

MUNICIPAL GOLF ASSOCIATION – SAN ANTONIO (MGA-SA)

DBA



Alamo CitySM
GOLF TRAIL

Presented by:

Andrew Peterson, PGA, President/CEO, MGA-SA

Homer Garcia III, Director, Parks and Recreation

WHAT IS THE MGA-SA?

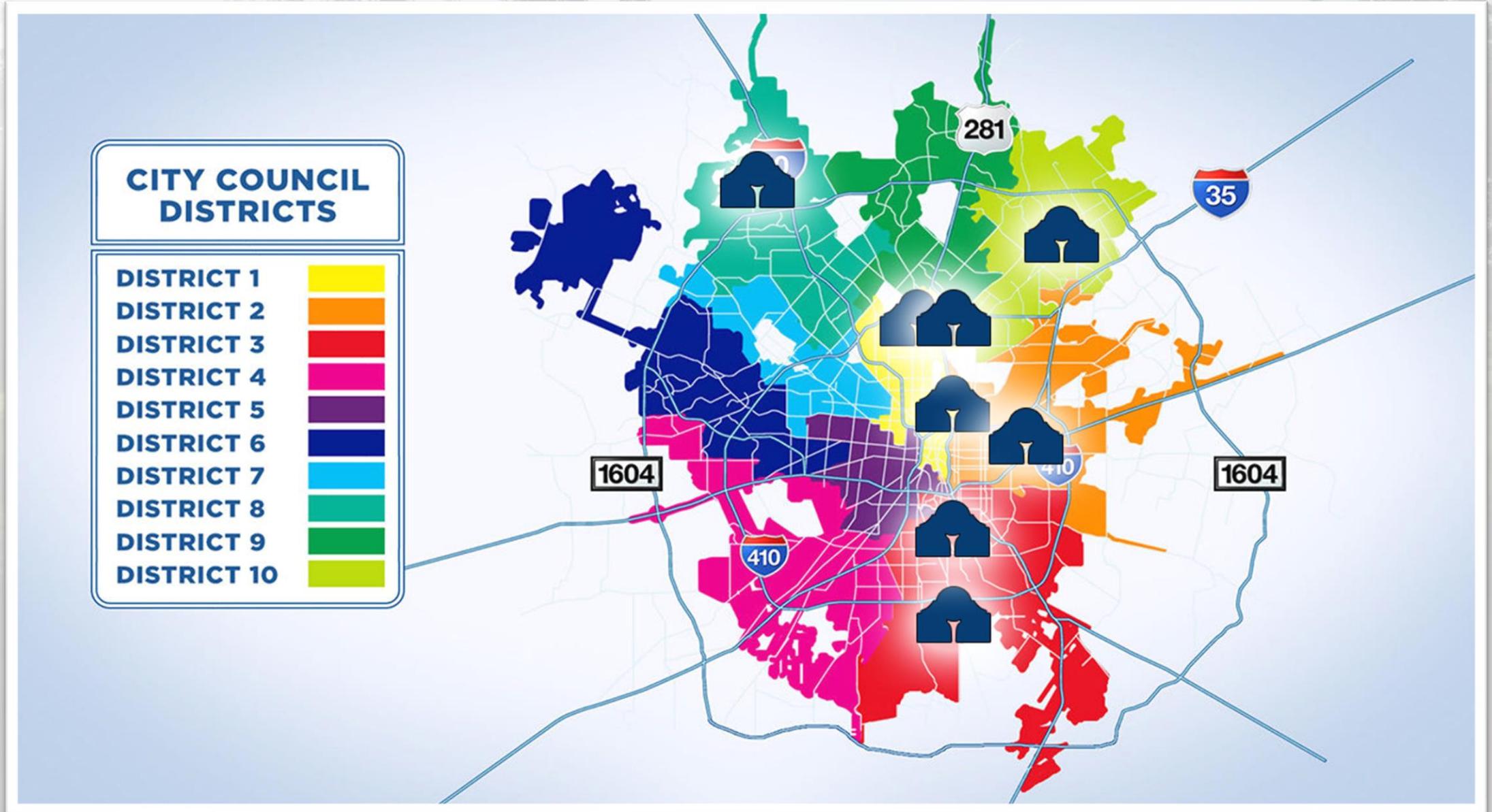
- **A 501c3 entity created in 2007 to manage and maintain eight City-Owned Golf Courses**
- **MGA-SA Mission Statement:**

To provide the best quality of municipal golf to citizens at an affordable rate, and to continue to provide municipal golf as a City amenity available to citizens and visitors. MGA-SA seeks to provide access to all, and encourages senior play, as well as promotes junior golf.

