



Austin Parks and Recreation Department  
**Hancock Golf Course**  
**Community Meeting**  
October 26, 2020, 7 p.m.  
October 29, 2020, 5 p.m.

Meeting will begin 5 minutes after scheduled time.

Presentation available at

<https://austintexas.gov/department/Hancock-golf-course-planning>



# Meeting Agenda

The purpose of this meeting is to review feedback, discuss RFP process, and share additional opportunities for community input.

1. Meeting guidelines and PARD direction
2. Review Hancock History and Background
3. Share feedback from previous Neighborhood Meeting on Feb. 29<sup>th</sup> and following survey
4. Update community on Request for Proposal Process
5. Discuss opportunities for community input

## **PARD Representatives:**

Anthony Segura, Assistant Director; Kevin Gomillion, Golf ATX; Mike Wooldridge, Golf ATX; Justin Schneider, Community Engagement



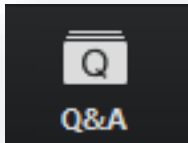


# Meeting Guidelines: Webex Housekeeping



This session is being recorded and will be posted at the conclusion.

- Participants will stay muted through presentation.
- Q&A will be available throughout the meeting.
  - Q&A questions should be sent to “all panelists”
- Due to the number of participants, additional comments or questions can be shared afterward.



# Meeting Guidelines

- Have patience when dealing with technology.
- Be respectful and courteous when asking questions.
- Ask questions for clarification.
- We will address as many questions as time allows.  
Additional questions or comments can be submitted to [PARD.golf@austintexas.gov](mailto:PARD.golf@austintexas.gov).
- Presentation is available on the webpage

# PARD Direction

- [City of Austin Public Participation Principles](#): Transparency
- Neighborhood and Citywide Outreach
  - This serves as a regional public golf course on designated parkland
- Emphasis on historic presence of golf and maintaining golf
  - More than 18,000 rounds played here in 2019
- PARD is interested in hybrid model: Golf *and* Park elements
- [PARD Long Range Plan](#)
- City Council conversations
- Community Engagement since 2012

Hancock Golf Course

study feasibility of golf and other recreational opportunities that can enhance sustainability of course

Specific Recommendations, PARD Long Range Plan, p. 156



# Clarifying Concerns from Community

- Purpose – [FAQ document](#)
- Improvements vs. Development – Understanding difference
- Site remains parkland, owned by the City – Not for Sale
- Concessions agreements are throughout the Park System
- Golf vs. Passive Park – even with golf, passive park space is possible
- Recreation Center – will remain as it is
- Historic Designations remain in place
- Stays green

# Hancock Golf Course

Founded in 1899 by Lewis Hancock, former mayor of Austin, the Hancock Golf Course began as a 9-hole course until its expansion to 18 holes in 1913 and was the original site of the Austin Country Club, later renamed for Mayor Hancock. The course was reduced to the original nine in 1962. Hancock Golf Course stands today as one of the oldest golf courses in the state of Texas.

## Key Dates

**1899:** 9-hole Golf Course begins

**1913:** Course expands to 18 holes after purchase of Ernst Farm (40 acres of the back 9 holes)

**1946:** City of Austin purchases property

**1951:** City of Austin Takes over operations

**1962:** Voters approve sale of back 9 holes for Hancock Shopping Center

**1980:** PARD considers closing golf course due to annual deficit; Neighborhood Associations around Hancock fight to keep golf alive

**2008:** Trail around the golf course established at request of neighborhood, maintained by HNA

**2012:** Improvements for reclaimed water for irrigation

**2014:** Golf Course listed to National Register of Historic Places; Recreation Center listed as Recorded Texas Historic Landmark

**2018:** Pay station installed; plans to revisit future feasibility of golf



Austin History Center, PICB 06789

# Recent Background

## 2012 Community Engagement Review

- Changes arose from this conversation
- Challenges remain

## 2019 Golf ATX Evaluation

- National Golf Foundation Consulting Evaluation of Golf ATX (including Hancock Golf Course)

## 2020 Engagement

- Meeting on February 29, 2020
- Survey open from February 29 to May 27, 2020
- Meetings on October 26 and 29, 2020

