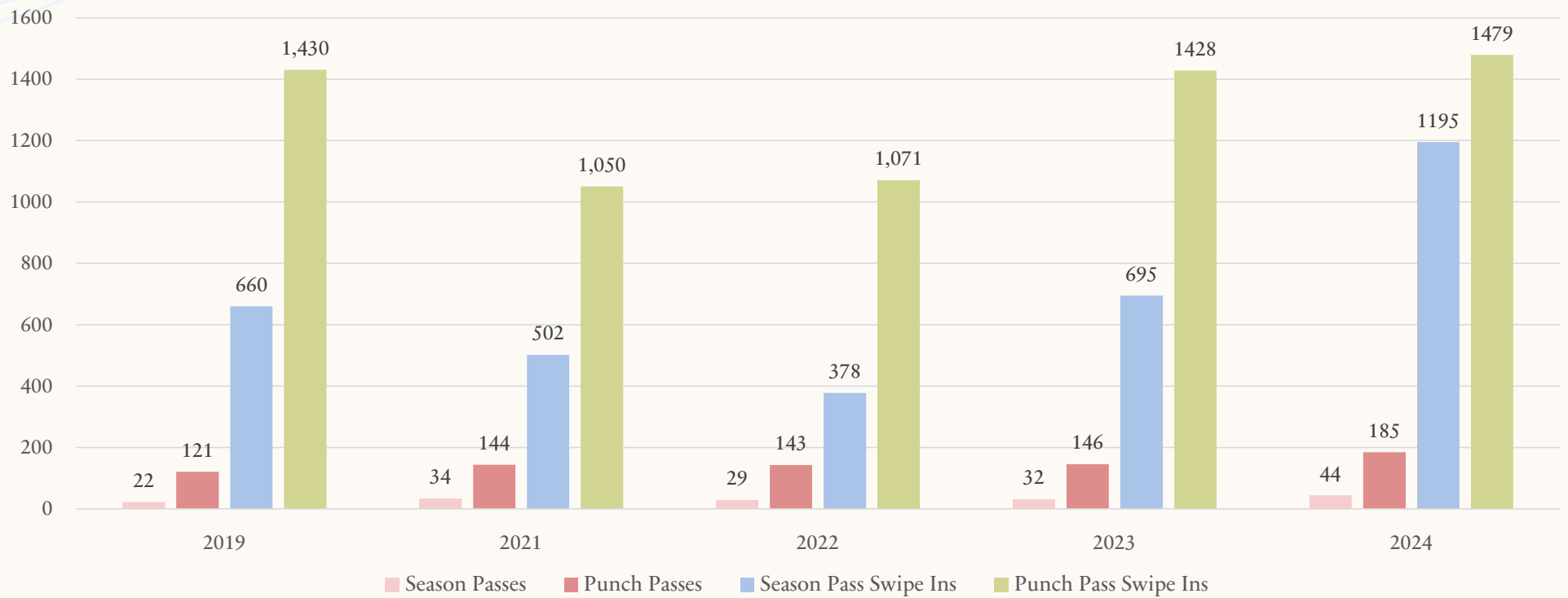
TOT TIME 5 YEAR TREND



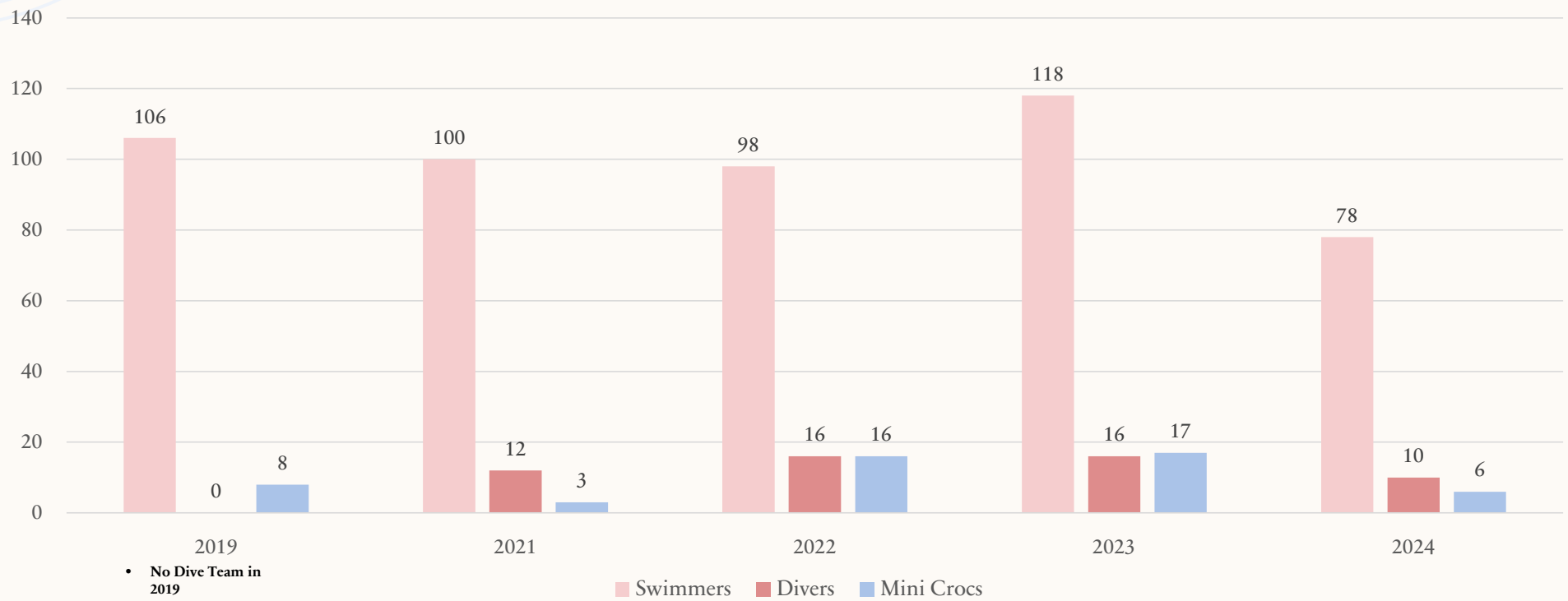
RIVER WALK 5 YEAR TREND- DAILY ADMISSIONS



RIVER WALK 5 YEAR TREND- PASSES



SWIM TEAM 5 YEAR TREND



TOTAL ATTENDANCE PRG / ADMISSIONS

15

Projected Days Open: 98

Actual Days Open: 85

RESIDENT DAILY:	11,219
NON RESIDENT DAILY:	8,708
SEASON PASS SWIPE-INS:	8,676
PROGRAM ATTENDANCE:	6,254
SUMMER CAMPERS/GROUP SWIM:	2,699
BIRTHDAY PARTY ATTENDANCE:	1,158

Total: 38,714

