



SPORTS FIELD
MANAGEMENT ASSOCIATION

Panel Discussion: Ballfields on a Budget: Get More Bling for Less Cha-Ching!

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SPORTS FIELD CONSULTING

BALLIN' ON A BUDGET: A VIEW FROM THE CHEAP SEATS

2024 Edition

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Founder and
Principal



"D-O-O ECONOMICS..."



WHY LISTEN TO ME?



WHY LISTEN TO ME?



FIELD AND ASSET MANAGERS



TURFGRASS ECONOMICS 10 1

Supplies

Fertilizers

Pesticides

Seed

Soft Goods

Equipment

Field Equipment

Repair and
Maintenance Parts

Maintenance
Equipment

Services

Natural Grass
Cultural Practices

Synthetic Turf
Maintenance

Irrigation
Maintenance and
Repair

Pesticide and
Fertilizer
Applications

Field Renovations

Labor

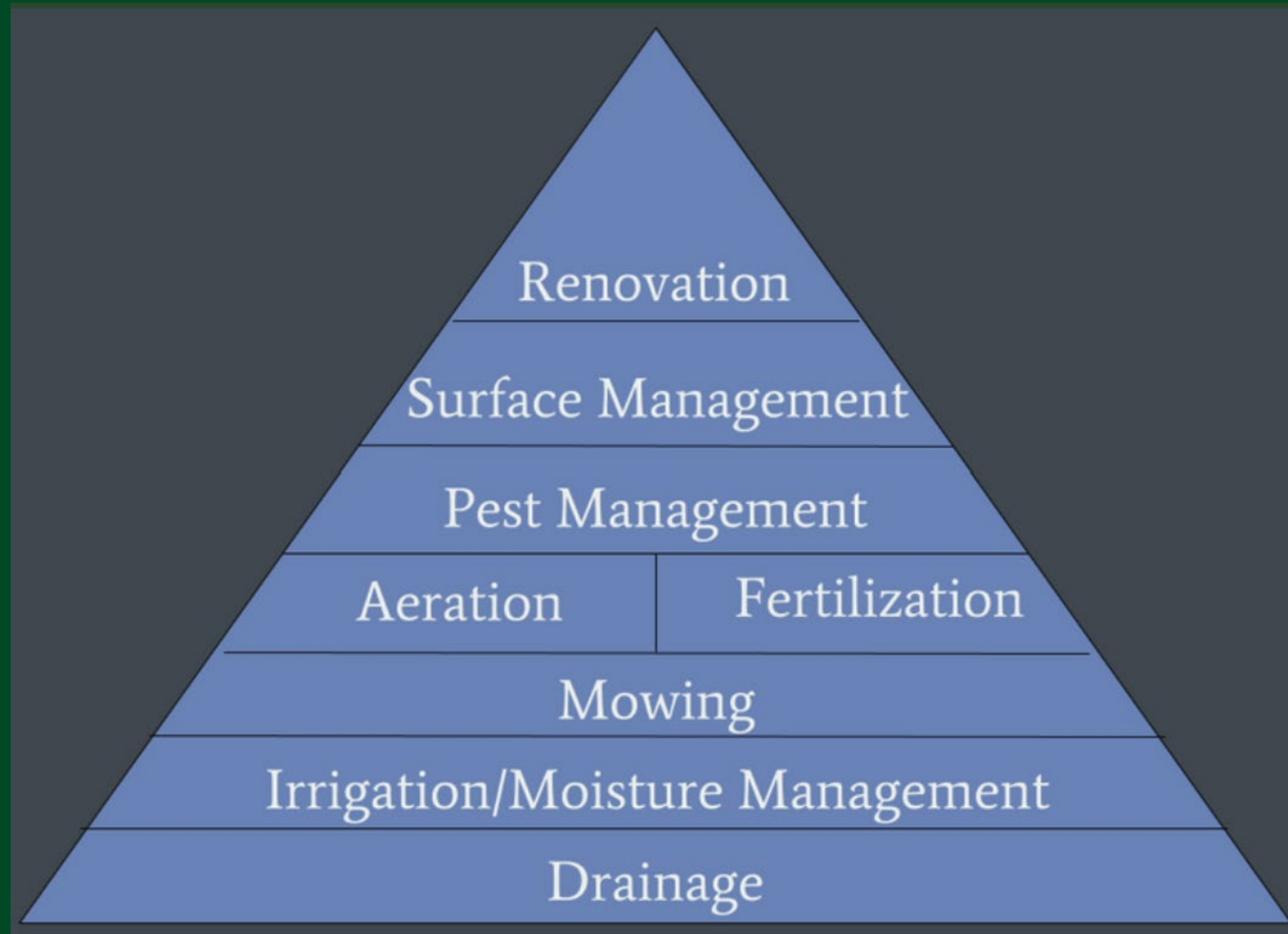
Seasonal

Full Time

