

**Honorable City Planning Commission  
Cincinnati, Ohio**

**June 4, 2021**

**SUBJECT:** A report and recommendation on the proposed changing of the name of the “Reeves Annex Building” to the “Tony Yates Junior Golf Learning Center” in Linwood.

**GENERAL INFORMATION:**

Location: 4747 Playfield Lane  
Grantee: Cincinnati’s Recreation Commission (CRC)  
Grantee’s Address: 805 Central Avenue, 8<sup>th</sup> floor, Cincinnati, OH 45202

**ATTACHMENTS:**

- Exhibit A Location Map
- Exhibit B Photo of the Building
- Exhibit C Tony Yates Biography
- Exhibit D Letter of support

**BACKGROUND:**

The Department of City Planning received a request from the City’s Recreation Commission (CRC) to change the name of the Reeves Annex Building to the “Tony Yates Junior Golf Learning Center” at Lunken Playfield in Linwood.

The CRC owns all the surrounding property as the building sits within the Lunken Playfield and next to the Reeves Golf Course.

In accordance with the City of Cincinnati Committee of Names, Procedure for Processing Proposals for the naming or renaming of City Facilities and streets, as empowered by Resolution 16-2003, a request to rename the Reeves Annex Building to the “Tony Yates Junior Golf Learning Center” has been submitted for consideration: The renaming of the “Reeves Annex Building” to the “Tony Yates Junior Golf Learning Center”.

**NOTIFICATION:**

Upon receiving the request, City Planning staff sent out a notice to the Linwood Community Council. See Exhibit D for a letter of support for the renaming from the Linwood Community Council.

**COMMITTEE OF NAMES:**

The Committee of Names met on May 20, 2021 and voted in favor of the renaming of the Reeves Annex Building.

The Committee decided that the name change is appropriate and meet the following criteria: As per Resolution 16-2003, these names meet Criteria V, B 1. “Names of persons should be considered only if it is determined to be in the public interest to honor the person or the person’s family for historical or commemorative reasons” and Criteria V, B 4. “Names usually will not be considered suitable unless the person was associated with or made a significant contribution to the facility (or street) or area in which the facility (or street) is located.” Also, The Reeves name will still

be preserved as it is the name of the golf course.

**ANALYSIS:**

The “Tony Yates Junior Golf Learning Center” is appropriate given Tony Yates contribution to golf for economically disadvantaged children of Cincinnati.

The Tony Yates Junior Golf Academy was founded in 1991 by Mr. Yates and PGA Golf Professional Zachary Fink. Since the late 1980s, the Tony Yates Caring for Kids Foundation has worked to provide inspiration and opportunity for economically disadvantaged children of Cincinnati. The academy teaches both golf and life-skills training. In the beginning, the academy served 60 students per day. Now the academy serves 200. The organization has provided over 20 scholarships to college over the years. See Exhibit C for Tony Yates’s biography.

The Committee of Names voted unanimously to recommend to the Director of City Planning to rename the “Reeves Annex Building” to the “Tony Yates Junior Golf Learning Center”.

**PROCEDURE:**

Pursuant to Section III, E of the Committee of Names Procedure for Processing Proposals:

“The Director of City Planning shall consider the Committee of Names’ vote and recommendation and make a recommendation to the City Planning Commission. The Director is not bound by the Committee’s recommendation. The City Planning Commission shall consider the Director’s recommendation and pursuant to its advisory powers under Article VII Section 9 of the City Charter, make a recommendation to City Council, together with any necessary and appropriate legislation.”

**CONSISTENCY WITH PLAN CINCINNATI:**

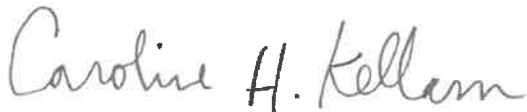
The proposed City Facility building name change is consistent with the Live initiative Area of the *Plan Cincinnati* (2012), “to build stronger communities by increasing civic engagement.” (page 153).

**RECOMMENDATION:**

The staff of the Department of City Planning, after considering all relevant correspondence and the Committee of Names vote, recommends that the City Planning Commission take the following action:

**APPROVE** the changing of the name of the “Reeves Annex Building” to the “Tony Yates Junior Golf Learning Center” in Linwood.