Total Revenue: \$281,855

CONCESSIONS - REV

TOTAL REVENUE - \$54,114



HOT FOODS

- Chicken O's: \$6,391
- French Fries: \$5,987.50
- Funnel Fries: \$6,315
- Hot Dogs: \$3,958.50
- Nachos: \$2,464
- Pretzels: \$8,509.50



SNACKS

Chips: \$774.00
 Cookies: \$130.50
 Frozen Grapes: \$1,080.00
 Pickles: \$132



DRINKS

Soda: \$6,002.50
 Water: \$1,654
 Gatorade: \$3,027
 Kool Aid: \$885



ICE CREAM

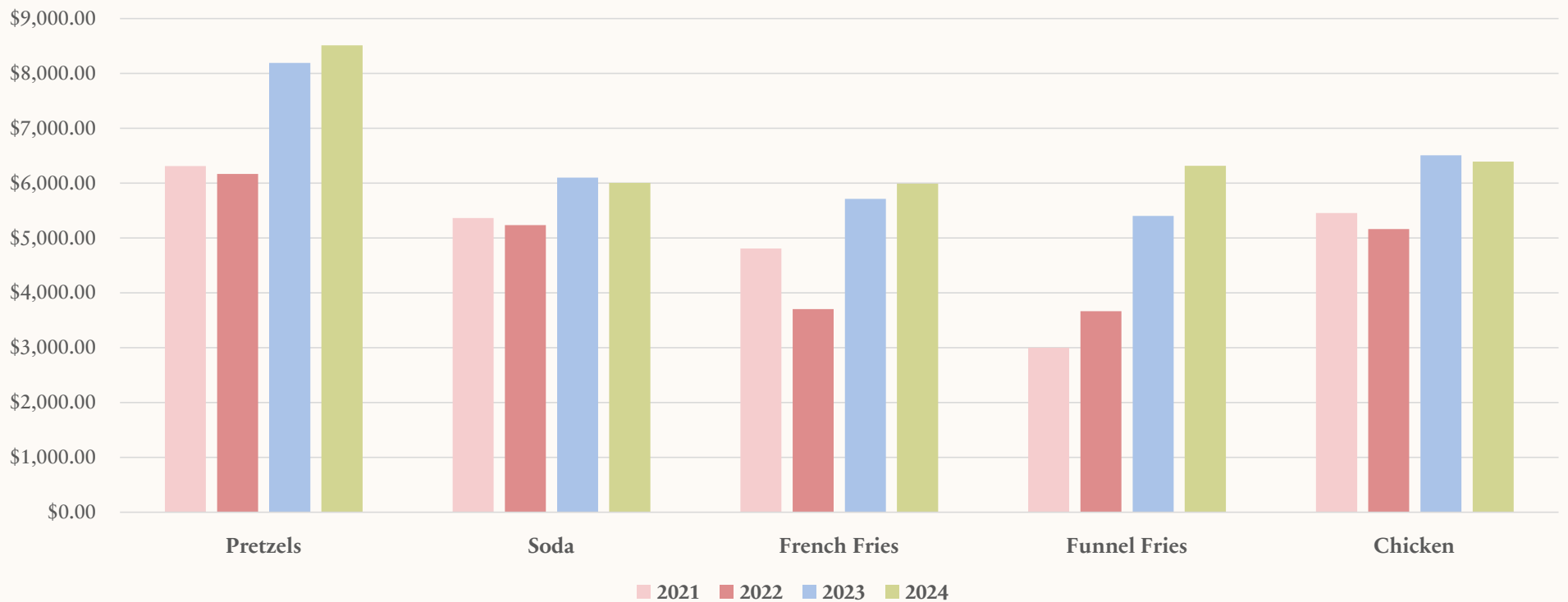
Fat Boys: \$3,099.50
 Icees: \$2,788
 Freezer Pops: \$319



