

CITY OF NORTH SALT LAKE  
EAGLEWOOD GOLF COURSE  
OVERSIGHT COMMITTEE MEETING  
ANCHOR LOCATION: CITY HALL  
10 EAST CENTER STREET, NORTH SALT LAKE  
JULY 12, 2023

**FINAL**

Chair John Logan called the meeting to order at 5:00 p.m.

COMMITTEE PRESENT: John Logan, Chair  
Roger Graves  
Court Huish  
Ron Jibson  
Karen Mills

EXCUSED: Lisa Watts Baskin, City Council

STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General Manager.

1. APPROVE MINUTES

The Golf Committee minutes of June 14, 2023 were reviewed and approved.

**Committee Member Graves moved to approve the minutes from June 14, 2023, as written. Committee Member Mills seconded the motion. The motion was approved by Committee Members Graves, Huish, Jibson, Logan, and Mills.** Councilmember Baskin was excused.

2. FISCAL YEAR 2023 REVIEW

Tyler Abegglen reported that June 2023 was a record month with green fees of \$190,924, cart fees of \$94,893, driving range revenues of \$26,961, and merchandise at \$39,930. He said the total revenues for June were \$452,457 compared to the previous high of \$336,079 in 2022. He noted there were 8 events and 16 tournaments in June.

Court Huish commented that June revenues showed a 36% increase from June 2022.

Ken Leetham said the fee increases and expanded play at the course contributed to the revenue increase. Tyler Abegglen mentioned his concern this year was that the recession would result in lower rounds. He added there were also fewer days of play due to weather.

Ken Leetham wondered if this increase in rounds and revenues was sustainable noting that every year there were more tournaments, rounds, and events. John Logan commented that golf rounds could only expand so much but the café and event center could grow exponentially compared to the previous underutilization.

Court Huish suggested adding outdoor lighting at the driving range to help extend play. He asked about the simulator revenue. Tyler Abegglen replied that simulator revenue was \$35,000 total.

Tyler Abegglen commented that the interval was lengthened from nine minutes to ten minutes for rounds which was ultimately the right decision based on customer satisfaction with pace of play.

The Committee had a discussion about length of play and course marshal.

John Logan asked if the course was locked into purchasing the GPS units. He said many golfers used range finders. Tyler Abegglen replied that they had a contract for the GPS but felt the usefulness of the GPS units was for pro shop staff to identify slow pace of play, problem areas, advertisements/promotions, and allowing players to track the group in front of them.

Ken Leetham asked if the GPS also created a geofence which would prohibit players from taking the golf carts off the course property. Tyler Abegglen replied affirmatively.

Tyler Abegglen spoke on total fiscal year golf revenue and shared a graph comparing fiscal years 2016 through 2023. Revenues for fiscal year 2023 were \$2,408,936 compared to \$2,018,794 in fiscal year 2022. There was a 19.33% increase in revenue compared to the previous year. Food and beverage revenues were \$188,112 and event center rental revenues were \$110,445. The total only included golf, grill, and event center and did not include all revenues such as the cell phone towers. The previous high for the former concessionaire was \$88,277 with \$37,000 in food and \$50,000 in events. He then showed the merchandise revenue for fiscal years 2016 through 2023 with \$307,737 in revenues for fiscal year 2023 compared to \$302,216 in fiscal year 2022, \$214,460 in fiscal year 2021 and around \$140,000 each year for fiscal years 2016 through 2020.

Roger Graves asked if the revenues reported by the previous concessionaire were inaccurate or if they were just underperforming. Ken Leetham said it was unknown and felt the concessionaire was undermotivated.

Tyler Abegglen commented that many of the golf tournaments in May and June used their own caterer as The Grill was not completely up and running. He said next year this would not be the case and catering would be mandatory unless they paid a fee to use an outside caterer.

Karen Mills asked if the numbers reflected prepayments for events in the next fiscal year. Tyler Abegglen replied the total revenue was all the events through June and did not include prepayments for July, August, etc.

The next graph showed the round totals for fiscal years 2016 through 2023 with 65,683 in 2023 compared to 67,523 in 2022 with a -2.72% compared to the previous year. In 2023 there were 5,539 less rounds in November and March and the course opened on April 15<sup>th</sup>.

