



AWARDING RFP 25-03  
CONSULTANT FOR CITY PARK  
FACILITIES TO SPORTSMAN  
SOLUTIONS

RS-25-009

January 21, 2025

# Background

- ❑ 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 or presenting of right values and document the methodology used for these estimates.
- ❑ They would recommend strategies to maximize revenues and other benefits, develop strategic marketing plans, create a prospect list and timeline for marketing/negotiating naming rights agreements.

# Background

- They would assist in drafting necessary documents for implementation. Additionally, they would execute the marketing plan and reach out to potential clients.
- All agreements proposed by Sportsman Solutions will be submitted for a vote and approval by City Council.
- Three (3) proposals were received from Instigo, Sportsman Solutions, and The Superlative Group.
- Sportsman Solutions ranked as the highest evaluated vendor.

# Background

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- Sportsman Solutions and client will share gross revenue as follows: 20% gross commission due to Sportsman Solutions and 80% gross commission due to the City of Killeen.

# Athletic Complex Fields

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# Conder Park Playground

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# Family Recreation Center

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# Family Aquatics Center

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# Recommendation

- Staff recommends awarding RFP:25-03 to Sportsman Solutions over the course of up to three (3) years, in a flat fee commission gross revenue (20% due to Sportsman Solutions and 80% gross commission to the City of Killeen) for all phases of the project including asset inventory, evaluation, market study, sales execution, and fulfillments for City Park Facilities.