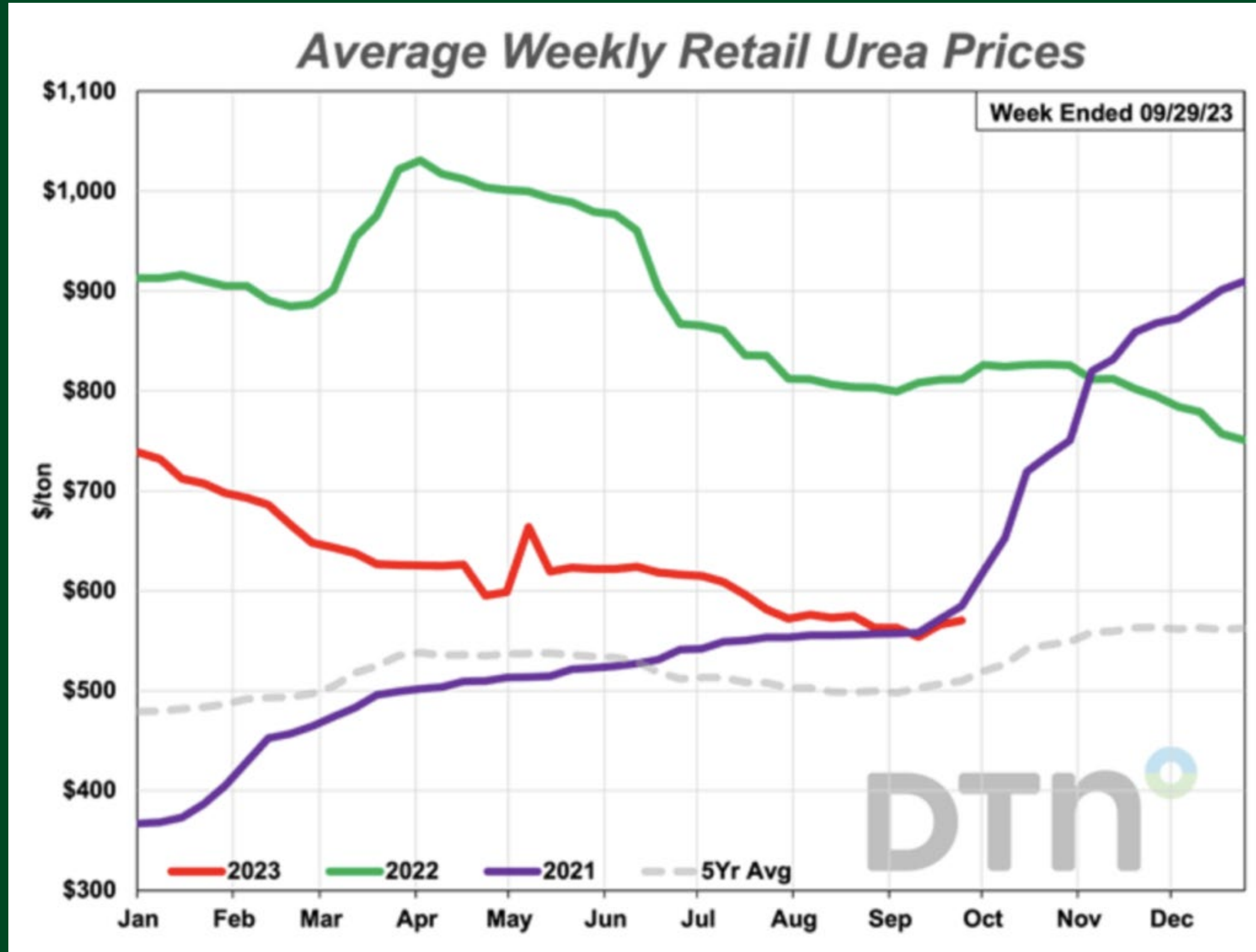
Retention

Recruiting

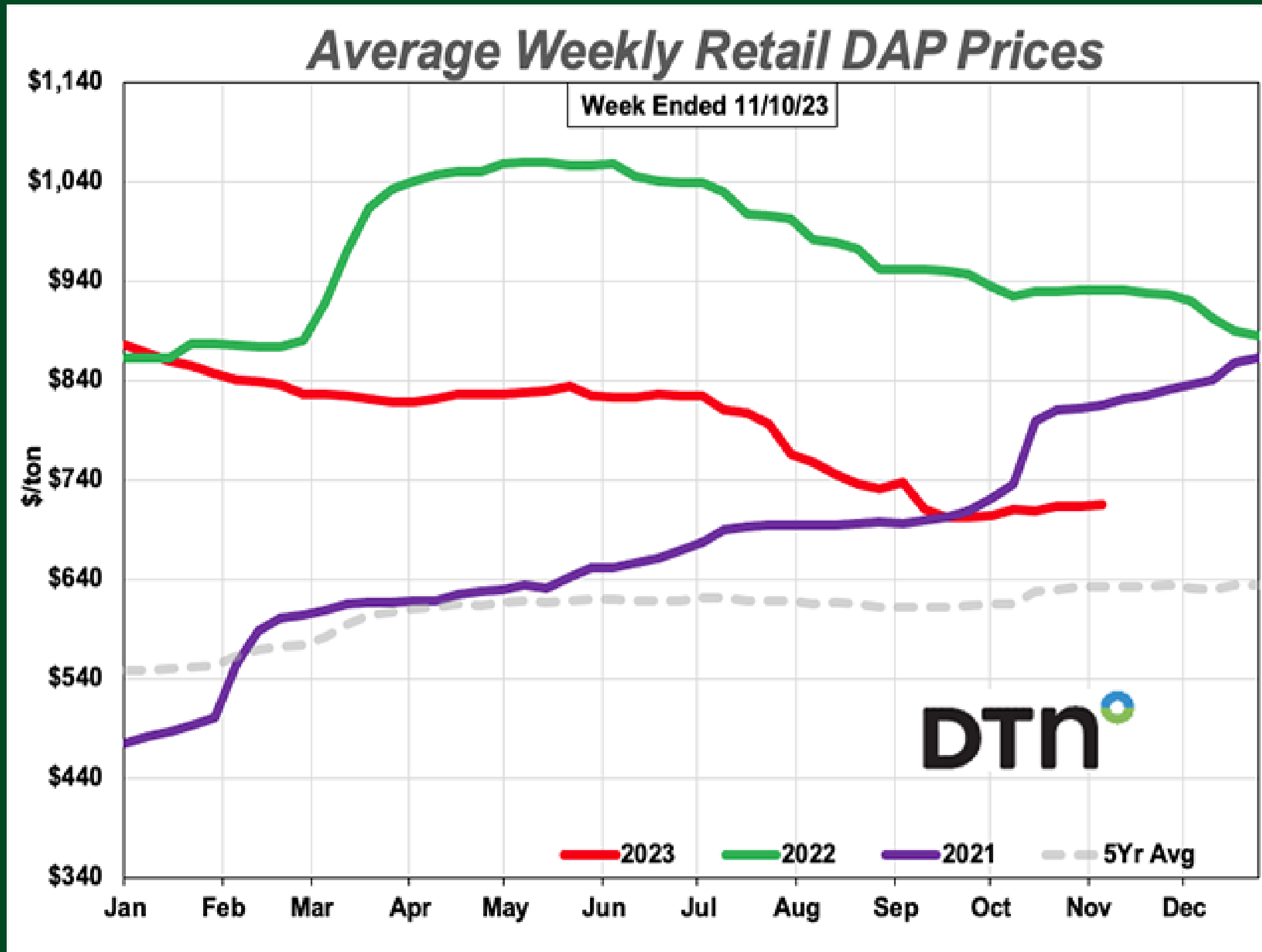
INTEGRATED TURF HEALTH MANAGEMENT



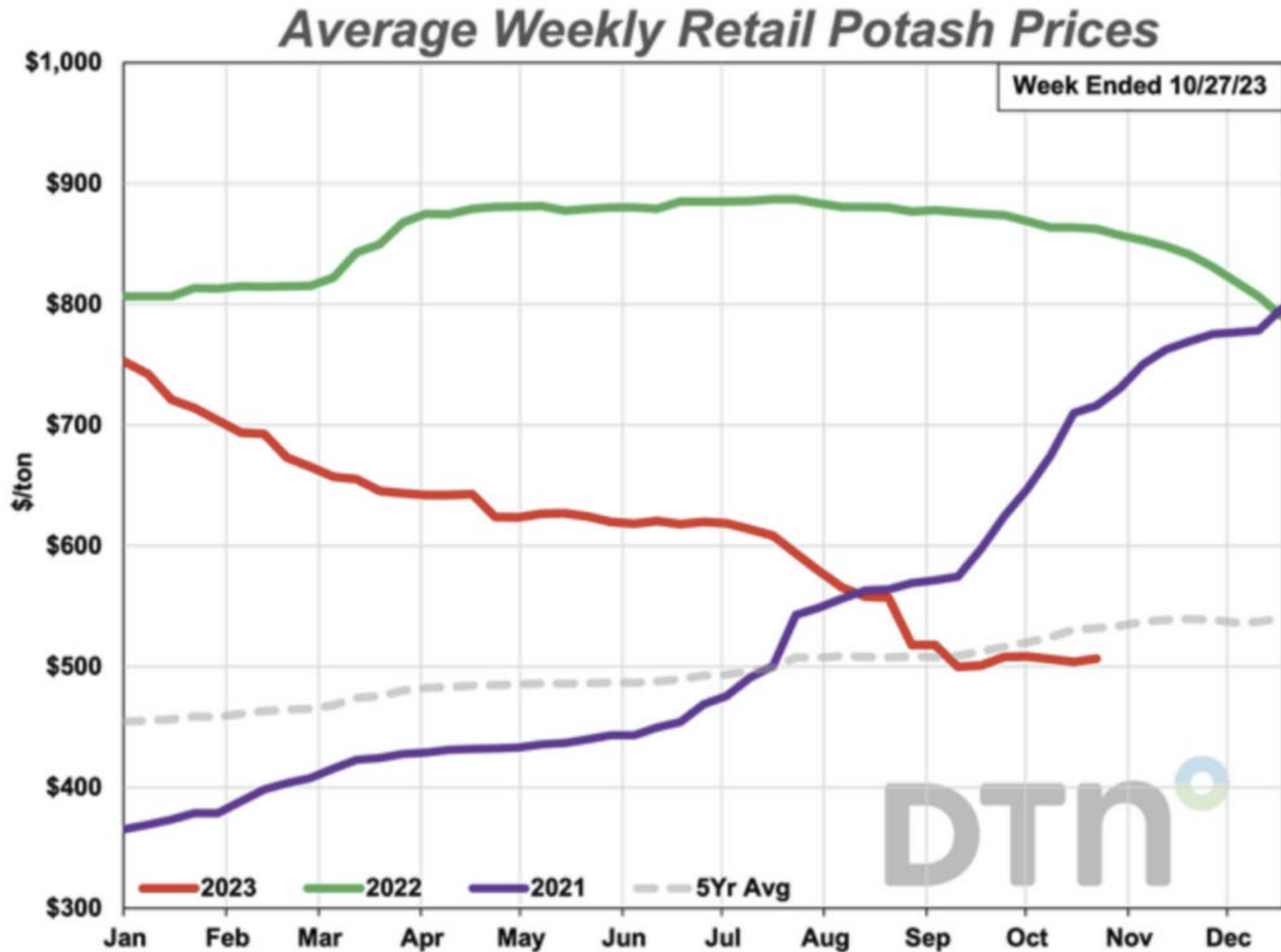
SUPPLIES



SUPPLIES



SUPPLIES



SUPPLIES

ANNUAL EARLY ORDER PROGRAM



4R Principles of Nutrient Stewardship



RIGHT SOURCE

Matches fertilizer type to crop needs.



RIGHT RATE

Matches amount of fertilizer to crop needs.



