

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON PARKS, RECREATION
AND CULTURAL AFFAIRS

Room 400, City Hall
Philadelphia, Pennsylvania
Wednesday, January 30, 2013
2:10 p.m.

PRESENT:

COUNCILWOMAN CINDY BASS, CHAIR
COUNCILMAN BOBBY HENON
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN DAVID OH
COUNCILWOMAN BLONDELL REYNOLDS BROWN

Bill 120825 - An ordinance authorizing the
Concession Agreement regarding the Burholme
Park Golf Center, between the City of
Philadelphia and Burholme Golf & Family
Entertainment Center, LLC, to have an Initial
Term of ten years and, at the City's option,
up to two Renewal Terms of five years each...

- - -

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COUNCILWOMAN BASS: Good

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afternoon. This hearing is called to

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order. This is a public hearing of the

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City Council Committee on Parks,

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Recreation and Cultural Affairs. The

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purpose of this public hearing is to hear

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testimony on Bill No. 120825.

9

I want to recognize the

10

presence of a quorum of Committee

11

members. We have in attendance

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Councilman Curtis Jones, Councilwoman

13

Blondell Reynolds Brown, and Councilman

14

David Oh.

15

And at this moment, I want to

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ask Councilman Jones as Vice Chair of

17

this Committee if he has any opening

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remarks.

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COUNCILMAN JONES: No, I don't.

20

COUNCILWOMAN BASS: Thank you.

21

Okay.

22

The Clerk will now read the

23

title of Bill No. 120825.

24

THE CLERK: An ordinance

25

authorizing the Concession Agreement

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2 regarding the Burholme Park Golf Center,
3 between the City of Philadelphia and
4 Burholme Golf & Family Entertainment
5 Center, LLC, to have an Initial Term of
6 ten years and, at the City's option, up
7 to two Renewal Terms of five years each,
8 all under certain terms and conditions.

9 COUNCILWOMAN BASS: And can we
10 have our first witness come forward to
11 testify.

12 (Witness approached witness
13 table.)

14 MR. FAGAN: Good afternoon,
15 Chairwoman Bass, and good afternoon,
16 members of the Parks, Recreation and
17 Cultural Affairs.

18 COUNCILWOMAN BASS: Thank you.
19 Please state your name for the record and
20 then you can begin your testimony, sir.

21 MR. FAGAN: Thank you. I am Ed
22 Fagan. I work for the Philadelphia Parks
23 and Recreation Department as Director of
24 the Development Division, and I am here
25 to offer testimony in support of this

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2 ordinance. So if I may.

3 COUNCILWOMAN BASS: Yes,
4 please.

5 MR. FAGAN: Thank you. In
6 support of the proposed ordinance
7 authorizing the Concession Agreement
8 regarding the Burholme Park Golf Center,
9 LLC, to have an initial -- Golf Center,
10 between the City and Burholme Golf &
11 Family Entertainment Center, LLC, to have
12 an Initial Term of ten years and, at the
13 City's option, up to two Renewal Terms of
14 five years each, all under certain terms
15 and conditions.

16 The concession agreement was
17 executed on March 26th, 2012 with an
18 initial one-year term, but it provides
19 that upon City Council and mayoral
20 approval of the ordinance, the initial
21 term converts to a ten-year agreement
22 retroactive to March 26th, 2012. We
23 believe that Burholme Golf & Family
24 Entertainment has done an excellent job
25 at the facility, and I would like to

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2 speak about some of their accomplishments
3 in their first season of operations and
4 its plans for the future as well.

5 To date, the concessionaire has
6 invested \$558,000 to make capital
7 improvements to the facility's driving
8 range, miniature golf course, batting
9 cages, snack bar, and reception building,
10 and has purchased \$166,000 of new
11 equipment and plans to invest an
12 additional \$106,000 this year to create a
13 new restaurant and family dining space at
14 the site. These efforts have restored
15 the golf center to a first-class family
16 entertainment center. And the
17 concessionaire has also implemented
18 programs that support the Burholme Park
19 community, including discounted summer
20 instructional golf camps and free monthly
21 clinics for youth in the community, and
22 is committed to formalizing a partnership
23 with the First Tee program, which is
24 designed to introduce and engage City
25 youth in the sport of golf.

