

**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, JUNE 12, 2024 AT NEWMAN GOLF COURSE, 2021 WEST NEBRASKA AVENUE, PEORIA, ILLINOIS**

**MEMBERS PRESENT:** Trustee and Chair Timothy Bertschy, Executive Director Emily Cahill, Mike Blanco, Glenn Collier, Marshall Davis, Eric Delvo, Bill Dutton, Shelley Epstein, Carol Ferino, Phil Jordan, Matthew Kwasnik, Cam Lahart, Marli Meiss, and Randy Symonds

**MEMBERS ABSENT:** Von Clemons

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

**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 May 13, 2024 Meeting Minutes**

Bill Dutton moved to approve the minutes of the May 13, 2024 meeting. Motion seconded by Carol Ferino and passed on a unanimous Aye voice vote.

**4. NEW BUSINESS**

**4.A. Onboarding Plan**

Executive Director Cahill stated that in order to provide a consistent foundation of information from which decisions are made, an onboarding session will be presented at next month's meeting for all Golf Ad Hoc Committee members. This will be a great refresher for members that have served for quite some time and will prove to be very informative for new members. It will also provide a better, clear understanding of the Park District in general, where it is at financially, and what the strategy looks like for where the District is heading, and how golf fits into that. And more specifically, it will discuss what the role of the Golf Ad Hoc Committee is.

**4.B. Marketing Report**

Trustee Bertschy stated that marketing is very important to the District's golf program. It highlights the experience people have i.e., the quality of golf courses, the cost to play to have that experience. It's through marketing that gets people to the courses to play and keeps them there.

Jenny Swanson, Supervisor of Advancement & Communication, presented the 2024 Golf Marketing Strategy and Analytics. *Please see Attachment A.* To aid new members, the goals, objectives, and target audience is provided in the report.

**4.C. Membership & Revenue Reports**

Greg Walker presented the May 2024 Membership Report. *Please see Attachment B.* Of note is the increase of approximately 300 memberships and increase of approximately \$75k in membership revenue in May 2024 compared to May 2023.

Greg Walker presented the May 2024 Revenue Report. *Please see Attachment C.* Of particular note is the total rounds played in May 2024 of 16,720 and the total golf revenue YTD increase of \$180k as compared to YTD May 2023.

**4.D. Maintenance Report**

Jeff Heiden stated that the recent mild temperatures with low humidity make for great golf playing, it requires expensive water irrigation to maintain the greens. With the drier weather, mowing is caught up. Annual flowers are all planted. The new Kellogg exec 9 tee is now open. The Kellogg 14 tee is not quite ready to open as it looks a bit thin. It was fertilized again today and is being heavily watered, and it is anticipated it will be open for play very soon.

**5. PENDING BUSINESS**

None at this time.

**6. OTHER BUSINESS**

**6.A. Discussion: Extending Tee Boxes**

This will be discussed at the next Golf Ad Hoc Committee meeting in the context of the onboarding presentation. Executive Director Cahill pointed out that the District is very proud of the quality and many positive aspects of Park District golf. However, please keep in mind that golf operates with a significant tax subsidy. It is anticipated there may be a reduction in tax revenue across all Park District programs. She asks that everyone be good stewards of that and as everyone thinks about what they want long term, tee boxes could be part of a larger conversation for a long-term strategy and future bond issue. The flexibility that is being currently heralded, is most likely coming to an end fairly quickly. We're going to have to be thoughtful about how we sustain a budget where chemical and high maintenance costs are incurred. While golf is doing very well, please be mindful that it is still very expensive and requires public tax dollars to subsidize it.

Trustee Bertschy stated that the topic of players age 90+ play for free was presented to the Board for vote. There were many concerns raised, one of which was that it wouldn't apply just to golf, but all Park District programming.

**7. NEXT MEETING**

Monday, August 12, 2024 at 12:00 PM at Noble Center

**7. ADJOURNMENT**

At 1:05 p.m. Phil Jordan moved to adjourn. Motion seconded by Shelley Epstein and carried on a unanimous voice vote.

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Respectfully Submitted by Alicia Woodworth  
Executive Assistant and Board Secretary



# 2024

## GOLF MARKETING STRATEGY AND ANALYTICS

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### 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
- Expand membership outreach footprint
- Increase awareness of PPD golf courses
- Brand awareness

### OBJECTIVES

- Communicate the value and benefits of PPD Golf Memberships and the Partner 2 Play program
- Present rate structure as value-based
- Communicate value and benefits of PPD Golf courses - high quality recreational golf!!

### TARGET AUDIENCE

- Adults 18+
- Golf Interest
- Peoria and surrounding communities. Select zip codes including: 61525, 61528, 61614, 61615, 61602, 61603, 61604, 61605, 61606, 61550, 61548, 61535, 61571, 61529

# TARGETED MAIL & EMAIL MARKETING

## DIRECT MAILING LIST

While digital marketing has become dominant, print marketing and direct mail still hold value for businesses looking to diversify their strategies and create a memorable, personalized, and targeted impact on their audience. While this tactic tends to demand more dollars than other methods, the District still strategically utilizes these mediums as part of our efforts.

