

MINUTES

**City of Modesto
Golf Courses Advisory Committee
Tenth Street Place
1010 10th Street, Room 3001
Modesto, California
August 2, 2017
8:00 a.m.**

PRESENT: Harold Aycock, Maria Arevalo, Shirley Keyser, Tami Krauss, Laurie Salvi, and Susan Williams

ABSENT: Nancy Norton

STAFF: City Staff: Jessica Franco, Laurie Smith, Diane Sheatsley, and Bob Quintella

GUESTS: Scott Dickson (BrightView), Kevin Neal (BrightView), Larry Alvarado (KemperSports), John Griston (The First Tee), and Sandy Dieker (Guest)

I. CALL TO ORDER

Committee Chair Aycock called the meeting to order at 8:01 a.m.

II. APPROVAL OF MINUTES

ACTION: Motion (Keyser/Krauss 5/0) approving the minutes from the May 17, 2018 meeting.

III. WRITTEN COMMUNICATIONS

None.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

A. BrightView

Scott Dickson presented the report (attached). The Committee and others had several follow up questions:

Maria Arevalo asked if there was any progress on closing the gates at night. Bob Quintella said that no action had been taken yet and that he would check into the cost of gates and enforcement and report back at the next meeting. He reiterated that gates were in place in the past, but people drove through them and also threatened the City with lawsuits. He also confirmed that use of the DID planters were considered as a deterrent but are not practical at this site.

Harold Aycock asked if they water the course at night and if so, could crews lock up? Scott Dickson confirmed they do not water at night.

Bob Quintella inquired if the dry brush at Creekside had been picked up? Scott Dickson reported they are working with City composting for collection and removal.

B. KemperSports Report

Larry Alvarado presented the report (attached). The Committee had the following follow up questions:

Maria Arevalo asked if annual passes can be purchased with credit cards. Larry confirmed that they can and a 2.4% service charge will be added on all credit card purchases beginning on September 1, 2017. He reported that they do not accept checks, except for large groups.

Harold Aycock asked what credit card charges are excluded from the 2.4% service charge? Laurie Smith reported parking and utility transactions are not included yet.

C. The First Tee Report.

John Griston presented the report (attached).

Shirley Keyser commented that there were only two benches to sit on at Muni and that more benches are needed. John Griston said there are a total of three benches on the course and they are putting backings on them.

D. City Staff Report

Laurie Smith presented the financial reports (attached). She noted the Golf Fund Budget is dated through June 30, 2017 but the final numbers are not out yet. Overall 91% of the project revenues were attained leaving a shortage of \$148,000. The General Fund subsidy was budgeted at \$747,000 but ended up being \$895,000 creating an additional \$150,000 deficit. She and Cindy Birdsill met with George Petrulakis and Ron Jackson, appointees of the 100-Day Budget Review Committee, to review the draft budget showing the true operating expenses for the current fiscal year, history, and landmark status. They will be meeting again with BrightView and KemperSports to discuss golf trends, maintenance, capital improvements and get feedback about what their recommendations will be included in the Council Workshop on golf which has not been scheduled yet. Bob Quintella added that the City of Stockton is going through the same thing. Finally, the City is exercising a formal interest in a one-year extension with BrightView.

The Committee had the following follow-up questions:

Maria Arevalo asked for, and Laurie Smith provided, clarification on the direct charge agreement, ISF, and debt service expenditures.

Harold Aycock asked if the City has received anything from FEMA. Laurie Smith reported that Jessica Franco and Scott Dickson have conducted two walk-throughs with FEMA and is still waiting on the recovery.

Laurie Salvi stated that the SIRS are scheduling for next year and what to keep Dryden and Creekside in their schedule. Laurie Smith said there is no reason not to.

VI. ORAL COMMUNICATIONS

Tami Krauss informed the Committee that the Muni Niners are sponsoring a teaching clinic at NorCal Performance Center for young ladies in the middle of August. John Griston said that The First Tee could assist with sponsorships next year.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. ADJOURNMENT

The meeting was adjourned at 8:53 a.m. The next meeting will be on Wednesday, September 20 at 8:00 a.m. Diane Sheatsley will poll for attendance.

