

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

**FINAL**

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

COMMITTEE PRESENT: John Logan, Chair  
Lisa Watts Baskin, City Council  
Roger Graves  
Karen Mills

EXCUSED: Court Huish

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

1. APPROVAL OF MINUTES

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

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

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

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

to:

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

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

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

## 2. FISCAL YEAR 2024 FOURTH QUARTER REVIEW

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

He reviewed the fiscal year 2024 (July to June) with green fees of \$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) with a total unaudited amount of \$3,488,098 (projected \$3,409,013) and rounds of 80,260 (projected 78,916). He compared this to fiscal year 2023 with green fees of \$1,061,846, cart fees of \$531,846, driving range \$121,807, merchandise \$307,737, food and beverage \$135,077, for a total unaudited amount of \$2,380,925 and rounds of 65,683.

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

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

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

## 3. GATEWAY PARKS UPDATE-POWER

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

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

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

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

#### 4. COVERED RANGE PROJECT/LIGHTING

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

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

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

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

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

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

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

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

## 5. FUTURE PROJECTS

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

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

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

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

## 6. LIBERTY FEST DEBRIEF

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

## 7. DYNAMIC PRICING-TEE SHEETS ADJUSTMENTS-PRICING

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

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

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

## 8. SIMULATOR EXPANSION UPDATE

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

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

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

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

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

## 9. ADJOURN

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

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

*North Salt Lake on Wednesday October 9, 2024 by unanimous vote of all members present.*

  
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Wendy Page, City Recorder

