WALTER E. LONG
METROPOLITAN PARK + GOLF COURSE

A great metropolitan park should provide the region venues for a host of activities. The undeveloped land at Walter E. Long presents the citizens of Austin a unique opportunity to build significant parkland improvements enabled by the value created through a world-class golf facility. Seldom do such opportunities for public-private cooperation of this importance come along.

VISION

Our task in responding to the RFQ is to present an overall vision for the tract of land northeast of Walter E. Long Lake, land which has long been set aside for public golf. I look at myself and our team as fiduciaries that represent a number of constituencies: first and foremost the land, secondly, the City of Austin and its residents, thirdly, the game of golf and the values embedded in the games foundation, and finally, our investors, as a significant amount of money is required to build and maintain a golf course. Our goal is to deliver to the City of Austin a world class golf facility that will uphold Austin's values in stewardship of the land and the environment, and be an integral part of Austin's historic influence on the game of golf.

~ Joe Ogilvy, PGA Touring Pro

OPPORTUNITY

In partnership with the Parks and Recreation Department, we can add to the string of successes enjoyed by Austin with a truly "world class golf" venue. Properly conceived, built and operated the project will address a nascent market for an extraordinary golfing experience at a course capable of hosting a major tour event. The Imagine Austin vision of development nodes along SH 130 will be significantly stimulated by the investment made through this endeavor.

STEWARDSHIP

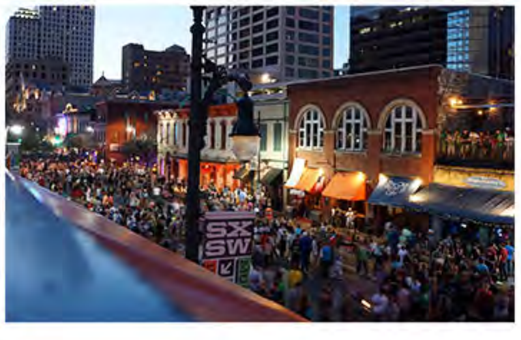
As it exists, the eastern portion of the W.E. Long park lies fallow. It is virtually inaccessible and therefore serves no one, save the lone boater accessing the land from the lake. We agree with the leaders of Austin that there is good reason to make the land more fruitful. A central element of our stewardship approach is to marry ecologically sound concepts for land development coupled with the best traditions of golf and innovative regional recreation for generations to come.

ECOLOGY

We believe golf course architects that use the natural topography, the flow of the land with minimal grading are not only ideal for design, they are also the best stewards of the land. These architects understand that golf courses do not always have to be green. They choose grasses that are drought tolerant but may be allowed to turn brown in severe droughts to provide options for the golfer and quite frankly a more aesthetic landscape with greater color contrasts. They choose native grasses for the rough areas that do not have to be irrigated and they tend to take out the non-native trees, thereby allowing the native trees to flourish. All of this enhances the playability and the beauty of the golf course. Coupled with Audubon International's Golf Course Certification Program, the land will be improved for both man and nature.

Bonnie Doon Golf Course, Designed by Ogilvy-Clayton

A world class golf course with the potential to attract high profile tournaments and strengthen Austin's reputation as an exciting and dynamic city for both residents and visitors



OUR TEAM

Kingston Heath, by Ogilvy-Clayton

To capitalize on this opportunity, we have assembled a uniquely qualified team of golf development professionals. This group is anchored by our exclusive affiliation with the PGA Tour's Golf Course Properties division.