BrightView

City of Modesto
Golf Course Advisory Committee Report
Aug 2, 2017

Creekside

1. Cars have driven on a couple greens and the driving range tee but minimum damage
2. Greens are in good condition. Crabgrass under control much better than last year.
3. Disease on the new sod on #8 called fairy ring. Will be applying a new chemical called Fame later this week.
4. Brush pile behind shop caught on fire last month
5. Fire in 16 green cup on Monday night

Dryden

1. Greens are in good condition. Much less puffiness compared to last year
2. Several large tree branches down. Waiting on forestry division to remove
3. Fires along 18 fence line. Spent over a week cleaning long weeks, overgrown brush, and low hanging limbs
4. Gophers under better control compared to last year
5. Trail along river being reestablished

Mod Muni

1. Greens are in good condition. Also, less puffiness than last year
2. Continue to fight the gopher
3. Large branch down and waiting on forestry

8/2/17

KemperSports – Golf Advisory Committee Report

Prepared by: Kelly Smith – General Manager

Presented by: Larry Alvarado – PGA Class A Head Professional

Following you will find information regarding Creekside and Dryden Park Golf Courses dating back to the last Golf Course Advisory Committee Meeting held on May 17th, 2017. If you have any questions or concerns regarding this information, or any other subjects, please feel free to reach out to me via email, phone, or in person.

(209) 571-5123

kellysmith@kempersports.com

City Championship – The Modesto City Championship was hosted at Creekside and Dryden Park Golf Courses on Saturday, June 10th and Sunday, June 11th. A field of 142 players from throughout the state, and even out of state participated in what was another great event. A one hole playoff including two of our areas top local players decided the City Champion. Participants, and spectators, comments were once again very positive.....great course conditions, staff, and overall smoothness of how the event ran were the topic of many comments.

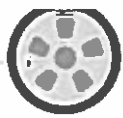
George Maroney Junior – The George Maroney Junior was hosted at Creekside and Dryden Park Golf Courses on Wednesday, July 12th and Thursday, July 13th. A field of 104 junior golfers ranging from 6 to 17 years of age participated in this JGANC MAJOR points event. Once again this event proved to be one of the premier events on the JGANC schedule. A special thanks goes out to the JGANC, and local volunteers for helping making this event such a success.

KemperSports Player Development Month – June was KemperSports Player Development Month.....our professional staff provided FREE lessons, Clinics, Fittings, and an online video tip from Creekside PGA Class “A” Head Professional, Larry Alvarado which resulted in 422 views throughout the month of June. We also hosted a Friends & Family BBQ and Clinic for KemperSports and Bright View Golf Maintenance employees and guests.

Patriot Golf Awareness Week – Creekside and Dryden Park will once again be participating in Patriot Golf Awareness Week from Friday, September 1st through Monday, September 4th. KemperSports is very proud to be partnered with this great program. More information can be found at www.foldsofhonor.org We encourage all of you to take a look, and help us support this wonderful cause. The Folds of Honor’s mission is simple.....

To provide educational scholarships to spouses and children of
America’s fallen and disabled service-members.

End of fiscal year – June 30th represented the end of a very up and down fiscal year. Many of this past years highlights and obstacles were highlighted on the June Client Letter....one important highlight that was left out....another year in the books without an on the job accident by our great staff!!!!



July 20th, 2017

Ms. Laurie Smith
 Business Center Manager
 Community and Economic Development Department
 City of Modesto

Dear Laurie,

The following is the financial summary and key highlights for the month of June 2017 at the City of Modesto Golf Courses. This month's summary also includes highlights / facility issues from the 2016/17 Fiscal Year.

June 2017	MTD	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$225,420	\$203,445	\$21,975	\$2,050,550	\$2,239,814	\$189,264
F&B COGS	\$15,072	\$12,308	\$2,764	\$134,222	\$141,964	\$7,742
Merch. COGS	\$11,023	\$6,023	\$5,000	\$88,433	\$63,882	\$24,551
Total Cost of Sales	\$26,095	\$18,331	\$7,764	\$222,655	\$205,846	\$16,809
Gross Margin	\$199,325	\$185,114	\$14,211	\$1,827,895	\$2,033,968	\$206,073
Payroll Expense	\$48,126	\$43,594	\$4,532	\$517,834	\$514,562	\$3,272
Other Expense	\$8,106	\$21,399	\$29,505	\$187,523	\$231,755	\$44,232
EBITDA	\$159,305	\$120,121	\$39,184	\$1,122,538	\$1,287,651	\$165,113
Rounds	7,773	7,673	100	71,947	77,249	5,302
Average GF/CF	\$22	\$21	\$1	\$22	\$23	\$1

Overview:

June was a very successful month and represented the end to a very up and down 2016-17 Fiscal Year for the Modesto Properties. In June, Creekside met or exceeded revenue goals in ALL categories. Dryden Park met exceeded revenue goals in all categories, except for Driving Range. The Modesto properties exceeded combined budgeted revenue goals by 21k and combined budgeted NOI goals by 8k.

