



Legislation Text

File #: 15-3805, **Version:** 1

MINT VALLEY GOLF COURSE MARKETING PLAN AND NEW CART STORAGE PROJECT

COUNCIL STRATEGIC INITIATIVE ADDRESSED: Address quality of place issues

CITY ATTORNEY REVIEW: N/A

SUMMARY STATEMENT:

During 2015/2016 budget discussions last fall, council suggested that a marketing plan be developed for the Mint Valley Golf Course as one step toward trying to improve the financial health of the enterprise during the current biennium. That has been done by involving city staff with social media and event promotions experience from other departments in addition to parks and recreation, as well as members of the golf advisory committee. Attached are materials that describe some of the ongoing marketing commitments and new steps that have already been implemented this year, as well as a proposal to enter into an enhanced marketing program (Golf Now Plus) with our current online course reservation services provider.

During the same budget workshop last fall, staff discussed a potential golf course capital project (constructing additional cart storage space) that could eventually not only pay for itself, but that could also result in additional revenue for course operating costs. Council asked staff to come back with more fully investigated project information and a means of financing it that could involve non-golf fund sources. That, too, is attached. Staff will review the project cost estimates and financing assumptions during the May 7 workshop. As developed, the project would require "subsidization" from the capital projects fund during the initial financing years.

Staff will also provide, either prior to the workshop or during the workshop, depending on how quickly it can be prepared, MVGC play and revenue reports for 2015 through April.

RECOMMENDED ACTIONS:

Motion to approve entering into the Golf Now Plus marketing services agreement, contingent on contract review and terms agreed upon by city attorney; and motion to add the new golf cart storage project to the CIP for 2015/2016 with financing as outlined in the attached amortization spreadsheet.