


# Hancock Community Engagement

Action Proposed	Under Consideration	Steps Required	Current Status						
<p><u>Historical Designation:</u></p> <p>Obtain historical designation for the golf course and clubhouse and post historical signage.</p> <p>Promote historical designation as a value to the community.</p> <p>Historical designation to protect Hancock from demo or future change of use.</p>	<p>Yes. Historical designation is being considered by the department.</p>		<p>Met with Planning and Design Division to determine historical designation options.</p> <p>Met with Historical Land Mark Commission Office to determine historical designation options.</p> <p>Shared historical designation options with Council Members Office.</p> <p>Working with City Attorney's Office to ensure appropriate considerations are included in final historical designation proposal.</p> <p>The Golf Division created a final historical designation proposal and presented to stakeholders, the Golf Advisory Board and the Parks Board. Support was indicated by all stakeholders.</p> <p>The department will move forward with an application for the following historical designations:</p> <ul style="list-style-type: none"> <li>- Local Historic District designation</li> <li>- COA Landmark designation for the Hancock Recreation Center</li> <li>- National Register District designation</li> <li>- Texas Historical Commission Interpretive Marker</li> </ul> <p><u>Proposed Timeline:</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Stakeholder/Golf Advisory</td> <td style="text-align: right;">Aug, 2012</td> </tr> <tr> <td>Parks Board</td> <td style="text-align: right;">Sept, 2012</td> </tr> <tr> <td>Pursue Historical I Designation</td> <td style="text-align: right;">Oct, 2012</td> </tr> </table>	Stakeholder/Golf Advisory	Aug, 2012	Parks Board	Sept, 2012	Pursue Historical I Designation	Oct, 2012
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<p><u>Memberships:</u></p> <p>Create yearly membership for Hancock play only.</p>	<p>Yes.</p>	<p>Considering options for a Hancock only golf membership.</p> <p>Need to determine the pros and cons of a Hancock only membership to the overall fiscal health of the Golf Division.</p> <p>Create a proposal and add to the Council Approved Revenue Budget/Fee Schedule</p>	<p>City of Austin golf memberships currently include Hancock.</p> <p>Annual Card members can play Hancock anytime during the week and on weekends for the designated fee associated with the card.</p> <p>Fee Schedule for fiscal year 2012-2013 has been completed. Researching options for amending and or impacts of fee implementation in the 2013-2014 budget cycle</p> <p><u>Proposed Timeline:</u></p> <table data-bbox="1514 769 2039 857"> <tr> <td>Fee Schedule Review</td> <td>Jan, 2013</td> </tr> <tr> <td>Schedule Completion</td> <td>Apr, 2013</td> </tr> <tr> <td>Schedule Implementation</td> <td>Oct, 2013</td> </tr> </table>	Fee Schedule Review	Jan, 2013	Schedule Completion	Apr, 2013	Schedule Implementation	Oct, 2013
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<p>Create membership for students to play at discounted rates.</p> <p>Create UT Student rates.</p>	<p>Yes.</p>	<p>Considering options for College Student memberships at Hancock only.</p> <p>Considerations to include all college IDs or just colleges in Austin City Limits.</p> <p>Need to determine the pros and cons of a Hancock only membership to the overall fiscal health of the Golf Division.</p> <p>Create a proposal and add to the Council Approved Revenue Budget/Fee Schedule</p>	<p>Junior Annual Cards are currently available for juniors 18 years of age or younger and include use of Hancock facility any day of the week for the designated junior fee associated with the card.</p> <p>Junior fees are available at all City of Austin Golf Courses including Hancock.</p> <p>Fee Schedule for fiscal year 2012-2013 has been completed. Researching options for amending and or impacts of fee implementation in the 2013-2014 budget cycle.</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Fee Schedule Review</td> <td>Jan, 2013</td> </tr> <tr> <td>Schedule Completion</td> <td>Apr, 2013</td> </tr> <tr> <td>Schedule Implementation</td> <td>Oct, 2013</td> </tr> </table>	Fee Schedule Review	Jan, 2013	Schedule Completion	Apr, 2013	Schedule Implementation	Oct, 2013
