

MINUTES OF A MEETING OF THE GOLF ADVISORY AD HOC COMMITTEE OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS HELD AT 12:00 P.M., MONDAY, FEBRUARY 12, 2024 AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS

MEMBERS PRESENT: Trustee and Chair Timothy Bertschy, Executive Director Emily Cahill, Mike Blanco, Bill Dutton, Shelley Epstein, Carol Ferino, and Randy Symonds

MEMBERS ABSENT: Phil Jordan

STAFF PRESENT: Executive Director Emily Cahill, Brent Wheeler, Joe Christian, Jeff Heiden, Kyle Meger, Chuck Simms, Jenny Swanson, Greg Walker, and Alicia Woodworth

OTHERS PRESENT: None

1. CALL TO ORDER

Trustee Bertschy called the meeting to order at 12:00 p.m.

2. ROLL CALL

3. MINUTES

3.A. Approval of October 9, 2023 Meeting Minutes

Executive Director Cahill moved to approve the minutes of the October 9, 2023 meeting. Motion seconded by Carol Ferino and passed on a unanimous voice vote.

4. NEW BUSINESS

4.A. Membership and Revenue Reports

Greg Walker presented the January 2024 Membership and Revenue Reports. *Please see Attachment A.* Of note is that 2023 finished with a little over 114,000 rounds played, representing an increase of 16,000 rounds over 2022. 2023 finished with \$486,000 more in revenue than 2022. As is usual, January 2024 reports show low memberships and little revenue received.

As a reminder, cost of membership increased in 2024 by \$25, \$1 in green fees, and by \$2 for carts.

Shelley Epstein stated he had read about a previous discussion concerning players 90+ years of age playing for free. Did that come to fruition? Does the Committee recommend it? Secretary Woodworth clarified that according to the October 9, 2023 minutes, the committee recommended that those age 90+ receive a free membership. Brent Wheeler stated that from an overarching Park District philosophy standpoint, he's not exactly certain why age would be a trigger for free membership. Golf rounds is currently not scholarshiped in the same manner as other facilities and programming is. Greg Walker stated that last year, 12 members age 90+, equaling \$10,725 in membership fees. Including memberships, last year, there were 49 individuals age 90+ played. Trustee Bertschy stated that yes, he recalls the previous discussion about whether free programming provided to ages 90+ would apply to other Park District programming. He suggests the matter be discussed at the next Golf Ad Hoc Committee meeting and to provide the October 9, 2023 meeting minutes as a refresher.

Greg Walker distributed a copy of the updated tournament entry forms. The graphic design looks great and is easy to read and follow. Big thanks to Jenny Swanson and the Marketing Team.

4.B. Maintenance Report

Jeff Heiden stated that there's not a lot to report at this time of year. A new pump station will be installed at Newman this year. New satellite boxes were installed last year and the new pump station will prove to be a great improvement of the irrigation system. The last irrigation upgrade phase is installing new piping. It is anticipated this will occur once cost/bond issue is determined, possibly in 2025. All new panel components have been ordered for Kellogg. All no-mow areas at Newman will be converted to native plantings and flowers. The maintenance of no-mow doesn't always go very well but adding the native plantings will be much better.

Trustee Bertschy asked what the irrigation system status is for Madison and Kellogg. Jeff Heiden stated that Newman's was installed in 1989 and the Park District did very well in maintaining and keeping it running well past the expected lifespan. Kellogg's was installed in 1995 and is approaching the tail end of its lifespan. Madison's is quite a bit newer, having been installed in approximately 2000. There is nothing in the current inventory that is threatened by catastrophe.

Carol Ferino asked if Kellogg current tee #2 (the old #15) extension is completed. Jeff Heiden stated that dirt has been moved for it and is still a bit rough. Work will continue on it this spring. It'll look very nice once new grass and flowers start growing there.

Trustee Bertschy asked if supply chain issues are still occurring as in the last couple years. Greg Walker stated no, there are no supply chain issues currently, and everything is being delivered in a timely manner, back to where it was pre-COVID. It is anticipated that demo-days will come back once the GLC project is completed.

4.C. Marketing Report

Jenny Swanson presented the 2023 Golf Marketing Strategy and Analytics. *Please see Attachment B.* Starting next month golf memberships will be pushed using a mix of traditional and digital tactics to reach them. Of note are the new tee marker signs with a special thanks to Jeff Heiden and his team for installing. This year's scorecards will soon be sent to the printer with just under \$5,000 of scorecard advertising have been placed. There is a bit more room for advertising if to be added in the future. Ads are sold in two-year increments.

