



CITY OF CLEVELAND
Mayor Justin M. Bibb

HIGHLAND PARK GOLF FOUNDATION

*for the operations, management, and revitalization of
Highland Park Golf Course*

VISION

By entering into contract with the Foundation, we aspire to:

- REVITALIZE HIGHLAND AS A TOURNAMENT-READY COURSE**
- CELEBRATE THE HISTORIC LEGACY OF THE ASSET**
- EXPAND GOLF ACCESS TO ALL CLEVELANDERS**
- LEAD IN COMMUNITY IMPACT AND SUSTAINABILITY**



HIGHLAND PARK GOLF FOUNDATION TEAM

The Highland Park Golf Foundation, a 501(c)(3) nonprofit, includes local leaders and golfers with a passion for the course, its legacy, and expanding access to Cleveland residents.

- ❑ **MISSION** To promote and protect an accessible, diverse, affordable and engaging experience at Highland Park Golf Course to positively impact the local Cleveland community.
- ❑ **FUNDRAISING AND NOT-FOR-PROFIT DRIVE** HPGF was organized and will operate exclusively for the purpose of fulfilling the above mission. They will fundraise to improve course conditions and to increase accessibility to Clevelanders.
- ❑ **EXPERIENCE** HPGF consists of local business leaders, golf experts (such as president of American Society of Golf Course Architects and a PGA Professional), and youth & community mentors.
- ❑ **LOCAL LEADERSHIP** HPGF consists of community members and regular golfers at the course, combining local knowledge and passion with national expertise in course operations through Troon.



DAY-TO-DAY OPERATIONS: TROON

Troon is the world's largest professional golf club management company and industry expert:

- ❑ **MUNICIPAL COURSE EXPERIENCE, WORLD-WIDE REACH** Troon manages 140 municipal courses in the U.S. and over 750 courses worldwide, including those that host PGA, LPGA, or Senior PGA tournaments.
- ❑ **PLANS TO IMPROVE GOLFER EXPERIENCE** Troon plans to start event programming to market to new and experienced golfers, re-energize community involvement, maximize regional efficiencies, and improve customer service.
- ❑ **LOCAL KNOWLEDGE AND SUCCESS** Troon currently operates Briardale Greens in Euclid and Raintree Golf & Event Center in Uniontown.
- ❑ **FOCUS ON GOLF FOR EVERYONE** Troon will operate Highland Park under its Indigo Sports brand, which strives to improve course conditions, customer service, and revenue results while creating a fun and accessible environment.



BASIC TERMS

Anticipated Contract Terms (pending Law and Bond Counsel's confirmation):

- ❑ **30-YEAR QUALIFIED MANAGEMENT AGREEMENT** The QMA prohibits private business activity and will allow the property, which is financed with bonds, to remain tax-exempt. A 30-year term with performance metrics/termination rights will allow the Foundation to fundraise and invest.
- ❑ **\$250,000 ANNUAL MANAGEMENT FEE** The City will provide an annual management fee of \$250,000 to the Foundation for operations and management (current average > \$700k per year) to be offset by increased revenue (expected after year 5).
- ❑ **TRANSITION & CAPITAL IMPROVEMENT SUPPORT** The City will provide support for capital improvements and to ensure the success of the Foundation in its first 5 years. This amount will not exceed the City's current annual subsidy.
- ❑ **EXCESS REVENUE RE-INVESTED AND TO EXPAND ACCESS** All excess revenue will be applied to expenses, including management fee. Additional \$ will be re-invested in the course facility upgrades and/or used for programming to expand access to golf for Clevelanders.



REVITALIZING THE COURSE

5-Year Capital Improvement Plan:

- ❑ **EXCITING ADDITIONS** New amenities will include a driving range (2023-2024), pro-shop, and chipping & putting area.
- ❑ **COURSE & CLUBHOUSE IMPROVEMENTS** Initial investments will be to renovate the Blue & Red courses (fairway and tee box) and to extend yardage for Blue course for tournaments, as well as make updates to clubhouse and banquet facility.
- ❑ **AUDOBON CERTIFICATION** HPGF aims to earn certification in 5 years, which requires environmental planning, wildlife and habitat management, chemical use reduction and safety, water conservation, water quality management, and outreach and education.



PROVIDING ACCESS TO CLEVELANDERS

Commitment to Cleveland Residents and Businesses:

- ❑ **SUBCONTRACTING** HPGF will make a good-faith effort to exceed Office of Equal Opportunity construction goals (15% MBE, 7% FBE, 8% CSB).
- ❑ **PRIORITIZING RESIDENTS** HPGF will provide a discount for green fees, lessons, and driving range fees for Cleveland residents and ensure Cleveland residents have course access.
- ❑ **INCREASING ACCESS TO GOLF** HPGF will offer free or discounted golf clinics for Cleveland youth and will provide free and priority access to CMSD school golf teams as a home course.

