

City of Burley
Recreation Committee Meeting
February 1, 2023
11 a.m.
City Council Conference Room

Attendance

Scott Draper
Brent Winn
Mark Mitton
Carol Anderson
Mayor Steve Ormond
Bryce Morgan
John Craner
Jon Anderson
Kim Seely

MINUTES

1. Driving Range Rate Changes

Scott Draper

It was explained that the driving range made \$20,000 last year and that typically the range only makes around \$10,000 in revenue. However, the golf course has some of the lowest rates around and all the costs have gone up. In looking at how other golf courses charge, it is felt that the River's Edge Golf Course could increase their fees. The bucket prices would increase, along with the High School rates and the Winter rates. It was stated that this would probably not affect people coming to play at the golf course.

The machine for dispensing balls is getting old. The tokens that are used to get the balls are being used as ball markers on the golf course and is a source of lost revenue. The machine is about 30 years old and tokens get stuck in the machine. It will cost about \$16,000 for a new dispenser. The new machine would eliminate the needs for tokens.

	Small	Medium	Large	Adult Pass	Jr. Pass.	Family Pass
River's Edge GC	\$3.00	\$5.00	\$7.00	\$250.00	\$150.00	
Twin Falls GC	\$5.00	\$8.00	\$10.00	\$300.00	\$150.00	\$450.00
Canyon Springs GC	\$5.00		\$8.00	No Pass Sold.		
Highland/Riverside GC	\$5.00	\$6.50		\$233.50		
Idaho Falls Courses	\$2.75	\$5.00	\$6.50	No Pass Sold.		
Teton Lakes GC	\$4.00		\$8.00	No Pass Sold.		
Logan River GC		\$5.00	\$10.00	\$450.00		
Birch Creek GC	\$5.00	\$7.50	\$9.00	\$500.00		
Eagle Mountain GC	\$5.00		\$8.00	No Pass Sold.		
Average Rate	\$4.54	\$6.40	\$8.50	\$370.88	\$150.00	\$450.00

Proposed 2023 Rates	\$3.00	\$6.00	\$9.00	\$300.00	\$160.00	
2022 Units Sold	844	894	1,240	11	2	
2023 Projections	\$2,532.00	\$5,364.00	\$11,160.00	\$3,300.00	\$320.00	\$22,676.00

***High school golf team rate would also increase to \$475 per school.

	9-Holes	18-Holes
Current Winter Rates	\$12.00	\$17.00
Proposed Winter Rates	\$14.00	\$20.00

2. Golf Simulator Discussion/Proposal

Scott Draper

The golf industry has improved because of COVID. More people are engaged in the game. It was proposed that this is a time to think about building on that energy and other ways to bring in revenue.

Currently it is difficult to get part-time seasonal help. Bringing in a golf simulator would help with this issue, because the golf course could hire someone to help year round.

There was a lengthy discussion about the types of simulators both residential and commercial simulators. They discussed Birdie only has a simulator and they have had great success, but they have parking issues and the lease on the building is ending.

It was proposed that the golf pro negotiate with Birdies only to see if the city could lease the simulator for three years with an option to buy out. This would help the Golf course to build up revenue for this program and to test how it would work.

They discussed where the simulator would live and the cost of installing the simulator. The City could do it the cheapest, however for a little bit more to have Parbuster.com come and do the installation it would look better and function better.

There was a discussion of how the simulator helps golfers improve their games and the data that can be retrieved. They discussed the sale of clubs and other golf equipment that the simulator would replicate. They discussed golf courses that can be experienced on the simulator and the ability to set the simulator at beginning golfer to pro golfer. At some point it would be good to have a stand alone building for the golf simulator.

Simulator golf is financially beneficial to the city through three aspects.

1. Generation of additional revenue during non-peak months via higher utilization of the facility.
 - a. Greens fees from rental, leagues and tournaments.
 - b. Food and beverage sales.
 - c. Golf shop sales generated by leagues and tournaments.
 - d. Golf equipment sales utilizing statistical data generated from the launch monitor and expanded club fitting operations.
2. Player development and instruction in a non-threatening environment.
 - a. Beginners
 - b. Group Lessons
 - c. Juniors who have grown up in the electronics age
3. Staffing development. Creation of hours which may allow for year round staffing of one or more people.

