



CITY OF NORTH SALT LAKE

EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE MEETING NOTICE & AGENDA

October 9, 2024
5:00 P.M.

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 July 10, 2024
3. Fiscal Year 2025 Year to Date Review
4. Gateway Parks Update
5. Covered Range Project Update
6. Winter Golf Course Operations
7. Policy Manual Updates
8. Future Eaglewood Growth - Positions
9. Future Project List/Improvements
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 **October 9, 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: October 1, 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 JULY 10, 2024

7
8 **DRAFT**
9

10 John Logan called the meeting to order at 4:30 p.m.

11
12 COMMITTEE PRESENT: John Logan, Chair
13 Lisa Watts Baskin, City Council
14 Roger Graves
15 Karen Mills
16

17 EXCUSED: Court Huish
18

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

22 1. APPROVAL OF MINUTES
23

24 The Golf Committee minutes of May 8, 2024 were reviewed and approved.
25

26 Roger Graves requested the minutes be amended to correct the spelling of Mountain Dell golf
27 course and Karen Mills asked that lines 122 and 123 be adjusted so the 10 round punch pass
28 reflected it was for golf and the 20 round punch pass noted it was for the range tokens as follows:
29 from:

30 *10 Round Punch Card Rate: \$187.69 with tax (\$175 posted)*

31 *20 Round Punch Card Rate: \$134.06 with tax (\$125 posted)*
32

33 to:

34 *10 – 9 Hole Round Punch Card Rate: \$187.69 with tax (\$175 posted)*

35 *20 Range Token Pass: \$134.06 with tax (\$125 posted)*
36

37 **Committee Member Mills moved to approve the minutes for May 8, 2024 as amended.**
38 **Committee Member Baskin seconded the motion. The motion was approved by Committee**
39 **Members Baskin, Graves, Logan, and Mills.** Committee Member Huish was excused and not
40 present for the vote.
41
42
43

44 2. FISCAL YEAR 2024 FOURTH QUARTER REVIEW

45
46 Tyler Abegglen compared June 2023 and 2024 revenue key numbers. He shared that the
47 revenues for 2023 included green fees of \$190,924, cart fees of \$94,893, driving range fees of
48 \$26,961, merchandise at \$39,930, event center at \$13,140, food and beverage at \$78,934 for a
49 total of \$444,782. He then noted revenues for 2024 were \$218,001 in green fees, \$103,510 for
50 the driving range, \$59,557 for merchandise, \$11,600 for the event center, food and beverage at
51 \$143,479, for a total of \$562,320. He mentioned that events and tournaments were generally
52 down in July due to the heat and holidays and tended to increase in August and September.

53
54 He reviewed the fiscal year 2024 (July to June) with green fees of \$1,286,953 (projected
55 \$1,287,936), cart fees \$615,984 (projected \$630,570), driving range \$153,863 (projected
56 \$153,494), merchandise \$388,272 (projected \$388,000), food and beverage \$660,528 (projected
57 \$554,702) with a total unaudited amount of \$3,488,098 (projected \$3,409,013) and rounds of
58 80,260 (projected 78,916). He compared this to fiscal year 2023 with green fees of \$1,061,846,
59 cart fees of \$531,846, driving range \$121,807, merchandise \$307,737, food and beverage
60 \$135,077, for a total unaudited amount of \$2,380,925 and rounds of 65,683.

61
62 Mr. Abegglen shared a chart comparing the driving range sales history from fiscal year 2018
63 through fiscal year 2024 by month with a total of \$121,807 for fiscal year 2023 and \$154,890 for
64 fiscal year 2024. He mentioned that there would be a 43% to 50% price increase for fiscal year
65 2025. He then shared a table reviewing merchandise sales history for fiscal year 2013 through
66 fiscal year 2024 by month with a total of \$307,737 for fiscal year 2023 and \$388,272 for fiscal
67 year 2024.

