

VISION



OPPORTUNITY



STEWARDSHIP



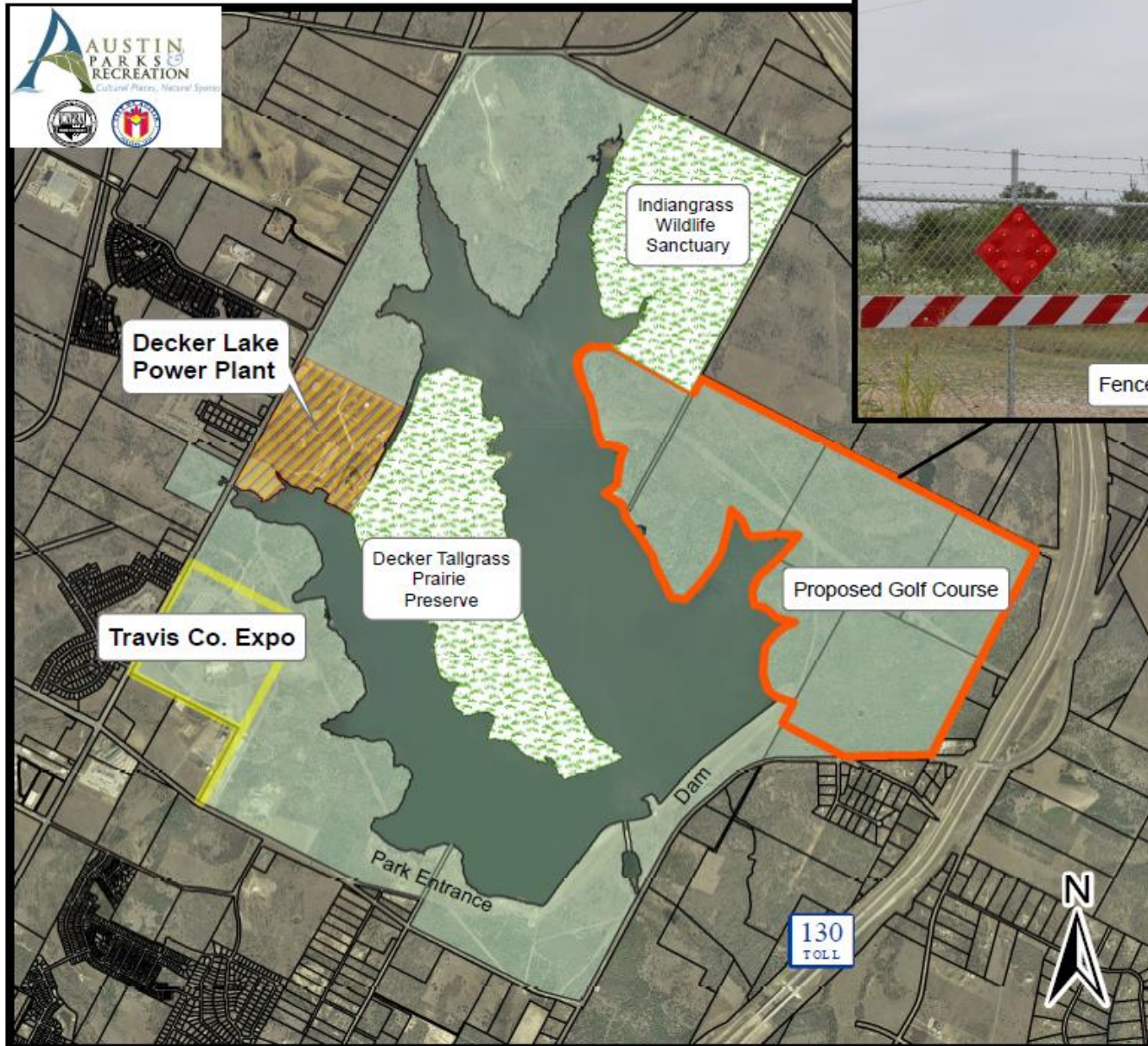
ECOLOGY

METRO PARK + GOLF COURSE

Walter E. Long Park, Austin, TX

Proposal for Planning, Design, Construction, and Management
Submitted by Decker Lake Golf LLC, on July 8th 2014