**target geography:** Select zip codes

**target audience:** Adults 25+ with an interest in golf

**postal list qty:** 23,592

**deployed:** 3/23/2024

## EMAIL MARKETING

Email is still an inescapable part of everyday life. Occasionally, the District does purchase mailing lists and utilizes third parties to target very specific demographics. In March/April, we did two targeted approaches for our Golf Membership Campaign.

**target geography:** Select zip codes

**target audience:** Adults 25+ with an interest in golf

**email list qty:** 23,592

**deployed:** 3/13/2024 and 4/25/2024

**2024 Membership Rates**

ADULT 27-64	\$925
SENIOR 65+	\$825
JR. ADULT 18-26	\$825
JUNIOR UP TO AGE 17	\$10
ALL INCLUSIVE	\$2,250

**STARTING AT \$225**

**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.

- 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!

**Golf the best Unlimited for all of 2024**

Buy your Membership online here or in-person at:  
**Golf Learning Center**  
7015 N. Radnor Rd. | Peoria, IL 61615

For more information visit [PPDGolf.org](http://PPDGolf.org)

## analytics

Launch Date	Views	Clicks	2023 Results	Industry Average	Cost Per Impression
3/13/2024	4,259 (18.05%)	309 (7.2%)	2,197 (16.9%) 145 (6.6%)	Views – 15-20% Clicks – 2.5%	\$0.09
4/25/2024	4,296 (18.21%)	268 (6.2%)	2,583 (19.9%) 190 (7.4%)	Views – 15-20% Clicks – 2.5%	\$0.09

\*Direct mail results will be calculated at the end of the season.

FRONT

INSIDE UNFOLDED

**golf**  
peoria park district

*Golf*  
with  
Peoria Park District

STARTING  
AS LOW AS  
**\$525**

**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.

\*New guest cannot have been a Peoria Park District Golf season pass holder in 2022 or 2023.

STARTING AS LOW AS  
**\$525**

**2024  
Membership  
Rates**

ADULT 27-64	\$925
SENIOR 65+	\$825
JR. ADULT 18-26	\$825
JUNIOR UP TO AGE 17	\$10
ALL INCLUSIVE	\$2,250

BACK

**golf**  
peoria park district

Golf Learning Center  
7815 N. Radnor Rd.  
Peoria, IL 61615

PEORIA STD  
U.S. POSTAGE  
PAID  
PEORIA, IL  
PERMIT NO. 547

**DID YOU KNOW...**

Starting in 2024, some health insurance companies are covering greens fees and annual golf memberships?

Check with your agency to learn more and sign up for a membership today!

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!

**Golf the best  
Unlimited** for all of 2024

- Kellogg
- Madison
- Kellogg Executive 9
- Newman

Buy your Membership today online or at:

**Golf Learning Center**  
7815 N. Radnor Rd. | Peoria, IL 61615

**golf**  
peoria park district

For more information visit [PPDGolf.org](http://PPDGolf.org)

## OTHER TACTICS

Other tactics: Including but not limited to: PPD E-Mail newsletter, website banners, search marketing, cross promotion, etc. WEEK TV News :10-second commercials and WMBD TV News and Programming :05-second commercials. New PPD signage: Banners on Peoria Stadium field, dasher board at Owens Ice Center and new arena banner at RiverPlex. Spring Swing event at Kellogg and more!

# SOCIAL

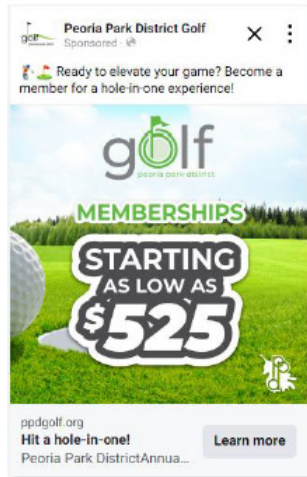
All social platforms targeted these demographics:

**target geography:** Select zip codes

**target demographic:** Adults 18+

**target audience size:** 215,600

A sample of the Facebook ads:



## analytics

Application	Reach/ Impressions	Clicks/ Swipes	CPC <i>cost per click</i>	Industry Average
Facebook and Instagram	71,582	2,494	\$0.53	CPC: \$0.50
Snapchat	153,574	1,872	\$0.51	CPC: \$0.50
TikTok	408,618	3,170	\$0.35	CPC: \$0.50

# GENERAL DISPLAY

Display Marketing works in a similar way to outdoor advertising and relies on graphics and short messages to tell a story. Our approach encompasses the dynamic capability to modify graphics strategically and direct traffic to the golf website. Executed through a comprehensive campaign, we leverage an expansive network of websites, including the ComScore Top 100 publishers, for the dissemination of display ads. Ads are continually refined and optimized based on the performance metrics derived. This medium is best used to compliment existing campaigns to maximize our marketing dollars and diversify our mediums.

