



# **RACQUET SPORTS CENTER PROFESSIONAL MANAGER CONCESSION CONTRACT**

**Park and Recreation Board  
April 16, 2026**

Melissa De La Cruz – Superintendent  
Dallas Park and Recreation Department



**City of Dallas**

# Presentation Overview



- Purpose
- Racquet Sport Centers
- Background, Current Contractors, and Performance
- RFP Process and Most Advantageous Proposer
- Contract Award Process



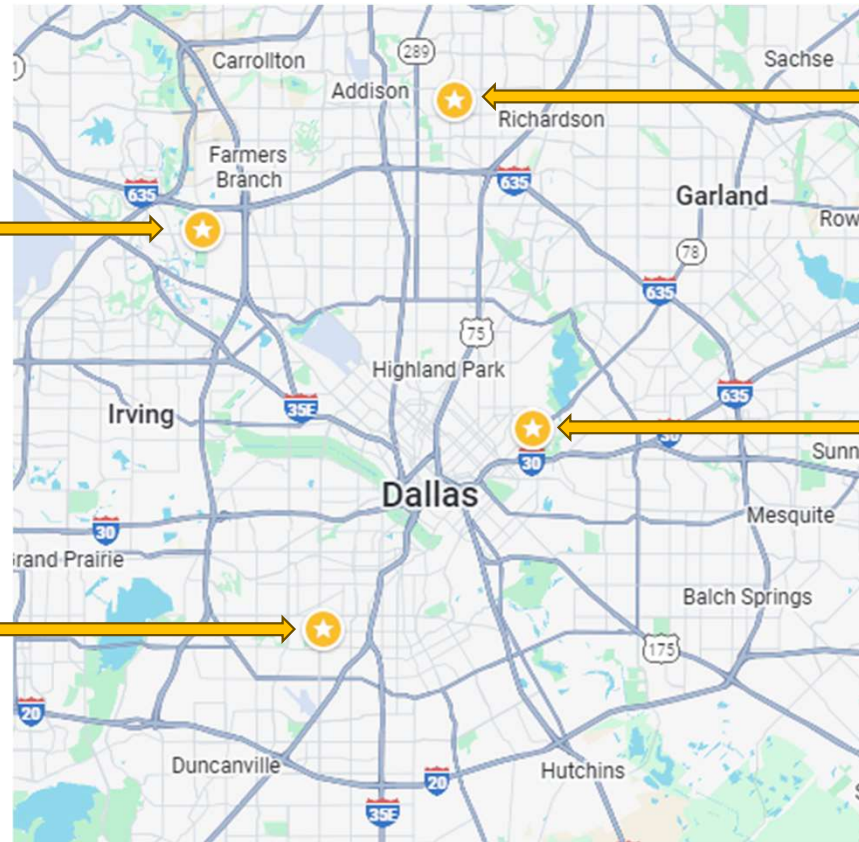
# Purpose

- Provide an overview of the City's four Tennis and Racquet Sports Centers and current contracts, review the RFP process, and provide information to support the contract award process.



# Racquet Sport Centers

Three Year Averages (FY23 – FY25)