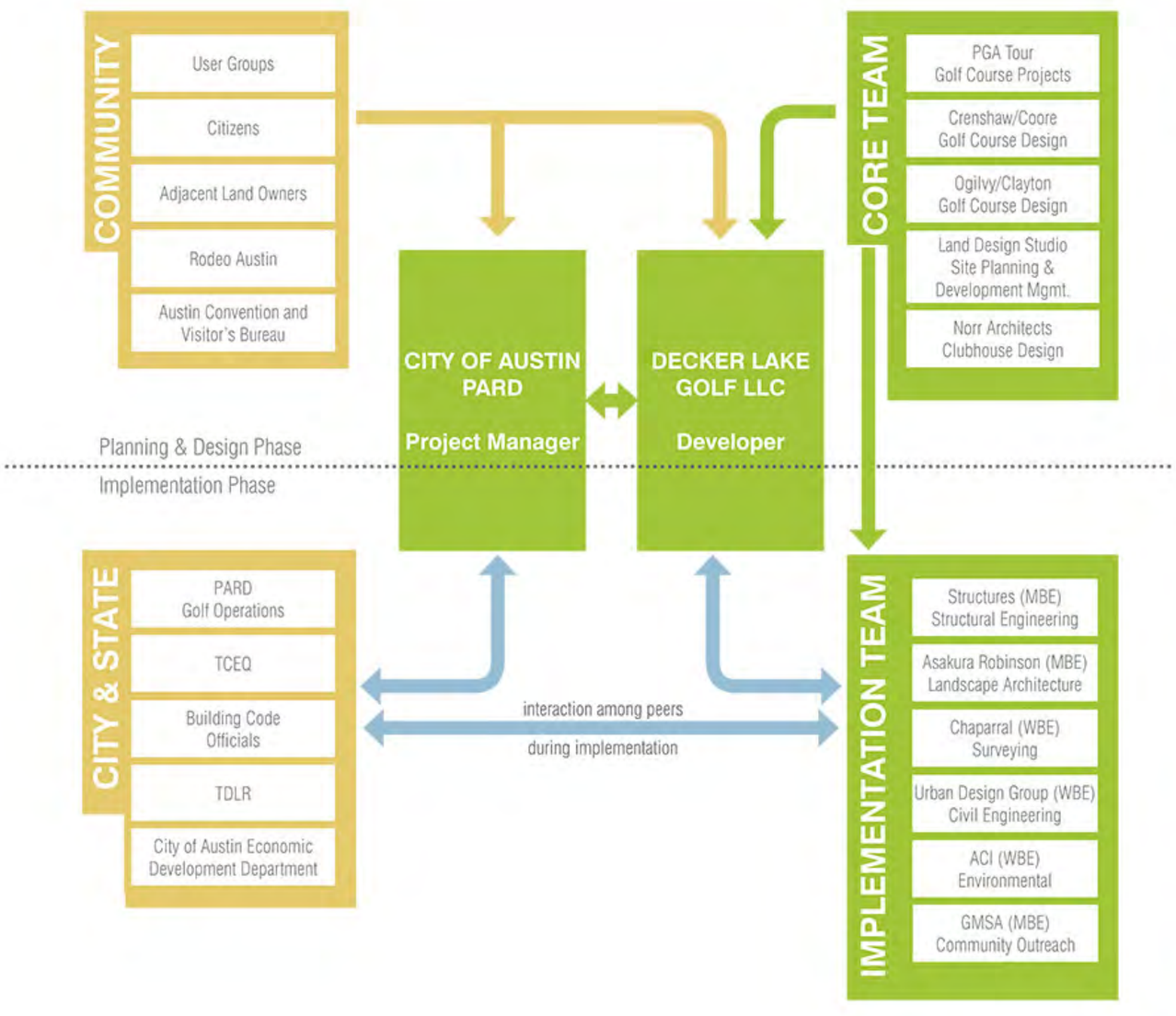
To accompany the PGA Tour team we have enlisted the services of two world renowned golf course architects. Locally known for his tour player accomplishments, Ben Crenshaw and his partner Bill Coore will design one course. The second will be designed by Ogilvy-Clayton, who has designed a number of innovative, Audubon quality courses.

Finally, we have assembled a team of local consultants to assist in the planning and design phase of the project. Most of these are certified W/MBE firms with the city of Austin.

