

CITY OF NORTH SALT LAKE  
EAGLEWOOD GOLF COURSE  
OVERSIGHT COMMITTEE MEETING  
JANUARY 6, 2021

**FINAL**

Tyler Abegglen called the meeting to order at 5:00 p.m.

COMMITTEE PRESENT: John Logan, Chair  
Ryan Curtis, Vice Chair  
Roger Graves  
Court Huish  
Karen Mills  
Brian Horrocks, City Council

STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General Manager; Andrea Bradford, Minutes Secretary.

1. NOVEMBER AND DECEMBER REVIEW

Tyler Abegglen reported on November and December 2020 in comparison to 2019 and said that rounds in November 2020 were 2,711 compared to 1,613 in November 2019. Rounds in December 2020 were 519 compared to one in December 2019. He then reviewed revenues in November 2020, which were \$61,157 compared to \$28,279 in November 2019. December 2020 revenues were \$13,984 compared to \$4,158 in December 2019. He said the five year average for November was 1,750 rounds and \$31,952 in revenue and the five year average for December was 140 rounds and \$5,334 in revenue.

Tyler Abegglen then spoke on golf revenue for fiscal year 2020, which was \$563,377 compared to \$1,004,065 in fiscal year 2021 for a \$440,688 difference. He said generally November and December were not that busy but they did many promotions and discounted merchandise with \$4,323 in gift card sales for December. Mr. Abegglen also commented that these revenues only included green fees, cart fees and merchandise and did not include facility rents, banquet center, or café sales.

Tyler Abegglen reported on expenses and said the pro shop expenses were \$360,569 with a budget of \$785,900 for a difference of \$425,331. Maintenance expenses were \$255,777 with a budget of \$618,300 for a difference of \$362,523. He said the golf total was \$616,346 with a budget of \$1,404,200 with a difference of \$787,854. Mr. Abegglen said the biggest expense was employee wages.

Ken Leetham asked if this was a view of the fiscal year from July 1<sup>st</sup> to December 31<sup>st</sup>. Tyler Abegglen replied that this was correct.

## 2. 2020 ADVERTISING AND MARKETING REVIEW

Tyler Abegglen reported that only \$8,067 of the \$39,500 advertising and marketing budget had been used so far. He said he planned to do more advertising through social media, as it did not cost a lot of money, which was beneficial. Mr. Abegglen said they would continue to do billboards and Google advertising as well. There would also be more targeted advertising for corporate tournaments and events. He also spoke on the December promotion for entry into a drawing for those who left a Google review, which resulted in 185 new reviews for a total of 551 reviews.

Tyler Abegglen said they had prepared a brochure seeking sponsors for tournaments and mailed it with all the tournament packets. He said Rockstar Energy, who was a sponsor last year, was interested again this year. There were also several businesses in the City that were interested in advertising. Mr. Abegglen commented that he wanted to work on sponsored advertisements for the permanent tee post signs, which would be another source of income.

## 3. 2021 GOALS

Tyler Abegglen reported on the 2021 goals, which included 65,000 nine hole rounds compared to 62,275 rounds in 2020 for a 5% increase and \$1,550,000 in revenue compared to \$1,468,306 in 2020 for a 5% increase. Other goals included reaching a 4.8 rating on Google reviews compared to the current 4.6 rating, having 45 corporate tournaments, and increasing driving range revenue to \$75,000 compared to \$65,132 in 2020 and \$40,235 in 2019. He also spoke on utilizing e-commerce and social media to increase merchandise sales by 10% and increasing margins. Sales for 2020 were \$119,528.

Ken Leetham asked if people were already scheduling tournaments for 2021. Tyler Abegglen replied that staff had been reaching out to all those who scheduled tournaments in 2020 and 2019 and had some interest already. He said that there probably would be very few tournaments in the beginning of 2021 but he was hopeful there would be some scheduled for the spring and fall.

Roger Graves asked what restrictions were in place for tournaments due to COVID. He said now was the time to work on scheduling tournaments. Tyler Abegglen responded that social distancing, masks, etc. were still required and other adjustments could be made if necessary. He said that over 80 tournament packets had been mailed out and he wanted to send out another 100 before the end of the month.

Roger Graves asked if a food and beverage package had been put together for tournaments through George's Café. Tyler Abegglen replied that the catering menu had been revamped but no packages had been put together.

Roger Graves asked about the status between the course and the café. Ken Leetham said that staff was working on some amendments to the agreement and would meet with the Longis to make changes to the contract. He said some of the changes included incentives to be more aggressive regarding events through straight rent and possibly a third party to run the events.

Court Huish asked about a price increase. Tyler Abegglen replied that he had a tentative schedule and a preference to increase prices in the winter but there was an increase done in July. Mr. Abegglen said several neighboring courses were increasing their rates so he would stay ahead of those courses but did not want to do another increase right now. He said it would alternate between increases in green fees, cart fees, and the range. The cart lease would be completed next August and then he would do a cart fee increase the following January.