2016-17 Performance Highlights / Operational Challenges:

Performance Highlights

- Due to very extensive cost savings measures by Kelly and his department heads were able save over \$44k in Operating Expenses
- Generated nearly \$9k in E-Commerce Sales
- KemperSports delivered over \$14k in rebates and discounts for the City of Modesto

*Northwest Regional Office
 18119 Via Encantada, Monte Sereno, CA 95030
 (415)722-3580*



KemperSports®

- Regular email blasts to our data base of 2,000+ unique email addresses.
- Aggressive cost containment programs continue in all departments, in effort to reduce overall expenses.
- TrueService training continues for ALL employees. TrueService is the KemperSports company wide service training program which teaches and supports all employees in providing “Best in Class” service in all aspects of the operation.

Weather

- Average temperatures - High – 94°F Degrees, Low – 63°F Degrees
 - 2 Days of rain / 7 Days of 100°F degree + temperatures

KemperSports - National and Regional Support Activities

- Monthly revenue calls conducted with Steve Argo, Regional Vice President of Operations, and Nadia Chapman Regional Sales and Marketing to review sales pace, revenue generating ideas and “Best Practices” with General Manager, Kelly Smith and Tournament Director, Vince Suarez.



KemperSports | TrueReview

Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Creekside	70.0	8.8	9.1	8.4	8.3	9.1	30
Dryden Park	47.4	8.5	9.1	8.0	8.4	8.6	19

Please call me if you have any questions.

Sincerely,

Steve Argo
 Regional Vice President of Operations - KemperSports
 Cc: Jim Stegall

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 18119 Via Encantada, Monte Sereno, CA 95030
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Golf Operations Report

Weds, August 2nd 2017 8:00 am

1. Marketing / Promoting:

- a. Graffiti Car Show – good attendance. No complaints.
- b. Electronic menu board is up and running.
- c. FootGolf – Need more players.

2. Maintenance.

- a. Cart barn needs exterior fencing replaced. Awaiting estimate.
- b. Parking lot sign and benches are newly painted.
- c. Comcast completed construction of fiber optic lines.

Golf Course:

- a. Tree limbs off #7 and tree trunk of #3 need to be removed.
- b. Gopher's are still a problem.

Golf Fund Budget vs. Actual thru JUNE 30, 2017

REVENUES	FY 16/17 Budget	As of 30-Jun-17	% of budget
Fund 4600 (Muni & Admin)			
Total Muni Green Fees	210,000	176,457	
First Tee Green Fees	2,500	0	
NCGA-YOC Green Fees	5,000	4,857	
FootGolf Fees	2,500	629	
Lease of Land (Water Dept)	889	0	
Misc Lease - Cell Tower	94,464	95,722	
Building/Room Rental - Other	0	4,000	
Misc Revenue	0	8,988	
Interest Revenue on Bank Accounts	0	(11,960)	
Misc Donations	150	0	
	\$315,503	\$278,693	88.3%
Fund 4605 (KemperSports)			
Total Creekside Green Fees	800,000	764,746	
Creekside Cart Fees	300,000	261,725	
Creekside Range Fees	40,000	40,644	
Creekside Food & Beverage	200,000	203,736	
Creekside Merchandise	90,000	90,553	
	\$1,430,000	\$1,361,404	95.2%
Total Dryden Green Fees	440,000	345,890	
Dryden Cart Fees	190,000	174,384	
Dryden Range Fees	18,000	15,828	
Dryden Food & Beverage	125,000	105,567	
Dryden Merchandise	37,000	47,173	
	\$810,000	\$688,842	85.0%
TOTAL REVENUES:	2,555,503.00	2,328,938.14	91.1%

EXPENDITURES

Fund 4600 (Muni & Admin)

	FY 16/17 Budget	As of 30-Jun-17	% of budget
ISF - Mail Services - Inside	\$26	\$26	
ISF - Building Services	\$2,210	\$2,210	
ISF - Cost Allocation	45,346	45,346	
ISF - Property Insurance	19,466	19,466	
ISF - Liability Insurance	15,316	15,316	
Office Supplies	100	89	
Printing & Binding	100	0	
Utility Expense - Electric (All 3 courses)	50,000	45,007	
Utility Expense - Gas (All 3 courses)	5,000	5,489	
Utility Expense - Garbage (Muni only)	870	977	
Utility Expense - Phone	100	0	
Cable/Internet Utility Services	0	839	
Misc Repair & Maintenance at Muni	6,000	375	
Misc Repair & Maintenance-Equipment at Muni	6,000	11,204	
Course Maintenance - ValleyCrest	1,602,974	1,577,765	
Employee Expense at Muni shared with Del Rio CC	25,000	7,600	
Memberships & Dues	300	0	
City Staff - Admin & Building Services	76,045	94,088	
Creekside Debt - Principal Retirement	340,000	340,000	
Creekside Debt - Interest Expense	151,666	127,333	
Creekside Debt - Trustee Fees	3,000	2,950	
Professional Services Debt	1,000	688	
	\$2,350,519	\$2,296,768	97.7%