**Walter E. Long Metropolitan Park
Golf Course Proposal**



Fenced Boundary of the Park

Legend

-  Preserves
-  Decker Power Plant
-  Golf Course Zone: ~735 Acres
-  Travis County Exposition Center
-  Walter E. Long Metropolitan Park

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

2/26/2015 K. Scanlon

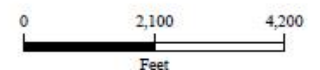
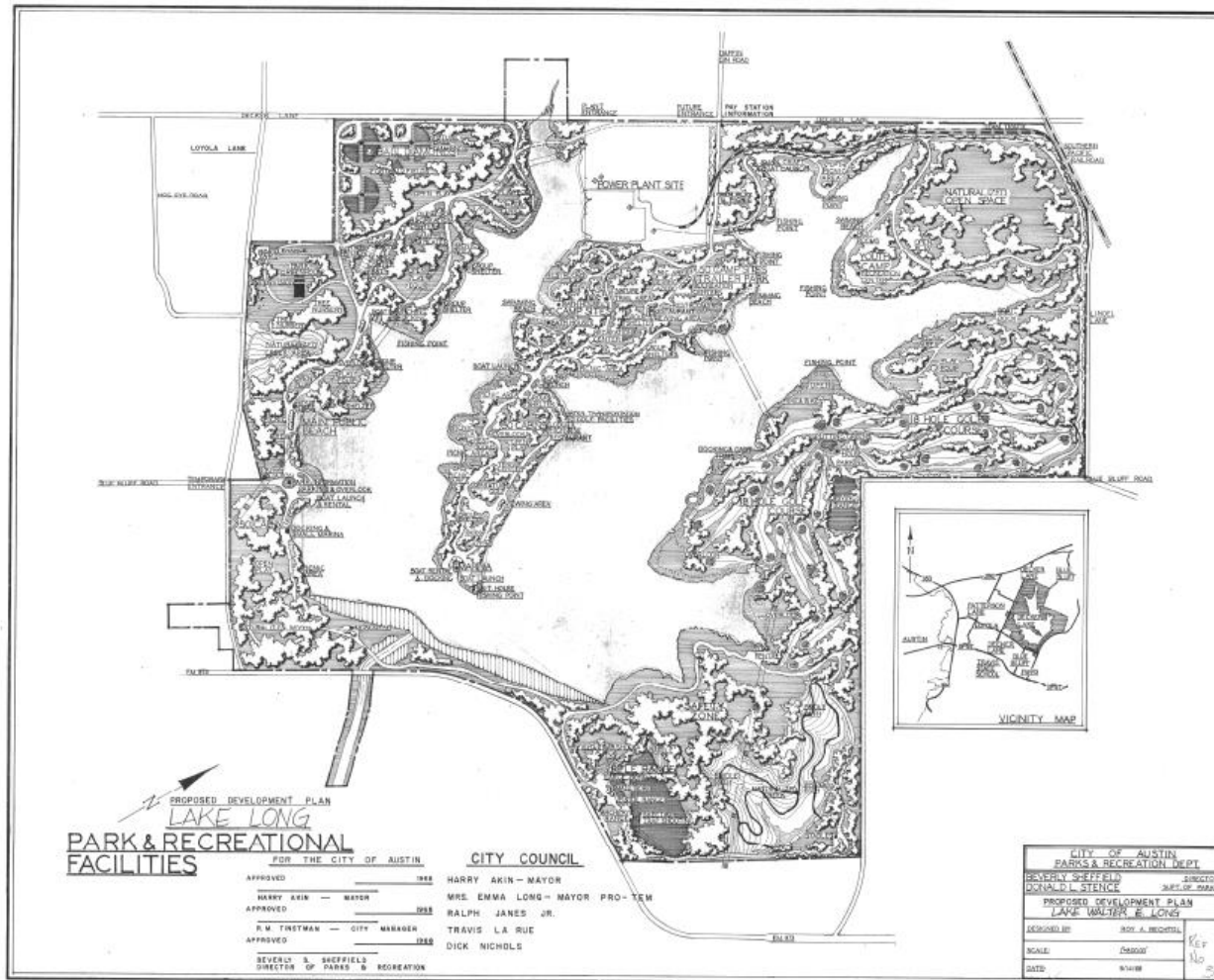


