

City Council Meeting

September 14, 2017



Greenville
NORTH CAROLINA

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Item 3


Ordinance requested by
Blackwood, Parrott and Roberson,
LLC involving 1.990 acres



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General Location Map

Map Legend

 Greenville's ETJ


 Tar River

 Pitt-Greenville Airport (PGV)


City Council Voting District

District

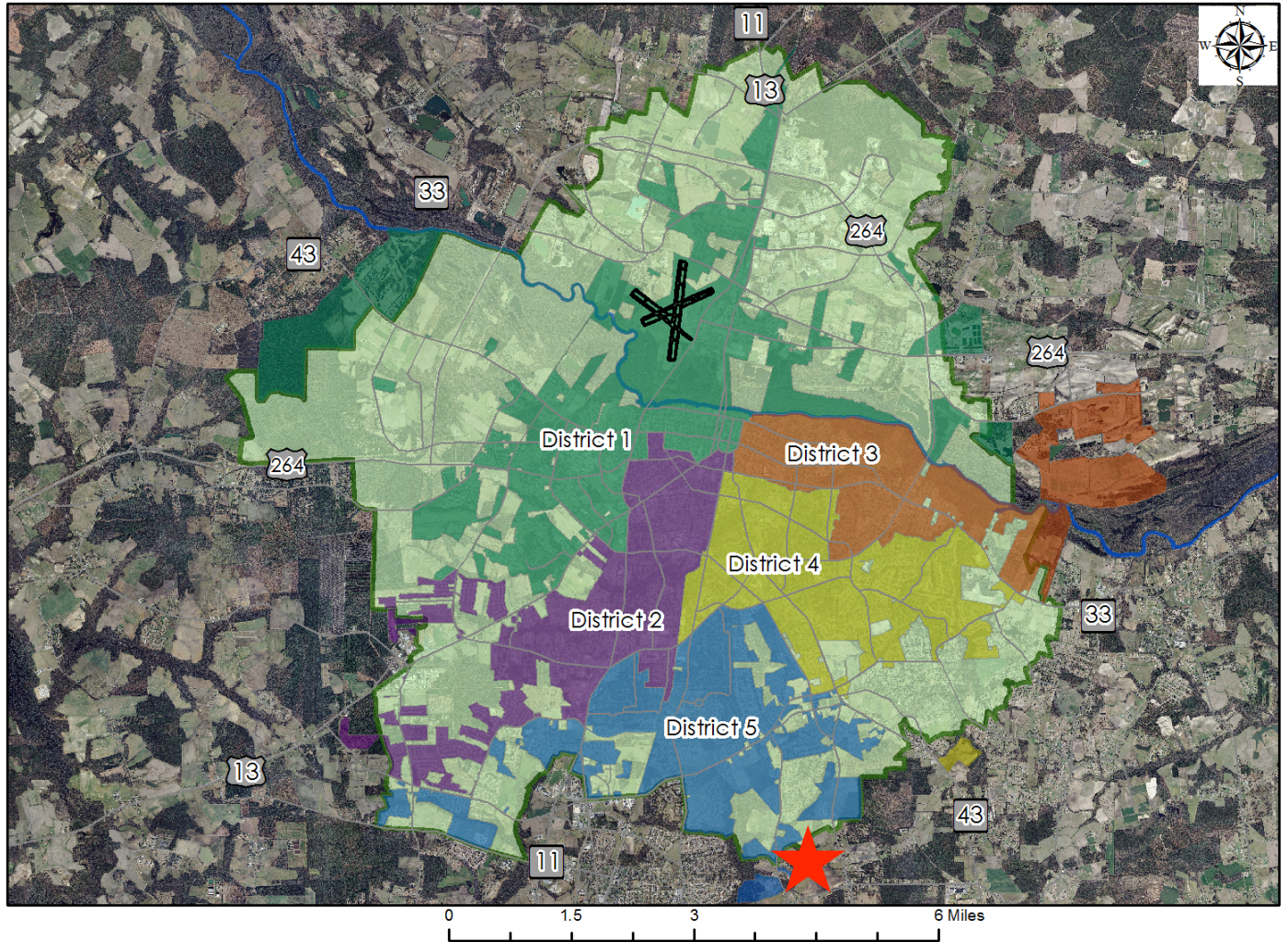
 District 1

 District 2

 District 3

 District 4

 District 5



Greenville
NORTH CAROLINA

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Blackwood, Parrott & Roberson, LLC

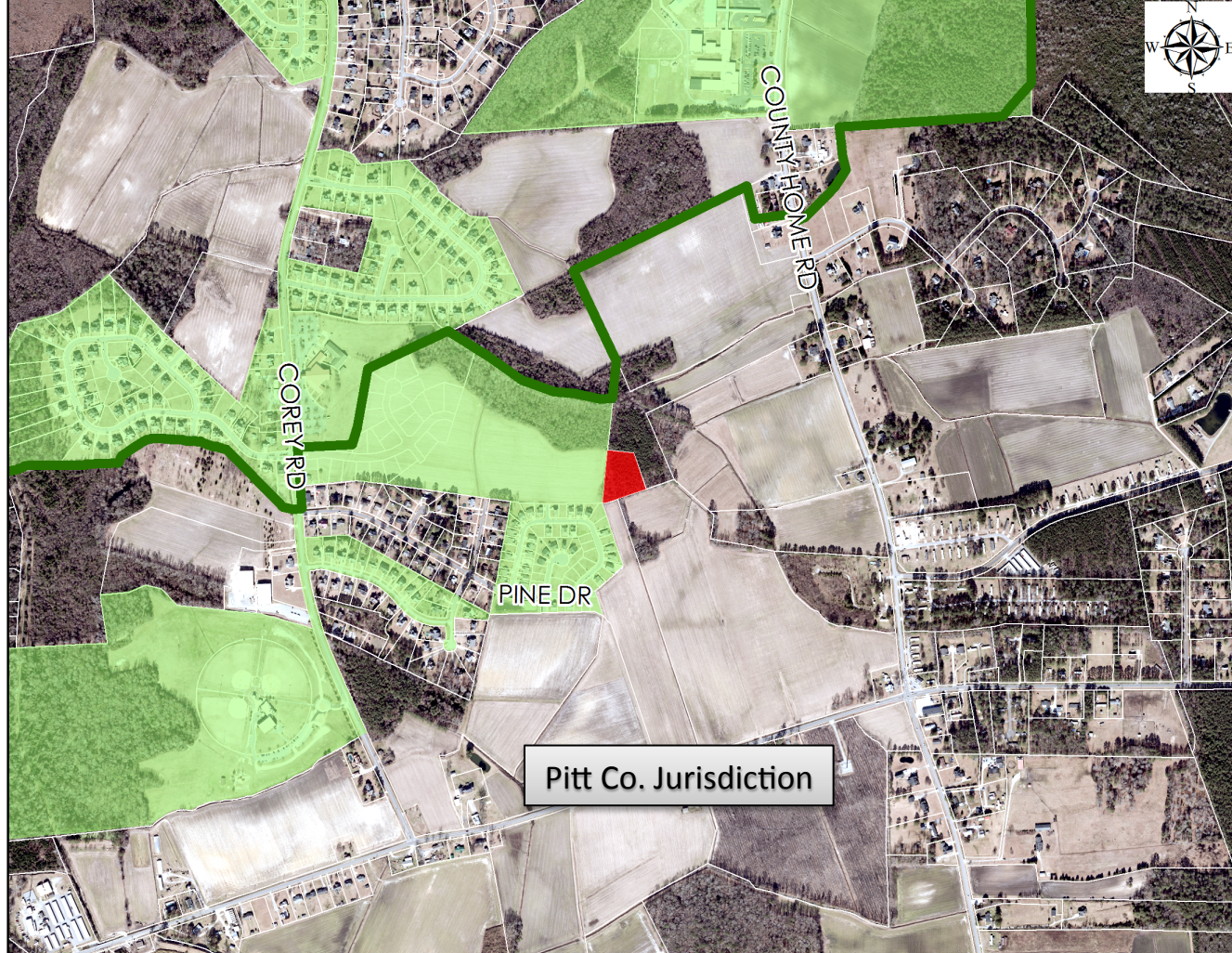
Map Legend

-  Land Parcels
-  Greenville City Limits
-  Greenville ETJ
-  Annexation



Greenville
NORTH CAROLINA

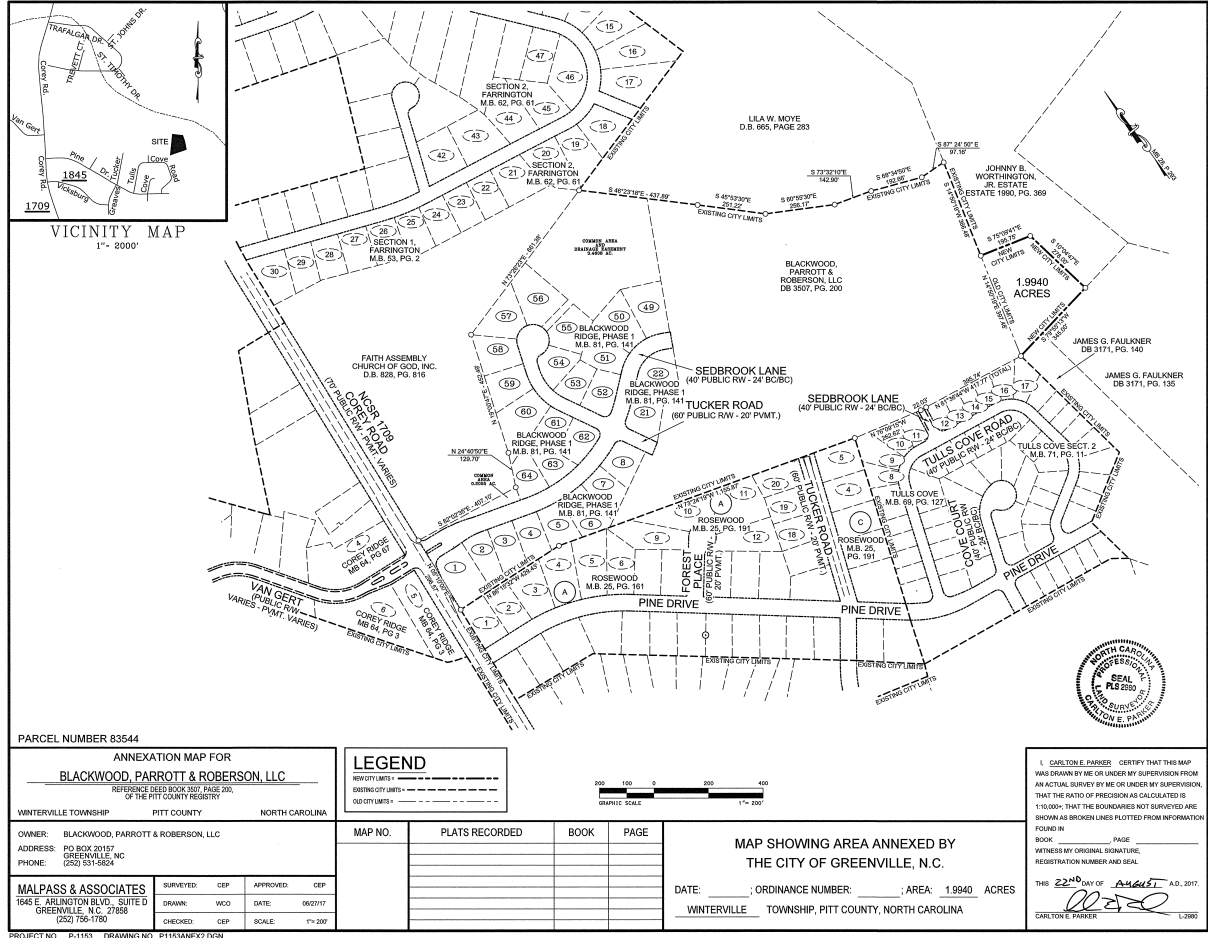
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Pitt Co. Jurisdiction

0 625 1,250 2,500 3,750 Feet

1.9940 Acres



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Item 4


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Map Legend

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District

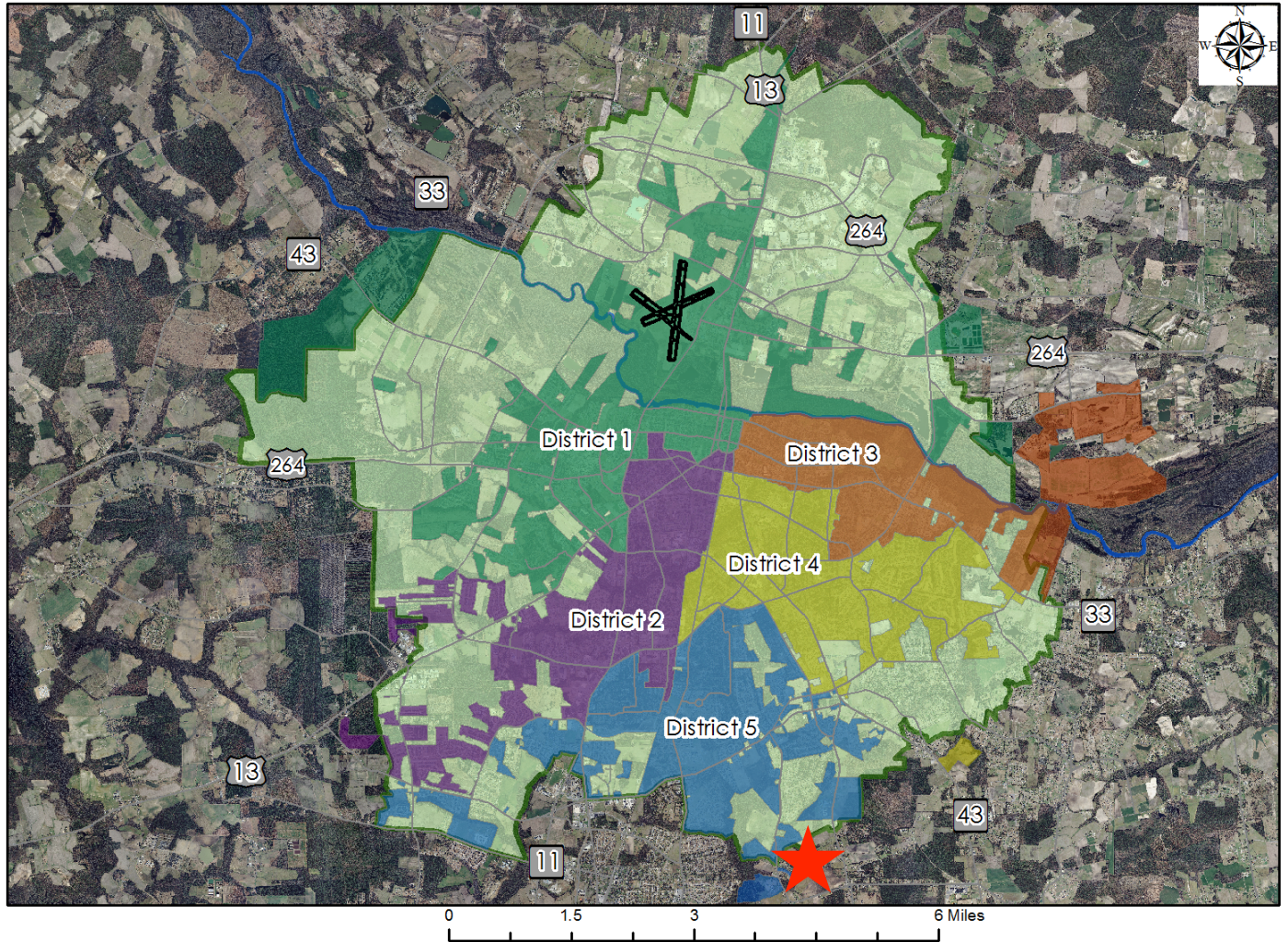
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Greenville
NORTH CAROLINA

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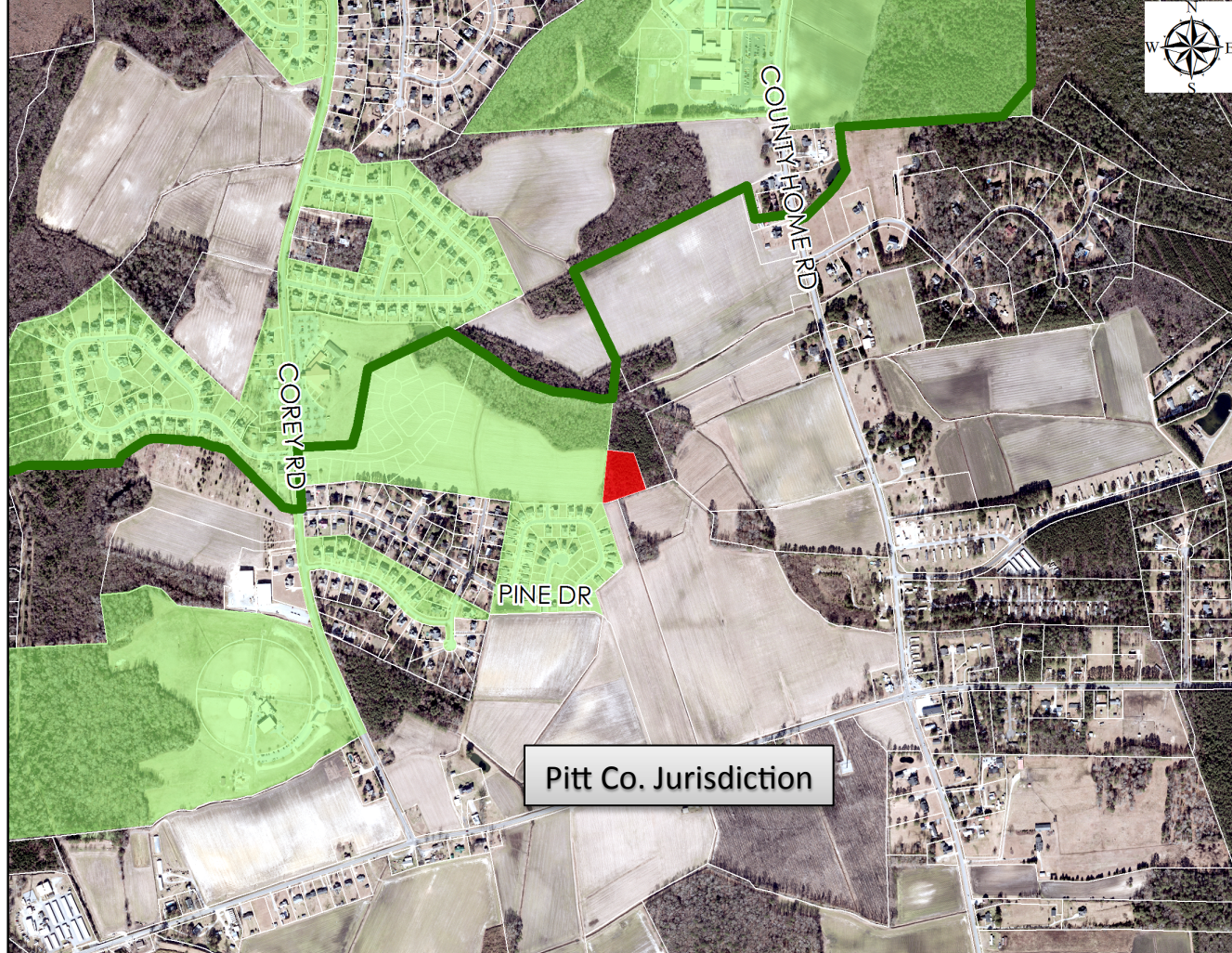
Blackwood, Parrott & Roberson, LLC

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-  Greenville City Limits
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-  Annexation




































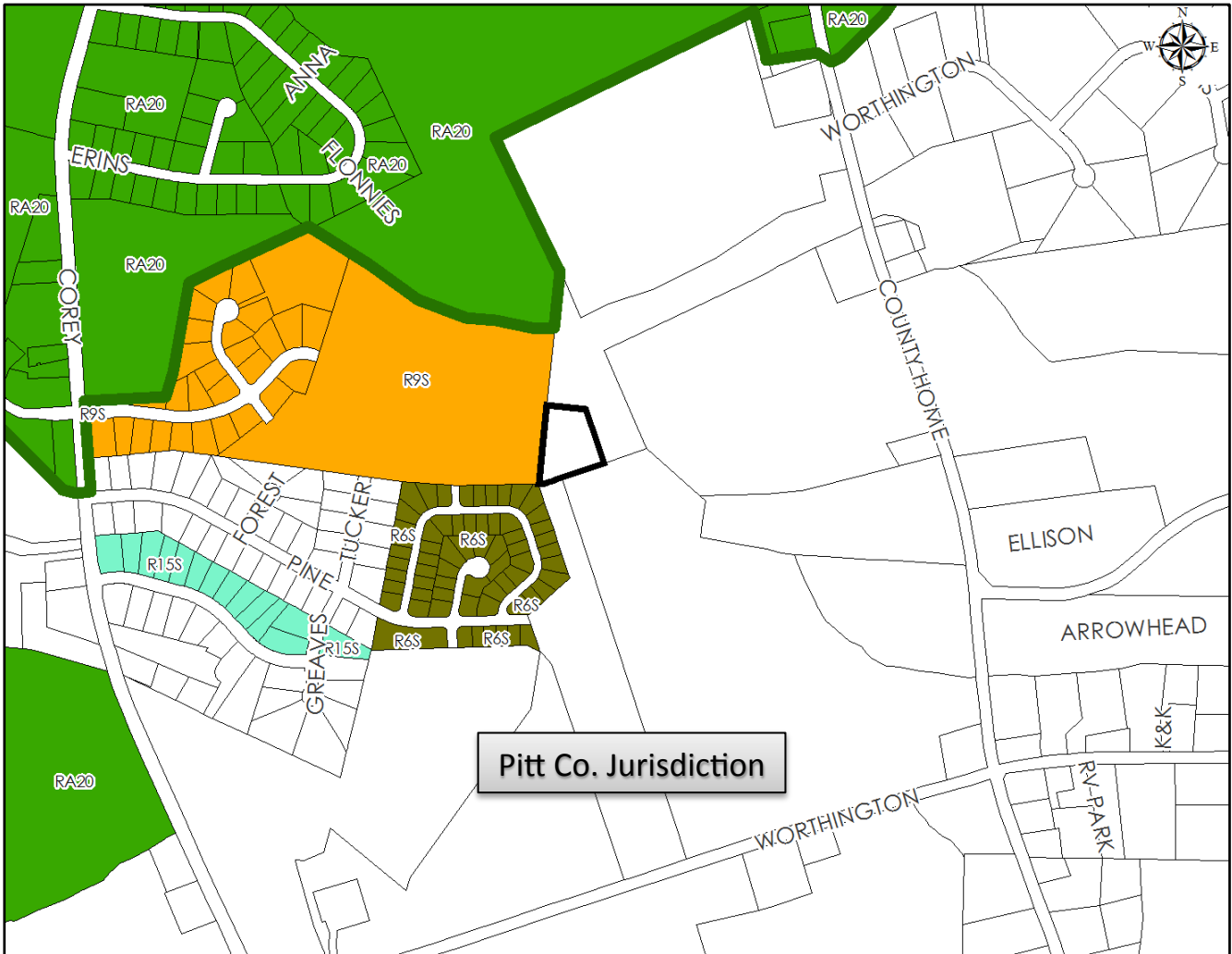
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Zoning Map