Fund 4605 (KemperSports)

Creekside

Office Supplies	3,000	810	
Cost of Sales - Creekside Merchandise	60,000	56,850	
Cost of Sales - Creekside Food & Beverage	100,000	86,342	
Food & Beverage Expense - Creekside	6,500	5,790	
Tools & Field Supplies - Creekside	4,000	1,273	
Marketing - Creekside	5,000	-3,466	
Cart Lease - Creekside rental	30,000	27,456	
Payroll - Creekside	275,000	273,403	
General & Admin - Creekside	76,000	66,945	
	\$559,500	\$515,402	92.1%

Dryden

Office Supplies	\$2,000	1,167	
Cost of Sales - Dryden Merchandise	31,000	31,583	
Cost of Sales - Dryden Food & Beverage	47,000	47,881	
Food & Beverage Expense - Dryden	6,000	4,170	
Tools & Field Supplies - Dryden	3,000	1,182	
Marketing - Dryden	5,000	-3,258	
Cart Lease - Dryden	30,000	28,701	
Payroll - Dryden	220,000	244,431	
General & Admin - Dryden	48,500	55,976	
	\$392,500	\$411,833	104.9%

TOTAL EXPENDITURES:

\$3,302,519

\$3,224,002

97.6%

Revenues over/under Expenditures:

(\$895,064)

Cost Recovery:

72%

Expenses in Muni/Admin
budget to be distributed

NAME	AMOUNT	METHOD OF DISTRIBUTION	AMT TO MUNI	AMT TO DRYDEN	AMT TO CREEKSIDE
Brightview Maintenance	\$1,449,705	% based on acreage*	\$239,359.39	\$564,526.87	\$645,818.74
Credit Card Charge	\$42,000	divide by 3	\$14,000.00	\$14,000.00	\$14,000
Loomis	\$10,800	divide by 3	\$3,600.00	\$3,600	\$3,600
Facility Consultant	\$50,000	divide by 3	\$16,666.67	\$16,667	\$16,667
Direct Charge Agreement	\$48,606	divide by 3	\$16,202.00	\$16,202	\$16,202
Electricity	\$50,000	% based on acreage	\$8,255.45	\$19,470.40	\$22,274.14
Gas	\$5,000	divide by 3	\$1,666.67	\$1,667	\$1,667
Garbage	\$1,000	divide by 3	\$333.33	\$333	\$333
ISF Charges	\$86,643	% based on acreage	\$14,305.54	\$33,739.49	\$38,597.97
Dry Creek Debt Service	\$493,167	Creekside			\$493,167.00
	\$2,236,921		\$314,389.05	\$670,205.43	\$1,252,326.52

Course	Acres	Percent
Municipal Golf Course	53	0.165109034
Dryden Golf Course	125	0.3894081
Creekside Golf Course	143	0.445482866
Total # of Acres	321	1.00

Muni Golf Course	
Expense	
Current Budget	\$2,273,209.00
Less expenses to be distributed	\$2,236,921.00
Plus share of distributed expenses	\$314,389.05
Total Expense	\$350,677.05
Revenue	
Revenue	\$317,453.00
Less cell tower and land lease revenue	\$95,353.00
Total Revenue	\$222,100.00
General Fund Subsidy	-\$128,577.05

Dryden Golf Course	
Expense	
Current Budget	\$428,726.00
Less expenses to be distributed	
Plus share of distributed expenses	\$670,205.43
	\$1,098,931.43
Revenue	\$814,055.00
Less cell tower and land lease revenue	
	\$814,055.00
General Fund Subsidy	-\$284,876.43

Creekside Golf Course	
Expense	
Current Budget	\$611,870.00
Less expenses to be distributed	
Plus share of distributed expenses	\$1,252,326.52
Total Expense	\$1,864,196.52
Revenue	\$1,440,945.00
Plus cell tower and land lease revenue	\$95,353.00
	\$1,536,298.00
General Fund Subsidy	-\$327,898.52

TOTAL GENERAL FUND SUBSIDY - \$741,352.00

FY 18 Budget

Division	Cost Center	FY 18 Adopted Budget	FY 18 Adopted Revenue	Difference
Golf Admin/Muni	14910	\$2,273,209	\$317,453	\$1,955,756
Dryden/Kemper	14925	\$428,726	\$814,055	(\$385,329)
Creekside/Kemper	14930	\$611,870	\$1,440,945	(\$829,075)
Total Golf Funds		\$3,313,805	\$2,572,453	\$741,352



**CITY OF MODESTO
GOLF COURSES ADVISORY COMMITTEE**
City Of Modesto 1010 Tenth Street, Room 3001, Modesto, CA
Wednesday, August 2, 2017, 8:00 a.m.

