

# Memo

To: Mayor and Board of Commissioners  
From: Paul Horne, Parks Planner  
Date: January 14, 2013  
Re: Disc Golf Fundraising Proposal



## BACKGROUND

The Disc Golf Course at Rock Ridge Park has undergone 2 of 3 phases of design and fairway clearing. The final design phase will be completed by January 31, 2013. Clearing and construction of tee pads and installation of baskets will continue afterwards with the course opening slated for around July of 2013.

The course has generated quite a bit of excitement among disc golfers in North Carolina. Local and regional volunteers have contributed over 428 hours of work, mostly consisting of cutting and removing trees to establish fairways. This translates to over \$8,000 dollars contributed using North Carolina's official *dollar value of a volunteer hour rate* of \$18.80 per hour. Volunteers have regularly come from as far away as Burlington, Raleigh, Durham and Sanford with occasional helpers from Charlotte. A dedicated local group has provided the majority of work.

## DISCUSSION

In June of 2012 the board contracted with one the top designers in the nation to design this course. This was an important decision because, given the same piece of land to work with, the quality of design differentiates a potential 'destination course' from a run-of-the-mill mediocre course. The investment in a top design firm left funds for construction unfeasible within the 2012-2013 budget cycle. As such no funds have been allocated to fund the construction of concrete course tee-pads, comprehensive signage, or other necessary course elements.

The attached fundraising proposal from Houckdesign is an innovative way to fund the course while minimizing public investment. The proposal envisions a local, regional and national fundraising campaign which would sell tasteful advertisements on the tee-signs, and seek sponsorships for the course. The Houck team has good relationships with national disc golf related industries that would be willing to invest in a top course in this part of the country, one of the fastest growing disc golf markets.

The creation of a destination quality disc golf course has been endorsed by the Chatham Chamber of Commerce, the Pittsboro Business Association, the Pittsboro/ Siler City Convention & Visitors Bureau. A number of Pittsboro restaurants, bars, and bed and breakfasts have informally committed to contributing to such a fundraising campaign, should one get started. Along with just being good corporate citizens they also have a direct interest in steering out of town visitors to their businesses.

## RECOMMENDATION:

That the Board of Commissions adopt the resolution authorizing the Town Manager to enter into a contract with Houckdesign to conduct a fundraising campaign on behalf of the Rock Ridge Disc Golf Course.

A RESOLUTION AUTHORIZING THE TOWN MANAGER TO SIGN THE CONTRACT WITH HOUCKDESIGN TO CONDUCT A FUNDRAISING CAMPAIGN TO SUPPORT THE ROCK RIDGE PARK DISC GOLF COURSE.

WHEREAS, the Board of Commissioners of the Town of Pittsboro are supportive of high quality parks, recreational amenities and quality of life enhancements for their citizens; and

WHEREAS, the Board of Commissioners of the Town of Pittsboro recognize the tourism and economic development impacts of a successful destination disc golf course in Pittsboro; and

Whereas, the Town of Pittsboro has an offer from Houckdesign to conduct a fundraising campaign to fund course construction, signage and other amenities,

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Town of Pittsboro that the Town Manager is authorized to sign a contract with HouckDesign to conduct a fundraising campaign to support the Rock Ridge Park Disc Golf Course.

This 14<sup>th</sup> day of January 14, 2013.

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Randolph Voller, Mayor

Attest:

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Alice F. Lloyd, CMC, NCCMC  
Town Clerk