Map Legend

 Rezoning	 PIU	 R6MH
 Land Parcels	 MI	 R6N
 CD	 MO	 R6S
 CDF	 MS	 R9
 CG	 O	 R9S
 CH	 OR	 R9S-CA
 CN	 OR-UC	 R15S
 MCH	 R6	 PUD
 MCG	 R6A	 MR
 I	 R6A-CA	 MRS
 IU	 R6A-RU	 RA20



Pitt Co. Jurisdiction


















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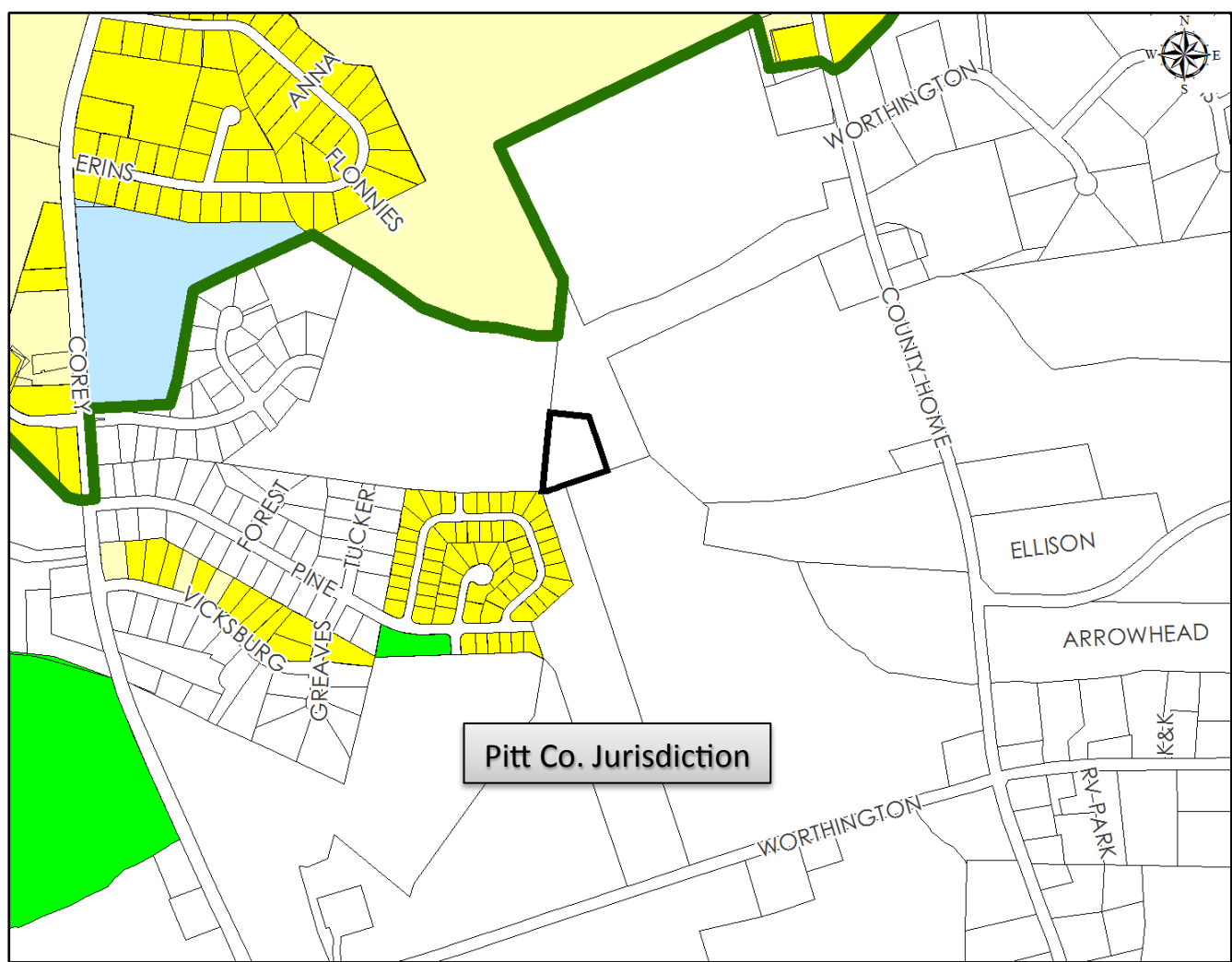
Existing Land Use

Map Legend

-  Rezoning
-  Land Parcels

Existing Land Use

-  Cemetery
-  Commercial
-  Duplex
-  Industrial
-  Institutional
-  Landfill
-  Mobile Home
-  Mobile Home Park
-  Multi-Family
-  Office
-  Public Parking
-  Recreation
-  Single Family
-  Utility
-  Vacant



Pitt Co. Jurisdiction

0 415 830 1,660 2,490 Feet



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Activity Centers

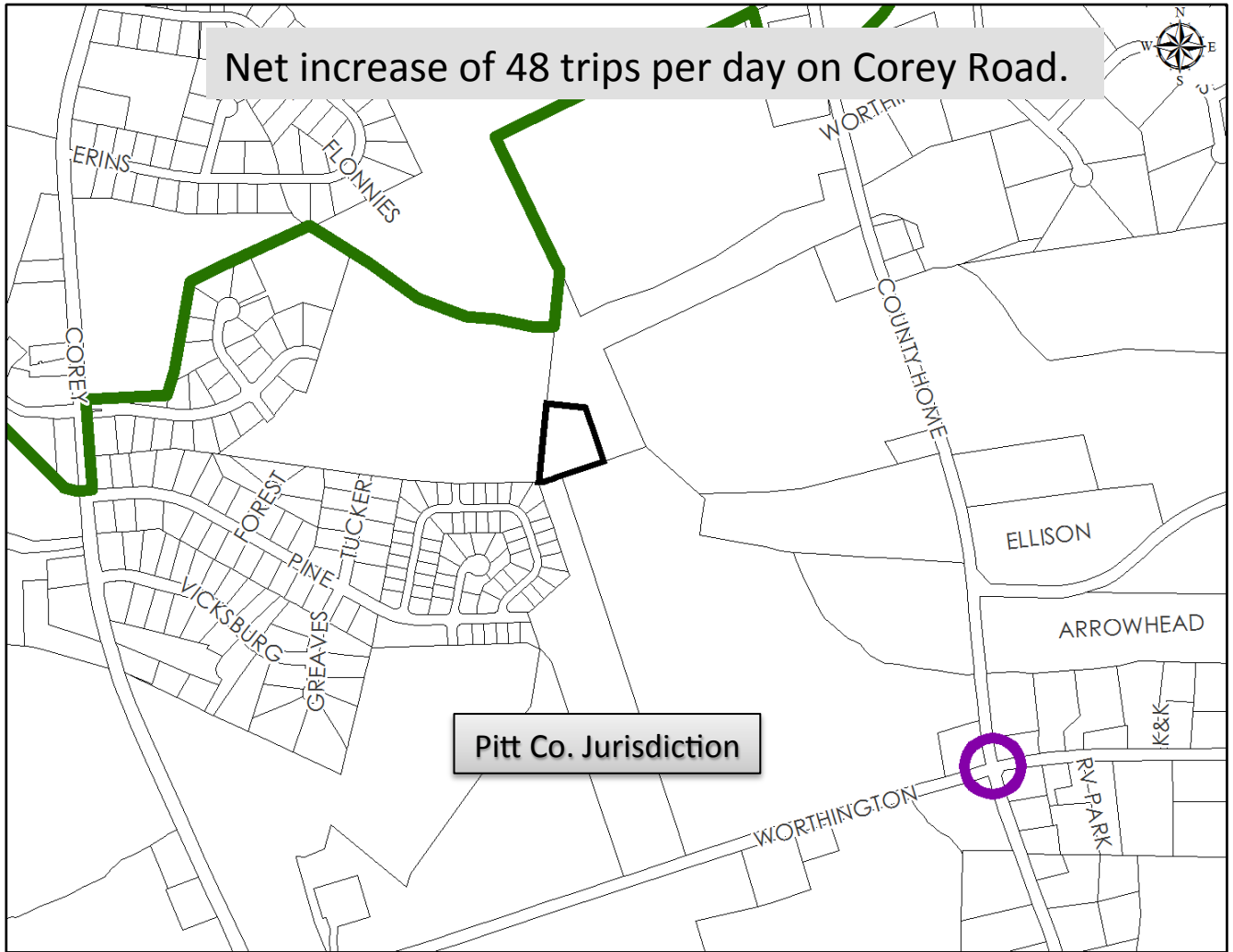
Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center



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Net increase of 48 trips per day on Corey Road.



Sedbrook Lane



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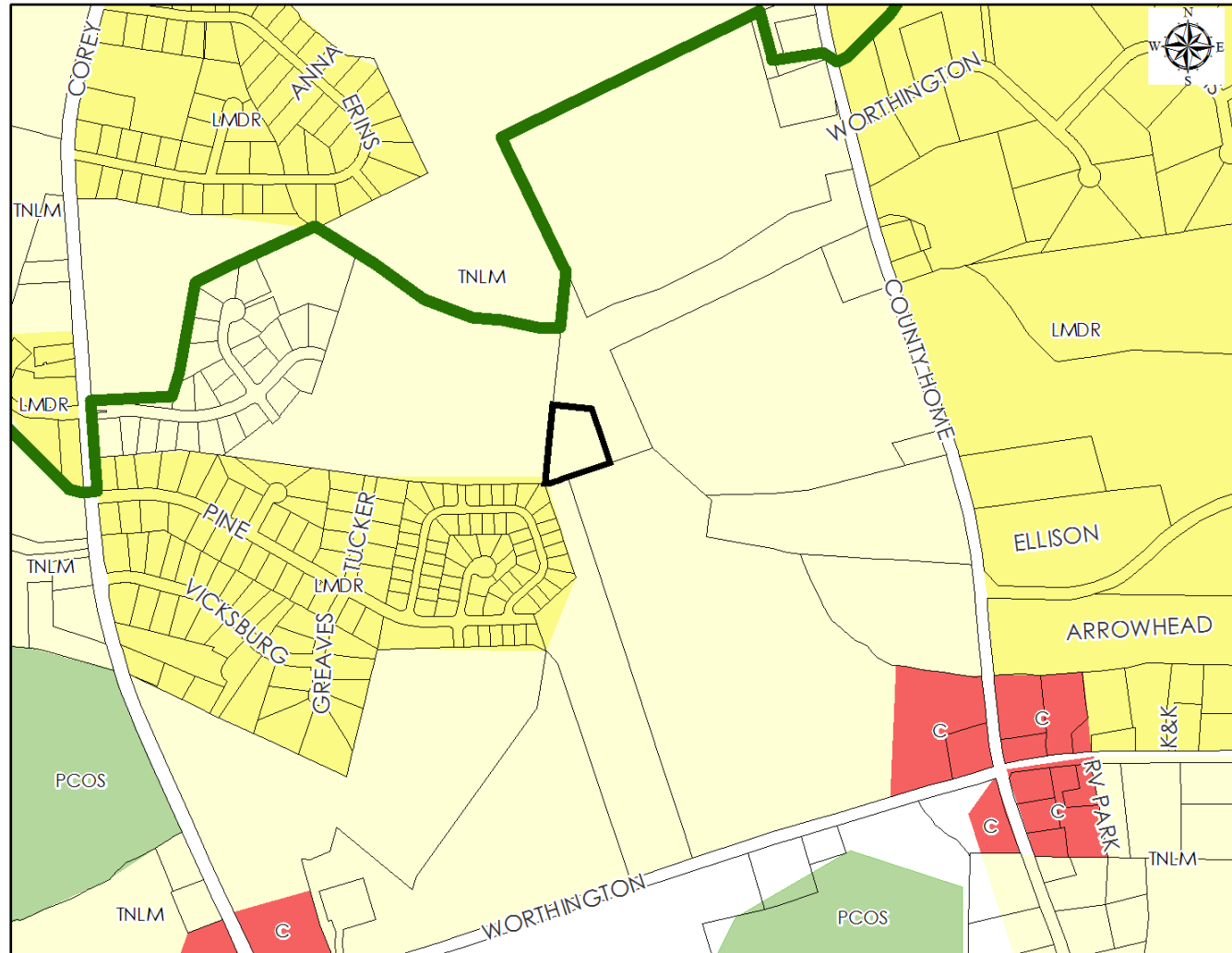
Future Land Use & Character Map

Map Legend

- Rezoning
- Land Parcels

Horizons2026 Future Land Use

- PCOS - Potential Conservation and Open Space
- UC - Uptown Core
- UE - Uptown Edge
- MUHI - Mixed Use, High Intensity
- MU - Mixed Use
- C - Commercial
- OI - Office and Institutional
- UN - Uptown Neighborhood
- TNMH - Traditional Neighborhood, Medium to High Density
- TNLM - Traditional Neighborhood, Low to Medium Density
- HDR - Residential, High Density
- LMDR - Residential, Low to Medium Density
- UI - University Institutional
- MC - Medical Core
- MT - Medical Transition
- IL - Industrial / Logistics





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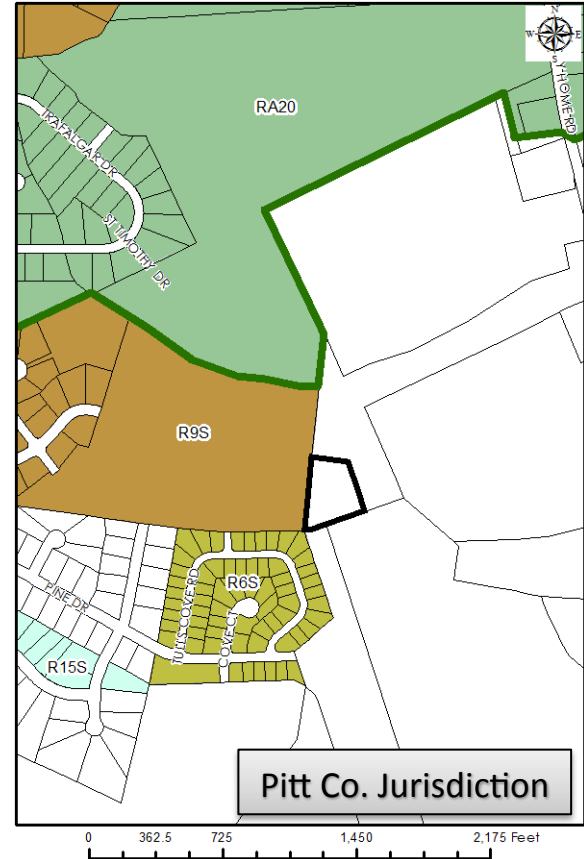
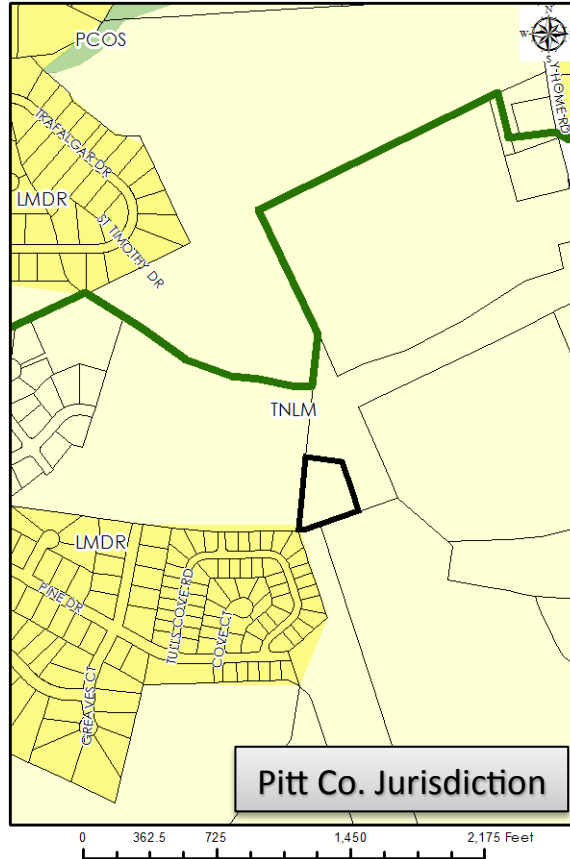
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Future Land Use & Character Map

Zoning Map

Map Legend

-  Rezoning Sites
-  Land Parcels



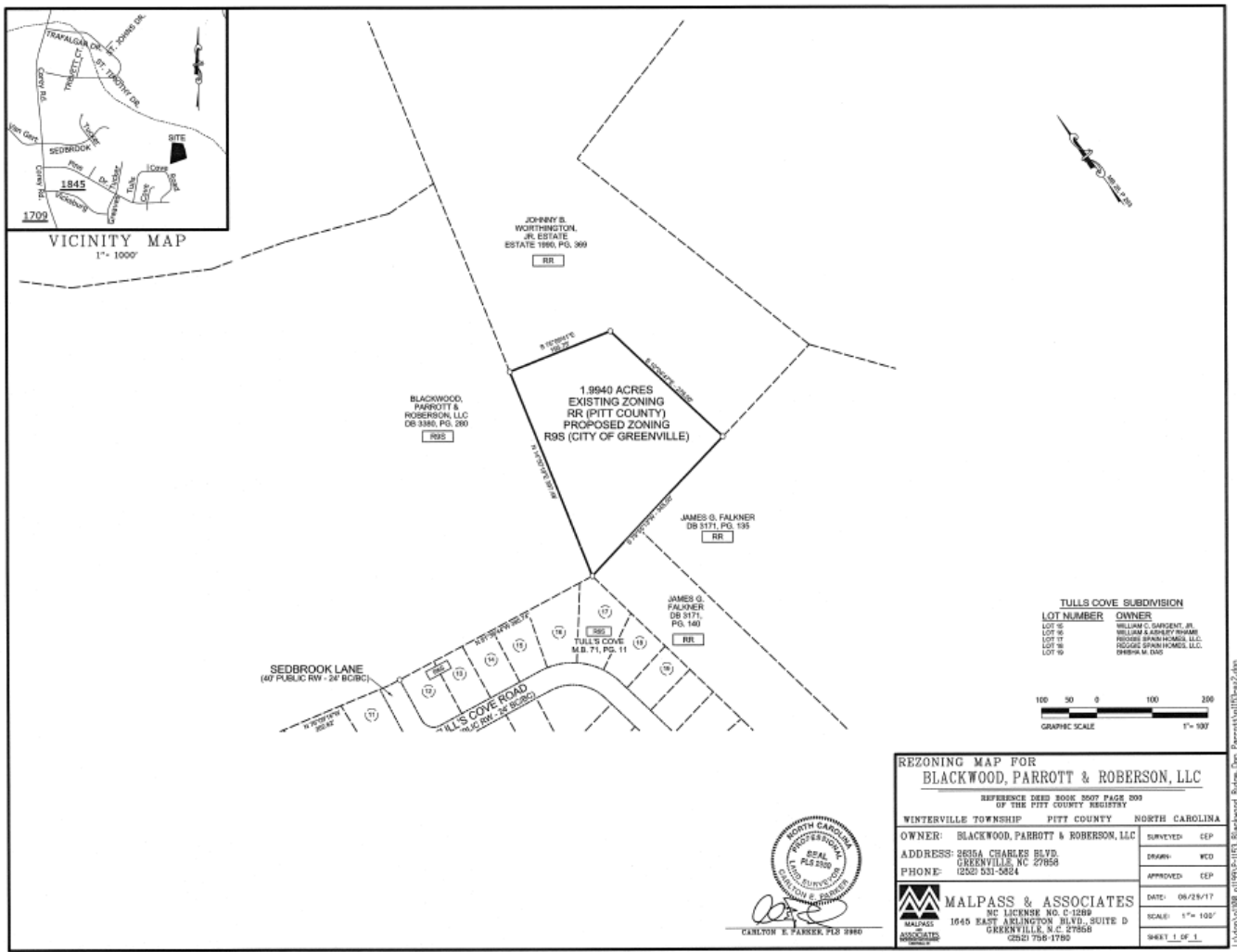
Blackwood, Parrott & Roberson, LLC

1.9940 acres



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TULLS COVE SUBDIVISION

LOT NUMBER	OWNER
LOT 16	WILLIAM C. GARDEMI, JR.
LOT 17	WILLIAM & ANNE E. PHAM
LOT 18	RODOLFO SPAIN HOMEL, LLC
LOT 19	RODOLFO SPAIN HOMEL, LLC
LOT 20	BRUNO M. DAS