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2 Burholme Golf & Family

3 Entertainment Center has committed to a
4 15 percent participation of certified
5 minority-owned business enterprises for
6 the capital improvements at the facility,
7 and \$371,000 of the capital work done at
8 the facility was completed by an
9 MBE-certified firm, which accounts for 13
10 percent of the entire value of the
11 concession agreement. The balance of the
12 15 percent commitment will be
13 accomplished with construction of the
14 restaurant to be accomplished this year.
15 An additional 2 percent annual
16 participation will be made through the
17 provisions of security services when the
18 new restaurant is completed.

19 The services provided at the
20 Burholme Golf facility generate
21 significant revenue that will be invested
22 in programs and capital improvements
23 within Burholme Park. The concession
24 agreement requires that the
25 concessionaire pay the City an annual

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2 guaranteed amount starting at \$150,000,
3 which escalates by 5 percent annually to
4 approximately \$233,000 upon completion of
5 the initial agreement term, plus it
6 provides that they give us 10 percent of
7 the concessionaire's annual gross revenue
8 from any recreational programming and 5
9 percent of its annual gross revenue of
10 food and beverage.

11 The Burholme Golf facility
12 offers recreational activities and is
13 supported -- that is in support of
14 Philadelphia Parks and Recreation and its
15 partner community organizations. The
16 concession is consistent with the
17 Department's policy to provide quality
18 recreation activities for participants of
19 all ages and to engage youth in programs
20 that teach new skills.

21 I respectfully request your
22 favorable consideration of this
23 ordinance. Thank you.

24 COUNCILWOMAN BASS: Thank you
25 for your testimony.

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2 Before we take questions, I do
3 want to acknowledge that we've been
4 joined by Councilman Bobby Henon. And,
5 Councilman Jones, did you have a comment,
6 question?

7 COUNCILMAN JONES: Yes.

8 Currently I believe we have
9 four golf courses in the City of
10 Philadelphia; is that right?

11 MR. FAGAN: If I may.

12 (Witness approached witness
13 table.)

14 COUNCILMAN JONES: And
15 location-wise, whose councilmanic
16 district; do you know? This is
17 O'Neill's, I believe?

18 MR. FAGAN: Burholme Golf is in
19 Councilman O'Neill's district.

20 COUNCILMAN JONES: Yes. Do you
21 have figures on the amount of
22 participation annually at this particular
23 golf course?

24 MR. ALLEN: We have -- I'm
25 sorry. My name is Bob Allen and I'm Park

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2 and Recreation Property and Concessions
3 Manager.

4 We get monthly reports of the
5 activities at this. This is a driving
6 range, miniature golf, and batting cage
7 operation. So, yes, we do, and then we
8 get an annual report, a roll-up report,
9 of financial information.

10 COUNCILMAN JONES: Do you have
11 that report today, pray tell?

12 MR. ALLEN: We probably have
13 the reports. We brought the file. We
14 probably have them here, yes.

15 COUNCILMAN JONES: It would be
16 interesting to know what the utilization
17 figures are for that. And what is the
18 amount the City receives annually from
19 the concession?

20 MR. FAGAN: So the annual
21 guarantee starts within the term of this
22 agreement at \$150,000 per year, plus the
23 10 percent of their annual gross for
24 other recreational activities, including
25 the batting cages and the miniature golf.

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2 And then we also receive 5 percent of its
3 annual gross of food and beverage sales.

4 COUNCILMAN JONES: And how do
5 we monitor that activity?

6 MR. ALLEN: We send out -- we
7 get reports, monthly reports, from the
8 concessionaire, and if -- they're due
9 within 30 days of the following month --
10 the preceding month. I'm sorry. And if
11 we don't get them by that date, we call
12 to get the report and the check, and that
13 check gets credited to Parks and
14 Recreation Program and Facilities Fund.

15 MR. FAGAN: And --

16 MR. ALLEN: In addition, the
17 Finance Unit of Parks and Recreation
18 expects those funds to come in, and
19 that's a cross-check on --

20 COUNCILMAN JONES: So there is
21 an annual audit?

22 MR. FAGAN: There is, but in
23 addition, on an ongoing basis, we have a
24 staff person, Steve Dutill, who does
25 drop-in visits to just assess the

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2 condition and the participation at the
3 facilities.

