



# MEMORANDUM

OCPPA Agenda  
Item No. PPA. C  
9/26/2023

## The City of OKLAHOMA CITY

TO: Chairman and Trustees of the Oklahoma City Public Property Authority

FROM: Craig Freeman, City Manager/General Manager, OCPPA

Resolution approving the golf system marketing budget up to \$25,000 from the Oklahoma City Public Property Authority Golf System Marketing Fund for fiscal year 2024.

**Purpose:**

To approve a fiscal year 2024 marketing budget for the Oklahoma City Golf System.

**Background:**

The Oklahoma City Public Property Authority (OCPPA) adopted a resolution creating the Golf System's Marketing Fund on January 31, 2006. The Oklahoma City Golf Commission recommended the creation of the fund to help advertise and market the Golf System to enhance revenues. During fiscal year 2023, the OCPPA approved an annual marketing budget up to \$20,000 for the Golf System using this Fund.

The Golf Commission is recommending creating a marketing budget for the current fiscal year. This would enable the Golf Commission and City Staff to efficiently plan out marketing efforts for the Golf System through July 31, 2024. The Marketing Fund's current balance is \$109,101.

On September 6, 2023, the Golf Commission approved the recommendation of a \$25,000 marketing budget for fiscal year 2024 utilizing the Marketing Fund. This funding would be used specifically for local radio campaigns, magazine advertisements, social media campaigns, website upgrades/mobile applications, and community events.

**Review:**

Parks and Recreation

**Recommendation:** Resolution be adopted.