

CITY OF NORTH SALT LAKE



EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE MEETING NOTICE & AGENDA

July 10, 2024

4:30 P.M.

Revised July 9, 2024

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee will hold a meeting on the above noted date and time in the Council Conference Room located at City Hall, 10 East Center Street, North Salt Lake, Utah. Some members may participate electronically.

The following items of business will be discussed; the order of business may be changed as time permits.

AGENDA ITEMS

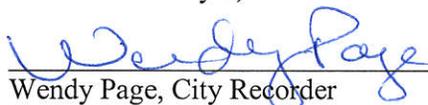
1. Welcome
2. Approval of Minutes for May 8, 2024
3. Fiscal Year 2024 Fourth Quarter Review
4. Gateway Parks Update - Power
5. Covered Range Project / Lighting
6. Future Projects
7. Liberty Fest Debrief
8. Dynamic Pricing – Tee Sheets Adjustments – Pricing
9. Simulator Expansion Update
10. Adjourn

Golf Committee meetings are open to the public. If you need special accommodation to participate in the meeting, please call (801) 335-8709 with at least 24 hours' notice.

Notice of Posting:

I, the duly appointed City Recorder for the City of North Salt Lake, certify that copies of the agenda for the Eaglewood Golf Course Oversight Committee meeting to be held **July 10, 2024** were posted on the Utah Public Notice Website: <https://www.utah.gov/pmn/>, City's Website: <https://www.nslcity.org>, and at City Hall: 10 E. Center St. North Salt Lake.

Date Posted: July 9, 2024


Wendy Page, City Recorder



1 CITY OF NORTH SALT LAKE
2 EAGLEWOOD GOLF COURSE
3 OVERSIGHT COMMITTEE MEETING
4 ANCHOR LOCATION: CITY HALL
5 10 EAST CENTER STREET, NORTH SALT LAKE
6 MAY 8, 2024

7
8 **DRAFT**
9

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

11
12 COMMITTEE PRESENT: Roger Graves
13 Court Huish
14 Ron Jibson via Zoom
15 Karen Mills
16

17 EXCUSED: John Logan, Chair
18 Lisa Watts Baskin, City Council
19

20 STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General
21 Manager.
22

23 1. APPROVAL OF MINUTES
24

25 The Golf Committee minutes of February 28, 2024 were reviewed and approved.
26

27 **Committee Member Graves moved to approve the minutes as written for February 28,**
28 **2024. Committee Member Mills seconded the motion. The motion was approved by**
29 **Committee Members Graves, Huish, Jibson, and Mills.** Committee Member Logan and
30 Councilmember Baskin were excused.
31

32 2. APRIL REVIEW
33

34 Tyler Abegglen reported on April 2024 revenues of \$365,624 consisting of \$169,350 in green
35 fees, \$81,245 in cart fees, \$20,806 for the driving range, \$32,289 in merchandise, \$16,920 for the
36 event center, and \$46,528 in food and beverage. He compared this to April 2023 revenues which
37 were \$227,210 comprised of \$90,675 in green fees, \$41,188 in cart fees, \$14,123 for the driving
38 range, \$19,759 in merchandise, \$24,860 for the event center, and \$18,412 in food and beverage.
39 He explained that the difference was due to poor weather last year and said there were over
40 10,000 rounds played in April this year which was a record for the course. He noted that the LDS
41 Bountiful Temple was closed this April which accounted for a decrease in event center bookings
42 for the month. Mr. Abegglen mentioned that there were six or seven tournaments for May
43 compared to the typical one or two. He spoke on the recent Sunday tournament with \$14,000 in

44 revenue and how the course would otherwise not have earned any revenue that day due to the
45 snowy weather.

46

47 3. FISCAL YEAR 2023 REVIEW

48

49 Tyler Abegglen then reviewed the fiscal year (July 2023-April 2024) with greens fees of
50 \$915,936 (projected \$1,287,936), cart fees of \$448,570 (projected \$630,570), driving range
51 revenues of \$105,531 (projected \$153,494), merchandise revenues of \$292,220 (projected
52 \$388,000), and food and beverage revenues of \$420,702 (projected \$554,702). He said total
53 revenues for fiscal year 2023 (July through September) were \$1,500,173 compared to total
54 revenues for fiscal year 2024 (July through September) which were \$2,510,233. He projected
55 78,916 rounds and \$3,409,013 in revenues for fiscal year 2024. He commented that the course
56 was almost \$1 million ahead in revenue this fiscal year compared to the last fiscal year.

