

Financial Advantages of Artificial Turf vs. Grass Fields

A synthetic turf field can generate a number of financial advantages when compared to a grass field. These include:

- Reduced maintenance
- Conservation of water and water costs
- No pesticide or fertilizer expenditures
- Savings related to long-term performance
- Eliminates need to rent fields from other organizations
- Revenue-generation opportunities

Investing in artificial turf can give you the best bang for your buck in comparison to a grass field. Although turf field cost can be quite an intimidating number to see at first, it's a long term investment that's well worth it. A synthetic turf field can generate a number of financial advantages, such as: reduced maintenance, conservation of water and water costs, no pesticide or fertilizer expenditures, savings related to long term performance, revenue-generation opportunities and much more.

Reduced Maintenance

For a number of reasons grass field maintenance costs can be difficult to control because grass is a living thing that needs constant care:

- Mowing a grass field is a maintenance task that must be repeated every week in season. This can drive up your expenses for manpower or outside landscapers.
- Watering may be necessary every day, especially during periods of extreme heat.
- Weather issues can wreak havoc on a grass field, creating unpredictable maintenance expenses
- Repairs needed as the result of wear and tear can become ongoing and a burden to your budget

A synthetic turf field requires far less upkeep, eliminating most grass field maintenance expenses. With a turf field, you will achieve a financial comfort level and the advantages of a reduced maintenance budget that requires:

- No seeding or replanting
- No aerating
- No mowing
- No fertilizer
- No weather-related repairs

When comparing synthetic turf maintenance costs to grass fields, athletic directors and facility managers can easily experience that the cost of artificial turf is a smart choice over the life of the field.

Grass field maintenance costs can be difficult to control because grass needs constant care. With artificial turf, there will be no additional costs for seeding, replanting, moving, fertilizing or aerating, like there would be with a traditional grass field. With less maintenance of the turf field, that means it's less likely that the turf field will have to be [replaced](#) as a whole, as well.

Water Conservation

Depending on the region of the country, a full-sized turf field can significantly reduce costs for water usage and help your school or organization achieve sustainability and water conservation goals.

Consider these facts:

- A synthetic turf field can save 500,000 to 1,000,000 gallons of water each year when compared to grass fields that require continual watering.

- During 2010, between 3 billion and 6 billion gallons of water were conserved through the use of synthetic turf.
- A school-district in drought-prone Texas has estimated that their 10 new synthetic turf fields save more than 80 million gallons of water each year.

In addition to reducing water costs, a turf field could create opportunities to take advantage of local water conservation tax credits or rebates.

Eliminates Pesticide and Fertilizer Use

Pesticides are a necessity with grass fields, presenting both cost and safety concerns. A turf field:

- Reduces expenditures for pesticides and fertilizers
- Eliminates manpower wages for application
- Synthetic turf fields currently installed have eliminated the need for nearly a billion pounds of harmful pesticides and fertilizers.

Long-Term Performance

Pesticides are a necessity with grass fields, presenting both cost and safety concerns. A turf field:

- Reduces expenditures for pesticides and fertilizers
- Eliminates manpower wages for application

Synthetic turf fields currently installed have eliminated the need for nearly a billion pounds of harmful pesticides and fertilizers.

Revenue-Generation

A turf field can work for you by providing an attractive, high-performance surface that creates revenue-generation opportunities that reduce the overall long-term cost of a turf field, including:

Local team field rentals – Most local communities have a variety of teams playing football, soccer, field hockey and other sports. Selective travel teams are also growing in number. These teams typically play on whatever grass fields are available. With a synthetic turf field, you have the potential to generate income by renting to local teams.

Sports tournaments – When you have a beautiful synthetic turf field, you also have tournament opportunities. Whether for a single day, or an entire weekend, tournaments

are an excellent source of revenue, and a great way to create a return on your synthetic turf investment, through field rentals as well as food and concession sales.

Marching band cavalades – Band competitions can be music to your ears in terms of field rental possibilities. This is an excellent way to expand the demographic draw – and income potential – of your synthetic turf field beyond strictly sports.

Special events – From health fairs, to ceremonies, outdoor markets and local festivals, a synthetic turf field creates a beautiful environment for special events. These events can increase your field's revenue stream.

Increased Playing Time

Unlike grass fields, a turf field does not require downtime for regrowth. It is estimated that turf can be utilized for approximately 3,000 hours per year – more than three times the hours available with a grass field.

The expanded utilization time for a synthetic turf field:

- Eliminates the need to move sports activities to other facilities that must be rented
- Expands a turf field's rental and income-producing potential

Eliminate Weather Contingency Costs

Weather-related issues can make a grass field unusable. If a game or match must be moved to a nearby sports facility, rental fees and expenses rise. A turf field eliminates weather concerns – and unplanned rental expenditures.

Save on Third-Party Rentals

If your teams are currently playing on third-party fields that are rented seasonally, it's likely that installing your own turf field can be highly cost effective.

Keystone will create a detailed cost analysis that includes:

- Current expenditures for field rentals
- The potential savings of owning vs. renting

Environmental Impact

Synthetic turf fields are also better for the environment. Depending on the region of the country, a full-sized turf field can significantly reduce costs for water usage. When taking artificial turf cost into account, consider the fact that it can save up to a million gallons of water each year when compared to grass fields that require continual watering. Synthetic turfs also eliminate pesticide and fertilizer use.

Generating Revenue on Initial Turf Cost

You can also generate some revenue to make up for the initial turf cost. Turf fields provide an attractive, high-performance surface that can be used for many reasons. Local teams can rent the field for their games, sports tournaments, marching band cavalcades and other special events. Also, if your team is currently playing on a seasonally rented third-party field, installing your own field can eliminate those costs.