



CITY OF NORTH SALT LAKE

EAGLEWOOD GOLF COURSE OVERSIGHT COMMITTEE MEETING NOTICE & AGENDA

May 8, 2024
5:00 P.M.

Notice is given that the City of North Salt Lake Eaglewood Golf Course Oversight Committee will hold a meeting on the above noted date and time in the Council Conference Room located at City Hall, 10 East Center Street, North Salt Lake, Utah. Some members may participate electronically.

The following items of business will be discussed; the order of business may be changed as time permits.

AGENDA ITEMS

1. Welcome
2. Approval of Minutes for February 28, 2024
3. April Review
4. Fiscal Year 2023 Review
5. Simulator Update
6. Discussion on 2025 Rates
7. Adjourn

Golf Committee meetings are open to the public. If you need special accommodation to participate in the meeting, please call (801) 335-8709 with at least 24 hours' notice.

Notice of Posting:

I, the duly appointed City Recorder for the City of North Salt Lake, certify that copies of the agenda for the Eaglewood Golf Course Oversight Committee meeting to be held **May 8, 2024** were posted on the Utah Public Notice Website: <https://www.utah.gov/pmn/>, City's Website: <https://www.nslcity.org>, and at City Hall: 10 E. Center St. North Salt Lake.

Date Posted: May 7, 2024


Wendy Page, City Recorder



1 CITY OF NORTH SALT LAKE
2 EAGLEWOOD GOLF COURSE
3 OVERSIGHT COMMITTEE MEETING
4 ANCHOR LOCATION: CITY HALL
5 10 EAST CENTER STREET, NORTH SALT LAKE
6 FEBRUARY 28, 2024

7
8 **DRAFT**
9

10 Roger Graves called the meeting to order at 5:00 p.m.

11
12 COMMITTEE PRESENT: Roger Graves
13 Court Huish
14 Karen Mills
15

16 EXCUSED: Jonh Logan, Chair
17 Lisa Watts Baskin, City Council
18 Ron Jibson
19

20 STAFF PRESENT: Ken Leetham, City Manager; Tyler Abegglen, Golf Course General
21 Manager.
22

23 1. APPROVAL OF MINUTES
24

25 The Golf Committee minutes of October 11, 2023 were reviewed and approved.
26

27 **Committee Member Graves moved to approve the minutes as written for October 11, 2023.**
28 **Committee Member Mills seconded the motion. The motion was approved by Committee**
29 **Members Graves, Huish, and Mills.** Committee Members Jibson, Logan, and Councilmember
30 Baskin were excused.
31

32 2. WINTER REVENUE
33

34 Tyler Abegglen reported on revenues for December through February with \$10,965 for the
35 simulators, \$56,097 for the Grill, \$58,517 for the event center, and \$5,002 for merchandise. He
36 said the total revenue for simulator memberships sold was \$22,500.
37

38 Mr. Abegglen shared fiscal year revenues from July 2023 through February 2024 with projected
39 amounts which were determined from the last three year averages and included green fees of
40 \$759,802 (projected \$1,225,800), cart fees of \$373,019 (projected \$596,834), driving range at
41 \$76,348 (projected \$139,263), and merchandise at \$243,524 (projected \$370,000). He reported
42 revenues for fiscal year 2023 July through September were \$1,245,490 compared to fiscal year

43 2024 July through September of \$2,000,309. He projected 73,500 rounds for the fiscal year and
44 revenues of \$3,237,237.

45
46 Roger Graves asked if the projected 73,500 rounds would be 18 or 9 hole rounds. Tyler Abegglen
47 replied that it was 9 hole rounds. He said the previous high in a calendar year was 70,800 in 2021
48 and 71,000 in fiscal year 2007. The total number for these rounds included tournament play.

49

50 3. SIMULATORS

51

52 Tyler Abegglen reported on the simulators and provided key figures with 1 twelve month
53 membership, 9 six month memberships, and 49 one month memberships. He indicated fiscal year
54 2023 to 2024 showed a 23% decrease in revenue, fiscal year 2023 to fiscal year 2024 saw a
55 138% increase in usage, and fiscal year 2023 had 113k strokes compared to 269k strokes in fiscal
56 year 2024. He said that the plan was to transition back to six month memberships with a potential
57 for three month memberships which would result in more revenue and less play with decreased
58 wear and tear on the equipment.

59

60 Roger Graves asked if the revenues were enough to cover the cost of one simulator. Tyler
61 Abegglen said the build out cost was \$110,000 and last year they had revenues of \$52,000.