MGA-SA BACKGROUND

- **May 2007 – City entered into a Golf Course Management Agreement with MGA-SA to assume management of the City's seven golf courses over a 3-year transition period**
- **June 2012 – 1st Amendment to the Management Agreement modifying repayment terms**
- **May 2015 – 2nd Amendment to the Management Agreement with the addition of Northern Hills Golf Course, acquired by the City, bringing total courses to eight golf courses**

MGA-SA FACILITY LOCATIONS



MGA-SA BY THE NUMBERS

240

Employees
(70 Full-Time)

346,000

Round of Golf
(Est. 375,000 - FY 21)
(293,000 - FY 19)

\$13.4 M

FY 20 Revenue
(\$14 M Estimated FY 21)

10,449

Golf Members
(as of 5/1/21)

59,800

E-mail Subscribers

45+

Schools &
Universities Utilize
MGA-SA Courses

115+

Annual Corporate
& Charity Golf
Events

472

Golf Carts

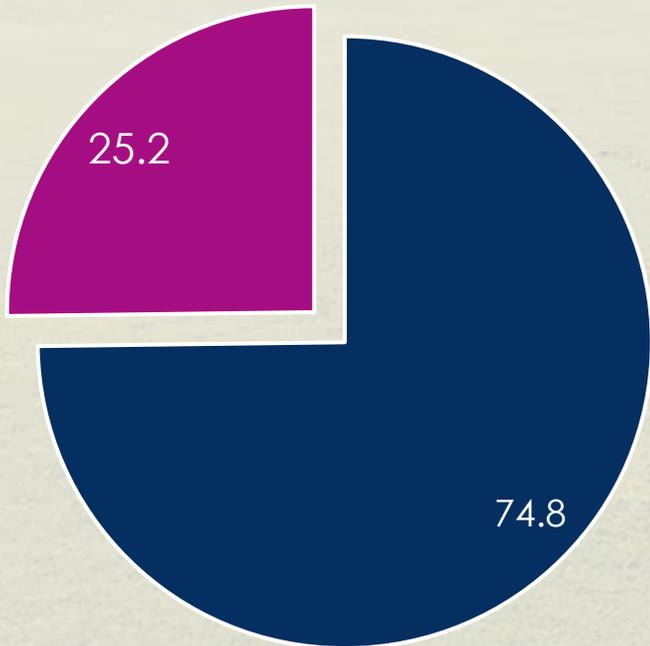
226

Pieces of
Equipment

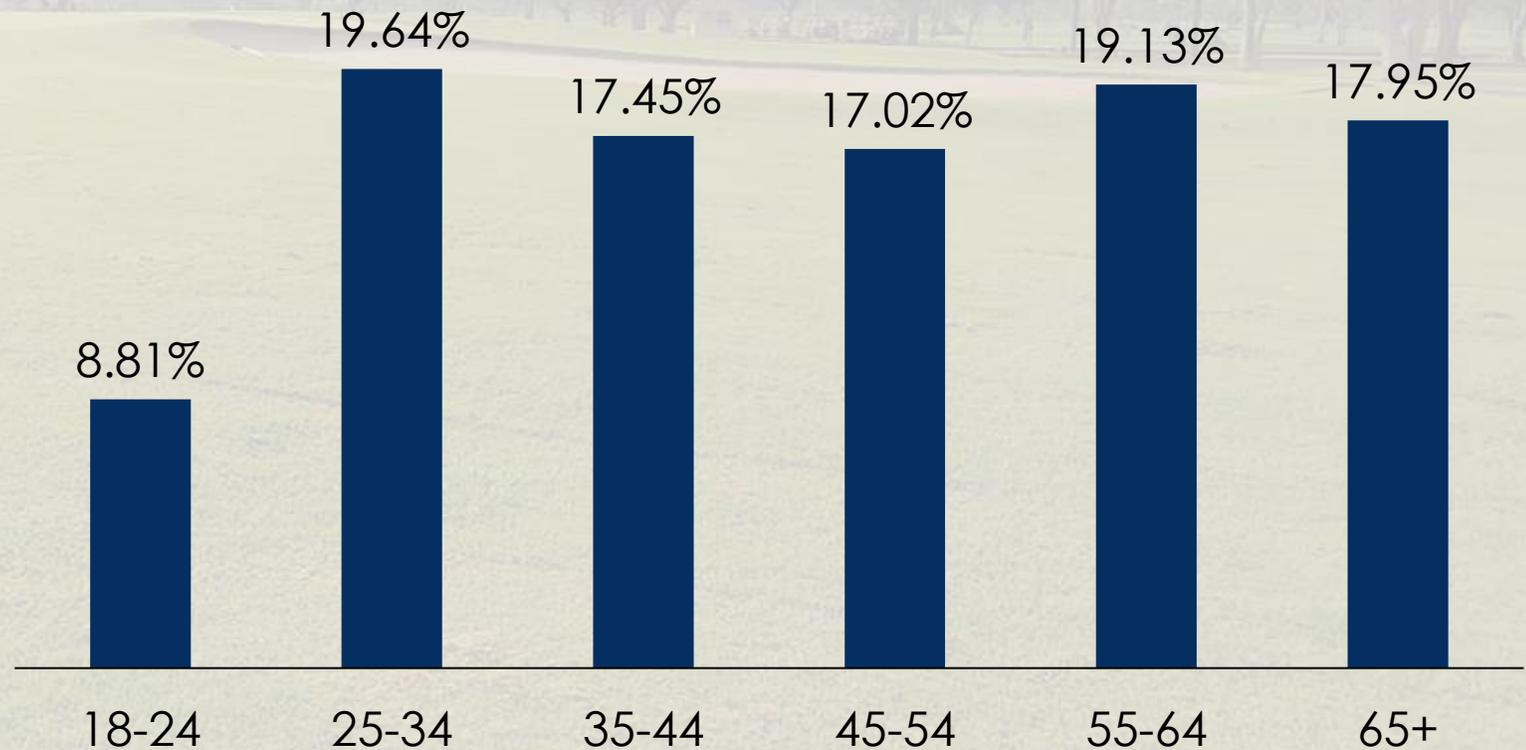
MGA-SA CUSTOMER DEMOGRAPHICS

Customer Gender

■ Male ■ Female



Customer Age



WHAT HAS THE MGA-SA ACCOMPLISHED?

Total Capital Improvements to date in excess of \$16,000,000

- **Completed full restoration of Brackenridge Park Golf Course**
- **Installed five new Irrigation Systems**
- **Rebuilt multiple tee boxes and bunker systems**
- **Rebuilt San Pedro Driving Range and Par Course**
- **Partial Renovations of five Clubhouses and six On-Course Restrooms**
- **Replaced 125,000 feet of Cart Paths**
- **Replaced 15 Bridges on two Courses**
- **Currently undergoing a complete remodel of Olmos Basin**

MGA-SA BOARD OF DIRECTORS