AGENDA

(NOTE: Any and all of the following agenda items are subject to action being taken by the Modesto Golf Courses Advisory Committee.)

- I. CALL TO ORDER
- II. APPROVAL OF MINUTES – May 17, 2017
- III. WRITTEN COMMUNICATIONS
- IV. OLD BUSINESS
- V. NEW BUSINESS (Oral Reports)
 - A. BrightView Report
 - B. KemperSports Report
 - C. The First Tee Report
 - D. City Staff Report
- VI. ORAL COMMUNICATIONS

These may be presented only by interested persons in the audience. Under State law, Committee members may respond to matters being presented under this item only as follows:

 - A. Briefly respond to statements made or questions asked.
 - B. Ask a question for clarification.
 - C. Provide a reference to staff or other resources for factual information.
 - D. Request staff to report back at a subsequent meeting.
 - E. Finally, a Committee member or the Committee itself may take action to direct staff to place a matter of business on a future agenda.
- VII. MATTERS TOO LATE FOR THE AGENDA

(These may be presented by members of the Golf Courses Committee and staff, upon determination by a majority vote that an emergency exists, as defined by State law, or by a 2/3 vote that [1] there is a need to take immediate action and [2] that the need for action came to the Committee's attention after the agenda was posted.)
- VIII. ADJOURNMENT

NOTE: Copies of this agenda are on file at the Modesto-Stanislaus Library Reference Room, 1500 I Street, Modesto, and in the Office of the City Clerk, Tenth Street Place, 1010 Tenth Street, Modesto. A copy of this agenda may be obtained in the Office of the City Clerk.

Posted pursuant to Government Code Section 54954.2 on _____, at _____ (Date),
_____ by _____ on the bulletin board at Tenth Street Place.

MINUTES

City of Modesto
Golf Courses Advisory Committee
Tenth Street Place
1010 10th Street, Room 3001
Modesto, California
May 17, 2017
8:00 a.m.

PRESENT: Harold Aycock, Maria Arevalo, Shirley Keyser, Tami Krauss, Nancy Norton, Laurie Salvi, and Susan Williams

ABSENT: None.

STAFF: City Staff: Jessica Franco, Laurie Smith, Diane Sheatsley, and Bob Quintella

GUESTS: Scott Dickson (BrightView) and Cathi Mendoza (The First Tee)

I. CALL TO ORDER

Committee Chair Aycock called the meeting to order at 8:02 a.m.

II. APPROVAL OF MINUTES

ACTION: Motion (Keyser/Norton 6/0) approving the minutes from the March 22, 2017 meeting as amended.

III. WRITTEN COMMUNICATIONS

None.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

A. BrightView

Scott Dickson presented the report (attached). In addition he reported that the vandalism damage at Creekside #8 was estimated at \$9,000-\$10,000; a temporary green has been created but it will be two weeks until it is playable; and the incident has been reported to the Modesto Police Department. Bob Quintella will revisit the cost of locking the gates back up at night. He also reported that the Downtown Improvement District has large planters (free) that could possibly be used as course access barricades. The fallen tree the left of #9 at Creekside was removed yesterday. The fence still needs to be repaired.

Shirley Keyser noted that the gates at Dryden are also open at night. Bob Quintella said that they should be locked once the SOS Club closes later this summer.

B. KemperSports Report

Bob Quintella presented the report (attached). Shirley Keyser informed the committee that the pro-shop received a new inventory of ladies apparel and golf shoes at great prices.

C. The First Tee Report.

Cathi Mendoza presented the report (attached). She also reported that they are partnering with parents to spruce up the clubhouse areas prior to the Central Valley Open event on June 3, 2017. In addition, she informed the committee that they have changed internet service providers and are in transition stages at this time in regards to service and equipment upgrades.

She informed the committee that The First Tee has 8 locations and 39 after-school sites in Merced and Stanislaus County. The Sonora market is also growing. Clubs in Ceres and Del Rio are still doing well, but Del Rio has had flooding issues too.

