

CITY OF EL PASO, TEXAS
DEPARTMENT HEAD'S SUMMARY REQUEST FOR COUNCIL ACTION (RCA)

DEPARTMENT: AIRPORT
AGENDA DATE: April 3, 2007
CONTACT PERSON/PHONE: Patrick T. Abeln, A.A.E. – 780-4724
DISTRICT(S) AFFECTED: 02

SUBJECT:

Request City Council Approval of the proposed fees for the Butterfield Trail Golf Club.

BACKGROUND / DISCUSSION:

On August 24, 2005 the city of El Paso entered into a Golf Course Management Agreement with Kemper Sports Management, Inc. for a period of three (3) years after opening to provide development consulting, marketing and management through the construction, opening and operations of the Butterfield Trail Golf Club. Kemper has over twenty-five (25) years experience in development marketing and operation of high quality golf courses for both public agencies and the private sector. They currently operate over 65 golf courses and stand-alone driving ranges across the United States, many of which are Top 100 ranked and considered the best facilities in their respective marketplace.

Kemper Sports conducted a market analysis of the fees charged at local and regional golf courses as well as the fees charged at other Fazio courses. The analysis was a key component in developing the pricing and positioning strategies proposed by Kemper for the Butterfield Trail Golf Club. We have attached a copy of this survey along with Kemper's recommended rate structure and proposed policy for promotional rates, special hotel package rates and rates for tournament rounds within the outlined rate structure to provide for flexibility in promoting and marketing the Butterfield Trail Golf Club throughout the year. Airport staff concurs with the recommended rates.

PRIOR COUNCIL ACTION:

No

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

N/A

BOARD / COMMISSION ACTION:

Kemper representatives personally presented the recommended fees to the Airport Advisory Board on March 15, 2007 and the Board recommended approval.

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) Ray L. Telles **FINANCE:** (if required) _____
Raymond L. Telles, Asst. City Attorney

OTHER: Patrick T. Abeln, A. A. E., Director of Aviation Patrick Abeln
(Example: if RCA is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

CITY CLERK DEPT.

07 MAR 26 PM 3:56

RESOLUTION

WHEREAS, on August 24, 2005, the City of El Paso ("City") entered into a Golf Course Management Agreement with KemperSports Management, Inc. ("KemperSports") to provide development consulting, marketing and management through the construction, opening and operations of the Butterfield Trail Golf Club; and

WHEREAS, KemperSports conducted a market analysis of the fees charged at local and regional golf courses as well as the fees charged at other Fazio designed golf courses; and

WHEREAS, KemperSports has submitted to the City a recommended rate structure and proposed policy for promotional rates, special hotel package rates and rates for tournament rounds within the outlined rate structure to provide for flexibility in promoting and marketing the Butterfield Trail Golf Club throughout the year;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

1. **THAT** effective on the date of opening of the Butterfield Trail Golf Club, the green fees charged at the Butterfield Trail Golf Club shall be as follows, which is inclusive of golf carts and range balls:

Weekday (Mon – Fri) (7 days reservations permitted)

Non-Resident	\$65
Tri-County	\$55
Resident (City of El Paso)	\$45
Senior (60 or over)	\$40
Junior (< 17 years old, walking rate)	\$20
Military (Active Duty)	\$40
Twilight	\$35

Sat/Sun/Holidays (7 days reservations permitted)

Non-Resident	\$80
Tri-County	\$70
Resident (City of El Paso)	\$60
Senior (60 or over)	\$50
Junior (< 17 years old - riding, w/adult)	\$30
Military (Active Duty)	\$50
Twilight	\$45

07 MAR 26 PM 3:57
CITY CLERK DEPT.

2. **THAT** KemperSports, after review and approval by the Department of Aviation and the City Manager, be given: (i) the authority to implement promotional rates, and establish a special rate applicable to hotels located on El Paso International Airport property for the express purpose of designing stay and play packages; (ii) the authority to negotiate the inclusive price of tournament rounds, of which the rates will fall within or above the rate structure noted herein; and, (iii) the flexibility to negotiate tournament package rates based on competitive factors as well as consideration for the time of year, time of week, and time of day proposed for such tournaments.
3. **THAT** tournament outing groups be granted booking privileges up to one (1) year in advance with appropriate deposits, while hotels be granted booking privileges up to thirty (30) days in advance.
4. **THAT** all other fees associated with the Department of Aviation as currently set forth in the FY 2007 budget resolution remain intact and are not modified by the present resolution.

