


**City Council Regular Meeting**

**DEPARTMENT:** Parks and Recreation  
**FROM:** Jen Basham, Director of Parks and Recreation  
**MEETING:** May 4, 2026

**SUBJECT:**

Consider and take possible action on a three year agreement with Sports Facilities Management for the management and operation of concessions at Bartlett Soccer Complex. *(Staff Contact: Jen Basham, Director of Parks and Recreation)*

**STRATEGIC PRIORITY AND GOAL(S):**

Strategic Priority	Strategic Goal
 <p><b>High Performing City Organization</b>            Providing Exceptional, People Focused Services</p>	1.2 Continue to improve the efficiency and productivity of operations

**SUMMARY:**

The concession stands at Bartlett Park Sports Complex are currently managed through an agreement with the Burleson Independent Soccer Association (BISA), which remains in effect through May 2026. Upon expiration of that agreement, the City will assume operational responsibility for concession facilities at the complex.

To support a consistent and scalable operational model across the City’s athletic facilities, staff proposes entering into a management agreement with Sports Facilities Food & Beverage Texas, LLC, an affiliate of Sports Facilities Management (SFM), to oversee concession operations at Bartlett Park Sports Complex and other designated locations. Under this agreement, the City retains ownership of all facilities, equipment, and revenue, while the operator provides day-to-day management, staffing, and operational oversight of food and beverage services.

The agreement establishes SFM as the exclusive manager of food and beverage operations at the facility, responsible for the procurement, preparation, and sale of food and non-alcoholic beverages during scheduled events and programming. Operations will be supported by SFM’s

existing food and beverage management team currently serving Chisenhall Sports Complex, allowing the City to leverage established systems, purchasing relationships, and staffing structures while expanding service levels to Bartlett Park.

All revenues generated through concession operations will be deposited into a City-controlled operating account, with the City maintaining full visibility and oversight of financial performance. From this account, all operating expenses, including staffing, supplies, and day-to-day operational costs, will be paid. The operator will be compensated through a defined structure that includes reimbursement of approved operating expenses and a performance-based incentive fee equal to fifty percent (50%) of monthly earnings before interest, taxes, depreciation, and amortization (EBITDA). This structure aligns operator performance with revenue generation while ensuring the City retains control of financial operations.

The City is responsible for funding the operating account and ensuring sufficient working capital is available to support operations. Funding for initial startup costs, including equipment and facility readiness, was approved by City Council as part of the April 20, 2026 budget amendment. This ensures the operation is appropriately capitalized at the outset and supports a smooth transition into the new management model.

The operator will provide all staffing necessary to support concession operations, including management oversight and part-time and seasonal staff based on demand. All staff are employees of the operator, not the City, and staffing levels are established through an annually approved operating budget.

Operational standards, including sanitation, safety, and service expectations, are defined within the agreement. The operator is responsible for maintaining a clean and safe environment, implementing appropriate financial and operational controls, and complying with all applicable laws and regulations governing food service operations. The agreement expressly prohibits the sale or advertisement of alcoholic beverages at the facility.

The agreement is structured with an initial three (3) year term, with the option to renew for an additional five (5) year period upon mutual agreement. Either party may terminate the agreement with appropriate notice, providing flexibility while maintaining long-term operational stability.

This agreement supports the City's transition to a unified and professionally managed operational model for athletic facilities by centralizing food and beverage operations under an experienced provider. It reduces the City's direct involvement in staffing and day-to-day operations, while establishing a performance-based structure that incentivizes revenue growth and enhances the overall user experience at the facility.

**RECOMMENDATION:**

Staff recommends approval as presented.

**PRIOR ACTION/INPUT (Council, Boards, Citizens):**

List date and description of any prior action related to the subject

**REFERENCE:**

Insert CSO# if applicable  
Insert resolution or ordinance change

**FISCAL IMPACT:**

Proposed Expenditure/Revenue:  
Account Number(s):  
Fund:  
Account Description:  
Procurement Method:

**STAFF CONTACT:**

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