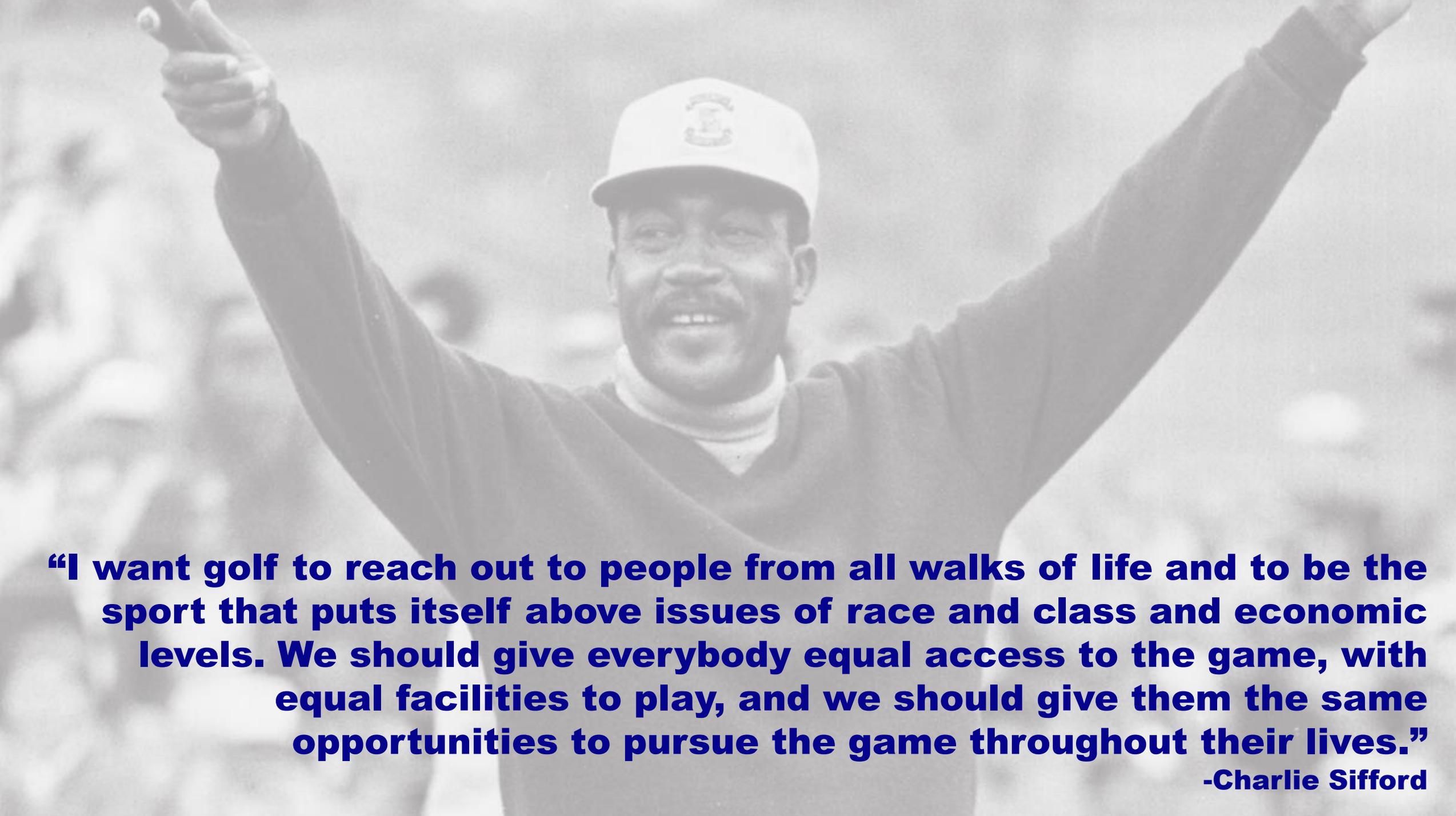


CELEBRATING THE LEGACY

Goals to Highlight the Course's Historic Significance:

- DEDICATED SPACE** Dedicate a portion of the clubhouse or grounds to share the history and significance.
- PARTNERSHIPS FOR HISTORY** Partner with local historical orgs to collect and elevate the full history.
- DEDICATION CEREMONY** Conduct a dedication ceremony with the City to pay homage to the course's history.





“I want golf to reach out to people from all walks of life and to be the sport that puts itself above issues of race and class and economic levels. We should give everybody equal access to the game, with equal facilities to play, and we should give them the same opportunities to pursue the game throughout their lives.”

-Charlie Sifford

APPENDIX: Patty Berg Trophy Room at Cypress Lake