Tyler Abegglen said that most of the courses were no longer doing punch cards and rate discounts so Eaglewood would follow suit.

#### 4. 2021 TOURNAMENT SCHEDULE

Tyler Abegglen spoke on the in-house 2021 tournament schedule with UGA events including the North Salt Lake open on June 5<sup>th</sup>, Liberty Fest on July 2<sup>nd</sup>, Senior Amateur on July 22<sup>nd</sup>, and a 2-Man Scramble on September 3<sup>rd</sup>. The scramble series included Rockstar Cinco de Mayo 2 Lady Scramble on May 5<sup>th</sup>, Step Aside Scramble on August 28<sup>th</sup>, NSL Family Scramble on September 11<sup>th</sup>, and a Freak Friday Scramble on October 1<sup>st</sup>. He said the Men's Association would be Monday and Saturdays, the Senior's Association would be Tuesdays, the Junior Association would be Monday's, Ladies Day would be Wednesdays, and the Spark Golf League would be Thursday evenings.

Roger Graves asked about the NSL Open tournament and the return on investment (ROI). Tyler Abegglen replied that it would be \$100 per player for about \$3,200 after merchandise margins. He would also seek advertising for the amateur purse for about \$5,000 overall.

Court Huish asked if spectators would be invited. Tyler Abegglen replied affirmatively and said there would be caddies, families, and fairway media. He said it would be the most publicized event of the year. There would be tournament sponsorships available as well.

Tyler Abegglen showed samples of flyers for the in-house events.

## 5. EXTERIOR REMODEL PROGRESS

Tyler Abegglen reported on the exterior remodel and said JZW Architects were working on the interior event center designs with the inside renderings and plans to be completed by the end of January and presented to the Committee in February. The proposed plan would then be presented to the City Council after approval by the Committee. He said it would be a nine to twelve month process for bids and construction.

Roger Graves asked if the roof would last another year. Tyler Abegglen replied that the roof was patched in October for \$5,000 but it was a single season patch. He said the roof needed to be replaced before the next snow season.

## 6. INSIDE WINTER PROJECTS

Tyler Abegglen spoke on the winter projects, which included painting the main entrance, bathrooms, and pro shop. Other projects included new light fixtures, installing new touchless bathroom fixtures and switches, refinishing the front counter, wax and refinish the golf carts, exterior garbage can purchase, driving range and practice amenities, new tee markers, flags, and flag sticks, and new speaker system to be installed January 18<sup>th</sup>. He said staff was making the new tee markers and painting.

Mr. Abegglen showed examples of the tee markers, flags, light fixtures, and garbage cans.

Roger Graves asked how many garbage cans would be installed. Tyler Abegglen replied five cans at \$825 each. He said most exterior cans were expensive.

Roger Graves asked about branding on the garbage cans, ball washers, and tee markers. Tyler Abegglen replied that they had a branding iron, which would be used for the tee markers and range dividers. He said the garbage cans would have the course logo as well.

Roger Graves asked about winter maintenance. Tyler Abegglen said both fleet mechanics were doing maintenance now, which should be completed by the end of February. He said the rest of the staff was mostly off until the end of the month.

Roger Graves asked how many fulltime employees stayed on during the winter. Tyler Abegglen replied that there were six fulltime employees, but he was the only one really working right now as the rest had comp time to use. He said two employees were working on corporate tournaments a few hours a week.

Ryan Curtis asked about utilizing non peak times during the week and opportunities to increase business. Tyler Abegglen replied that Mondays, Tuesdays, and Thursdays were slower which

was why the league play would occur those nights. He said the focus would be growing the leagues by offering discounts and pushing memberships.

Roger Graves suggested more opportunities for families to play with the potential for pizza or movies afterward. Tyler Abegglen replied that they had looked at doing a family movie night on the range. He said the goal was for all residents to know that there was a golf course and event center in the City.

Ryan Curtis also asked about changes for the pro shop in 2021 beyond higher margins and lower priced goods. Tyler Abegglen responded that the existing ladies gear had not sold well so he utilized his contacts and ordered lower cost merchandise that was still nice quality but less expensive.

Ryan Curtis asked about gift cards. Tyler Abegglen said they sold over \$5,000 worth of gift cards in December including over 75% sold online.

Ryan Curtis inquired about winter revenue opportunities. Tyler Abegglen replied that there were four golfers today but he would like to look into a golf simulator, renting the downstairs offices, and some opportunities for the café on the weekends.

John Curtis asked if there were any opportunities for the Committee to help. Tyler Abegglen said there was a need for help with painting or making the tee markers.

#### 7. OPEN DISCUSSION BY COMMITTEE

John Logan commented that the Committee would be meeting on the second Wednesday of each month.

#### 8. ADJOURN

The meeting was adjourned at 6:00 p.m.

*The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday February 10, 2021 by unanimous vote of all members present.*



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Linda Horrocks, City Recorder