Court Huish commented that these revenues were achieved during the renovations and how remarkable this was. He said the golf course staff should be pleased with the numbers. Tyler Abegglen replied that once the financial audit was completed, he would prepare a bigger presentation. He noted the overall construction project was estimated at \$2.7 million and came in under budget.

Tyler Abegglen reported on the budget worksheet which showed a five year comparison with fiscal year 2023. Highlights included green fees at \$922,500 in revenues, driving range at \$110,000, and pro shop sales at \$325,000. He spoke on the anticipated revenues for fiscal year 2023 of \$1,137,500 and rental revenues of \$1,255,000.

The Committee discussed golf staff including long term Golf Superintendent, Weston, and what incentives were available to retain staff.

Tyler Abegglen said there were multiple catered events in August and September and he anticipated \$333,000 in revenues to end the season.

Roger Graves asked about the snack shack. Tyler Abegglen replied that the snack shack was breaking even and was open on weekends and during tournaments.

Court Huish spoke on pushing the event center for corporate events/holiday party rentals. Tyler Abegglen said they had started booking for November weddings and events.

Roger Graves asked how staff was advertising for the event center. He asked about wedding shows. Tyler Abegglen responded they had Google ads and Instagram ads as well as billboards in Layton and Salt Lake. He said staff had discussed an open house/presentation to showcase the event center.

### 3. LIBERTY FEST/CAR SHOW REVIEW

Tyler Abegglen reported on Liberty Fest and the car show. He said staff was prepared operations wise and outside of some dump trucks and trash (including firework casings) on the course the event ran smoothly.

Karen Mills mentioned that they found used fireworks on the brush near hole eight that had been left. She spoke on how dangerous this was in the dry grass areas.

Tyler Abegglen said staff would have a wrap up meeting for Liberty Fest and he had a few suggestions for next year. He commented that he had ordered 300 t-shirts to giveaway and ran out during the car show. Staff also gave out free golf passes and range ball tokens.

Court Huish commented that there were fewer cars at the car show this year. Ron Jibson said it seemed like fewer cars and lower attendance at the show this year.

Ken Leetham mentioned that the City's car show was held the same night as the big Logan car show.

Tyler Abegglen asked the Golf Committee for feedback on holding the car show at the Golf Course.

Roger Graves questioned the financial impact and how much revenue was lost. Tyler Abegglen replied that he felt it was a loss of \$7,000 to \$10,000 a day for the car show and fireworks. He also said labor/staff hours were significant as well.

Tyler Abegglen also mentioned that another concern was not watering parts of the golf course the first week of July to avoid complaints. He said the course was dry and it took several weeks to start to recover.

Roger Graves asked if the car show would suffer if it was held at Legacy Park instead of the golf course. Ken Leetham replied that he felt it would suffer as it was known as the Eaglewood Golf Course Car Show. He did not think the same caliber of cars (Ferrari, Porsche, etc.) would participate if it were held at the park.

John Logan spoke on the feedback and said the events and location brought individuals who would normally not attend or participate. He said the golf course made it a more prestigious event. Mr. Logan also felt the event helped to showcase the event center.

Karen Mills questioned how many residents from the Foxboro or areas outside of the golf course attended the events. Ron Jibson commented that half of the attendees he talked to did not live in the area.

Tyler Abegglen explained that in the future the City may pay the golf course for the use during Liberty Fest/car show (similar to a rental). He said it was hard to quantify the benefit of hosting the car show as it may help to showcase the event center and the course.

The Committee discussed the pros and cons including using the golf course as a community space for the car show and fireworks.

Tyler Abegglen commented that Legacy Park was more suited to hosting community events and provided a list of pros including more parking, splash pad, park, area for food trucks, better freeway access, no road closures, easier in/out, cars able to spread out, less travel for employees, no loss of revenue at the course, less take down and setup from golf to fireworks, two extra days of watering the course in July, ability to rent out the event center, additional revenue at The Grill, and less of revenue loss overall for the City. He said that the events were a benefit to the City but the overall impact was lessened by moving it to Legacy Park.

Roger Graves said in his opinion the City would not lose revenue if the car show were held at Legacy Park and did not see any advantage to holding it at the golf course. He said that several of the older cars had difficulty driving to the course.

Court Huish questioned how the car show could be a revenue generator.