4 COUNCILMAN JONES: By way of
5 capital improvements, you mentioned a
6 restaurant. Are there other lists of
7 capital improvements and are they
8 included in the agreement?

9 MR. ALLEN: There's a list of
10 capital improvements that the
11 concessionaire committed to make in their
12 proposal, and that proposal is
13 incorporated in the agreement. So, yes.

14 COUNCILMAN JONES: So over
15 time, how do we monitor -- if someone
16 says I'm going to put in a world-class
17 restaurant and it winds up a hot dog
18 stand, how do we judge that to make sure
19 that we are assuring, A, quality service
20 for the participants, but, B, the revenue
21 that we expect as a leaseholder?

22 MR. ALLEN: Well, there are
23 certain provisions in our agreement that
24 speak about the quality of the operation
25 and could conceivably allow us to declare

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2 a default if we felt that it was
3 deficient.

4 COUNCILMAN JONES: Who is
5 responsible for monitoring the covenant
6 of that agreement?

7 MR. ALLEN: The Concession
8 Unit, myself and Marc Wilken, who is the
9 Concession Manager, and then we work in
10 tandem with the Law Department if we have
11 an issue about --

12 COUNCILMAN JONES: I'm asking
13 this, Madam Chair, because I have two,
14 and ten years is a very long time for
15 them to -- that goes beyond our normal
16 procurement activity, which is usually
17 not to exceed four years. So as we make
18 these commitments, we want to make sure
19 we're getting our money's worth.

20 So those audits are in place.
21 Those monitoring of what the capital
22 outlay of the concessionaire are
23 monitored by you guys?

24 MR. ALLEN: Absolutely. Both
25 Marc Wilken, who is the Concession

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2 Manager, and I make frequent visits to
3 the site, especially during construction,
4 to make sure that everything is handled
5 as agreed. On a larger project, we may
6 have another Park staff person or even a
7 Capital Programs, Public Property office
8 person help us monitor construction.

9 And the other thing I wanted to
10 add about the concession fees and the
11 financial aspects, we're required by the
12 ordinance approved by City Council
13 setting up the Program and Facilities
14 Fund to provide biannual reports and an
15 annual report to the Finance Division and
16 we're required to reconcile with them,
17 and we just did that for the past year
18 end. And they have the ability to look
19 at the account and make sure that the
20 funds are flowing properly and being
21 expended properly.

22 COUNCILMAN JONES: So --

23 MR. ALLEN: There are a lot of
24 cross-checks.

25 COUNCILMAN JONES: -- may I

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2 request that you provide a copy of those
3 most recent reports to the Chair?

4 MR. ALLEN: Sure.

5 COUNCILMAN JONES: If I may,
6 Madam Chair?

7 MR. ALLEN: Absolutely.

8 COUNCILWOMAN BASS: Absolutely.
9 Thank you, Councilman.

10 Councilman Henon.

11 COUNCILMAN HENON: Thank you,
12 Madam Chair.

13 I have a few questions, and I
14 want to echo a little bit of concern with
15 the length as one of my colleagues and I
16 think a few people on the Committee here
17 share in the long-term agreements having
18 a ten-year agreement with another --
19 basically ten-year options, two ten-year
20 options. So that one I'd like to look
21 into a little further. So one of the few
22 questions I have is, is this a precedent
23 throughout the City with Parks and Recs
24 having this type of agreement in the
25 years, the terms of years?

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2 MR. FAGAN: It's not a
3 precedent. We're looking at -- so part
4 of the reason the request for the
5 long-term agreement is to help the
6 concessionaire amortize some of the
7 investment he's making up front. In
8 our -- when we put out the request for
9 proposals, the concessionaire is
10 responsible for all capital improvements
11 to the facility to bring it up to a first
12 class -- the benchmark that we've
13 established for it. So at this point,
14 they've invested \$500,000. This will
15 give them an opportunity to recover that
16 over the length of the agreement. There
17 are a few others.

