

MEMORANDUM

To: City of Seguin Mayor and Council
Steve Parker, City Manager

From: Jack Jones, Director of Parks & Recreation

Through: Rick Cortes, Deputy City Manager

Subject: Resolution of the City Council of the City of Seguin, Texas authorizing the City Manager to enter into an Agreement with The Fields at Huber Ranch, LLC. to be the Exclusive Tournament Provider at the Seguin Softball 4-Plex; and declaring an effective date.

Date: May 2, 2023

Late last year, City staff began exploring the possibility of contracting with one entity to be the City's Exclusive Tournament Provider (ETP) hosting and organizing various tournaments at the Seguin Softball 4-Plex, located at 833 Nelda Street, based on availability. In the past, the City has received numerous requests from outside entities to utilize the 4-Plex as a tournament venue. Currently, the 4-Plex is being used by local youth and adult sports providers for their recreational leagues including games and practices for PONY League, youth soccer practices and an adult softball league. In addition, the City has rented the 4-Plex to various individual tournament organizers and other entities based on availability.

There has been a lot of interest over the past couple of years by various individuals to host girls' softball tournaments and even adult softball tournaments at the 4-Plex. Interest has grown more as the 4-Plex was recently renovated with \$336,786 in funding through the American Rescue Plan Act (ARPA). Completed renovations included the following:

- Re-graded and added clay and infield conditioner to improve drainage and field playability after a rain event.
- Enlarged the infields to better accommodate older kids and adults.
- Added shade structures over the seating areas.
- Repaired the rotted concession stand countertop.
- Installed new spectator safety netting with ball release.

With the growth of the City, so do community expectations for the Parks and Recreation Department to add recreational programming, leagues, special events, etc., all of which require more staff time and resources (both office and parks staff). In addition, the City has recently opened up the Seguin-Saegert Pickleball Complex and will open up the new trail segment of the Walnut Springs Trail by this summer that will require weekly parks crew maintenance. With a possible ETP, this frees up valuable staff time and resources to focus on other community needs with an opportunity to bring in more tournaments to Seguin through a private/public partnership. Sports tournaments are well known for their significant economic impact on a community.

On December 27, 2022, City staff released a Request For Proposals (RFP) for an Exclusive Tournament Provider (ETP) for hosting youth baseball and softball related local, regional, and national tournaments at the 4-Plex. The overall objective for releasing the RFP was to attract more tournaments that provide opportunities for visitors from out of town to stay, play, and spend locally in Seguin, while retaining use for the local youth and adult league sports providers. As proposed, some possible overall benefits to the City included the following:

- Working with one tournament provider as opposed to working with 5-10 individual tournament providers annually regarding expectations, scheduling, etc.
- The ETP could perform the daily maintenance before, during, and after scheduled tournaments such as dragging and chalking/painting ballfields, cleaning, and stocking restrooms, and collecting and disposing trash. This includes doing minor facility maintenance to the restrooms and concession stand if things are broken due to use during tournaments.
- The ETP could be allowed to install and/or construct additional facilities and improvements within the 4-Plex.
- The ETP could be required to work with the Seguin Convention and Visitors Bureau (CVB) on securing hotel room blocks and reserve room blocks at Seguin hotels and lodging facilities for all tournaments and gather Room Pick Up reports from the hotels.

The RFP was emailed by City staff to all individuals/entities that have organized various tournaments at the 4-Plex in the past. The only proposal received by the deadline of January 24, 2023, was from Johnny Guerrero with The Fields at Huber Ranch, LLC. located in Seguin north of Interstate 10 off of Huber Road. Highlights of the proposal received are as follows:

- The Fields at Huber Ranch has hosted tournaments for 15 years and they have a new business plan to bring more teams and their families to Seguin.
- The Fields at Huber Ranch would provide equipment, materials, and labor in support of their tournaments including making minor improvements as needed. This includes cleaning and stocking restrooms and collecting and disposing of trash. For public safety, a security officer would be at the 4-Plex similar to The Fields at Huber Ranch.
- In return for the above, The Fields at Huber Ranch requested that no facility rental fees be assessed.

Highlights of the proposed Agreement include the following:

- The initial agreement term is June 1, 2023, through February 28, 2024, or until cancelled by the City, whichever should first occur. The nine (9) month term shall automatically be renewed for three (3) additional nine (9) month terms (June – February).
- Schedule and play a minimum of 20 softball/baseball tournaments at the 4-Plex during the agreement period.
- Perform daily maintenance before, during, and after Provider tournaments including dragging and chalking/painting ballfields, cleaning, and stocking restrooms, and collecting and disposing of trash in nearby dumpsters.
- Perform minor facility maintenance to the restrooms and concession stand if things are broken due to use during tournaments.
- Provider to be responsible and liable for the sublease of the 4-Plex for outside/other organized tournaments similar to hosting Provider organized tournaments at the 4-Plex. The fees charged by the Provider for any tournament sublease must be reasonable to recoup Provider expenses related to subleasing, such as field maintenance, site supervision, security, etc. The goal for any sublease is to be a win/win/win for the tournament organizer sublease, Provider, and City.
- If requested by City, provide an accounting of its revenue and expenditures related to the 4-Plex for one or more of its fiscal years in a form acceptable to City. Such accounting to be provided within fifteen (15) days after receipt of a written request from the City.
- Reserve room blocks at Seguin hotels and lodging facilities for all tournaments. The Provider will work with the Seguin Convention and Visitors Bureau (CVB) on securing hotel room blocks. After each tournament, the Provider and the Seguin CVB shall work together on gathering Room Pick Up reports from the hotels.
- Provider must provide quarterly reports as written in the proposed Agreement.
- There will be no facility rental fees charged by the City for use of the 4-Plex for Provider scheduled tournaments.
- The City will be responsible for the cost of all utilities including electricity, water, and sewer.
- The City will provide storage space for maintenance equipment at the Horse Barn in designated horse stalls at no charge to the Provider.
- The City shall retain the right to use/rent out the 4-Plex when not in use by the Provider for tournaments, special events, practices, etc.
- The Provider will not be allowed to hold tournaments on the dates/days noted below due to City community obligations and existing partnerships for the following dates/days:
 - Mondays – Thursdays
 - October 13-15, 2023, during the annual Guadalupe County Fair
 - December 1-3, 2023, during the annual Blue Santa Adult Softball Tournament
 - The date/days in 2024 and beyond not to hold tournaments will be sent to the Provider in writing by February 1.

Please be advised that there would be no impact/reduced field usage for the current local youth and adult sports providers at the 4-Plex as a result of the Agreement. In addition, with City staff involved in facilitating tournaments, etc., the City would save approximately \$2,000 annually as staff hard and soft expenses exceed facility rental revenue generated.

At their meeting on March 6, 2023, the Parks and Recreation Advisory Board discussed the merits of the proposal received from The Fields at Huber Ranch in response to the RFP and was favorable in City staff moving forward with an Agreement. At their meeting on April 3, 2023, the Board unanimously recommended approval for City Council consideration of The Fields at Huber Ranch, LLC. to be the Exclusive Tournament Provider at the Seguin Softball 4-Plex.

City staff recommends approval of a Resolution of the City Council of the City of Seguin, Texas authorizing the City Manager to enter into an Agreement with The Fields at Huber Ranch, LLC. to be the Exclusive Tournament Provider at the Seguin Softball 4-Plex; and declaring an effective date.