

Butler Pitch and Putt

Golf Course Concession Contract Proposal

Presented to Parks and Recreation Board

September 23, 2014



Project Proposal

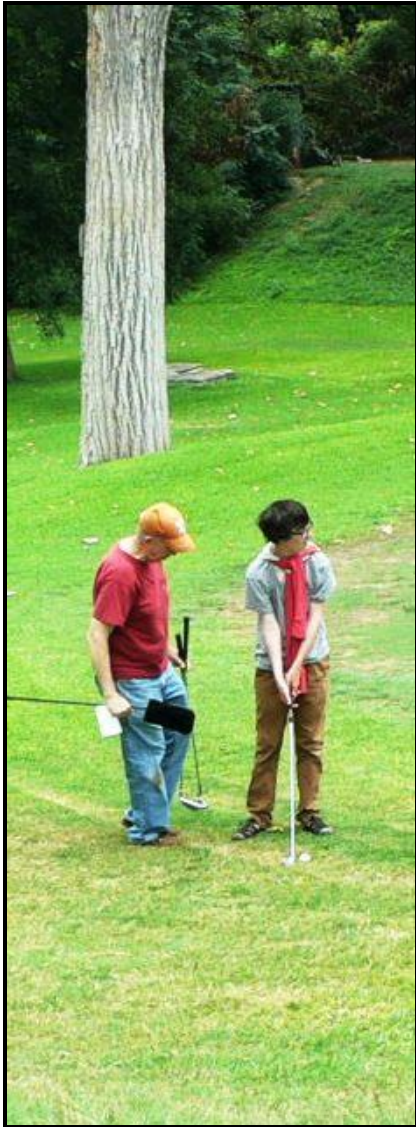
City Council

August 28, 2014

Resolution NO. 20140828-155

Summary of Directives:

1. Negotiate with Butler Pitch and Putt Operator to revise the revenue sharing agreement to provide a larger share for the City.
2. Improve landscaping
3. Provide ADA accessibility to the clubhouse while preserving its historic elements.
4. Explore options for programming for youth throughout the year.
5. Report back to PARB and Council no later than October 16, 2014



Butler Pitch and Putt

Contract Goals:

1. Course: Provide a golf course that meets the highest standards for public safety, environmental integrity, and public enjoyment.
2. Programming: Offer quality, affordable public instruction to increase participation, enhance player's skills and develop/encourage community through the game of golf.
3. Buildings and Landscaping: Provide a clubhouse and other buildings that are structurally and mechanically sound, aesthetically pleasing, and preserve the historic and cultural features integral to the iconic character of the site.
4. Revenue: Leverage public parkland and assets to provide to the greatest extent possible a consistent revenue to the city.



Project Proposal

FY 2013 Butler Pitch and Putt Gross Revenue: \$341,798

Current Revenue Share:

Approximately 6% of Annual Gross Revenue

- Flat Fee: \$1,200.00 per month/\$14,400 annually
- Plus 1% of Gross Revenue less than \$80,000 and 2% of Gross Revenue more than \$80,000
- FY 2013 Commission: \$19,145.00

Proposed Five Year Revenue Share:

With a five (5) year contract extension, the revenue share portion of annual gross sales would be increased to eighteen percent (18%).

- Flat Fee: \$2,625.00 per month/\$31,500 annually
- Plus an additional sum at the end of the year of 18% Annual Gross Revenue minus \$31,500 (monthly fees)
- Proposed Commission Estimated: \$61,523.64

Project Proposal

Improvements:

With a five (5) year contract extension, contractor will conduct the following improvements:

- Improvements to make the parking lot fully ADA-accessible.
- Landscaping around the building
- Add picnic tables and benches
- All trash cans will hang from a post not a tree
- Prune trees
- Add mulch to all bare areas around the building and all tee boxes
- Remove ivy that's near the building and replace with signage
- The sign will be a large golf ball on a tee with Pitch and Putt across the front
- Flag pole with a Texas flag and a UT flag
- Replace small mats on tee boxes with octagon shaped mats on top of a cement surface. Every two weeks they will be turned to keep them from wearing out in one place
- Update sprinkler system
- Ball washer and stands for clubs
- Add Recycling stations
- Rent a machine to regularly dethatch greens
- Continued care of oleanders to provide barrier for golf balls
- Implement more advanced and consistent program for the greens

Project Proposal

Additional Programming:

- Leverage partnership with the University of Texas educational programs.
- Initiate new partnership with Golf in Schools USA (GIS).
- Initiate new partnership with PGA program “Get Golf Ready” to grow the game.
- Become a PGA-recognized facility.
- Begin accepting credit cards.
- Explore food trucks with healthy options like smoothies, in coordination with PARD and other appropriate City Departments.
- Movies with Alamo Drafthouse portable screens, and music, in coordination with appropriate City departments.
- Have bands and golf specials during the music and other festivals.
- Conduct night golf Thursday, Friday and Saturday, during low usage periods.
- Use of the facilities for private parties and events.
- Enhance social media and marketing.
- Offer Groupons for times that are slow.
- Enhance email list to inform people of upcoming events, specials, programs, and other information about the course.

Recommendation

Staff Recommendation: Exercise Remaining 5-Year Option

Goals Met:

Course and Site Improvements: Contractor will make improvements to the premises to enhance golfing experience, address environmental and aesthetic issues, and improve accessibility.

Programming: Contractor will make significant effort to improve and increase programming, marketing, and participation.

Revenue Generation: Contractor significantly increases commissions.

Consistent Business Practices:

- Action is consistent with Concession Policy and previous negotiations with other concession contractors; and,
- Action reduces risk to future contract administration, procurement, and negotiation.

Goals Remaining:

Building Improvements: All asbestos and lead-paint remediation of the building, and all remaining structural improvements to the building including ADA improvements.

Golf Course Improvements: Improvement to the practice putting green (resurfacing)