

Subject **Game Plan and Golf Course**
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- gameplan.golfcourse.pdf (~119 KB)

March 13, 2019

Dear Mark,

In our notes presented Monday night at the INC Board meeting we accidentally left off an important item that we believe is critical regarding golf and golf course.

Golf

Strategy 4.10

Enhance opportunities to utilize golf courses for a variety of functions, events, and experiences consistent with their core function as golf facilities.

DPR owns and operates eight public golf courses. Denver Golf manages the courses as an independent enterprise fund; profits from sales are reinvested directly into golf facilities and services, and the division maintains its own website and communications arm separate from DPR.

Following the 2011 Golf Strategic Plan, two key program areas have received significant investment in the last five years: golf education and course sustainability. Denver Golf has partnered with the First Tee of Denver to provide affordable lessons for youth as young as four. Six of Denver's courses have recently become Certified Audubon Cooperative Sanctuaries, and Evergreen is scheduled for certification within the next four years.

As trends in golf evolve, sustaining Denver's golf courses will require continuing to diversify offerings:

Complete research on what other courses around the country are doing to diversify revenues and golf course related experiences.

Market golf course clubhouses for off-season rentals and special events.

Develop a marketing plan to increase tournaments and outings.

The existing vision and mission of the courses refers to environmentally sustainable operations—develop an open house for golfers that reviews the courses' commitment to sustainable practices. In order to draw people to the program, personalize it and let

golfers know how they can contribute to sustainable practices.

Offer general recreation programs at clubhouses that can accommodate a group of class participants.

Monitor demand and use, and consider conversion of selected holes or courses to different park and recreation amenities if demand significantly drops

Develop golf courses as learning laboratories for urban agriculture and alternative land uses.

Having the statement, **which is red**, in the Game Plan creates and opens an alternative that is contradictory to park uses. If the Game Plan is accepted, then this sentence is considered an acceptable use of golf courses. We believe this statement should be removed from the Game Plan. It puts at risk open green space that is part of the parks system and golf courses will be considered for uses other than park/recreation use.

Sincerely,

Cindy Johnstone

Maggie Price

Co-Chairs INC PARC