



Austin Parks and Recreation Department

Hancock Golf Course Update

Community Meeting Update on Hancock Golf Operations, December 2, 2021

Lucas Massie, PARD Assistant Director; Kevin Gomillion, Golf Division Manager



Virtual Meeting Info: Zoom Housekeeping



Participants can join by computer and/or phone



This session is being recorded and will be posted at the conclusion.



Participants will stay muted through presentation.



Comments and questions can be shared throughout the meeting in the chat.



We will have open Q&A time at the end.



“Raise hand” for sharing comments during open session

Hancock Golf Course & Park Space

PARD Goals for Hancock Golf Course and Surrounding Park Space:

- 1) Maintain Shared use of Space
- 2) Increase the fiscal responsibility of City funds
- 3) Financial solvency of Enterprise Fund
- 4) Maintain golf's historic significance at this location

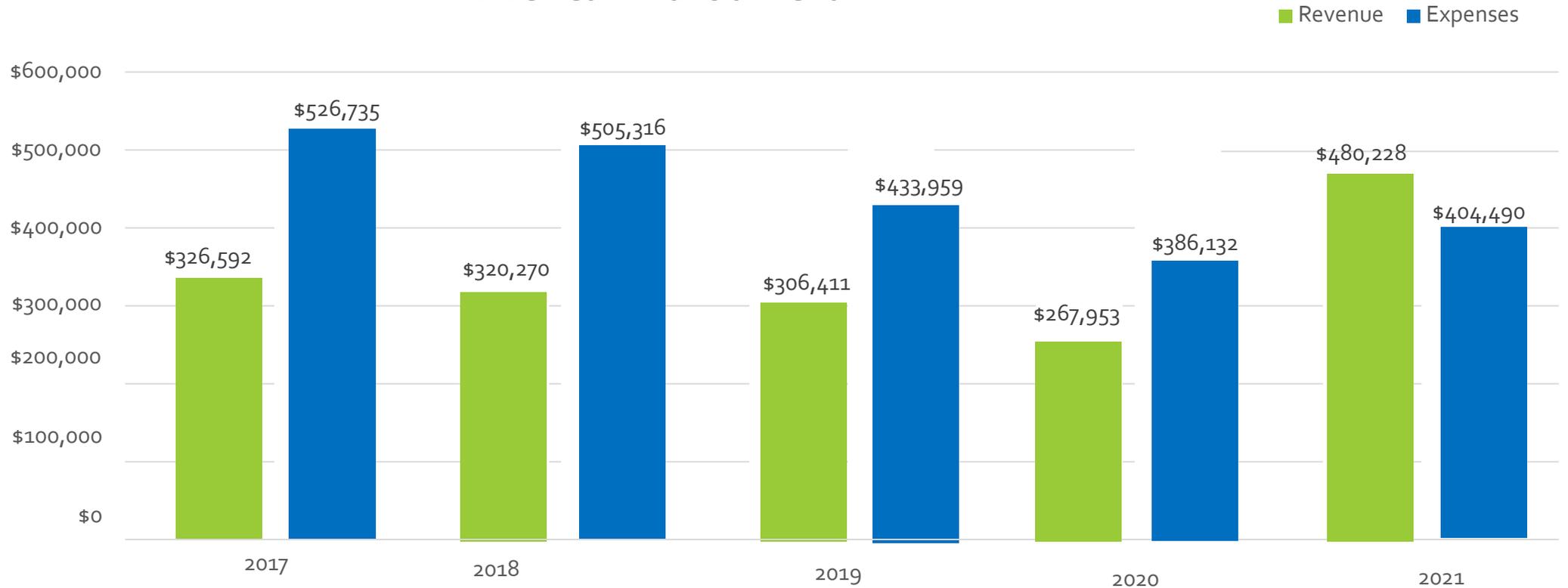
Challenges:

- Limited General Fund Resources
- 9-hole Golf Course
 - Minimal Staffing Levels (Pay Station)
 - Limited Pro Shop Services
 - Course Conditions
 - Aging Equipment



Hancock Golf Course Financial Challenges

Five Year Financial Trend



(\$200,413)

(\$185,046)

(\$127,548)