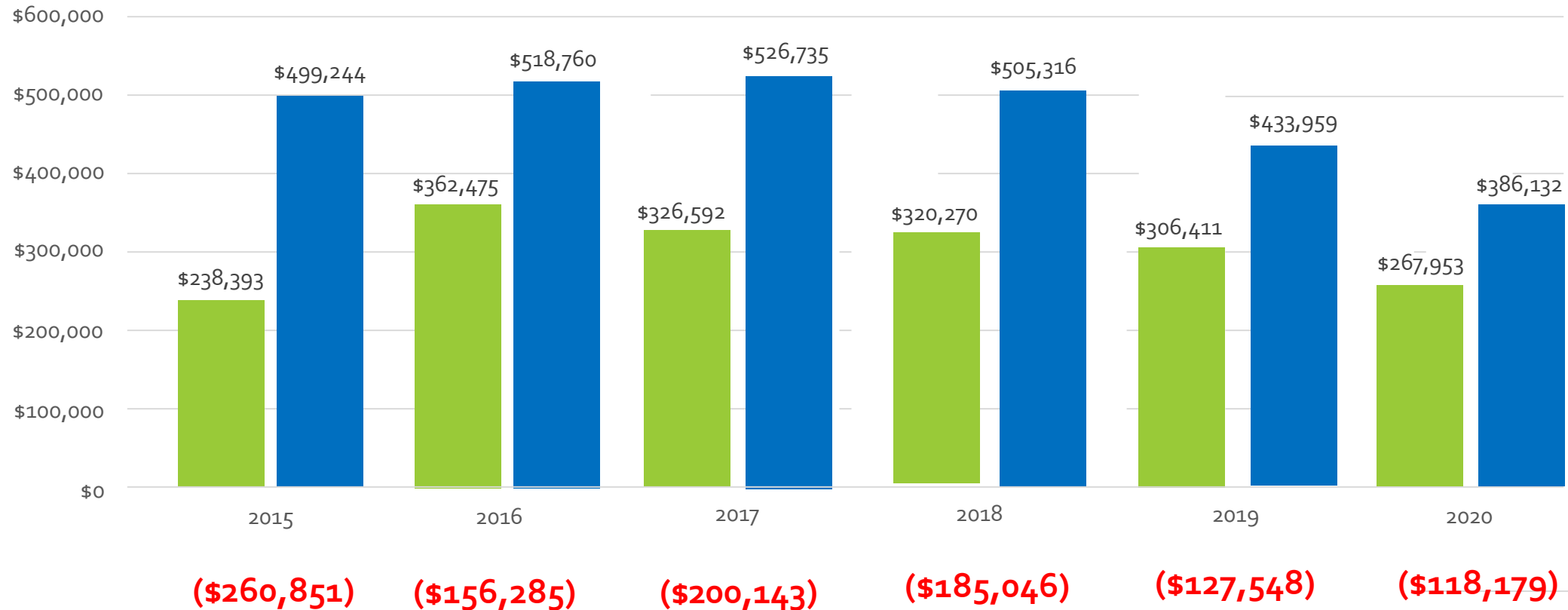




# Hancock Golf Course Financial Challenges

Six Year Financial Trend

■ Revenue ■ Expenses



# 2020 Community Engagement

- February 29 – Community Meeting
  - Shared intention to continue golf without using tax dollars
  - Community feedback given at meeting
- Survey open Feb. 29 to May 27
  - Appreciative Inquiry about current and future use
  - 343 responses
  - Survey was shared with:
    - Neighborhood associations
    - Hancock Recreation Center users
    - City-wide on Nextdoor
    - Golfers at Hancock and other courses
    - Additional social media platforms and GolfATX.org



# 2020 Community Engagement: Survey

Example comment with tags:

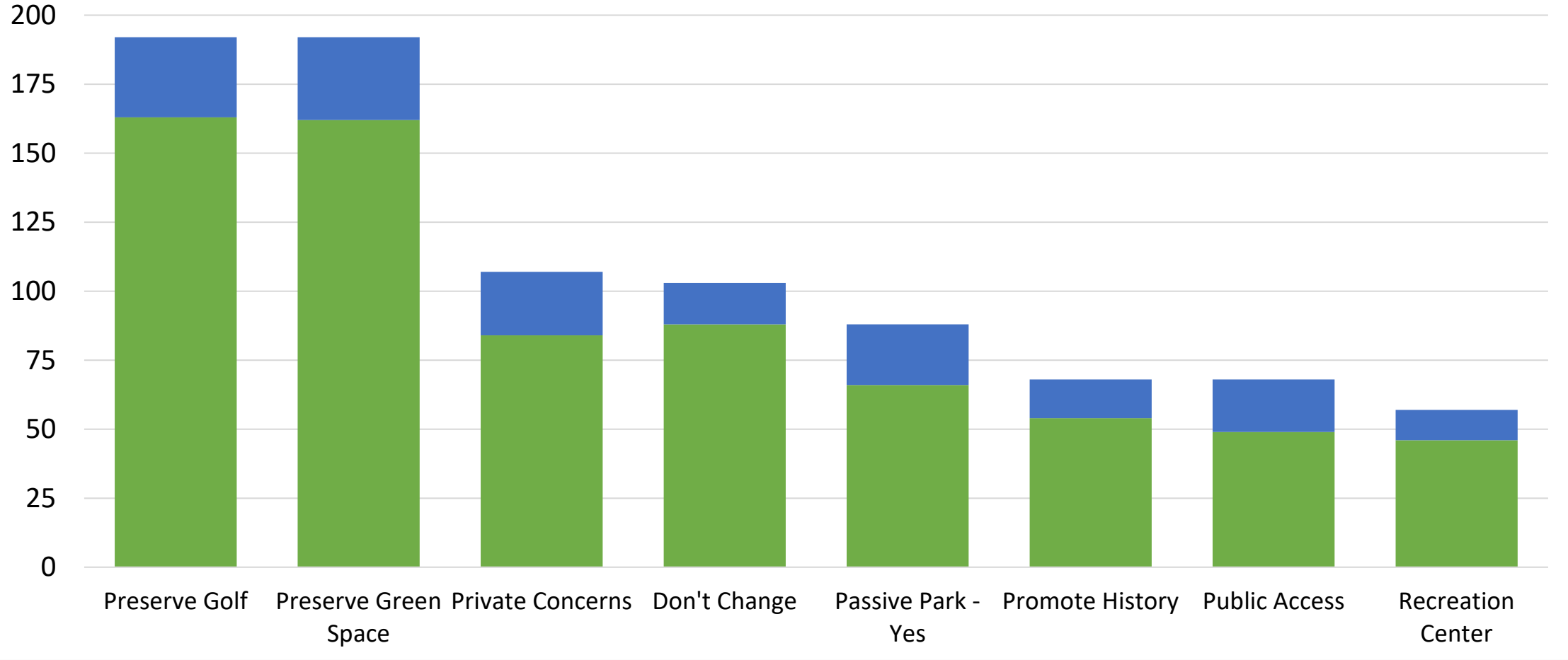
I just don't want to see it developed, like the back nine that became Hancock Shopping Center. That being said, perhaps allowing the course to be used for other purposes for one day a week should be considered.

Tags: More non-golf activities, Preserve Golf, No development

- Not a science; raw data and comments available for review

# 2020 Community Engagement

Hancock Survey Tag Summary



Meeting input from February 29, 2020 and Survey from Feb 29 to May 27  
Blue represents Meeting input; Green represents Survey input





# Comments

| Tag                      | Survey TagCount | Meeting TagCount | Totals |
|--------------------------|-----------------|------------------|--------|
| Preserve Golf            | 163             | 29               | 192    |
| Preserve Green Space     | 162             | 30               | 192    |
| Private Concerns         | 84              | 23               | 107    |
| Don't Change             | 88              | 15               | 103    |
| Passive Park - Yes       | 66              | 22               | 88     |
| Promote History          | 54              | 14               | 68     |
| Public Access            | 49              | 19               | 68     |
| Recreation Center        | 46              | 11               | 57     |
| No Development           | 48              | 8                | 56     |
| More Non-Golf Activities | 37              | 17               | 54     |
| Neighborhood Use         | 45              | 7                | 52     |
| Budget Concerns          | 17              | 30               | 47     |
| Programming              | 31              | 8                | 39     |

| Tag                    | Survey TagCount | Meeting TagCount | Totals |
|------------------------|-----------------|------------------|--------|
| Trail                  | 24              | 13               | 37     |
| Affordability Concerns | 32              | 4                | 36     |
| Modernize Golf         | 27              | 6                | 33     |
| No Golf                | 30              | 0                | 30     |
| Maintenance            | 26              | 4                | 30     |
| Children's Programming | 17              | 4                | 21     |
| Equitable Access       | 12              | 4                | 16     |
| Don't Sell             | 16              | 0                | 16     |
| Peace/Tranquility      | 13              | 1                | 14     |
| Off-leash Dog Area     | 11              | 3                | 14     |
| No fence/Netting       | 8               | 5                | 13     |
| Private - Fine         | 9               | 3                | 12     |
| Other Responses*       | 45              | 22               | 77     |

