



UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

Meeting Date:
3/3/2026

Item Type:
Action Item

Subject: Consider an Award for RFP 2025-12, “Seasonal Concessionaire Services”

Prepared By: Elizabeth Anderson, Purchasing Manager

Background:

The Holmes Aquatic Center (“HAC”) is a major community gathering place in the summer. As a part of the FY 2025 CMO adopted budget, an Enterprise Fund was created to provide the Holmes Aquatic Center with temporary operating capital with the goal of a self-sustaining Aquatics Fund in the future. This structural change requires an annual review of both expenditures and revenues to reach this goal.

Residents of all ages come out to see friends, cool off in the pool and grab a tasty bite to eat. The concession stand (known as the “Snack Shack”) has traditionally offered burgers, pizza, ice cream and soft drinks to pool patrons. In 2025, there were 31,662 visits to the HAC and gross sales at the Snack Shack were \$133,481.00. However, direct costs totaled \$124,960.81 leaving the city with a minor profit margin.

Direct Costs	
Salaries	
Position	Total Expended
Food Service Manager (4)	\$36,000.00
Guest Services (10)	\$30,000.00
Salary Total:	\$66,000.00
Food	
Vendor	Total Expended
Klement	\$9,719.17
Ben E Keith	\$24,046.90
EMC Dippin Dots	\$17,534.62
Coca Cola	\$7,660.12
Food Total:	\$58,960.81
Direct Cost TOTAL:	\$124,960.81

In the annual business plan review process, staff determined that it would be more cost effective to partner with a concessionaire to operate the Snack Shack, thus reducing expenditures (snack shack employee salaries) and increasing revenue.

A professional concessionaire could take over kitchen operations, menu planning and supply chain operations related to concessions. This would free up City staff to focus on enhancing aquatic programming, patron safety and facilities upkeep, while improving the overall patron experience. This would also alleviate the need for the city to hire and train specialized seasonal staff to handle food, providing over \$60 K in salary savings. Staff feels that an experienced concessionaire might be able to suggest new menu items or offer party packages that would increase the sales at the Snack Shack. If the City and the concessionaire enter into a revenue sharing agreement, then an increase in sales is a mutually beneficial goal.

Staff posted RFP # 2025-12 in December to find a qualified concessionaire. Responses were due at the end of January. The city received three proposals:

- Abdelkarim Mazouz
- Sorrells Enterprises, Inc.
- Zoned Consulting

Each proposal was read and evaluated on criteria that included previous experience, project plan, reference feedback and proposal for sharing revenue with the city. Ultimately, staff is recommending Sorrells Enterprises, DBA Ted E's Kitchen for the award of this contract.

Sorrell's Enterprise was first established in 2002 and has been providing concessionaire services to North Texas communities for 24 years. Their references include the Town of Little Elm, the City of Frisco, UTA, and the Garland ISD. Staff was impressed with their thorough approach for implementing and maintaining service at the HAC. Sorrell's has offered to share 20% of each month's gross sales with the city. They are willing to experiment with the Parks & Recreation Department by offering party packages or a light breakfast service for early mornings, pending final review by the department. Staff asked Sorrells' reference for feedback on Sorrells' customer service, cleanliness, reliability and quality of food, and the feedback was overwhelmingly positive.

This is a contract for the FY26 pool season, with two (2) optional annual renewals. If Council approves this contract tonight, staff will begin working with Sorrells on a menu for the 2026 pool season.

Fiscal Impact:

- Not Applicable
- Budget Amendment Required
- Proposed Revenue
- Proposed Expenditure

Funding Source:

Master Plan Goal:

Please check the associated Theme and provide the corresponding action item number.



	Theme	Action Item(s)
<input checked="" type="checkbox"/>	Affirming Sense of Place	2.4
<input type="checkbox"/>	Assuring Connectivity	
<input type="checkbox"/>	Innovative Governance	
<input type="checkbox"/>	Technological Integration	
<input type="checkbox"/>	Preparing for the Future	
<input type="checkbox"/>	Not Applicable	

Recommendation:

Staff recommends that Council approve a contract with Sorrells Enterprises, DBA Ted E's Kitchen for concessionaire services at the HAC.

Committee Review (optional):

Attachments:

The final score card for RFP 2025-12 is attached.