



GUS WORTHAM
GOLF COURSE *est. 1908*

AN OPERATION OF 



August 24, 2016

CITY COUNCIL UPDATE: MUNICIPAL GOLF



HOUSTON GOLF ASSOCIATION (HGA)



- Nonprofit 501(c)(3), operating since 1946
- Charitable focus – making a difference in the lives of Houston-area youth
 - The Shell Houston Open
 - HGA Junior Golf & Amateur Golf
 - The First Tee of Greater Houston
 - Academic Scholarships
 - **Houston Municipal Golf**

UPDATE ON TWO MUNICIPAL COURSES



- F.M. Law Park
- Gus Wortham Park Golf Course

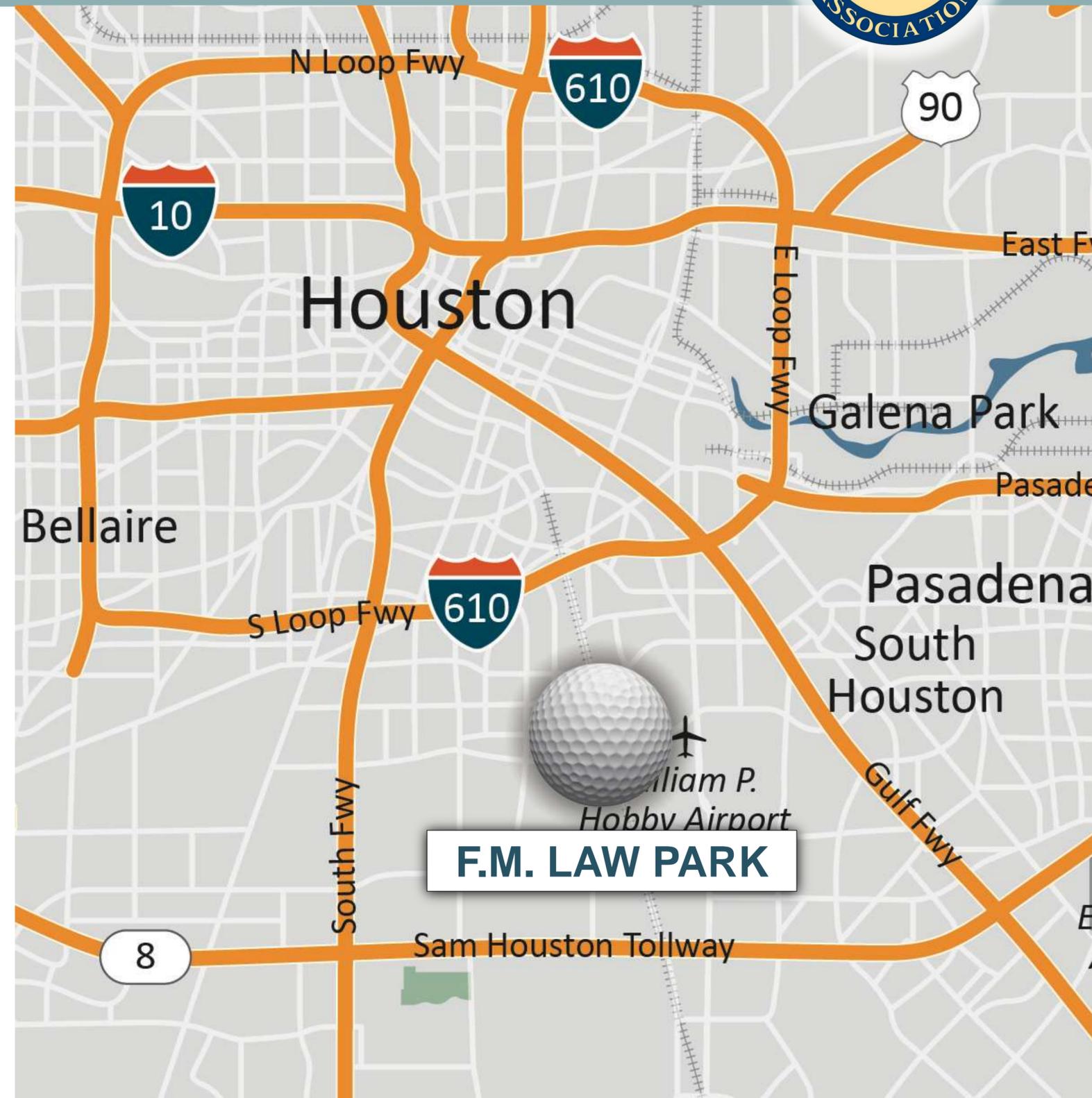
PROGRESS UPDATE: F.M. LAW PARK



9-Hole Golf Course

- Addressed course conditions and severe drainage issues
- Dedicated the facility to The First Tee programming, introducing a broader demographic of the City's youth to golf, while teaching character development, physical activity and wellness

The First Tee is currently offered in 417 public schools and 8 learning locations across Houston, impacting 290,000 youth annually



PROGRESS UPDATE: F.M. LAW PARK



- **Nearly 2000 of our City's youth have benefited from The First Tee programs this summer across 8 locations**
- **Estimated 1000 local area youth will participate in The First Tee programs at F.M. Law Park annually**

PROGRESS UPDATE: GUS WORTHAM PARK GC