REZONING MAP FOR
BLACKWOOD, PARROTT & ROBERSON, LLC

REFERENCE DEED BOOK 5007 PAGE 009
OF THE PITT COUNTY REGISTRY

WINTERVILLE TOWNSHIP PITT COUNTY NORTH CAROLINA

OWNER: BLACKWOOD, PARROTT & ROBERSON, LLC

ADDRESS: 2835A CHARLES BLVD
GREENVILLE, NC 27958
PHONE: (252) 531-5824

SURVEYED	SEP
DRAWN	WCD
APPROVED	SEP
DATE:	08/29/17
SCALE:	1" = 100'
SHEET	1 OF 1

MALPASS & ASSOCIATES
NC LICENSE NO. C-1289
1645 EAST ARLINGTON BLVD, SUITE D
GREENVILLE, S.C. 27660
(252) 756-1782



L:\App\2016\171917-1131 - Blackwood, Parrott & Roberson, LLC - Rezoning Map.dwg, Date: 08/29/2017, 10:42:11 AM

Item 5


Ordinance requested by East Carolina University involving 3.5 +/- acres





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General Location Map

Map Legend

 Greenville's ETJ


 Tar River

 Pitt-Greenville Airport (PGV)


City Council Voting District

District

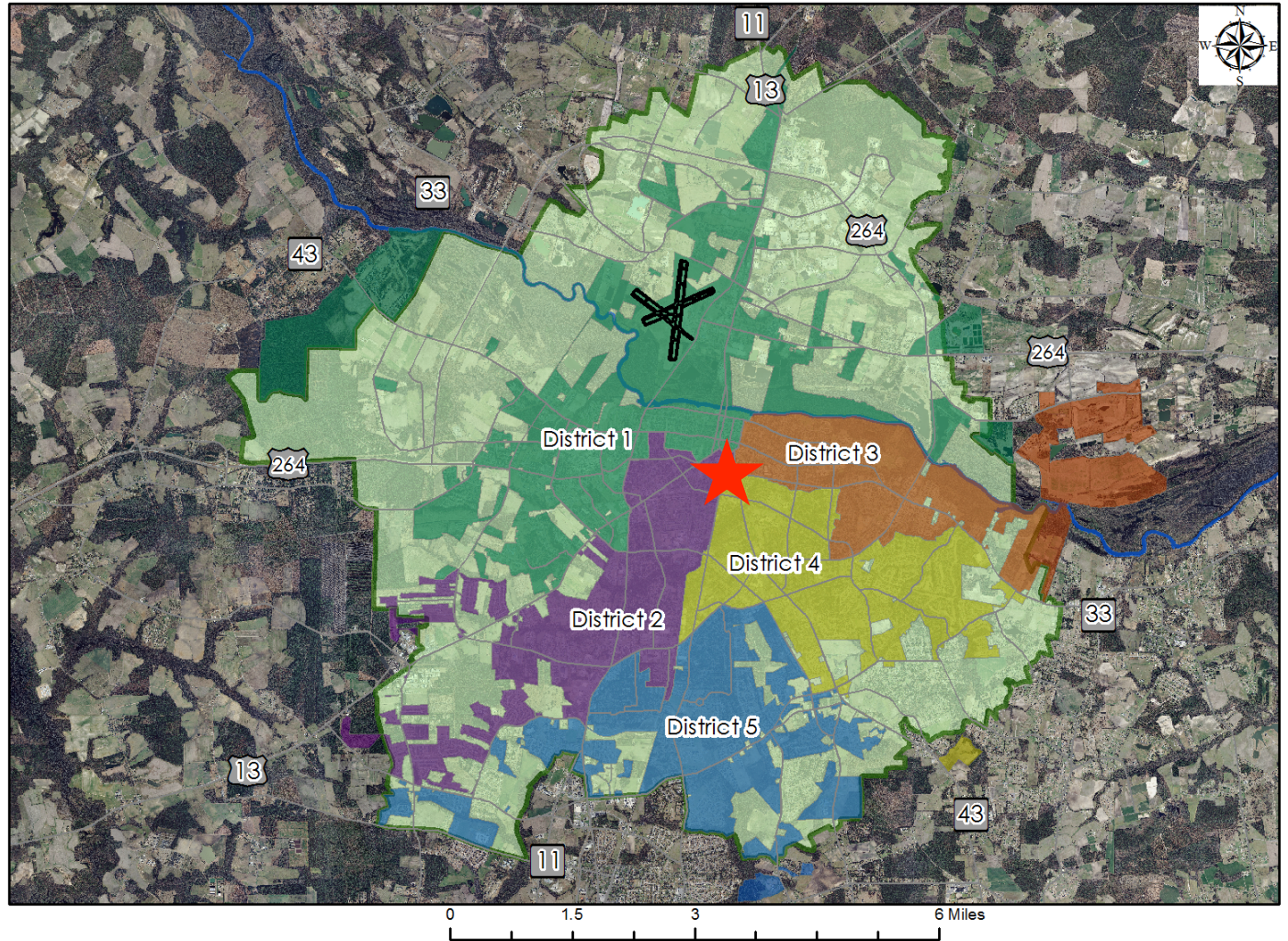
 District 1

 District 2

 District 3

 District 4

 District 5





Greenville
NORTH CAROLINA

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Aerial Map (2016)

Map Legend

-  Rezonings
-  Land Parcels



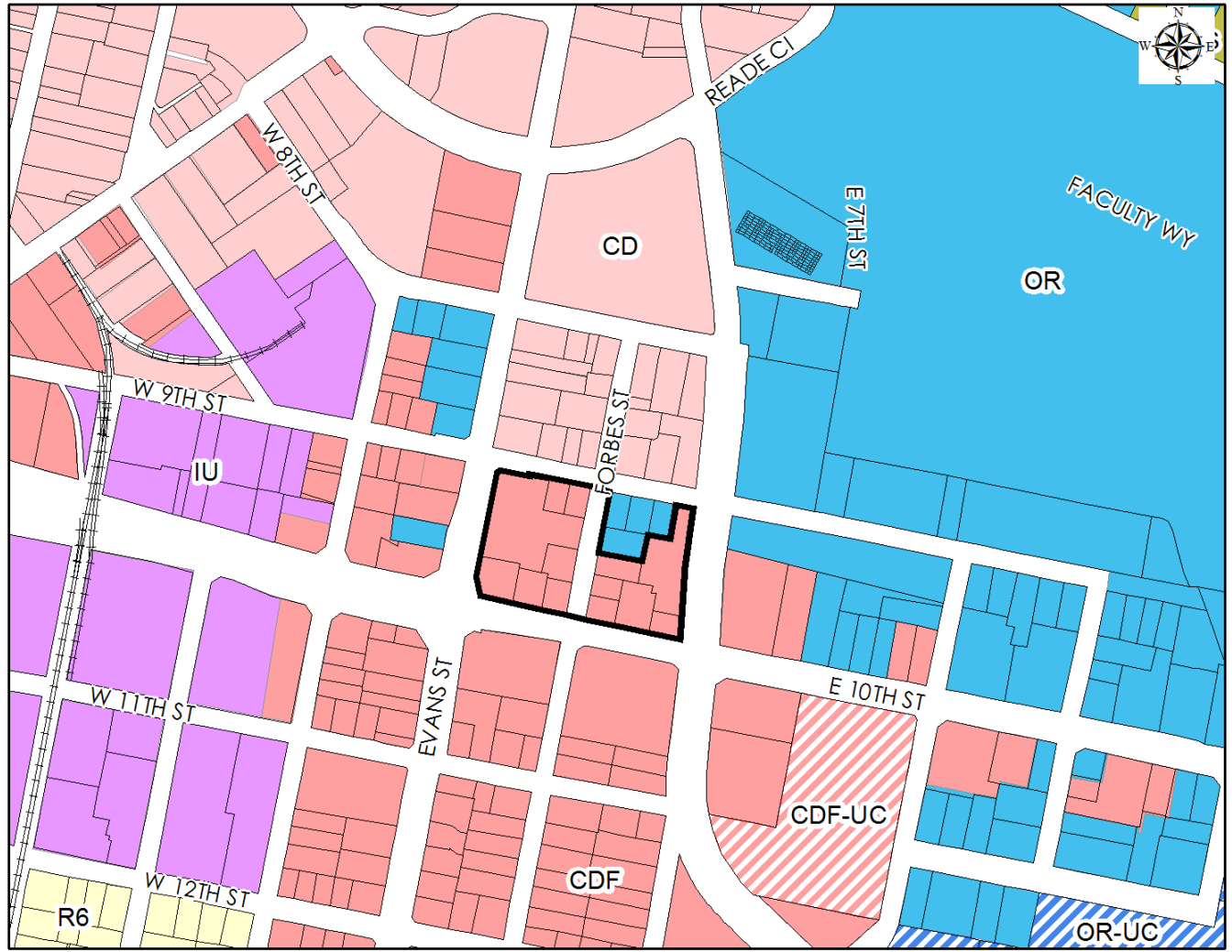
Greenville
NORTH CAROLINA

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Zoning Map

Map Legend

	Rezoning		IU		R6A-RU
	Land Parcels		PIU		R6MH
	CD		MI		R6S
	CDF		MO		R9
	CDF-UC		MS		R9S
	CG		O		R9S-CA
	CH		OR		R15S
	CN		OR-UC		PUD
	MCH		R6		MR
	MCG		R6A		MRS
	I		R6A-CA		RA20





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NORTH CAROLINA













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Existing Land Use

Map Legend

-  Rezoning
-  Land Parcels

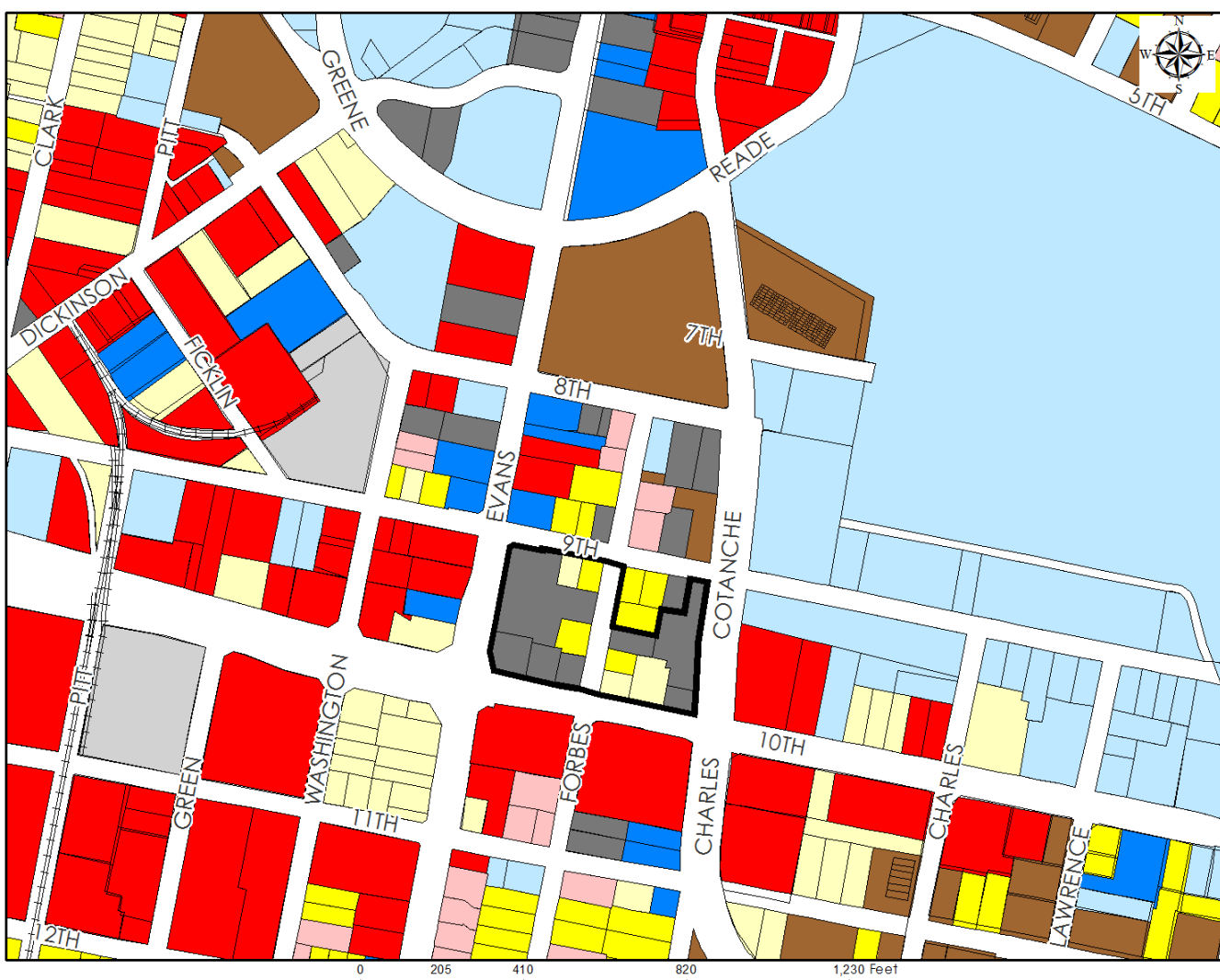
Existing Land Use

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-  Duplex
-  Industrial
-  Institutional
-  Landfill
-  Mobile Home
-  Mobile Home Park
-  Multi-Family
-  Office
-  Public Parking
-  Recreation
-  Single Family
-  Utility
-  Vacant



Greenville
NORTH CAROLINA

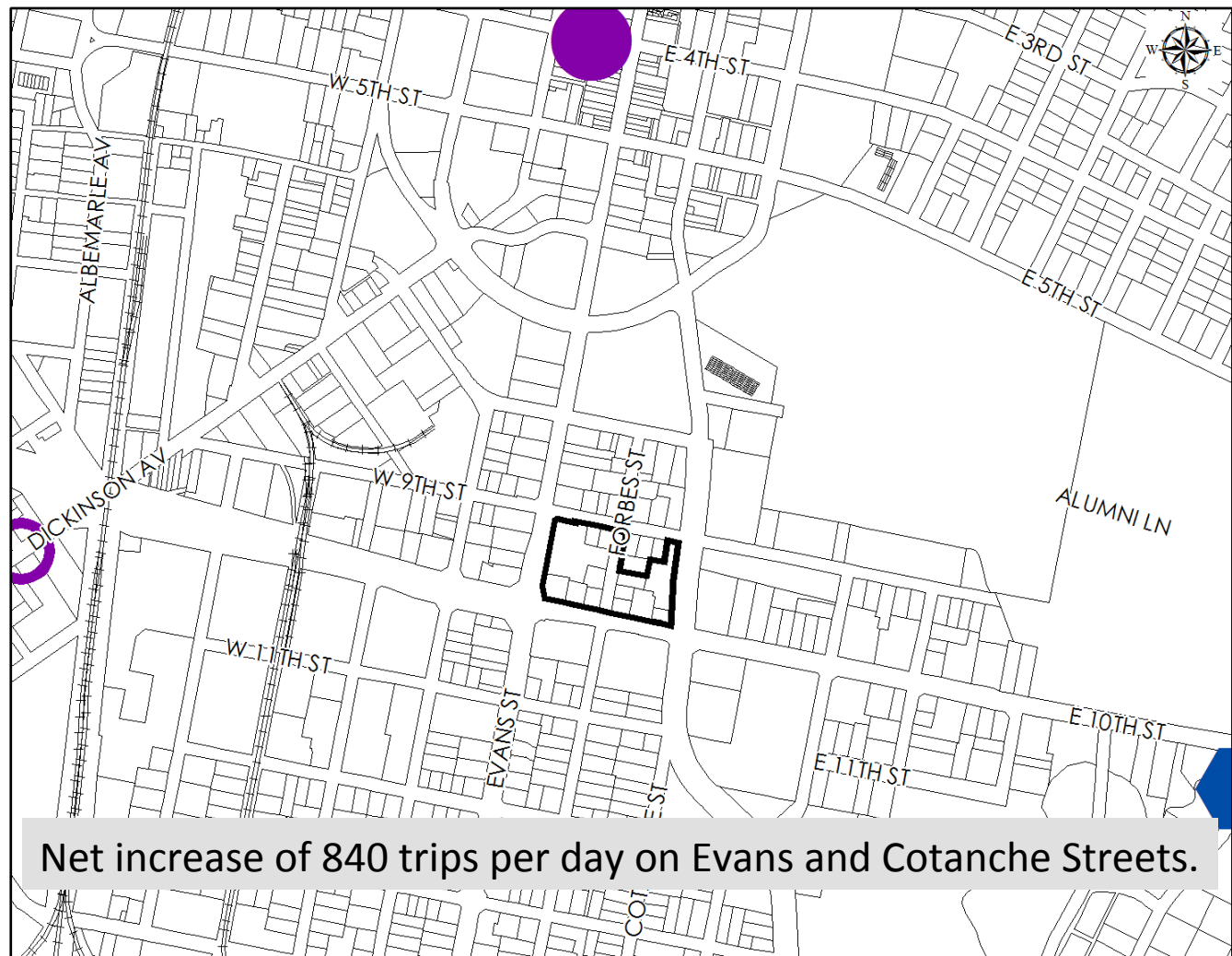
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Activity Centers

Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center



Net increase of 840 trips per day on Evans and Cotanche Streets.

East Carolina University

3.5 acres
10th St. &
Cotanche St.



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East Carolina
University

3.5 acres

Evans St. & 9th
St.



Greenville
NORTH CAROLINA

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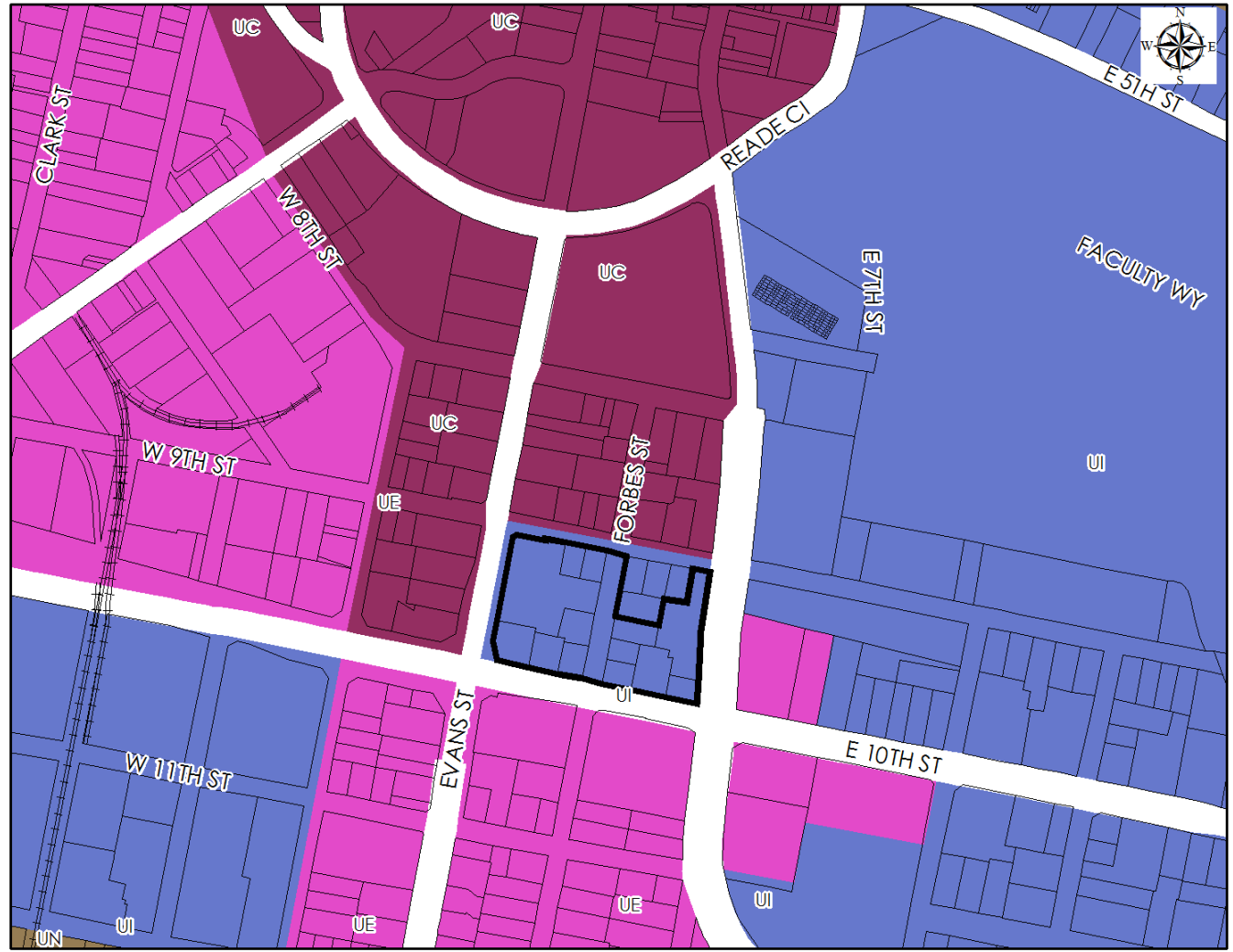
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Greenville
NORTH CAROLINA