D. City Staff Report

Laurie Smith presented the financial reports (attached). Overall revenues are down 20% and expenses are down 10%. She also reported that the City Council's budget workshops will be starting on May 21st and that the Golf Workshop for City Council is still being scheduled for late July or early August to discuss the future of the golf courses.

To date, the City has not heard back from FEMA regarding the flood damage. Scott Dickson stated that he has not received any tree invoices from the City for the post-flood work. Laurie Smith will follow up. Bob Quintella reported that it has been more cost-effective for City employees to do the tree work than professional services and that they have been working overtime during this post-flood period at Dryden. Staff is in the practice of requesting City crews for tree work at all three golf courses, however, the crews are not always available to service the trees in a timely manner. Shirley Keyser asked if the City can get the chips from the downed trees for cart paths. Scott Dickson stated that they have enough chips to do the cart paths around Dryden.

Harold Aycok questioned the Creekside cell tower revenue continuing to be tied to the Muni revenue reports. Under the prior budgeting software, staff was not able to correct the revenue accounting. With the new budget software in place, Staff will look into moving this revenue line item into the proper revenue account.

VI. ORAL COMMUNICATIONS

None.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. ADJOURNMENT

The meeting was adjourned at 8:45 a.m. The next meeting will be on Wednesday, July 19, 2017 at 8:00 a.m. Diane Sheatsley will poll for attendance.



City of Modesto
Golf Course Advisory Committee Report
May 17, 2017

Creekside

1. Vandals drove onto #1 and #8 green and did donuts
 - a. We fixed damage to #1 in house
 - b. We contracted repairs to #8 and was completed yesterday
2. Aerification to greens complete and mostly healed
3. Most Tall grasses areas will be mowed over the next few week

Dryden

1. River has receded from the golf course
2. Water remains left of #16
 - a. Mosquito abatement has treated area
 - b. Hole is back playing as a par 4
3. Almost every downed tree has been removed
4. Many stumps have been ground up

Mod Muni

1. Power has been restored to irrigation well
2. Aerification was delayed but now complete

5/17/17

KemperSports – Golf Advisory Committee Report

Prepared by: Kelly Smith – General Manager

Following you will find information regarding Creekside and Dryden Park Golf Courses dating back to the last Golf Course Advisory Committee Meeting held on March 22nd, 2017. If you have any questions or concerns regarding this information, or any other subjects, please feel free to reach out to me via email, phone, or in person.

(209) 571-5123

kellysmith@kempersports.com

Dryden Park REOPENING – A combined effort between Bright View Golf Maintenance, the City of Modesto, KemperSports, and a little cooperation from Mother Nature, resulted in the reopening of Dryden Park on Monday, April 10th. The reopening was welcomed by our local golfers, as well as the players and tournament directors of the many outside events scheduled. We offered F&B specials throughout the week, as well as complimentary hotdogs, drinks, and chips on Saturday. **Staffing** - Our efforts were a success, we were fortunate enough to retain ALL 11 employees affected by the closure.

Marketing – General Manager participated in Conference Calls / Webinars on **Strategic Partnerships** – By using our corporate partners it allows us to pass on savings to our client, and our customers. **Social Media Best Practices** – Using multiple Social Media avenues, it allows us to market to our consumers, as well as their friends and family at little or no cost.

Aerification – Creekside was aerified On April 24th and 25th. We once again offered a discounted rate the week of aerification. Discounted rates will be promoted through all our social media channels, website, as well as onsite. *Monday through Thursday \$10 Walking / \$20 Riding*

Vandalism – Unfortunately Creekside was hit with major vandalism in the late hours of May 1st, or early hours of May 2nd. The 8th green had the most damage, resulting in closure of the green.

Modesto City Championship – We will be hosting the Modesto City Championship at Creekside and Dryden on Saturday, June 10th and Sunday, June 11th. Entries and Information are available on our website, as well as in the Pro Shops. Entries will also be delivered to Muni this week.

Ladies apparel – We just received 24 pieces of ladies apparel by Page & Tuttle....so far the feedback from the local ladies groups, is very positive. We are hoping that results in some merchandise sales.

KemperSports Player Development Month – June is KemperSports Player Development Month.....look for FREE lessons, Clinics, etc. throughout the month of June. *Calendar of events coming soon.....*



Operations Update – May 2017

Clubhouse

Safe was not working properly for 5 days. Now working ... tumbler issue? Made need locksmith in future for maintenance.

New 60 " Electronic menu monitor has been installed and full menu will be completed this month to promote events and specials.

Course Maintenance

Greens punched and recovering very good.

