

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 is creating a final historical designation proposal to be considered by stakeholders, the Golf Advisory Board and the Parks Board. Upon feedback and majority approval from all consulted, the Department will move forward with an application for historical designation.</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>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, 2014</td> </tr> </table>	Fee Schedule Review	Jan, 2013	Schedule Completion	Apr, 2013	Schedule Implementation	Oct, 2014
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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>Proposed Timeline:</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, 2014</td> </tr> </table>	Fee Schedule Review	Jan, 2013	Schedule Completion	Apr, 2013	Schedule Implementation	Oct, 2014
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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"> Sponsorship options Unacceptable sponsors (i.e. tobacco) Create template agreement to be approved by City Legal Create marketing materials/advertise Determine tournament dates Solicit sponsors to determine interest 	<p>Have not started this research</p> <p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Research and</td> <td>Dec 2012</td> </tr> <tr> <td>Policy Review</td> <td>Jan 2012</td> </tr> <tr> <td>Create template</td> <td>Feb 2012</td> </tr> <tr> <td>Template Approval</td> <td>Mar 2013</td> </tr> <tr> <td>Implementation</td> <td></td> </tr> </table>	Research and	Dec 2012	Policy Review	Jan 2012	Create template	Feb 2012	Template Approval	Mar 2013	Implementation	
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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><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Call Vendors</td> <td>Aug 2012</td> </tr> <tr> <td>Schedule date</td> <td>TBD by vendor</td> </tr> </table> <p>*Advertise at least 3 weeks prior to date</p>	Call Vendors	Aug 2012	Schedule date	TBD by vendor						
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Partner with community groups: <ul style="list-style-type: none"> - "it's my golf course day" - Volunteers to assist in maintaining/improvements - Sorority/Fraternities - Boy Scouts/Girl Scouts - First Tee 	Yes.	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	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) <u>Proposed Timeline:</u> June 2012- First tee program partnership meeting Dec 2012 - Staff meeting to determine course projects for volunteers Jan 2013 - develop schedule and marketing plan for group outreach Feb 2013 - Create marketing materials targeted for each group- execute marketing plan Mar 2013 – execute "It's my golf course day" Other volunteer opportunities schedule as partners agree to assist.
Lease unused portion of the property.	N/A. There is not an unused portion of the property.	N/A	N/A

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<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 obtaining documentation of current signs.</p> <p>Will submit to PARD sign department for updates as well as requests for additional signs.</p> <p><u>Proposed Timeline:</u> Requests submitted June 2012 Signs Installed Aug- Sept 2012</p>
<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><u>Potential Timeline:</u> Creative Meeting Sept 2012 Graphic produced Oct 2012 Order shirts Oct 2012 Shirts for sale in pro shop Nov 2012</p>

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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 were possible.</p>	<p>Compiling lists of contacts</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>Aug 2012</td> </tr> <tr> <td>Consider Advertisement</td> <td>Nov 2012</td> </tr> </table>	List completed	Aug 2012	Contacts made	Aug 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 16th- May 18th.</p> <p>Preliminary report delivered on May 21st Final report to be 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. The timeline and key work products will be determined upon review of the final consultant report. Timeline to be developed by the end of July.</p>						

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<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"> - Hancock golf staff to bring small putting greens to the school for quick lessons during the PE class - Possible Field trips to Hancock to get the students familiar with the golf course in the area 	<p><u>Proposed Timeline:</u></p> <table border="0"> <tr> <td>Compile School List</td> <td>Aug 2012</td> </tr> <tr> <td>Complete all calls</td> <td>Sept 2012</td> </tr> <tr> <td>Schedule Outings</td> <td>Spring 2013</td> </tr> </table>	Compile School List	Aug 2012	Complete all calls	Sept 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 www.austinpubliclinks.com.</p>						

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<p><u>Special Events:</u></p> <p>Create new golf tournaments to generate more interest. Including:</p> <ul style="list-style-type: none"> - Parent/Child partnerships - "Caddy Shack" Tournament - "7 iron only" Tournament - Night Golf - Tournaments for different ages/genders - Semester long tournaments - Celebrity sponsored golf tournaments (leverage relationships with Kite/Crenshaw) 	<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><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> <tr> <td colspan="2">*Upon completion of new irrigation system on the golf course.</td> </tr> <tr> <td>Determine Success</td> <td>Spring 2013</td> </tr> <tr> <td>Plan 2nd event</td> <td>Fall 2013</td> </tr> </table>	Staff Meeting	Dec 2012	Create Ads/Marketing	Jan 2013	Host First Event	Spring 2013	*Upon completion of new irrigation system on the golf course.		Determine Success	Spring 2013	Plan 2 nd 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 & 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><u>Proposed Timeline:</u> Rec Center Meeting Aug 2012 Possible Implementation Nov 2012 *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"> - Neighborhood approval (letter or email) - Rental agreement and fee payment - General liability insurance (general and auto coverage) - Sound permit - Health permits for any food served/sold to public - Portable toilet plan for event site - Trash and litter control, dumpster or trash removal capabilities - Transportation and parking plan arranged (plus local garage/parking approvals) – make sure people can get to event - APD approval and security (which may involve street closures for safety) - EMS approval - Site plan and site/logistical meetings 	<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 24th 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>Construction to begin in late July or early August for new irrigation system on the golf course.</p> <p>Completion date estimated November 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"> - Order new scorecards - Rearrange current signage, possible new signs put in place 	<p>Golf staff choosing dates to run trial.</p> <p>Drafting quick response surveys for feedback.</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> <p>*Upon completion of new irrigation system on the golf course.</p> <table border="0"> <tr> <td>Complete Analysis</td> <td>Spring 2013</td> </tr> <tr> <td>Final Layout Selected and Executed</td> <td>Aug 2013</td> </tr> </table>	Survey Drafted	Jul 2012	Trial Days	Jul 2012	Additional Trial Days	Spring 2013	Complete Analysis	Spring 2013	Final Layout Selected and Executed	Aug 2013
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<p><u>Food & 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 July 2012</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><u>Proposed Timeline:</u> Contract Management July 2012</p>
<p>Build grill area for concession to include short order, hot food on site.</p>	<p>No.</p>	<p>N/A</p>	<p>Not considering expanding the current concession due to lack of space and permitting issues involved.</p>