68
69 The Committee discussed pro shop merchandise sales including during tournaments, discounts,
70 and which items were the most effective to keep in stock (golf clubs versus hats).

71
72 Tyler Abegglen commented that they would focus on reducing the number of higher price items
73 that may sit longer in the shop (such as golf clubs) and stock and reorder more lower cost items
74 that sold quickly (hats).

75
76 3. GATEWAY PARKS UPDATE-POWER

77
78 Tyler Abegglen spoke on the process of setting up power for the Gateway Parks operation. He
79 said this included installation of a transformer and equipment by the pond to provide power for
80 the snowmaking machines. He said that Gateway Parks would pay for the installation of the
81 transformers, meter and equipment. He shared a map of the location for the snow machines and
82 explained that additional permanent lighting would be provided by this infrastructure.

83
84 Mr. Abegglen mentioned that a vault extension for storm drain collection and pond refill may be
85 done in coordination with this project. He explained that it would collect water from the south

86 pond and provide water at pond #8. He said staff would work on the cost and feasibility of this
87 project. He then mentioned there were leftover funds from the bond and his preference to use
88 those funds for a golf course project. He estimated that there was \$375,000 available from the
89 bond.

90
91 Tyler Abegglen reviewed current and future projects including the simulator expansion at
92 \$18,000 (completion fall 2024), the tee box repair at \$30,000 (spring 2025), driving range
93 structure at \$230,000 (spring 2025), Trackman range at \$57,000 (spring 2025), and driving range
94 infrastructure at \$150,000 (spring 2025). He said the total cost for these projects was \$485,000.
95 He explained the Trackman range could also be paid at \$69,960 per year for five years or
96 \$57,000 per year for seven years. He noted the driving range infrastructure included lighting,
97 power, internet, security, storage, mats, furniture, and irrigation repair.

98
99 4. COVERED RANGE PROJECT/LIGHTING

100
101 Tyler Abegglen focused on the proposed covered structure which would be located on the driving
102 range. He commented that this structure would consist of twenty bays with lighting, heating/fans,
103 lounge space, and Trackman hitting station. He shared that it would be similar to TopGolf and
104 the covered structure itself would cost approximately \$228,093. He asked for feedback from the
105 Committee.

106
107 The Committee discussed incorporating natural grass, year-round use, netting, and the
108 demographics for this type of use.

109
110 Ken Leetham commented that the installation of the covered range may impact rounds for
111 golfers who wanted to warm up before they played.

112
113 Mr. Abegglen then reviewed the stages of the lighting plan with the driving range and structure
114 as stage one and holes #8 through #10 as the second stage. He spoke on how the proposed
115 lighting would increase operating hours and revenue for play. He mentioned that infrastructure
116 for this project would already be available as part of the improvements paid for by Gateway
117 Parks.

118
119 Roger Graves commented that once the poles were installed additional directional lighting could
120 be setup to light up holes #8 through #10 after dark.

121
122 Tyler Abegglen said the additional lighting could be used for Liberty Fest, Gateway Parks, and
123 additional needs at the golf course. He spoke on the benefits including extending tee times, other
124 activities like footgolf and short courses for family nights. He mentioned the estimated cost was
125 \$16,000 per 30 foot light pole but said the installation could be done in stages.

126

127 Roger Graves suggested the surplus bond funds should be used for something that generated
128 revenue. He was in favor of the driving range ideas and said the current range was already doing
129 extremely well.

130

131 Tyler Abegglen mentioned that the rate was changed from \$6 minus tax to \$8 plus tax on July 1st
132 which resulted in a \$1,700 increase for the driving range.

133

134 5. FUTURE PROJECTS

135

136 Tyler Abegglen reported on the Trackman Range system and said the seven year agreement
137 would be \$57,000 per year. He said this included the install of the equipment and a warranty but
138 did not include the infrastructure for power or conduit to the base location. He explained the
139 system would track usage on the driving range, included contests and games, and provided
140 accurate tracking for practice and play.