62

63 Court Huish commented that the remodel with food and beverage options would bring in at least
64 \$100,000 in revenues each year.

65

66 The Committee discussed topics related to the simulator area including pests, creating an
67 entertainment area, food and beverage, lessons, and club fittings.

68

69 Tyler Abegglen spoke on the renovation of the simulator area and said the previous tenant,
70 Bowthorpe Insurance, was gone and staff was obtaining quotes for demolition (estimated \$7,000
71 to \$10,000). He mentioned adding a putting green area, seating area with bar, shuffleboard, and
72 golf arcade games. Mr. Abegglen said the new Trackman system would be \$21,000 to \$30,000
73 and could be added at a later date.

74

75 Roger Graves asked about the potential size of the putting green area. Tyler Abegglen replied
76 that it would be 12 feet by 8 feet or 15 feet by 10 feet.

77

78 Court Huish spoke on the shift to a more social experience and suggested keeping this in mind
79 while designing the simulator area. Tyler Abegglen said that this was what he was hoping to
80 capture with the Gateway Parks snow tubing opportunity.

81

82 Tyler Abegglen commented that he would like to have the demolition and renovation completed
83 by early winter 2024.

84

85 4. 2024 GOALS

86

87 Tyler Abegglen spoke on the 2024 revenue goals which included \$3,000,000 in total revenue,
88 \$500,000 for the Grill, \$350,000 in merchandise, \$200,000 for the event center, \$150,000 for the
89 driving range, \$50,000 for the golf simulator, \$20,000 in sponsor and ad revenue, with operating
90 income of \$250,000.

91

92 The 2024 operational goals were 70,000 rounds (calendar year), 60 golf tournaments, 80 events,
93 200 Men's Association members, 100 Women's Association members, 100 Junior Golf Club
94 members, 500 golf lessons, an equipment purchasing plan, targeted Instagram/Facebook ads, and
95 a positive team culture.

96

97 5. UPCOMING EVENTS

98

99 The Committee had a discussion on The Grill including menu offerings for events, tournaments,
100 and fine dining.

101

102 Tyler Abegglen mentioned several recent events including a cider pairing, a Valentine's dinner,
103 and a seven course drink and food pairing. He said so far there were 37 scheduled events in 2024
104 (81 in 2023) and 44 scheduled tournaments in 2024 (67 in 2023). Mr. Abegglen commented that
105 even with a price increase and a new requirement for 12 hour bookings on the weekends he
106 hoped to still have a similar number of events/tournaments compared to last year.

107

108 6. COMMUNITY EVENTS-DINNERS

109

110 Tyler Abegglen reported upcoming events included Easter, Mother's Day, and Father's Day
111 brunches, Breakfast with Santa, live music, and other food pairing/tasting events. He noted there
112 were several other scheduled tournaments throughout the year including the NSL Family
113 Scramble and Oktoberfest tournament.

114

115 7. LONG TERM PROJECTS

116

117 Tyler Abegglen reported on several long term projects through 2030 and showed the schedules
118 for tee boxes, irrigation, roadways, and buildings with a start date, estimated cost, and estimated
119 hours.

120

121 Roger Graves asked about the irrigation system status. Tyler Abegglen replied that the irrigation
122 system was in good shape. He said some of the larger valves could be exchanged now with a 30
123 year lifespan but would have to be replaced when the entire irrigation system was redone.

124

125 Tyler Abegglen commented that he anticipated replacing the full irrigation system in 2034 at an
126 estimated cost of \$3 million.

127 8. DISCUSSION ON OPERATIONS

128

129 Tyler Abegglen focused on future growth of the event center, The Grill, turf center, and pro shop
130 which would be slow and calculated. This included a need for additional staff in all areas such as
131 an event manager, seasonal/interns for the PGA program, The Grill, and Turf Center (mechanic).

132

133 Karen Mills asked if there was a specific program for both PGA and golf course management.

134 Roger Graves spoke on interns and PGA and golf superintendent programs. Tyler Abegglen said
135 staff would look into a golf superintendent program.

136

137 9. COMMITTEE MEETING DATES FOR 2024

138

139 Tyler Abegglen proposed the following Golf Committee meeting dates in 2024 of May 8th, July
140 10th, October 9th, and January 8th, 2025.

141

142 10. PROPOSED BUDGET FOR FISCAL YEAR 2025

143

144 Tyler Abegglen shared an overview of what was on the budget for this year and the upcoming
145 fiscal year. He said once the tentative budget was approved by City Council he would send that
146 to the Committee.

