

RESOLUTION NO. 20140828-155

WHEREAS, the Kinser family (Operator) has operated the Kinser Butler Pitch and Putt since 1950 and has entered into an agreement with the City; and

WHEREAS, the Pitch and Putt provides a unique central-city location for players of all levels and ages to enjoy the game of golf in an affordable, inclusive, and relaxed environment; and

WHEREAS, Ordinance No. 031009-11 requires an annual report be presented regarding the status of concessions on the Trail at Lady Bird Lake and Zilker Park area, including annual revenue, any recent issues or problems, and information regarding new concessions; and

WHEREAS, the ordinance requires the Pitch and Putt be evaluated annually; and

WHEREAS, in 2014 the Parks and Recreation Department (PARC) reviewed the Pitch and Putt and determined that it needs physical improvements to the clubhouse and grounds, including to come into compliance with the Americans With Disabilities Act (ADA); and

WHEREAS, the Pitch and Putt contract review showed that the City's share of the concession revenue has remained at approximately 6 percent for the last 10 years, while more recently negotiated concession contracts set the required percentage at twenty percent or more; and

WHEREAS, PARD considered three options:

1. extend the contract with Kinser Pitch and Putt through 2019;
2. extend the contract with Kinser Pitch and Putt through 2019 with a revised revenue-sharing agreement and limited site improvements; or
3. solicit competitive bids for the operation and maintenance of the Pitch and Putt; and

WHEREAS, the Operator offered to revise the revenue-sharing agreement and to invest in facility improvements, such as renovating the interior and exterior of the clubhouse and constructing an ADA-compliant restroom; and

WHEREAS, PARD staff plans to recommend that the City issue a competitive bid solicitation for the operation, maintenance, and renovation of the Pitch and Putt; and

WHEREAS, Imagine Austin identifies support for local independent businesses among its goals, and the City has adopted multiple resolutions expressing support for independent businesses, and it is Council's desire to have local businesses operate this facility as knowledge of local conditions is critical to its success; and

WHEREAS, the Economic Development Department created a Family Business Loan Program to enable existing local businesses to expand and create jobs, revitalize communities, increase the City's tax base, and to enhance the overall quality of life of Austin residents; and

WHEREAS, PARD creates and facilitates recreational experiences that improve physical and mental health; and

WHEREAS, the value of such recreational experiences cannot be quantified solely in terms of revenue generation; and

WHEREAS, recreational experiences are enhanced by authenticity, tradition, and local flavor; **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

That the City Manager negotiate with the Operator to revise the revenue sharing agreement to provide a larger share for the City, to improve the landscaping, and to provide ADA accessibility to the clubhouse while preserving its historic elements and report back to the Parks and Recreation Board and to Council no later than October 16, 2014.

BE IT FURTHER RESOLVED

That no solicitation is released prior to the report and decision of the Council.

BE IT FURTHER RESOLVED

That the City Manager explore options for the operation of the Kinser Butler Pitch and Putt to include programming for youth throughout the year, to access any City programs or opportunities for funding such as the Family Business Loan Program, and to investigate opportunities for concessions that might complement the Pitch and Putt experience while providing additional revenues and other terms beneficial to the City.

BE IT FURTHER RESOLVED

That the City Manager explore opportunities for resolving pedestrian/bicycle obstacles near and around the Pitch and Putt during upgrades to this property.

BE IT FURTHER RESOLVED

That the City Manager report back on the projected revenue generated by parking meters along Lee Barton Drive and the steps necessary to designate those funds for improvements at the Pitch and Putt.

ADOPTED: August 28, 2014 **ATTEST:** _____
Jannette S. Goodall
City Clerk