CANDY

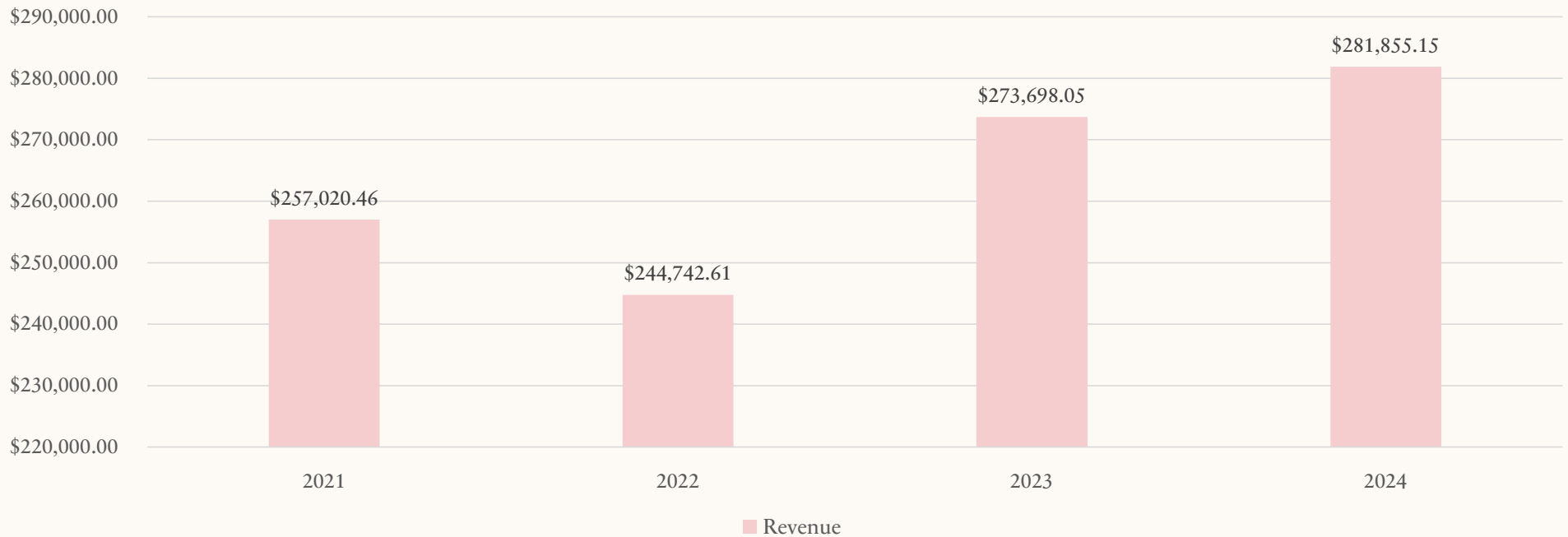
Snickers: \$205.63
 M&M's: \$429.73
 Skittles: \$435.63
 Reese's: \$176.76
 Airhead's: \$432
 Cotton Candy: \$765

