

MINUTES OF A MEETING OF THE GOLF ADVISORY AD HOC COMMITTEE HELD AT 12:00 P.M., MONDAY, MARCH 13, 2023 AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS

MEMBERS PRESENT: Trustee and Chair Jackie Petty, Trustee and Vice Chair Timothy Bertschy, Mike Blanco, Shelley Epstein, Carol Ferino, and Phil Jordan

MEMBERS ABSENT: Bill Dunton and Clara Hooks

STAFF PRESENT: Executive Director Emily Cahill, Brent Wheeler, Matt Freeman, Jeff Heiden, Chuck Simms, Jenny Swanson, Greg Walker, and Alicia Woodworth

OTHERS PRESENT: None

1. CALL TO ORDER:

Trustee Petty called the meeting to order at 12:04 p.m.

2. MINUTES:

2.A. Approval of October 10, 2022 Meeting Minutes

Trustee Bertschy moved to approve the Committee minutes of October 10, 2022. Motion seconded by Shelley Epstein and passed on a unanimous voice vote.

3. NEW BUSINESS:

3.A. Operations Report

Greg Walker presented the Golf Play Revenue Report through February 2023. *Please see Attachment A.* Total rounds played through February 2023 was 1,444 as compared to 18 through February 2022. Cart rentals and fees are also increased for 2023 as compared to 2022. Trustee Bertschy requested a line be added to the report that shows the total revenue of all categories year to date as compared to last year to date. This would include number of carts, range baskets, and membership sales.

Trustee Bertschy asked if there are still supply chain issues that were experienced last year. Greg Walker stated that there are no longer supply chain issues associated with items needed on the operations side such as golf balls, clubs, gloves, etc. However, the cost of goods has increased. Trustee Bertschy asked if there are any demo days planned this year. Greg Walker stated many companies will only do this for organizations that actually sell their products. As such, Greg is working with Callaway to schedule a demo day at PPD.

Shelley Epstein asked if the numbers through February 2020 and 2021 (during Covid) are higher or lower than 2023. Greg Walker stated that the 2023 numbers are much higher.

3.B. Membership Report

Greg Walker presented the 2023 year to date membership report. Please see *Attachment B.* The year to date 2023 total revenue for memberships is \$208,068 representing 415 total memberships as compared to \$63,835 representing 138 total memberships year to date 2022. The large increase is partly due to warmer weather

this year. Trustee Bertschy asked that a brief description of what each membership category entails be added to the golf membership report going forward.

Trustee Bertschy asked if survey results will be reported to the committee. Greg Walker apologized that he didn't have time to do so this month but he will provide them next month.

3.C. Maintenance Report

Jeff Heiden stated that if weather permits, Newman and Kellogg will open next week. Currently, it is considered winter golf which can be difficult for the course. Winter golf is offered in order to serve our patrons and support passes year-round. Damage is expected however, as it is the "cost" of being open in the winter. Also, carts are available in the winter which can damage the course even more so.

The two new senior tees at Newman, 15 and 16, look nice and need just a little bit more time prior to opening, possibly mid-April. Work will be starting soon on the new tees at Madison, 9 on exec, 10 and 6.

Many members remarked on how nice the courses looked last year and stated that other patrons had remarked to them how beautiful and well kept they were last year. Jeff Heiden thanked everyone for the compliment and stated that the courses are on track to be just as nice this year.

3.D. Marketing Report

Jenny Swanson provided an overview of the 2023 Golf Marketing Strategy and Tactics in addition to the 2022 Golf Marketing Strategy and Analytics as a refresher that was provided last year. *Please see Attachment C.* This year's marketing strategy includes retaining existing PPD golf members early in the year, increase awareness of the golf courses and amenities, and increase membership. A mailer pushing memberships will be sent out this week. The target audience is adults 18+ that have a golf interest in Peoria and surrounding communities. Also, a few of the objectives is to communicate the value and benefits of golf memberships and the Partner 2 Play program, build upon cross-collaboration methods within PPD facilities and programs and communicate the value and benefits of PPD golf courses. Phil Jordan asked from whom the mailing list was purchased. Jenny Swanson stated she will find out and provide after the meeting.

A total of five scorecard ads have been sold totaling \$2,500. The scorecards have been redesigned with a modern branding approach. Phil Jordan stated he would like to see a digital (online) component be offered this year to accompany the print campaigns. Jenny Swanson stated that that is definitely something that is being reviewed for all of the PPD spaces and places across the District. In fact, there is currently a job opening that in part, would help leverage and enhance sales and marketing efforts.

Phil Jordan asked for the cost of this year's marketing tactics presented. Jenny Swanson stated that when the final costs are determined for each tactic, she's happy to provide to the committee. Mr. Jordan also asked the committee how is success measured. What is the definition specifically as it applies to golf, i.e., number of new golfers/memberships? Jenny stated that it is measured in several different ways. As in

marketing, it can be how many impressions/touch points and people were reached. Others are comparisons to industry averages and measuring a campaign with how many responses were received or return on investment.