141

142 John Logan mentioned adding a second level as this would increase the number of bays. Tyler
143 Abegglen said he was unsure of the cost but had spoken to the company about the option to add
144 onto the structure in the future.

145

146 Tyler Abegglen said that the range was heavily utilized now and suggested the only benefit to
147 covering the range would be to also install the Trackman system. He reviewed the bond and
148 future projects including the simulator expansion, tee box repair, driving range structure,
149 Trackman Range (five or seven year contract), an additional maintenance building, golf course
150 lighting, and irrigation replacement. He mentioned the return on investment including an
151 increase in hours of operation by 20% (10 p.m. on weekdays and 11 p.m. on weekends),
152 estimated 30% increase in sales, higher rates on range balls, increased events, bookings, and
153 tournaments, attract different clientele, expand the offerings at Eaglewood, target off-course golf
154 entertainment, and give Eaglewood a next level approach (high end offering similar to Golf in
155 the Round, Mulligans, TopGolf).

156

157 Mr. Abegglen said the 30 year old irrigation system had been reviewed by an irrigation specialist.
158 He said the existing system would need to be replaced by 2035 at an estimated cost of \$3.5
159 million. He shared that the controllers had been replaced as part of the bond and had helped to
160 extend the life of the entire system.

161

162 6. LIBERTY FEST DEBRIEF

163

164 Tyler Abegglen reviewed the Liberty Fest event and golf course closures on July 2nd at 1 p.m. for
165 the car show and two hours after the last tee time on July 3rd for the fireworks. He said additional
166 staff hours were used for cleanup after the events.

167

168

169 7. DYNAMIC PRICING-TEE SHEETS ADJUSTMENTS-PRICING

170

171 Tyler Abegglen provided an overview on dynamic pricing and tee sheet utilization. He said the
172 total rounds discounted equaled \$4,114, the total rounds above rack rate were \$20,502, and the
173 total net positive from dynamic pricing was \$16,388. He explained that dynamic pricing was
174 only utilized on Friday, Saturday, and Sunday.

175

176 John Logan commented that it was hard to calculate the exact benefit as the discount may have
177 enticed players when full priced rounds at those times may have resulted in no bookings.

178

179 Tyler Abegglen spoke on strategies to maximize tee times including implementing only 18 hole
180 bookings until 12 p.m. on weekends, last 18 hole tee time at 3 p.m., opening front and back 9
181 hole bookings from 6 p.m. on, and offering online bookings for gap times.

182

183 8. SIMULATOR EXPANSION UPDATE

184

185 Tyler Abegglen provided a simulator expansion update and said the installation of the simulator,
186 plumbing, putting green, and finishes were almost completed.

187

188 The Committee discussed long range plan goals including forecasting salaries and wages, round
189 rates, cart fees, projecting revenues and expenses. They also spoke on staffing The Grill and
190 hours of operation for the winter season. They then discussed Gateway Parks and revenue
191 sharing for Gateway Parks at 3% of gross revenue and 10% of The Grill revenue as well as
192 projected revenues for the first year of \$1 million.

193

194 Tyler Abegglen commented that he would obtain more information on the covered driving range
195 proposal and the remaining available bond amount.

196

197 Ken Leetham mentioned that the remaining bond amount was currently in the Golf Enterprise
198 Fund for one time projects. He said in the future the City may start to receive payments from the
199 Golf Enterprise Fund to the City's General Fund to pay off the \$3 million golf balance. He spoke
200 on the goal to eventually reinvest into the course.

201

202 The Committee discussed room for growth with the event center, hiring additional employees (an
203 event planner, a social media manager, a tournament manager), schedule conflicts with
204 tournaments and other event bookings, and obtaining more corporate events.