CONCESSIONS TOP SELLER GRAPH- 4 YEAR TREND

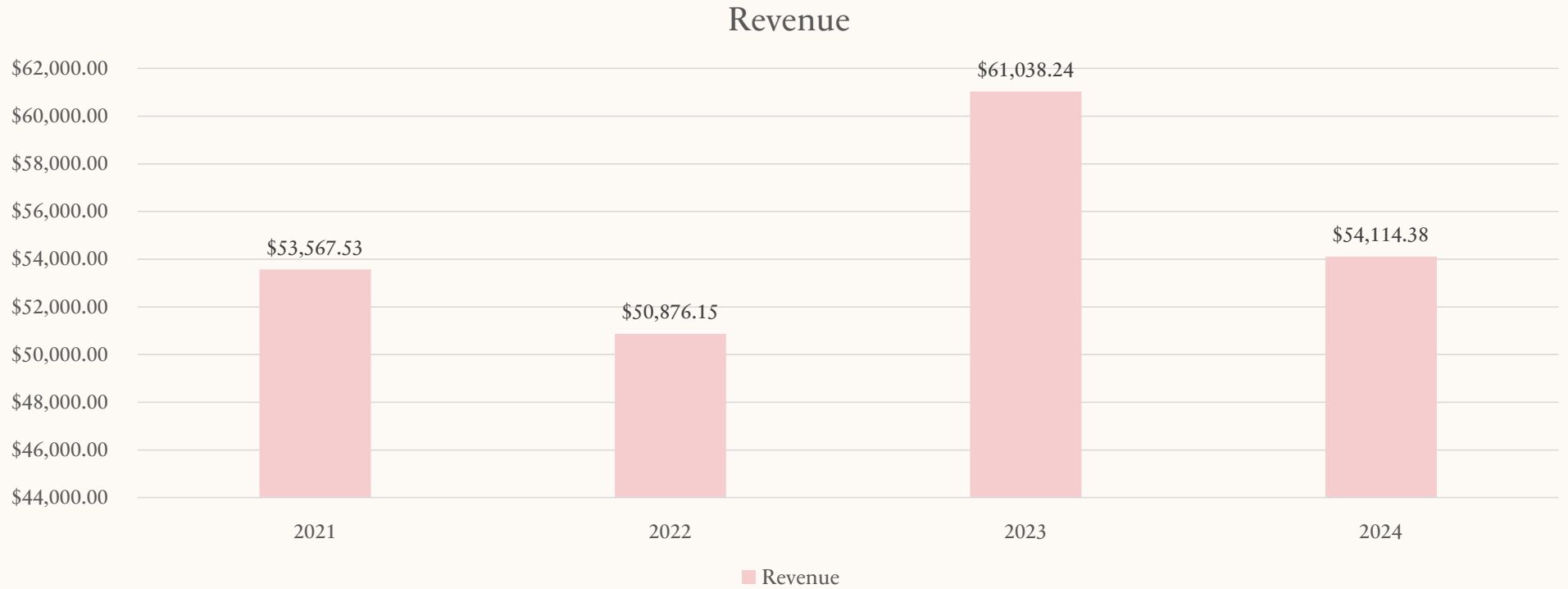


POOL 4 YEAR REVENUE

Revenue



CONCESSIONS 4 YEAR REVENUE



REVENUE/EXPENSES

REVENUE: \$335,969.15

EXPENSE: 708,178.79

NET: (372,209.64)

There are winterizing and repair bills for 2024 to be accounted for and utilities through December. Water/Sewer are high due to leak in the river and competition pool.



THANK YOU
TEAM

AQUATIC FACILITY FINANCIALS 2024

Chesterfield Family Aquatic Center 2024 Financials

Expenses

084			
	5221 Data	\$721.00	
	5260 Printing	\$258.40	advertising for painting bid document
	5285 Electric	\$38,822.00	through October
	5286 Gas	\$746.41	
	5287 Water	\$133,878.72	through October - realizing this is high due to leaks
	5288 Sewer	\$87,147.15	through September - realizing this is high due to water leaks, anticipating credits in 2025
	Total	\$261,573.68	
086			
	5112 Part Time Staffing	\$204,011.00	does not include social security, workers comp, Insurances, etc.
	5233 Credit Card Fee	\$4,676.41	
	5224 Employeed Recruitment	\$210.00	
	5246 Maint & Repair Buildings	\$7,039.09	
	5247 Maint & Repair Equipment	\$26,650.66	still waiting on final winterizing and repair bills
	5251 Misc. Contractual	\$50,744.00	
	5268 Rental	\$518.00	
	5271 Licenses & Permits	\$200.00	
	5276 Phone	\$1,291.27	
	5277 Training & Continuing Educat	\$7,793.58	
	5313 Dept Supplies	\$52,752.31	still funds available to peform winter projects
	5343 Uniforms	\$3,958.68	
	Total	\$359,845.00	
088			
	5112 Staffing - Aquatic Aides	\$58,291.72	does not include social security, workers comp, Insurances, etc.
	5233 Credit Card Fee	\$1,383.13	
	5246 Maint & Repair Buildings	\$387.00	
	5247 Maint & Repair Equipment	\$2,463.26	
	5251 Misc. Contractual	\$175.00	
	5261 Professional Services	\$803.00	
	5271 Licenses & Permits	\$75.00	
	5313 Dept Supplies	\$23,182.00	
	Total	\$86,760.11	
	Grand Total Expense	\$708,178.79	
	<u>Revenue</u>		
	Season Passes	\$52,657.00	
	Daily Admission	\$200,261.75	
	Programs	\$28,936.40	
	Concessions	\$54,114.00	
	Total:	\$335,969.15	
	Net:	(\$372,209.64)	