This team will be led by Land Design Studio, a local planning and design firm deeply committed to improving Austin, with over 20 years of experience in planning, design and advocacy.

"There is no magical leadership structure - just people and relationships. Top down is out - collaboration is in."

- Neil Pierce, Curtis Johnson



Pinehurst No. 2
by Coore-Crenshaw

Streamsong
by Coore-Crenshaw

Sun City Country Club
by Ogilvy-Clayton

Barnbougle Dunes
By Ogilvy-Clayton

OUR VISION

OUR PROJECT IS BASED ON THE FOLLOWING UNDERSTANDING:

- Walter E. Long Metropolitan Park consists of just over 3,700 acres which are comprised of different components: the Lake, the Expo Center and its surrounding acreage, the Decker Tallgrass Prairie Preserve, the Indiangrass Wildlife Sanctuary, and the proposed golf course area.
- The community at large has a significant interest in the project but a general lack of knowledge about the area.
- The Parks Department has envisioned and promoted golf at this location several times over the last half a century but has not had the funding to move that vision forward.
- The city has made significant investment in planning for and enabling future growth along the SH 130 corridor just east of the park.

THE SITE AND CONTEXT:

Walter E. Long Lake is the natural connector between five land areas in the park. It is unique in that it is a constant level lake with a pristine shoreline over 15 miles long. The land to the southwest of the lake, between the Travis County Expo Center and the lake edge has been conceptually planned by Rodeo Austin to include significant active and passive recreation facilities. The Decker Tallgrass Prairie Preserve and the Indiangrass Wildlife Sanctuary have been set aside in perpetuity as important environmental assets for the community. Land to the northwest of the lake is either controlled by PARD concessionaires or the Austin Energy power plant. The 735 acre area set aside for golf lies to the northeast of the lake and is largely undeveloped and inaccessible. There is a 150 foot wide power line easement which splits the track into two halves - one generally north of the easement, and one to the south. There is a priority woodland in the northeast corner of the track.

CONCEPTUAL APPROACH

From the '30,000 foot' level the site is generally organized into four districts. The first of these is the land to the northwest of the power line easement and south of the Indiangrass preserve. It has approximately 1,800 feet of shoreline and would make a wonderful 'park within a park'. Since many active, traditional park uses are anticipated across the lake next to the Expo Center, this area would be ideal for more passive uses such as fishing, canoing, hiking, and picnicking. It would also be a good venue for a demonstration 'food forest.' The food forest concept aims to teach residents the practice of growing local food at a neighborhood scale. The area east of the lake and south of the power line easement would accommodate the potential championship 18 hole golf course. The area north and west of that would accommodate a second 18 hole course. The clubhouse would be located on the lake shore between the two courses and would have an incredible view west towards downtown. The northeast corner of the site would be set aside for a children's short course. This facility would be appropriate for local programs such as First Tee and other developmental golf programs.

Audubon International

Above: The design and development team is enthusiastic about creating a sustainable landscape that protects and showcases native plants and wildlife. For example, the team will seek inspiration from the Blackland Prairie preservation adjacent to the site. Furthermore, the team will seek certification through the Audubon Sanctuary Program for Golf Courses.

Conceptual Plan (Subject to Change)