205

206 9. ADJOURN

207

208 The meeting was adjourned at 5:55 p.m.

209

210 *The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of*

211 *North Salt Lake on Wednesday September 11, 2024 by unanimous vote of all members present.*

212

213

214

215 *Wendy Page, City Recorder*

Golf Committee Meeting

OCTOBER

-
- Minutes Approval
 - FY 25 YTD Review
 - Gateway Parks Update
 - Covered Range Project Update
 - Winter Golf Course Operations
 - Policy Manual Updates
 - Future Eaglewood Growth – Positions
 - Future Project List/Improvements
 - Adjourn

July - September Revenue Key Numbers

2023

- Green Fees - \$523,028
- Cart Fees - \$256,543
- Driving Range – \$58,518
- Merchandise - \$158,667
- Event Center- \$61,160
- Food & Beverage - \$262,933
- **Total - \$1,320,849**

Rounds

- 32,968

2024

- Green Fees - \$626,808 (19.84% Increase)
- Cart Fees - \$297,121 (15.82% Increase)
- Driving Range - \$77,407 (32.3% Increase)
- Merchandise - \$179,744 (13.28% Increase)
- Event Center- \$55,904 (8.6% Decrease)
- Food & Beverage - \$317,591 (20.8% Increase)
- **Total - \$1,554,575 (17.7% Increase)**

Rounds

- 36,265 (10% Increase)

Driving Range Sales History

Month	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23	FY24	FY25	Avg.
July	\$7,409	\$6,717	\$6,245	\$15,294	\$12,619	\$16,594	\$21,253	\$27,261	\$14,174.00
Aug	\$9,115	\$8,246	\$6,221	\$14,610	\$12,711	\$18,323	\$21,654	\$27,846	\$14,840.75
Sept	\$5,841	\$5,107	\$3,887	\$11,006	\$11,916	\$12,716	\$15,611	\$22,300	\$11,047.81
Oct	\$3,156	\$2,710	\$2,219	\$9,153	\$6,961	\$9,784	\$10,259		\$6,320.42
Nov	\$234	\$4,343	\$0	\$2,145	\$5,203	\$1,501	\$6,185		\$2,801.60
Dec	\$0	\$175	\$56	\$323	\$1,049	\$75	\$93		\$252.92
Jan	\$0	\$7	\$0	\$394	\$0	\$0	\$0		\$57.27
Feb	\$0	\$112	\$0	\$0	\$0	\$0	\$1,314		\$18.72
Mar	\$720	\$594	\$11	\$4,093	\$6,445	\$730	\$8,356		\$2,992.88
Apr	\$6,974	\$9,723	\$0	\$16,163	\$15,599	\$14,123	\$20,807		\$11,912.86
May	\$9,225	\$9,413	\$0	\$15,823	\$16,315	\$21,001	\$22,158		\$13,419.41
June	\$11,682	\$7,633	\$12,579	\$13,459	\$18,252	\$26,962	\$26,174		\$16,677.25
Total	\$54,359	\$54,781	\$31,218	\$102,464	\$107,071	\$121,807	\$153,863	\$77,407	\$78,616.52