**target geography:** Select zip codes  
**run dates:** March 15 - May 15, 2024



## analytics

Impressions	Visits	CPM <i>cost per mille or thousand</i>	Industry Average
303,193	346	\$3.32	Impressions: 250k CPM: \$1-\$4

<b>PEORIA PARK DISTRICT</b>		
<b>GOLF MEMBERSHIP REPORT</b>		
<b>YTD COMPARISON</b>		
<b>(JAN - MAY)</b>		
	<b><u>2023</u></b>	<b><u>2024</u></b>
<b><u>MEMBERSHIP</u></b>		
PARTNER 2 PLAY MEMBERSHIP	<b>480</b>	<b>521</b>
ADULT MEMBERSHIP	<b>127</b>	<b>130</b>
JUNIOR ADULT MEMBERSHIP	<b>6</b>	<b>4</b>
SENIOR MEMBERSHIP	<b>292</b>	<b>347</b>
ALL INCLUSIVE MEMBERSHIP	<b>42</b>	<b>39</b>
ADD A JUNIOR MEMBERSHIP	<b>272</b>	<b>438</b>
EMPLOYEE MEMBERSHIP	<b>108</b>	<b>122</b>
<b>TOTAL MEMBERSHIPS SOLD YEAR TO DATE</b>	<b>1327</b>	<b>1,601</b>
<b>TOTAL REVENUE FOR MEMBERSHIPS YEAR TO DATE</b>	<b>\$624,217.75</b>	<b>\$699,263.26</b>



## 2024 GOLF PLAY/REVENUE REPORT THROUGH MAY

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
THROUGH MAY							THROUGH MAY						
<u><b>2023</b></u>							<u><b>2024</b></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	1,845	1,809	1,736	1,598	745	7,733	DAILY FEE ROUNDS	1,816	1,820	1,755	1,498	416	7,305
MEMBERSHIP ROUNDS	936	3,608	2,001	2,300	126	8,971	MEMBERSHIP ROUNDS	1,137	3,746	2,032	2,304	196	9,415
		\$86,372.00	\$32,680.00	\$42,250.00	\$3,669.00	\$164,971.00			\$91,609.32	\$35,985.94	\$44,443.50	\$2,546.00	\$174,584.76
<b>TOTAL ROUNDS FOR MONTH</b>	<b>16,704</b>					<b>16,704</b>	<b>TOTAL ROUNDS FOR MONTH</b>	<b>16,720</b>					<b>16,720</b>
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$164,971.00						TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$174,584.76					
<b>TOTAL ROUNDS YTD</b>	<b>31,618</b>						<b>TOTAL ROUNDS YTD</b>	<b>35,674</b>					
<b>TOTAL DOLLARS FOR GREEN FEES YTD</b>	<b>\$287,425.00</b>						<b>TOTAL DOLLARS FOR GREEN FEES YTD</b>	<b>\$323,989.43</b>					
<u>GOLF CARTS FOR MONTH</u>							<u>GOLF CARTS FOR MONTH</u>						
Kellogg	4,647	\$53,210.00					Kellogg	4,902	\$60,057.33				
Madison	2,995	\$35,991.50					Madison	2,967	\$38,070.44				
Newman	2,431	\$28,109.00					Newman	2,284	\$27,992.00				
<b>TOTAL FOR MONTH</b>	<b>10,073</b>	<b>\$117,310.50</b>					<b>TOTAL FOR MONTH</b>	<b>10,153</b>	<b>\$126,119.77</b>				
<b>TOTAL CARTS YTD</b>	<b>17,897</b>	<b>\$207,957.00</b>					<b>TOTAL CARTS YTD</b>	<b>20,132</b>	<b>\$248,875.13</b>				
<u>GLC FOR MONTH</u>							<u>GLC FOR MONTH</u>						
# OF RANGE BASKETS THIS MONTH	3,606	\$ 38,803.00					# OF RANGE BASKETS	4,182	\$ 46,288.00				
TOTAL RANGE BASKETS SOLD YTD	9,440	\$99,584.00					TOTAL RANGE BASKETS SOLD YTD	10,839	\$117,092.00				
<u>MERCHANDISE SALES FOR MONTH</u>							<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$4,313.60						KELLOGG	\$6,325.04					
MADISON	\$2,481.26						MADISON	\$2,974.89					
NEWMAN	\$2,604.60						NEWMAN	\$3,394.95					
GOLF LEARNING CENTER	\$1,070.20						GOLF LEARNING CENTER	\$566.00					
<b>TOTAL MERCHANDISE FOR MONTH</b>	<b>\$10,469.66</b>						<b>TOTAL MERCHANDISE SALES FOR MONTH</b>	<b>\$13,260.88</b>					
<b>TOTAL MERCHANDISE SALES YTD</b>	<b>\$25,264.01</b>						<b>TOTAL MERCHANDISE SALES YTD</b>	<b>\$28,615.82</b>					
TOTAL MAY GOLF REVENUE	\$398,964.75						TOTAL MAY GOLF REVENUE	\$425,018.99					
<b>TOTAL GOLF REVENUE YTD</b>	<b>\$1,298,495.80</b>						<b>TOTAL GOLF REVENUE YTD</b>	<b>\$1,478,077.70</b>					
							Total Revenue Compared to 2023	<b>(+)\$179,581.90</b>					