18 I believe, Bob, some of the
19 other --

20 MR. ALLEN: Typically the term
21 very much depends on the amount of
22 capital investment required by the
23 concessionaire. And when we have a
24 situation that in total this
25 concessionaire may put as much as

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2 \$750,000 into this property, we really
3 need to provide a term that enables them
4 to get a return on their investment. So
5 we have other concession agreements that
6 are five years. You know, we don't do
7 annually renewable concession agreements
8 unless these are concessions that don't
9 require a capital investment of any kind
10 or any kind of significant investment in
11 staffing and manpower on the part of the
12 concessionaire.

13 So I would say it's not a
14 precedent. It could happen again. If we
15 have another concession, we could ask
16 again for a term like this if we have
17 that level of investment.

18 Our agreements are very tightly
19 written. They have a lot of clauses that
20 require performance on the part of the
21 concessionaire, and we do have the
22 ability and we have issued letters saying
23 you're in violation of the requirement
24 and we want you to do this to clean it up
25 and you have X amount of time to do that.

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2 So we are looking at that, and we're very
3 conscious of making a long-term
4 commitment like this means that we've got
5 to be diligent about how we manage these
6 concessions and that we stay on top of
7 it.

8 COUNCILMAN HENON: Is the
9 investment -- I'm sure any kind of
10 investment to public property, that is
11 not unprecedented, right? Is that a
12 common occurrence where you have a
13 concessionaire, vendor or a caterer
14 invest its own capital to improve the
15 services that are public property in the
16 City?

17 MR. ALLEN: Almost every
18 concession requires a significant
19 investment of capital, and often to
20 improve the condition of the facility or
21 the space, often to buy equipment. For
22 example, we'll fund bike rentals. The
23 bike rental company probably spent almost
24 a quarter of a million dollars to get
25 that up and running, and some of that

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2 involved improving the public space and
3 making it more accessible, improving the
4 appearance.

5 So it is fairly common on the
6 lease side. On the property side we've
7 had even larger investments in public
8 property, and they're -- perhaps the
9 greatest example of that is the Please
10 Touch Museum where \$70 million was
11 invested in public property in exchange
12 for a very long-term lease.

13 COUNCILMAN HENON: So the
14 private investment with some of our
15 public properties, parks and recs and
16 likewise is not only common; it enhances
17 the service, the vibrancy of either the
18 concessionaire, the caterer or, as you
19 said, you noted the bike concessions. So
20 I agree that kind of investment can only
21 benefit not just the concessionaire,
22 vendor or caterer but the City of
23 Philadelphia and its people -- its
24 citizens' experience.

25 MR. ALLEN: Right.

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2 COUNCILMAN HENON: Okay. I
3 have no further questions.

4 COUNCILWOMAN BASS: Does anyone
5 else on the Committee have any questions
6 for these witnesses?

7 (No response.)

8 COUNCILWOMAN BASS: Thank you
9 very much for your testimony.

10 (Thank you.)

11 COUNCILWOMAN BASS: Is there
12 anyone else here to testify on this bill?

13 (No response.)

14 COUNCILWOMAN BASS: Seeing
15 none, that concludes testimony on Bill
16 No. 120825.

17 The sponsor of the bill has
18 asked for the Committee to hold this bill
19 and, accordingly, we will not move into a
20 public meeting at this time. So,
21 therefore, this now concludes the public
22 hearing of the Committee of Parks,
23 Recreation and Cultural Affairs, and with
24 that, the business of this Committee is
25 concluded.

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2 Thank you very much.

