



Meeting Minutes
City Council

Tuesday, January 28, 2025

5:00 PM

Council Chambers
200 West Walker Street

Council Work Session

The City Council of the City of League City, Texas, met in a work session in Council Chambers at 200 West Walker Street on the above date at 5:00 p.m.

Mayor:

Nick Long

City Council Members:

Andy Mann
Tommy Cones
Tom Crews
Courtney Chadwell
Justin Hicks
Chad Tressler
Sean Saunders

City Manager:

John Baumgartner

Assistant City Manager:

Rick Davis

Assistant City Manger-CFO:

Angie Steelman

Interim City Attorney:

Michelle Villarreal

City Secretary:

Diana M. Stapp

Chief of Police:

Cliff Woitena

Executive Director of Capital Projects

Ron Bavarian

Executive Director of Development Services:

Christopher Sims

Director of Finance:

Kimberly Corell

Director of Human Resources/Civil Service:

James Brumm

Director of Parks & Cultural Services:

Chien Wei

Director of Public Works:

Jody Hooks

1. CALL TO ORDER AND ROLL CALL OF MEMBERS

Mayor Pro Tem Cones called the meeting to order at 5:00 p.m. and called the roll. All members of Council were present except Mayor Long.

Absent 1 - Mayor Nick Long

Present 7 - Mr. Andy Mann, Mr. Tommy Cones, Mr. Tom Crews, Mr. Courtney Chadwell, Mr. Justin Hicks, Mr. Chad Tressler and Mr. Sean Saunders

2. **PUBLIC COMMENTS**

3. **PRESENTATION AND DISCUSSION REGARDING THE BALLPARK AT LEAGUE CITY SPONSORSHIPS**

Lauren Siple, Business Development Manager for The Ballpark at League City, gave a presentation.

The Ballpark at League City - Partnerships and Sponsorships

What is our Vision for The Ballpark at League City? To enhance revenue while maintaining a long-term self-sustaining facility that minimizes taxpayer dollars. The Vision is to create a facility that is profitable, efficiently run, and contributes positively to the local economy without needing public funding.

What purpose do sponsorships serve? Provide financial support towards facility needs/enhancements. Build positive relationships with patrons, citizens, and the business community. Exhibit brand exposure/marketing opportunities. Enhance the overall fan/customer experience. Provide stability and opportunity for long-term partnerships. Allow for facility upgrades, improvements, and future expansion opportunities. Help create a self-sustaining enterprise that minimizes public funds support. Better enable reinvestment and debt retirement. Contribute positively to the local economy.

How does the sponsorship execution work? Start by creating a comprehensive sponsorship package/proposal. Outreach/connect with different businesses. Be open to negotiations and sponsor needs. Establish a deal/agreement and terms. Maintain good relationships beyond the agreement itself. Properly demonstrate the value the facility holds that align with sponsor's vision.

City of Allen Proposal "Credit Union of Texas Event Center"

Facility and structure naming rights. Presenting sponsor of adult and youth leagues. Exterior digital marquee presence. On-site activation. Website presence. Print and digital marketing exposure. Prominent fixed signage. Employee and client entertainment options.

City of Youngsville, Louisiana – Youngsville Sports Complex

Sponsorship Opportunities: Facility Naming Rights Page, Soccer Field Naming Rights, Double Play Baseball & Softball Outfield Signage, Double Play Baseball & Softball Backstop, Main Pavilion Naming Rights.