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<p>Create neighborhood Punch Card Program.</p>	<p>Not currently in consideration.</p>	<p>n/a</p>	<p>The Department does not support this suggestion because the Hancock Golf Course is open to all City residents. It does not seem appropriate from a Department stand point to give specific “neighborhoods” an advantage over other residents because the overall support comes from all residents who patronize the golf course.</p> <p>Additionally, the Golf Division has utilized loyalty programs in the past with “punch cards” and have had little success.</p>						

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<p><u>Sponsorships/Partners:</u></p> <p>Create golf tournaments to be sponsored by large corporations, non-profits and/or local celebrities in Austin.</p>	<p>Yes.</p>	<p>Current City Policy “solicitation” limits</p> <p>Review Department policies and processes for “co-sponsorships” and “donation”</p> <p>Determine Department options and create process for sponsorship solicitation to include but not limited to:</p> <ul style="list-style-type: none"> <li>Sponsorship options</li> <li>Unacceptable sponsors (i.e. tobacco)</li> <li>Create template agreement to be approved by City Legal</li> <li>Create marketing materials/advertise</li> <li>Determine tournament dates</li> <li>Solicit sponsors to determine interest</li> </ul>	<p>Have not started this research</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Research and Policy Review</td> <td>Dec 2012</td> </tr> <tr> <td>Create template</td> <td>Jan 2013</td> </tr> <tr> <td>Template Approval</td> <td>Feb 2013</td> </tr> <tr> <td>Implementation</td> <td>Mar 2013</td> </tr> </table>	Research and Policy Review	Dec 2012	Create template	Jan 2013	Template Approval	Feb 2013	Implementation	Mar 2013
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<p>Have golf club vendors on site to introduce products and latest developments.</p>	<p>Yes.</p>	<p>Contact merchandise and golf product vendors to request participation in a demo day at the golf course.</p> <p>Schedule demo day based on vendor calendar.</p> <p>Create advertising/marketing materials to distribute to residents and local businesses.</p>	<p>The course poses limitations for product vendors due to the lack of driving range on site.</p> <p>Discussions have continued with current golf course vendors with little interest of hosting an event this year.</p> <p>Vendors would like us to reach back out following the reclaimed water line construction on the golf course.</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Re-call Vendors</td> <td>Spring 2013</td> </tr> <tr> <td>Schedule date</td> <td>TBD by vendor</td> </tr> </table> <p>*Advertise at least 3 weeks prior to date</p>	Re-call Vendors	Spring 2013	Schedule date	TBD by vendor				
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<p>Partner with community groups:</p> <ul style="list-style-type: none"> <li>- "it's my golf course day"</li> <li>- Volunteers to assist in maintaining/improvements</li> <li>- Sorority/Fraternities</li> <li>- Boy Scouts/Girl Scouts</li> <li>- First Tee</li> </ul>	<p>Yes.</p>	<p>Determine course projects appropriate for volunteer work          Develop partnership guidelines appropriate for each individual partner          Develop marketing/advertising materials          Develop processes for soliciting community partner groups          Schedule outreach presentations to area neighborhood associations, volunteer organizations, school groups, etc.          Schedule group events          Monitor and evaluate process</p>	<p>The Golf Division will reach out to groups in the community in accordance with the following timeline: (please note it is most appropriate to discuss program opportunities after the waterline is installed and It's My Park Day is traditionally scheduled in March)</p> <p>The Golf Division has partnered with Stoney Point High School for their "Players Pass" program at Hancock to help generate new golfer interest and support local high school athletics.</p> <p>Currently in discussions with the YMCA to include Hancock in their Player Development Program, rolling out in Nov 2013.</p> <p><u>Proposed Timeline:</u>          June 2012- First tee program partnership meeting. A partnership is now in place with the First Tee to support the junior programs at each facility.</p> <p>Jan 2013 - develop schedule and marketing plan for group outreach</p> <p>Feb 2013 - Create marketing materials targeted for each group- execute marketing plan</p> <p>Mar 2013 – execute "It's my golf course day"</p>

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Lease unused portion of the property.	N/A. There is not an unused portion of the property.	N/A	N/A