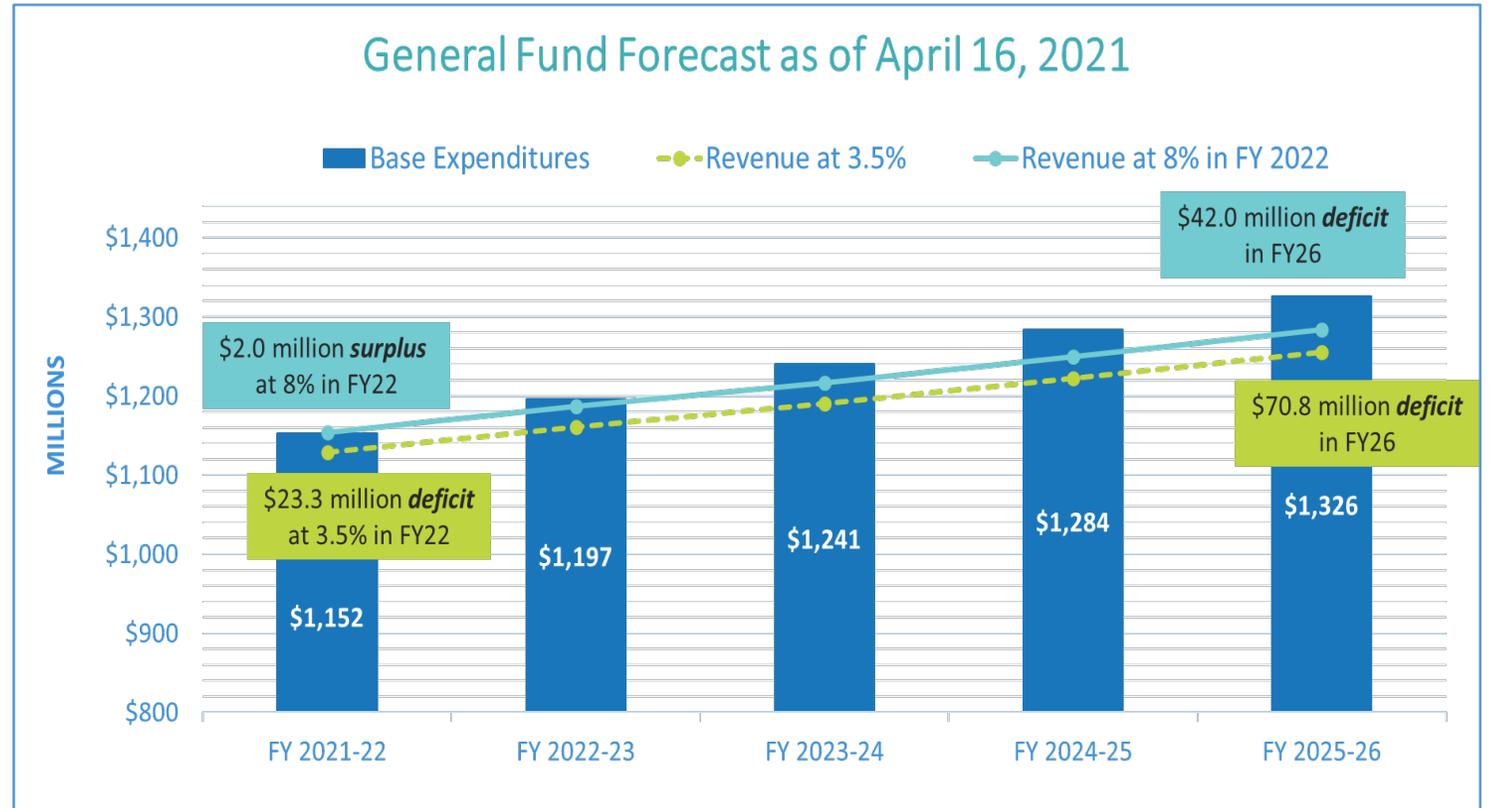
(\$118,179)

\$75,738



General Fund Outlook

- General Fund Fiscal Year 2021 (FY21) Estimates
 - Revenue estimated to end year \$8.3 million below FY21 Budget
 - Future Revenue tax caps at 3.5%
 - “Departmental revenues much weaker than budgeted due to extended duration of shutdown in comparison with assumptions made last summer.”
- Enterprise Golf Fund
 - \$1.0M Annual Transfer reduced to \$500,000



Recent Background – Continued Transparency

Community Engagement Meetings

- First meeting, February 29, 2020
- Neighborhood/Conservancy, November 2020
 - (Eastwoods, Hyde Park, Cherrywood, North Loop, North University & Hancock)
- Golf Advisory Group, November 2020
- PARB Briefing, December 2020
- Neighborhood Associations, January 2021
- Neighborhood/Conservancy, March 2021
- Conservancy Meeting, April 2021

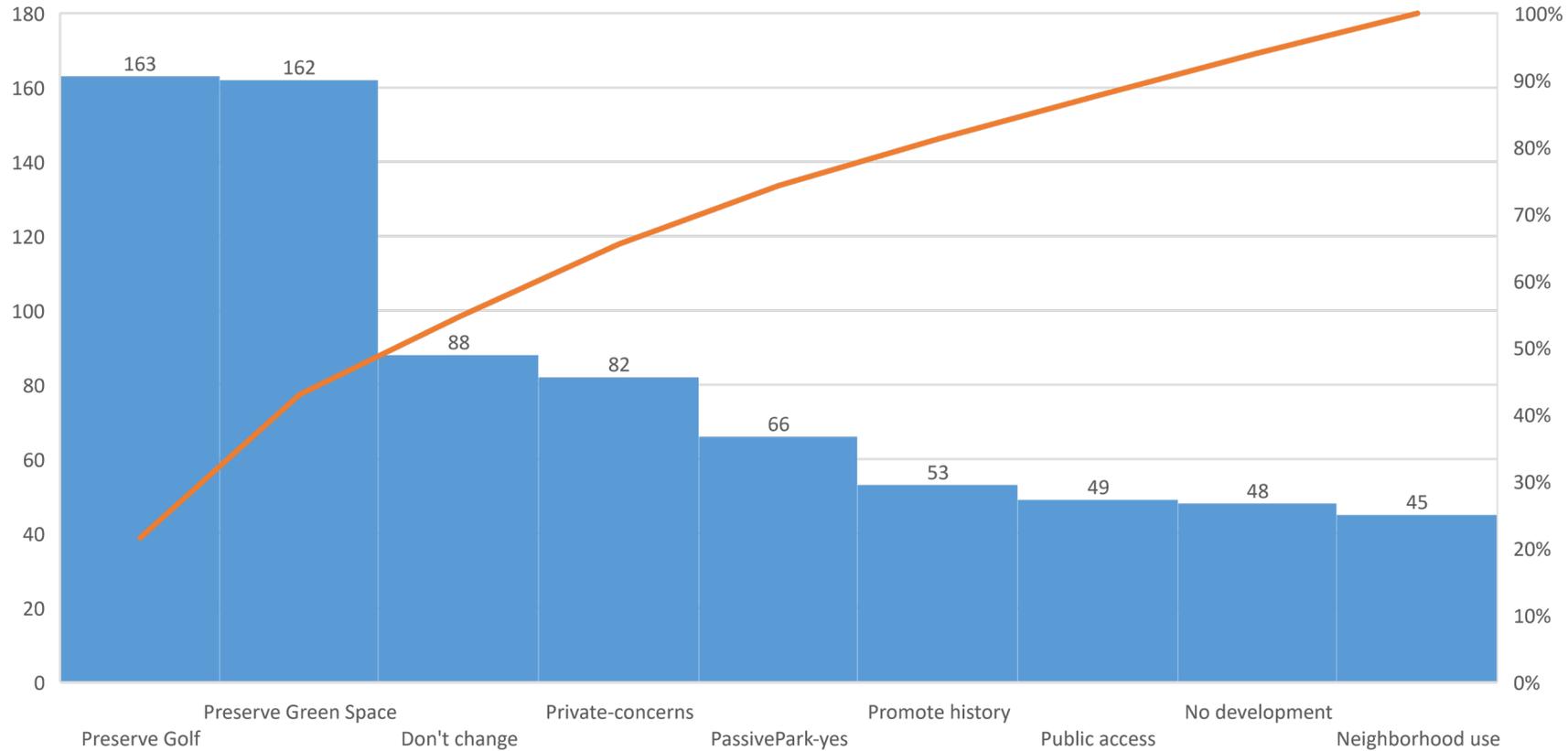
Community Surveys

- PARD Online Survey (February-May 2020)
 - 343 Responses
- Hancock Conservancy Survey (Fall 2020)
 - 725 Responses - Surrounding Neighborhoods
- PARD Hancock Golfer Survey (February-March 2021)
 - 808 Responses