Comparable facility sponsorship breakdowns:

1. **The Diamonds @ Daily Park – Rosenberg, TX – Starts @ \$1,500 for a single banner up to Field Sponsorships @ 15K;**
2. **CAYB – Conroe Area Youth Baseball – Conroe, TX – Starts at \$500 for a single banner up to Scoreboard Sponsors @ \$6,500;**
3. **Westlake Athletic & Community Center – Westlake, TX – Tiered from Bronze @ \$5K up to Platinum @ \$10,500;**
4. **PSA – Plano Sports Authority – Plano/McKinney, TX – Starts @ \$1,500 for a single banner up to Field Sponsorships @ \$15K;**
5. **Texas Heavy Hitters Sports – Houston, TX – Tiered from Bronze @ 5K up to Platinum @ \$50K;**
6. **Wichita Falls ISD – Wichita Falls, TX – Tiered from Bronze @ \$3500 up to Platinum @ 10K**
7. **Youngsville Sports Complex – Youngsville, LA – Most aligns with our complex ranging from \$2K to \$87K for naming rights;**
8. **Chappapeela Sports Park, Hammond, LA – Starts @ \$500 for a banner up to Elite Sponsor @ \$30K**
9. **Brandon Parks & Rec – Brandon MI – Starts @ \$1,500 up to \$15K**
10. **TAAF (Texas Amateur Athletic Federation) Games – Multi – Tiered Sponsorships from \$500 up to \$25K**

The Ballpark at League City Sponsorship Proposal – Our Audience, Maximizing ROI, Ballpark Naming Rights, Individual Field Naming Rights, Indoor Soccer Naming Rights, Outdoor Multi-purpose Field Naming Rights, Clubhouse Naming Rights, Playground Naming Rights, Baseball Mound Sponsorship, Stadium Seating Sponsorship, Digital Scoreboard Advertisement

Potential Revenue on Naming Rights for The Ballpark – Annually: Ballpark Naming Rights - \$97,000, Field Naming Rights - \$18,000, Indoor Soccer Pavilion Rights - \$21,000, Outdoor Soccer/Multi-sports Rights - \$8,000, Clubhouse Naming Rights - \$22,000, Playground Naming Rights - \$7,000, Batting Cage Naming Rights - \$7,000, Potential revenue annually with sponsorships listed - \$180,000. 5-Year Terms with Sponsorships Listed: Ballpark Naming Rights - \$485,000, Field Naming Rights - \$82,000, Indoor Soccer Pavilion Rights - \$92,500 – Outdoor Soccer/Multi-Sports Rights - \$35,000, Clubhouse Naming Rights - \$97,500, Playground Naming Rights - \$32,500, Batting Cage Naming Rights - \$32,500. Potential Revenue for a 5-Year Term: \$857,000

Potential Sponsorships/Visual Aids – Red Bull, UTMB – Fostering relationships with local businesses are important when seeking sponsorships because they offer potential long-term sustainability, strong relationships, and tremendous expertise when it comes to enhancing our facility. HEB – HEB is strongly invested in sponsoring and supporting several facilities, organizations, and teams in the State of Texas, e.g., San Antonio Spurs,

Houston Rockets, Houston Livestock Show and Rodeo, Texas Museums and art exhibits, Houston Chevron, and so many more!

Put Your Family in the Stands! – Sponsorship opportunities for individuals to purchase. How can small businesses contribute? Support specific events or programs, Offer in-kind donations: merchandise, printed materials, Promotional items, etc., Provide interactive activities at events to engage with customers. Different levels of sponsorships – Potential Large Sponsors (National), Chamber Contacts (Local), City Partners/Vendors, Large Community Employers, Houston Area Employers, Individual Sponsorships.

Summary – Sponsorships will empower us to make the Ballpark the best it can be by: Driving immediate and long-term financial growth, Providing a new stream of revenue for reinvestment in the facility and debt retirement, Minimize taxpayer burden, Build positive relationships throughout the community. We truly appreciate your support of The Ballpark. We are prepared to move forward with this initiative and are interested in hearing your feedback.

4. ADJOURNMENT

At 5:25 p.m. Mayor Pro Tem Cones said, there being no further business this meeting is adjourned.

**NICK LONG
MAYOR**

**DIANA M. STAPP
CITY SECRETARY**

(SEAL)

MINUTES APPROVED: