



RESOLUTION NO. 2026-068

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, AUTHORIZING CITY ADMINISTRATION TO EXECUTE AN AGREEMENT FOR CONTRACTOR SERVICES WITH STOKES SPORTS AND TOURISM CONSULTING CORPORATION RELATING TO HOTEL SALES AND TOURISM PROGRAM SUPPORT; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Farmers Branch continues to prioritize tourism as a key economic driver, supporting hotel occupancy tax revenue, visitor spending, and local business activity; and

WHEREAS, the City has established a coordinated tourism program structure that includes strategy, sales, and marketing components to maximize hotel room night generation and economic impact; and

WHEREAS, the proposed Agreement for Contractor Services with Stokes Sports and Tourism Consulting Corporation provides for hotel sales, client relationship development, and regional partnership coordination to support tourism-related performance goals; and

WHEREAS, the Agreement establishes a five (5) year term beginning May 1, 2026, with optional renewal terms, and includes performance-based incentives tied to hotel room night generation;

WHEREAS, the City Council has determined that approval of the Agreement for Contractor Services is in the best interests of the City of Farmers Branch;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THAT:

SECTION 1. The City Council hereby approves the Agreement for Contractor Services between the City of Farmers Branch, Texas, and Stokes Sports and Tourism Consulting Corporation, substantially in the form attached hereto as Exhibit "A".

SECTION 2. The City Manager, or designee, is hereby authorized to negotiate and execute the Agreement for Contractor Services and any related documents necessary to carry out the intent of this Resolution and to enter into such amendments as may be deemed advisable, subject to available funding.

SECTION 3. This Resolution shall become effective immediately from and after its passage.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THIS 5TH DAY OF MAY, 2026.

ATTEST:

APPROVED:

Stacy Henderson, City Secretary

Terry Lynne, Mayor

APPROVED AS TO FORM:

David Berman, City Attorney
(DB 4.28.26)

Exhibit A – Agreement for Contractor Services