

CITY OF SEGUIN



To: City of Seguin Mayor and City Council

From: Jack Jones, Parks and Recreation Director
Blaire Friar, Destination Seguin Director

Through: Steve Parker, City Manager
Tim Howe, Assistant City Manager
Melissa Reynolds, Assistant City Manager
Mark Kennedy, City Attorney

Date: August 12, 2026

Subject: Ordinance on first reading amending the City of Seguin Code of Ordinances, Appendix C - Fee Schedule, relevant portions of Chapter 74-Parks and Recreation, Streets and Other City Facilities; providing for a severability clause; declaring an effective date; preparing this ordinance for publication; and authorizing City staff to submit this ordinance as a supplement to the Seguin Code of Ordinances.

Historical Background

Parks and Recreation Department:

In conjunction with the 2026/2027 fiscal year budget process, City staff has reviewed existing fees and looked at possible new fees to help offset the increased operational costs associated with facility and other rentals. This includes facility rental fees and charges at the Seguin Coliseum and Fairgrounds. Fees are typically reviewed annually by staff keeping in mind comparisons with our neighboring communities with similar services and more importantly, affordability for our residents. In addition, the fee review gives staff an opportunity to remove fees that are no longer applicable and/or needed.

Over the past few years at the Coliseum, the City has invested approximately \$2 million in new audio/video equipment, stage lighting, chairs, HVAC system, and a LED marquee sign. In the 2025/2026 fiscal year budget through a mid-year budget adjustment, approximately \$300,000 was approved to replace the main lobby flooring, add an acoustic wall in the main assembly room, and to replace the gazebo roof.

In the 2025/2026 approved fiscal year Coliseum budget, operational expenses are budgeted to be \$326,135 and revenue is budgeted to be \$110,000. This results in a net operational budgeted deficit of \$216,135. The operational deficit is offset by the Hotel Occupancy Tax (HOT) Fund. Please be advised that annual operational deficits are common for municipally operated facilities similar to the Coliseum.

There have also been several minor improvements to the Fairgrounds including the Rodeo Arena (lights), Cattle Barn (rollup doors), and Swine Barn (additional wash racks that included water spickets, septic/sewer, and asphalt paving) that cost the City approximately \$100,000. In the 2025/2026 fiscal year budget through a mid-year budget adjustment, approximately \$100,000 was approved for new Dance Pavilion LED lighting and to replace the flooring at Midway Hall with new flooring.

In the 2025/2026 approved fiscal year budget, operational expenses are budgeted to be \$158,327 and revenue is budgeted to be \$55,000. This results in a net operational budgeted deficit of \$103,327. The operational deficit is offset by the Hotel Occupancy Tax (HOT) Fund. Please be advised that annual operational deficits are common for municipally operated facilities similar to the Fairgrounds.

In researching facility rental rates/fees in the surrounding area of similar facilities at the Seguin Events Complex that is attached for reference, staff discovered that our rentable facilities are up to 50% cheaper. We typically hear this from our clients. In addition, staff also discovered and heard from our clients regarding non-profit facility rental rates available at the City of New Braunfels Civic & Convention Center and the City of Schertz Civic Center. Over the years, City staff is typically asked regarding the availability of non-profit facility rental rates. Currently, the City does not offer a non-profit facility rental rate at the Seguin Events Complex.

Destination Seguin:

In conjunction with the 2026/2027 fiscal year budget process, City staff has reviewed existing fees and looked at possible new fees to help offset the increased operational costs associated with park rentals in the Downtown Historic District under the purview of the Destination Seguin Department. City Parks in the Downtown Historic District include Central Park and Walnut Springs Park. The Destination Seguin Department manages and facilitates rentals at both parks.

Action Requested

Parks and Recreation Department:

To help reduce the financial impact on the City's General Fund, City staff recommends implementing adjustments to fees associated with the use of the Coliseum and Fairgrounds facilities. Strategic increases in facility rental rates at the Seguin Events Complex would assist in mitigating operational losses that have to be offset annually from the HOT Fund, while continuing to provide affordable access. The proposed fee increases will not have an immediate impact on the 2026/2027 fiscal year revenue as most clients have already secured their facility rental rates for the next fiscal year. Future years revenue will increase by approximately \$30,000.

Destination Seguin:

The same goes for park rental rates at Central Park as strategic increases in park rental rates would assist in mitigating operational costs while keeping rentals affordable.

There are several proposed changes in the Fee Ordinance under Chapter 74-Parks and Recreation, Streets and Other City Facilities attached for consideration. The highlights of proposed fee changes are as follows:

- Seguin Events Complex that includes the Coliseum and Fairground facilities:
 - A 20% non-profit discount will be available for facility rentals only at the Coliseum, Dance Pavilion, Cattle Barn, Swine Barn, Rodeo Arena, and Midway Hall.