Aerial View from the East

View of Clubhouse looking northwest from Decker Lake

Lower Level

Main Level

THE PROCESS

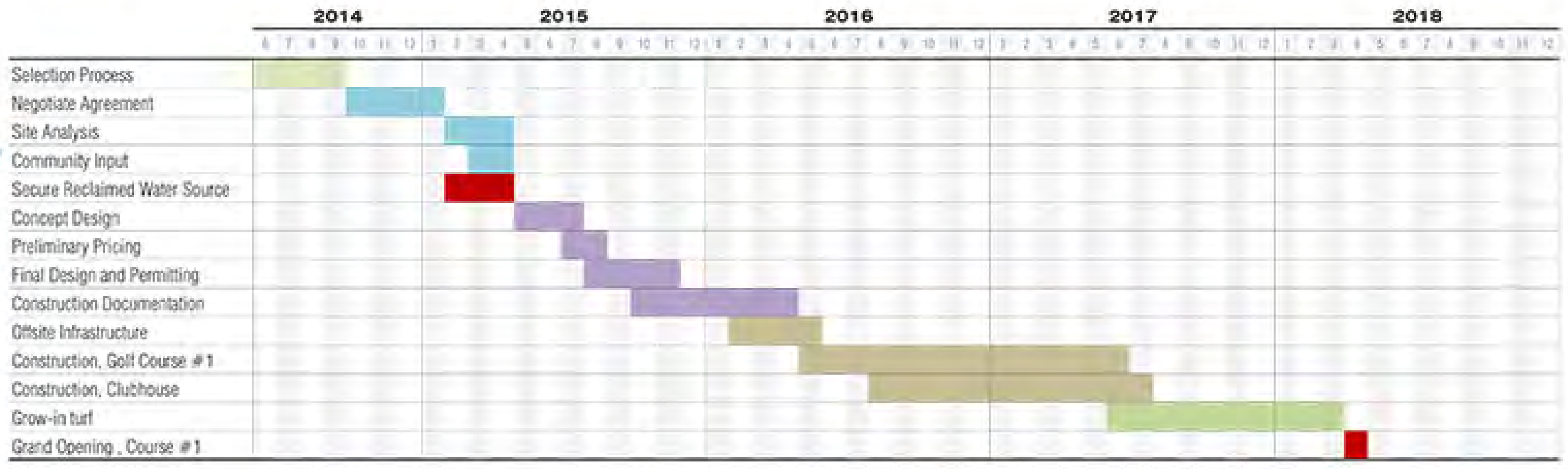
COMMUNITY INPUT + CONSENSUS BUILDING

Multiple members of our team have considerable experience with public involvement on a broad range of project types and can facilitate engaging and focused workshops, conduct community preference surveys, and build consensus among stakeholders that will be affected by this project. One such project was the programming and design for Travis County's East Metro Park, a $12m, 200 plus acre facility completed several years ago. Our outreach efforts on that project included multiple workshops, surveys and public meetings with Manor, Austin and Travis county-at-large. More recently, team member Land Design Studio assisted by team member GMSA lead the community outreach efforts for the Burnet/Gateway Neighborhood Plan which resulted in a redevelopment plan and ordinance for approximately 2,500 acres of land in north Austin. Our team possesses outstanding presentation and graphics capabilities that facilitate clear communication of design concepts as they are developed during these consensus building efforts.

The following is the list of services/amenities that came from a Community input meeting regarding this Project. Those items in bold type are all addressed in our Development Plan.

- **Would like to see opportunities for local children**
- **Recreation/Learning Golf**
- **Employment**
- Proposal needs programs
- **Qualifications of Proposer should clearly show experience and capacity to do local programs**
- Part of score criteria
- **Look at the area as a whole for planning recreational amenities**
- **Use a different landscape design plan to reduce water use**
- **Make golf course an example of "best practices for water conservation"**
- **Use Grey water**
- **Sustainability Holistic**
- **Big enough to capture growth**
- Tax revenue of adjacent development
- Ensure programming helps to prepare next generation
- **Lessons**
- Education – math and others
- No golf course community on East Side
- **Provide easy access for children, bicycles and pedestrians**
- **Local programs should be affordable for kids**
- **Caddy program**
- Scholarship program
- **Partner with schools to bring kids to golf – public, private and charter**
- **Golf provides an anchor**
- **Economic development**
- **Design needs to protect natural resources such as trees**
- **Golf related jobs – not just service industry**
- **Revenue**
- **Kids and parents play together**
- Possible donations from the PGA
- Programs
- **Junior golf**
- No cost to participants
- No golf course community on East Side
- Nature camps
- **Beginners**
- Education based
- **Access**
- Cost is affordable
- **Revenue sharing/stay on East Side**
- Needs to be affordable for all

Project Management Structure + Schedule



Site Analysis

Planning + Design

Construction

Operation

NEXT STEPS

SITE ANALYSIS

The site will undergo several analyses in preparation for the conceptual design phase. These will include:

- Soils for construction and horticultural characteristics,
- Hydrology, archeology, wetlands and jurisdictional waters,
- Critical Environmental Features,
- Topography, slopes and protected trees,
- Habitat and endangered species,
- Transportation network and utility infrastructure,
- Vistas and Viewsheds.