Exhibit B:Walter E. Long Metropolitan Park Site Map

Walter E. Long Master Plan

Adopted in 1968



Vision Implemented:

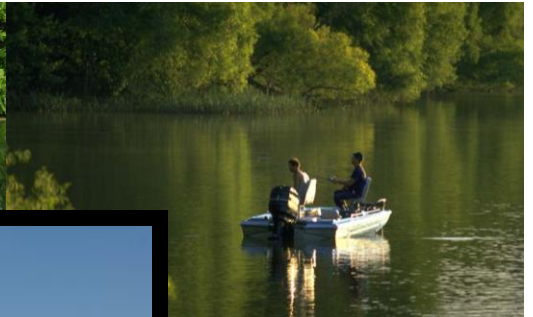
- ✓ Fishing Piers
- ✓ Boat Ramp
- ✓ Picnic Areas
- ✓ Aeromodelers
- ✓ Gun Range

To Be Completed:

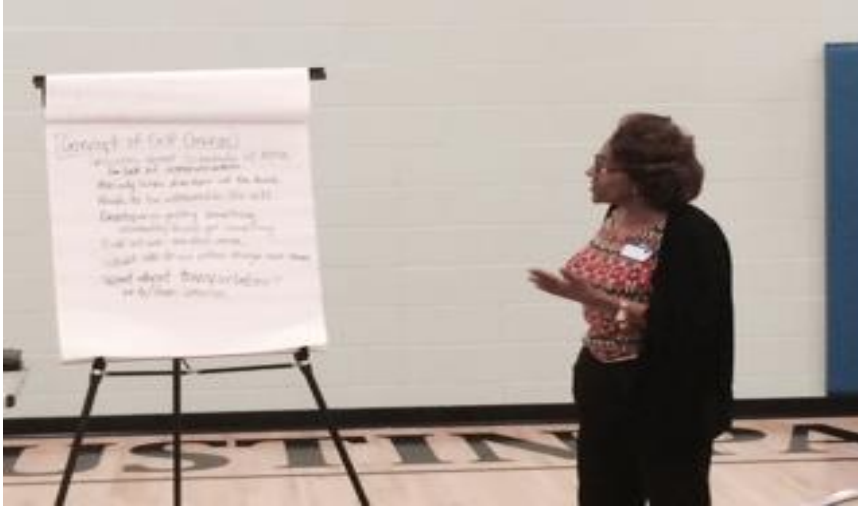
- Golf Course
- Additional Park Amenities

1400 acres remain undeveloped

Opportunities at Walter E. Long Metropolitan Park



Community Input



Community Input/Outreach

- May 6th, 2014 – RFQS input meeting at Turner Roberts Recreation Center
- May 13th, 2014 – Pre Solicitation meeting
- October /November , 2014 – Speak Up Austin
- November 17th, 2014– Morris Williams Golf Course

Presentations to Boards/Commissions/Council

- September 23rd, 2014– Parks and Recreation Board
- October 16th, 2014 – Briefing to City Council
- February 4th, 2015 – Briefing to African American Resource Advisory Commission
- February 11th, 2015 – Water/Wastewater Commission
- February 18th, 2015 – Golf Advisory
- February 24th, 2015 – Parks and Recreation Board
- March 5th, 2015 – City Council

Community Priorities:

- Economic Development:
 - Job Creation
 - Commercial & Retail Development
 - Grocery Stores
 - Restaurants
- Improvements to existing parks
- Continued Public Involvement
- Increase in programming opportunities
- Protect natural resources & minimize the environmental impact

