

September 10, 2025

WHEREAS, on November 1, 2022, the Park and Recreation Board authorized a three-year consultancy service contract with The Superlative Group to conduct an asset inventory and valuation and to develop a program of mutually beneficial sponsorship opportunities that deliver revenue dollars and/or in-kind products or services to the Park & Recreation Department in exchange for certain advertising, naming rights, marketing and/or promotional considerations granted by the Park & Recreation Department; and

WHEREAS, as a function of the consultancy services contract the Superlative Group was authorized to develop solicitation materials and proposal evaluation criteria, review and evaluate proposals, manage and execute negotiations of business terms, revenue from opportunities and contracts, and act as lead negotiator with all advertisers or sponsors; and

WHEREAS, pursuant to their contract, The Superlative Group issued an Exclusive Pouring Rights and Corporate Sponsorship Opportunity on behalf of the Department on June 3, 2024, evaluated the proposals and made a recommendation to staff based on guaranteed revenue, marketing revenue, product mix and product pricing; and

WHEREAS, per the terms of the contract PepsiCo, Sales will provide beverage vending machines, fountain equipment, and products at preferred pricing rates at all park and recreation facilities not operated under an existing management agreement such as the Dallas Zoo. This includes recreation centers, aquatic facilities, and Southern Skates, as well as the addition of golf and tennis facilities upon contract renewal; and

WHEREAS, this contract is expected to generate an estimated amount of \$940,038.00 over the 10-year term of which 25 percent will be paid to The Superlative Group per the terms of their contract, and 10 percent of the remainder will be set aside and deposited into the Park Endowment, Fund 0461 per the Marketing and Sponsorship Revenue Policy; and

WHEREAS, the remaining balance, after the fulfilment of the Superlative and 10 percent endowment obligations, will be deposited in the Imp. Maint. Rep. Programs/Sponsorships Fund, Fund 0471 which is a multi-year fund to be used for capital improvements, major maintenance and repairs, improvements, and the development of new park programming, along with any annual unspent marketing funds, valued at up to \$20,000.00, per the terms of the contract, will be deposited in the same multi-year fund.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

September 10, 2025

SECTION 1. That the President of the Park and Recreation Board and the City Manager are hereby authorized to execute a ten-year beverage services contract with PepsiCo Sales Inc., approved as to form by the City Attorney, to provide full-service vending, case sales, and fountain pouring rights at Park and Recreation Facilities; and execution of the agreement with PepsiCo Sales Co. and all terms, conditions and documents required by the agreement.

SECTION 2. That the City Manager is hereby authorized to establish appropriations in an amount not to exceed \$940,038.86 in the Imp. Maint. Rep. Programs/Sponsorships Fund, Fund 0611, Department PKR, Unit X218, Object 3070.

SECTION 3. That the Chief Financial Officer is hereby authorized to receive and deposit revenue generated from this contract in the **(a)** Imp. Maint. Rep. Programs/Sponsorships Fund, Fund 0611, Department PKR, Unit X218, Revenue Code 8428 and **(b)** Imp. Maint. Rep. Programs/Sponsorships Fund, Fund 0611, Department PKR, Unit X217, Revenue Code 8428 to be used for capital improvements, major maintenance and repairs, improvements, and the development of new park programming.

SECTION 4. That the Chief Financial Officer is hereby authorized to disburse commission to the Superlative Group, in accordance to the Consultant Contract No. PKR-2021-000017177 \$235,009.50 from the Imp. Maint. Rep. Programs/Sponsorships Fund, Fund 0611, Department PKR, Unit X218, Unit X217, Object 3070.

SECTION 5. That the Chief Financial Officer is hereby authorized to transfer 10 percent of the revenue remaining after payment of the commission to The Superlative Group into the Park Endowment Fund, Fund 0461, Department PKR, Unit X216, Revenue Code 8428, to be used pursuant to the Park & Recreation Department Sponsorship and Marketing Revenue Policy.

SECTION 6. That this contract is designated as Contract No. PKR-2025-00027875.

SECTION 7. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.