



Legislation Text

File #: 15-3842, **Version:** 1

GOLF NOW PLUS MARKETING SERVICES AGREEMENT

COUNCIL STRATEGIC INITIATIVE ADDRESSED:

Address quality of place issues

CITY ATTORNEY REVIEW: REQUIRED

SUMMARY STATEMENT:

During the 2015/2016 budget discussions last fall, Council suggested that a marketing plan be developed for the Mint Valley Golf Course as a step toward improving the financial health of the enterprise during the current biennium. During the workshop on May 14th, Council reviewed recent Mint Valley marketing efforts and plans, including a proposal to enter into an agreement with Golf Now to provide a premium marketing service. Council approved entering into that agreement pending the city attorney's review of contract terms and conditions between the City and Golf Now regarding the Plus marketing program.

Attached is the attorney approved agreement providing for a 13-month term with Golf Now for the Plus marketing program. The terms allow for a 5% commission on all tee times booked through the Golf Now distribution channels, in addition to the single trade time already in place for providing online tee time registration. The agreement lays out the services that Golf Now Plus will provide to the course as part of the premium marketing service.

RECOMMENDED ACTION: Motion to approve entering into the Golf Now Plus marketing services agreement