

Golf Committee Meeting

JULY

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- Minutes Approval
 - Fiscal Year 2024 Fourth Quarter Review
 - Gateway Parks Update - Power
 - Covered Range Project / Lighting
 - Future Projects
 - Long Term Projects
 - Liberty Fest Debrief
 - Dynamic Pricing Update
 - Simulator Expansion Update
 - Adjourn
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June Revenue Key Numbers

2023

- Green Fees - \$190,924
- Cart Fees - \$94,893
- Driving Range – 26,961
- Merchandise - \$39,930
- *Event Center- \$13,140
- Food and Beverage - \$78,934
- **Total - \$444,782**

2024

- Green Fees - \$218,001
- Cart Fees - \$103,510
- Driving Range - \$26,173
- Merchandise - \$59,557
- Event Center- \$11,600
- Food and Beverage - \$143,479
- **Total - \$562,320**

Fiscal Year

July – June

Key Figures FY '24:

- Green Fees – \$1,286,953 (**Projected - \$1,287,936**)
- Cart Fees - \$615,984 (**Projected - \$630,570**)
- Driving Range - \$153,863 (**Projected – \$153,494**)
- Merchandise - \$388,272 (**Projected - \$388,000**)
- Food and Beverage - \$660,528 (**Projected - \$554,702**)
- Total (Un-audited) - \$3,488,098 (**Projected - \$3,409,013**)
- Rounds – 80,260 (**Projected 78,916**)

Key Figures FY '23:

- Green Fees – \$1,061,846
- Cart Fees - \$531,846
- Driving Range - \$121,807
- Merchandise - \$307,737
- Food and Beverage - \$135,077
- Total (Un-audited) - \$2,380,925
- Rounds – 65,683

Driving Range Sales History

<u>Month</u>	<u>FY 18</u>	<u>FY 19</u>	<u>FY 20</u>	<u>FY 21</u>	<u>FY 22</u>	<u>FY 23</u>	<u>FY24</u>
July	\$7,409	\$6,717	\$6,245	\$15,294	\$12,619	\$16,594	\$21,253
Aug	\$9,115	\$8,246	\$6,221	\$14,610	\$12,711	\$18,323	\$21,654
Sept	\$5,841	\$5,107	\$3,887	\$11,006	\$11,916	\$12,716	\$15,611
Oct	\$3,156	\$2,710	\$2,219	\$9,153	\$6,961	\$9,784	\$10,259
Nov	\$234	\$4,343	\$0	\$2,145	\$5,203	\$1,501	\$6,185
Dec	\$0	\$175	\$56	\$323	\$1,049	\$75	\$93
Jan	\$0	\$7	\$0	\$394	\$0	\$0	\$0
Feb	\$0	\$112	\$0	\$0	\$0	\$0	\$1,314
Mar	\$720	\$594	\$11	\$4,093	\$6,445	\$730	\$8,356
Apr	\$6,974	\$9,723	\$0	\$16,163	\$15,599	\$14,123	\$20,807
May	\$9,225	\$9,413	\$0	\$15,823	\$16,315	\$21,001	\$22,158
June	\$11,682	\$7,633	\$12,579	\$13,459	\$18,252	\$26,962	\$27,201

Total	\$54,359	\$54,781	\$31,218	\$102,464	\$107,071	\$121,807	\$154,890
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- 43% - 50% Increase in Pricing for FY '25

Merchandise Sales History

<u>Month</u>	<u>FY 13</u>	<u>FY 14</u>	<u>FY 15</u>	<u>FY 16</u>	<u>FY 17</u>	<u>FY 18</u>	<u>FY 19</u>	<u>FY 20</u>	<u>FY 21</u>	<u>FY 22</u>	<u>FY 23</u>	<u>FY24</u>	<u>Avg.</u>
July	\$21,713	\$17,834	\$16,679	\$14,410	\$15,674	\$13,969	\$14,378	\$12,396	\$18,241	\$28,672	\$27,445	\$42,722	\$19,821.99
Aug	\$31,303	\$29,016	\$27,442	\$29,335	\$36,444	\$33,086	\$35,420	\$34,378	\$19,684	\$29,206	\$38,106	\$54,150	\$30,243.53
Sept	\$21,935	\$23,111	\$27,419	\$20,014	\$17,469	\$22,542	\$23,999	\$21,325	\$21,520	\$69,822	\$47,356	\$61,795	\$26,444.52
Oct	\$10,139	\$11,676	\$10,043	\$9,839	\$8,174	\$7,935	\$8,218	\$26,398	\$14,199	\$25,676	\$30,350	\$55,507	\$12,430.76
Nov	\$3,360	\$7,202	\$3,467	\$4,748	\$4,574	\$4,152	\$3,214	\$10,374	\$7,198	\$11,500	\$35,156	\$17,390	\$5,568.90
Dec	\$610	\$1,062	\$3,477	\$1,685	\$673	\$1,558	\$2,142	\$2,225	\$4,016	\$2,372	\$310	\$2,363	\$1,974.45
Jan	\$438	\$825	\$136	\$487	\$0	\$447	\$176	\$0	\$1,241	\$0	\$0	\$91	\$360.74
Feb	\$1,050	\$773	\$2,535	\$408	\$874	\$557	\$277	\$0	\$2,278	\$4,324	\$1,284	\$2,568	\$952.61
Mar	\$2,545	\$4,914	\$5,552	\$5,260	\$5,297	\$1,294	\$2,894	\$2,033	\$20,720	\$14,747	\$11,868	\$16,388	\$5,412.55
Apr	\$10,450	\$10,964	\$10,243	\$9,812	\$8,264	\$12,052	\$9,896	\$1,822	\$23,106	\$25,839	\$19,760	\$32,289	\$10,511.69
May	\$24,785	\$17,927	\$15,987	\$23,861	\$19,632	\$18,493	\$14,250	\$12,456	\$33,342	\$43,662	\$56,172	\$43,453	\$21,779.03
June	\$24,855	\$25,907	\$25,319	\$23,946	\$22,251	\$26,577	\$29,185	\$18,557	\$48,913	\$46,396	\$39,931	\$59,557	\$27,725.08
Total	\$153,183	\$151,211	\$148,299	\$143,805	\$139,326	\$142,662	\$144,049	\$141,965	\$214,460	\$302,216	\$307,737	\$388,272	\$161,190.98