Respectfully submitted:



Caroline Hardy Kellam, Senior City Planner  
Department of City Planning

Approved:



Katherine Keough-Jurs, AICP, Director  
Department of City Planning

**Name Change -Reeves Annex Building to Tony Yates Junior Golf Learning Center in Linwood**

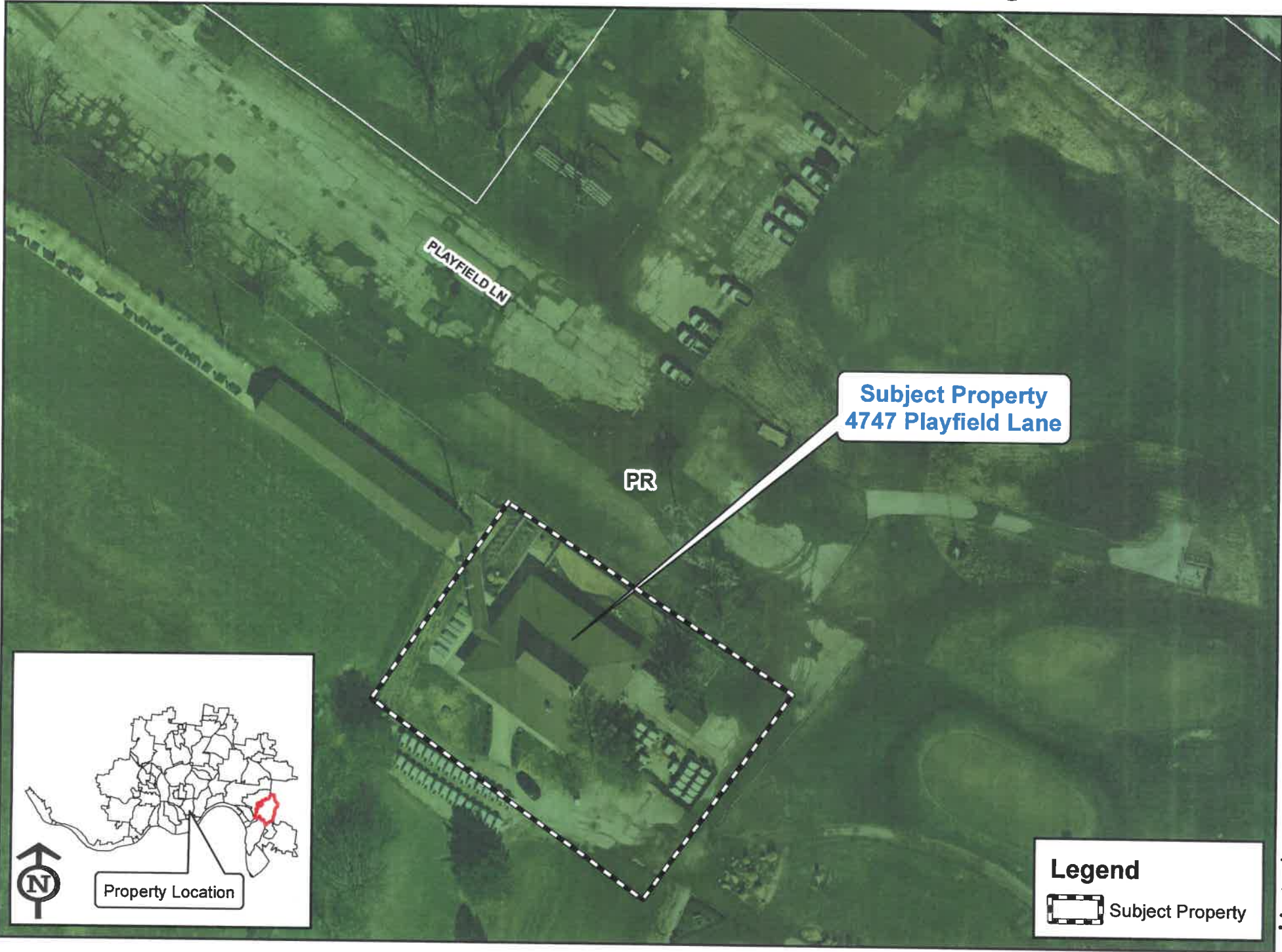






EXHIBIT B

## Facility Naming Proposal

The Cincinnati Recreation Commission (CRC) is proposing a building name change to honor the late Tony Yates. Mr. Yates was instrumental in the advancement of the Cincinnati Recreation Commission (CRC) mission through his life-long efforts to introduce golf to many Cincinnati area youth.

