



# Capital City Golf

"The Exceptional Public Golf Experience"



CITY OF SACRAMENTO  
8325 RIVER ROAD  
SACRAMENTO, CA 95832  
TEL 916.433.6307  
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www.capitalcitygolf.com

ANN WEAVER  
GOLF MANAGER  
aweaver@cityofsacramento.org

October 9, 2001

City Council  
Sacramento, California

AG 2001-177

Honorable Members in Session

**SUBJECT: APPROVE MEMBERSHIP OF THE CITY OF SACRAMENTO  
IN GOLF SACRAMENTO, INC. FOR THE PURPOSES OF  
MARKETING CITY GOLF COURSES TO VISITORS**

**LOCATION AND COUNCIL DISTRICT:**

Haggin Oaks Golf Complex  
Council District 2

Land Park Golf Course  
Council District 4

Bing Maloney Golf Courses  
Council District 5

Bartley Cavanaugh Golf Course  
South of Council District 8

**RECOMMENDATION:**

Staff recommends Council approve an agreement between the City of Sacramento and Golf Sacramento, Inc. for membership of City golf courses in Golf Sacramento, an organization formed to promote the Sacramento area as a premier golf vacation destination.

**CONTACT PERSON:** Ann Weaver, Golf Manager, 433-6315

**FOR COUNCIL MEETING OF:** October 23, 2001

CAPITAL CITY GOLF AFFILIATES:

ALISTER MACKENZIE GOLF COURSE AT HAGGIN OAKS • ARCADE CREEK GOLF COURSE AT HAGGIN OAKS • BARTLEY CAVANAUGH GOLF COURSE  
BING MALONEY 18-HOLE GOLF COURSE • BING MALONEY EXECUTIVE 9 GOLF COURSE • WILLIAM LAND 9-HOLE GOLF COURSE  
TEE TIME RESERVATIONS 916. 264.TIME(8463)

City Council

Approve Membership of the City of Sacramento in Golf Sacramento, Inc. for the purposes of marketing City golf courses to visitors

October 23, 2001

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**SUMMARY:**

It is recommended that an agreement be entered into between City of Sacramento and Golf Sacramento, Inc. for the purposes of marketing City golf courses to visitors. This is consistent with the City's goal to increase rounds and revenue at City golf courses. Golf Sacramento's marketing goal is to promote the Sacramento area as a premier golf vacation destination. Golf Sacramento will raise visitor awareness of City golf courses.

**COMMITTEE/COMMISSION ACTION:**

None

**BACKGROUND INFORMATION:**

In July 2001, the Sacramento Convention and Visitor's Bureau made a presentation to the Council on Golf Sacramento, Inc. As you may recall, Golf Sacramento, Inc. (GSI) is a non-profit, public-benefit organization formed to promote the Sacramento area as a premier golf vacation destination. GSI's activities include print, broadcast and web-site advertising; partnering with hotels to provide golf information and reservation services to their customers; operation of a computerized tee-time network and call center; and a media relations program designed to encourage editorial coverage of the Sacramento area as a golf vacation destination.

This is a one year agreement; however, the City Manager is authorized to extend this agreement for up to five additional 1 year terms.

**FINANCIAL CONSIDERATIONS:**

2001 annual membership cost detail:

Haggin Oaks Golf Complex (Alister MacKenzie/Arcade Creek)	\$ 7,500
Bing Maloney 18-hole Golf Course	5,000
Bartley Cavanaugh 18-hole Golf Course	5,000
Bing Maloney Executive-9 Golf Course	500
Land Park Golf Course	0
Total	\$18,000

The above membership costs will be paid out of Capital City Golf advertising budget (org. 4281, object code 4211).

Please note that, because Land Park Golf Course is operated by the 501 (c)(3) non-profit organization SAY Golf, there is no cost for their membership in Golf Sacramento, Inc.

City Council

Approve Membership of the City of Sacramento in Golf Sacramento, Inc. for the purposes of marketing City golf courses to visitors

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**ENVIRONMENTAL CONSIDERATIONS:**

None

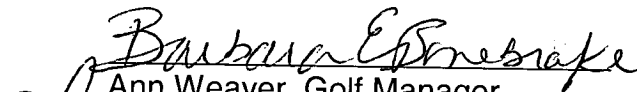
**POLICY CONSIDERATIONS:**

The recommendations in this report are consistent with the City Council approved business plan for the Capital City Golf division.


**ESBD CONSIDERATIONS:**

None

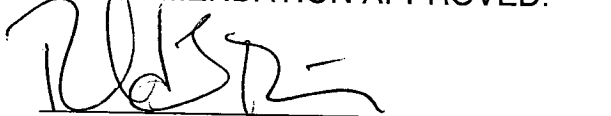
Respectfully submitted,

  
Ann Weaver, Golf Manager

APPROVED:

  
Barbara E. Bonebrake, Director  
Convention, Culture and Leisure Dept.

RECOMMENDATION APPROVED:

  
Robert P. Thomas, City Manager

**RESOLUTION NO. 2001-699**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION APPROVING AN AGREEMENT BETWEEN THE CITY OF SACRAMENTO AND GOLF SACRAMENTO, INC. FOR THE PURPOSE OF MARKETING CITY GOLF COURSES TO VISITORS**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. The City Manager and City Clerk are hereby authorized to sign and execute an agreement with Golf Sacramento, Inc. for membership of City golf courses in an organization formed to promote the Sacramento area as a premier golf vacation destination. This is a one-year agreement with City Manager authority to extend for up to five additional 1 year terms.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

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FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_