COST RECOVERY ANALYSIS WORKSHEET

Facility:	CFAC	500
Activity:	Swim Lessons 2024	Non-Resident: \$90
Select Stop Light Category	Red	Lifecycle:

Registration Information		Actual			
Date(s)		---			
Participants/Registrants		79			
No. of Fee Assistance		4			
Revenue					
Resident Fee		\$5,702.40			
Non-Resident Fee		\$360.00			
TOTAL REVENUE		\$6,062.40			
Expenses					
PT Staff Salaries					
SUBTOTAL					
Lifeguard		\$310.00			
Swim Instructor		\$1,608.75			
Swim Coordinator		\$252.00			
Head guard		\$335.00			
SUBTOTAL EXPENSES		\$2,505.75			

PROFIT/LOSS	\$3,556.65

80% and above	Full
25% and above	
0% and above	Subsidize

COST RECOVERY ANALYSIS WORKSHEET

Facility:			
Activity:		LOAP	
Select Stop Light Category	Green	Lifecycle:	Age Segment:

Registration Information	Projected	Actual	Course		
Date(s)	September 26, 2024				
Maximum Capacity					
Minimum Capacity					
Participants/Registrants		325			
No. of Fee Assistance					
Revenue					
Registration					
Other Services & Charges					
TOTAL REVENUE			\$0.00		
Expenses					
PT Staff Salaries					
SUBTOTAL					
Annual Fee			\$ 500.00		
SUBTOTAL					
SUBTOTAL			\$ 500.00		
SUBTOTAL FOR EXPENSES					
EXPENSE TOTAL			\$ -		
PROFIT/LOSS			(\$500.00)		

80% and above	Full
25% and above	
0% and above	Subsidize

COST RECOVERY ANALYSIS WORKSHEET

Facility:			
Activity:		LOAP	
Select Stop Light Category	Green	Lifecycle:	Age Segment:

Registration Information	Projected	Actual	Course		
Date(s) September 26, 2024					
Maximum Capacity					
Minimum Capacity					
Participants/Registrants		325			
No. of Fee Assistance					
Revenue					
Registration					
Other Services & Charges					
TOTAL REVENUE			\$0.00		
Expenses					
PT Staff Salaries					
SUBTOTAL					
Annual Fee			\$ 500.00		
SUBTOTAL					
SUBTOTAL			\$ 500.00		
SUBTOTAL FOR EXPENSES					
EXPENSE TOTAL			\$ -		
PROFIT/LOSS			(\$500.00)		

80% and above	Full
25% and above	
0% and above	Subsidize

COST RECOVERY ANALYSIS WORKSHEET

Facility:	Community Center		
Activity:	Babysitting 101		\$28
Select Stop Light Category:	Red	Lifecycle:	Age Segment:

Registration Information	Projected	Actual	Actual	Actual	Actual	Total
Date(s)		1/12/2024	2/16/2024	4/24/2024	11/14/2024	
Residents		7	0	8	10	
Non-residents		1		1	2	
Revenue		\$228.00		256	\$344.00	\$828.00
TOTAL REVENUE		\$228.00		\$256.00	\$344.00	\$828.00
Expenses						
SUBTOTAL FOR EXPENSES						
Revenue		\$228.00	\$0.00	\$256.00	\$344.00	
PROFIT/LOSS	\$0.00	\$228.00	\$0.00	\$256.00	\$344.00	\$828.00

Total Profit/Loss: \$828.00

80% and above	Full
25% and above	
0% and above	Subsidize

Mike Geisel
City Administrator



690 Chesterfield Pkwy W
Chesterfield MO 63017
Phone 636-537-4711
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TO: Parks, Recreation and Arts Committee
Date: March 5, 2025
RE: Chesterfield Valley Athletic Complex
Operational information

The purpose and intent of this communication is to provide background and operational information associated with the Chesterfield Valley Athletic Complex. While City Council participates in the annual budget preparation, the daily operational issues and long-term management issues are more difficult to communicate. For Council to be fully informed and to make educated decisions, Staff must provide information and advice.