**Fretz**

*Avg Attendance: 51,996*

**LB Houston**

*Avg Attendance: 38,269*

**Samuel Grand**

*Avg Attendance: 31,124*

**Kiest**

*Avg Attendance: 10,734*



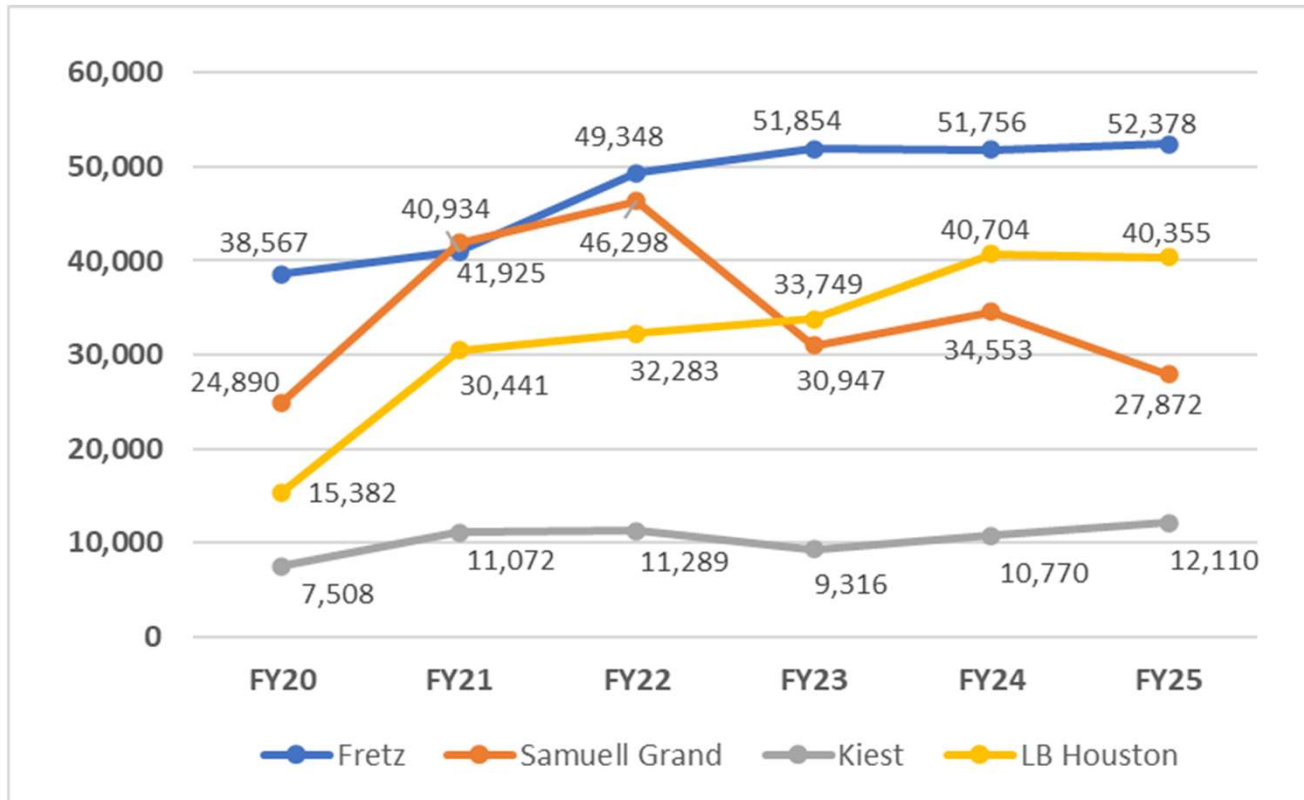
# Background



RACQUET SPORTS CENTERS	FRETZ	KIEST	LB HOUSTON	SAMUELL GRAND
<b>Current Contractor</b>	Impact Activities	Dallas Tennis Association	Impact Activities	Impact Activities
<b>Contract Year</b>	2018	2018	2019	2019
<b>Total Revenue to City</b>	\$385,700 (rent)	\$48,697 (50% court fees)	\$96,713 (rent)	\$122,135 (rent)
<b>Total Capital Improvements</b>	\$81,440	\$55,700	\$56,200	\$67,700
<b>Programs Offered</b>	Junior Programs Adult Programs Pickleball	Junior Programs Adult Programs	Junior Programs Adult Programs Pickleball	Junior Programs Adult Programs Pickleball



# Attendance History



# Tennis Center Fees



- **City Mandated**

- Court Rentals

- Regular and League Play – \$3.00 to \$6.50 per person
    - Tournaments – \$6.00 to \$8.50 per court

- **Contractor Discretion**

- Retail/Pro Shop – merchandise, food and beverage, etc.
  - Equipment and Services – ball machine rental, stringing labor
  - Programs – adult and junior classes, private lessons, junior camps



# Overview of RFP Process



- RFP process began January 2025
- RFP out for bid March 28<sup>th</sup> to April 18<sup>th</sup>
- Scoring summary provided on June 30<sup>th</sup>
- Golf and Racquet Sports Ad Hoc Committee briefed on September 9, 2025
- Administration and Finance Committee briefed on December 11, 2025



# Key RFP Specifications: Previous vs. Proposed Contract



Specification	Previous Contract	Proposed Contract
Certified Tennis or Pickleball Professional	Certified Tennis Professional only	<b>Yes, both</b>
Five-year agreement with (1) three-year renewal option	Yes	Yes
Revenue model options: 50% of Court Fees or Rent, with the option of a Commissions percentage	Yes	Yes
Court Resurfacing paid by Contractor	No	<b>Yes</b>
Windscreen Repairs/Replacement paid by Contractor	No	<b>Yes</b>



# RFP Evaluation Scoring



- Capability, Expertise, and Experience
- Overall Approach
- Revenue to the City and Capital Maintenance Improvements
- Proposer Scores:
  - **Impact Activities – 75.67**
  - Level Up Tennis Events – 63.33
  - Toss and Spin – 57.67



# Impact Activities' Proposals



Most Advantageous Proposals	Year One Rent to City	Annual Capital Improvements	Total Contributions to City <i>(Initial five years and (1) three-year extension)</i>
Fretz Tennis Center	\$41,000	\$40,000	\$668,000
Kiest Tennis Center	\$13,000	\$20,000	\$284,000
LB Houston Tennis Center	\$29,000	\$40,000	\$572,000
Samuell Grand Tennis Center	\$36,000	\$40,000	\$628,000
<b>All Tennis Centers</b>	<b>\$119,000</b>	<b>\$140,000</b>	<b>\$2,152,000</b>

*Special Note: Rent will increase by \$1,000 each year, per location.*

*Capital Improvements include windscreens and court resurfacing, which is currently paid by the City. (Net: \$1,120,000)*



# Impact Activities Commitment



- Grandfather Leagues at Kiest
  - No pricing changes for the first year
- Partnership – Collaborating with Dallas Tennis Association
  - Intent to keep DTA programming at Kiest
  - Extend DTA programming to other Dallas Tennis and Racquet Sports Centers



# Contract Award Process



- Administration and Finance Briefing and Agenda Item – March 5, 2026
- Full Park Board Agenda Item – March 26, 2026
  - Request to defer the voting item to April 16, 2026, along with a briefing.
- City Council Agenda Item – Procurement – tentatively scheduled for May 27, 2026





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