- Coliseum:
 - Monday through Thursday – Currently \$600, Proposed \$900
 - Friday – Currently \$1,200, Proposed \$1,800
 - Saturday – Currently \$1,800, Proposed \$2,500
 - Sunday – Currently \$1,200, Proposed \$1,800
 - Individual or combined room rates that do not include the main banquet area:
 - Monday through Thursday (8:00 a.m. to 5:00 p.m.) – Currently \$150, Proposed \$200
 - Monday through Thursday (5:00 p.m. to 10:00 p.m.) – Current \$150, Proposed \$200
 - Public address system usage:
 - Removed the \$100 fee as the public address system will now be included in the Coliseum facility rental rate.
 - Video system usage:
 - Removed the \$150 fee as the video system will now be included in the Coliseum facility rental rate
 - Gazebo rental, per day if no rental of the Coliseum:
 - Currently \$100, Proposed \$200
 - Hourly rate for event move-in/move-out, if available:
 - Currently \$50 during regular business hours and \$100 outside of regular business hours, Proposed \$200.
- Fairgrounds:
 - Rodeo Arena rental:
 - Currently \$500, Proposed \$650
 - Removed the \$100 fee for use of the ticket booth as the ticket booth will now be included in the Rodeo Arena rental.
 - Removed the \$150 fee for use of the concession stand as the concession stand will now be included in the Rodeo Arena rental.
 - Rodeo Arena riding fee, per horse for three hours per day, Monday-Friday:
 - Currently \$15, Proposed \$20
 - Practice Arena riding fee, per horse for three hours per day, Monday-Friday:
 - Currently \$10, Proposed \$15
 - RV Hookups per day:
 - Currently \$25, Proposed \$30
 - Stall rental, per stall per day:
 - Currently \$15, Proposed \$20
 - Stall cleaning fee:
 - Currently \$5, Proposed \$10
 - Removed the \$25 Stall Office rental fee as this space is no longer rented or available for public use.

- Removed the \$275 Nelda Street closure (with sand on roadway) fee, as the City does not add and remove sand on the roadway.
 - Added a new Parking Lot Cleaning Fee of \$150 to remove animal waste.
- Picnic table rentals, per table:
 - Removed the \$10 picnic table rental fee due to the high cost of replacing picnic tables.
- Bleacher rental, per bleacher:
 - Removed the \$25 bleacher rental fee as bleachers are not typically requested for use and moving bleachers takes several staff members to accomplish.
- Alcohol beverage permit:
 - Removed the \$20 permit fee as this is difficult for City staff to administer and enforce.
- Wave Pool:
 - Removed each additional hour fee of \$150 for Wave Pool private party rentals as City staff are no longer allowing additional time to be added to rentals.
- Street closure and/or barricades or cones (if available); per day/event:
 - Removed the \$50 rental fee for 1—10 barricades/cones.
 - Removed the \$100 rental fee for 11—20 barricades/cones.
 - Removed the \$150 rental fee for 21—30 barricades/cones.
 - Removed the \$200 rental fee for 31—45 barricades/cones.
 - Removed the \$250 rental fee for 46—60 barricades/cones
 - Removed the \$300 rental fee for 61 and more barricades/cones as up to 60 is all that the City can reasonably supply, if available.
 - Removed the \$50 deposit fee as this is difficult for City staff to administer and enforce.
 - Proposed \$100 flat delivery/pick up fee for barricades/cones noting limited quantities.
- Portable/temporary trash cans:
 - Removed the \$25 rental fee for 1 to 5 trash cans.
 - Removed the \$50 rental fee for 6 to 10 trash cans.
 - Removed the \$75 rental fee for 11 to 15 trash cans.
 - Removed the \$100 rental fee for 16 to 20 trash cans.
 - Removed the \$50 deposit fee as this is difficult for City staff to administer and enforce.
 - Proposed \$100 flat delivery/pick up/disposal fee for trash cans noting limited quantities.
- Downtown Historic District/Central Park including bandstand and electricity on bandstand, per day:
 - Currently \$75
 - Proposed \$150 For-profit Park rental rate.
 - Proposed \$75 Non-profit Park rental rate.

At their meeting on July 30, 2026, the Parks and Recreation Advisory Board reviewed the proposed fee changes and unanimously recommended approval for City Council consideration as presented. The exception was proposed fee changes at Central Park as that proposed fee increase went before the Main Street Advisory Board for their consideration.

At their meeting on July 20, 2026, the Main Street Advisory Board reviewed the proposed fee changes for Central Park and unanimously recommended approval for City Council consideration as presented.

Procurement Methodology & Funding Source

N/A

Staff Recommendation

Ordinance on first reading amending the City of Seguin Code of Ordinances, Appendix C - Fee Schedule, relevant portions of Chapter 74-Parks and Recreation, Streets and Other City Facilities; providing for a severability clause; declaring an effective date; preparing this ordinance for publication; and authorizing City staff to submit this ordinance as a supplement to the Seguin Code of Ordinances as presented.

ATTACHMENTS

- Seguin Code of Ordinances, Appendix C - Fee Schedule, Chapter 74-Parks and Recreation
- Comparisons of the Seguin Events Complex (Coliseum and Fairgrounds) rental fees with comparable rental facilities nearby