COMMUNITY INPUT

The public, including all stakeholders, will be engaged in pre-design activities to assess user needs in the Park. These sessions will allow all Austin residents input to the design team to help shape an inclusive vision for park improvements and golf courses.

POTENTIAL OPPORTUNITIES

In the article, "How Cities Use Parks for Economic Development," the American Planning Association debates many of the attributes of great public parks. This underscores the City of Austin's forward thinking to partner with the private sector on this unique natural resource and recreational asset.

Key points from the article are listed in the left column, while our commentary pertaining to this project are listed in the right.

"Parks provide intrinsic environmental, aesthetic and recreation benefits to our cities. They are also a source of positive economic benefits. They enhance property values, increase municipal revenue, bring in homebuyers and workers, and attract retirees.

At the bottom line, parks are a good financial investment for a community. Understanding the economic impacts of parks can help decision makers better evaluate the creation and maintenance of urban parks."

- Excerpt from "How Cities Use Parks for Economic Development"

KEY POINT # 1: Real property values are positively affected

While rates of land value increase are beyond the scope of this submittal, we believe that city, county and other taxing authorities will see increased revenues due to development of land adjacent to the golf course and park. Multiple real estate industry sources have substantiated the effect of parkland on adjacent land, including ULI and Texas A&M.

KEY POINT # 2: Municipal revenues are increased

Approximately 14,000 linear feet of private property face the W.E. Long golf tract. These tracts of land are all developable, and most are vacant. The acceleration of development of these tracts due to the investment in the park will be realized in the tax coffers of all eligible taxing authorities.

KEY POINT # 3: Affluent retirees are attracted and retained

Golf, really good golf, will add to the recreational offerings in PARD's inventory. To quote one PARD staffer, "Austin's public golf courses are the equivalent of fast food golf." Implementation of our vision should add a 'fine dining' option to PARD's golf menu.

KEY POINT # 4: Knowledge workers and talent are attracted to live and work

An opportunity to experience golf in a traditional setting of Audobon Habitat quality will help attract workers and citizens who may not have considered golf before. Including a host of kids and junior golf programs along with a first class short course will change the golf dynamic in Austin.

KEY POINT # 5: Homebuyers are attracted to purchase homes

New homeowners in Wild Horse Creek, Whisper Valley, and other yet-to-be-created developments will be within biking distance of the most significant park in Central Texas. Our commitment to bike connectivity by implementing segments of a regional bike trail will get this area ahead of the curve as far as alternative modes of transport are concerned.

The Economic Benefit Analysis presented here seeks to quantify the potential impact our project would have on the region. It is important to keep in mind that our concept is very preliminary, therefore this EIA is perhaps a bit premature. To give the analysis third party verification we reached out to the Austin Convention and Visitors Bureau, the National Golf Foundation, and the PGA Tour. They show our assumptions are conservative, thus this analysis is equally conservative. This analysis does not include a new PGA tour event in Austin.

The visitor in this analysis assumes a non-resident traveling to Austin and staying overnight to enjoy our facility. The Austin CVB input is included in the Appendices as is the NGF study on charities benefiting from local golfing benefit tournaments.

Community input gathered by the city this spring indicates a desire to dedicate any revenue shared with PARD for use in East Austin. We agree with that input and would recommend that the Walter E. Long Metro Park area be a beneficiary of such funding.