Project Proposal Overview

Decker Lake Golf LLC (DLG) proposes:

- Two world class golf courses
- Extensive practice facilities
- Corporate meeting space
- Food and beverage services
- Other public park amenities & trail connectivity
- Non profit operated short course



Economic Opportunities

Major Golf Events:

- PGA Tour Event

Community

- Short Course/non profit
- District 1 Park Improvements

Other Park Use Possibilities

- Meeting Space
- Special Events
- Walking/Cycling Connectivity

Job Opportunities:

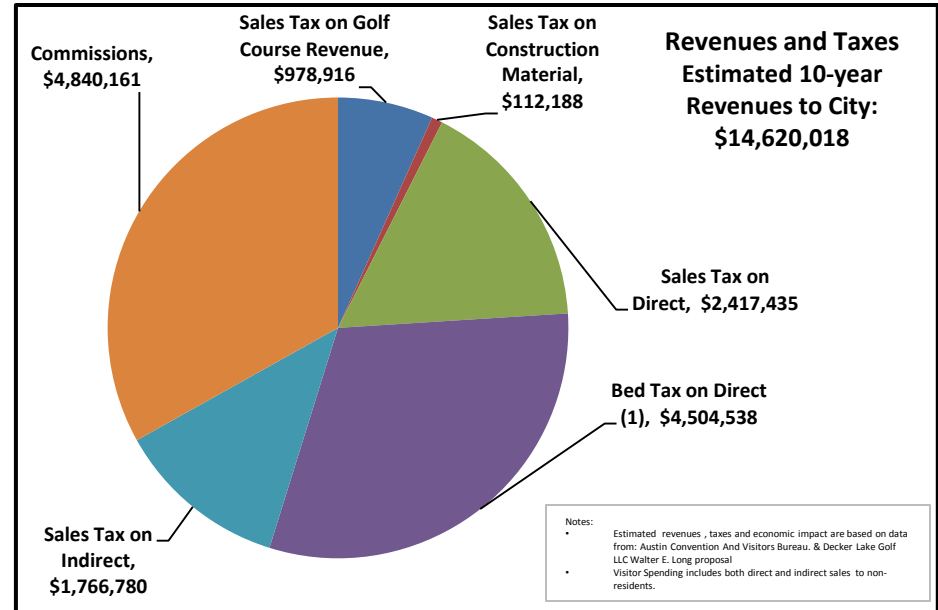
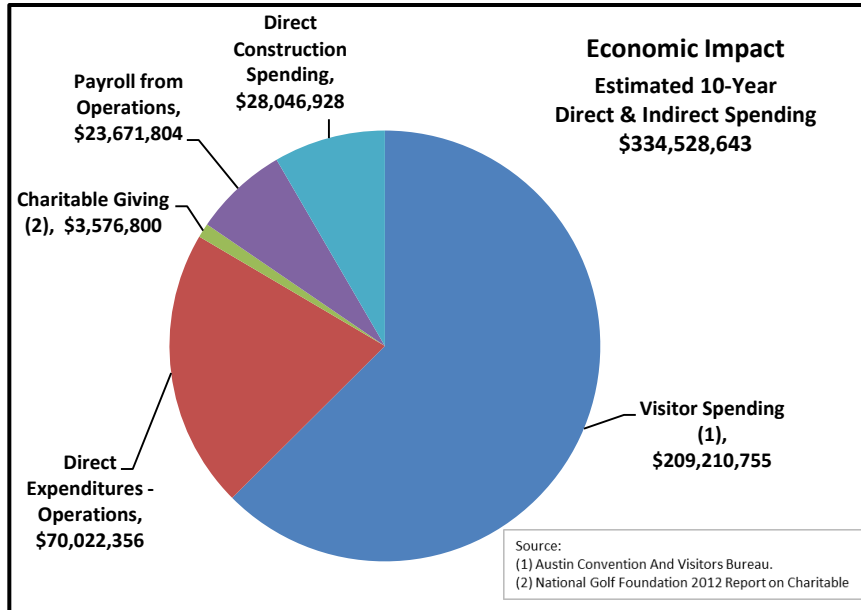
- 168 construction jobs in the first 3 years
- 113 construction jobs with phase 2
- 35 Permanent jobs from operations in year 1
- Total of 50 Permanent jobs
- Interview opportunities for District 1 applicants

