



Brownsville Independent School District

Agenda Category: General Function Board of Education Meeting: 09/02/2025

Item Title: Sams Stadium Press Box Renovation X Action
Network Upgrade, and Facility Information
Enhancements Discussion

BACKGROUND:

For generations, Sams Stadium has been more than a venue—it has been a landmark where our community gathers to cheer, celebrate, and create lasting memories. To preserve this tradition while preparing for the future, a cross-departmental team has developed a plan that balances historic character with modern improvements.

Proposed upgrades include:

- Renovating the press box to meet current safety, accessibility, and operational standards.
- Upgrading network infrastructure to enable live streaming, expand community access, and improve connectivity.
- Completing facility enhancements to improve safety, comfort, and efficiency, elevating the stadium to state-of-the-art standards.

These investments will honor the stadium's legacy while introducing modern capabilities, extending access beyond the stands, and ensuring Sams Stadium continues to serve as a proud centerpiece of our community's athletic and cultural life for years to come.

FISCAL IMPLICATIONS:

Estimated Cost from Local Funds:

- Press Box and network infrastructure: \$100,000 - \$150,000
- Facility enhancements for safety, comfort and efficiency: \$500,000 - \$700,000

RECOMMENDATION:

Approval to proceed with the procurement and acquisition process for the Sams Stadium press box renovations, network upgrades, and facility enhancements, with an estimated project cost of \$600,000 - \$750,000 to be funded from local funds.

Gilbert Leal

Submitted by: Principal/Program Director

Approved for Submission to Board of Education:

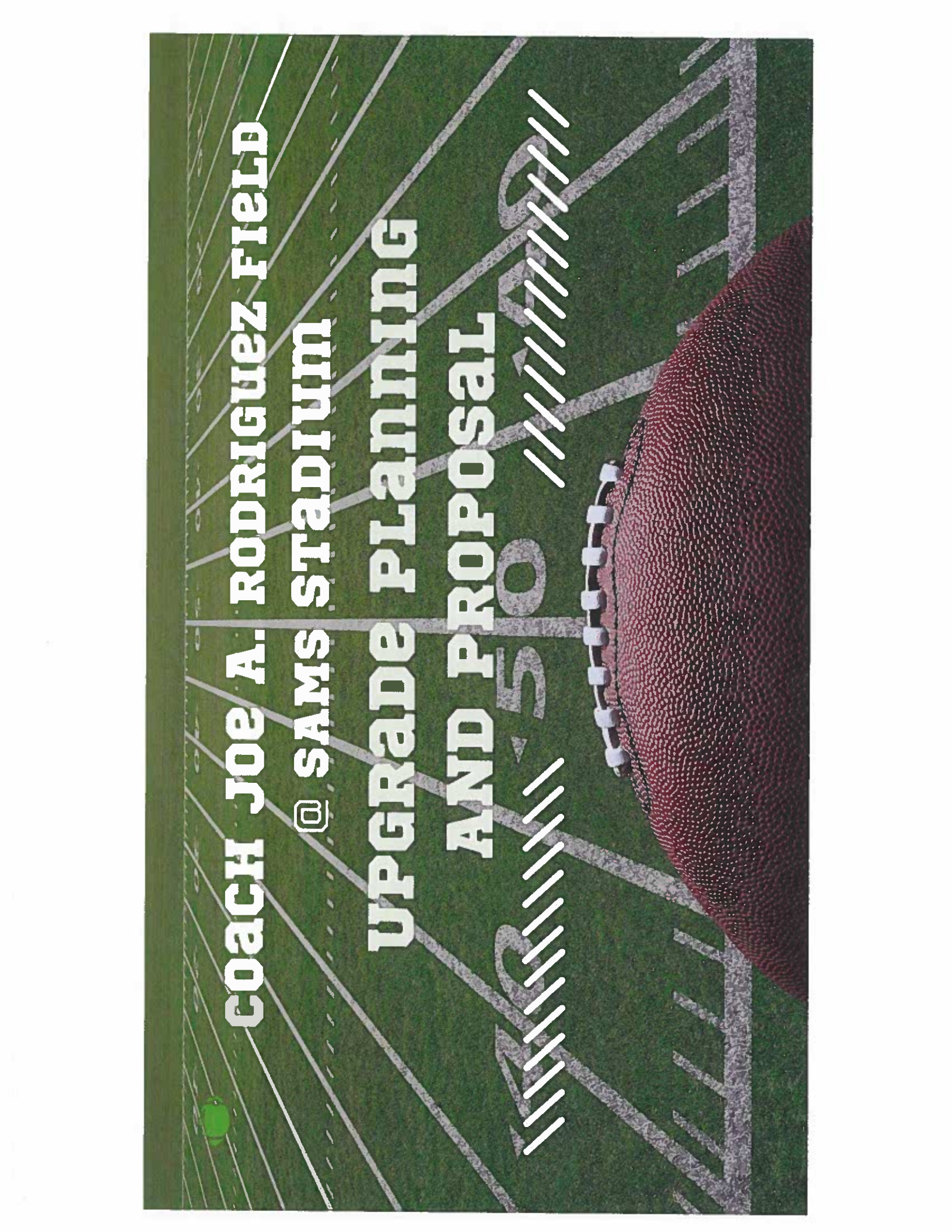
Recommended by: Asst. Supt./Exec. Dir.