Why it works best for the City to operate this entity

1. Location makes best sense. Established as the center of golf activities for the community.
 - a. Best parking and access.
 - b. Established food and beverage operations. Beer license is already in place.
 - c. Established retail operations.
 - d. Established instructional programs.
2. Maintains the golf course as the local leader in the industry and strengthens that position.
3. Allows us to continue to use marketing channels throughout the year thus maintaining and expanding constant contact with the customer base.
4. Staffing is a much easier issue than for a private entity.

Which golf simulator is the most accurate?

Our Picks For The Most Accurate Golf Simulators

- Foresight Sports GCQuad SIG10 Golf Simulator.
- Uneekor EYE X0 SwingBay Golf Simulator Package.
- FlightScope X3 SwingBay Golf Simulator Package.
- HD Golf Ultimate Training Simulator Package.
- Full Swing Pro Series Golf Simulator.
- Uneekor QED SIG10 Golf Simulator Package.

[More items...](#) • Apr 29, 2022

Revenue

Hours Open	Daily Max Revenue	Daily Utilization	Days/ Week Open	Weekly Revenue
8	\$ 800	25%	5	\$ 1,000.00
		15%		\$ 150.00
		1%		\$ 10.00
				<u>\$ 1,160.00</u>

Daily Rental
Food and Beverage
Pro Shop and Golf Club Sales

20 \$ 7.5

Gross Revenue

Expense

Rate

Lease \$ 10,000.00
Payroll \$ 12.00 8 \$ 103.34 100% 5
Food and Beverage
Utilities
Repair/Replacement
COGS-Pro Shop and Golf Club Sales

\$ 476.19	(Spread over 21 off s
\$ 516.72	
\$ 67.50	
\$ 30.00	
\$ 50.00	
\$ 6.50	
<u>\$ 1,146.91</u>	Gross Expenditures

\$ 13.09	Weekly Net Profit fr
\$ 274.88	21 Week Net Profit f

Installation Expense

\$ 2,040.00

Tubing Frame	\$ 70.00
Netting	\$ 1,000.00
Mounting Hardware	\$ 200.00
Blackout Curtains	\$ 270.00
Misc.	\$ 500.00
	\$ 2,040.00

parbuster.com netting, alternatively use the mongo cage at a cost of \$2,520 including

3. Storybook Park Discussion

Brent Winn

Kim Seely had to leave just before this item was discussed.

The 20-year anniversary for Storybook Park is in 2024. The company Leathers has come and given a quote for the cost of bringing the playground equipment up to standards. It will cost around \$90,000 to replace the equipment. Some of the things that need to be fixed and replaced were mentioned.

The group of mothers that helped fund storybook park 20 years ago is no longer interested in working on the project. The young mothers of today are not interested in putting together a committee to do this project.

It was proposed that the city look to the citizens and business to donate the money to storybook park. A barcode could be placed at the park to let people know of the need for the money and people could scan the code and donate money.

It was stated that the city would need to get on the schedule now with Leathers to get the project done for the 20-year anniversary.

4. Mowing and grinding Equipment Brent Winn

Pictures of golf maintenance equipment was shown. Grinders and mowers and it was explained that this equipment is not running effectively and if this equipment is not replaced the golf course will start to diminish in appearance.

There was a discussion about the cost of the equipment and the shortage in getting the equipment. It was stated that it can take more than two years to get the equipment once it is ordered.

There was a discussion about budgets and the legislators changing the funding for the cities. They discussed asking for an increase in property taxes for 2024 to pay for the equipment to keep the city going.

5. Flowerpots Mark Mitton

It was explained that the city of Oakley bought mineral feeders, put a cinder block in the middle and filled the pot with dirt and flowers. It was stated that the plastic containers look like the concrete pots that the city has, but are much easier to manage. At the end of the season the city is able to store the pots and clean up the streets for winter. The mineral feeders are cheap and can be moved about easy when empty.

They discussed having business owners purchase a subscription to have a pot in front of their business that the city would maintain. Using the method proposed the city would be able to move the pots easily when the business no longer pays the subscription.

Meeting adjourned 12:17 PM.