4.D. Selection of Additional Committee Members

Trustee Bertschy stated he would like to add two more members to the Golf Ad Hoc Committee. He would like to have someone that is not a regular golfer, someone who plays 2-3 times a month. If any current members know of anyone who would be interested, please encourage them to join.

5. PENDING BUSINESS

5.A. Kellogg Golf Course Renumbering Update

Jenny Swanson stated that a Master's-type celebration will be held on April 10 at Kellogg, celebrating the renumbering. Invitees will include PPD staff, Board members, committees, select press, etc. to golf and celebrate that.

Greg Walker stated that by the start of the 2024 golf season, the four major golf GPS services – Garmin, Bushnell, SkyCaddie, and Golflogix, will have Kellogg changed over to the new numbering.

Trustee Bertschy asked if a digital newsletter will be sent out notifying them of all new things going on at Kellogg? Greg Walker stated that he does send out information about each course. He can work with Jenny Swanson and the marketing team to put something together that looks nice.

6. OTHER BUSINESS

6.A. Seasonal Shutdown Plan

Trustee Bertschy asked that the seasonal shutdown process for the courses be discussed in July.

Executive Director Cahill provided a brief update on the GLC project, stating that the District is in the final steps of the granting process. The State sent the contract to the District, it has been signed, and sent back to the State for their signatures. Once that is received, the packet will be put out for bid. At this point, it is the target to start construction in early June, starting with the outside structure first. If all goes well, it is anticipated to open in early 2025.

Trustee Bertschy stated that when the weather is nice and permits, he would like to have a committee meeting at each course, similar to what was done last year.

Trustee Bertschy encouraged committee members to continue to “think big” about what all can the Park District continue to do to make the golf courses better.

7. NEXT MEETING

Monday, March 11, 2024 at 12:00 PM

7. ADJOURNMENT

At 1:18 p.m. Carol Ferino moved to adjourn. Motion seconded by Mike Blanco and carried on a unanimous voice vote.

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Board Secretary

PEORIA PARK DISTRICT		
GOLF MEMBERSHIP REPORT		
YTD COMPARISON		
(JAN)		
	<u>2023</u>	<u>2024</u>
<u>MEMBERSHIP</u>		
PARTNER 2 PLAY MEMBERSHIP	62	45
ADULT MEMBERSHIP	22	14
JUNIOR ADULT MEMBERSHIP	0	0
SENIOR MEMBERSHIP	29	17
ALL INCLUSIVE MEMBERSHIP	6	3
ADD A JUNIOR MEMBERSHIP	12	22
EMPLOYEE MEMBERSHIP	7	12
TOTAL MEMBERSHIPS SOLD YEAR TO DATE	138	113
TOTAL REVENUE FOR MEMBERSHIPS YEAR TO DATE	\$77,193.50	\$46,479.98

