

CITY OF NORTH SALT LAKE
EAGLEWOOD GOLF COURSE
OVERSIGHT COMMITTEE MEETING
APRIL 14, 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
Karen Mills
Brian Horrocks, City Council

EXCUSED: Court Huish

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

1. WELCOME

Roger Graves asked how many days were not playable in March. Tyler Abegglen replied that it was approximately half the month and said there were 15 days when the course was able to be open.

2. MINUTES APPROVAL

The Golf Committee minutes of March 10, 2021 were reviewed and approved.

Committee Member Logan moved to approve the March 10, 2021 minutes as written. Committee Member Mills seconded the motion. The motion was approved by Committee Members Logan, Graves, Mills, and Horrocks. Committee Members Curtis and Huish were excused.

3. REVENUE UPDATE

Tyler Abegglen reported that COVID started to come into effect in March 2020 but rounds were still 1,140 and revenue was \$18,656. Rounds for March 2021 were 1,910 with \$72,222 in revenue, which was significantly more than the five year average for March at \$21,757.

Ryan Curtis arrived at 5:10 p.m.

Tyler Abegglen compared fiscal year (FY) 2020 revenues of \$584,089 to FY 2021 at \$1,101,527 for a difference of \$517,438. He then provided April 2020 data with 4,163 in rounds and \$65,835 in revenue. The goal for April 2021 was 6,800 rounds and \$110,000 in revenue with the actual month to date numbers of 3,718 in rounds and \$105,403 in revenue. The five year average for the month of April was 3,578 rounds and \$75,433 in revenue. April merchandise sales were \$9,900 and driving range sales were \$8,007. He said there was a sales incentive for staff to meet \$15,000 in sales for the month. Golf revenue for FY 2020 as of April 13th was \$600,068 compared to \$1,209,930 in FY 2021 for a difference of \$609,862.

4. ASSOCIATION UPDATE

Tyler Abegglen reported on the Men's Association and said play started on April 5th. He said a lot of social media and advertising had been done to get members signed up. Currently there were 65 members with 35 of those being new members. There were 52 members in 2020 and 29 members renewed for this year. He said a free men's association round was being used as an incentive if a member brought in a new sign up. This meant they paid \$30 to sign up and then received \$30 worth of golf. Mr. Abegglen explained that the purpose was to gain a customer that would start to spend money at the course.

5. CORPORATE TOURNAMENT AND EVENT UPDATE

Tyler Abegglen reported that there were 27 corporate tournaments booked for 2021. Several of the spring tournaments had been canceled due to COVID. He said there was hope that more tournaments would be booked for June, July and August as COVID restrictions relaxed. He said the five year average was 55 tournaments a year.

Mr. Abegglen said that there were 31 events booked at the event center with the majority occurring before June. He said that the café and event center would be busy this year especially with new bookings that were starting to occur for late summer and fall.

Roger Graves asked if the majority of these events were weddings. Tyler Abegglen replied that 75% of the bookings were weddings, receptions or lunches. He said they also had several conferences and other events booked as well.

Ryan Curtis asked how people were finding the event center and who was in charge of that. Tyler Abegglen replied that the "how did you find us" question was part of the form and the majority were from Google.

John Logan asked about the revenue split between the golf course and the café. Tyler Abegglen replied that previously it was 70% for the City and 30% to the café. He said this caused some issues when customers wanted to bring in outside catering so it was determined that the fee

would then be split 50/50 with the City and the Longis. If customers used the café for catering it would remain a 70/30 split.

Roger Graves asked if customers who used outside catering had to pay a higher user fee. Tyler Abegglen responded that this had not been implemented for event space rentals but was used for tournaments.

Council Member Horrocks commented that in some cultures, the food was an important part of an event and this was a good way to cater to the niche market as some hotels would not allow for outside catering.

Roger Graves asked if there were still restrictions required by the Davis County Health Department for golf and event center bookings. Tyler Abegglen replied that they were still encouraging social distancing and the use of masks.

Roger Graves asked if there had been an increase in golf tournament bookings as COVID restrictions had been relaxed. Tyler Abegglen responded that June and August were becoming busy but historically events in July were minimal due to the heat. He said if restrictions did not lift in Salt Lake City/County soon that some of those tournaments might come to the City.

Roger Graves said it was a balancing act to show that Eaglewood was respecting COVID restrictions while remaining open for events and play. Tyler Abegglen replied that they sent out over 100 flyers to local businesses and those who had done past tournaments to let them know the course was open.