Anchor for Future Developments:

- Adjacent Hotel– 500 jobs
- Other commercial uses in the area



Economic Impact



Commission Formula:

First 15-years of Agreement:

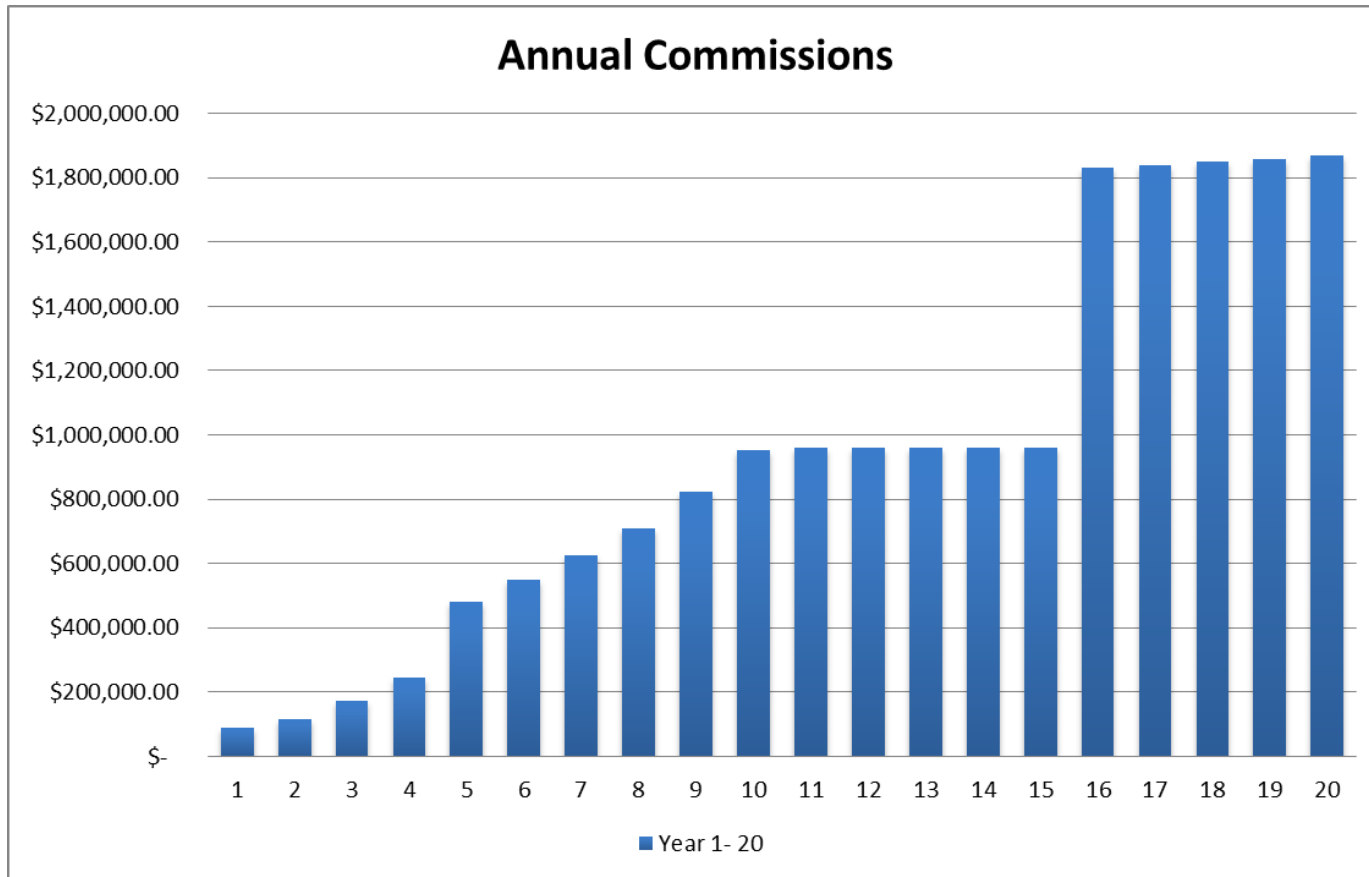
- 3% of revenues < \$4 million or \$90,000 minimum annual flat fee
- 5% of revenues between \$4 million - \$8 million
- 7% of revenues between \$8 million - \$12 million
- 9% of revenues between \$12 million - \$16 million
- 11% of revenues > \$16 million