2020 PARD Survey

PARD 2020 Survey – Top 9 Comment Tags



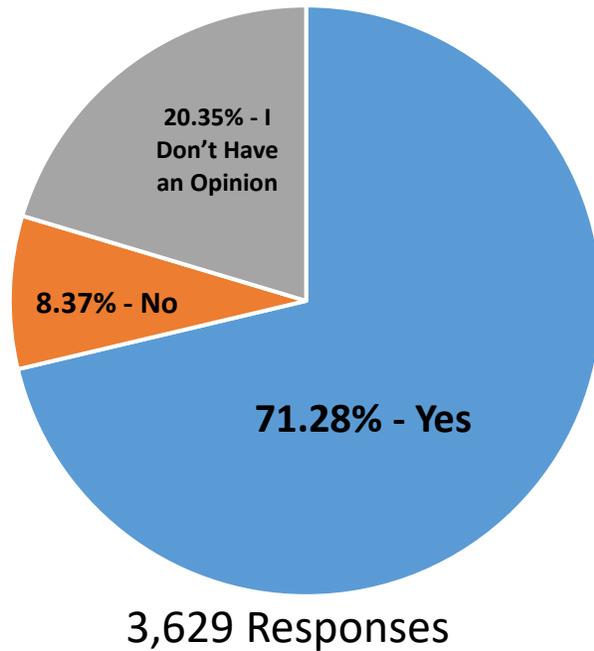
1. Preserve Green Space 162
2. Preserve Golf 163
3. Private-concerns 82
4. PassivePark-yes 66
5. Don't change 88
6. Promote history 53
7. No development 48
8. Public access 49
9. Neighborhood use 45



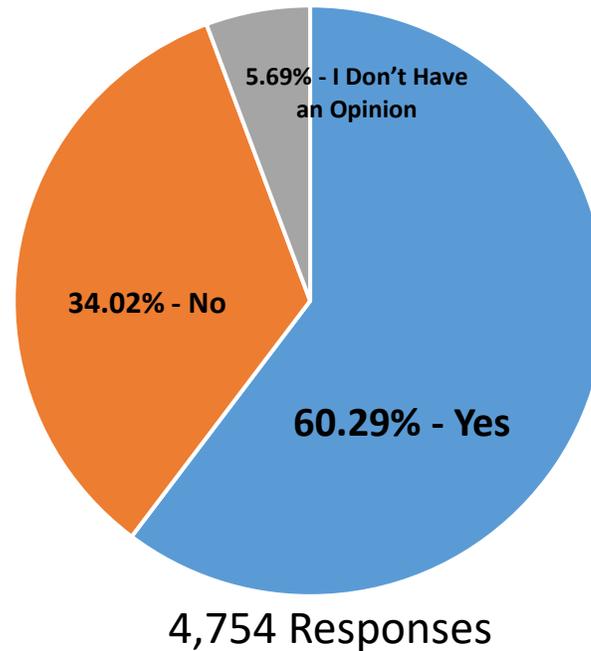
March 2021 Community Survey Results

**Q4 – Hancock Golf Course is one of the oldest public golf courses in the United States, having been established in 1899.
Do you support Hancock Golf Course as a public course open to all?**