RIGHT TIME

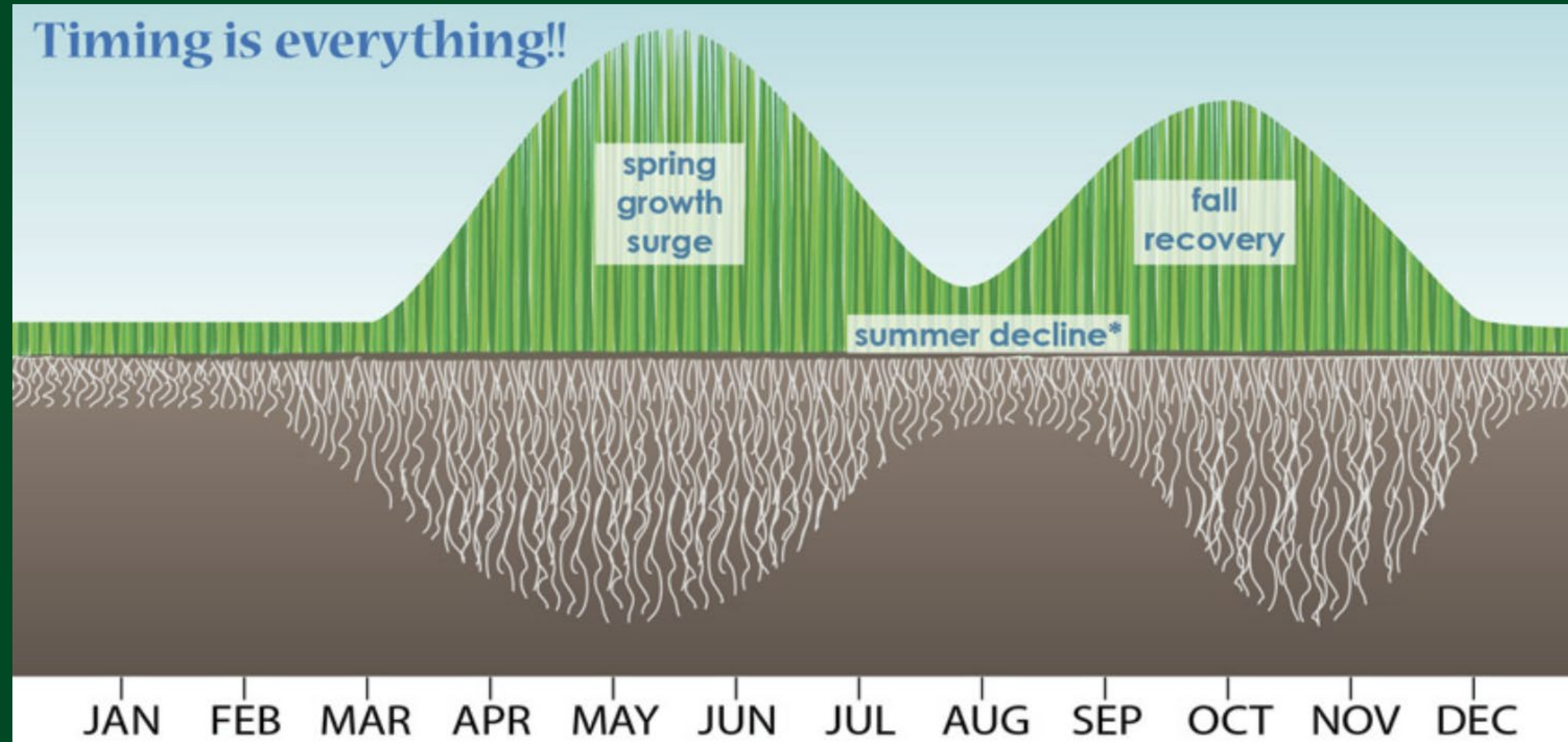
Makes nutrients available when crops need them.



RIGHT PLACE

Keeps nutrients where crops can use them.

4 R'S OF NUTRIENT STEWARDSHIP



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4 R'S OF NUTRIENT STEWARDSHIP

Location: Columbus, OH

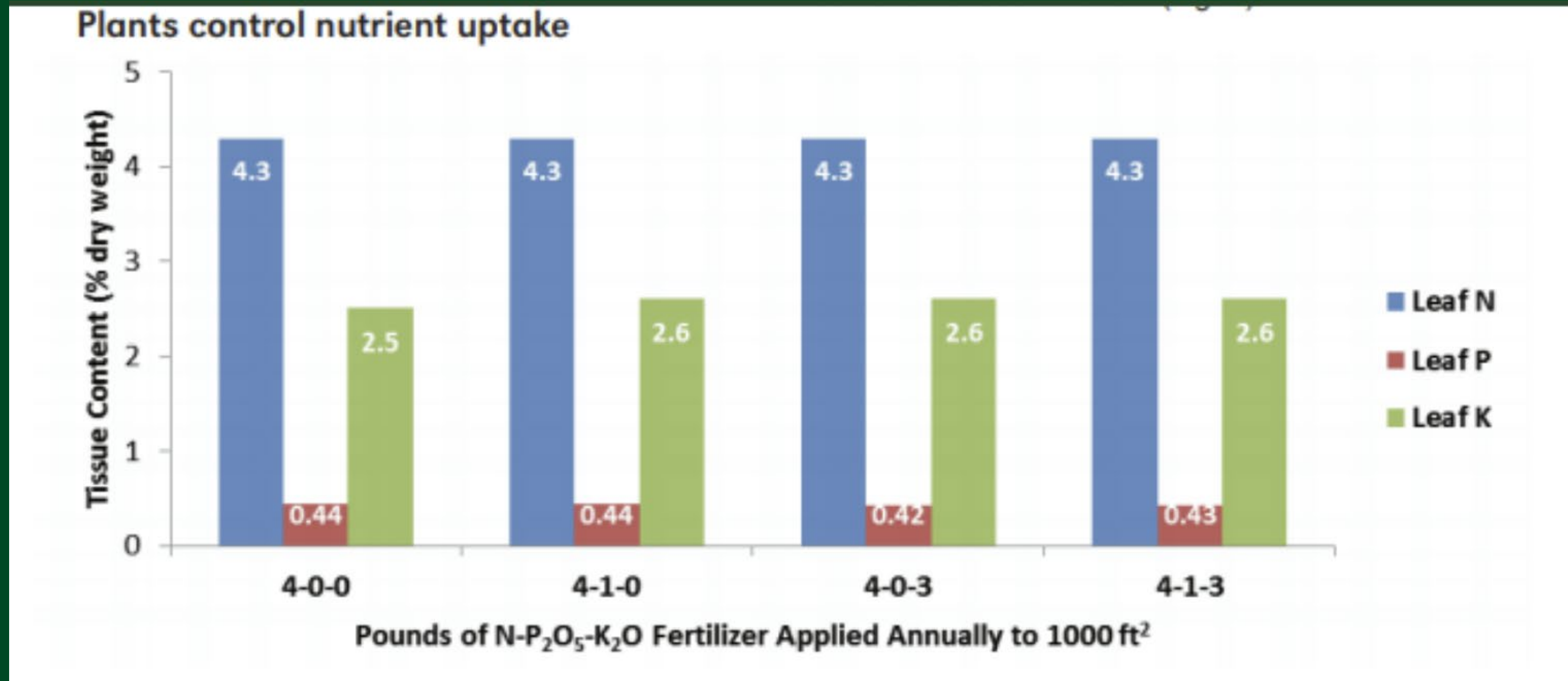
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg T (F)	36.0	41.0	52.0	63.0	73.0	82.0	85.0	84.0	77.0	65.0	42.0	31.0
Rainfall (in)	9.7	7.0	6.1	3.2	3.5	4.0	4.0	3.1	2.6	1.7	3.8	7.4

Cool Season Grass Maximum N/month lb/1000 sq ft = 0.70

	Cool GP	1	3	28	88	88	38	24	28	67	96	3	0	Total lb/1000 sq ft	Soil ppm	Soil Plus MLSN ppm
N lb/1000 sq ft	0.0	0.0	0.2	0.6	0.6	0.3	0.2	0.2	0.5	0.7	0.0	0.0	3.2	NA	NA	
K lb/1000 sq ft	0.00	0.01	0.10	0.31	0.31	0.13	0.08	0.10	0.23	0.33	0.01	0.00	1.62	53	90	
P lb/1000 sq ft	0.00	0.00	0.03	0.08	0.08	0.03	0.02	0.03	0.06	0.09	0.00	0.00	0.42	14	35	
Ca lb/1000 sq ft	0.00	0.00	0.02	0.06	0.06	0.03	0.02	0.02	0.05	0.07	0.00	0.00	0.32	11	342	
Mg lb/1000 sq ft	0.00	0.00	0.01	0.03	0.03	0.01	0.01	0.01	0.02	0.03	0.00	0.00	0.16	5	52	
S lb/1000 sq ft	0.00	0.00	0.01	0.04	0.04	0.02	0.01	0.01	0.03	0.04	0.00	0.00	0.19	6	13	
Fe lb/1000 sq ft	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.016	1	45	
Mn lb/1000 sq ft	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.006	0	6	



4 R'S OF NUTRIENT STEWARDSHIP



PESTICIDE USE



PESTICIDE USE

Merit 2L	Acelepryn
Conventional	Conventional
\$20/acre	\$142/acre
23 fl oz/acre	8 fl oz/acre
9.9 F/U EIQ	1.7 F/U EIQ

EQUIPMENT

	Year	Manufacturer	Model	Identification Number/Serial Number	Location	Application	Purchase Cost	Replacem Cost
26758	2015	JRC	7' X 12' Utility Trailer		Berliner	Trailer	\$1,651	\$1,800
26759	2015	JRC	7' X 12' Utility Trailer		Busch	Trailer	\$1,651	\$1,800
26764	2015	Ford	Escape		Office	Truck		21000
26816	2015	Lastec	721 XR Pull Behind Mower		Berliner	Mower	\$19,851	\$22,000
26818	2015	Kiser	300 Gallon Water Trailer		Berliner	Trailer	\$4,800	\$5,100
26899	2016	Buffalo	Turbine Blower		Kilbourne Run	Sports Field Equipment	\$6,000	\$9,000
27036	2016	Turf Time	Roller		Kilbourne Run	Sports Field Equipment	\$8,500	\$10,000
27160	2016	Buffalo	Turbine Blower	SN: 4624202041	Busch	Sports Field Equipment	\$6,000	\$9,000
27161	2016	ABI	Force	SN: A - 102533	Busch	Sports Field Equipment	\$16,700	\$18,000
27162	2017	John Deere	Gator TS 4x2		Berliner	Utility Vehicle	\$7,200	\$8,000
27190	2017	Club Car	Trash Truckster		Berliner	Utility Vehicle	\$18,500	\$20,000.
27221	2017	John Deere	Pro Gator 2020A	IN: 1TC202ATAHT090149	Berliner	Applicator		\$45,000.
27296	2017	Toro	72" Zero Turn	New Motor - 2020	KR	Mower	\$11,359	\$12,500
27387	2017	John Deere	4052R	IN: 1LV4052RAHH101433	Kilbourne Run	Tractor		38000