147

148 Roger Graves asked if the parking lot repaving would still occur this year. Tyler Abegglen
149 replied that the project should go out to bid in the next few weeks. He hoped the project would
150 occur by May this year.

151

152 Tyler Abegglen reviewed expenses which included items related to employees, overtime,
153 operating supplies (fertilizer, tools, etc.), landscaping, vehicles, machinery/equipment, and
154 advertising.

155

156 The Committee discussed several of the employees that may retire soon, focus for the 2024
157 season (The Grill, event center), if there was a feedback/evaluation system for customers to fill
158 out after tournaments and events, and the Trackman system.

159

160 11. ADJOURN

161

162 The meeting was adjourned at 6:31 p.m.

163

164 *The foregoing was approved by the Eaglewood Golf Course Oversight Committee of the City of*
165 *North Salt Lake on Wednesday May 8, 2024 by unanimous vote of all members present.*

166

167

168 _____
Wendy Page, City Recorder

Golf Committee Meeting

MAY

April Revenue

2024

- Green Fees - \$169,350
- Cart Fees - \$81,245
- Driving Range – 20,806
- Merchandise - \$32,289
- *Event Center- \$16,920
- Food and Beverage - \$46,528
- **Total - \$365,624**

2023

- Green Fees - \$90,675
- Cart Fees - \$41,188
- Driving Range - \$14,123
- Merchandise - \$19,759.71
- Event Center- \$24,860
- Food and Beverage - \$18,412
- **Total - \$227,210**

Fiscal Year

July – April

Key Figures:

- Green Fees – \$915,936 (Projected - \$1,287,936)
- Cart Fees - \$448,570 (Projected - \$630,570)
- Driving Range - \$105,531 (Projected – \$153,494)
- Merchandise - \$292,220 (Projected - \$388,000)
- Food and Beverage - \$420,702 (Projected - \$554,702)

- FY '23 July thru September = \$1,500,173
- FY '24 July thru September = \$2,510,233
- Projecting 78,916 Round for the Fiscal Year and \$3,409,013

Simulator Update

- Lighting
- Flooring
- Putting Green
- Fixtures



2025

Weekday Weekday Weekend Weekend

Course 9 Hole Walking 18 Hole Walking 9 Hole Walking 18 Hole Walking 9 Hole Cart 18 Hole Cart Senior 9 Senior 18 Junior 9 Junior 18

Eaglewood	20	40	20	40	10	20			12	24
Bountiful Ridge	18	36	21	42	10	20			12	24
Lakeside	15	28	17	34	10	18	13	26	11	22
Davis Park	15	30	17	34	9	18			10	20
Valley View	15	30	17	34	9	18			10	20
The Ridge	18	36	18	36	10	20	14	28	9	18
Bonneville	22	44	22	44	10	20	19	38	11	22
Glendale	19	38	19	38	10	20	16	32	10	20
Mt. Dale	25	44	25	44	10	20	22	38	11	22

Fee Type	Old Rate Pre Tax	Tax	Posted Rate	New Rate With Tax	Net Increase
9 Hole Regular Rate	\$ 18.65	\$ 1.35	\$ 20.00	\$ 21.45	\$ 2.80
18 Hole Regular Rate	\$ 37.30	\$ 2.70	\$ 40.00	\$ 42.90	\$ 5.60
Youth On Course	\$ 4.66	\$ 0.34	\$ 4.66	\$ 5.00	-
Juniors	\$ 11.19	\$ 0.81	\$ 12.00	\$ 12.87	\$ 1.68
Women's and Men's Assoc.	\$ 13.99	\$ 1.01	\$ 15.00	\$ 16.09	\$ 2.10
Punch Card Rate	\$ 13.99	\$ 1.01	\$ 17.50	\$ 18.77	\$ 4.78
9 Hole Cart Fees	\$ 9.33	\$ 0.68	\$ 10	\$ 10.73	\$ 1.40
18 Hole Cart Fees	\$ 18.65	\$ 1.35	\$ 20	\$ 21.45	\$ 2.80
Private Cart Fees	\$ 9.33	\$ 0.68	\$ 10	\$ 10.73	\$ 1.40
Tournament Tuesday & Wednesday	\$ 6,526.81	\$ 473.19	\$ 7,000.00	\$ 7,507.50	\$ 980.69
Tournament Thursday & Friday	\$ 7,459.21	\$ 540.79	\$ 8,000.00	\$ 8,580.00	\$ 1,120.79
Tournament Saturday & Sunday	\$ 11,188.99	\$ 811.20	\$ 11,000.00	\$ 11,797.50	\$ 608.51
Corporate	\$ 13.99	\$ 1.01	\$ 15.00	\$ 16.09	\$ 2.10
10 Round Punch Card Rate	\$ 139.86	\$ 10.14	\$ 175.00	\$ 187.69	\$ 47.83
20 Round Range Card Rate	\$ 93.24	\$ 6.76	\$ 125.00	\$ 134.06	\$ 40.82
*1 Range Token	\$ 5.60	\$ 0.41	\$ 8.00	\$ 8.58	\$ 2.98
*2 Range Tokens	\$ 9.33	\$ 0.68	\$ 14.00	\$ 15.02	\$ 5.69
Simulator Hourly	\$ 18.65	\$ 1.35	\$ 30.00	\$ 32.18	\$ 13.53