Still some large tree branches on course. Bare grass spot left from fallen tree by #1 green.

Upcoming Events

The First Tee of Central Valley Open is Saturday, June 3rd (over 100 Juniors anticipated)
Graffiti Car Show – June 9th thru 11th



April 20th, 2017

Ms. Laurie Smith
 Business Center Manager
 Community and Economic Development Department
 City of Modesto

Dear Laurie,

The following is the financial summary and key highlights for the month of March 2017 at the City of Modesto Golf Courses:

February 2017	MTD	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$139,739	\$168,280	\$28,541	\$1,424,711	\$1,612,726	\$188,015
F&B COGS	\$8,672	\$10,530	\$1,858	\$94,593	\$101,667	\$7,074
Merch. COGS	\$5,662	\$5,049	\$613	\$63,063	\$46,738	\$16,325
Total Cost of Sales	\$14,334	\$15,579	\$1,245	\$157,656	\$148,405	\$9,251
Gross Margin	\$125,405	\$152,701	\$27,296	\$1,267,055	\$1,464,321	\$197,266
Payroll Expense	\$36,097	\$44,036	\$7,939	\$375,128	\$384,148	\$9,020
Other Expense	\$19,371	\$18,949	\$422	\$170,949	\$170,528	\$421
EBITDA	\$69,937	\$89,716	\$19,779	\$720,978	\$909,645	\$188,667
Rounds	5,199	5,455	256	49,923	54,476	4,553
Average GF/CF	\$20	\$24	\$4	\$22	\$23	\$1

Overview:

March was a strong month for the Modesto Properties despite Dryden Park being closed for the entire month. Creekside exceeded revenue goals in ALL categories. The overall combined budgeted revenue was \$29K below budget and \$33k behind prior year. The total combined NOI was \$20K below budget and \$16k behind prior year. We are looking forward to the reopening of Dryden Park in April and anticipate a very busy month with both local and outside events.

Key Performance Highlights:

➤ **General**

- Creekside was able to capture a large portion of Dryden Park’s lost rounds, missing the combined budgeted rounds goal by only 256 rounds.
- Continue social media, email blasts and on-site specials to drive rounds / revenues.
- TrueReview promotions continue in effort to help increase number of returned surveys.
- We hosted local events for the Creekside Golf Club (2), and SIRS (1), as well as outside events for the SOS Club, US Kids (2), and a multi team MJC golf team event

Northwest Regional Office
 18119 Via Encantada, Monte Sereno, CA 95030
 (415) 722-3580



Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Creekside	54.2	8.6	9.1	8.2	8.0	8.7	48
Dryden Park	-	-	-	-	-	-	-

Please call me if you have any questions.

Sincerely,

Steve Argo
Regional Vice President of Operations
KemperSports
Cc: Jim Stegall

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Golf Fund Budget vs. Actual thru APR 30, 2017

REVENUES	FY 16/17 Budget	As of 30-Apr-17	% of budget
Fund 4600 (Muni & Admin)			
Total Muni Green Fees	210,000	132,573	
First Tee Green Fees	2,500	0	
NCGA-YOC Green Fees	5,000	3,681	
FootGolf Fees	2,500	629	
Lease of Land (Water Dept)	889	0	
Misc Lease - Cell Tower	94,464	79,647	
Building/Room Rental - Other	0	2,000	
Misc Revenue	0	8,988	
Interest Revenue on Bank Accounts	0	(12,650)	
Misc Donations	150	0	
	\$315,503	\$214,868	68.1%
Fund 4605 (KemperSports)			
Total Creekside Green Fees	800,000	544,971	
Creekside Cart Fees	300,000	182,573	
Creekside Range Fees	40,000	28,676	
Creekside Food & Beverage	200,000	145,471	
Creekside Merchandise	90,000	64,702	
	\$1,430,000	\$966,393	67.6%
Total Dryden Green Fees	440,000	232,592	
Dryden Cart Fees	190,000	113,830	
Dryden Range Fees	18,000	10,758	
Dryden Food & Beverage	125,000	69,354	
Dryden Merchandise	37,000	31,717	
	\$810,000	\$458,251	56.6%
TOTAL REVENUES:	2,555,503.00	1,639,512.22	64.2%

EXPENDITURES

Fund 4600 (Muni & Admin)