Dr. Nereida Cantu

Approved by: Chief Officer

Dr. Jesus H. Chavez, Superintendent

When Necessary, Additional Background May Follow This.



COACH JOE A. RODRIGUEZ FIELD
@ SAMS STADIUM

**UPGRADE PLANNING
AND PROPOSAL**



Overview



Dr. Nellie Cantu
Chief of
Operations

For decades, our stadium has stood as more than just a venue—it is a

- gathering place,
- a landmark,
- and the beating heart of our community's sporting spirit.

Generations have cheered, celebrated victories, and created lifelong memories within its walls. Its history is etched into every beam and seat, carrying the stories of the past into the present.

But as we honor its legacy, we must **also prepare it for the future**. Upgrading the stadium with the latest technology to stream live games will allow us to share the excitement with fans who cannot attend in person, extending our reach and preserving the energy of game day for generations to come. Structural improvements will ensure the safety, comfort, and accessibility of the venue, while maximizing the use of our limited resources to address the most urgent needs without losing its historic charm.

Today, various departments collaborated to share a plan – one that is more than a renovation—it is a commitment to *blending tradition with innovation*, ensuring our stadium remains a place where history is celebrated, and the future is embraced.

Mission and Vision Statement

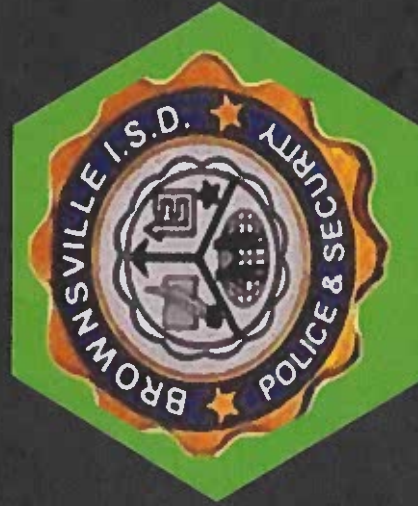
Schools... One Family



The Brownsville ISD Athletic Department is dedicated to empowering ALL students through a strong foundation of sportsmanship, leadership, and competitive excellence. Through a wide range of athletic programs, including Unified Sports, we promote a culture rooted in equity, integrity, and inclusivity.

KBSD Instructional Television mission is to support learning and creativity by producing engaging educational content, promoting district initiatives, and providing students with real-world media experience





MOST VALUABLE PLAYERS



One Family



BISD Athletic Department



Discussion Summary and Proposal of the Collaboration with Various Departments

MEETING DATE: AUG. 6, 2025

**PURPOSE: DISCUSS NECESSARY
UPGRADES AT SAMS STADIUM**

FOCUS:

1. Press Box-Maintenance Needs
2. Network Infrastructure Identified
3. Remaining enhancements @ Sams Stadium
4. Procurement Dept. to determine which
procurement method produces best value
5. Identification of Funding
6. Proposed Timeline



ATHLETIC DEPARTMENT

URGENT PRESS BOX UPGRADES:

- Need before game scheduled in September
- Maintenance needs (building)
- Full-scale network infrastructure
- Old equipment compatibility to new equipment
- Scoreboard issues since inception

ADDITIONAL STADIUM

IMPROVEMENTS:

- ✓ Ongoing locker room upgrades (\$50,000/year currently year 2)
- ✓ \$149,331 (Quote as 8/13/25)
- ✓ Discussion to repurpose the Landreth building (PD substation, retail space)
- ✓ Structural issues remain- rebar, rails



GILBERT LEAL,
ATHLETIC
DIRECTOR

PRESS BOX UPGRADES (STRUCTURE)

- Press box structure repairs are part of the ongoing three-year capital maintenance repairs.
- These repairs will address any water leaks the press box might have as well as any other structure issues.