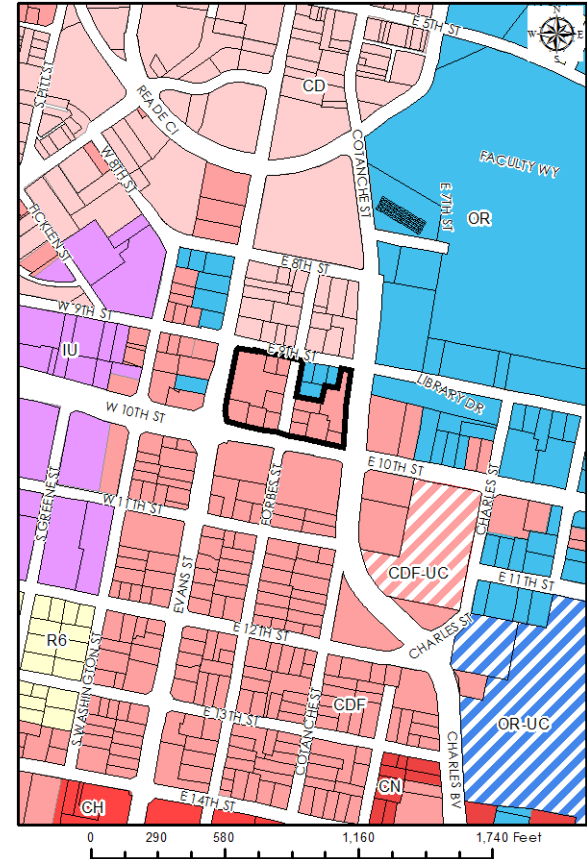
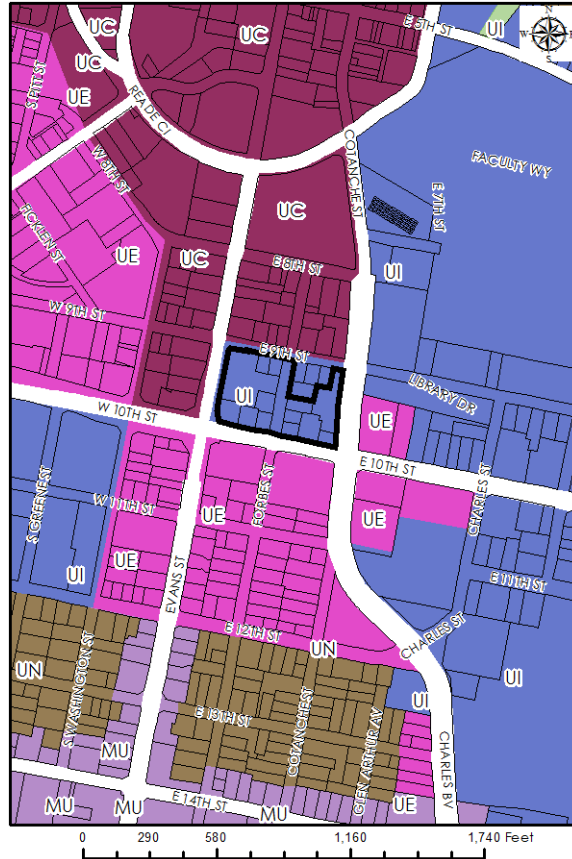
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Future Land Use & Character Map

Zoning Map

Map Legend

-  Rezoning Sites
-  Land Parcels



Greenville
NORTH CAROLINA

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Item 6


Ordinance requested by Glenn Arthur, LLC involving 4.054 acres




Find yourself in good company®

General Location Map

Map Legend

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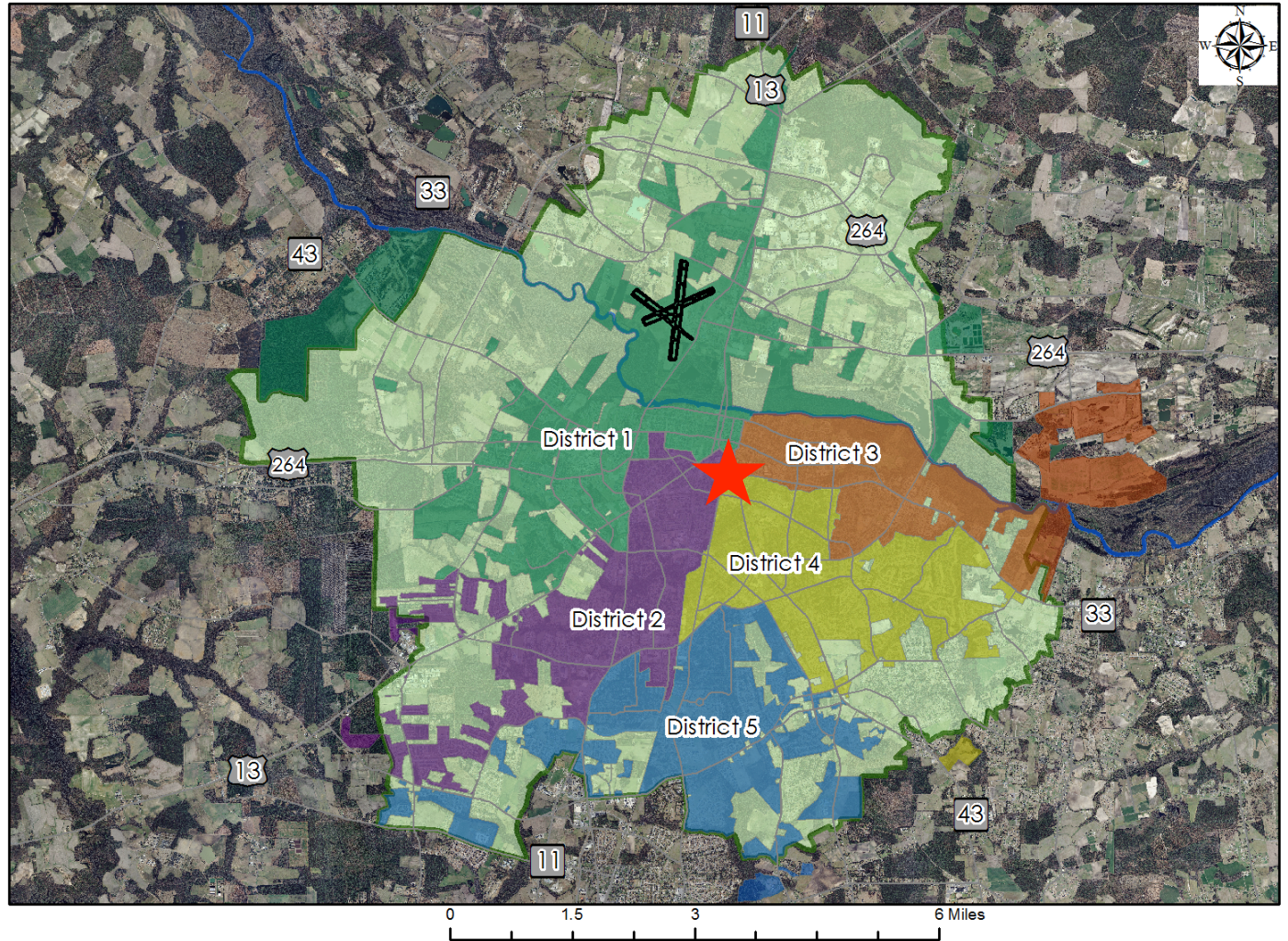
 District 1

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 District 5





Greenville
NORTH CAROLINA

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Aerial Map (2016)

Map Legend

-  Rezoning
-  Land Parcels



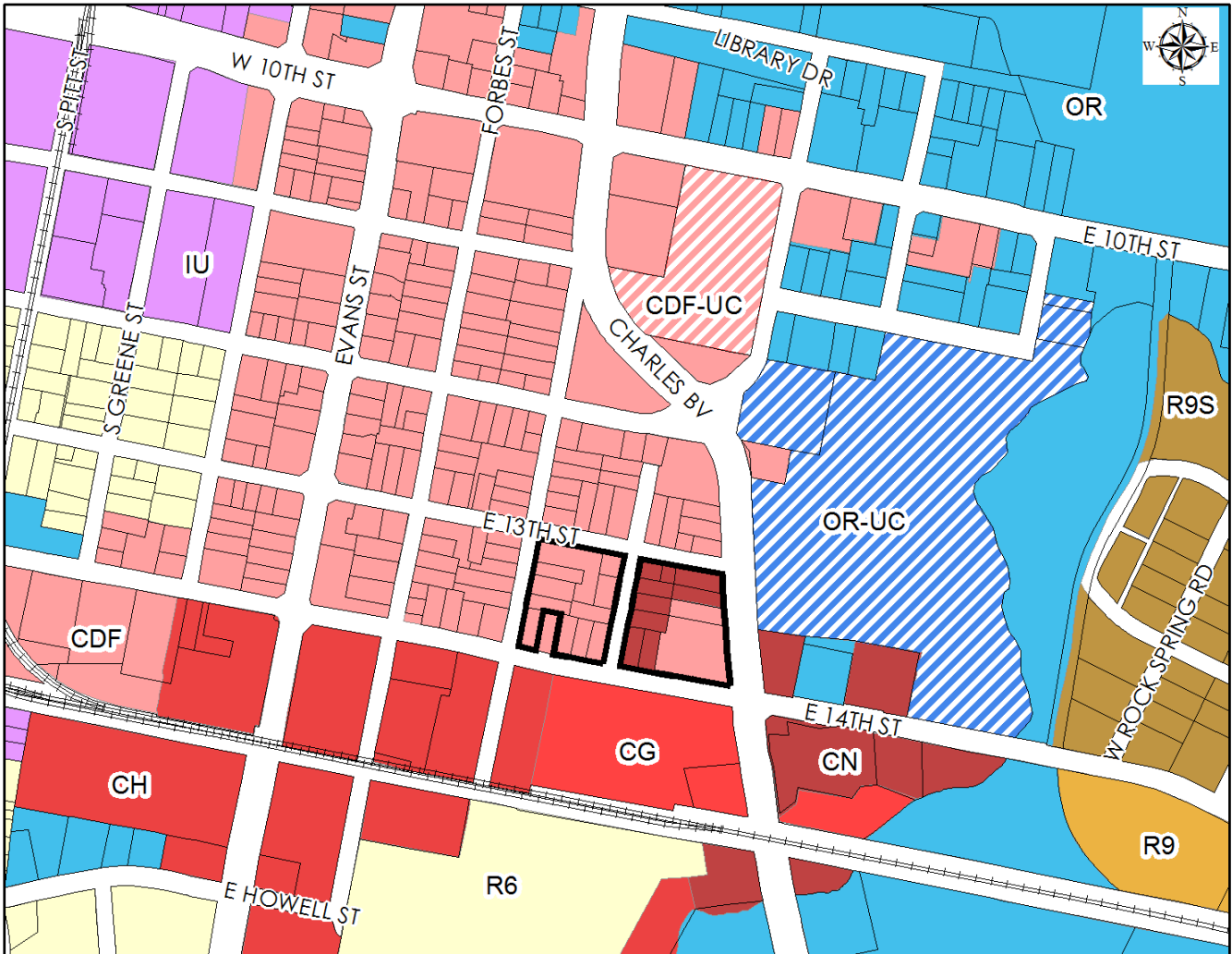
Greenville
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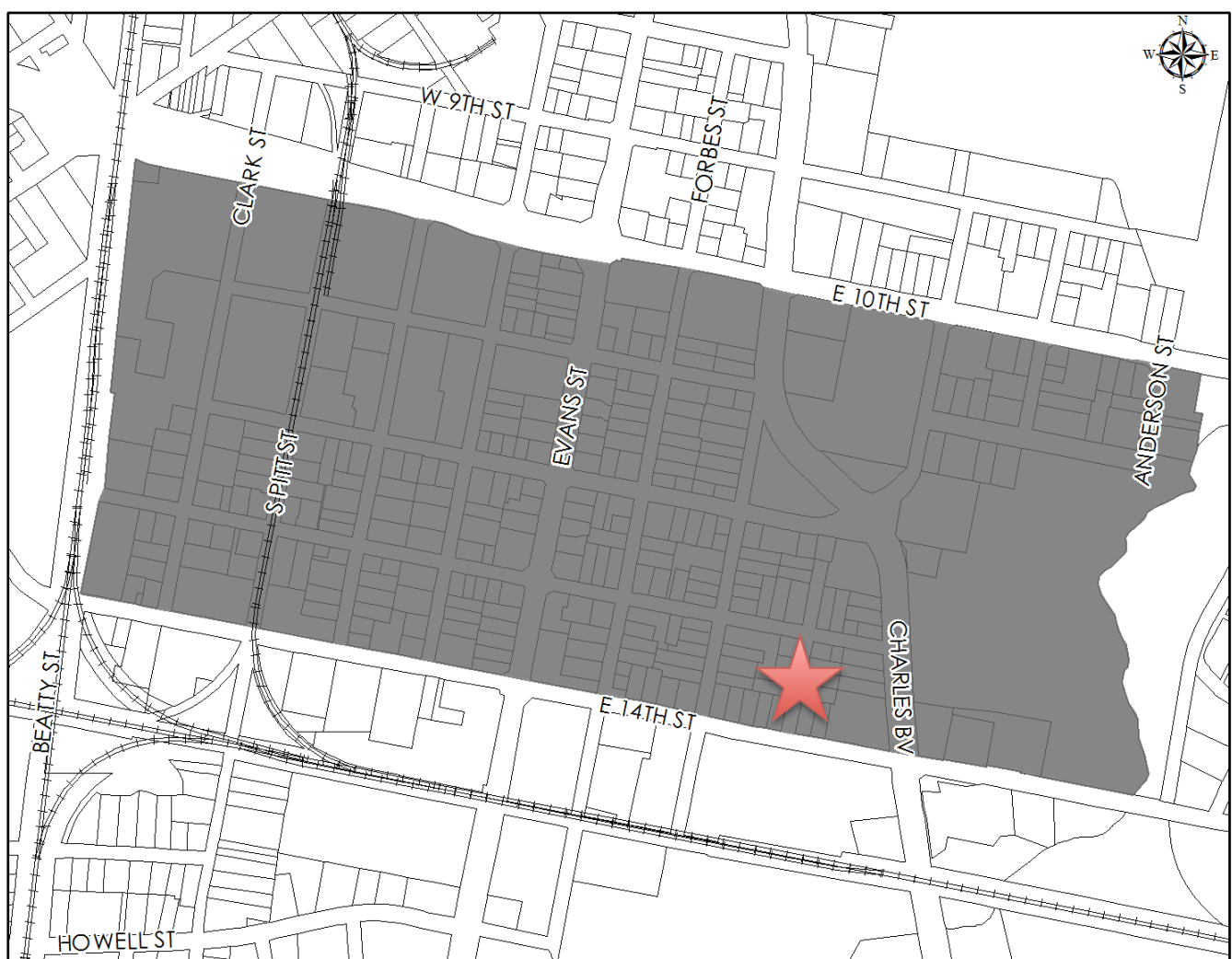
Zoning Map

Map Legend

Rezoning	IU	R6A-RU
Land Parcels	PIU	R6MH
CD	MI	R6S
CDF	MO	R9
CDF-UC	MS	R9S
CG	O	R9S-CA
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CN	OR-UC	PUD
MCH	R6	MR
MCG	R6A	MRS
I	R6A-CA	RA20



Urban Core Overlay Area



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Urban Core Overlay District: The purpose and intent is to allow modifications to facilitate **residential** development and re-development of infill sites in the designated area. Must be in conjunction with OR and/or CDF zoning.

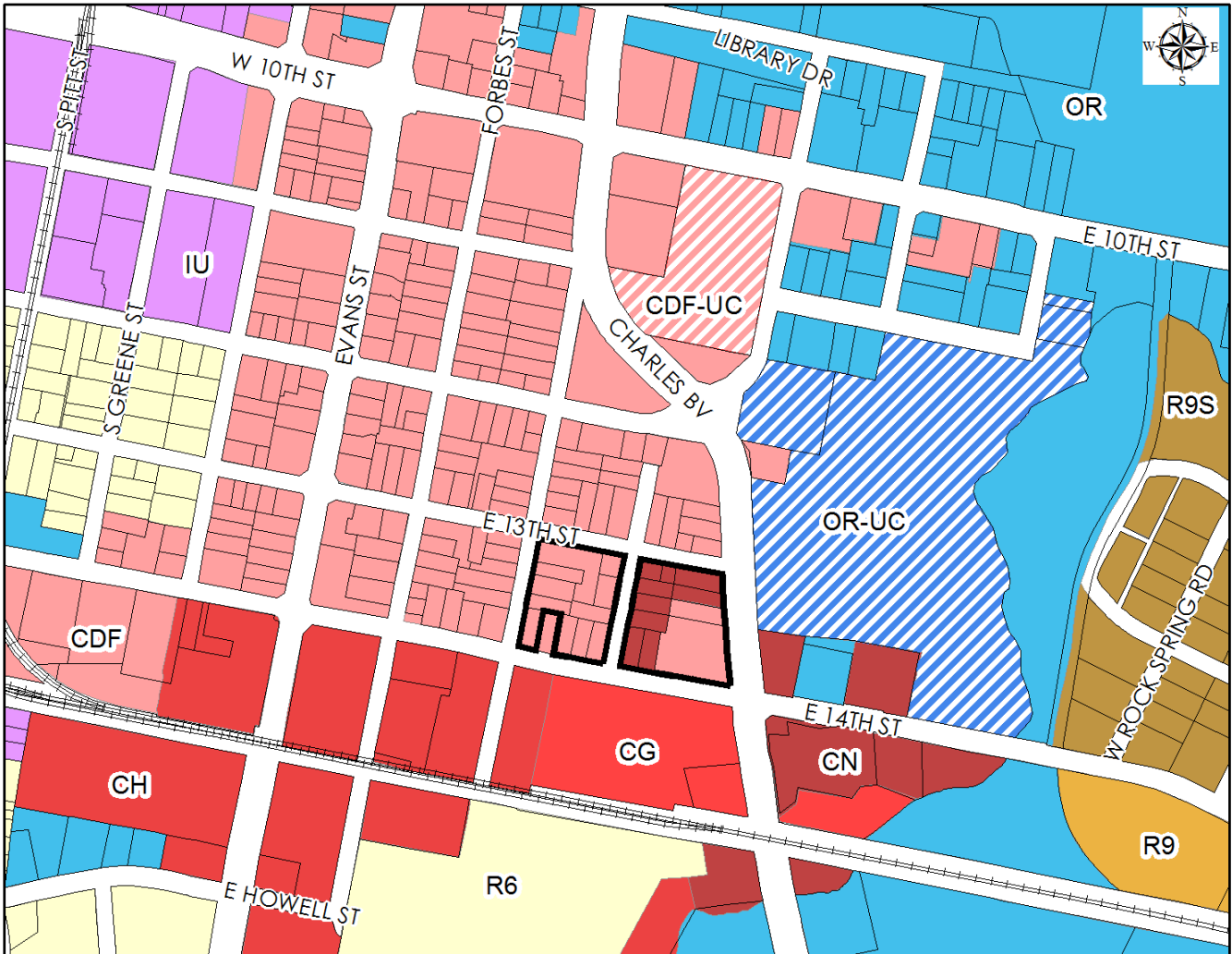


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Zoning Map


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Rezoning	IU	R6A-RU
Land Parcels	PIU	R6MH
CD	MI	R6S
CDF	MO	R9
CDF-UC	MS	R9S
CG	O	R9S-CA
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CN	OR-UC	PUD
MCH	R6	MR
MCG	R6A	MRS
I	R6A-CA	RA20


















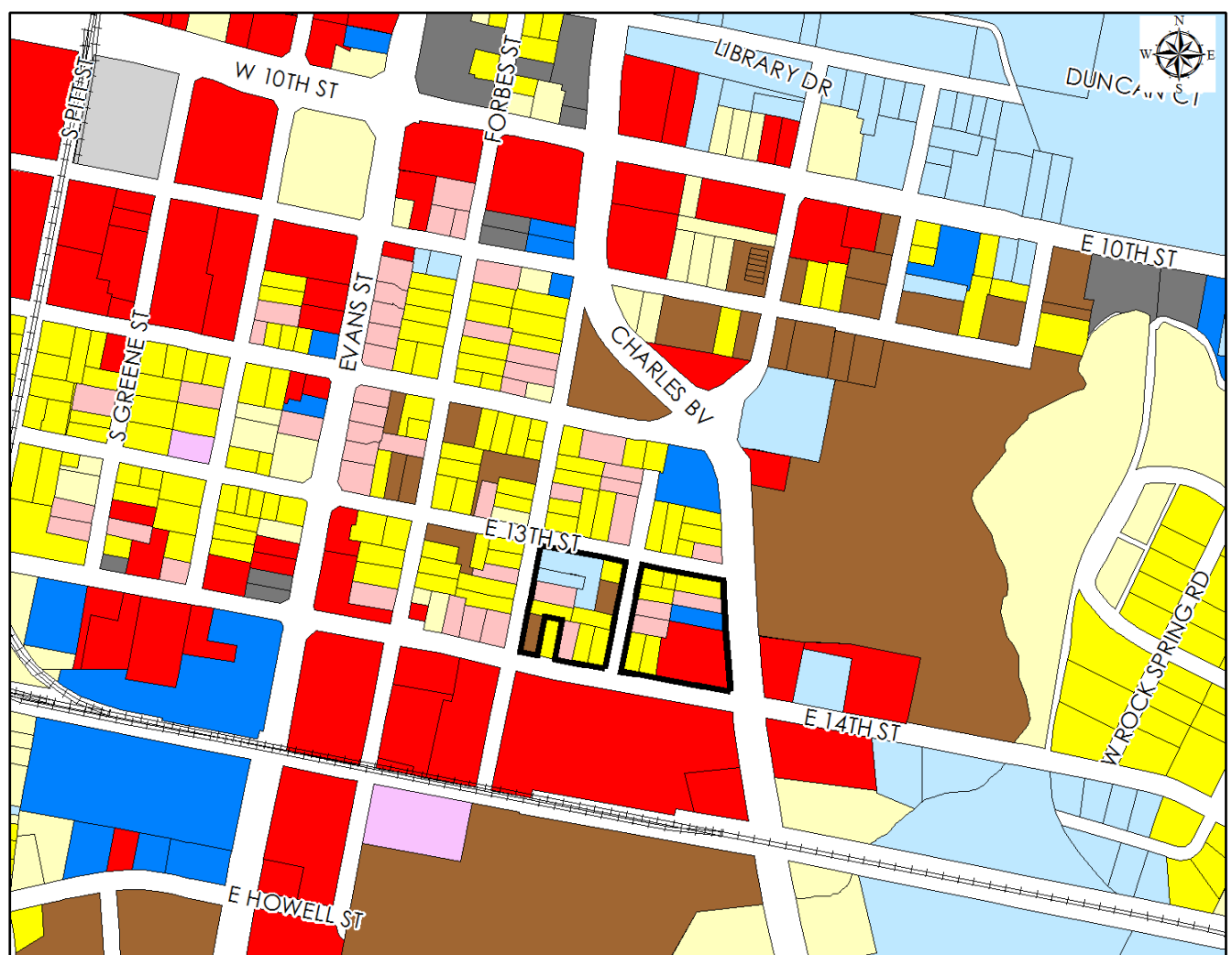
Existing Land Use

Map Legend

-  Rezoning
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Existing Land Use