<p><u>Marketing/Publicity:</u></p> <p>Improved signage including a marquee sign on property that is visible from the street.</p>	<p>Yes. Requests for updated and new signs on the Hancock property will be implemented.</p>	<p>Contact PARD sign department for new sign requests.</p> <p>Provide supporting documents and images to sign department.</p>	<p>Golf division has obtained documentation of current signs and submitted to the PARD sign department for updates as well as requests for additional signs.</p> <p>The division is now requesting the funding needed to update these costly signs.</p> <p><u>Proposed Timeline:</u>            Requests submitted June 2012            Signs Installed Spring 2013</p>

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<p>Create a t-shirt or other branded materials to sell, playing up the history of the course.</p> <p>Include some kind of slogan.</p>	<p>Yes. The golf division will consider additional inventory in the pro shop as funds become available.</p>	<p>Golf division to schedule a creative brainstorming session with the PARD Marketing department.</p> <p>Create slogan and graphics for t-shirt campaign.</p> <p>Utilized current contracted vendors to produce t-shirts.</p> <p>Sell product in the Hancock Pro shop. Promote new product through social media and website.</p> <p>Sales analysis to be completed to determine success and future of campaign.</p>	<p>Timeline based on Budgetary constraints of the current Fiscal year.</p> <p>The timeline for this action item has been pushed back by 1 month. The Golf Division is meeting with the Marketing Department in October for a creative brainstorming meeting. A more accurate timeline will result from that meeting once deliverables are determined.</p> <p><u>Potential Timeline:</u></p> <table border="0"> <tr> <td>Creative Meeting</td> <td>Oct 2012</td> </tr> <tr> <td>Graphic produced</td> <td>TBD</td> </tr> <tr> <td>Order shirts</td> <td>TBD</td> </tr> <tr> <td>Shirts for sale in pro shop</td> <td>TBD</td> </tr> </table>	Creative Meeting	Oct 2012	Graphic produced	TBD	Order shirts	TBD	Shirts for sale in pro shop	TBD
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<p>Advertise through neighborhood HOAs and NA Newsletters.</p>	<p>Yes.</p>	<p>Compile list of HOAs and NA contacts.</p> <p>Contact the HOA and NA newsletter creators/editors for information and possible costs for advertising.</p> <p>The Golf Fund does not currently have funding established for marketing or advertising. The social media outlets will continue to be utilized where possible.</p>	<p>A list of HOAs has been completed. Emails are currently being sent to reach out to the Newsletter editors. The Golf Division is proposing to provide updates on course projects for the Newsletters. We would also like to provide program information to be included and promoted as well.</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>List completed</td> <td>Aug 2012</td> </tr> <tr> <td>Contacts made</td> <td>Oct 2012</td> </tr> <tr> <td>Consider Advertisement</td> <td>Nov 2012</td> </tr> </table>	List completed	Aug 2012	Contacts made	Oct 2012	Consider Advertisement	Nov 2012		
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<p>Include tourists, hotels and magazines in marketing plan.</p>	<p>Yes.</p>	<p>Consultant to evaluate the Parks and Recreation Department Marketing and Advertising procedures May 16<sup>th</sup>- May 18<sup>th</sup>.</p> <p>The final report was completed and delivered at end of June.</p>	<p>The Golf Division will work with the Parks and Recreation Department in the development of a comprehensive marketing plan.</p> <p>The COA golf courses are all listed in the Austin Travel Guide that is distributed to all Austin area hotels as well as the Austin Convention Center.</p> <p>The courses are also listed on all area tourists/visitor websites.</p>						
<p><u>Youth Programs:</u></p> <p>Contact local area schools and reach out to PE class to introduce kids to golf.</p> <p>(Ex: Lee Elementary)</p>	<p>Yes. Any interest in local area schools would be welcomed.</p>	<p>Compile a list of elementary and middle schools within a 5 mile radius of the Hancock Golf course.</p> <p>Contact PE teachers/coaches at each school:</p> <ul style="list-style-type: none"> <li>- Hancock golf staff to bring small putting greens to the school for quick lessons during the PE class</li> <li>- Possible Field trips to Hancock to get the students familiar with the golf course in the area</li> </ul>	<p>The timeline for this item has been pushed back by 2 months. Will work to compile a school contact list this month.</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Compile School List</td> <td>Oct 2012</td> </tr> <tr> <td>Complete all calls</td> <td>Nov 2012</td> </tr> <tr> <td>Schedule Outings</td> <td>Spring 2013</td> </tr> </table>	Compile School List	Oct 2012	Complete all calls	Nov 2012	Schedule Outings	Spring 2013
