

Agenda Item Details

Meeting	Jul 08, 2025 - Bryan City Council Second Regular Meeting
Category	7. Regular Agenda - This agenda consists of items requiring individual consideration by Council.
Subject	B. Consider approval of a Rental Agreement with Ventura Sports Group for a Mid-America League Baseball Franchise at Travis Major Field
Type	Action
Preferred Date	Jul 08, 2025
Absolute Date	Jul 08, 2025
Fiscal Impact	Yes
Dollar Amount	32,000.00
Budgeted	No
Budget Source	Revenues from Rental Agreement will go to the City of Bryan General Fund
Goals	Quality of Life Economic Development

Summary:

The City of Bryan owns Travis Major Field a historic baseball complex located in Travis Bryan Midtown Park. City of Bryan staff will manage and operate the Facility beginning January 1, 2026. Following the announcement that the Brazos Valley Bombers baseball team is relocating to a new facility in College Station, Ventura Sports Group (Ventura) approached the City of Bryan to bring a Mid-America League Baseball (MALB) franchise to Travis Major Field beginning with the 2026 season.

MALB is a new baseball league serving markets in the south-central region of the United States. MALB operates like a minor league, with players having opportunity to earn income during the season by performing services through a League-wide Name, Image and Likeness (NIL) program. Rosters include up to forty (40) players from NCAA Division I and other college players, along with select players who may have exhausted their college eligibility but want to maintain amateur playing status. Bryan will be home to a seventh team added to the existing roster of MALB teams, including the Abilene (TX) Flying Bison, Fort Smith (AR) Marshals, Joplin (MO) Outlaws, Piney Woods (White Oak, TX) Timberhogs, Sherman (TX) Shadow Cats, and the Texarkana (TX) Rhinos.

The proposed agreement includes a term of three (3) years starting in 2026, with a rental fee of \$32,000 per year, and net revenue sharing of advertising and sponsorships, food and beverage sales, and broadcasting rights. Use dates for a new MALB franchise team will be May 20 through August 15 each year, with annual season home games schedule delivery by November 15 each preceding year.

Staff Analysis and Recommendation:

Staff recommends approval of the proposed Rental Agreement, which secures a new user of Travis Major Field over the next several years, and will bring visitors from teams located in Texas, Arkansas, and Missouri.

Options:

1. Approve the propose Rental Agreement
2. Modify the proposed Rental Agreement for consideration at a future City Council meeting
3. Do not approve the proposed Rental Agreement

Attachments:

1. Proposed Rental Agreement

[Travis Major Field Agreement_MALB.pdf \(395 KB\)](#)