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Activity Centers

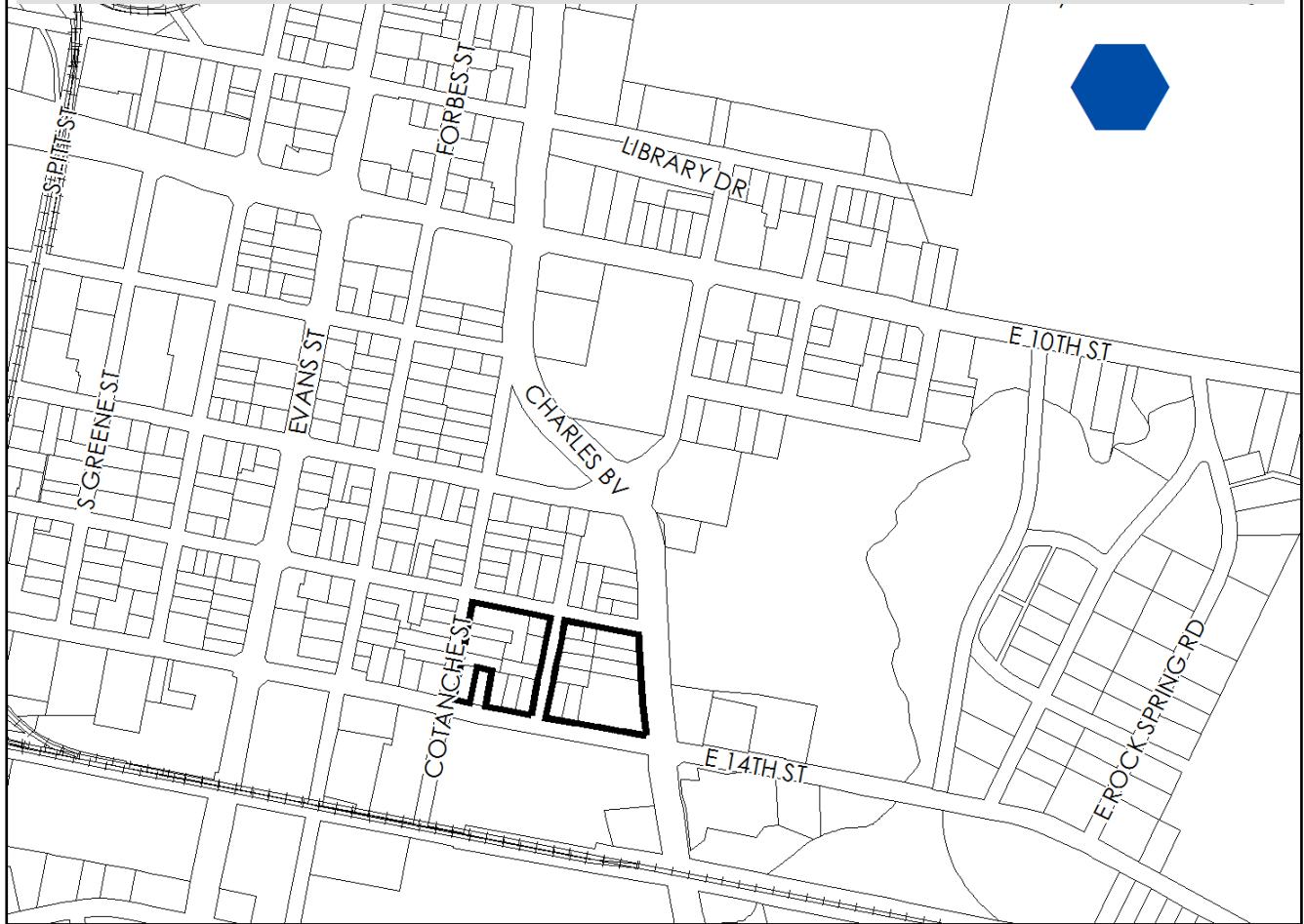
Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
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Net increase of 1,476 trips per day on 14th St. and Charles Blvd.



Glenn Arthur,
LLC

4.054 acres

14th St. &
Charles Blvd.



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Glenn Arthur,
LLC

4.054 acres

13th St. &
Cotanche St.



Greenville
NORTH CAROLINA

Find yourself in good company®



Glenn Arthur,
LLC

4.054 acres

13th St. &
Glenn Arthur
Ave.



Find yourself in good company®



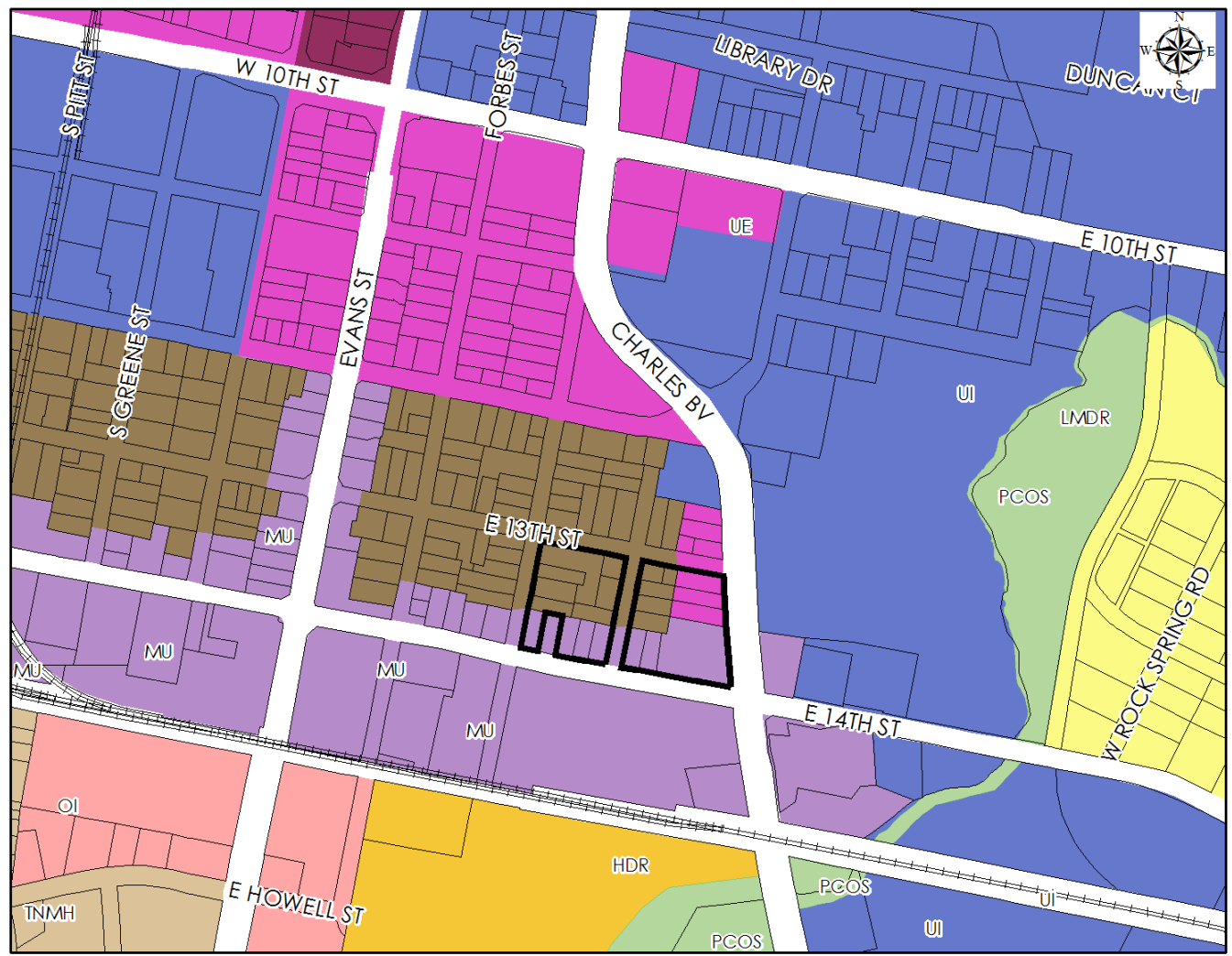
Future Land Use & Character Map

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Character Descriptions

Mixed Use: intensive uses in small areas

Uptown Edge: adjacent to Uptown and ECU with intent of infill and redevelopment with a mix of uses (commercial and multi-family)

Uptown Neighborhood: residential area near Uptown and ECU with a mix of uses (commercial and multi-family)



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Goal 1.3. High Quality Infill and Redevelopment

Pursue infill and redevelopment

Policy 1.3.1 Support Infill and Redevelopment

Promote development and redevelopment with a concentration in the Uptown area instead of new peripheral development

Goal 1.4. A Vibrant Uptown





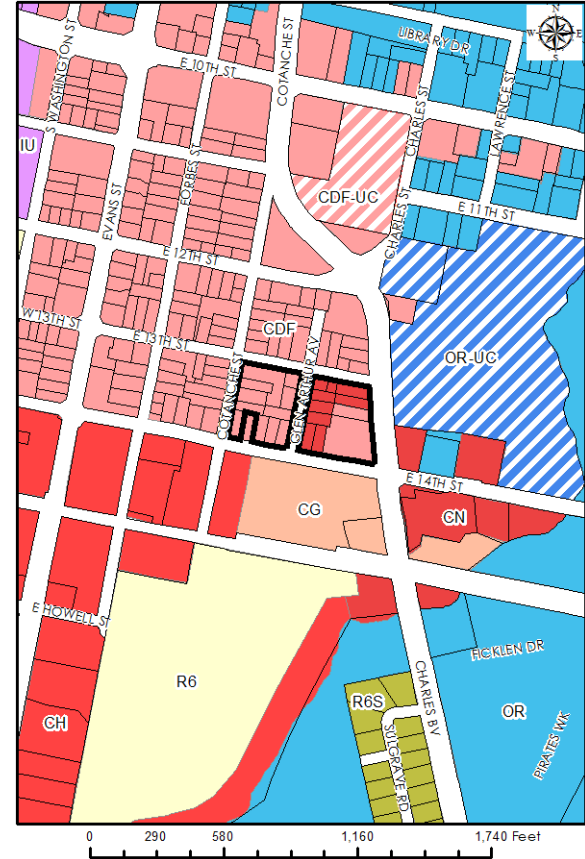
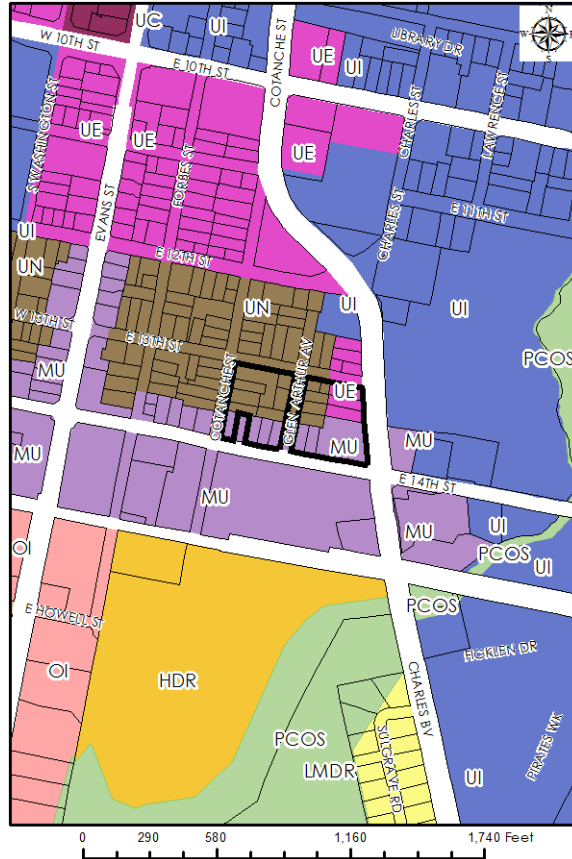
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Future Land Use & Character Map

Zoning Map

Map Legend

-  Rezoning Sites
-  Land Parcels



Greenville
NORTH CAROLINA

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Item 7

Public Hearing for the approval of the Draft Assessment of Fair Housing (AFH) for the City of Greenville



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Assessment of Fair Housing (AFH)



What is an Assessment of Fair Housing (AFH)?

The AFH is required by HUD.

The AFH includes:

- An analysis of fair housing data,
- An assessment of fair housing issues and contributing factors, and
- An identification of fair housing priorities and goals.



Why Conduct an AFH?

Affirmatively Furthering Fair Housing (AFFH) is a legal requirement that federal agencies and their grantees further the purposes of the Fair Housing Act.



Fair Housing Issues

- Segregation/Integration
- Racially or Ethnically Concentrated Areas of Poverty (R/ECAPS)
- Disparities in Access to Opportunities
- Disproportionate Housing Needs
- Housing Choice



Segregation

- City Population - 56% White & 36% Black
- Black Population as percentage of Pop up 16% 1990-2010
- Trends higher in comparison to the region
- Hispanic Population increased from 0.9% to 4% 1990-2010
- Racial/Ethnically Concentrated Areas of Poverty (R/ECAPS)
 - Census Tract 37147000701, 37147000702 & 371147000800
 - Black Pop 000701 (83%), 000702 (89%), 000800 (69%)



Select Demographic Data

Median Household Income

- White - \$43,231
- Black – \$25,801
- Hispanic - \$28,825

Poverty Rate

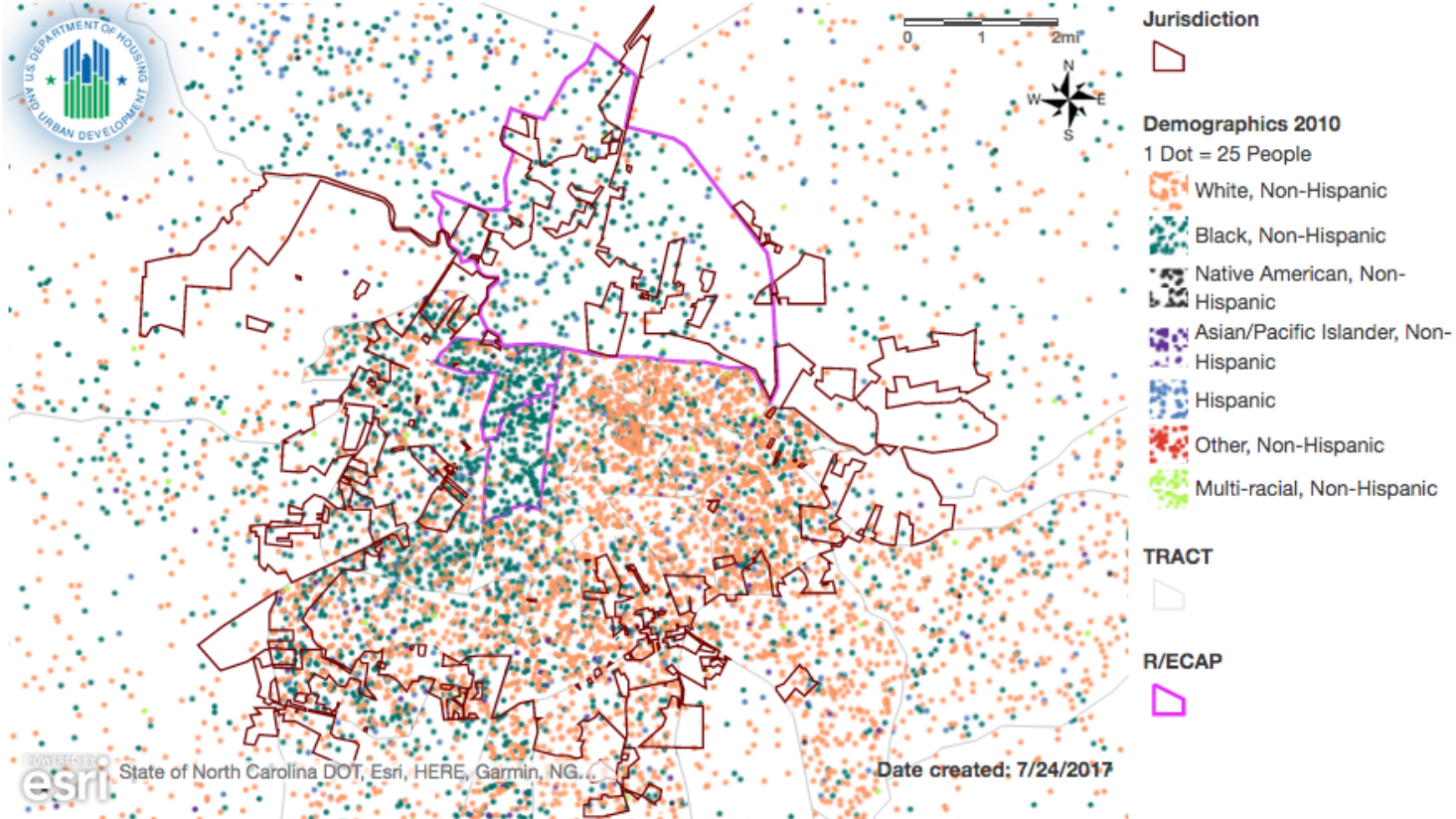
- White – 28.2%
- Black – 37.7%
- Hispanic – 38.4%

Cost Burdened Households

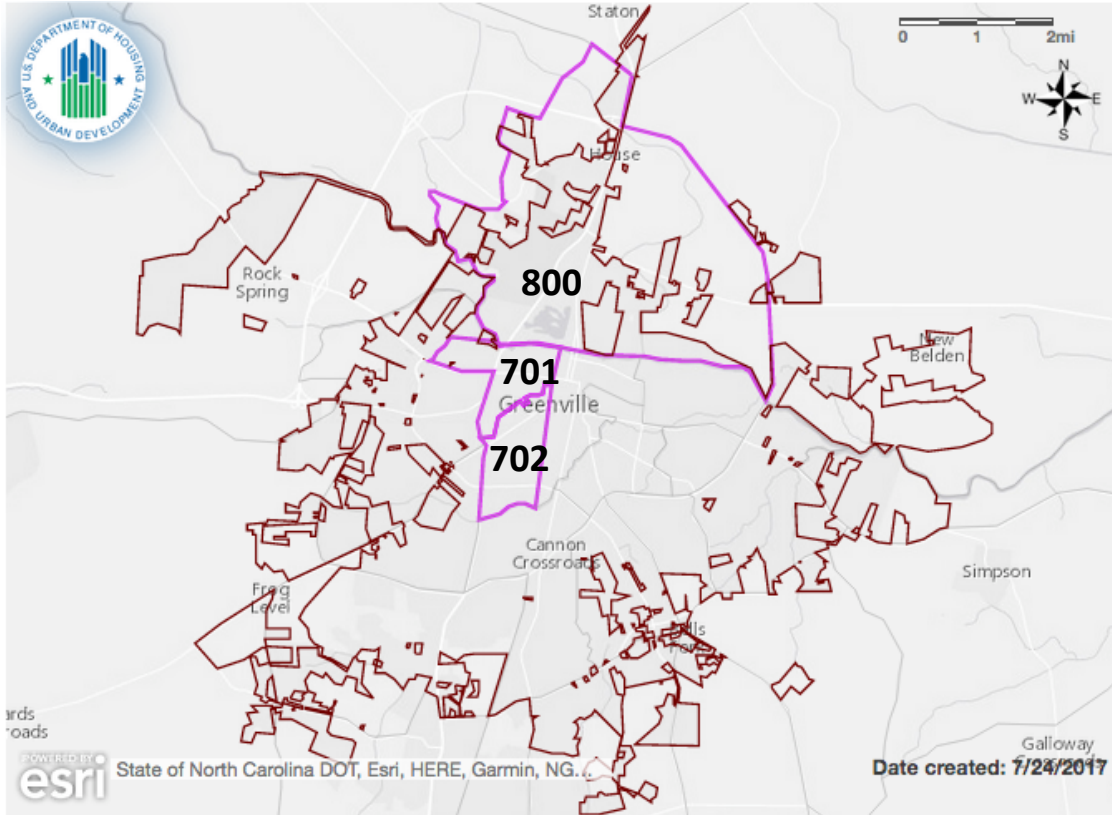
- Homeowners with Mortgage – 28.2%
- Homeowners without Mortgage – 15.1%
- Renters – 59.4%