57

58 Tyler Abegglen added that he would provide a final fiscal year review at the next Golf
59 Committee meeting. He mentioned June was almost completely booked with scheduled
60 weddings, events, and tournaments. He explained that tee times on the weekends were
61 continually booked throughout the valley.

62

63 Roger Graves commented that rounds had leveled out nationally since COVID and said it was
64 good to hear that demand was still high in the area. Ken Leetham shared that the State was
65 adding 45,000 individuals per year to the population due to births and relocation to Utah.

66

67 Karen Mills shared how a New Yorker was in town and looked up the number one golf course in
68 the area and chose to come to Eaglewood because of those search results.

69

70 Tyler Abegglen spoke on biweekly meetings for The Grill and said labor costs were high at 40%
71 but food costs were 29%. He mentioned working on less staff overlap to bring down costs as
72 well as the difficulty in hiring good cooks.

73

74 4. SIMULATOR UPDATE

75

76 Tyler Abegglen shared photos of the simulator space and provided an update. He said the
77 painting and ceiling were completed with lighting, flooring, putting green, and fixtures (doors,
78 trim) to be installed soon. He spoke on the bar area that would be behind the two bays. He
79 estimated that the work should be completed by mid-July.

80

81 Roger Graves enquired about the projected versus actual cost for the project. Tyler Abegglen
82 explained that the flooring would be less than estimated due to some changes, HVAC was as
83 estimated, and plumbing and electrical were more than estimated due to some prior issues.

84

85

86 5. DISCUSSION ON 2025 RATES

87

88 Tyler Abegglen explained that currently tax was included in the cost of golf fees; however, this
89 could potentially change in the future. There was a discussion about how taxes were required for
90 green fees and pro shop purchases but not for event center rentals, how the course was owned by
91 a municipality, and how the course was used for recreation.

92

93 Tyler Abegglen shared a chart comparing Eaglewood to Bountiful Ridge, Lakeside, Davis Park,
94 Valley View, The Ridge, Bonneville, Glendale, and Mt. Dale for 9 hole and 18 hole rates on
95 weekday and weekends with and without cart rentals. He stated that some courses had higher
96 rates than Eaglewood while several courses were charging the same rates as the prior year.

97

98 Mr. Abegglen then shared a chart with the proposed increases per fee type (9 hole and 18 hole
99 with and without cart, Youth on Course, juniors, women's and men's association, punch card
100 rate, etc.) with the old rate pre-tax, tax, and posted rate versus the new rate with tax. He
101 explained that currently the posted rate included tax and suggested that moving forward the
102 posted rate would be shown pre-tax. He proposed that the rates be increased to the prior rate
103 shown with tax and then tax be included. He gave the example of the current rate for weekday 9
104 holes walking which had a posted rate of \$20 (\$18.65 rate +\$1.35 sales tax) versus the proposed
105 posted rate of \$20 and then charging the \$1.45 sales tax at the point of sale.

106

107 The proposed rate increases were as follows:

108

- 109 • 9 Hole Regular Rate: \$21.45 with tax (\$20 posted)
- 110 • 18 Hole Regular Rate: \$42.90 with tax (\$40 posted)
- 111 • Youth on Course: \$5.00 with tax (\$4.66 posted)
- 112 • Juniors: \$12.87 with tax (\$12 posted)
- 113 • Women's and Men's Association: \$16.09 with tax (\$15 posted)
- 114 • Punch Card Rate: \$18.77 with tax (\$17.50 posted)
- 115 • 9 Hole Cart Fees: \$10.73 with tax (\$10 posted)
- 116 • 18 Hole Cart Fees: \$21.45 with tax (\$20 posted)
- 117 • Private Cart Fees: \$10.73 with tax (\$10 posted)
- 118 • Tournament Tue. & Wed.: \$7,507.50 with tax (\$7,000 posted)
- 119 • Tournament Thur. & Fri.: \$8,580 with tax (\$8,000 posted)
- 120 • Tournament Sat. & Sun.: \$11,797.50 with tax (\$11,000 posted)
- 121 • Corporate: \$16.09 with tax (\$15 posted)
- 122 • 10 Round Punch Card Rate: \$187.69 with tax (\$175 posted)
- 123 • 20 Round Punch Card Rate: \$134.06 with tax (\$125 posted)
- 124 • 1 range token: \$8.58 with tax (\$8 posted)
- 125 • 2 Range Tokens: \$15.02 with tax (\$14 posted)
- 126 • Simulator Hourly: \$32.18 with tax (\$30 posted)

127 Tyler Abegglen commented that he would provide the proposed fee schedule changes to the City
128 Council for review and if approved he would implement the new pricing prior to November 15th,
129 2024.