Please remember, the Parks, Recreation and Arts Committee has previously instructed Staff to prepare a "Master Park Improvement Inventory", to further our mutual understanding of current or planned necessary capital expenditures, in addition to potential capital additions. Staff is working diligently to compile this inventory.

The Chesterfield Valley Athletic Complex (CVAC) is a vibrant activity hub, not only for the City of Chesterfield, but even more so for the community. The complex blends local engagement for our residents with economic development and growth. This facility serves as both a gathering place for local families during the week and as a regional sports destination for weekends and holiday tournaments. The facility operates consistently with the City's fees and charges policies, applying appropriate fees to sustain operations while prioritizing local municipal programming.

Weekday Focus: Building Community Through Local Play

During the week, the athletic complex prioritizes access for the local community, offering a range of active opportunities for youth athletes to train, compete, and grow. The facility hosts:

- Youth leagues: Baseball, softball, soccer, lacrosse, flag football, sand volleyball and more, providing structured, age-appropriate play for all skill levels.
- After-school programs: Clinics, camps, and training sessions to help young athletes improve their skills while promoting physical fitness and teamwork.
- Community events: 5K/10K races and family-friendly activities that make the facility a place for everyone, not just athletes.

The weekday emphasis on local engagement ensures that the complex remains a cherished resource for residents, fostering a sense of pride and belonging.

2024 CVAC Leagues Summary

[Chesterfield Baseball & Softball Association \(CBSA\)](#)

Spring Season league play March – June:

4,975 players, 5,389.5 field hours used

Fall Season league play August-September:

2,049 players, 1,614.5 field hours used

Tournaments (4):

3,120 players, 806.75 field hours used

Total: 10,144 players, 7,810.75 field hours used, \$319,017 field rental revenue (\$369,017 prior to \$50,000 credit)

The City of Chesterfield has partnered with CBSA and Ascension as priority users and the City provides \$50,000 each in rental subsidies.

*NOTE 2023 – 2024 TOTAL CBSA USAGE INCREASED BY 149.5 HOURS, 1.95%. CBSA FIELD RENTAL REVENUES INCREASED BY \$11,916, 3.9%.

[Ascension Soccer](#)

Fall season league play August – November:

109 teams, 841.5 field hours used

Tournament (1):

110 teams, 53.75 field hours used

Total: 219 teams, 895.25 field hours used, \$876.50 field rental revenue (\$50,876.50 prior to \$50,000 credit)

[St. Louis Youth Lacrosse Association \(SLYLA\)](#)

Spring season April – May

112 teams (1,900 players), 715 field hours used, \$38,620 field rental revenue

[NFL Flag Football](#)

Spring season April – May, Summer season June – July, Fall season September – November

1,100 players, 588 field hours used, \$15,660 field rental revenue

[2023 Chesterfield Baseball & Softball Association \(CBSA\)](#)

Spring Season league play March – June:

4,530 players, 5,080.75 field hours used

Fall Season league play August-September:

2,805 players, 1,567.5 field hours used

Tournaments (4):

3,712 players, 1,013 field hours used

Total: 11,047 players, 7,661.25 field hours used, \$307,101 field rental revenue (\$357,101 prior to \$50,000 credit)

*NOTE 2022 – 2023 TOTAL CBSA USAGE INCREASED BY 934.75 HOURS, 13.8%. CBSA FIELD RENTAL REVENUES INCREASED BY \$101,535, 49%.

[2022 Chesterfield Baseball & Softball Association \(CBSA\)](#)

Spring Season league play March – June:

4,325 players, 4,601.5 field hours used

Fall Season league play August-September:

2,364 players, 1,327 field hours used

Tournaments (4):

2,635 players, 798 field hours used

Total: 9,324 players, 6,726.5 field hours used, \$205,566 field rental revenue (\$255,566 prior to \$50,000 credit)

Weekend Tournaments: Driving Economic Impact

On weekends, the complex transforms into a bustling hub for regional and national tournaments, attracting thousands of players, families, and spectators. These events result in:

- Boost local businesses: Visitors dine at nearby restaurants, stay in local hotels, and shop at area stores, injecting significant revenue into the economy.
- Generate tourism: By hosting high-quality tournaments across various sports, the complex will put the community on the map as a premier destination for youth sports.
- Create jobs: From referees to event staff and concessions workers, tournament weekends provide numerous employment opportunities.
- Foster partnerships: Collaborations with sponsors, sports organizations, and local vendors create a sustainable model for growth.