Merchandise Sales History

Month	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23	FY24	FY25
July	\$17,834	\$16,679	\$14,410	\$15,674	\$13,969	\$14,378	\$12,396	\$18,241	\$28,672	\$27,445	\$42,722	\$46,109
Aug	\$29,016	\$27,442	\$29,335	\$36,444	\$33,086	\$35,420	\$34,378	\$19,684	\$29,206	\$38,106	\$54,150	\$51,693
Sept	\$23,111	\$27,419	\$20,014	\$17,469	\$22,542	\$23,999	\$21,325	\$21,520	\$69,822	\$47,356	\$61,795	\$81,942
Oct	\$11,676	\$10,043	\$9,839	\$8,174	\$7,935	\$8,218	\$26,398	\$14,199	\$25,676	\$30,350	\$55,507	
Nov	\$7,202	\$3,467	\$4,748	\$4,574	\$4,152	\$3,214	\$10,374	\$7,198	\$11,500	\$35,156	\$17,390	
Dec	\$1,062	\$3,477	\$1,685	\$673	\$1,558	\$2,142	\$2,225	\$4,016	\$2,372	\$310	\$2,363	
Jan	\$825	\$136	\$487	\$0	\$447	\$176	\$0	\$1,241	\$0	\$0	\$91	
Feb	\$773	\$2,535	\$408	\$874	\$557	\$277	\$0	\$2,278	\$4,324	\$1,284	\$2,568	
Mar	\$4,914	\$5,552	\$5,260	\$5,297	\$1,294	\$2,894	\$2,033	\$20,720	\$14,747	\$11,868	\$16,388	
Apr	\$10,964	\$10,243	\$9,812	\$8,264	\$12,052	\$9,896	\$1,822	\$23,106	\$25,839	\$19,760	\$32,289	
May	\$17,927	\$15,987	\$23,861	\$19,632	\$18,493	\$14,250	\$12,456	\$33,342	\$43,662	\$56,172	\$43,453	
June	\$25,907	\$25,319	\$23,946	\$22,251	\$26,577	\$29,185	\$18,557	\$48,913	\$46,396	\$39,931	\$59,557	
Total	\$151,211	\$148,299	\$143,805	\$139,326	\$142,662	\$144,049	\$141,965	\$214,460	\$302,216	\$307,737	\$388,272	\$179,744