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AN OPERATION OF 

GUS WORTHAM CONTRACTUAL TERMS



- Initial fundraising milestone of \$5 million by December 31, 2015
- 30 year initial term commenced January 1, 2016
- Two 30 year extensions provided no outstanding event of default
- Golf course and driving range to be substantially completed by December 31, 2017
- New clubhouse must be substantially completed by July 1, 2019
- Final completion date shall be no later than December 31, 2019

BACKGROUND & TIMELINE OVERVIEW



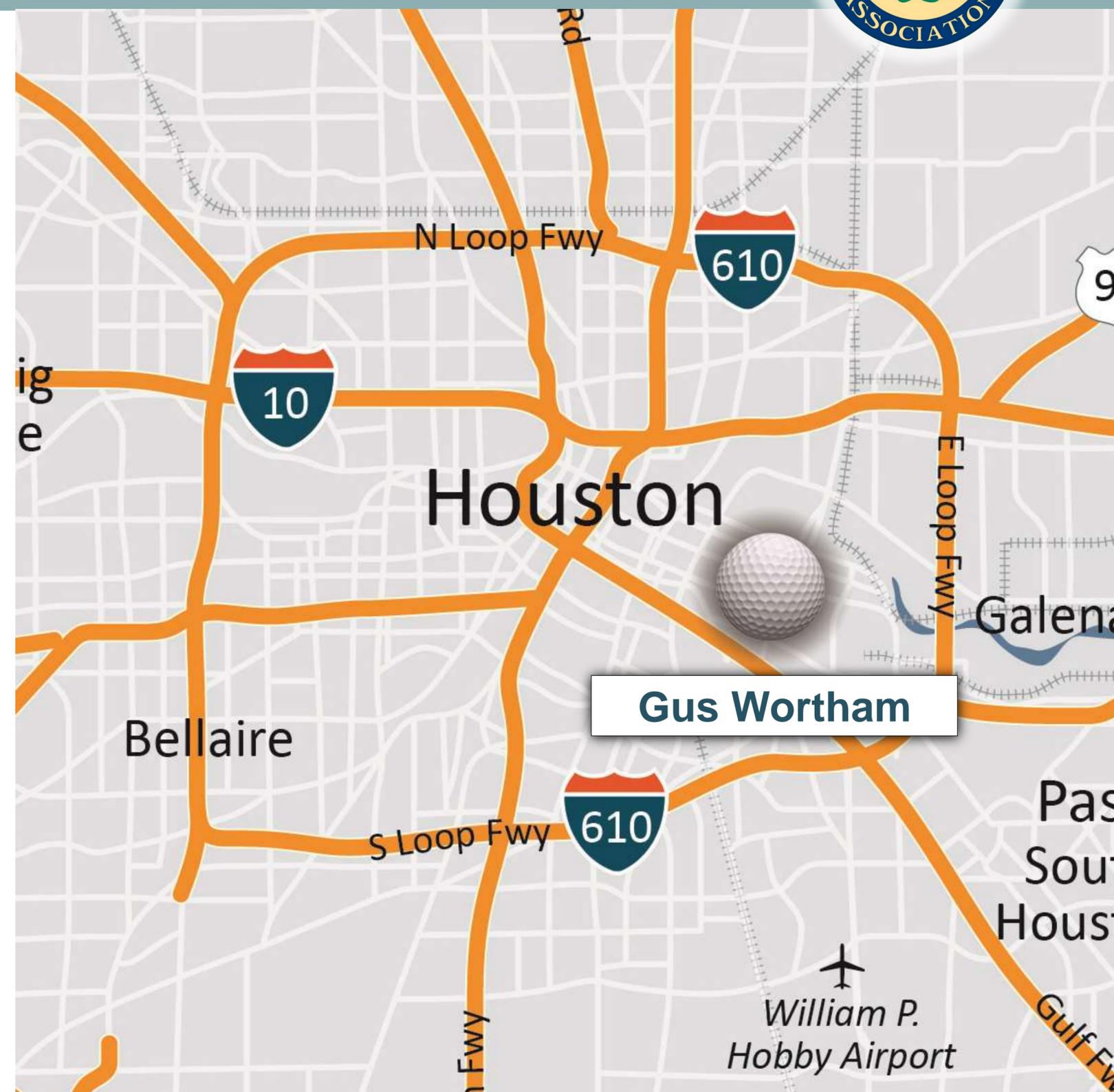
- **August 2014** – Assumed operations of F.M. Law Park for The First Tee
- **November 2014** – City Council resolution passed, Gus Wortham to be restored as a golf course
- **December 2014** – HGA assembled the Gus Wortham project team to work through logistics
- **January 2015** – City Council approved the contract with HGA
- **February 2015** – HGA launched capital campaign, campaign steering committee formed
- **May 2015** – Community Coalition formed
- **July 2015** – First meeting of Community Coalition, finalized feasibility study and commenced updating the master plan
- **December 2015** – HGA presented master plan for approval and reached \$5M initial fundraising milestone
- **February 2016** – HGA assumed operations of Gus Wortham Park Golf Course

