

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
ANCHOR LOCATION: CITY HALL
10 EAST CENTER STREET, NORTH SALT LAKE
FEBRUARY 28, 2024

FINAL

Roger Graves called the meeting to order at 5:00 p.m.

COMMITTEE PRESENT: Roger Graves
Court Huish
Karen Mills

EXCUSED: John Logan, Chair
Lisa Watts Baskin, City Council
Ron Jibson

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

1. APPROVAL OF MINUTES

The Golf Committee minutes of October 11, 2023 were reviewed and approved.

Committee Member Graves moved to approve the minutes as written for October 11, 2023. Committee Member Mills seconded the motion. The motion was approved by Committee Members Graves, Huish, and Mills. Committee Members Jibson, Logan, and Councilmember Baskin were excused.

2. WINTER REVENUE

Tyler Abegglen reported on revenues for December through February with \$10,965 for the simulators, \$56,097 for the Grill, \$58,517 for the event center, and \$5,002 for merchandise. He said the total revenue for simulator memberships sold was \$22,500.

Mr. Abegglen shared fiscal year revenues from July 2023 through February 2024 with projected amounts which were determined from the last three year averages and included green fees of \$759,802 (projected \$1,225,800), cart fees of \$373,019 (projected \$596,834), driving range at \$76,348 (projected \$139,263), and merchandise at \$243,524 (projected \$370,000). He reported revenues for fiscal year 2023 July through September were \$1,245,490 compared to fiscal year

2024 July through September of \$2,000,309. He projected 73,500 rounds for the fiscal year and revenues of \$3,237,237.

Roger Graves asked if the projected 73,500 rounds would be 18 or 9 hole rounds. Tyler Abegglen replied that it was 9 hole rounds. He said the previous high in a calendar year was 70,800 in 2021 and 71,000 in fiscal year 2007. The total number for these rounds included tournament play.

3. SIMULATORS

Tyler Abegglen reported on the simulators and provided key figures with 1 twelve month membership, 9 six month memberships, and 49 one month memberships. He indicated fiscal year 2023 to 2024 showed a 23% decrease in revenue, fiscal year 2023 to fiscal year 2024 saw a 138% increase in usage, and fiscal year 2023 had 113k strokes compared to 269k strokes in fiscal year 2024. He said that the plan was to transition back to six month memberships with a potential for three month memberships which would result in more revenue and less play with decreased wear and tear on the equipment.

Roger Graves asked if the revenues were enough to cover the cost of one simulator. Tyler Abegglen said the build out cost was \$110,000 and last year they had revenues of \$52,000.

Court Huish commented that the remodel with food and beverage options would bring in at least \$100,000 in revenues each year.

The Committee discussed topics related to the simulator area including pests, creating an entertainment area, food and beverage, lessons, and club fittings.

Tyler Abegglen spoke on the renovation of the simulator area and said the previous tenant, Bowthorpe Insurance, was gone and staff was obtaining quotes for demolition (estimated \$7,000 to \$10,000). He mentioned adding a putting green area, seating area with bar, shuffleboard, and golf arcade games. Mr. Abegglen said the new Trackman system would be \$21,000 to \$30,000 and could be added at a later date.

Roger Graves asked about the potential size of the putting green area. Tyler Abegglen replied that it would be 12 feet by 8 feet or 15 feet by 10 feet.

Court Huish spoke on the shift to a more social experience and suggested keeping this in mind while designing the simulator area. Tyler Abegglen said that this was what he was hoping to capture with the Gateway Parks snow tubing opportunity.

Tyler Abegglen commented that he would like to have the demolition and renovation completed by early winter 2024.

4. 2024 GOALS

Tyler Abegglen spoke on the 2024 revenue goals which included \$3,000,000 in total revenue, \$500,000 for the Grill, \$350,000 in merchandise, \$200,000 for the event center, \$150,000 for the driving range, \$50,000 for the golf simulator, \$20,000 in sponsor and ad revenue, with operating income of \$250,000.

The 2024 operational goals were 70,000 rounds (calendar year), 60 golf tournaments, 80 events, 200 Men's Association members, 100 Women's Association members, 100 Junior Golf Club members, 500 golf lessons, an equipment purchasing plan, targeted Instagram/Facebook ads, and a positive team culture.

5. UPCOMING EVENTS

The Committee had a discussion on The Grill including menu offerings for events, tournaments, and fine dining.

Tyler Abegglen mentioned several recent events including a cider pairing, a Valentine's dinner, and a seven course drink and food pairing. He said so far there were 37 scheduled events in 2024 (81 in 2023) and 44 scheduled tournaments in 2024 (67 in 2023). Mr. Abegglen commented that even with a price increase and a new requirement for 12 hour bookings on the weekends he hoped to still have a similar number of events/tournaments compared to last year.

6. COMMUNITY EVENTS-DINNERS

Tyler Abegglen reported upcoming events included Easter, Mother's Day, and Father's Day brunches, Breakfast with Santa, live music, and other food pairing/tasting events. He noted there were several other scheduled tournaments throughout the year including the NSL Family Scramble and Oktoberfest tournament.

7. LONG TERM PROJECTS

Tyler Abegglen reported on several long term projects through 2030 and showed the schedules for tee boxes, irrigation, roadways, and buildings with a start date, estimated cost, and estimated hours.

Roger Graves asked about the irrigation system status. Tyler Abegglen replied that the irrigation system was in good shape. He said some of the larger valves could be exchanged now with a 30 year lifespan but would have to be replaced when the entire irrigation system was redone.

Tyler Abegglen commented that he anticipated replacing the full irrigation system in 2034 at an estimated cost of \$3 million.

8. DISCUSSION ON OPERATIONS

Tyler Abegglen focused on future growth of the event center, The Grill, turf center, and pro shop which would be slow and calculated. This included a need for additional staff in all areas such as an event manager, seasonal/interns for the PGA program, The Grill, and Turf Center (mechanic).

Karen Mills asked if there was a specific program for both PGA and golf course management. Roger Graves spoke on interns and PGA and golf superintendent programs. Tyler Abegglen said staff would look into a golf superintendent program.

9. COMMITTEE MEETING DATES FOR 2024

Tyler Abegglen proposed the following Golf Committee meeting dates in 2024 of May 8th, July 10th, October 9th, and January 8th, 2025.

10. PROPOSED BUDGET FOR FISCAL YEAR 2025

Tyler Abegglen shared an overview of what was on the budget for this year and the upcoming fiscal year. He said once the tentative budget was approved by City Council he would send that to the Committee.

Roger Graves asked if the parking lot repaving would still occur this year. Tyler Abegglen replied that the project should go out to bid in the next few weeks. He hoped the project would occur by May this year.

Tyler Abegglen reviewed expenses which included items related to employees, overtime, operating supplies (fertilizer, tools, etc.), landscaping, vehicles, machinery/equipment, and advertising.

The Committee discussed several of the employees that may retire soon, focus for the 2024 season (The Grill, event center), if there was a feedback/evaluation system for customers to fill out after tournaments and events, and the Trackman system.

11. ADJOURN

The meeting was adjourned at 6:31 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday May 8, 2024 by unanimous vote of all members present.


Wendy Page, City Recorder