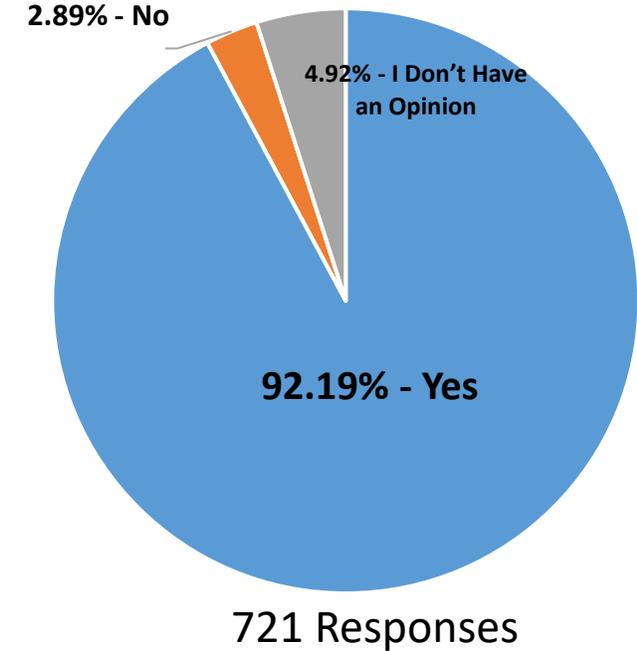
Email Survey Results



Open Link Results



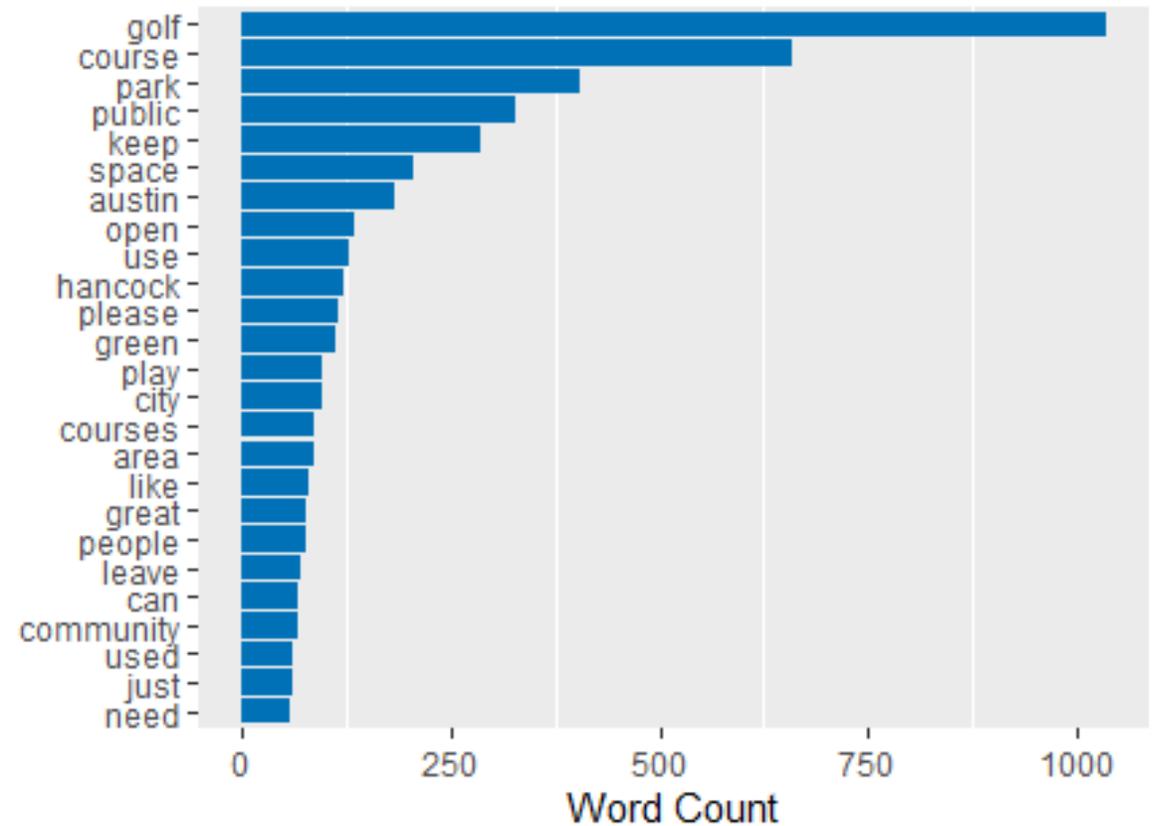
QR Code Results



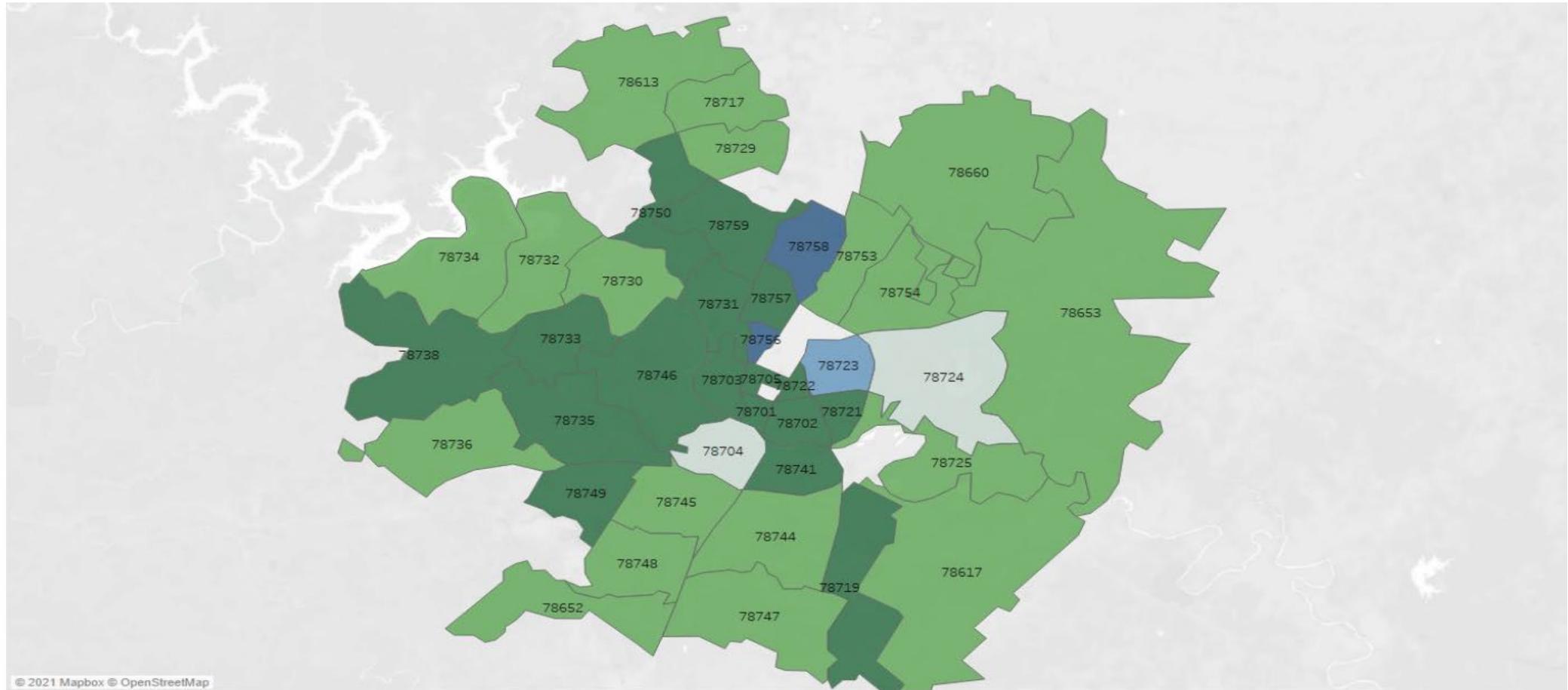
Most Common Words in Text Response (Email Survey)



Most Frequently Used Words from Email Survey



Percent of Yes Responses: Keep as Golf Course (Email Survey)



© 2021 Mapbox © OpenStreetMap

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Percent Yes. The marks are labeled by Zip Code.



PARD Direction

- Continue running Hancock Golf Course as it is
- Interested in continuing and enhancing hybrid park model
- Continue Citizen Partnerships
 - Neighborhood Associations, Conservancy Groups, Golf Advisory
- Financial Solvency is a Continued Priority
 - Banner Year for Golf Rounds and Revenue at Hancock for 2021
 - Continued Sustainability
- Challenges Need to be Addressed
 - Aging Maintenance Equipment
 - Course Conditions/Safety Corridors

Proposed Timeline & Next Steps

ACTION	DATE
Presentation to Parks and Recreation Board on Survey Outcome	August 2021
Complete Fiscal Year Operation Evaluation	November 2021
Golf Advisory Briefing on Fiscal Year 2021 Results and Revenue Improvement Concepts Including Shared Use Ideas	November 2021
Community Meeting on Hancock Operations - Fiscal Year 2021 Results and Revenue Improvement /Including Shared Use Ideas	December 2021
Memorandum to Council Summarizing Revenue Improvement/Including Shared Use Ideas	January 2022



Questions or Comments

Thank You For Supporting Hancock

Community Meeting Update on Hancock Golf Operations, December 2, 2021

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