\*Other Responses include: Private – Fine, Youth Golf, No Fence/Netting, Passive Park – No, Fence/Netting, Innovation Opportunity, Enforce Course Restrictions, Safety Concerns, Pedestrian Concerns, Private Concerns, Change Use, Development, Traffic, Nature, Shopping, Housing



# Summary of Hancock Golf Survey and Meeting

- Preserve Green Space is highest priority
- Golf *and* Passive Park element
- Access for neighborhood use
- Fear of “developers”
- Don’t change vs. update for improved golf facility

# Hancock Golf Course Goals

## **PARD Goal for Hancock Golf Course:**

- 1) Council has guided PARD to improve financial solvency of golf
- 2) Maintain and improve facility
- 3) Replace outdated maintenance equipment
- 4) Maintain golf's historic significance at this location by seeking a concessionaire to update and manage golf at Hancock.

## **What this means:**

- Highest priority is green space, secondary focus will be keeping golf
- PARD will include community input in RFP process
- Community can share additional park elements to be considered
- Reduces the need for General Fund taxpayer support of golf operations

# PARD Hancock Golf Course RFP

PARD will consider community input in the RFP process and will keep the community informed, acknowledge any concerns, and provide feedback on how the input influenced the proposal.

## **Negotiation of All Terms and Best Evaluated Proposal:**

- Community feedback can influence solicitation preferences
- Final selection considers all elements, not just cost or revenue



# Earned Revenue Model in the Park System

- PARD Long Range Plan, p. 178

With the adoption of Senate Bill 2 in June 2019, lowering the cap on the amount of property tax revenue for cities and counties from 8% to 3.5%, new, sustainable funding sources are essential to implementing the LRP for PARD. There is potential for increasing revenues for the parks and recreation system while still providing affordable recreation opportunities.

- Examples of Earned Revenue Concessions in PARD:

- Grey Rock GC
- Butler Pitch & Putt
- Round Rock Driving Range
- Texas Rowing Center
- Zilker Café and other food and beverage concessions
- Zilker train improvements
- Plus additional agreements throughout park system

# Community Input: Online Survey

Community input can shape the solicitation of the RFP. The trail and passive park elements will be included in solicitation.

- What other elements or components should be considered as a part of the RFP solicitation?
- What golf activities would you like considered?
- What non-golf activities would you like considered?
- What existing features or elements do you value the most?

Feedback can be given now or online through November 30.

# Proposed Timelines & Next Steps

| ACTION  | DATE                                 |
|---|--------------------------------------|
| Formal Discussion with Contract and Concessions Committee (Parks Board) | November 2019 (completed)            |
| Discussion with Council Members   | January to February 2020 (completed) |
| Community Engagement and Input  | February 2020 to November 2020       |
| PARD creates RFP, considering community feedback                        | December 2020 to January 2021        |
| Issue Request for Proposals   | February 2021                        |
| Review Received Proposals   | April 2021                           |
| Present Proposals to Golf Advisory Group                                | May 2021                             |
| Present to PARB Concession and Contracts Committee                      | May 2021                             |
| Recommendation to Parks and Recreation Board                            | May 2021                             |
| Council Request for Action  | June 2021                            |

# Question & Answer Session

Online Survey: <https://publicinput.com/HancockMeeting2>

Additional questions or comments can be submitted to  
[PARD.Golf@austintexas.gov](mailto:PARD.Golf@austintexas.gov)



**Kevin Gomillion**, Golf Division Manager (512) 974-9351

[Kevin.Gomillion@austintexas.gov](mailto:Kevin.Gomillion@austintexas.gov)

**Anthony Segura**, Assistant Director, PARD (512) 974-9411

[Anthony.Segura@austintexas.gov](mailto:Anthony.Segura@austintexas.gov)