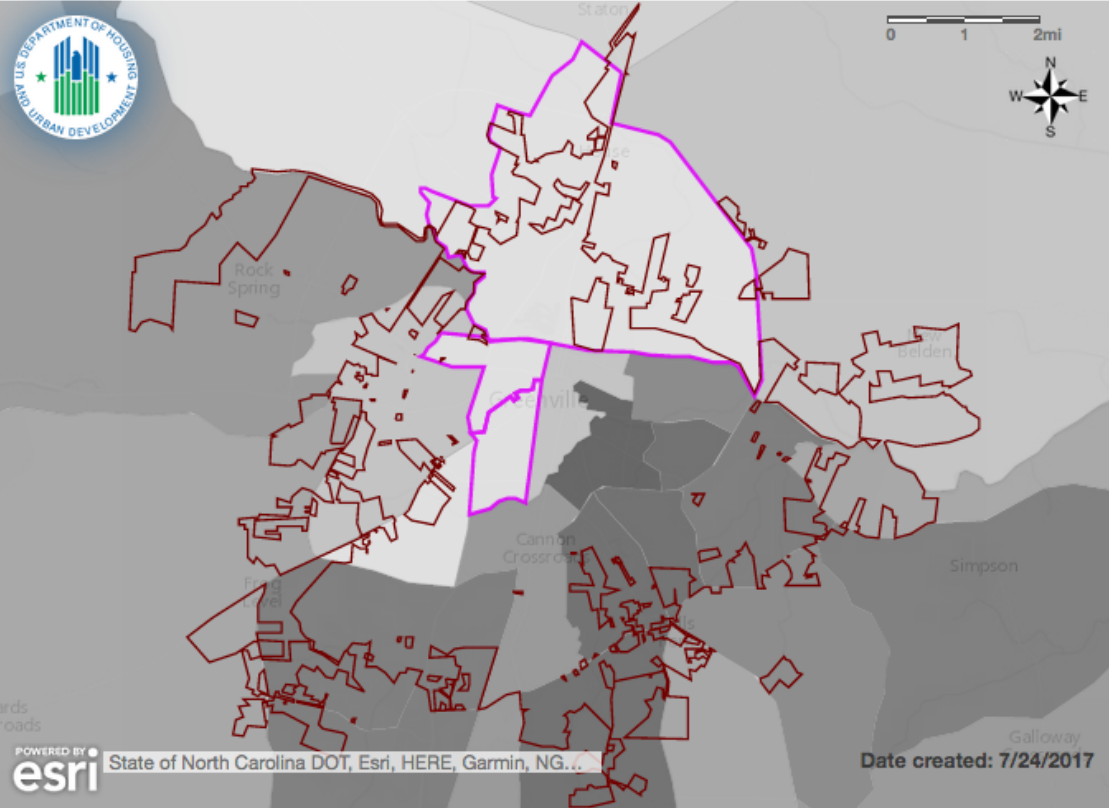
Race & Ethnicity



R/ECAP Tracts



Low Poverty Index



Jurisdiction



R/ECAP

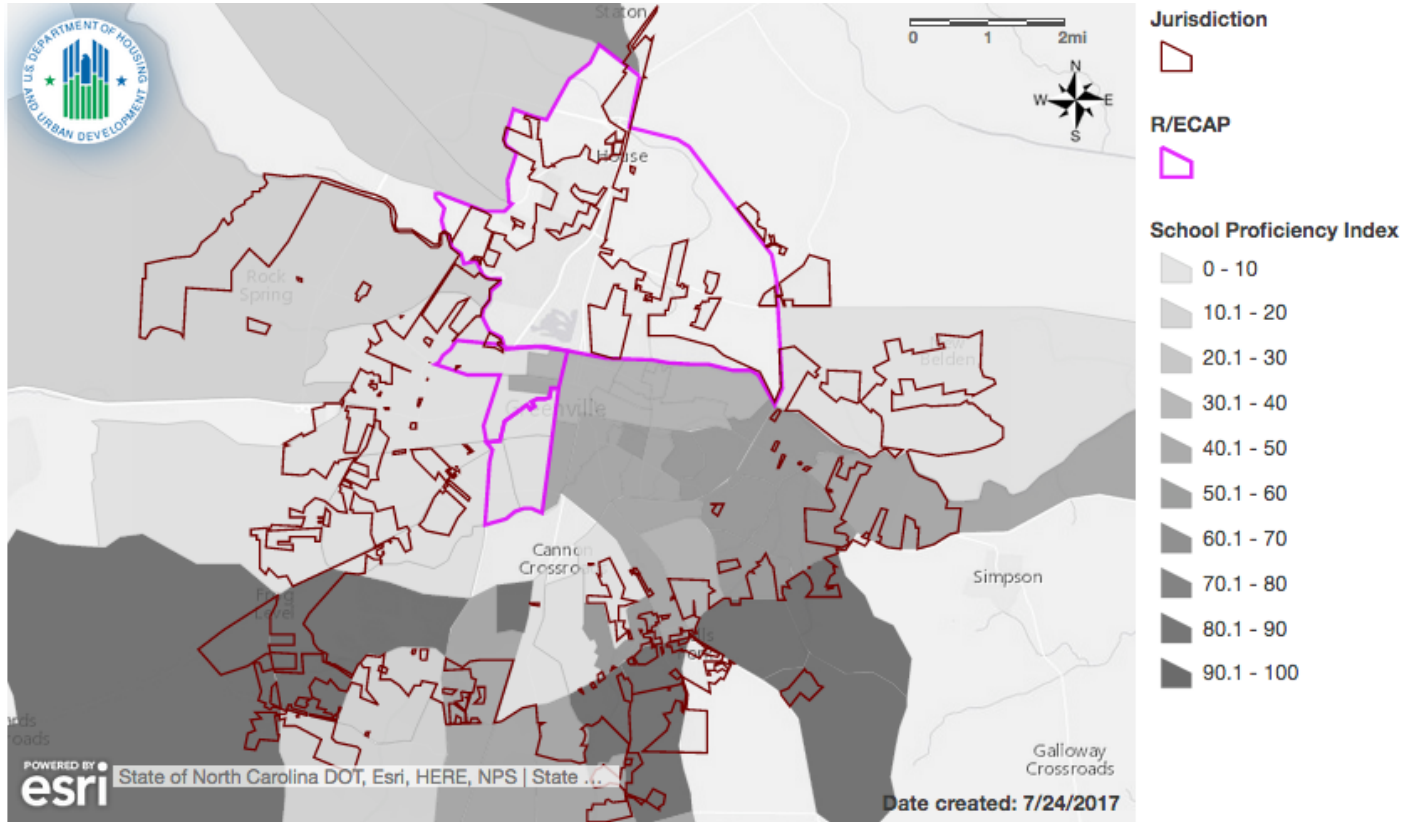


Low Poverty Index

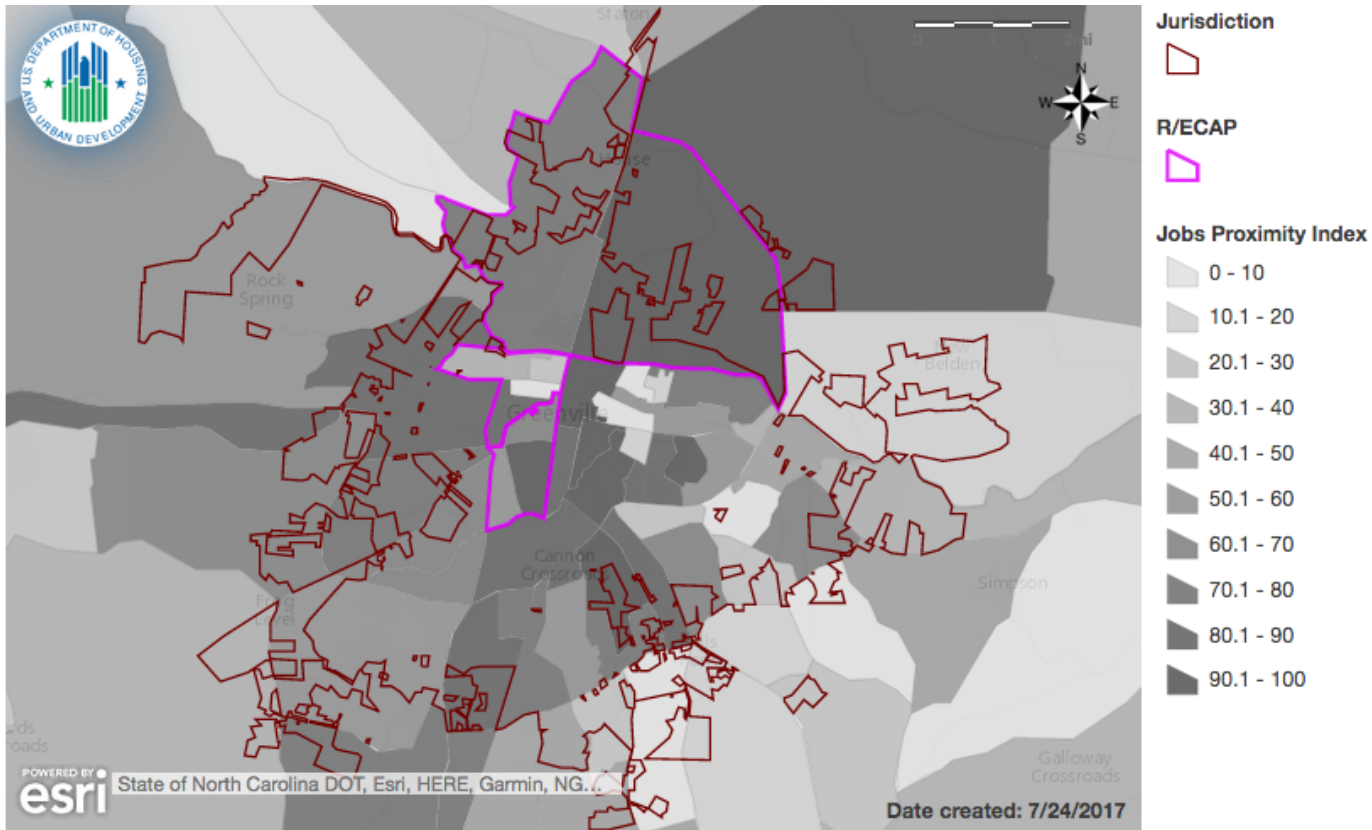
- 0 - 10
- 10.1 - 20
- 20.1 - 30
- 30.1 - 40
- 40.1 - 50
- 50.1 - 60
- 60.1 - 70
- 70.1 - 80
- 80.1 - 90
- 90.1 - 100



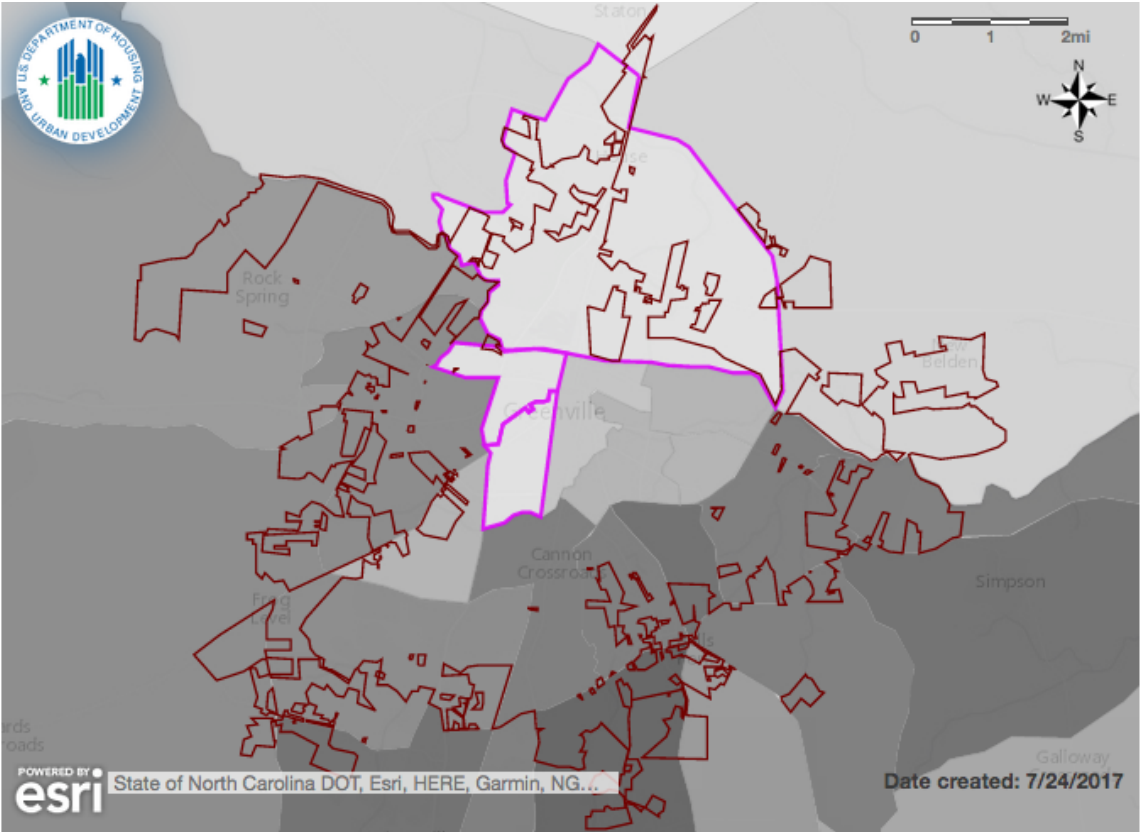
School Proficiency Index



Job Proximity Index



Labor Market Index



Jurisdiction



R/ECAP

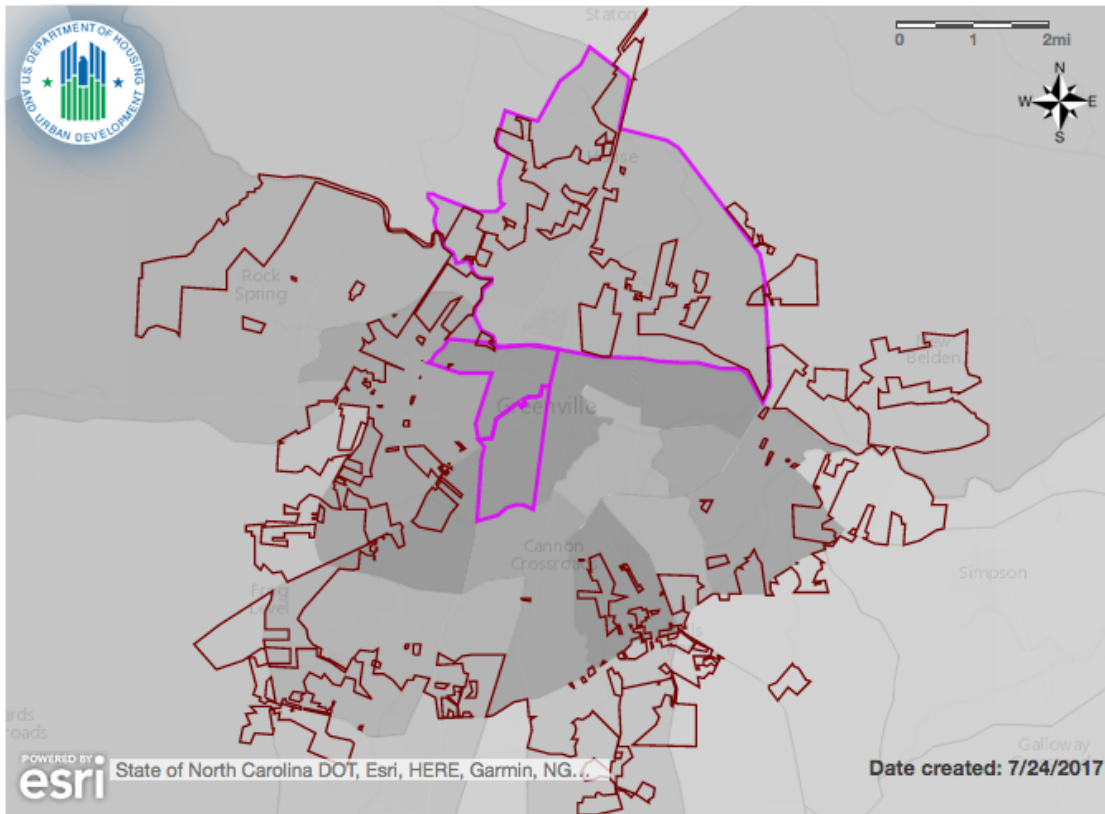


Labor Market Index

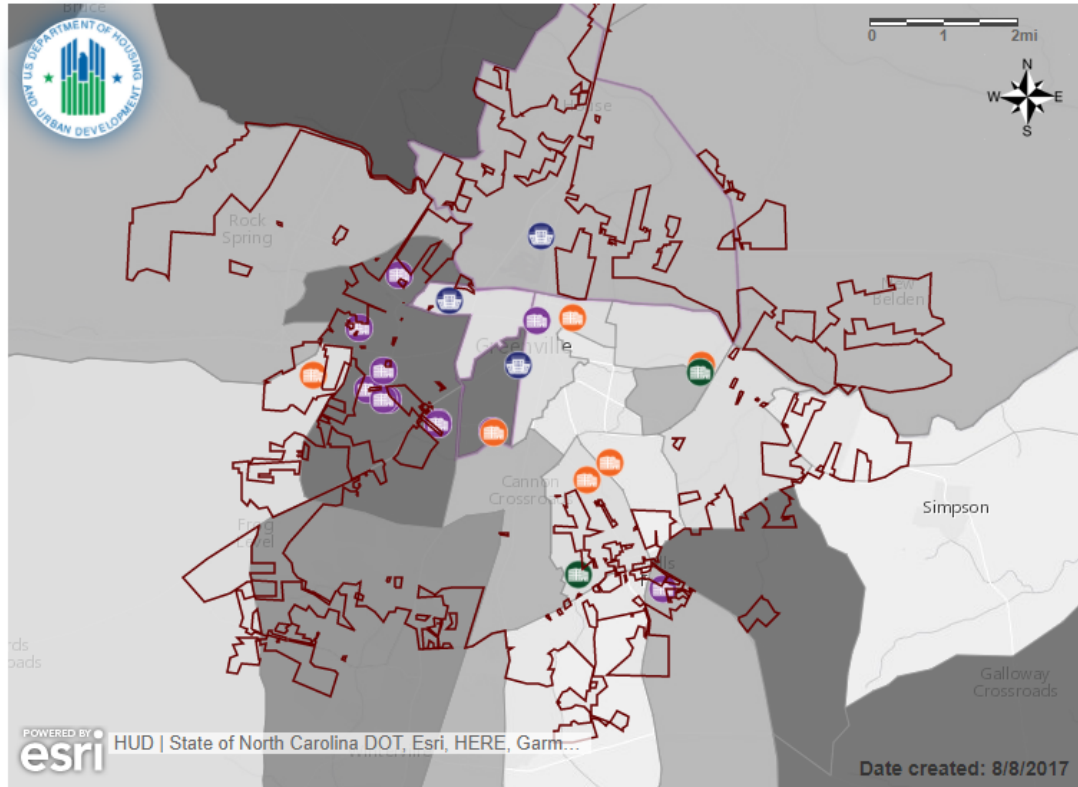
- 0 - 10
- 10.1 - 20
- 20.1 - 30
- 30.1 - 40
- 40.1 - 50
- 50.1 - 60
- 60.1 - 70
- 70.1 - 80
- 80.1 - 90
- 90.1 - 100



Low Transportation Cost Index



Publicly Supported Housing



Jurisdiction



Public Housing



Other Multifamily



Project-Based Section 8



Low Income Housing Tax Credit



TRACT



Percent Voucher Units

< 2.34 %

2.35 % - 4.26 %

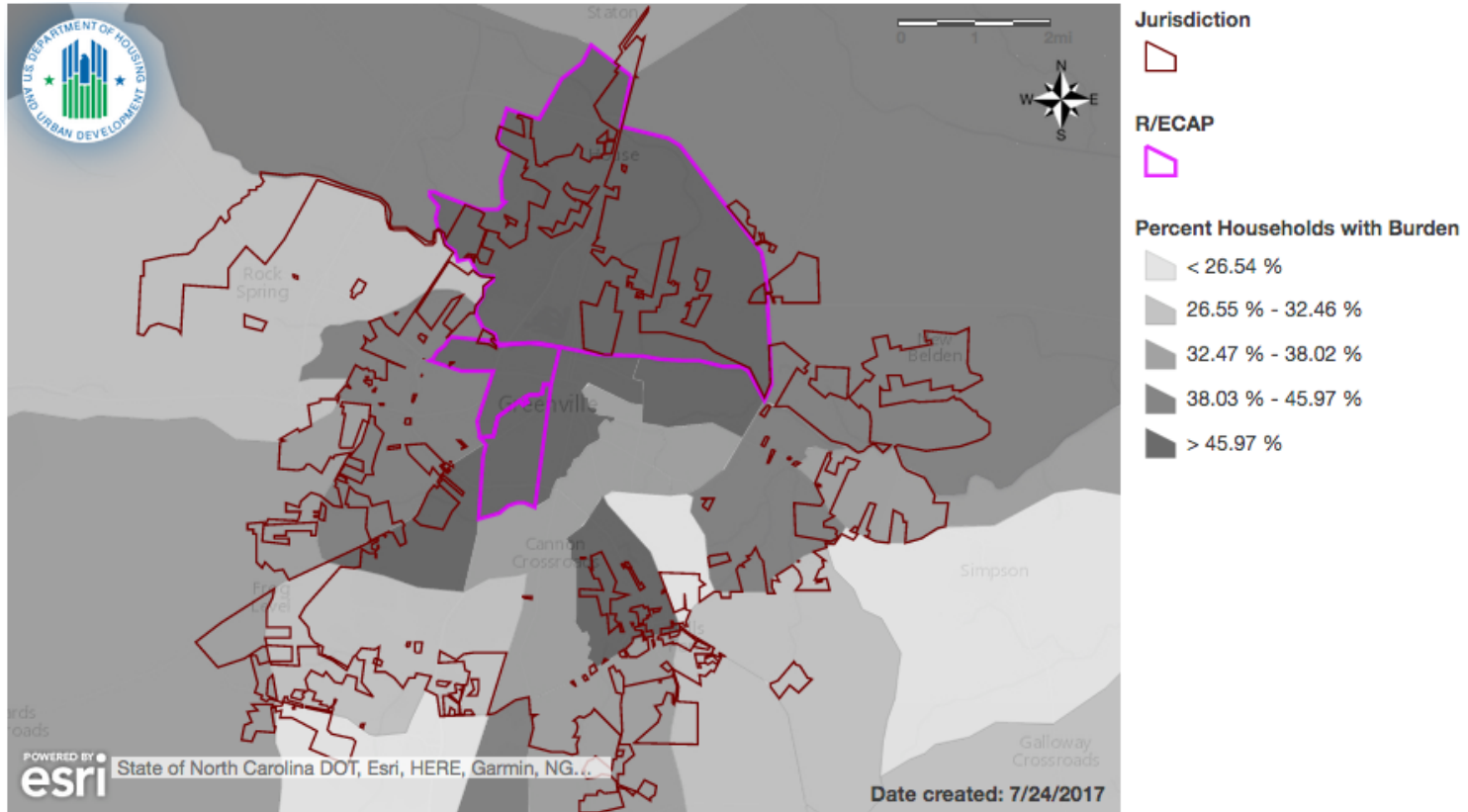
4.27 % - 6.63 %

6.64 % - 9.42 %

> 9.42 %



Percent Households with Burden



Fair Housing Goals

- Goals must be measurable, tracked, and directly related to overcoming the significant contributing factors identified.
- The goals will be incorporated into subsequent planning processes and documents.
- HUD advises a “Balanced Approach”



Fair Housing Goals (cont.)