2024 GOLF PLAY/REVENUE REPORT THROUGH JANUARY

PEORIA PARK DISTRICT								PEORIA PARK DISTRICT						
GOLF PLAY REPORT								GOLF PLAY REPORT						
THROUGH JANUARY								THROUGH JANUARY						
<u>2023</u>								<u>2024</u>						
	<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>SKILLS</u>	<u>TOTAL</u>			<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>SKILLS</u>	<u>TOTAL</u>
DAILY FEE ROUNDS	156	0	0	45	6	207		DAILY FEE ROUNDS	13	0	0	0	2	15
MEMBERSHIP ROUNDS	117	0	0	40	0	157		MEMBERSHIP ROUNDS	42	0	0	0	3	45
		\$2,038.00		\$812.00	\$30.00	\$2,880.00				\$202.00			\$8.00	\$210.00
TOTAL ROUNDS FOR MONTH	<u>364</u>					<u>364</u>		TOTAL ROUNDS FOR MONTH	<u>60</u>					<u>60</u>
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$2,880.00							TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$210.00					
TOTAL ROUNDS YTD	<u>364</u>							TOTAL ROUNDS YTD	<u>60</u>					
TOTAL DOLLARS FOR GREEN FEES YTD	<u>\$2,880.00</u>							TOTAL DOLLARS FOR GREEN FEES YTD	<u>\$210.00</u>					
<u>GOLF CARTS FOR MONTH</u>								<u>GOLF CARTS FOR MONTH</u>						
Kellogg	77	\$588.00						Kellogg	5	\$42.00				
Madison	0	\$0.00						Madison	0	\$0.00				
Newman	0	\$0.00						Newman	0	\$0.00				
TOTAL FOR MONTH	<u>77</u>	<u>\$588.00</u>						TOTAL FOR MONTH	<u>5</u>	<u>\$42.00</u>				
TOTAL CARTS YTD								TOTAL CARTS YTD	<u>5</u>	<u>\$42.00</u>				
GLC FOR MONTH								GLC FOR MONTH						
# OF RANGE BASKETS THIS MONTH	357	\$3,273.00						# OF RANGE BASKETS	277	\$ 2,181.00				
TOTAL RANGE BASKETS SOLD YTD	357	\$3,273.00						TOTAL RANGE BASKETS SOLD YTD	277	\$2,181.00				
<u>MERCHANDISE SALES FOR MONTH</u>								<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$43.75							KELLOGG	\$68.77					
MADISON	\$0.00							MADISON	\$0.00					
NEWMAN	\$17.50							NEWMAN	\$0.00					
GOLF LEARNING CENTER	\$1,316.90							GOLF LEARNING CENTER	\$750.00					
TOTAL MERCHANDISE FOR MONTH	\$1,378.15							TOTAL MERCHANDISE SALES FOR MONTH	\$818.77					
TOTAL MERCHANDISE SALES YTD	\$1,378.15							TOTAL MERCHANDISE SALES YTD						
TOTAL JANUARY GOLF REVENUE	\$61,692.35							TOTAL JANUARY GOLF REVENUE	49,811.25					
TOTAL GOLF REVENUE YTD	<u>\$61,692.35</u>							TOTAL GOLF REVENUE YTD	<u>49,811.25</u>					
								Total Revenue Compared to 2023	<u>-\$11,881.10</u>					



2023

GOLF MARKETING STRATEGY AND ANALYTICS

GOALS

Our overall goal is to execute a flexible marketing plan that's responsive to changing objectives, weather and consumer behavior.

- Retain Existing PPD Golf Members early in the year
- Increase awareness of PPD golf courses + amenities
- Other key points we want to highlight after evaluating responses from the survey

OBJECTIVES

- Communicate the value and benefits of PPD Golf Memberships and the Partner 2 Play program
- Build upon cross-collaboration methods within PPD facilities and programs
- Communicate value and benefits of PPD Golf courses including round plays, and amenities

TARGET AUDIENCE

- Adults 18+
- Golf Interest
- Peoria and surrounding communities

2023 TACTICS & RESULTS

GOLF DIRECT MAIL & E-MAIL (MAILER: MARCH; E-MAIL: MARCH & APRIL)

Target Audience:

- Adults 25+ with golf interest; zip codes 61614, 61615 61525, 61528, 61606, 61607, 61604, 61602 with HH income of \$80K
- Database of 13,001 households

E-Mail Results: *Industry Average: Views – 15-20%; Clicks – 2.5%*

- 3/27 E-Blast: Views – 2,197 (16.9%); Clicks – 145 (6.6%)
- 5/9 E-Blast: Views – 2,583 (19.9%); Clicks – 190 (7.4%)

Overall Results:

- 254 new members were individuals identified on the purchased mailing list
- 2,292 rounds of golf were individuals identified on the purchased mailing list

ROI:

- Mailer CPI (Cost per impression): ~\$0.43
- E-Mail CPI (Cost per impression): ~\$0.13

ONLINE DISPLAY (MARCH & APRIL)

Target Audience: Adults 35-64, 10-mile radius of Peoria, interest in golf

Results:

- March – 324,057; March Clicks/Website Visits – 1,182
- April – 308,454; April Clicks/Website Visits – 836

ROI: *Industry Average: CPT – \$1-\$4*

- March CPM (Cost per thousand) – \$2.68
- April CPM (Cost per thousand) – \$2.73

SEARCH MARKETING (MAY-NOV)

key words: golf classes near me, golf courses near me, public golf courses, golf classes near me, golf courses near-by, public golf courses, driving ranges near me

Results: Impressions: 6,688; Clicks: 664

ROI: *Industry Average: CTR – 6.64%; CTR (Click Through Rate): 10.99%*

OTHER MARKETING TACTICS

- TV Advertising, March- April: WEEK: 15 spots/month, :10-second and WMBD 40 spots/month, :5-second
- PPD TV Screens throughout the District
- Organic Social
- PPD E-mail Newsletter, April *Industry Average: 30% views + 2% click rate*
Database of approximately 38,341; Views – 31.2%; Clicks on golf membership – 4.2%
- Cross Promotional Opportunities: Parks on Tap, Hopscotch, PPD on the Go!, RiverPlex + PPD social, Summer of Fun, Summer Camp, Golf FORE our parks and more!