Tyler Abegglen then reported on advertising and marketing updates. He said he would be happy to share the Google analytics with Committee Members that were interested. Mr. Abegglen explained that there were ads for the event center, afternoon specials, general play, junior golf, the Men's Association, and the Spark Golf League.

Tyler Abegglen said they were running a Google review giveaway for free golf to try and surpass or at least tie with Bountiful Ridge Golf Course on ratings.

Ken Leetham asked if Tyler received the notifications on the reviews. Tyler Abegglen replied that he reviewed all the reviews and responded to any that were negative as this helped the Google ratings. He said the golf course now had almost 600 reviews so any negative reviews should not affect the rating.

John Logan asked in regards to the negative reviews. Tyler Abegglen responded the one complaint that stood out in his mind was a customer who was upset about not being able to use a voucher on the weekend. He said they also complained about slow play and an over packed course.

Roger Graves asked if anyone had complained about course conditions this year. Tyler Abegglen replied he had not received any complaints. He also said they did not offer any spring/winter discount rates.

Roger Graves said Bountiful Ridge raised their rates and asked if players were coming to play at Eaglewood because of this. Tyler Abegglen replied that Eaglewood was on par with Bountiful and would adjust rates this year. He said Eaglewood opened earlier so they may have poached a few players that way.

John Logan mentioned dynamic pricing and said that many of the courses in Arizona had implemented this. Roger Graves said many of the resort courses were using dynamic pricing.

Tyler Abegglen said he was reviewing different point of sale (POS) systems that offered dynamic pricing as well as marketing tools to promote peak times.

Ryan Curtis asked if dynamic pricing was implemented what times would the fees be increased or decreased. Tyler Abegglen replied that Friday, Saturday and Sunday mornings before 11 a.m. were peak times. He felt customers would pay more to play during the weekend mornings especially if other courses also used dynamic pricing. Mr. Abegglen said it would take some trial and error as well as potentially charging more on days when neighboring courses were holding tournaments.

Roger Graves suggested keeping it as consistent and simple as possible for the public especially as golf course operations were currently flourishing. Tyler Abegglen replied that it would probably be more beneficial to promote off peak times and potentially offering a discount then.

Ken Leetham commented that the City's customers were different from those in Phoenix as people actually went there specifically to golf.

Mr. Abegglen showed examples of the current advertisements, which included the Men's Association opening social tournament, Junior Golf Camps, and the North Salt Lake Open.

Tyler Abegglen also reported that he met with an architect on concepts for new construction and partial new construction. The Committee could then decide what to recommend to the City Council.

Roger Graves asked for a brief overview of the current golf course conditions, the irrigation system, and seasonal hiring. Tyler Abegglen replied that they were able to hire back most of the regular help including six high school students. He said there were a couple sprinkler heads that needed some repair as well as a pump that needed to be fixed but there were no leaks or major

repairs needed for the irrigation system. Mr. Abegglen also commented that he was helping in the pro shop, which saved \$30,000 in wages.

Tyler Abegglen said overall the golf course conditions were good. He said they might begin watering the course this weekend depending on the weather. Karen Mills commented that Eaglewood's course was probably the best in the valley right now.

Tyler Abegglen commented that the greens were in good shape and had been fertilized.

Roger Graves asked if staff was helping to recruit tournaments and events or if Tyler was managing this on his own. Tyler Abegglen replied that Brent Moyes was handling this as he had relationships in place.

Roger Graves asked who was running the Men's Association. Tyler Abegglen replied that he and John Broberg were managing this and that John would be the contact for this. He said they would be pushing Ladies Day on Wednesdays.

Roger Graves asked Karen Mills how to convince more women to join the Ladies Association. Karen Mills replied that more women would have to be convinced to play Eaglewood as it was a challenging course.

Tyler Abegglen felt there were a couple components to establishing a good association including key members outside of the golf course employees, making it a social event, and having events to create that atmosphere.

Tyler Abegglen reported that there were over 40 youth signed up for the Junior League, which would start on June 14th.

Council Member Horrocks commented that he was very impressed with the progress that Tyler was making and said it was an exciting time for the golf course. Tyler Abegglen said it was great to see the progress but there were still some facility improvements and other amenities that were needed.

Council Member Horrocks said that it would be easier for the City Council to approve upgrades with the progress that had been made.

Ryan Curtis commented that the ability to add a partner when making a tee time as well as the text alerts were nice features. Tyler Abegglen replied that some of the POS systems he was reviewing had those features.

6. ADJOURN

The meeting was adjourned at 5:40 p.m.

The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of North Salt Lake on Wednesday May April 12, 2021 by unanimous vote of all members present.



Linda Horrocks, City Recorder