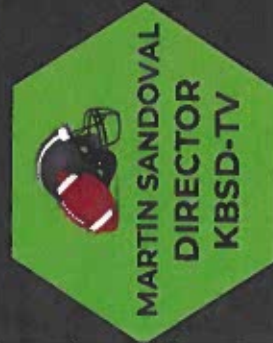


You can't win today's game with yesterday's equipment.



Work Hard Train Hard

With the right tools in hand, every whisper and light becomes a story worth hearing and seeing.



01

- Existing equipment 8-9 years old
- scoreboard

02

\$64,690

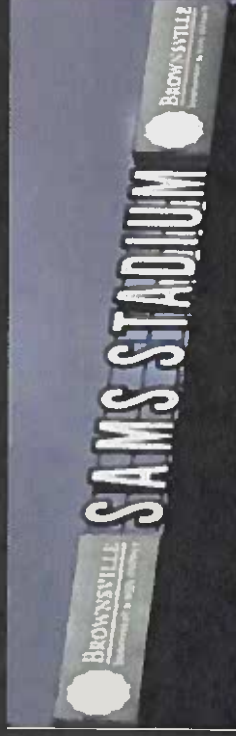
03

- Existing equipment 8-9 years old.
- Technology
- Wiring

Current Stack of Electronics



Recommendations to Upgrade



01

Formetco Srvcom needs an upgrade: Equipment has been Inservice since 2018. This piece of equipment controls all the video feeds and reducing them so they can be displayed on the scoreboard. Reroutes all the video and audio needed.

COST \$10,616

Installed

02

Speaker Mesh is currently faded.

Cost \$2,528

Recommendations to upgrade

"If you fail to prepare, you're prepared to fail."



01

TriCaster 3Play
Allows for instant replay
COST \$23,756



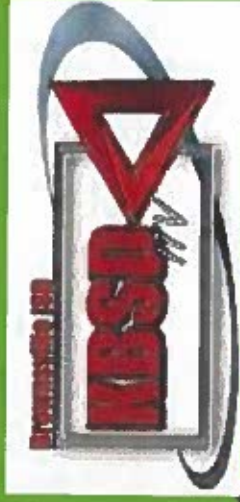
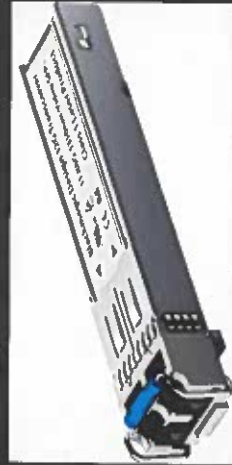
Show Control Products

02

Program allows for switching the live feed and commercials on the scoreboard. In accordance to UIL Regulations we can not show commercials on a live feed. This allows us to switch without terminating the live feed.

COST \$15,000

Recommendations to Upgrade



01

Live Score Bug

This program allows us to have a scoreboard on our live feeds that will automatically change as the score on the Realtime scoreboard does. One control for the entire scoreboard on the field and live streaming.

COST \$1,800

02

BlackMagic Converter x 13

Used to convert the signal from Fiber Optic line to a regular coaxial cable for the Tricaster

COST \$2,096

03

BlackMagic Optical Module Adapter x 13

The adaptor is need to hook up the fiber optic cable and then inserted into the converter

COST \$4,910

IN THE SPIRIT OF UPGRADING INFRASTRUCTURE INSTRUCTIONAL TECHNOLOGY

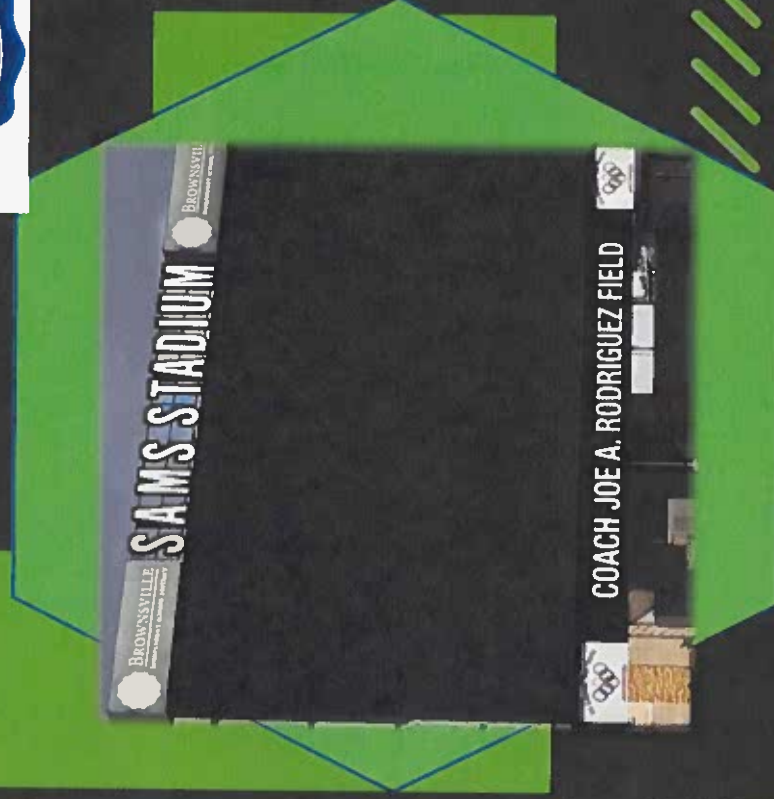
☐ Upgrade to modern technologies to meet and exceed current coaching standards.