PROGRESS UPDATE: GUS WORTHAM PARK GC



18-hole, 108-year-old Course

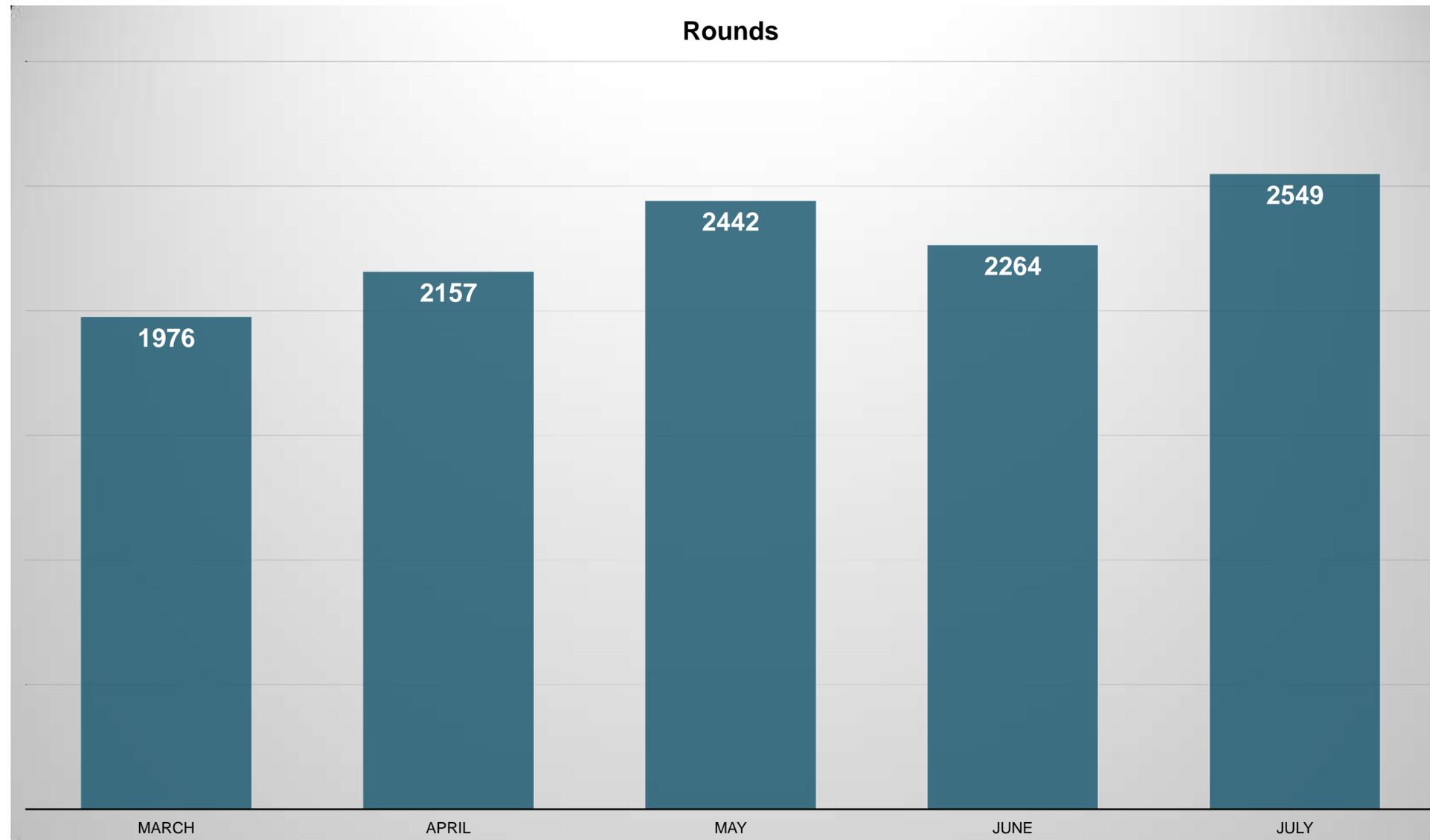
- Trained employees and provided competitive compensation, added 10 jobs
- Made course and amenity improvements while maintaining existing rate structure
- Added The First Tee programming for local area youth
- Worked with Council Member Gallegos to accommodate public amenities (i.e. reception hall, space for restaurant, dog run, trail connector, b-cycle station)



PROGRESS UPDATE: GUS WORTHAM PARK GC



Rounds



- Updates are attracting new customers
- Growing revenue is reinvested for ongoing maintenance
- Added a website and online tee time booking option
- Added system to capture customer feedback

PROGRESS UPDATE: GUS WORTHAM PARK GC



“ I'm really impressed with the progress you all have made in the short time you have had the course, and am looking forward to the overhaul in the future. ”

“ The change can be seen everywhere.
Golf course, customer service and organization. Love it! ”

“ HGA is starting to build a sense of community here. ”

98%
of customers

plan to play again

were satisfied with their experience

would recommend Gus Wortham to a friend

“ HGA is doing a great job.
I look forward to their
future improvements. ”

GUS WORTHAM PARK GC PROJECT TEAM