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<p>Create a year-round junior program to include junior days out at the course and 9-hole tournaments.</p>	<p>Yes. This is currently happening at the courses.</p>		<p>The Golf Division currently has a year round Junior program that includes Spring/Summer/Fall Tournament series as well as golf clinics at each of the COA golf courses.</p> <p>A list of junior tour tournaments as well as clinics information can be found on the golf division website at <a href="http://www.austinpubliclinks.com">www.austinpubliclinks.com</a>.</p>										
<p><u>Special Events:</u></p> <p>Create new golf tournaments to generate more interest. Including:</p> <ul style="list-style-type: none"> <li>- Parent/Child partnerships</li> <li>- "Caddy Shack" Tournament</li> <li>- "7 iron only" Tournament</li> <li>- Night Golf</li> <li>- Tournaments for different ages/genders</li> <li>- Semester long tournaments</li> <li>- Celebrity sponsored golf tournaments (leverage relationships with Kite/Crenshaw)</li> </ul>	<p>Yes. Will consider adding certain special events to the current schedule of City Sponsored events.</p>	<p>Hancock staff to meet and determine appropriate events to host at the facility. The events listed will all be considered in addition to suggestions from staff members.</p> <p>Schedule event at Hancock.</p> <p>Create marketing materials at least 6 weeks prior to the event to be distributed and advertised. Ads will be submitted to HOA and NA newsletters.</p> <p>Post Event information on all city event calendars including golf webpage and social media outlets.</p> <p>Register players, acquire any additional materials for the tournament and execute event.</p>	<p>The Golf Division currently hosts over 200 golf tournaments per year and is working to increase the City's Golf Association play to extend to Hancock.</p> <p>Department sponsored events at Hancock will first focus on family friendly events such as night golf</p> <p>A City-wide Cross Country running event was held at Hancock on Sept. 29<sup>th</sup> and included participant Lance Armstrong. The event helped provide much needed revenue gains to the golf course.</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Staff Meeting</td> <td>Dec 2012</td> </tr> <tr> <td>Create Ads/Marketing</td> <td>Jan 2013</td> </tr> <tr> <td>Host First Event</td> <td>Spring 2013</td> </tr> </table> <p>*Upon completion of new irrigation system on the golf course.</p> <table border="0"> <tr> <td>Determine Success</td> <td>Spring 2013</td> </tr> <tr> <td>Plan 2<sup>nd</sup> event</td> <td>Fall 2013</td> </tr> </table>	Staff Meeting	Dec 2012	Create Ads/Marketing	Jan 2013	Host First Event	Spring 2013	Determine Success	Spring 2013	Plan 2 <sup>nd</sup> event	Fall 2013
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<p>Create a youth activity at the course while the parents play.</p>	<p>Yes.</p>	<p>Meet with the Hancock recreation center to determine their current schedule and the possibility of utilizing their facility for a drop off program.</p> <p>Potential programs could include after school tutoring/homework sessions, arts &amp; crafts, games, dance, other sporting events or active play time.</p> <p>Determine appropriate pricing and scheduling for the program.</p> <p>Add the program to the recreation center calendar and agenda as well as the golf course's programming and marketing.</p>	<p>Youth activities are currently in place at the recreation center.</p> <p>The Golf Division will consider a drop off program in coordination with the recreation center.</p> <p>A new timeline in place due to irrigation system delays.</p> <p><u>Proposed Timeline:</u>  Rec Center Meeting                      Nov 2012  Possible Implementation              Jan 2013  *Upon completion of new irrigation system on the golf course.</p>