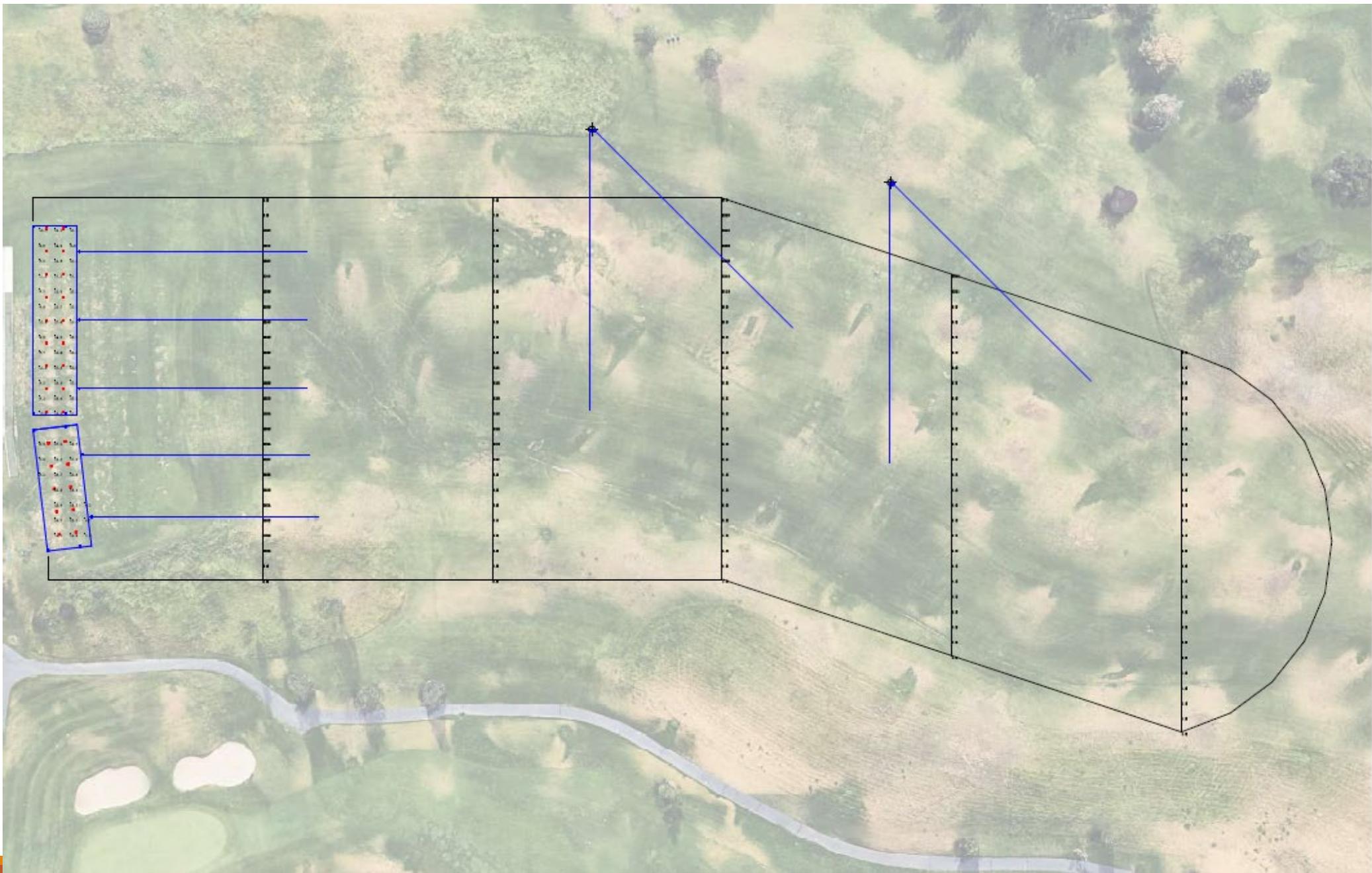
Gateway Parks Update



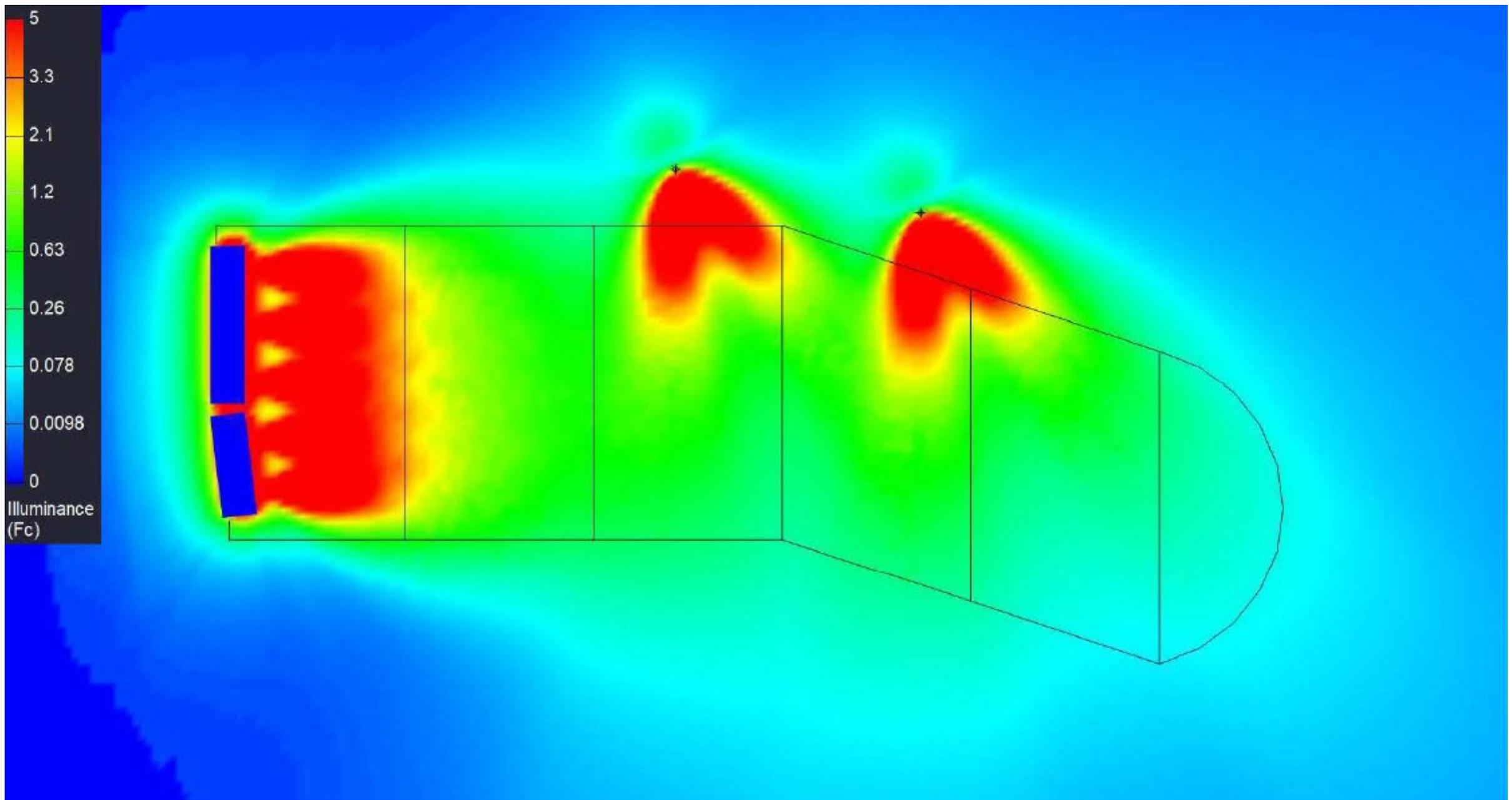
- Conduit from roadside to pond is installed.
- Hunt Electric is installing the power right now.
- Tonco Construction scheduled to install Vault extension with pond on October 21st.
- Gateway Parks paying for the infrastructure.
- Scaffolding install on October 15th and Snowmaking starts on November 15th.