9 Holes w/ Cart	\$ 32.18	\$ 27.98	\$ (4.20)
18 Holes w/ Cart	\$ 64.35	\$ 55.95	\$ (8.40)

GOLF COURSE RATES - 2025

RATES STAY THE SAME AND EXCLUDE TAX

Fee Type	9 Walking		Tax		18 Walking		Tax		9 w/ Cart		Tax		18 w/Cart		Tax		Days Available
Regular Base Rate	\$	21.00	\$	1.52	\$	42.00	\$	3.05	\$	31.00	\$	2.25	\$	62.00	\$	4.50	Everyday
Youth On Course	\$	4.66	\$	0.34	\$	9.23	\$	0.67	\$	15.39	\$	1.12	\$	30.68	\$	2.22	M-W Only
Juniors	\$	12.00	\$	0.87	\$	24.00	\$	1.74	\$	22.00	\$	1.60	\$	44.00	\$	3.19	M-W Only
Women's and Men's Assn	\$	15.00	\$	1.09	\$	30.00	\$	2.18	\$	25.00	\$	1.81	\$	50.00	\$	3.63	\$25 - \$50 / W ONLY
Punch Card Rate	\$	15.00	\$	1.09	\$	30.00	\$	2.18	\$	25.00	\$	1.81	\$	50.00	\$	3.63	<u>Anytime Excluding Holidays</u>
Cart Fees									\$	10	\$	0.73	\$	20	\$	1.45	<u>Anytime</u>
Private Cart Fees									\$	10	\$	0.73	\$	20	\$	1.45	<u>Anytime</u>

Corporate Tournament Rates	Full Shotgun - 80 or More			Half Shotgun 80 or Less Players			Per Person Rate					
			Tax			Tax			Tax			
Tuesday and Wednesday	\$	7,500	\$	543.75	\$	4,000	\$	290.00	\$	65	\$	4.71
Thursday and Friday	\$	9,000	\$	652.50	\$	5,000	\$	362.50	\$	65	\$	4.71
Saturday	\$	12,000	\$	870.00		N/A					N/A	

Tournaments Include \$500 and \$1,000 Back in Pro Shop Credits

Afternoon Special - \$25/\$50 (Friday-Sunday after 2:00) Tax will be added

DYNAMIC PRICING WILL ADJUST +/- 10% OF REGULAR RATE

City Employee	\$	-	\$	-	\$	-	\$	-	Anytime Excluding Holidays
Corporate	\$	-	\$	-	\$	25	\$	50	M-TH Anytime, F-SU after 2:00
Eaglewood/PGA Comp	\$	-	\$	-	\$	-	\$	-	M-TH Anytime, F-SU after 2:00

PUNCH CARD RATES

	Cost	Tax
10 Round Punch Card Rate	\$ 175.00	\$ 12.69
20 Round Range Card Rate	\$ 125.00	\$ 9.06

DRIVING RANGE

	Amount	Tax
1 Range Token	\$ 8.00	\$ 0.58
2 Range Tokens	\$ 14.00	\$ 1.02

SIMULATOR RATES - Tax Already Excluded

	3 Month	6 Month	12 Month	Hourly
Simulator Membership	\$ 700.00	\$ 1,200.00	\$ 2,000.00	\$ 30.00

EVENT CENTER RATES - No Tax

	6 Hour Rental	12 Hour Rental	Additional Hours
Event Center Rental	\$ 2,800.00	\$ 3,600.00	\$250 an Hour

12 Hour Rental is from 10 am to 10 pm
20% Discount for all North Salt Lake Residents

- \$300 Fee for Ceremony**
- \$500 Non-Refundable Deposit
- \$500 Alcohol Deposit
- \$500 Refundable Damage/Cleaning Deposit
- No Outside Food or Beverages - Catering

Questions or Comments?