

**SUBJECT:** Synergy Sports Feasibility Study  
**DEPARTMENT:** Parks and Leisure Services  
**STAFF CONTACT:** Daron Trussell, Director of Parks and Leisure Services

## RECOMMENDATION:

Staff is recommending entering into an agreement with Synergy Sports to engage in a feasibility study to assess new and expanded sports facility opportunities for the City of Stephenville.

## BACKGROUND:

Synergy will collaborate with, and provide services to, the City of Stephenville in the following areas:

### Creation of a sports-focused Feasibility Study

- Assess the current sports ecosystem in the local, sub-regional, and regional markets
- Identify sports opportunities in the local, sub-regional, and regional markets that are currently underserved and/ or absent in the region
- Assess the local, sub-regional, and regional demographics, socioeconomics, competitors, etc.
- Assess the various sites and project opportunities within the City to determine the level of sport participation, opportunities for amateur and collegiate meets, tournaments, and rentals, events, community programs, etc.
- Provide recommendations on facility components, surfacing, equipment, etc.
- Creation of 5-year financial projections for operations for each component as well as collectively, to include Income Statement, Statement of Cash Flows, Balance Sheet, and supporting details (number and costs for programs, meets, events, etc.)
- Creation of an Economic Impact Analysis to show jobs created or supported, dollars coming into the area, additional hotel stays, restaurant visits, etc.
- Creation of a User Impact Summary to show the number of additional visitors to the area, participants, etc.
- Develop conceptual architecture for any “to be developed” facilities (indoor and/ or outdoor)
  - Indoor facility floor plan and site plan (if applicable)
  - Exterior Rendering of new outdoor components (flat/ diamond fields, etc., if applicable)
- Development of a digital presentation deck (as needed)
- Development of a preliminary cost estimate for construction, surfacing, equipment, etc., and provide an optional phasing plan
- Provide a summary of financing and funding options
- Initial site visit to include meetings with key stakeholders, County Commission, community members, other municipal entities, etc.
- Site visit to present final findings to City Council
- Virtual presentations with Boards of Directors, philanthropic organizations, banks, City Council, School Board, County Commission, EDC, local community, etc. as needed

## FISCAL IMPACT SUMMARY:

Cost: \$15,000 (inclusive of all travel expenses)  
Terms: 50% due 30 days after Acceptance; Balance due upon completion

## ALTERNATIVES

- 1) Accept the staff recommendation and enter into an agreement with Synergy Sports to provide a feasibility study with the City of Stephenville
- 2) Do not accept the staff recommendation