Covered Structure Progress

- IGES – Geotech Results
- Concrete – End of October
- Mountain State Construction
 - Structure done end of October
 - Mid-November Install
- Electrical Conduit – November
- Structure Conduit - November
- Trackman Radars - March
- Range Lighting – March
- Structure Electrical – March
- Trackman Install – Early April
- Finished Steps
 - Structure
 - Trackman Agreement
 - Electrical Bids
- Next Steps
 - Footing Design from Engineer
 - Concrete Contractor Selection
 - Electrical Contractor Selection
 - Drainage and Concrete Prep
 - Install Electrical and Heaters
 - Order Furnishings and Hitting Mats







Future Eaglewood Positions - Proposal

Social Media Marketing Manager

This position can pay for itself with the right employee.

- \$20-30 an Hour
- Social Media Development
- Content Creation
- Community Engagement
- Social Media Campaigns
- Analytics and Reporting
- Brand Management
- Business Marketing - Sponsorships
- Creative Development

Winter Golf Course Operations

- Gateway Parks snow making start date.
 - November 15th
- Tonco Construction Pond Project
 - October 15th – December 1st
- Hole #8 will be closed during operating days with the pond project. Play will be moved from hole #7 to hole #9.
- Hole #8 will be scheduled to be open Friday-Sunday while there is no construction.
- Hole #9 will be closed at the start of snow making on November 15th.
- Holes #8, #9 and #10 will be closed at the point in which both the pond project and snow making are commenced
- Play will be routed from #7 to #11 with 15 holes open for play.
- A discounted rate will be offered during those times and dates to accommodate for less holes being available.

Policy Manual Updates

- Policy Document Highlights.
- Including a Donation Policy included.
 - We are inundated with donation request. Prudent to have a policy to govern that.
- Minor Changes employee golf privileges.
 - There has been some overuse from some of the lower working hour staffing.
 - Incorporate a better way to track and allow golf privileges.
- Addition of Private Cart Grandfathered List.
 - Add the section pertaining to Private Carts.
- Removal of “Volunteers” section.
 - We no longer have or allow volunteer staffing.

Future Projects

- Currently 98 Items on the List.
- Some big, some small.
- (See Handout)

Questions or Comments?