- **Board of Directors consists of (15) members:**
 - 7 at-large members selected by the MGA-SA Board
 - 6 at-large members appointed by City Council (two-year terms)
 - 2 ex-officio members appointed by the City Manager
 - Parks Director and Assistant Finance Director
- **Board Member make-up is a diverse group of individuals with a wide-range of professional skills who are passionate about the MGA-SA courses**
- **Board meets 6-7 times annually**
 - Various Committees meet monthly or as needed (Finance, Construction, Long-Range Planning, Diversity and Inclusion)

MGA-SA BOARD APPLICATIONS

- **City Clerk's Office Released Call for Applications: April 8, 2021**
- **Applications Due to City Clerk's Office: April 28, 2021**
- **Outreach**
 - **Press Release, Notification to City Council Offices, MGA-SA Website**
- **Ad-Hoc Review Committee**

Name	Position	Organization
Homer Garcia III	Director, Parks and Recreation	COSA
Melanie S. Keeton	Assistant Director, Finance	COSA
Steve Whitworth	Assistant City Attorney	COSA
Aurora Perkins	Deputy City Clerk	COSA
Andrew Peterson	President/CEO	MGA-SA

MGA-SA BOARD APPLICATIONS

- **Review Criteria**

- **Standard COSA Requirements**
- **Background (MGA-SA seeks well-rounded Board)**
- **Industry Knowledge**

- **Next Steps**

- **Ad-Hoc Review Committee**
- **At 5/27 Community Health & Equity Committee Meeting, Committee members will review applications and recommend 6 for Council approval**
 - **Full City Council Approval tentatively scheduled for A Session on 6/17**

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