Grapevine-Colleyville Independent School District

Board Information Item

Meeting Date:	October 26, 2026
Subject:	Revenue Generation Committee Update
Contact Person:	Paula Barbaroux, Chief Operations Officer
Policy/Code:	
Priority and Performance Objective:	Priority 4: Strong Financial Stewardship and Internal System Efficiency Objective 4.1: Transparent Financial Stewardship Objective 4.2: Effective and Efficient District Operations
Summary:	The administration has been working on items suggested by the Revenue Generation Committee (Committee). After the committee launched the paid parking spaces for home games played at Mustang-Panther Stadium, the District focused on the following: • Met with two companies to discuss a public-private partnership for digital signage on District property. • Prepared revisions to the Facility Naming Policy to allow for major donors and additional facility advertising partnerships. • Prepared a Request for Proposals to initiate a 100% commission-based brokerage services contract with an independent contractor to pursue corporate donors and sponsor partnerships or advertising in specified District facilities. This will also include selling speed bump and seat back advertising at Mustang-Panther Stadium, as previously proposed and approved, as well as other ideas. • Presented a plan to implement a hybrid program through iUniversity Prep and offer virtual courses to District high school students beginning in the 2027–2028 school year to retain, recapture, and expand student enrollment. • Partnered with a company to identify specific data and information to inform marketing campaigns focused on

increasing student enrollment and potential corporate partners for student programs.

Additionally, the District has scheduled a meeting with a Committee designee and the Grapevine Colleyville Education Foundation to discuss a proposed GCISD Legacy Fund Campaign.

The District is also scheduling a meeting to engage further with the Committee to determine the top three to five priorities for the District to explore further in the next year.

As a reminder, the District also has the following, which generates nonrecapture revenue for GCISD.

- Long-term Ground & Tower License Agreements with cellular companies providing an annual revenue stream
- A Sponsorship and Support Agreement with Baylor Hospital
- Bus advertising
- General facility and field leasing to include a couple of long-term license agreements with a soccer club and a swim club
- A License Agreement with the Grapevine-Colleyville Education Foundation that provides grants to employees, sponsors some District events, and provides revenue to GCISD

Attachments: None