ADOPTED and APPROVED this _____ day of _____ 2007.

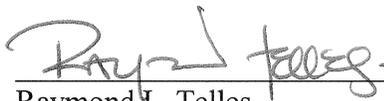
THE CITY OF EL PASO

John F. Cook
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



Raymond L. Telles
Assistant City Attorney

APPROVED AS TO CONTENT:

Patrick T. Abeln, A.A.E.
Director of Aviation

KemperSports

March 14, 2006

Patrick T. Abeln
Director of Aviation
El Paso International Airport
6701 Convair Road
El Paso, Texas 79925

Dear Pat:

After careful consideration, and given the vision of the City of El Paso to provide a resort caliber playing experience for residents and visitors alike, KemperSports recommends that we position the golf course as a top tier playing experience in the West Texas market. With a world-class golf course design, state of the art construction methods, and superior golf course conditions the golf course will be considered a 'must play' opportunity for golfers in the city, as well as those traveling to the city on business or pleasure.

The rates for play per person for the Butterfield Trail Golf Club are proposed as follows:

Weekday (Mon – Fri)	<u>7 days reservations permitted</u>	
	Non-Resident	\$65
	Tri-County	\$55
	Resident (City of El Paso)	\$45
	Senior (60 or over)	\$40
	Junior (< 17 y/o)	\$20 – Walking Rate
	Military (Active Duty)	\$40
	Twilight	\$35
Sat/Sun/ Holidays	<u>7 days reservations permitted</u>	
	Non-Resident	\$80
	Tri-County	\$70
	Resident (City of El Paso)	\$60
	Senior (60 or over)	\$50
	Junior (< 17 y/o)	\$30 – Riding w/ Adult
	Military (Active Duty)	\$50
	Twilight	\$45

07 MAR 26 PM 3:57

CITY CLERK DEPT.

Southwestern Regional Office

17681 Lakeview Avenue, Yorba Linda, California 92886

(cell) 714-993-9472 (fax)

07 MAR 26 PM 3:57

CITY CLERK DEPT.

These rates posted above would include the use of golf cart and complimentary range balls.

We recommend that management of the golf course, with the approval of the City Manager, be given the authority to implement promotional rates, and establish a special rate applicable to hotels located on airport property for the express purpose of designing stay and play packages. We also recommend that you extend management the authority to negotiate the inclusive price of tournament rounds, of which the rates will fall within the existing approved rate structure or higher. It is the intent of management to strive for the peak rates for tournament play, however, we recommend flexibility in negotiating tournament package rates based on competitive factors, as well as consideration for the time of year, time of week, and time of day.

✓ We recommend that tournament outing groups be granted booking privileges up to (1) year in advance with appropriate deposits, while hotels be granted booking privileges up to 30 days in advance.

Please don't hesitate to contact me if you have any questions regarding the rate proposal or positioning of the golf course.