FY 16/17
Budget

As of
30-Apr-17

% of
budget

ISF - Mail Services - Inside	\$26	\$22	
ISF - Building Services	\$2,210	\$1,842	
ISF - Cost Allocation	45,346	37,788	
ISF - Property Insurance	19,466	16,222	
ISF - Liability Insurance	15,316	12,763	
Office Supplies	100	88	
Printing & Binding	100		
Utility Expense - Electric (All 3 courses)	50,000	33,537	
Utility Expense - Gas (All 3 courses)	5,000	4,905	
Utility Expense - Garbage (Muni only)	870	734	
Utility Expense - Phone	100	0	
Cable/Internet Utility Services	0	541	
Misc Repair & Maintenance at Muni	6,000	150	
Misc Repair & Maintenance-Equipment at Muni	6,000	11,204	
Course Maintenance - ValleyCrest	1,602,974	1,245,070	
Employee Expense at Muni shared with Del Rio CC	25,000	5,159	
Memberships & Dues	300	0	
City Staff - Admin & Building Services	76,045	78,924	
Creekside Debt - Principal Retirement	340,000	340,000	
Creekside Debt - Interest Expense	151,666	54,333	
Creekside Debt - Trustee Fees	3,000	2,458	
Professional Services Debt	1,000	688	
	\$2,350,519	\$1,846,425	78.6%

Fund 4605 (KemperSports)

Creekside

Office Supplies	3,000	591	
Cost of Sales - Creekside Merchandise	60,000	41,601	
Cost of Sales - Creekside Food & Beverage	100,000	62,399	
Food & Beverage Expense - Creekside	6,500	4,521	
Tools & Field Supplies - Creekside	4,000	239	
Marketing - Creekside	5,000	1,649	
Cart Lease - Creekside rental	30,000	36,697	
Payroll - Creekside	275,000	195,285	
General & Admin - Creekside	76,000	50,576	
	\$559,500	\$393,558	70.3%

Dryden

Office Supplies	\$2,000	972	
Cost of Sales - Dryden Merchandise	31,000	21,461	
Cost of Sales - Dryden Food & Beverage	47,000	32,194	
Food & Beverage Expense - Dryden	6,000	2,315	
Tools & Field Supplies - Dryden	3,000	217	
Marketing - Dryden	5,000	1,649	
Cart Lease - Dryden	30,000	30,218	
Payroll - Dryden	220,000	179,843	
General & Admin - Dryden	48,500	40,504	
	\$392,500	\$309,373	78.8%

TOTAL EXPENDITURES:

\$3,302,519

\$2,549,357

77.2%

Revenues over/under Expenditures:

(\$909,844)

Cost Recovery:

64%

Muni Golf Course Revenues YTD

	Budget FY 16/17	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	YTD	% of budget
Green Fees	\$ 210,000.00	\$15,120	\$15,633	\$13,955	\$11,719	\$9,688	\$8,526	\$6,538	\$8,656	\$16,968	\$16,072	\$122,873	
Punch Card Allocation		\$3,479	\$3,468	\$2,565	\$2,477	\$3,015	\$1,949	\$1,232	\$1,498	\$2,690	\$3,290	\$25,663	
Annual Pass Allocation		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$26	\$0	\$26	
Golf Revenues	\$18,599	\$19,101	\$16,520	\$14,196	\$12,703	\$10,475	\$7,770	\$10,154	\$19,684	\$19,362	\$148,563		71%
FootGolf Revenues	\$ 2,500.00	\$234	\$260	\$290	\$14	\$48	\$0	\$0	\$0	\$0	\$87	\$933	37%
	\$ 225,000.00	\$18,833	\$19,361	\$16,810	\$14,210	\$12,751	\$10,475	\$7,770	\$10,154	\$19,684	\$19,449	\$149,496	66%
Golf Rounds		2,127	2,158	1,952	1,509	1,489	1,312	984	1,224	2,416	2,180	17,351	
FootGolf Rounds		20	19	26	2	4	0	0	0	0	8	79	

Golf Courses Advisory Committee

August 2, 2017

	Present	Absent
Members:		
Laurie Salvi	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Shirley Keyser	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Harold Aycock	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tami Krauss	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Nancy Norton	<input type="checkbox"/>	<input type="checkbox"/>
Maria Arevalo	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Susan Williams	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Consultants		
Kevin Neal – BrightView	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Scott Dickson – BrightView	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Kelly Smith- KemperSports	<input type="checkbox"/>	<input checked="" type="checkbox"/>
John Griston – The First Tee	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cathy Mendoza – The First Tee	<input type="checkbox"/>	<input type="checkbox"/>
Larry Alvarado - Kemper.		
Staff		
Laurie Smith	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bob Quintella	<input type="checkbox"/>	<input type="checkbox"/>
Jessica Franco	<input type="checkbox"/>	<input type="checkbox"/>
Diane Sheatsley	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Sandy Decker

