
City Council Regular Meeting

DEPARTMENT: Parks and Recreation
FROM: Jen Basham, Director of Parks and Recreation
MEETING: August 18, 2025

SUBJECT:

Receive a report, hold a discussion, and provide staff direction regarding an agreement with Sports Facilities Companies for the management of Chisenhall Sports Complex (*Staff Contact: Jen Basham, Director of Parks and Recreation*)

SUMMARY:

In January 2025, City Council directed staff to explore third-party management options for Chisenhall Sports Complex. A Request for Proposals (RFP) was issued on January 31, 2025, and closed on March 26, 2025. The City received three proposals, with two firms interviewed the week of April 7, 2025.

Following evaluation, staff recommends contracting with **Sports Facilities Companies (SFC)**, a national leader in sports complex management, to provide day-to-day operations, marketing, and programming at Chisenhall. SFC's model allows the City to retain ownership and final authority over budgets, staffing levels, and managerial appointments.

A due diligence contract in the amount of \$45,000 was executed and will be included in mid-year budget adjustments. Over the past month, staff collaborated with SFC and the Burleson Youth Association (BYA) to refine the pro forma, start-up costs, and agreement terms.

Contract Highlights – SFC/SFM

- Ownership: City retains ownership of facility and equipment.
- Operations: SFC assumes responsibility for operations, staffing, marketing, and programming.
- Maintenance: SFC handles routine maintenance; major repairs contracted separately.
- Governance: City retains budget and staffing approval; General Manager subject to City approval.
- Term: Five-year initial term, two optional five-year renewals.

- Fees: \$18,500/month management fee; 3.5% performance incentive; 20% of sponsorships.

Key Considerations

Economic & Tourism Impact:

SFC's expertise in hosting regional and national tournaments is expected to increase tourism, hotel stays, and local spending.

Alcohol Sales:

Agreement allows the City to designate which events/tournaments permit alcohol sales. If approved, ordinance amendments will specify Chisenhall as an authorized location.

Sponsorships & Naming Rights:

SFC will develop a sponsorship package aligned with City goals.

Strategic Staff Reallocation:

Current Chisenhall maintenance crew (4,472 labor hours annually) will be reassigned to support new facilities at Shannon Creek, Bartlett Park, and the Community Park, reducing the need for new FTEs.

BYA Agreement Amendment:

- BYA continues managing its leagues.
- City takes over concession operations and reimburses BYA \$81,887.38 for lost revenue and recent purchases.
- SFC will expand programming by adding at least five new events annually.

Implementation Timeline

- August 18, 2025: Report and discussion.
- September 2, 2025: Contract consideration by City Council.
- September–October 2025: Onboarding of staff, ordinance amendments, and policy creation.
- October 2025: SFC assumes concession operations.
- November 2025: Full transition of maintenance staff and equipment.

RECOMMENDATION:

N/A

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

N/A

REFERENCE:

Insert CSO# if applicable

Insert resolution or ordinance change

FISCAL IMPACT:

Proposed Expenditure/Revenue:

Account Number(s):

Fund:

Account Description:

STAFF CONTACT:

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