Trustee Bertschy stated that not considering factors that are outside the control of marketing efforts such as weather conditions, there has to be some standard by which we can judge the success of the marketing dollars spent and he would like to know how best to do that and what does it take to achieve certain goals. Emily Cahill stated that most people are not choosing the Peoria Park District because of an ad that was posted on social media. They are choosing the District because they are talking with other patrons and hearing about the quality of the courses. What marketing does for the District is small shifts which may not be measured all at once from a particular campaign. Generally, people don't see an ad about the District's golf courses and decide to golf there. There is a lot more that goes into it which makes it challenging. If we didn't market at all, you may not see significant declines in the golfing numbers. Brand awareness is almost more important than anything else. It probably isn't a mechanism of spending a certain number of dollars with a goal of increasing a certain number of patrons. Jenny Swanson stated that that's why the results of each individual campaign and each touch point itself is measured and compared to industry standards.

Trustee Bertschy stated that maybe the question to not ask, because we can't answer it, is how many golfers does our advertising attract, but maybe we ask how many people opened the email that we sent them about golfing at PPD. In addition, research (surveys) will tell you generally what the results are and trends can be tracked over time.

4. PENDING BUSINESS:

None at this time.

5. OTHER BUSINESS:

Mike Blanco asked for an update on the new golf experience at GLC. Emily Cahill stated that the grant application is being finalized. The target to begin construction is still late spring/early summer for the inside of the building so there is no disruption in use of the driving range while the weather is nice. When the weather turns, the inside will be complete and outside work will begin. Information will be shared with the public as it progresses. The Board approved a contract with a local designer who has experience doing this sort of golf experience and they are finalizing site layout. As sections of the grant are completed, it is sent to the grant monitor so they can move it through the process piece by piece and not all at once. It will have two levels of 10 outdoor bays and inside simulators. Improvements have also been identified for the 9-hole pitch and putt as part of the project.

Shelley Epstein asked if sandwiches will be sold at the courses this year. Greg Walker stated he had a meeting last week with Avantis with details to be finalized this week in offering gondolas at all of the golf courses.

Trustee Bertschy stated that for golf operations, there are two sources of funds. One is through revenue generated through golf, and the other is the tax allocation (subsidy). Both of those, in an ideal world, would collectively completely cover the costs of golf. If it doesn't, then the

District would borrow from other funds, which is done occasionally. In the case of golf over the last 20 years, the amount that was borrowed was quite large, over \$2M. Therefore, that \$2M existed on the books as a loan from the Park District to the golf operations side of the Park District. Most of that borrowing related to the problem that existed a few years ago with the District having an excess of golf holes and resulted in the closing of golf courses approximately 5 years ago. Since then, golf operations have almost broke even. At the Board meeting this past week, the Board decided to forgive the loan with the thought being that at this point, the continued carrying of that loan had no meaning.

The Board will continue to watch this carefully, reviewing through the budget process if golf operations continues to break even, not needing an interfund loan. Trustee Bertschy went on to say that this is a critical issue for the Board. Currently, golf has regained its popularity however, if it takes a dip, we would be in a situation where we really can't be just increasing loan money because that loan does not represent real funds generated from golf operations, unless the tax subsidy were to be reallocated. We have to find a way to continue to break even in terms of the amount of money made from golf and the realistic tax subsidy that is provided to golf.

6. NEXT MEETING:

Monday, April 10, 2023 at 12:00 noon

7. ADJOURNMENT:

At 1:26 p.m. Trustee Bertschy moved to adjourn. Motion seconded by Phil Jordan and carried on a unanimous voice vote.

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Secretary to the Board

2023 GOLF PLAY/REVENUE REPORT THROUGH FEBRUARY

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
THROUGH FEBRUARY							THROUGH FEBRUARY						
<u>2023</u>							<u>2022</u>						
		<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>TOTAL</u>			<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>TOTAL</u>
DAILY FEE ROUNDS		771	0	0	45	816	DAILY FEE ROUNDS		8	0	0	0	8
MEMBERSHIP ROUNDS		588	0	0	40	628	MEMBERSHIP ROUNDS		10	0	0	0	10
TOTAL ROUNDS FOR MONTH	1,444					1,444	TOTAL ROUNDS FOR MONTH	18					18
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$10,625.00						TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$235.00					
TOTAL ROUNDS YTD	1,444						TOTAL ROUNDS YTD	18					
TOTAL DOLLARS FOR GREEN FEES YTD	\$10,625.00						TOTAL DOLLARS FOR GREEN FEES YTD	\$235.00					
<u>GOLF CARTS FOR MONTH</u>							<u>GOLF CARTS FOR MONTH</u>						
Kellogg	459	\$3,800.00					Kellogg	0	\$0.00				
Madison	0	\$0.00					Madison	0	\$0.00				
Newman	0	\$0.00					Newman	0	\$0.00				
TOTAL FOR MONTH	459	\$3,800.00					TOTAL FOR MONTH	0	\$0.00				
TOTAL CARTS YTD							TOTAL CARTS YTD						
	459	\$3,800.00						0	\$0.00				
GLC FOR MONTH							GLC FOR MONTH						
# OF RANGE BASKETS	1,537	\$ 15,447.00					# OF RANGE BASKETS	718	\$5,863.00				
TOTAL RANGE BASKETS SOLD YTD	1,537	\$15,447.00					TOTAL RANGE BASKETS SOLD YTD	718	\$5,863.00				
<u>MERCHANDISE SALES FOR MONTH</u>							<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$498.27						KELLOGG	\$0.00					
MADISON	\$0.00						MADISON	\$0.00					
NEWMAN	\$17.50						NEWMAN	\$0.00					
GOLF LEARNING CENTER	\$2,436.00						GOLF LEARNING CENTER	\$899.80					
TOTAL MERCHANDISE SALES FOR MONTH	\$2,951.77						TOTAL MERCHANDISE FOR MONTH	\$899.80					
TOTAL MERCHANDISE SALES YTD	\$2,951.77						TOTAL MERCHANDISE SALES YTD	\$899.80					

