

Meeting Date: July 14, 2015

Agenda Item

6

REQUESTED COMMISSION ACTION:

X Consent Ordinance X Resolution Consideration/ Discussion Presentation

SHORT TITLE A resolution of the City Commission of the City of Pompano Beach, re-designating the Pompano Beach Municipal Golf Course as the Pompano Beach Golf Club.

Fiscal Impact - None at this time.

Summary of Purpose and Why:

The Golf Advisory Board made a motion at the June 10, 2015, board meeting to change the name of the Golf Course from Pompano Beach Municipal Golf Course to the Pompano Beach Golf Club. One of the reasons to change the name of the Golf Course is that the word "Municipal" or "Muni" (for short), has historically been associated with low budget and poorly maintained golf facilities. As a result, price per round and revenue overall is limited due to the low "Muni" expectation from the general golf clientele. By renaming the facility, we will be able to favorably influence the first impression of a potential client and raise the benchmark of expectation. Benefits will be measured by our ability to increase per round price points and enhance our brand image. With a heightened awareness of our facility, hotel and resort partners would be more agreeable to recommending the facility without the "Muni" moniker. Many city and county owned courses have readily embraced the omission of any reference to the municipal name such as Plantation Preserve, Osprey Point, and Seven Bridges.

- (1) Origin of request for this action: Staff initiated
(2) Primary staff contact: Mark Beaudreau, Recreation Programs Adm. Ext. 4191
(3) Expiration of contract, if applicable:
(4) Fiscal impact and source of funding:

DEPARTMENTAL COORDINATION DATE DEPARTMENTAL RECOMMENDATION DEPARTMENTAL HEAD SIGNATURE
Parks & Recreation 6-29-15 Approve
City Attorney
X City Manager [Signature]

Table with 4 columns: Ordinance/Workshop, Resolution, Consideration, Results. Rows for 1st and 2nd Reading.



MEMORANDUM

Parks, Recreation & Cultural Arts

MEMORANDUM 15-A095

DATE: June 24, 2015

TO: Dennis Beach, City Manager

FROM: Mark A. Beaudreau, Recreation Programs Administrator *MB*

SUBJECT: Agenda Item – Resolution Re-Designating the Pompano Beach Municipal Golf Course

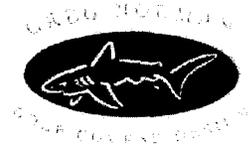
Please place the attached resolution on the July 14, City Commission Agenda. The attached resolution is re-designating the Pompano Beach Municipal Golf Course to the Pompano Beach Golf Club. At the June 10, Golf Advisory Board meeting the Golf Advisory Board made the motion to change the name of the Golf Course from the Pompano Beach Municipal Golf Course to the Pompano Beach Golf Club. One of the reasons to change the name of the Golf Course is that the word “Municipal” or “Muni” (for short), has historically been associated with low budget and poorly maintained golf facilities. As a result, price per round and revenue overall is limited due to the low “Muni” expectation from the general golf clientele. By renaming the facility, we will be able to favorably influence the first impression of a potential client and raise the benchmark of expectation. Benefits will be measured by our ability to increase per round price points and enhance our brand image. With a heightened awareness of our facility, hotel and resort partners would be more agreeable to recommending the facility without the “Muni” moniker. Many city and county owned courses have readily embraced the omission of any reference to the municipal name such as Plantation Preserve, Osprey Point, and Seven Bridges.

If you have any questions please call me at 954-786-4191.

MB/afh

Attachments

Cc: Brian Campbell, Golf Course Manager



GREG NORMAN GOLF COURSE DESIGN COMPANY

CHRISTOPHER A. CAMPBELL
SENIOR VICE PRESIDENT

July 7, 2015

Dear Mr. Brian Campbell,

By way of this letter, Greg Norman Golf Course Design hereby approves and supports the proposed name change of the Pompano Beach Municipal Golf Course to Pompano Beach Golf Club.

Sincerely,

Christopher A. Campbell
Senior Vice President
Greg Norman Golf Course Design
chris.campbell@gwse.com



City Attorney's Communication #2015-1149

June 23, 2015

TO: Mark A. Beaudreau, Recreation Programs Administrator
FROM: Gordon B. Linn, City Attorney
RE: Resolution Re-Designating the Pompano Beach Municipal Golf Course

Pursuant to your memorandum dated June 19, 2015, Memorandum 15-A091, the following form of Resolution, relative to the above-referenced matter, has been prepared and is attached:

**A RESOLUTION OF THE CITY COMMISSION OF THE
CITY OF POMPANO BEACH, FLORIDA, RE-
DESIGNATING THE POMPANO BEACH MUNICIPAL
GOLF COURSE AS THE POMPANO BEACH GOLF CLUB;
PROVIDING AN EFFECTIVE DATE.**

Please feel free to contact me if I may be of further assistance.



GORDON B. LINN

GBL/jrm
l:cor/recr/2015-1149

Attachment

Golf Advisory Board Memorandum 15-03

DATE: June 17, 2015
TO: City Commission
FROM: Golf Advisory Board
SUBJECT: Golf Course Name Change

At the meeting of the Golf Advisory Board held on June 10, 2015, the board discussed changing the name of the golf course from Pompano Beach Municipal Golf Course to Pompano Beach Golf Club.

Mr. Bunn made the motion, with no statutes and regulations set forth, to change the name of the golf course from Pompano Beach Municipal Golf Course to Pompano Beach Golf Club. Ms. Curtin seconded the motion with all voting in favor.

Richard Porraro (mbh)
Dr. Richard Porraro, Chairman
Golf Advisory Board

mbh

cc: Dennis Beach, City Manager
Mark A. Beaudreau, Recreation Programs Administrator
Ernesto Reyes, Assistant to the City Manager

RESOLUTION NO. 2015- _____

CITY OF POMPANO BEACH
Broward County, Florida

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, RE-DESIGNATING THE POMPANO BEACH MUNICIPAL GOLF COURSE AS THE POMPANO BEACH GOLF CLUB; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Golf Advisory Board passed a motion to rename the golf course to the Pompano Beach Golf Club; and

WHEREAS, the City Commission deems it appropriate to re-designate the golf course and that the re-designation is in agreement with city policy; now, therefore,

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA:

SECTION 1. That the Pompano Beach Municipal Golf Course is hereby designated as the Pompano Beach Golf Club.

SECTION 2. That staff is hereby directed to place signage to reflect the designation.

SECTION 3. This Resolution shall become effective upon passage.

PASSED AND ADOPTED this _____ day of _____, 2015.

LAMAR FISHER, MAYOR

ATTEST:

ASCELETA HAMMOND, CITY CLERK