Supporting the Parks and Rec Department Through Revenue

In addition to the local benefits and economic growth, CVAC directly supports the Parks and Recreation Department through a 1/2-cent sales tax levied on purchases within the complex and at surrounding businesses. This tax revenue helps fund:

- Ongoing facility maintenance: Ensuring that the sports complex remains in top condition and continues to provide high-quality services for local families.
- Community programs: Expanding access to sports leagues, training, and recreational activities for the community.
- Future projects: Supporting the development of new parks and recreation initiatives, including additional sports facilities and community amenities.

By linking the success of the complex to the local economy through this dedicated sales tax, the facility becomes a self-sustaining resource that continually reinvests in the community's future.

Chesterfield Valley TDD

The economic activity created by the Chesterfield Valley Athletic Complex, directly impacts the revenues of the Chesterfield Valley TDD, creating revenues to fund those regional projects like the Levee Trail, I-64-Long Road interchange, Chesterfield Airport Road improvements at Spirit Boulevard and Olive Street Road, Long Road, Kehrs Mill and Wild Horse Creek Road.

CVAC Economic Impact

Economic impact values are from Sports ETA State of the Industry Report

PLEASE NOTE: ECONOMIC IMPACTS REPRESENT THE ECONOMIC ACTIVITY TO THE COMMUNITY, NOT TO BE CONFUSED WITH MUNICIPAL REVENUES.

2024

Estimated Tournament Economic Impact - \$23,275,597

Estimated Economic Impact from Perfect Game - \$16,312,500

Projected Hotel Room Nights from Perfect Game Tournaments – 9,700

2023

Estimated Tournament Economic Impact - \$10,161,930

Estimated Economic Impact from Perfect Game - \$7,889,530

Projected Hotel Room Nights from Perfect Game Tournaments – 7,743

2022

Estimated Tournament Economic Impact - \$4,229,940

A Vision for the Future

CVAC is more than just a place to play; it's a catalyst for community development and economic vitality. By balancing local use with tournament hosting, it ensures continual activity, maximizes impact, and strengthens the bonds between sports, families, and the local economy.

This dual-purpose approach ensures that the complex serves as a beacon of opportunity for youth athletes while driving sustainable growth for the entire region.

Looking to the Future

While these limitations present challenges for hosting high school-level baseball tournaments, there is potential for future development. The City of Chesterfield could consider expanding its field offerings to include more full-size fields on the undeveloped 30-acres at CVAC. Without this expansion, there is a risk that the complex could lose a key tournament partner to a competing venue that can accommodate all age groups.

Losing key partners would impact the complex's ability to attract and retain large, high-profile tournaments, potentially reducing its economic impact from weekend events. As tournament organizers seek venues that can support a broader range of

age groups and field sizes, the complex may find itself at a disadvantage without a strategy for meeting these demands.

In the meantime, the complex remains a vibrant, crucial space for local youth leagues, and it will continue to host a wide range of events, providing immense value to the region. However, future growth and competitiveness in the youth sports market may depend on addressing these field availability issues.

Limitations of the Complex: Baseball Field Availability for High School Tournaments

While CVAC offers a wide array of facilities for youth sports, one key limitation is that the facility has only one field sized for high school baseball. This not only limits its use for league play, but has an enormous impact to preclude larger-scale baseball tournaments for high school-aged athletes. The current layout of the facility includes several smaller fields, ideal for younger players and recreational leagues (14-U), but the complex does not feature enough full-size regulation baseball fields to accommodate high school-level games for major tournaments.

Impact on High School Baseball Tournaments

- **Limited Capacity for High School Teams:** With the high demand for competitive baseball at the high school level, tournaments that require full-sized fields face restrictions in the number of teams that can participate. This leads to scheduling challenges, reduced flexibility for event organizers and fewer teams registered.
- **Venue-Specific Constraints:** The lack of full-size fields also limits the types of tournaments that can be hosted, as many high school baseball leagues require larger fields to meet the specifications.
- **Potential for Increased Rental Costs or Off-Site Play:** If demand for full-size fields outstrips availability, event organizers may need to partner with other local venues or adjust the structure of tournaments, potentially increasing logistical costs and complicating scheduling. This could lead to partners questioning their future at CVAC.

Chesterfield Valley Athletic Complex SWOT Analysis

Strengths:

- **Comprehensive Facility:** CVAC boasts 21 ball diamonds, including 16 synthetic infields and the all-inclusive Catch 22 Miracle Field for individuals with disabilities. Additionally, it offers 10 multipurpose fields suitable for soccer, flag football, lacrosse and ultimate frisbee, as well as 6 sand volleyball courts with lights.