PEORIA PARK DISTRICT		
GOLF MEMBERSHIP REPORT		
YTD COMPARISON		
(JAN - FEB)		
	<u>2023</u>	<u>2022</u>
<u>MEMBERSHIP</u>		
PARTNER 2 PLAY MEMBERSHIP	147	51
ADULT MEMBERSHIP	53	12
JUNIOR ADULT MEMBERSHIP	0	0
SENIOR MEMBERSHIP	93	28
ALL INCLUSIVE MEMBERSHIP	19	9
ADD A JUNIOR MEMBERSHIP	54	25
EMPLOYEE MEMBERSHIP	49	13
TOTAL MEMBERSHIPS SOLD YEAR TO DATE	415	138
TOTAL REVENUE FOR MEMBERSHIPS YEAR TO DATE	\$208,068.00	\$63,835.00



2023

**GOLF MARKETING
STRATEGY AND TACTICS**

2023 STRATEGY

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
- Increase membership

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

OTHER ADVANCEMENT GOALS

- New Scorecards for all PPD Course including advertising opportunities.
Ordered: February 2023; Funds secured: \$2,500
- Membership Cards for all PPD Golfers
Started issuing: February 2023

Thank you for appreciated following a

Course Con...

Inside Service Staff Excellent Good Fair Poor (Pro Shop)

Outside Service Staff (Maintenance) Excellent Good Fair Poor

Marshals Excellent Good Fair Poor

Starters Excellent Good Fair Poor

May we contact you about Peoria Park District golf events? Yes No

Name: _____ Zip Code: _____

Join our email list: _____

How did you hear about us? _____

Comments: _____

Please remove this survey and return it to the comment box on the pro shop counter.

BLUE TEES											RED/GOLD TEES											P L A Y E R	M E M B E R											
329	328	326	325	323	322	321	320	319	318	317	305	304	303	302	301	300	299	298	297	296	295		10	11	12	13	14	15	16	17	18	IN	TOT	HCP
PAR 4 5 4 3 4 4 3 4 4 4 35											PAR 4 4 4 3 4 4 4 3 4 4 34 69												PAR 4 5 4 3 4 4 3 4 4 4 35											
HANDICAP 13 1 5 17 11 7 3 9 15											HANDICAP 13 1 5 17 11 7 3 9 15												HANDICAP 2 6 10 16 8 14 12 18 4											



2023 STRATEGY

MESSAGING: SPRING

- Memberships/Partner 2 Play
- Key Messages - List Rates for Memberships (Regular, Senior, Junior); Partner 2 Play, include a call out for lessons

TACTICS

- 1. Direct Mail.** Database of approximately 13,000: Adults 25+ with golf interest; zip codes 61525, 61528, 61614, 61615, 61602, 61603, 61604, 61605, 61606 plus PPD Golf Membership database. Target Mailing date: March 2023.
- 2. E-Mail.** Database of approximately 13,000: Adults 25+ with golf interest; zip codes 61525, 61528, 61614, 61615, 61602, 61603, 61604, 61605, 61606 plus PPD Golf Membership database. Did two e-mails last year. Mailing date: March 2023 & maybe April 2023.
- 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 2023.
- 4. TV Sponsorship.** WEEK TV News :10-second commercials and WMBD TV News and Programming :05-second commercials. Tentative running dates: March/April 2023.
- 5. Other tactics:** Including but not limited to: PPD E-Mail newsletter (37k subscribers), website banners, social media posts, cross-promotional signage and advertising at other PPD facilities, outdoor banners, etc.

GLC UPDATES

Shared throughout the year as needed with golf community.

FALL – FALL GOLF (IF NEEDED)

- Theme - GO! Get Out. Play.
- Key Messages – Variable rates based on time and availability

FALL/WINTER - MEMBERSHIPS/PARTNER 2 PLAY

- Theme - TBD
- Key Messages - Purchase memberships/Partner2Play, Play Card Incentive, etc.