




Lexington-Fayette Urban County Government
DEPARTMENT OF GENERAL SERVICES

Jim Gray
Mayor

Geoff Reed
Commissioner, General Services

MEMORANDUM

TO: Jim Gray, Mayor
Sally Hamilton, CAO
Urban County Council Members

FROM: 
Evelyn Bologna, Acting Director
Parks and Recreation

RE: Agreement with Eagle Watch Golf

DATE: February 4, 2014

This is a request for Council approval of Golf Course Marketing Agreement between the Lexington-Fayette Urban County Government and GolfTek, LLC d/b/a Eagle Watch Golf.

This agreement will provide innovative ways to create more excitement for golfers that play at the Lexington-Fayette Urban County Government Golf Courses. Eagle Watch Golf will utilize products and services to assist in the generation of additional revenue and excitement for golfers playing by using wireless cameras to track exceptional shots. Players will be rewarded with prizes. Eagle Watch Golf will administer the program handling all logistics and equipment at their own expense in exchange for limited directed advertising at the golf facility. This program is expected to improve the customer experience and increase rounds played.

There is no cost to LFUGG

Please contact me if there are any questions.

CC: Geoff Reed

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