PROJECTED COURSE UTILIZATION	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10	10 YR CUMM
Annual Rounds Played	22,000	26,400	31,680	38,016	58,016	60,016	62,216	64,636	67,298	70,226	500,504
Resident rounds	11,000	13,200	15,840	19,008	29,008	30,008	31,108	32,318	33,649	35,113	250,252
Visitor Rounds	11,000	13,200	15,840	19,008	29,008	30,008	31,108	32,318	33,649	35,113	250,252
TOTAL REVEVUE	3,092,100	3,987,522	5,139,537	6,621,045	10,521,373	11,485,453	12,532,542	13,491,481	14,780,662	16,239,925	$ 97,891,640
City of Austin Revenue Share	$ 128,700	$ 162,162	$ 204,324	$ 257,448	$ 412,535	$ 448,094	$ 487,746	$ 532,054	$ 581,664	$ 637,322	$ 3,852,050

ECONOMIC IMPACT/OPERATIONS											
City Sales Tax from GC Revenue	$ 61,842	$ 79,750	$ 102,791	$ 132,421	$ 210,427	$ 229,709	$ 250,651	$ 269,830	$ 295,613	$ 324,798	$ 1,957,833
Visitor Spending (1)											
Direct Sales	$ 5,313,000	$ 6,375,600	$ 7,650,720	$ 9,180,864	$ 14,010,864	$ 14,493,864	$ 15,025,164	$ 15,609,594	$ 16,252,467	$ 16,959,627	$ 120,871,764
Sales Tax on Direct	$ 106,260	$ 177,512	$ 153,014	$ 183,617	$ 280,217	$ 289,877	$ 300,503	$ 312,192	$ 325,049	$ 339,193	$ 2,417,435
Bed Tax on Direct	$ 198,000	$ 237,600	$ 285,120	$ 342,144	$ 522,144	$ 540,144	$ 559,944	$ 581,724	$ 605,682	$ 632,036	$ 4,504,538
Indirect Sales (828)	$ 3,883,000	$ 4,659,600	$ 5,591,520	$ 6,709,824	$ 10,239,824	$ 10,592,824	$ 10,981,124	$ 11,408,254	$ 11,878,097	$ 12,394,974	$ 88,338,991
Sales Tax on Indirect	$ 77,660	$ 93,192	$ 111,830	$ 134,196	$ 204,796	$ 211,856	$ 219,622	$ 228,165	$ 237,562	$ 247,898	$ 1,766,780
Direct Expenditure from Operations	$ 4,385,082	$ 4,572,275	$ 4,764,339	$ 4,977,827	$ 7,764,020	$ 8,042,783	$ 8,337,436	$ 8,720,943	$ 9,052,404	$ 9,405,248	$ 70,022,356
Charitable Giving, Local Events (2)	$ 157,800	$ 184,100	$ 210,400	$ 236,700	$ 315,600	$ 368,200	$ 473,400	$ 473,400	$ 526,000	$ 631,200	$ 3,576,800
Projected Total 10 Year Impact											$ 291,498,664
Permanent Jobs from Operations	$ 35					50					
Payroll from Operations	$ 1,782,000	$ 1,871,100	$ 1,964,655	$ 2,062,888	$ 2,166,032	$ 2,502,000	$ 2,627,100	$ 2,758,455	$ 2,896,378	$ 3,041,197	$ 23,671,804

ECONOMIC IMPACT/CONSTRUCTION	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10 YR CUMM
Direct Construction Spending	$ 1,682,805	$ 6,731,220	$ 8,414,025			$ 1,110,780	$ 4,443,120	$ 5,664,978			$ 28,046,928
Sales Tax on Construction Material	$ 13,462	$ 53,850	$ 67,312			$ 8,886	$ 35,545	$ 45,320			$ 224,375
Construction Jobs	34	135	168			22	89	113			

(1) Source: Austin Convention and Visitors Bureau
(2) Source: National Golf Foundation 2012 Report on Charitable Impact of Golf