Goal 1: Increase Affordable Housing Development in High Opportunity Areas

Goal 2: Reduce Substandard Housing

Goal 3: Increase Employment Training & Employment Opportunities

Goal 4: Increase Economic Development Activities & Investments



HUD Submission

- Draft AFH 30 Day Public Comment Period
- Public Hearing September 14th – City Council
- AFH Submission October 4th
- HUD Review & Approval
 - Approval
 - Inconsistent with Fair Housing or Civil Rights Requirements
 - Substantially Incomplete



Next Steps

1. Implementation in Consolidated Plan and Annual Action Plans
2. Collaborative Effort with stake holders



Contact

Jimmy Ardis, Civitas, LLC – Founding Partner
jimmy.ardis@gmail.com



Item 8

Public Hearing for the approval of the Draft 2016 Consolidated Annual Performance and Evaluation Report (CAPER)



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2016 Consolidated Annual Performance and Evaluation Report (CAPER)

What is the CAPER?

The City of Greenville's 2013-2018 Consolidated Plan is carried out through Annual Action Plans, which provide a concise summary of the actions, activities, and the specific federal and non-federal resources that will be used each year to address the priority needs and specific goals identified by the Consolidated Plan. The City reports on accomplishments and progress toward Consolidated Plan goals in the **Consolidated Annual Performance and Evaluation Report (CAPER)**.



The CAPER is required by HUD.

The CAPER includes:

- A report on resources and investments
- A report on goals and outcomes
- Demographic composition of individuals and families assisted
- Other Actions
- Citizen Participation Efforts



Resources

Source of Funds	Resources Made Available	Amount Expended During Program Year
CDBG	\$796,296	\$917,384
HOME	\$328,801	\$158,125



Goals and Outcome

Goals	Outcome
1. Creation of decent affordable housing Expected: 10 units created through rehab	10 Homeowner Housing Rehabilitated
2. Provide resources to special needs population Expected: 215 public service for low- mod- income HH's and 350 for homeless persons	534 assisted in public service for low- mod- income 118 persons served through homeless services
3. Support and create valuable programs Expected: 225 Public service activities for low- mod- income housing	389 assisted through programs
4. Eliminate environmental hazards Expected: 2 building units demolished	One (1) building was demolished

Racial and Ethnic Composition of Persons Assisted

The number of persons served through City programs was 1,077 persons.

- 674 persons assisted were Black (63%)
- 261 persons assisted were White (24%)
- 72 persons assisted Asian (7%)
- 122 Hispanic (11%)



Other Actions Taken to Address:

- Obstacles to meeting underserved needs
- Reduce lead-based paint hazards
- Reduce the number of poverty-level families
- Develop institutional structure
- Enhancing coordination between public/private housing and social service agencies
- The effects of any impediments identified in AI



Citizen Participation

- The “Notice of Availability” of the CAPER for review and to receive public comment was published in the local paper on August 28, 2017.
- The CAPER was made available to the public for a period of 30 days.
- The “Notice of Public Hearing” was published in The Daily Reflector on August 28 and September 11, 2017.
- Public meetings were held at monthly Affordable Housing Loan Committee, monthly CoC, and CDBG technical assistance meetings.
- The CAPER was available in paper copy at three (3) public library locations, the City Clerk’s Office, the Housing Division Office and on the City’s website.



HUD Submission

September 30, 2017



Item 10

Presentation on the Town Common
Gateway Plaza Design



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Town Common Gateway Plaza

Project Update

Rhodeside & Harwell & Perkins+Will

September 14, 2017

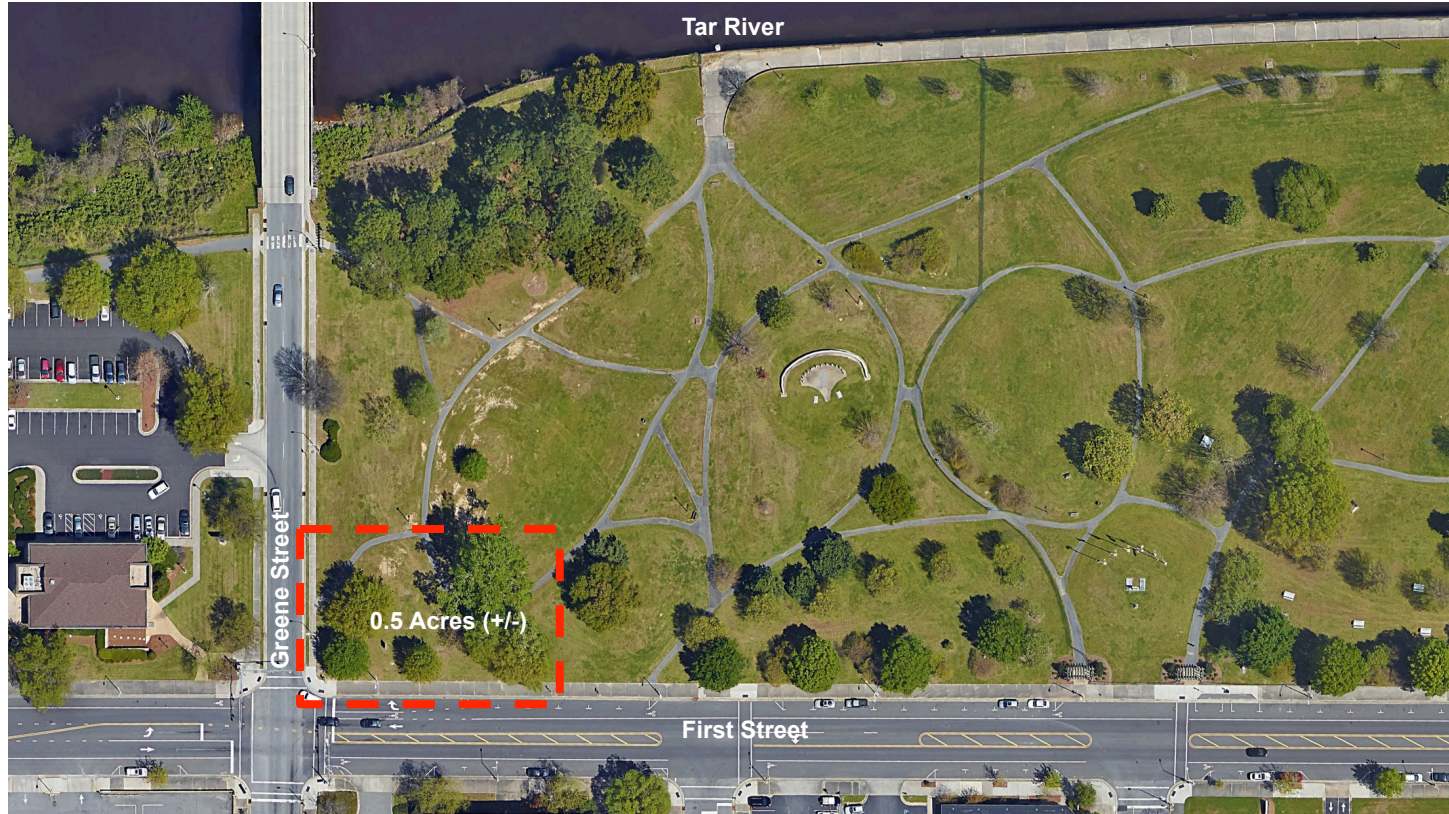
Project Purpose

- Refine Town Common Gateway recommendations in the 2016 Town Common Master Plan
- Prepare final Construction Documents for proposed improvements

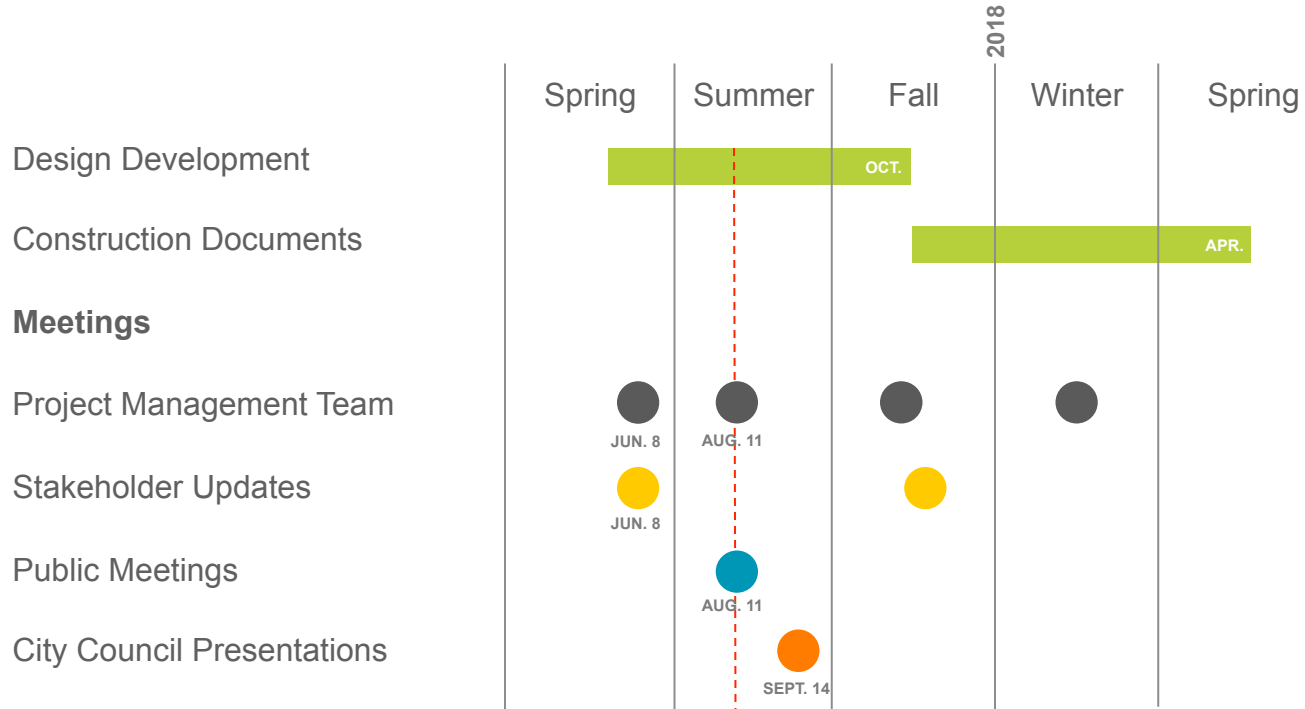


2016 Town Common Master Plan

Project Study Area



Design Process



Stakeholder Engagement

June 8th Workshop

- Team Introduction
- Listening
- Precedents

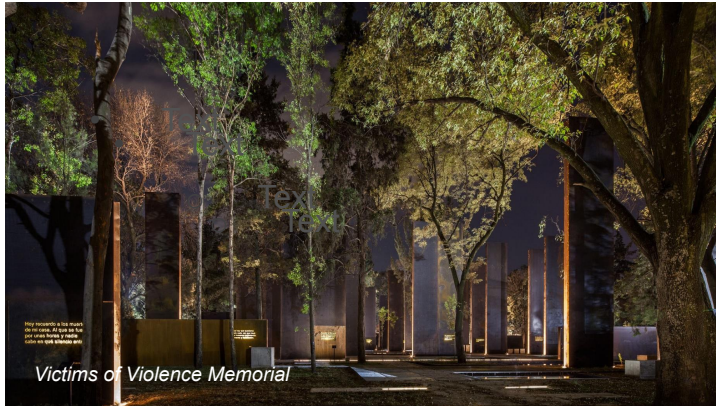


August 2nd Open House

- Concept Options
- Discussion
- Written Comments



Stakeholder Focus Group Session - Precedents



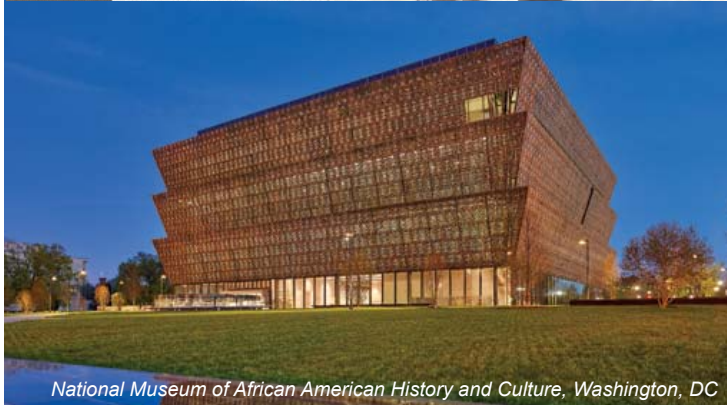
Stakeholder Focus Group Session - Precedents