EQUIPMENT

2022			\$108,950
Equipment	Price	Replacing	Location
HPX Gator	\$13,900	Gator HPX - 26389	Busch/Routes
Redexim Overseeder	\$20,850	Aeravator - 23969	Soccer
Scag ZT Mower	\$14,200	Toro ZT - 27164	Soccer
Equipment Total	\$48,950		
Vehicle	Price	Replacing	Location
Ford F-150	\$27,000	Ford F-150 - 24983	Berliner
Ford F-150	\$27,000	Ford F-150 - 24984	Busch
Vehicle Total	\$54,000		
Auction Proceeds	Price	Replacing	Location
Greens Groomer Turf Brush	\$6,000	VertiClean - 28125	Berliner
Auction Total	\$6,000		



PERSPECTIVE

- Who are the stakeholders?
- How can you put yourself in their shoes?
- What are their pain points and drivers?
- Sell the Vision and Impact

PERSPECTIVE

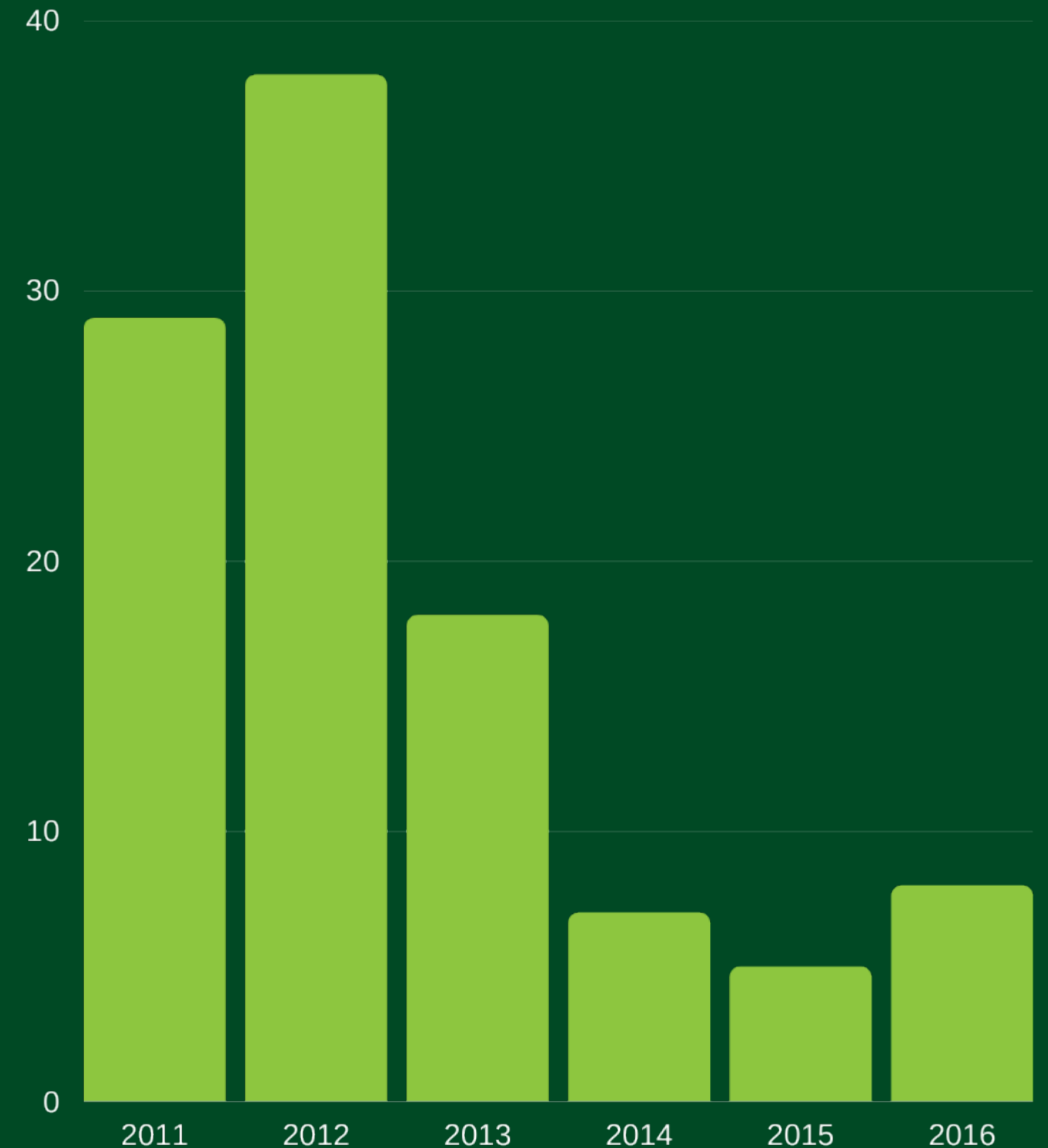


VISION AND IMPACT

RAIN OUTS

The new field would:

- Reduce rainouts by at least 65%
- Increase direct revenue by \$185 per game
- Reduce labor and material costs by \$90 per game
- ROI for the project is less than 2 years



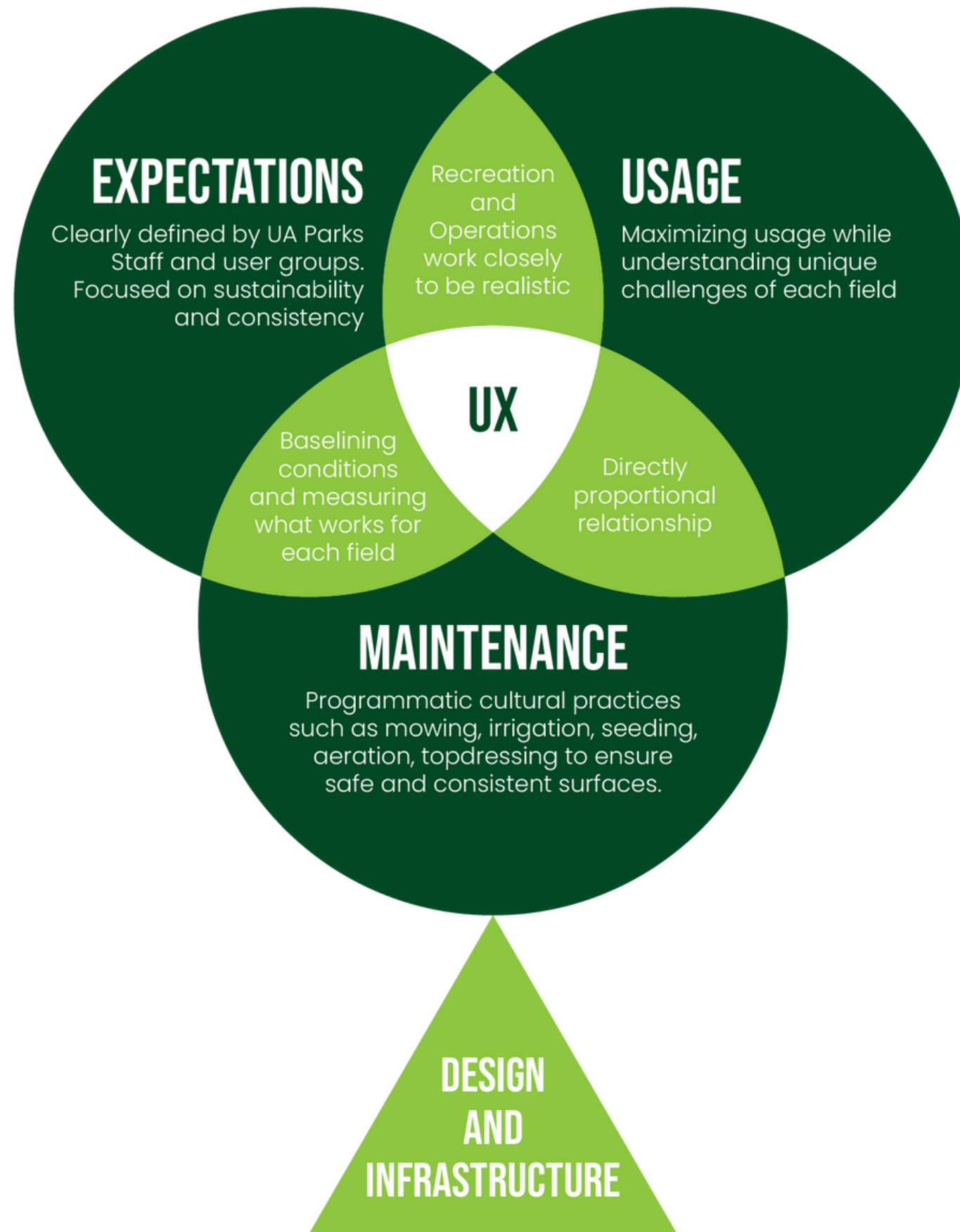
PERSPECTIVE



PRIORITIES

- What is important to you?
- What is important to your boss?
- Gather input from user groups
- Talk about it ... Frequently!





PRIORITIES LABOR



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