



## City of Killeen

**File Number: RS-25-009**

**Enactment Number: 25-009R**

Consider a memorandum/resolution awarding RFP 25-03, Consultant for City Park Facilities Sponsorship agreements, to Sportsman Solutions, who will receive a flat commission fee for all phases of the project including asset inventory, evaluation, market study, sales execution and fulfillment.

**DATE: January 21, 2025**

**TO: Kent Cagle, City Manager**

**FROM: Antonio Murphy, Executive Director of Parks and Recreation**

**SUBJECT: Awarding RFP 25-03 Consultant for City Park Facilities Sponsorship agreements to Sportsman Solutions**

### **BACKGROUND AND FINDINGS:**

Parks and Recreation issued RFP 25-03 (Consultant for City Park Facilities Sponsorships) on October 7, 2024. The scope of services included having a consultant evaluate the City's facilities to estimate their naming rights values and document the methodology used for these estimates. The consultant would recommend strategies to maximize revenues and other benefits, develop a strategic marketing plan to identify and solicit potential clients, create a prospect list and timeline for marketing and negotiating naming rights agreements, and assist in drafting the necessary documents for implementation. Additionally, they would execute the marketing plan and reach out to potential clients.

Three proposals were received from Instigo, Sportsman Solutions, and The Superlative Group.

The evaluation criteria were as follows:

Qualifications and years of experience - 15 points.

Two (2) or more references of prior successful Governmental and/or non-profit campaigns - 25 points.

Terms of agreement and commission requirements - 25 points.

Timeline and strategic proposal - 35 points.

**Total: 100 points**

Sportsman Solutions ranked as the highest evaluated vendor. The terms of the agreement would be for a one (1) year term, with up to two (2) additional one (1) year renewal terms if both parties agree in writing at least ninety (90) days before the end of the initial term. They offer a flat commission fee covering all phases of this project, including asset inventory, evaluation, market study, sales execution, and fulfillment. Commissions to Sportsman Solutions will only be paid after the sponsor has made their payment to the City. Sportsman Solutions and client will share gross revenue as follows:

Tier 1 - 20% gross commission due to Sportsman Solutions

80% gross commission due to client (City of Killeen)

**THE ALTERNATIVES CONSIDERED:**

N/A

**Which alternative is recommended? Why?**

N/A

**CONFORMITY TO CITY POLICY:**

This item conforms with state and local policies.

**FINANCIAL IMPACT:**

**What is the amount of the revenue/expenditure in the current fiscal year? For future years?**

Flat commission only pricing structure for all phases of services (20% gross commission to Sportsman Solutions, 80% gross commission to the City) for FY 2025.

**Is this a one-time or recurring revenue/expenditure?**

Recurring revenue and expenditure

**Is this revenue/expenditure budgeted?**

No, this is a new program that was not included in the FY 2025 budget planning.

**If not, where will the money come from?**

Revenue and expense budgets will be appropriated during the mid-year or year-end budget amendments, based on the actual sponsorship revenue received.

**Is there a sufficient amount in the budgeted line-item for this revenue/expenditure?**

Funding will be allocated upon approval of the associated budget amendment.

**RECOMMENDATION:**

Staff recommends awarding RFP 25-03 to Sportsman Solutions in a flat commission fee for all phases of the project including asset inventory, evaluation, market study, sales execution, and fulfillments for City Park Facilities over the course of up to three (3) years, and that the City Manager or designee be authorized to execute all contract documents and any and all change orders as allowed per State law.

**DEPARTMENTAL CLEARANCES:**

Purchasing  
Finance  
Legal

**ATTACHED SUPPORTING DOCUMENTS:**

Agreement  
Proposal  
Contract Verification  
Certificate of Interested Parties  
Presentation

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF KILLEEN:**

That the above stated recommendation is hereby approved and authorized.

**PASSED AND APPROVED** at a regular meeting of the City Council of the City of Killeen, Texas, this the 21<sup>st</sup> day of January, 2025, at which meeting a quorum was present, held in accordance with the provisions of V.T.C.A., Government Code, § 551.001 et seq.

**Approved As To Form:**

Holli C. Clements  
Holli C. Clements  
CITY ATTORNEY

**Approved:**

Debbie Nash-King  
Debbie Nash-King  
MAYOR

**Attest:**

Laura J. Calcote  
Laura J. Calcote  
CITY SECRETARY

