

RESOLUTION REGARDING AWARD OF LIQUOR LICENSE
TO LESLIE PARK GOLF COURSE

Whereas, The City of Ann Arbor owns and operates the Huron Hills Golf Course and Leslie Park Golf Course;

Whereas, Michigan's recession has decreased discretionary dollars that are available for golf and other recreational activities;

Whereas, The large number of golf courses in Ann Arbor, and throughout Michigan, create a highly competitive market place;

Whereas, Golf Convergence, Inc. was hired in July 2007 to evaluate the City golf operations, provide an overview of the current market, evaluate the City golf operations' future viability and profitability, and provide a recommended course of action for the golf properties by December 2007;

Whereas, Golf Convergence, Inc. developed a business plan for Leslie Park and Huron Hills Golf Courses that was presented to the Parks Advisory Commission and City Council in November and December 2007; and

Whereas, The Parks Advisory Commission has been charged with making recommendations on the future of the City's golf operations, including the issuance of a liquor license for Leslie Park Golf Course;

Whereas, The Parks Advisory Commission's recommendations for Leslie Park Golf Course are based on their belief that Leslie Park Golf Course has the capacity to regain its competitive edge in the golf industry in southeast Michigan;

Whereas, The Parks Advisory Commission recognizes that providing for the sale of alcohol at Leslie Park Golf Course is a key element for the golf course to be competitive and thereby regain and retain golf customers; and

Whereas, Consumption of alcohol is allowed in City parks, including the Leslie Park Golf Course, by special event permits to allow for the consumption of beer and wine in areas where such consumption would otherwise be prohibited;

RESOLVED, That the Parks Advisory Commission recommends that City Council award the available Class C liquor license to Leslie Park Golf Course and this recommendation is based solely on what is best for the golf course to regain its competitive status in the local golf market.