3 (Committee on Parks, Recreation
4 and Cultural Affairs concluded at 2:30
5 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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A ability 13:18 16:22 Absolutely 12:24 14:7,8 accessible 18:3 accomplished 6:13,14 accomplishments 5:2 account 13:19 accounts 6:9 accurately 21:5 acknowledge 8:3 activities 7:12,18 9:5,24 activity 10:5 12:16 add 13:10 addition 10:16,23 additional 5:12 6:15 Affairs 1:4 2:6 3:17 19:23 20:4 afternoon 2:3 3:14,15 ages 7:19 agree 18:20 agreed 13:5 agreement 1:15 2:25 4:7,16,21 6:11,24 7:5 9:22 11:8,13,23 12:6 14:18,24 15:5 15:16 agreements 14:17 16:5,7,18 Allen 8:24,25 9:12 10:6,16 11:9,22 12:7,24 13:23 14:4,7 15:20 17:17 18:25 allow 11:25 amortize 15:6 amount 7:2 8:21 9:18 15:21	16:25 and/or 21:22 annual 6:15,25 7:7,9 9:8,20,23 10:3,21 13:15 annually 7:3 8:22 9:18 16:7 appearance 18:4 apply 21:20 approached 3:12 8:12 approval 4:20 approved 13:12 approximately 7:4 asked 19:18 asking 12:12 aspects 13:11 assess 10:25 assuring 11:19 attendance 2:11 audit 10:21 audits 12:20 authorizing 1:15 2:25 4:7 B B 11:20 balance 6:11 bar 5:9 basically 14:19 basis 10:23 Bass 1:11 2:2,20 3:9,15,18 4:3 7:24 14:8 19:4,8 19:11,14 batting 5:8 9:6,25 believe 4:23 8:8 8:17 15:18 benchmark 15:12 benefit 18:21 beverage 7:10 10:3 beyond 12:15 biannual 13:14 bike 17:22,23 18:19	bill 1:15 2:8,23 3:1 4:1 5:1 6:1 7:1 8:1 9:1 10:1 11:1 12:1 13:1 14:1 15:1 16:1 17:1 18:1 19:1 19:12,15,17,18 20:1 bit 14:14 Blondell 1:13 2:13 Bob 8:25 15:18 Bobby 1:11 8:4 bring 15:11 brought 9:13 Brown 1:13 2:13 building 5:9 Burholme 1:15,16 3:2,4 4:8,10,23 5:18 6:2,20,23 7:11 8:18 business 6:5 19:24 buy 17:21 C cage 9:6 cages 5:9 9:25 call 10:11 called 2:3 camps 5:20 capital 5:6 6:6,7 6:22 11:5,7,10 12:21 13:7 15:10,22 16:9 17:14,19 caterer 17:13 18:18,22 center 1:16,17 3:2 3:5 4:8,9,11 5:15,16 6:3 certain 3:8 4:14 11:23 CERTIFICATE 21:2 certification 21:19	certified 6:4 CERTIFY 21:3 certifying 21:23 Chair 1:11 2:16 12:13 14:3,6,12 Chairwoman 3:15 check 10:12,13 CINDY 1:11 citizens 18:24 City 1:2,7,16 2:5 3:3 4:10,19 5:24 6:25 8:9 9:18 13:12 14:23 17:16 18:22 City's 1:17 3:6 4:13 class 15:12 clauses 16:19 clean 16:24 Clerk 2:22,24 clinics 5:21 colleagues 14:15 come 3:10 10:18 comment 8:5 commitment 6:12 17:4 commitments 12:18 committed 5:22 6:3 11:11 Committee 1:3 2:5,10,17 14:16 19:5,18,22,24 20:3 common 17:12 18:5,16 community 5:19 5:21 7:15 company 17:23 completed 6:8,18 completion 7:4 conceivably 11:25 concern 14:14 concession 1:15 2:25 4:7,16 6:11 6:23 7:16 9:19	12:7,9,25 13:10 16:5,7,15 17:18 concessionaire 5:5,17 6:25 10:8 11:11 12:22 15:6,9,23,25 16:12,21 17:13 18:18,21 concessionaire's 7:7 concessions 9:2 16:8 17:6 18:19 concluded 19:25 20:4 concludes 19:15 19:21 condition 11:2 17:20 conditions 3:8 4:15 conscious 17:3 consideration 7:22 consistent 7:16 construction 6:13 13:3,8 contained 21:5 control 21:22 converts 4:21 copy 14:2 correct 21:8 Council 1:2 2:5 4:19 13:12 Councilman 1:11 1:12,12 2:12,13 2:16,19 8:4,5,7 8:14,19,20 9:10 9:15 10:4,20 11:4,14 12:4,12 13:22,25 14:5,9 14:10,11 17:8 18:13 19:2 councilmanic 8:15 Councilwoman 1:11,13 2:2,12 2:20 3:9,18 4:3
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