- Upgrade to fiber optic cabling for next-generation internet speed and reliability.
- Upgrade press box infrastructure to enhance connectivity for staff and coaches.

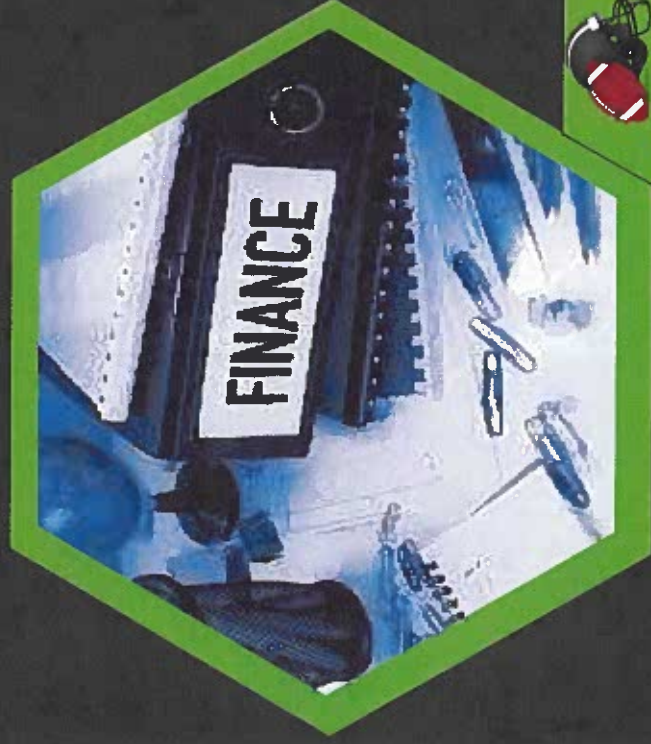
☐ Network upgrade:

- Wireless Hardware: \$82,737
- Wireless Install: \$123,425
- Re-cabling of Press box: \$51,933
- Audio and Fiber connection installation: \$171,792

Grand Total: \$429,887



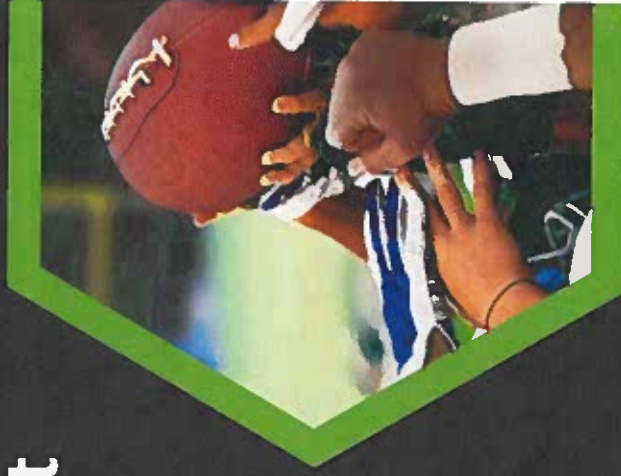
We're in a financial huddle, calling smart plays to stay in the game."



- ☐ Managing our "limited" resources one play at a time
- ☐ Install up-to-date technology equipment
- ☐ Ensure to address structural priorities
- ☐ Reallocation from the \$1.3M set aside for concrete repairs is under CONSIDERATION
- ☐ Expected construction savings credits are unavailable
- ☐ Minimal to no contingency funds remain in the current contract



MARY GARZA
FINANCE
INTERIM CFO





THANK YOU