130
131 The Committee discussed the proposed changes, providing signage or notice that sales tax would
132 not be included in the posted rates, and starting the proposed rates at the beginning of the fiscal
133 year.

134
135 Tyler Abegglen said he would still like to offer dynamic pricing when the course was slow. He
136 said Saturdays and Sundays were very busy and felt that play on Sundays had increased
137 significantly from prior years. He then suggested that the proposed fee changes be implemented
138 now and then another fee change could be implemented at the start of 2025.

139
140 Roger Graves was in favor of the proposed fee change with sales tax added to the current posted
141 rate. He suggested it be implemented at the start of this fiscal year which would be July 1st.
142 Karen Mills agreed.

143
144 The Committee clarified that the addition of the sales tax would not be added to tournaments that
145 had already been committed/paid.

146
147 Tyler Abegglen mentioned that he had removed the one month membership for the golf
148 simulators and replaced it with a three month membership. He said the costs were \$700 for a
149 three month membership, \$1,200 for a six month membership, \$2,000 for a twelve month
150 membership, and \$30 hourly. He estimated it would take four years to pay off the simulators and
151 felt that the expansion would help generate more business. Mr. Abegglen noted that he did not
152 recommend any changes to the event center pricing. He said that outside catering would be
153 removed from the fee schedule and would no longer be allowed.

154
155 Roger Graves asked how the bar/alcohol for events was facilitated. Tyler Abegglen replied that a
156 \$500 deposit was required and a \$50 hourly bartender charge. He said part time staff provided
157 the bartending services and spoke on the reporting and purchasing processes with the Utah
158 Department of Alcoholic Beverage Services (DABS).

159
160 Court Huish questioned the process for golfers and tournaments to purchase alcohol. Tyler
161 Abegglen explained that the Course had two different licenses that allowed for service from
162 beverage carts versus mixed drinks and liquor in the event center space.

163
164 The Committee discussed the sale of alcoholic beverages. Tyler Abegglen indicated that he could
165 provide sales information related to alcoholic beverages to the Committee. He said The Grill had
166 a large selection of drinks including a private label for the course and mentioned that staff also
167 ground their own hot dog and hamburger meat.

168

169 Court Huish asked about the possibility of offering a three hour rental of the event center for
170 corporate or similar uses. Tyler Abegglen responded that staff had discussed allowing three hour
171 booking with certain restrictions and could be offered in conjunction with Gateway Park
172 activities.

173
174 **Committee Member Graves moved to approve the proposed fee schedule to add tax to the**
175 **rate that was currently in effect. Committee Member Mills seconded the motion. The**
176 **motion was approved by Committee Members Graves, Huish, Jibson, and Mills.** Committee
177 Member Logan and Councilmember Baskin were excused.

178
179 Tyler Abegglen said he would provide more information to the Committee on the following:
180 afternoon special/dynamic pricing and the three hour rental for the event center.

181
182 Tyler Abegglen provided an update on the parking lot and said the asphalt would be removed and
183 refilled by next week. He said there were two sections that did not need to be replaced but the
184 entire parking lot would receive a surface treatment which would achieve a uniform appearance
185 overall. He also mentioned that the new drainage system was working well and had reduced
186 standing water in the parking lot.

187
188 Roger Graves asked about staffing for the pro shop and outside service. Tyler Abegglen replied
189 that there were a lot of returning staff from last year in addition to some college age hires. He
190 was also pleased with the current maintenance staff.

191
192 Tyler Abegglen provided an update on the turf equipment including new and refurbished
193 equipment that would be delivered soon. He shared that the City Council approved the pond and
194 construction would begin in October. He said the tee box area would be expanded and some trees
195 would need to be removed. He then mentioned several more items including that additional
196 funding had been provided for new trees at the golf course, vandalism, and future tee box repairs.

197
198 6. ADJOURN

199
200 The meeting was adjourned at 6:32 p.m.

201
202 *The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of*
203 *North Salt Lake on Wednesday July 10, 2024 by unanimous vote of all members present.*

204
205
206
207

Wendy Page, City Recorder

Golf Committee Meeting

JULY



-
- 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
- 

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

- 43% - 50% Increase in Pricing for FY '25

Merchandise Sales History

Month	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23	FY24	Avg.
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

PHASE	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?