Year 16 thru 25 = 11% of all gross revenues

Year 25 and beyond = 12% of all gross revenues

Contract period: 50 year term with four 10 year extensions.

Commissions to the City



Total Commissions after 20 years: \$18,814,948.26

License vs. Lease Agreements

Third Party may...	License	Lease
operate, program, maintain parkland	•	•
make improvements to parkland	•	•
conduct commercial activity	•	•
negotiate term	•	•
or the City may terminate without cause	•	
enter into an agreement with the City w/out referendum	•	
enter into an agreement with the City with a referendum	•	•

2000 Project	2015 Project
<ul style="list-style-type: none"> Lease agreement proposed Hotel + Golf Course proposed on parkland Referendum required for hotel operation on parkland 	<ul style="list-style-type: none"> License Agreement proposed Two golf Courses developed on parkland Land remains a Park Use/Purpose

Similar Projects & Economic Growth Results

PGA Tournament	Location	Economic Impact	Report Source
The Greater Gwinnett Championship (Champions Tour)	Gwinnett County, Georgia (Metro Atlanta)	<ul style="list-style-type: none"> • 2014 - \$8.77 million economic impact • Total monetary injection of about \$15 million over its first 2 years 	Gwinnett Sports Commission
Waste Management Phoenix Open (PGA Tour)	Scottsdale, Arizona	<ul style="list-style-type: none"> • Attendance in 2012 was 518, 262 • The economic impact to the Valley in 2012 was \$222 million 	Arizona State University W.P. Carey School of Business
PGA Championship (PGA Tour Major)	Charleston, South Carolina	<ul style="list-style-type: none"> • Estimated \$193 million economic impact • State House Speaker Bobby Harrell called the tournament “an economic-impact fireworks display” 	PGA and College of Charleston Office of Tourism
Valero Texas Open (PGA Tour)	San Antonio, Texas	<ul style="list-style-type: none"> • Raised a record \$10.4 million for charities in this years tournament (April 2015) 	San Antonio Business Journal
Farmer Insurance Open (PGA Tour)	San Diego, California	<ul style="list-style-type: none"> • City of San Diego municipal golf course • Last study produced in 2013 found: <ul style="list-style-type: none"> - \$24.66 million economic impact - \$261, 825 in sales tax revenue - 28,325 room nights booked - 72 hours of TV coverage - 41 million viewers of TV broadcast - More than \$2.9 million generated for San Diego charities 	The Century Club and KPBS News