Roger Graves asked if the restaurant did any business on the night of the car show. Tyler Abegglen replied that business was very poor that night.

The Committee discussed whether the car show would be as successful and well attended if it were held at Legacy Park versus Eaglewood Golf Course.

Ken Leetham commented that there were Liberty Fest events held at Legacy Park including a 5K, volleyball tournament, and Fun Fair with climbing walls, bounce houses, etc.

Tyler Abegglen asked for opinions on the Bountiful Car Show on Main Street versus the Liberty Fest car show. Some of the Committee felt they were similar while others felt the car variety was different.

Ken Leetham asked if the Committee would like to make a recommendation to the City Council regarding the car show.

Ron Jibson said it was hard to tell how successful the car show would be if it was held at another location.

Tyler Abegglen commented that if the success of the car show mattered to the City then thought should be given on maximizing the benefit to the Golf Course.

The Committee discussed the large number of attendees at the car show and fireworks, promoting that the café was open, entrance fees for cars.

Ken Leetham spoke on the benefit of these community events including building trust, equity among residents, public use of the golf course, and advertisement of the course.

Tyler Abegglen reiterated the main issues with hosting the car show and fireworks which included damage to the course, not watering the course for the first week in July, maintaining sections of the course for those events instead of allowing native grass, and the burden to staff. He suggested that if the car show and fireworks continued to be held at the golf course that they be held on the same day to minimize the impact.

The Committee suggested looking at ways for revenue generation, ways to lessen the impact to the course, other benefits to the course/café, and better utilization of the facility including the deck, restaurant, parking lot, etc.

#### 4. GOLF SIMULATOR EXPANSION COST ESTIMATE

Tyler Abegglen reported on the golf simulator expansion cost with demo at \$7,500, electrical at \$4,000, HVAC at \$5,000, plumbing at \$3,500, drywall at \$4,500, paint at \$1,500, flooring at \$4,000, furniture at \$3,000, A/V equipment at \$2,500, bathroom fixtures at \$3,500, and the Putt View system at \$32,000 for a total of \$71,000 (\$39,000 before the Putt View system).

Ken Leetham asked if multiple unrelated groups could utilize the space concurrently. Tyler Abegglen responded that the operating window would be 8 a.m. to 8 p.m. and this setup would allow for events and league play.

Ron Jibson suggested promoting the golf simulator area with food options for corporate events. Tyler Abegglen said staff would be available to take food orders.

Tyler Abegglen spoke on the Putt View System and said the University of Utah has recently installed it. Court Huish commented that he would like to see the system in person.

Tyler Abegglen explained he saw two stages with the first to include the expansion of the area and to gauge the success with the existing simulators, lounge area, and eating area. The second stage would be the proposed expansion with either another simulator or the Putt View system. He said he notified the current tenant, who was on a month to month contract, of the proposed expansion.

Court Huish spoke on the potential for unsupervised teenagers in the space. Tyler Abegglen said anyone 18 and under must be accompanied by an adult.

**Committee Member Huish moved to support the cleanup of the downstairs area with the attractions yet to be determined. Committee Member Mills seconded the motion.**

Committee Member Graves proposed utilizing the space for the expansion of the golf simulator and putting system.

Court Huish expressed hesitation with committing to the putting system at this time until further research had been done.

Ken Leetham clarified that the Committee was in favor of starting with the improvements specified for \$39,000.

**The motion was approved by Committee Members Graves, Huish, Jibson, Logan, and Mills.** Councilmember Baskin was excused.

The Committee discussed ways to improve the simulator area including alcohol and food offerings and corporate retreats.

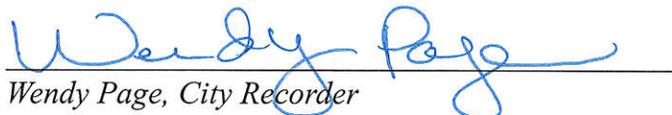
Tyler Abegglen commented that he was trying to obtain an on-premise banquet license from the State for the golf course. He said these licenses were approved once a year and would allow the golf course to serve wine and cocktails.

The Committee then discussed issues with the functionality of the soda machine and servicing problems.

5. ADJOURN

The meeting was adjourned at 6:51 p.m.

*The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday October 11, 2023 by unanimous vote of all members present.*

  
Wendy Page, City Recorder