Sincerely,

Mark W. Hoelsing
Vice President of Operations

Cc: Jim Stegall, Amy Spittle, Toby Davis, Marty Wells

CITY CLERK DEPT.
07 MAR 26 PM 3:57

		Fees/Fees								
Course/Location	Green Fees	Annual	Initiation Fee	Cart Rental	Walk on Option	Holes	Yr. Opened	High Season		
Westin Stonebriar Resort - Frisco TX	Flat Rate \$115	N/A	N/A	Included w/ Available	Unrestricted	18	2004	May-Sep		
Barton Creek Resort-Fazio Canyons Austin TX	Wkday-\$180 Wkend \$205	N/A	N/A	Included w/ Available	Unrestricted	18	1986	Not Listed		
Barton Creek Resort-Fazio Foothills Austin TX	Wkday-\$160 Wkend \$205	N/A	N/A	Included w/ Available	Unrestricted	18	2000	Not Listed		
Raptor At Grayhawk-Scottsdale AZ	Wkday-\$195 Wkend-\$220 Twilight \$125	N/A	N/A	Included w/ Available	Unrestricted	18	1994	Not Listed		
Champions Club at Summerfield-Stuart, FL	Wkday-\$60 Wkend-\$65 Twilight \$42	N/A	N/A	Included w/ Available	Unrestricted	18	1994	Not Listed		
Barefoot Resort & Golf-N.Myrtle Beach, SC	Wkday-\$75 Wkend \$155	N/A	N/A	Included w/ Available	Unrestricted	18	2000	Not Listed		
Treetops Resort Fazio Premier-Gaylord, MI	Flat Rate \$99	N/A	N/A	Included w/ Available	Unrestricted	18	1992	Not Listed		
Ventana Canyon Golf & Racquet-Tucson, AZ	Wkday-\$99 Wkend-\$209	N/A	\$53K Mthly Dues \$578 F&B \$900 Min	Included w/ Available	Unrestricted	18	Not listed	Not Listed		
Champion Jackrabbit-Houston, TX	Wkday \$58 Wkend \$ 68 Twilight \$53	N/A	N/A	Included w/ Available	Unrestricted	18	2006	Listed under Fees		
Regional										
Course/Location	Green Fees	Annual	Initiation Fee	Cart Rental	Walk on Option	Holes	Yr. Opened	High Season		
The Silverleaf Club-Scottsdale AZ	Flat Rate \$146	N/A	N/A	Included w/ Available	Unrestricted	18	2002	Not Listed		
Pinnacle Peak Country Club-Tucson AZ	Flat Rate \$90	N/A	N/A	Included w/ Available	Unrestricted	18	1976	Not Listed		
Country Club At DC Ranch-Scottsdale AZ	Wkday \$150 / Wkend \$ 170	N/A	N/A	Included w/ Available	Unrestricted	18	1997	Not Listed		
Sandia Golf Club-Albuquerque NM	Wkday \$65 Wkend \$75 Twilight \$49	N/A	N/A	Included w/ Available	Unrestricted	18	2005	Not Listed		
Twin Warriors Golf Club-Albuquerque NM	Flat Rate \$145 Twilight \$80	N/A	N/A	Included w/ Available	Unrestricted	18	2001	Not Listed		
Texas Cowboy Golf Club, Grapevine TX	Wkend \$75 After 4pm-\$160 Prime Time	VP Packages Available	N/A	Included w/ Available	Unrestricted	18	2001	Not Listed		
Local/West										
Course/Location	Green Fees	Annual	Initiation Fee	Cart Rental	Walk on Option	Holes	Yr. Opened	High Season		
Sonoma Ranch-Las Cruces NM	Wkday \$34 Wkend \$42 Twilight \$20	N/A	N/A	Included w/ Available	Unrestricted	18	2000	Not Listed		
Vista Hills Country Club-El Paso TX	Wkday \$37 Wkend \$47 Twilight \$20	N/A	N/A	Included w/ Available	Unrestricted	18	1973	Not Listed		
Emerald Springs-El Paso TX	Wkday \$30 Wkend \$35 Twilight \$25	N/A	N/A	Included w/ Available	Unrestricted	18	1966	Not Listed		
Painted Dunes-El Paso TX	Platinum \$125 mthly, Platinum Family \$165 mthly, Gold \$69 mthly, Gold Family \$99, Senior \$69 mthly, Senior Couple \$89	N/A	Fee's Range pending package; -Platinum \$200, Gold \$100, Senior \$100	Included w/ Available	Unrestricted	27	1966	Not Listed		
Club Campestre-Juarez MX	Wkday \$43 Wkend \$64	N/A	N/A	No	Unrestricted	18	Not Listed	Not Listed		
Club Campestre-City of Chihuahua MX	Flat Rate \$70	N/A	N/A	Included w/ Available	Unrestricted	18	Not Listed	Not Listed		
Club Campestre-City of Monterrey MX	Wkday \$80 Wkend \$110	N/A	N/A	Included w/ Available	Unrestricted	18	Not Listed	Not Listed		
Santa Teresa Country Club Semi Private-Santa Teresa NM	Flat Rate \$40	N/A	N/A	No	Unrestricted	36	Not Listed	Not Listed		

CT CLERK DEPT.
 APR 26 PM 3:57