

**CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Airport
AGENDA DATE: 5-13-08
CONTACT PERSON/PHONE: Patrick T. Abeln, A.A.E. 780-4724
DISTRICT(S) AFFECTED: 2

SUBJECT:

Request City Council approval of the proposed promotional rates for the Butterfield Trail Golf Club.

BACKGROUND / DISCUSSION:

Kemper Sports Management, Inc., (Kemper), the management company retained by the Department of Aviation to provide marketing and management of the Butterfield Trail Golf Course (BTGC), has proposed promotional rate packages – see attachment.

The promotional rates will provide incentives for frequent guests to visit more often and simultaneously save them money. The proposed promotional rates are as follows:

6 Shooter Package	
Round Type	Sale Price (Tax Inc.)
Resident	\$266.76
Senior/Military	\$231.96
Tri County	\$320.88
Non-Resident	\$375.01

Golfers Dozen Package	
Round Type	Sale Price (Tax Inc.)
Resident	\$533.52
Senior/Military	\$463.93
Tri County	\$641.77
Non-Resident	\$750.02

CITY CLERK DEPT.
MAY -5 PM 12:13

PRIOR COUNCIL ACTION:

April 3, 2007 – Approval of fees for BTGC.

AMOUNT AND SOURCE OF FUNDING:

N/A

BOARD / COMMISSION ACTION:

Kemper representative presented the recommended promotional rates to the Airport Advisory Board on April 17, 2008.

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

LEGAL: (if required) Ray Foley

FINANCE: (if required) _____

DEPARTMENT HEAD: 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: _____

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 provided recommendations for a rate structure and proposed policy for promotional rates, special hotel package rates and rates for tournament rounds to provide for flexibility in promoting and marketing the Butterfield Trail Golf Club throughout the year, which were adopted by the City via City Council Resolution dated April 3, 2007; and

WHEREAS, KemperSports has now submitted to the City a recommendation for the adoption of an additional promotional rate structure, to provide for an incentive for frequent guests to visit the Butterfield Trail Golf Club more often;

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

1. **THAT** KemperSports be given the authority to implement the following promotional rates for the ability to pre-purchase rounds of golf at the Butterfield Trail Golf Club:

6 Shooter Package	
Round Type	Sale Price (Tax Inc.)
Resident	\$266.76
Senior/Military	\$231.96
Tri County	\$320.88
Non-Resident	\$375.01

Golfers Dozen Package	
Round Type	Sale Price (Tax Inc.)
Resident	\$533.52
Senior/Military	\$463.93
Tri County	\$641.77
Non-Resident	\$750.02

2. **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.

(SIGNATURES BEGIN ON THE FOLLOWING PAGE)

ADOPTED and APPROVED this ____ day of _____ 2008.

THE CITY OF EL PASO

ATTEST:

John F. Cook
Mayor

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