



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Procurement
ACM: Christine Taylor
DATE: July 14, 2026

SUBJECT

Consider adoption of an ordinance of the City of Denton, a Texas home-rule municipal corporation, authorizing the City Manager to execute a contract with Lifetime Tennis, Inc., dba Impact Activities, for tennis and pickleball classes, lessons, leagues, tournaments, stringing, and other tennis or pickleball programs for the Parks and Recreation Department; providing for the expenditure of funds therefor; and providing an effective date (RFP 8981 – awarded to Lifetime Tennis, Inc., dba Impact Activities, for one (1) year, with the option for four (4) additional one (1) year extensions, in the total five (5) year not-to-exceed amount of \$1,350,000.00).

STRATEGIC ALIGNMENT

This action supports Key Focus Area: Strengthen Community and Quality of Life.

INFORMATION/BACKGROUND

The City of Denton is contracting tennis and pickleball classes, leagues, lessons, and tournaments to Impact Activities in order to expand program quality, improve service consistency, and meet the growing community demand for racket-sport offerings. Impact Activities specializes in managing tennis and pickleball programs for municipalities nationwide, allowing the City to leverage its expertise, certified coaching staff, and established operational systems.

This partnership enables the City to:

- Increase the variety and frequency of programs offered.
- Improve participant experience through professionally managed instruction and leagues.
- Reduce staff workload for scheduling, registration, and program administration.
- Ensure long-term program sustainability as community interest continues to grow.

By contracting with Impact Activities, the City of Denton can deliver a higher-quality recreation experience while maintaining accessibility and meeting the needs of residents across all skill levels. The contractor will work with staff on pricing for programs and lessons.

Request for Proposals was sent to 591 prospective suppliers, including 51 Denton firms. In addition, specifications were placed on the Procurement website for prospective suppliers to download and advertised in the local newspaper. One (1) proposal was received, and references were checked to ensure the vendor can provide the services requested in the Scope of Work. The proposal was evaluated based upon published

criteria, including schedule, compliance with specifications, probable performance, and price. The department is awarding the contract to Lifetime Tennis, Inc., dba Impact Activities.

NIGP Code Used for Solicitation:	961 - (Service Only) - Miscellaneous Services, No. 1 (Not Otherwise Classified)
Notifications sent for Solicitation sent in IonWave:	591
Number of Suppliers that viewed Solicitation in IonWave:	18
HUB-Historically Underutilized Business Invitations sent out:	78
SBE-Small Business Enterprise Invitations sent out:	237
Responses from Solicitation:	1

RECOMMENDATION

Award a contract with Lifetime Tennis, Inc. dba Impact Activities, for tennis and pickleball classes, lessons, leagues, tournaments, stringing, and other tennis or pickleball programs for the Parks and Recreation Department, in a one (1) year, with the option for four (4) additional one (1) year extensions, in a total of five (5) not-to-exceed amount of \$1,350,000.

PRINCIPAL PLACE OF BUSINESS

Lifetime Tennis, Inc., dba Impact Activities
McKinney, TX

ESTIMATED SCHEDULE OF PROJECT

This is an initial one (1) year contract with options to extend the contract for four (4) additional one (1) year periods, with all terms and conditions remaining the same.

FISCAL INFORMATION

These services will be funded from Parks and Recreation account 401200.7868, temporary personnel services. Invoices will be paid as work is performed. The city will retain 20% of all sales the vendor executes through lessons, tournaments, league play, and all sales during tennis/pickleball tournaments. It is estimated that this contract will generate \$70,000.00 per fiscal year to the City of Denton.

Year 1	Year 2	Year 3	Year 4	Year 5	
\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$1,250,000.00
				Contingency	100,000.00
				Total	\$1,350,000.00

EXHIBITS

- Exhibit 1: Agenda Information Sheet
- Exhibit 2: Ordinance and Contract

Respectfully submitted:
Lori Hewell, 940-349-7100
Purchasing Manager

For information concerning this acquisition, contact: Jason Barrow, 940-349-7218.

Legal point of contact: Marcella Lunn at 940-349-8333.