Owner/Operator: The Houston Golf Association, a not-for-profit, tax exempt 501c (3) organization, uses golf promotion to generate funds that can help worthy causes make a difference in the community.



Golf Course Architect: Finger Dye Spann integrates comprehensive backgrounds in landscape architecture, engineering and competitive golf to create a harmonious blend of artistic and technically sound designs.



Construction Manager: Heritage Links is a “Certified Builder” by the Golf Course Builders Association of America. The golf courses Heritage Links has been associated with are some of the best-known and most recognizable golf courses in the world.



Engineer: Celebrating over 75 years of continuous operation in Houston, Edminster Hinshaw Russ and Associates Engineering is one of the oldest engineering firms in Houston.



December 8, 2015

REVISED MASTER PLAN

Gus Wortham Park Golf Course



PROGRESS UPDATE: GUS WORTHAM PARK GC



PROGRESS UPDATE: GUS WORTHAM PARK GC



IMPACT OF GOLF COURSE TRANSITION



- **Lessoned the burden on the city budget**
- **Created long-term cost savings**
- **Provided youth development program for the local communities**
- **Identified additional public amenities**

IMMEDIATE NEXT PHASE



- **Capital campaign to restore courses, raised more than \$5M**
- **Break ground on course improvements at Gus Wortham in late 2016**