- **Recent Upgrades:** The complex has undergone renovations, such as the resurfacing of playgrounds to enhance accessibility and the addition of synthetic infields to improve playability in various weather conditions.
- **Strategic Partnerships:** CVAC has established agreements with organizations like Perfect Game, a leading youth baseball and softball platform, to host high-level competitions, enhancing its reputation and utilization.
- **Local Leagues:** The complex hosts CBSA (Chesterfield Baseball and Softball Association) leagues, which provides structured sports programs for approximately 8,000 youth participants annually, promoting skill development, teamwork and community involvement through regular practices, games and tournaments.
- **Half-Cent Parks Sales Tax:** The facility benefits from the half-cent parks sales tax, which helps fund ongoing maintenance and future improvements to the complex.

Weaknesses:

- **Lack of High School Size Baseball Fields:** The complex lacks high school-sized baseball fields, which limits opportunities for hosting larger youth and high school-level tournaments.
- **No Turf Multipurpose Fields:** The complex doesn't have any turf multipurpose fields, which limits field availability during inclement weather.
- **Maintenance Costs:** The extensive facilities require ongoing maintenance, which can be resource-intensive and may impact budget allocations.
- **Insufficient Parking Options:** Parking can be insufficient during crowded events, leading to inconvenience for visitors.
- **Restrooms Options:** The distance between restroom facilities, can be inconvenient for spectators during large events. With the complex hosting numerous tournaments and games, spectators may find it difficult to access restrooms quickly, leading to discomfort and dissatisfaction. This could detract from the overall experience and potentially influence event organizers and visitors to choose facilities with more accessible amenities.
- **High Iron in Irrigation Water:** The presence of high iron content in the irrigation water used throughout the complex causes staining and rust-like

discoloration on surfaces and equipment, making the complex appear outdated and less visually appealing to spectators. This issue could negatively affect the perception of the complex, especially during high-profile events where aesthetics plays a key role in overall experience. It could also signal a need for infrastructure upgrades, further impacting the complex's reputation as a modern facility.

Opportunities:

- **Expansion of Services:** Adding additional high school baseball fields could attract more local and regional teams for tournaments and training, increasing facility use and revenue.
- **Enhanced Community Events:** Hosting more local tournaments, leagues, and community events can boost local engagement and revenue, capitalizing on the existing infrastructure.
- **Extending Perfect Game's Agreement:** Perfect Game, a major partner for CVAC, brings in high-profile baseball events that attract large crowds and significant attention. Extending or expanding the partnership with Perfect Game could create a steady flow of high-caliber tournaments and events, strengthening CVAC's position as a top destination for baseball and softball. By building a long-term relationship with Perfect Game, CVAC could solidify its role as a central hub for elite baseball competitions, offering exclusive access to major events that would help differentiate it from emerging competitors. This would not only bolster revenue but also enhance its reputation in the sports community.
- **Partnering with Organizations to Offset Turf Costs:** The significant expense of installing turf on the multipurpose fields could be alleviated by partnering with sports organizations. By forming strategic alliances with sports leagues and other entities, CVAC could share the financial burden of turf maintenance. These partnerships would not only help reduce operating costs but also strengthen CVAC's ties with community organizations, enhancing its position as a key player in regional sports development.
- **Upgrading to LED Field Lights:** Upgrading the field lights to energy-efficient LED lighting would reduce long-term operational costs and enhance the quality of the experience for athletes and spectators. LED lights provide brighter, more uniform lighting, improving visibility for night games. Additionally, LED lights are more durable and require less maintenance, making them a cost-effective solution in the long run. This upgrade could be marketed as a modernizing effort that aligns with sustainability goals, attracting more events and teams that value eco-friendly practices.

Threats:

- **Competitive Facilities:** The emergence of new or upgraded sports complexes in the region could attract potential users away from CVAC, affecting its utilization rates and revenue.

The proposed St. Charles County Sports Complex presents a serious threat to CVAC's business. The new facility will not only feature state-of-the-art sports amenities but also include high school-level baseball fields—something CVAC currently lacks. This could result in CVAC losing valuable partners, such as Perfect Game, who may opt for the St. Charles facility for their tournaments and games. CVAC could face a decline in high school and collegiate bookings, as teams seek a more comprehensive sports environment. The ability of the St. Charles facility to host large-scale events, coupled with these specialized fields, gives it a competitive edge that CVAC struggles to match, threatening to divert both local and regional business away from Chesterfield's complex.

- **Weather-Related Disruptions:** Despite synthetic infields, extreme weather conditions could still impact the usability of outdoor facilities, potentially leading to cancellations and seasonal closures.