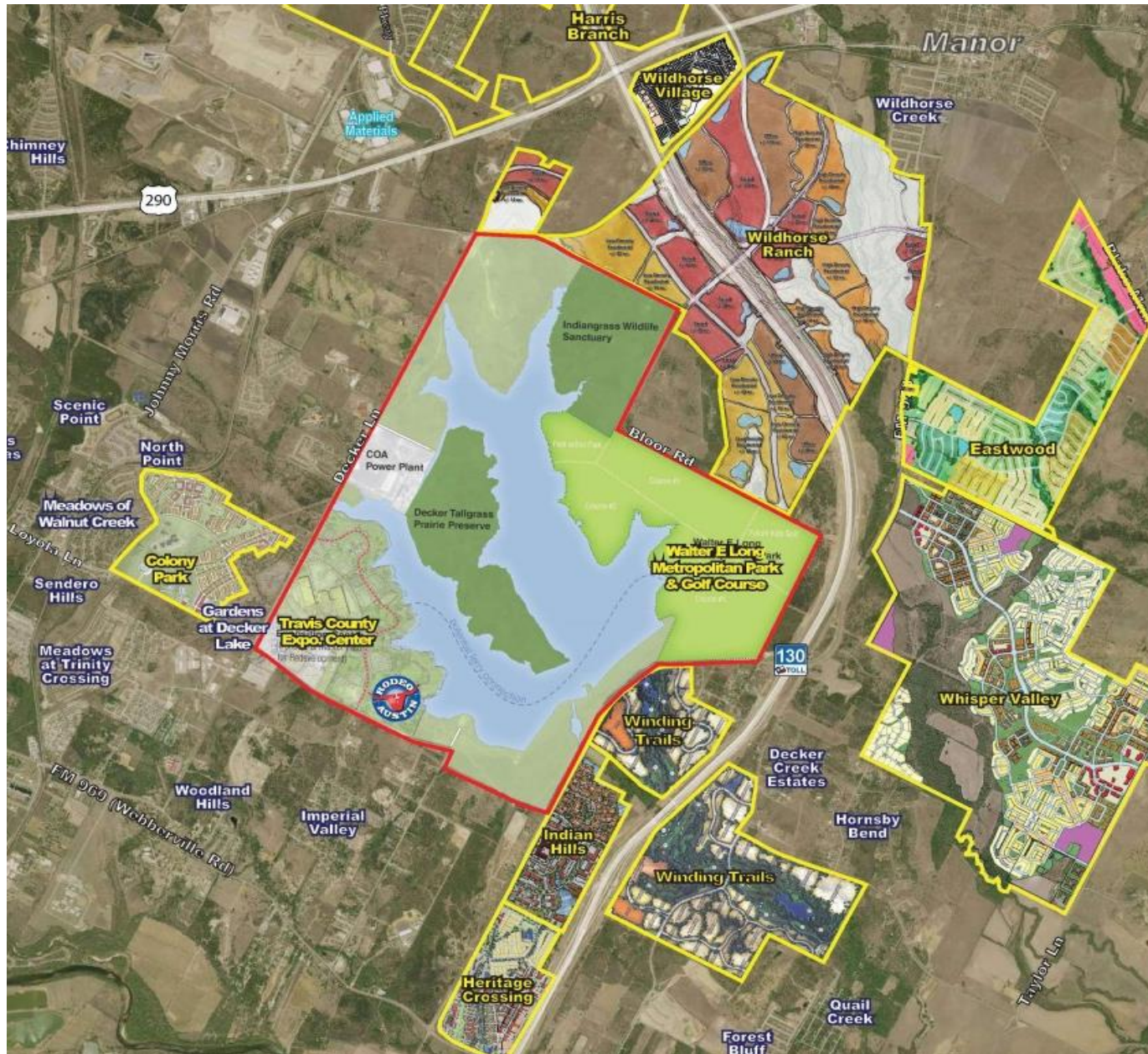
Tournament Players Club (TPC) Scottsdale, Arizona 1997 vs 2015



Golf Economy in Texas

**based on Golf 20/20 and SRI International's report for 2012*

- Texas's direct Golf economy was approximately \$4.2 billion and its total economic impact was \$6.2 billion
- Texas's Golf industry supported over 80,000 jobs with a wage income of \$2 billion
- Texas hosted 7 major Golf tournaments; in-state expenditures to host these along with spending by regional, state and local golf associations to support junior and amateur events and other activities, generated \$106.3 million
- Golf-related residential construction totaled \$208.9 million and the "golf premium" generated by sales in Texas's 200 golf communities was \$76.8 million
- Golf drew day-trippers and tourists to courses in different parts of the state spurring \$1.25 billion in tourism spending



East Austin

Potential
Planned Development

More than a Golf Course



- Destination type golf course
- Targets a different Golf Market
- Economic Driver
- Community Benefits