The building in consideration is located at Lunken Playfield as was formerly use for the Reeves Driving Range operations. The build was no longer needed after the relocation of the original front-nine and necessary to support the P&G hanger expansion at Lunken Airport. After the relocation, the building was renamed the Reeves Annex Building and used to support the needs of the Tony Yates Junior Golf Academy (TYJGA). The building is now shared with the Greater Cincinnati/Northern Kentucky First Tee program.

The proposed name change would change from Reeves Annex Building to the "Tony Yates Junior Golf Learning Center – *Home of the Greater Cincinnati/Northern Kentucky First Tee.*"

The Tony Yates Junior Golf Academy (TYJGA) was founded in 1991 by former University of Cincinnati basketball player and coach Tony Yates, and PGA Golf Professional Zachary Fink. Since the late 1980's, the Tony Yates Caring for Kids Foundation has worked to provide inspiration and opportunity for economically disadvantaged children of Cincinnati.

The mission of the Caring for Kids Foundation is to uplift, assist and train youth and their families by providing exposure and experiences that allow insight, growth, stimulate inner talents and intellect that lead to success.

The TYJGA was formed to meet several objectives to include, introduction and inclusion into a sport that traditionally many may not have experienced, provide access to a positive learning environment with caring adults, golf skills development and most importantly, providing youth with life-lessons through the game of golf.

The TYJGA provided hands-on instruction by PGA professionals and community volunteers. At the beginning of the program, the academy served approximately 60 students per day. The annual number of students grew between 1995-2010 to a point that a second session was added to accommodate an average of 200

participants per day. At one point, the number of students served during the two sessions was over 350 per day.

The growth was due to “word of mouth” in the community. The academy provided clubs, bags, shirt and hats. The goal was that every kid who walked into the academy walked out with everything needed to not only play golf but to feel like a golfer.

One of the principal components was the classroom time to focus on life skills education. The other half of the student instruction included time on the driving range to learn basic golf skills and on course play for the advanced returning students. Each day ends with a social exchange over lunch. This time allows students from throughout Cincinnati’s diverse communities to form lasting friendships. This combination of golf and life-skills training have shown a positive impact on our children. Our students have performed well in local golf tournaments, gained employment at local golf courses, and received golf scholarships to pursue higher education.

The TYJGA and the Tony Yates Care for Kids Foundation has hosted many programs/events to further enhance the children’s golf and life experiences to include:

- Golf Clinic hosted by Tiger Woods.
  - Tony was able to convince Tiger Woods to visit Cincinnati and provide a 3-day golf clinic in the area. (Tiger so impressed with the program he sent equipment and financial aid)
- Worked with Cincinnati Girl Scouts to sponsor a golf clinic with LPGA Professional Renee Powel
- Created Golf Buddy Mentor Program
  - Each child was matched with an adult who could assist with ongoing instruction after the seasonal conclusion of the program.
- Organized field trips to Cybercamp at the University of Cincinnati, Cincinnati Reds baseball games, attended clinic sponsored by the Kroger Senior Classic, Wilberforce African American Museum, Northern Kentucky/Greater Cincinnati International Airport and Toyota Plant in Georgetown, KY
- Arranged appearance of many national and local celebrities.

- Provided lunch for all participants from relationships with many local providers.
- Incorporated a spiritual component with appearances from several community ministers.
- Mr. Yates was dedicated to the youth and families of the Cincinnati's community. During the holiday season, the Foundation provided food baskets and gifts.
- Mr. Yates was a firm believer in education. A former basketball student approached Tony about establishing a scholarship fund for previous academy students attending college. This suggestion provided over 20 scholarships. With ongoing financial support from the community, the program continues.

Mr. Yates's contributions to not only this program but to our City warrants this consideration.

The naming change is in accordance with CRC policy. The CRC board approved this proposed name change at the March 16<sup>th</sup>, 2021 regular meeting.

To whom it may concern,

The Linwood Community Council has been made aware and approves of the name change to the Playfield facility.

As we continue to make use of the area for our monthly Community meetings and gatherings, we welcome the use and people that the building and Staff serve in our neighborhood, and we look forward to the continued relationship with the CRC.

Linwood Community Council President,

T.J. Russo