CREATIVE ELEMENTS

Thank you for Golfing
with Peoria Park District

Did you know that you can sign up today and SAVE??
Become a golf member and get **free rounds**, making it easier to get on the green and play as much as you like!

2023 Membership Rates

ADULT 27-64	\$900	JR. ADULT 18-26	\$800
SENIOR 65+	\$800	JUNIOR UP TO AGE 17	\$10
		ALL INCLUSIVE	\$2,200

PARTNER 2 PLAY
MEMBERSHIP PROGRAM

Bring a new guest* to join the club and each of you receive a reduced season membership at all four PPD Courses. The average saving is 50%!

LEARN MORE **STARTING AS LOW AS \$500**

*New guest cannot have been a Peoria Park District Golf season pass holder in 2021 or 2022.

Putting Members first in Membership

Peoria Park District Golf Memberships are affordable options for:

- Golfers who play at least 20 rounds of golf each year OR
- Golfers who require more flexibility and want to play fewer holes as their schedules allow OR
- Members under the age of 17 who can golf as much as they want for only \$10!

+ LEARN MORE

Golf the best Unlimited!
for all of 2023

Buy your Membership Today online at
Golf Learning Center
7815 N Radnor Rd | Peoria, IL 61615

For more information visit PPDGolf.org

Email

Golf Season is almost here, get The Best Deal by par!

STARTING AS LOW AS \$500

Learn how to play FORE less
When you sign up for PPD Golf Lessons!

Peoria Park District Golf Learning Center
7815 N. Radnor Rd., Peoria, IL 61615
PEORIA, IL 61615
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Golf the best Unlimited!
for all of 2023

• Kellogg • Madison
• Kellogg Executive 9 • Newman

Buy Your Membership Today online or at:
Golf Learning Center
7815 N Radnor Rd | Peoria, IL 61615

For more information visit PPDGolf.org

Direct Mail

A PPD Golf Membership is The Best Deal by par!

Learn More

PPD Email

Golf season is here

LEARN MORE

Display Advertising

Golf season is here

Learn More

Golf season is here

Learn More

2024 STRATEGY

GOALS

- Retention of existing PPD Golf Members and increase memberships and revenues from membership

OBJECTIVES

- Communicate the benefits of PPD Golf Memberships and the Partner 2 Play program
- Present rate structure as value-based

TARGET AUDIENCE

- Adults 18+ with an interest in golf in Peoria surrounding communities

MESSAGING: SPRING

- Theme - TBA; Call to action - Purchase memberships/Partner 2 Play

TACTICS:

1. Direct Mail. Database of approximately 13,000: Adults 25+ with golf interest; within purchased zip codes database plus PPD Golf Membership database. Target Mailing date: March 2024.
2. E-Mail. Database of approximately 13,000: same demographics as listed above. Did two e-mails last year. Mailing date: March 2024 & maybe April 2024.
3. Online Display Marketing. Ads that appear on a vast network of websites (including the ComScore Top 100 publishers) that reach our audience where they are. Tentative running dates: March/April 2024.
4. TV Sponsorship. WEEK TV News :10-second commercials and WMBD TV News and Programming :05-second commercials. Tentative running dates: March/April 2024.
5. Social advertisements: Utilize multiple social channels (Facebook, Instagram, SnapChat, TikTok) to appeal to the younger demographics.
6. Other tactics: Including but not limited to: PPD E-Mail newsletter (38k subscribers), website banners, search marketing, cross promotion, etc.
7. New PPD signage: Banners on Peoria Stadium field, dasher board at Owens Ice Center and new arena banner at RiverPlex.
8. Celebrate a “grand opening” of Kellogg’s new route with a press event, local celebrity golf players and more! Save the date for April 10th! More information coming soon!

Please note, this strategy does not include anything for GLC revitalization; those efforts will be contemplated, planned and shared as the project moves along.