North Carolina Freedom Park, Raleigh, NC



Emancipation Park, Houston, TX



National Museum of African American History and Culture, Washington, DC



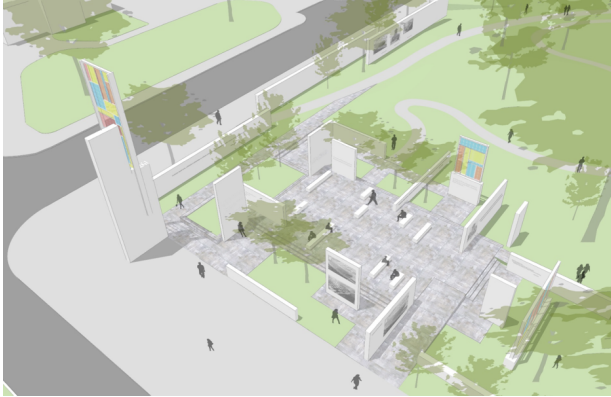
Harvey B. Gantt Center, Charlotte, NC

Themes

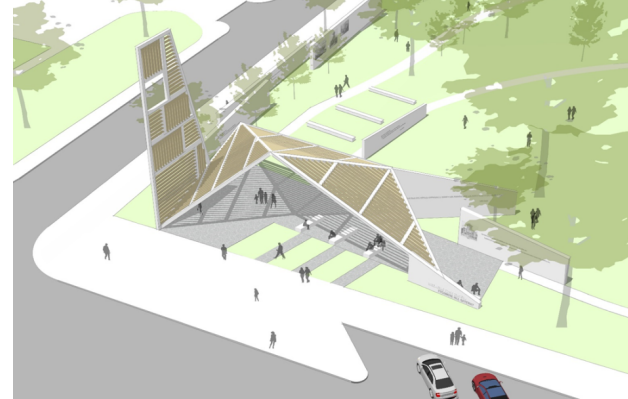
- HISTORY
- COMMUNITY
- SPIRITUALITY



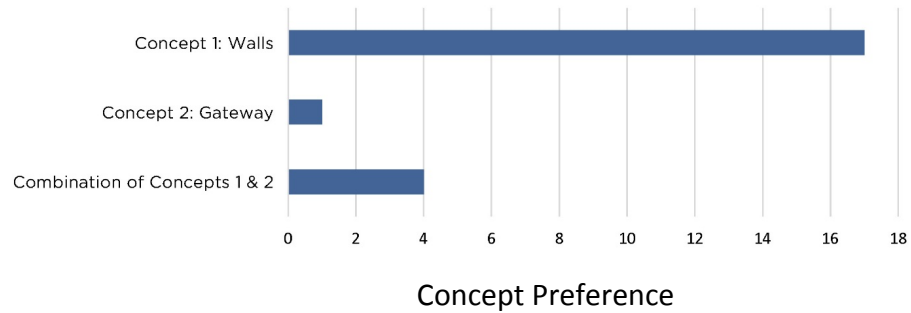
Open House- Concept Alternatives



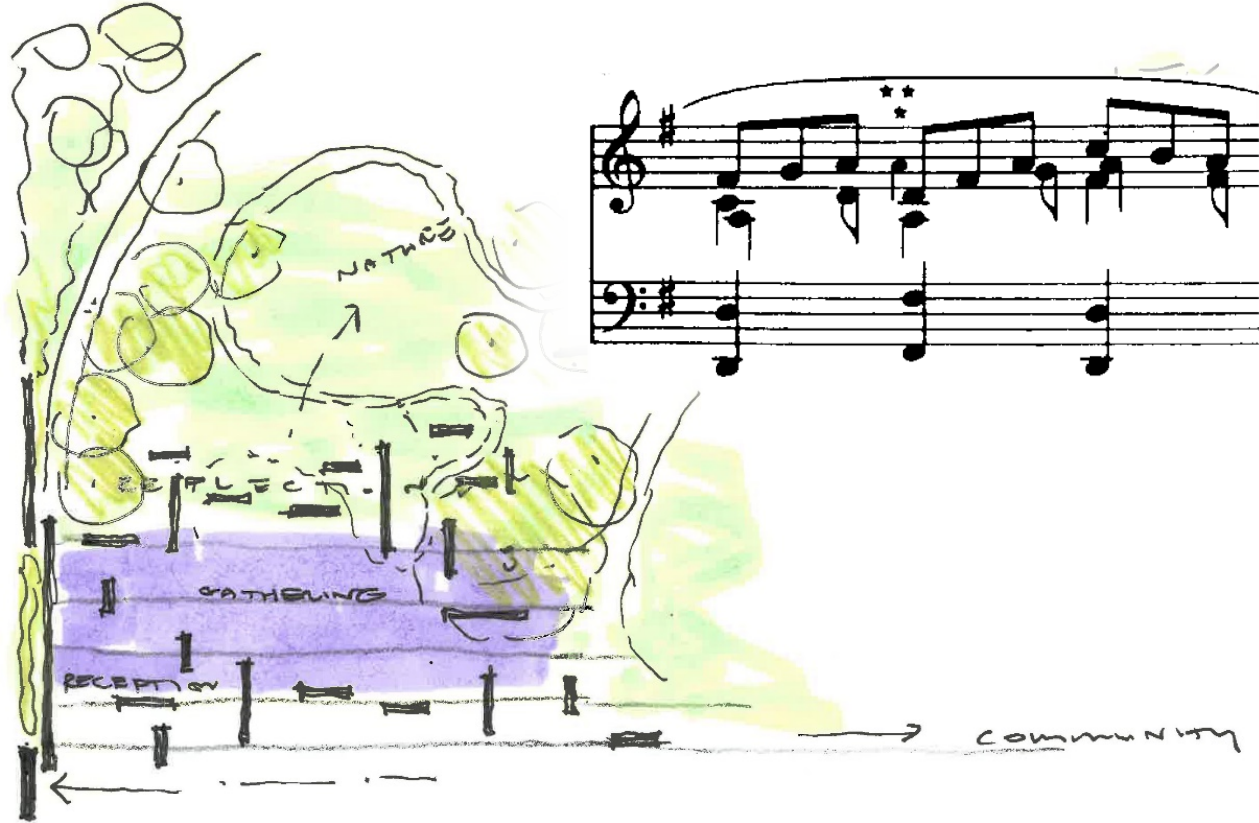
Concept 1: Walls



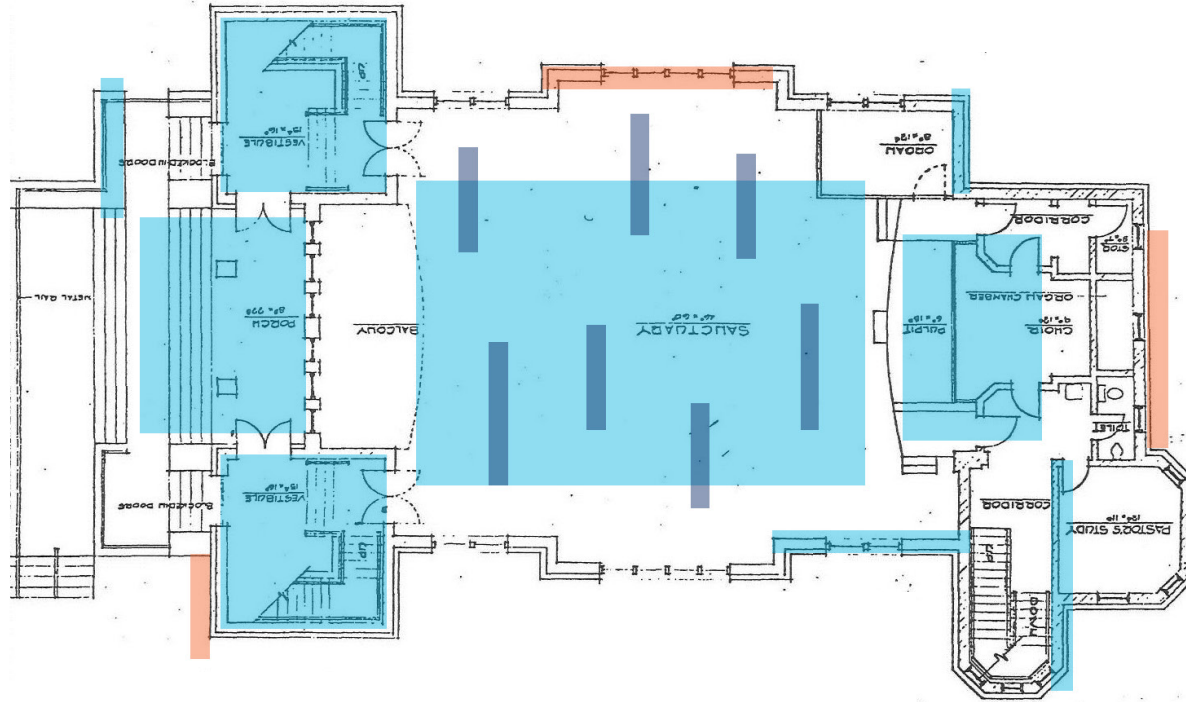
Concept 2: Gateway



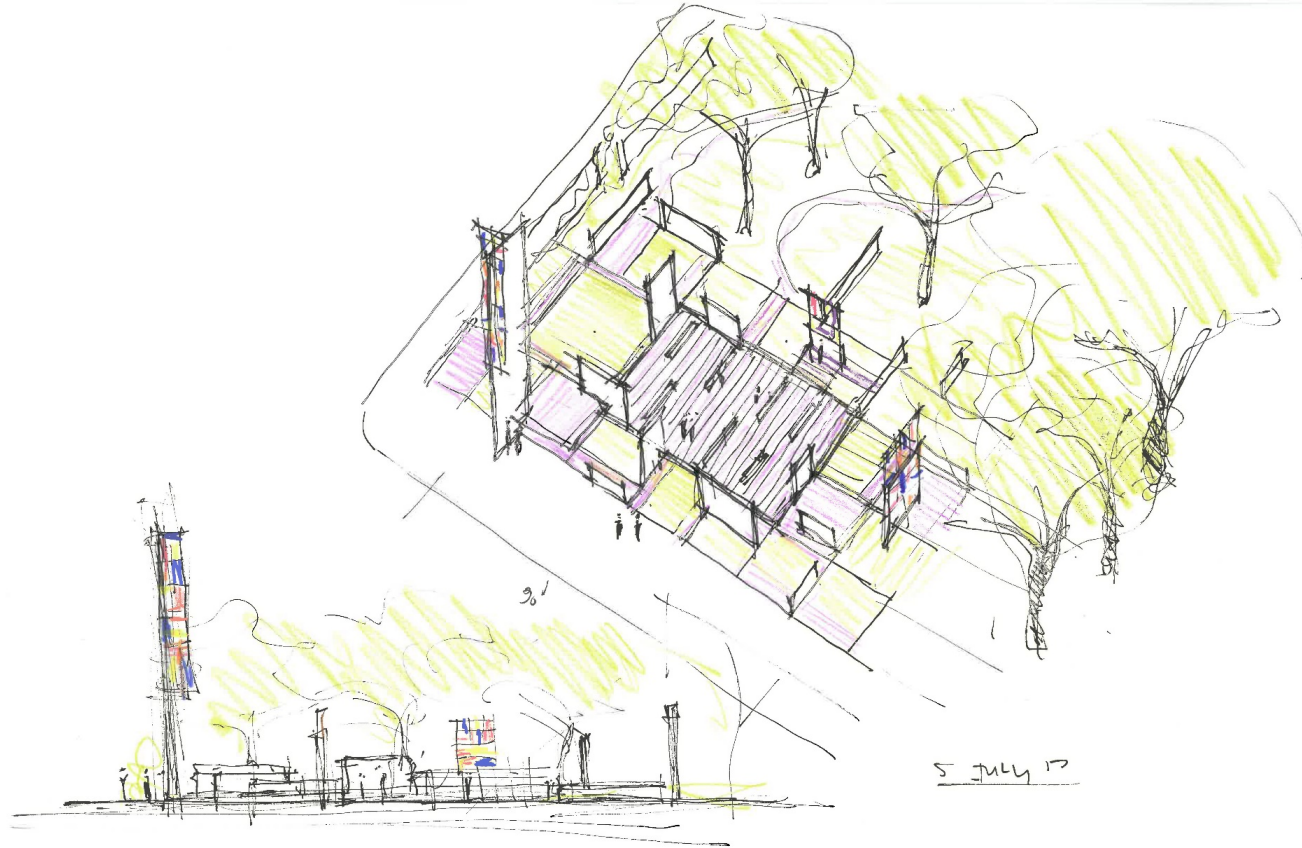
Plan Concept: Musical Notation



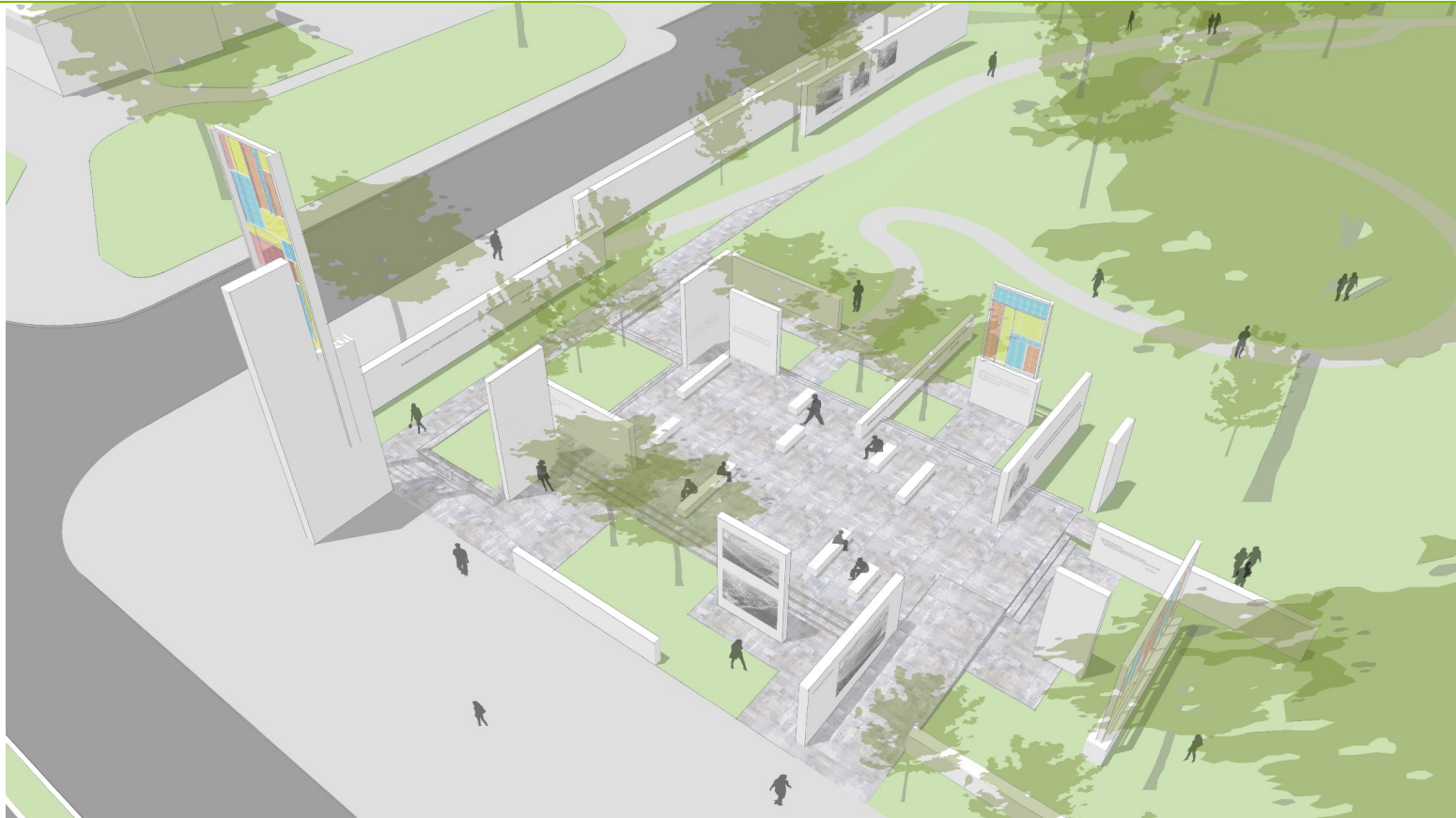
Plan Concept: Church Footprint



Design Concept

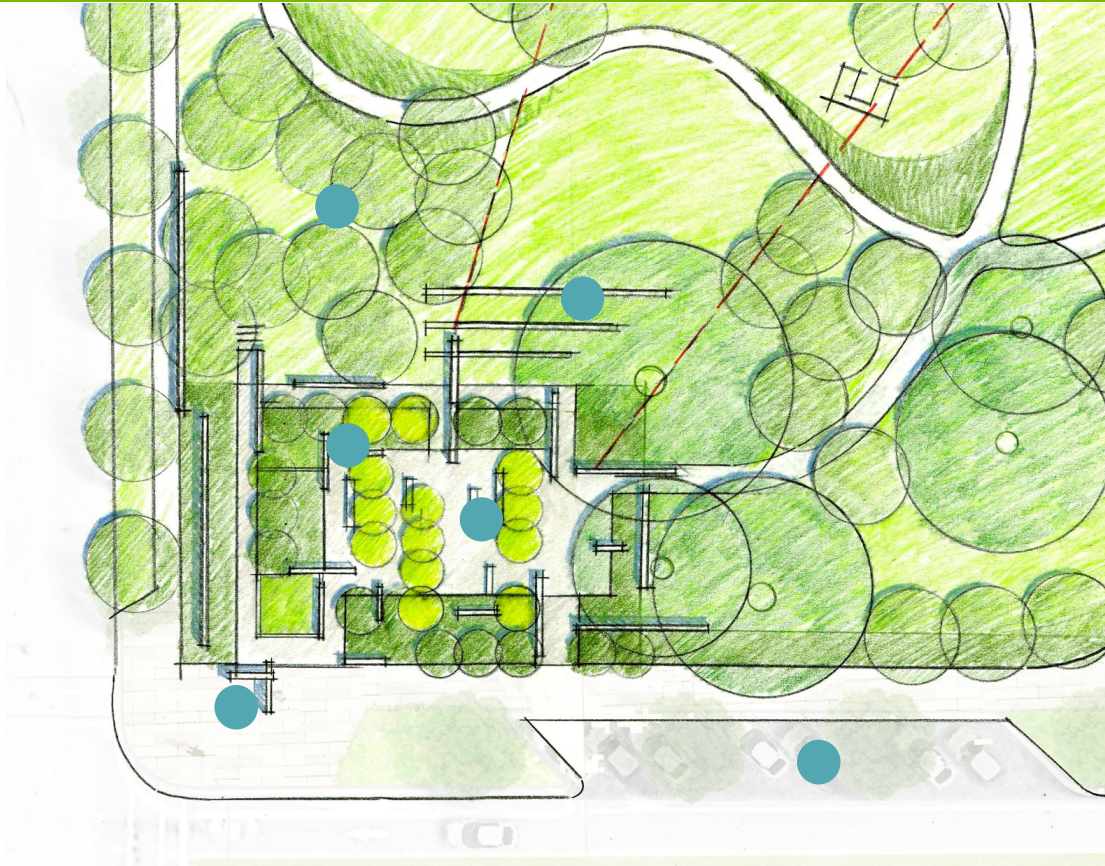


Aerial View



Landscape Concept

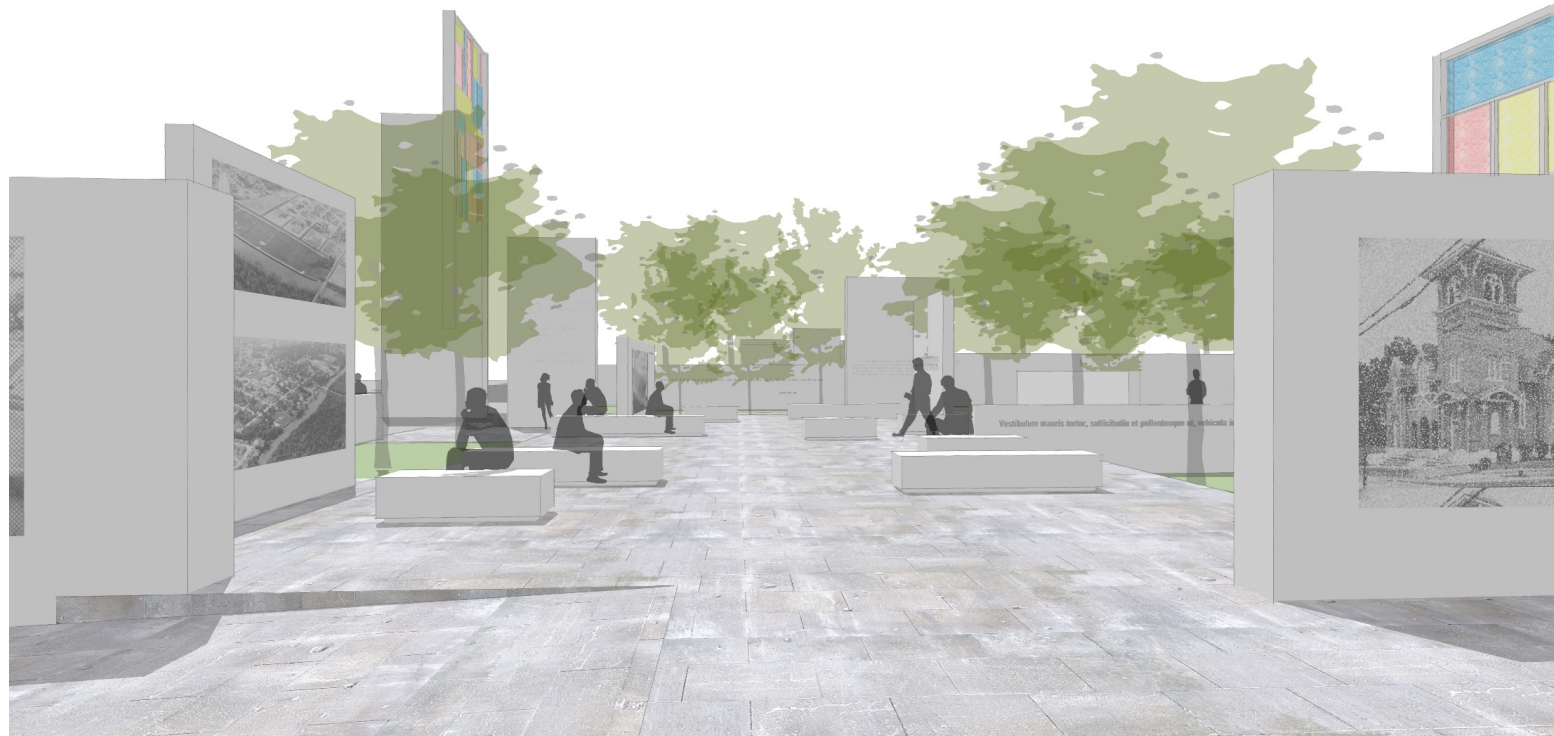
1. Gateway Tower
2. Gathering Space
3. Interpretive Walls
4. Stepped Viewing Terrace
5. Sycamore Grove
6. Diagonal On Street Parking



Corner of 1st and Greene



Gathering and Remembrance Space



Gathering and Remembrance Space



Park View



Questions?

Item 11

Discussion of Bradford Creek Third-Party Marketing Firm



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Bradford Creek Golf Course
Contract Options

Bradford Creek Golf Course

Contract Options

- **Two Options for Moving Forward:**
 - **Contract Management Option Currently Proposed**
- OR**
- **An Outside Marketing Contract Option Awarded Through a Separate RFP**
- **Both Options Cannot be Pursued. It is Either One or the Other in the Short-Term**

Contract Management Option

- **Staff Presented Results of Contract Management RFP to Council on June 5th, 2017**
- **Council Directed Staff to Move Forward with Contract Negotiations with Billy Casper**
- **Staff Provided Council Update on Status of Negotiations in August**
- **Key Items Required to be Negotiated:**
 - **Term of Contract**
 - **Not to Exceed Clause**
 - **Early Termination Clause**

Outside Marketing Contract Option

- **Council Member Connelly Requested Discussion on Outside Marketing be Added to the September 14th Council Agenda**
- **Staff Made Local Inquires to 3 Marketing Firms as Research for Tonight's Discussion**
- **Conversations Were High Level for Informational Purposes Only**

Outside Marketing Contract Option

- **Types of Services that Could be Provided:**
 - **Social Media / On-Line Presence**
 - **Stand Alone Website**
 - **Brand Recognition Through TV, Radio, Print,...**
 - **Make Data Driven Decisions**
- **Projected Average Annual Cost of \$35,000 - \$50,000**
 - **This Does Not Include Any Additional City Staff Cost Required to Help Manage the Marketing Services**
- **One Marketing Firm Stated Not to Expect More Than a 2-5% Return on Advertising Dollars Spent**

Outside Marketing Contract Option

If an Outside Marketing Option is Pursued...

- **The City, AT A MINIMUM, MUST Move Forward With Hiring a Greens Superintendent**
- **Greens are Currently Being Maintained Through a Short-Term Contract With Billy Casper**
- **Without the Greens There is No Course !**



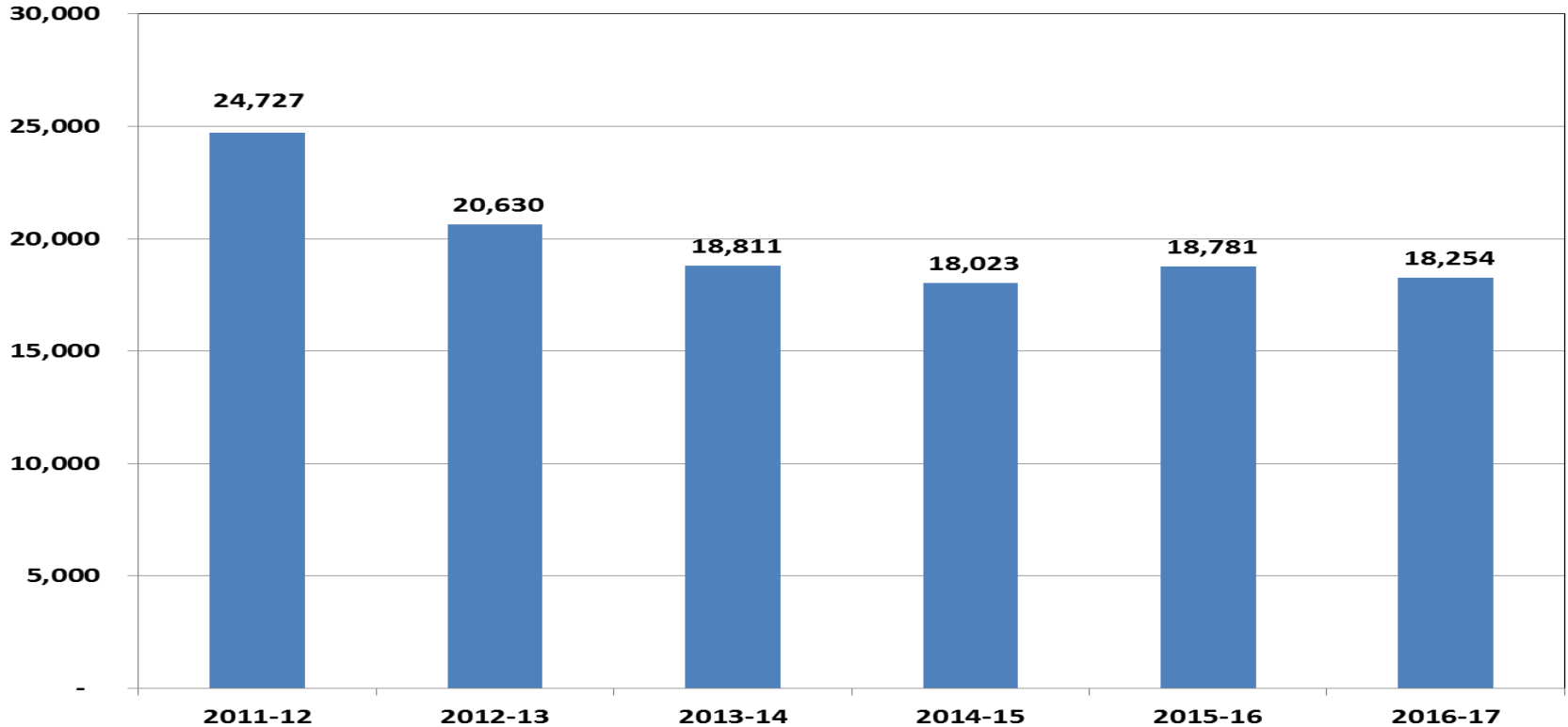
Bradford Creek Golf Course

Contract Options

- **The City is Currently Subsidizing Golf Course by Approximately \$130,000 per Year**
- **The Goal is to:**
 - **Reduce City Subsidy**
 - **Break Even / Earn Profit**
- **City Will Only Achieve Goal by INCREASING THE NUMBER OF ROUNDS OF GOLF PLAYED EACH YEAR!**

Bradford Creek Golf Course

Number of Rounds of Golf Played



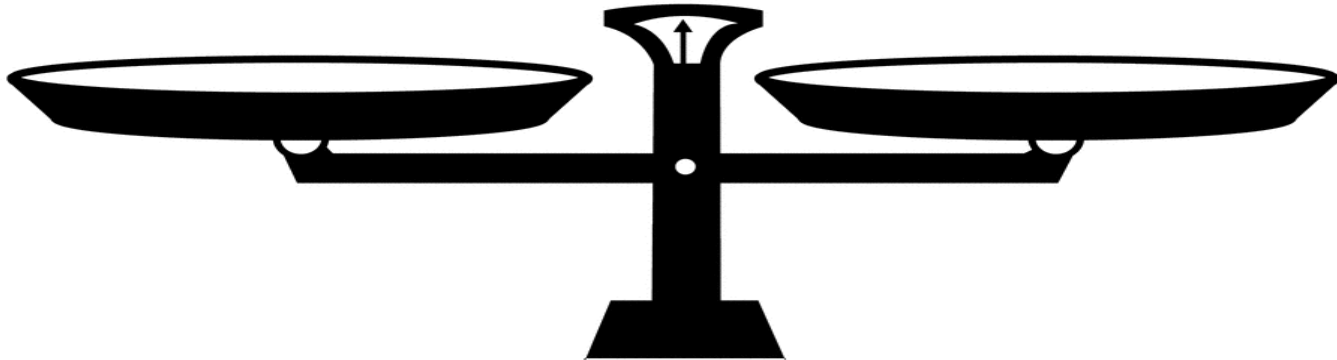
Bradford Creek Golf Course

Contract Options

Which Option Will Result in the Greatest Increase in Rounds of Golf:

**Contract
Management
Through Billy
Casper**

**Contract
Marketing
Through Separate
RFP**



Bradford Creek Golf Course

Contract Options

Which Option Will Result in the Greatest Increase in Rounds of Golf:

Billy Casper

- **Proposal Projected to Increase Rounds Played to 24,000 Over 3 Years**
- **This is a Projection ! This is Not Guaranteed**
- **5 Yr Contract Term Proposed by B.C.**

v/s

Marketing Contract

- **No Way to Project at This Time**
- **Would Require More Research or RFP**
- **No More Than 2-5% Return per One Marketing Firm**

Bradford Creek Golf Course

Contract Options

Please Note...

- **All Points Discussed Revolve Around the Financial Operations**
- **Points Discussed Do Not Consider the Impact That Any Change Would Have on Youth Programs**
- **Example: Any Negotiated Contract With Billy Casper Would Have to be Considered in Relation to Impact on Current Level of Youth Programs Offered**

IN SUMMARY...

- **Two Options for Moving Forward:**
 - **Contract Management Option Currently Proposed**
- OR**
- **An Outside Marketing Contract Option Awarded Through a Separate RFP**
- **Both Options Cannot be Pursued. It is Either One or the Other in the Short-Term**