


COUNCIL COMMUNICATION

	Number:	20-002	Meeting:	January 13, 2020
	Agenda Item:	47	Roll Call:	20-0080
	Submitted by:	Benjamin R. Page, Park and Recreation Director		

AGENDA HEADING:

Approval of agreement for the shared use and fees for golf badges at City of Des Moines Golf Courses, Jester Park Golf Course, and Terrace Hills Golf Course between City of Des Moines, Polk County Conservation Board, City of Altoona, C Corporation and CS Corporation.

SYNOPSIS:

Staff recommends to City Council to approve the agreement for the shared use and fees for golf badge changes at City of Des Moines golf courses, Jester Park Golf Course and Terrace Hills Golf Course between City of Des Moines, Polk County Conservation Board, City of Altoona, C Corporation, and CS Corporation. This action has been unanimously approved by the Parks and Recreation Board.

FISCAL IMPACT:

Amount: It is an unknown fiscal impact on badge revenue due to the new badge opportunity at Terrace Hills Golf Course.

Funding Source: FY 2019-2020, Operating Budget, Golf Contracted Operations, E201 PK001201, page 183.

ADDITIONAL INFORMATION:

- Under the golf management contract that has been in effect since January 15, 2010, the contractor, C Corporation, is responsible for proposing fee and badge changes for consideration by the City. At the October 18, 2019 meeting of the Citizen Golf Advisory Committee, the committee voted to recommend this badge change being proposed by C Corporation to take effect as part of the 2020 golf season starting January 1, 2020.

Proposed Badge Changes:

- As of January 1, 2020, the City of Altoona has taken ownership of Terrace Hills Golf Course. Management of the course will be under the newly formed CS Corporation, owned by current C Corporation president, Jeff Chiodo and C Corporation General Manager, Rocky Sposato.

- In the interest of continuing the partnership with C Corporation on shared use of annual golf badges at the three (3) City-owned courses and the Jester Park Golf Course, Parks and Recreation is proposing an expanded partnership with CS Corporation and the City of Altoona, for the addition of Terrace Hills Golf Course, now owned by the City of Altoona, to access with City course badges. Revenue for the badges would be split based on the number of rounds golfed at each course, just as it is already in partnership with Polk County Conservation for the Jester Park Golf Course.
- The goal of maintaining this program for badges is to:
 - Create the best value in relation to comparable courses in Des Moines and Central Iowa.
 - Offer greater flexibility for golf within C Corporation, and now CS Corporation, operated courses when one (1) or multiple courses are reserved for tournament or event play.
- These proposed additions will keep the City of Des Moines Golf Course badge fees aligned with current market rates. Implementation of these proposed badge changes will continue to position the City of Des Moines Golf Courses with some of the most versatile badge offerings at some of the most competitive prices relative to comparable golf courses in Central Iowa. The term of this Agreement will be from January 1, 2020 until December 31, 2024. The Agreement will automatically renew for one (1) 5-year term.
- The City of Des Moines, City of Altoona, Polk County Conservation, C Corporation and CS Corporation have all agreed to the terms. This model is consistent with the one that has been in place between the City of Des Moines, C Corporation, and Polk County Conservation for shared badge access, which would be voided and replaced by this new arrangement.

PREVIOUS COUNCIL ACTION(S):

Date: October 8, 2018

Roll Call Number: [18-1688](#), and [18-1689](#)

Action: [Amending](#) Chapter 74 of the Municipal Code regarding golf course greens fees and season badges. ([Council Communication No. 18-500](#)) Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 7-0.

- (A) Final consideration of ordinance above, requires six votes. Moved by Coleman that the rule requiring that an ordinance must be considered and voted on for passage at two Council meetings prior to the meeting at which it is to be finally passed be suspended, that the ordinance be placed upon its final passage and that the ordinance do now pass, [#15,714](#). Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Parks and Recreation Board

Date: November 26, 2019

Resolution Number: 19-090

Action: Motion by Woodard to approval golf fees and badge program. Second by Potter.
Motion carried.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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