



Legislation Text

File #: 18-357, Version: 2

TO: Mayor and Members of City Council
THRU: Kristoff Bauer, Deputy City Manager
FROM: Michael Gibson, Parks and Recreation Director
DATE: August 27, 2018

RE: Kings Grant Golf Course Exchange of Services Summary

COUNCIL DISTRICT(S):

1

Relationship To Strategic Plan:

Goal 4 - The City of Fayetteville will be a highly desirable place to live, work and recreate with thriving neighborhoods and a high quality of life for its citizens.

Executive Summary:

3DAG, LLC, purchased the Kings Grant Golf Course in the fall of 2016. The Council authorized a contract with 3DAG to exchange “in kind” maintenance services to assist golf course operations for use of that course to support new golf related recreational programs. This report will update Council on the progress of this contract and the recreation programs supported thereby.

Background:

The City was contacted by Kevin Rodriguez, Director of Golf at 3DAG, LLC, on September 27, 2016. 3DAG was considering purchasing the Kings Grant Golf Course from Methodist Univ. and asked if the City would be willing to partner with them to improve the condition of the course and to bring in new customers. 3DAG completed their purchase of the course on October 14, 2016.

3DAG requested that the City provide “in-kind” services and offered a series of discounts in exchange. The estimated cost of the “in-kind” services is estimated to be \$42,200.

Councilmember Jensen brought this concept to Council as a Council Initiative during the November 7, 2016 Council Work Session. Her presentation included the importance of preserving the Kings Grant Golf Course as an amenity that enhances the property values of the surrounding area. The Council provided consensus directing staff to explore ways to partner with 3DAG to preserve the course and develop a youth golf program. At the December 5, 2016 Council Work Session, Council authorized the contract with 3DAG (Contract Attached).

The Parks and Recreation Department has initiated golf programs and provided maintenance services for 3DAG, LLC, the owners of Kings Grant Golf Course. Council approved up to \$42,200 of in-kind maintenance services for the benefit of using the Kings Grant Golf Course. To date, Parks and Recreation has provided \$30,577 in in-kind maintenance. Parks and Recreation has successfully set up golf programs at Kings Grant Golf Course that have generated over 688 participants. The most value comes in allowing the summer camp participants a one day 3 hour camp at no cost.

Issues/Analysis:

Through a partnership with 3DAG, owners of King Grant Golf Course, Parks and Recreation was able to develop various programs that are offered to the public at discounted prices. The program included Women's Golf and Senior Golf which are offered in the spring, summer, and fall. Junior Golf and Golf Camps are offered in the summer. Middle School Golf is offered in the spring and fall.

Ladies Golf was offered from October 10 to November 14, 2017 on Thursday mornings. We had 3 participants who played one round of golf each week at \$40 per participant. Senior Golf was from May 22 to June 26, 2018 on Tuesday mornings. The program had one participant this past spring who was able to play a round per week. The cost of the program was \$35.

Golf Camps for this year was held July 23 to August 3, 2018. The camps were held on weekday mornings and participants were introduced to golf in a fun, instructive environment. We had 34 participants registered for the program at a cost of \$30 each. This was up 10% from last summer 31 participants. Additionally FCPR summer camps participated last year and this year in the golf camps which included approximately 600 children at no cost.

Junior Golf League was offered from June 17 to July 23, 2018 and consisted of 12 rounds of golf per participant. Five participants had a practice round on Sundays, followed by a competitive round on Mondays. The cost of the program was \$40.

Middle School Golf program was held on Tuesday and Thursday evenings from April 10 to May 17, 2018

The program was conducted by retired educator Dr. Ralph Burns and each of the 14 participants received training in life lessons, golf etiquette, and golf skills. The program was finished up with a 9-hole tournament. The cost of the program was \$20.

Parks and Recreation hope to increase participation with online registration now available.

Budget Impact:

N/A

Options:

This is an informational report. No decisions are required.

Recommended Action:

N/A

Attachments:

Golf Course Fully Executed Contract_02-27-2017.pdf