Gateway Parks Update



- Hunt Electric Bid on installing meter and equipment.
- RMP order in for transformer by road.
- Vault extension and pond refill in coordination with #8 pond project.
- Gateway Parks paying for the infrastructure.
- Additional permanent lighting off this infrastructure for future projects.

GOLF COURSE - BOND AND FUTURE PROJECTS

PHASE	DETAILS	ESTIMATED COSTS	ESTIMATED COMPLETION
	PROJECT TITLE		
1	<u>Simulator Expansion (Cont.)</u>	\$18,000.00	Fall 2024
2	<u>Tee Box Repair (Cont.)</u>	\$30,000.00	Spring 2025
3	<u>Driving Range Structure</u>	\$230,000.00	Spring 2025
4	<u>*Trackman - Range - 7 Year Contract</u>	\$57,000.00	Spring 2025
5	<u>**Driving Range Infrastructure</u>	\$150,000.00	Spring 2025
TOTAL EXCLUDING TRACKMAN RANGE		\$428,000.00	
TOTAL INCLUDING TRACKMAN RANGE		\$485,000.00	

* Trackman Range can also be paid year at \$69,960 for 5 years or \$57,000 per year for 7 years. The option is 5 year or 7 year agreement.

** This includes lighting, power, internet, security, storage, mats, furniture and irrigation repair.

Covered Structure

- 20 Bay Structure
- Lighting
- Heating/Fans
- Lounge Space
- Trackman Hitting Stations
- Cover The Tees Proposal
- \$220,218.00
- \$228,093 Including the Dividers



Eaglewood Lighting Plan



- 1st Stage
 - Driving Range and Structure
- 2nd Stage
 - Holes #8, #9, #10
- Increased operating hours and revenue for play and driving range.
- Infrastructure will be there from Gateway Parks and Conduit from existing building.

Trackman Range

- 7 Year Agreement
 - \$57,000 Per Year
 - Includes the install of their equipment and warranty.
 - Does not include the infrastructure for power and conduit to the base location.
 - Tracking for usage.
 - Contests and Games.
 - Accurate tracking for practice and playing.



GOLF COURSE - BOND AND FUTURE PROJECTS

PHAS E	DETAILS	ESTIMATED COSTS	ESTIMATED COMPLETION
	PROJECT TITLE		
1	Simulator Expansion (Cont.)	\$18,000.00	Fall 2024
2	Tee Box Repair (Cont.)	\$45,000.00	Spring 2025
3	Driving Range Structure	\$300,000.00	Spring 2025
4	*Trackman - Range - 5 Year Contract	\$291,500.00	Spring 2025
5	*Trackman - Range - 7 Year Contract	\$361,500.00	Spring 2025
6	Additional Maint. Building	\$300,000.00	Fall 2025
7	Golf Course Lighting	\$361,500.00	Spring 2025
8	Irrigation Replacement	\$3,500,000.00	Spring 2035

* Trackman Range can also be paid year at \$69,960 for 5 years or \$57,000 per year for 7 years. The option is 5 year or 7 year agreement.

Where is our return on investment?

- Increase in hours operation by 20%.
- Increase operating hours at dark and in shoulder seasons.
 - Open until 10:00 pm weekdays.
 - Open until 11:00 pm weekends.
- Estimated 30% Increase in Sales.
- Higher Rates on Range Balls.
- Events, Bookings and Tournaments.
- Brings in different clientele.
- Expands the offerings at Eaglewood.
- Targets the off-course golf entertainment that has outpaced on course play.
- Gives Eaglewood a next level approach to the overall experience at Eaglewood.
- This is a traditional high end private/public course offering as well as heavy use driving range. (Golf in the Round/Mulligans)

Liberty Fest

- Golf Course Closures
 - 1:00 PM –Car Show
 - 12:00 PM – Fireworks
 - Driving Range closed 2 hours after the last tee time.
- Additional working hours for cleanup after the Liberty Fest event.
- Majority of hours were from the actual fireworks and that cleanup.

Dynamic Pricing – Tee Sheet Utilization

- Total Rounds Discounted
 - \$4,114
- Total Rounds above Rack Rate
 - \$20,502
- Total Net Positive from Dynamic Pricing
 - **\$16,388**
- Only utilized on Friday, Saturday and Sunday.
- 18 Hole Times until 12:00 pm (Weekends)
 - FY '24
 - 65% 18 Hole Times
 - 35% 9 Hole Times
 - FY '23
 - 62% 18 Hole Times
 - 38% 9 Hole Times
- **May 2024 18 Hole Times until 1:00 pm**

Simulator Expansion

- Putting Green is Ordered
- Finish work to be completed.
- Plumbing to be ordered and installed.
- Should be completed by September.

Questions or Comments?

