

Chisenhall Sports Complex Operations



STAFF PRESENTER: JEN BASHAM, DIRECTOR OF PARKS AND RECREATION

COUNCIL MEETING: JUNE 17, 2024



Agenda

- Current Operations
- In-House Management
- Third Party Management
- Direction



Purpose

Chisenhall Fields Sports Complex opened in 2010. The complex is home to 65-plus acres, containing 10 baseball fields, 5 softball fields, and 2 concession facilities

Currently the complex is home to our Youth Sports Association and Adult Athletics with a focus on serving the local community

Tournaments at Chisenhall are scheduled around existing league play and special events hosted at the complex through the recreation department

Bringing a focus to tournaments at Chisenhall Sports Complex could bring value in the following ways:

- Community economic impact: Tournaments attract visitors, boosting revenue for local businesses
- Youth development: Tournaments provide opportunities for youth to grow and learn
- Revenue Source: Tournaments serve as a direct revenue source for Chisenhall Fields Sports Complex through tournament fees and concessions

Burleson Youth Association Agreement

The five year agreement was entered into on April 4, 2022, expiring in 2027

BYA is responsible for the scheduling, coordinating, and managing all youth recreational leagues for football, baseball and softball at Chisenhall

The agreement allows BYA use of Chisenhall Sports Complex for 3 seasons a year

BYA manages all concessions and provide a 10% revenue share to the City

BYA pays a per player fee of \$6 per resident and \$9 per non-resident





Burleson Youth Association Revenue

REVENUE	FY2022	FY2023	YTD
CONCESSIONS	\$7,994	\$30,045	\$10,041
PER PLAYER FEE	\$1,567	\$4,689	\$3,668
TOTAL	\$9,561	\$34,734	\$13,709
TOTAL SINCE NEW AGREEMENT	\$58,005		



Current Operations

BYA Youth Baseball Fall and Winter play:

September through November

BYA Youth Baseball Spring play:

March through May

Rest Period:

Fields are scheduled for rest from mid-November-mid-February

Special Events:

Bunny Daze, 4th of July Celebration and Boo Bash

Available weekends for tournaments:

Approximately 13 weekends annually, 4 during seasons and 9 between June and August

*Will be under construction for the summer of FY24 and FY25, tournament play would be promoted for FY26 Season

Enhancing Current Operations

In-house management by the City of Burleson would encompass coordinating all tournament logistics, including scheduling, marketing, sponsorship coordination, and facility management.

Required staff for enhancement:

Implementation of in-house management program would require adding one full-time staff member

- Staff member primary responsibilities would include:
 - Scheduling and coordination: Manage schedules and field allocations
 - Logistics management: Ensure smooth event setup and safety compliance
 - On-Site Management: Supervise operations and address issues
 - Sponsorship and Sales (Department wide)
 - Tournament Marketing

Key considerations:

- Control Over Operations:
 - Direct oversight of tournament logistics
 - Ensures adherence to standards and regulations
- Potential for Increased Revenue:
 - Retains a larger share of generated revenue
 - Allows for reinvestment into facility improvements



Third Party Management

Third party management would encompass the City of Burleson contracting with an outside vendor to coordinate all operations, including scheduling, marketing, sponsorship coordination, and tournament day of management. This service would be solicited through a formal RFP process.

Services *COULD* include:

- General management
- Day to day operations
- Schedule coordination year around
- Marketing, sponsorship management
- Day-of tournament operations

Key considerations:

- Efficiency: Reallocate a portion of staff to maintain higher levels of service at other athletic facilities
- Difficult to manage scheduling between BYA, City events and third-party host
- Loss of control of the maintenance and management of the complex
- Reliant on vendor to perform at proposed level
- Potential to receive less revenue than enhancing current operations with marketing and sponsorship staff
- Potential for increased revenue from current operation



Options

Continue current
operations

Explore in-house
tournament management

Explore third party
tournament management
with RFP

QUESTIONS/COMMENTS