<p>Host fundraising concerts at the golf course.</p>	<p>Yes.</p>	<p>Determine/submit the following for event approval:</p> <ul style="list-style-type: none"> <li>- Neighborhood approval (letter or email)</li> <li>- Rental agreement and fee payment</li> <li>- General liability insurance (general and auto coverage)</li> <li>- Sound permit</li> <li>- Health permits for any food served/sold to public</li> <li>- Portable toilet plan for event site</li> <li>- Trash and litter control, dumpster or trash removal capabilities</li> <li>- Transportation and parking plan arranged (plus local garage/parking approvals) – make sure people can get to event</li> <li>- APD approval and security (which may involve street closures for safety)</li> <li>- EMS approval</li> <li>- Site plan and site/logistical meetings</li> </ul>	<p>Send e-mail to engagement participants for more information as to this expectation. This idea can be interpreted multiple ways and the Department needs a little more direction from the community.</p> <p>Have contacted the Special Events department to determine facility needs/requirements.</p> <p>Will consider any fundraising event inquiries that are appropriate.</p>

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<p><u>Quality Enhancement:</u></p> <p>Increase quality of golf course with reclaimed water.</p>	<p>Yes.</p>	<p>May 24<sup>th</sup> Council Meeting approved the Item number 49:</p> <p>Authorize award and execution of a contract through the Texas Local Government Purchasing Cooperative (BuyBoard) with AMC INDUSTRIES, INC. for the purchase of a Rainbird Irrigation System for the Hancock Golf Course for the Parks and Recreation Department in an amount not to exceed \$233,290. ( Notes: This Cooperative Purchase is exempt from the MBE/WBE Ordinance. This exemption is in compliance with Chapter 2-9D of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this contract.)</p>	<p>Supplies/piping for the irrigation system has been delivered to the golf course.</p> <p>Due to permitting set-backs and delays on some key components of the new system, construction for the new irrigation system is set to begin November 1<sup>st</sup>. The project team will begin erosion control and tree protection in October.</p> <p>New Completion date estimated in December of 2012.</p>						
<p>Consider new lay out of holes, starting on current #6 and finishing on current #5.</p>	<p>Yes.</p>	<p>Select appropriate dates to implement “trial days” with the proposed new layout. The trial will run for one full week of play.</p> <p>Create survey to measure players reactions/feedback of new course lay out prior to trial dates.</p> <p>The survey will be provided to each player during the “trial days” and feedback will be analyzed by golf division management.</p> <p>Possible rearrangement of golf holes to be implemented with the following steps:</p> <ul style="list-style-type: none"> <li>- Order new scorecards</li> </ul>	<p>The Golf Division ran a 2 week trial period with the proposed new lay out of the 9 holes and collected feedback from the golfers on site. The results of this preliminary trial favored the new lay out.</p> <p>An additional trial period will occur in accordance to the timeline below in the Spring of 2013, once the new irrigation system is in place.</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Survey Drafted</td> <td>Jul 2012</td> </tr> <tr> <td>Trial Days</td> <td>Jul 2012</td> </tr> <tr> <td>Additional Trial Days</td> <td>Spring 2013</td> </tr> </table>	Survey Drafted	Jul 2012	Trial Days	Jul 2012	Additional Trial Days	Spring 2013
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<p><u>Food &amp; Beverage:</u></p> <p>Make beer/alcohol available for purchase at the golf course.</p>	<p>Yes.</p>	<p>Contact the Contract Management Department to determine steps required for beer/alcohol sales on site.</p> <p>Discuss legal ramifications of alcohol sales at Hancock Golf Course considering its location in proximity to minors at the Hancock Rec Center.</p>	<p>Working with legal and compliance departments to determine if the sale of alcoholic beverages as an option for the facility.</p> <p><u>Proposed Timeline:</u> Contract Management Proposal Jan 2013</p>
<p>Allow food vendors/trailers to come in and sell food.</p> <p>If not every day, on weekends and holidays.</p>	<p>Yes.</p>	<p>Contact the Contract Management Department to determine steps required for food trailer vendors to be on site.</p>	<p>Posted the Hancock location as an option on food trailer web forums. The Golf Division will consider any interested parties for a short term vendor permit on site.</p> <p>To date, the division has received one negative comment regarding this option.</p> <p><u>Proposed Timeline:</u> Contract Management July 2012</p>

Build grill area for concession to include short order, hot food on site.	No.	N/A	Not considering expanding the current concession due to lack of space and permitting issues involved.

